

U. S. TELEVISION STATIONS

Air Time..... 24 hours weekly
News Service..... UP
Representative..... Bolling
Membership..... NAB
President..... John C. Clark
General Manager..... C. D. Mastin
Station Manager..... L. L. Rogers
Program Director..... E. M. Scala
Promotion Director..... E. R. McCloskey
Chief Engineer..... L. H. Stantz

WBEN-TV

BUFFALO—1948

ABC-CBS-NBC-DuM

Channel: 4..... AP: 10.2 Kw..... VP: 16.2 Kw.
Owned-Oper. By..... WBEN, Inc.
Address..... Hotel Statler, Buffalo, N. Y.
Phone Number..... Cleveland 6400
Air Time..... 50 hours weekly
News Service..... AP, INS, UP
Representative..... Harrington, Righter & Parsons
President..... Edward H. Butler
Vice-Pres., Gen. Mgr..... A. H. Kirchofer
Station Manager..... C. Robert Thompson
Sales Manager..... Nicholas J. Malter
Program Manager..... George R. Torge
Promotion Manager..... Joseph A. Haefner
Asst. Program Manager..... Edward J. Wegman
Executive Producer..... Fred Keller
Film Director..... Quintin P. Renner
Director of Remotes..... John L. Hutchinson
Technical Director..... Ralph J. Kingsley

WABD

NEW YORK—1941—DuM

Channel: 5..... AP: 9.45 Kw..... VP: 14.25 Kw.
Owned-Oper. By..... Allen B. DuMont Labs., Inc.
Business Address..... 515 Madison Ave.
Phone Number..... MU 8-2600
Studio Address..... 515 Madison Ave.,—Wanamaker Dept. Store.—Adelphi Playhouse
Transmitter Location..... 515 Madison Ave.
Air Time..... 64 hours weekly
News Service..... INS
Director..... Comdr. Mortimer W. Loewi
Gen. Mgr. (DuM TV Net)..... Chris J. Witting
Sales Director..... Tom Gallery
Director of Network Planning and Development..... Julian Armstrong
Dir. of Prog. and Prod..... James L. Caddigan
Dir. of Sports & Spec. Events..... Leslie Arries
Dir. of Engineering..... Rodney D. Chipp
Publicity Director..... Gerald Lyons
Film Director..... Andrew P. Jaeger
Director of Remotes..... Harry Coyle
New York Operations Mgr..... Roy Passman
Station Relations Mgr..... Joseph Merkle

WCBS-TV

NEW YORK—1941—CBS

Channel: 2..... AP: 10 Kw..... VP: 13.7 Kw.
Owned-Oper. By..... Columbia Bcstg. System
Business Address..... 485 Madison Ave.
Phone Number..... PLaza 5-2000
Studio Address..... Grand Central Terminal Building
Transmitter Location..... Chrysler Tower
Air Time..... 60 hours weekly
News Service..... AP, INS, UP
Station Representative..... CBS Radio Sales
Membership..... TBA
President (CBS)..... Frank Stanton
V.-P., Dir. of TV Operations..... J. L. Van Volkenburg
Sales Director..... David Sutton
Program Director..... Charles Underhill
Promotion Director..... Arthur Duram
Director of News..... Edmund Chester
Dir. of Special Events..... Robert Bendick
Production Manager..... Stanton Osgood
Publicity Director..... George Crandall
Film Director..... Grant Theis
Chief Engineer..... Paul Wittlig

WJZ-TV

NEW YORK—1948—ABC

Channel: 7..... AP: 15 Kw..... VP: 30 Kw.
Owned-Oper. By..... American Broadcasting Co.
Business Address..... 30 Rockefeller Plaza
Phone Number..... CI 7-5700
Studio Address..... 7 W. 66th St.
Transmitter Location..... Hotel Pierre
Air Time..... 48 hours weekly
News Service..... AP, INS, UP
Representative..... ABC
Membership..... TBA
President (ABC)..... Mark Woods
Gen., Station Mgr..... Murray Grabhorn
Commercial Manager..... Slocum Chapin
Program Director..... Alexander Stronach
Promotion Director..... Ted Oberfelder
Dir. of News & Spec. Events & Remotes... Tom Velotta
Production Manager..... Burke Crotty
Publicity Director..... Earl Mullin
Film Director..... Nat Fowler
Chief Engineer..... Frank Marx

WNBT

NEW YORK—1939—NBC

Channel: 4..... AP: 7 Kw..... VP: 7 Kw.
Owner-Oper. By..... National Broadcasting Co.
Business Address..... 30 Rockefeller Plaza
Phone Number..... Circle 7-8300
Studio Addresses..... 30 Rockefeller Plaza,
106th St., & Park Ave.
Transmitter Location..... Empire State Bldg.

U. S. TELEVISION STATIONS

Air Time: 40 hrs. wkly. without special events
News Service..... AP, INS, UP
Station Representative..... NBC Spot Sales
Membership..... TBA
President (NBC)..... Joseph H. McConnell
Station Manager..... Thomas B. McFadden
Assistant Manager..... Donald A. Norman
Sales Manager..... John C. Warren
Program Director..... John H. Reber
Advertising & Promotion Dir..... Murry Harris
Dir. of News & Spec. Events..... Fred S. Heywood
Publicity Director..... Schuyler G. Chapin
Film Director..... Stanley Parlan
Chief Engineer..... O. B. Hanson

WOR-TV

NEW YORK—1945—MBS

Channel: 9..... AP: 2.5 Kw..... VP: 5 Kw.
Owned-Oper. By..... General Teleradio, Inc.
Business Address..... 1440 Broadway
Phone Number..... Longacre 4-8000
Studio Addresses..... New Amsterdam Roof
Theater, WOR-TV Studios
Transmitter Location..... Bergenline Ave. &
72nd St.; N. Bergen, N. J.
Air Time..... 43 hours weekly
News Service..... UP
Station Representative..... Carter-Kettell,
Keenan & Eickelberg
Membership..... TBA, NAB
Pres., Gen. Station Mgr..... Theodore C. Streibert
V.-P. Chg. of Sales..... R. C. Maddux
Program Director..... Julius F. Seebach, Jr.
Promotion Director..... Joseph Creamer
Dir. of News & Special Events..... Dave Driscoll
Production Manager..... Jeff Smith
Publicity Director..... Robert Blake
Chief Engineer..... J. R. Poppele

WPIX

NEW YORK—1948

Channel: 11..... AP: 9.25 Kw..... VP: 18.5 Kw.
Owned-Oper. By..... WPIX, Inc.
Address..... 220 E. 42nd St.
Phone Number..... MU 2-1234
Air Time..... 50 hours weekly
News Service..... AP
Station Representative..... Free & Peters
Membership..... TBA
President..... F. M. Flynn
V.-P., Gen. Mgr..... G. Bennett Larson
Sales Manager..... Walter Duncan
Program Manager..... Warren Wade
Public Relations Manager..... Frank Young
Chief Engineer..... Tom Howard

WHAM-TV

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6..... AP: 8.6 Kw..... VP: 16.7 Kw.
Owned-Oper. By..... Stromberg Carlson Co.
Business-Studio Address..... Rochester Radio City
Phone Number..... Culver 7240
Transmitter Location..... Pinnacle Hill, Brighton
News Service..... UP
Representative..... Hollingbery
Membership..... NAB
Vice-Pres., Gen. Mgr..... William Fay
Commercial Manager..... John W. Kennedy, Jr.
Program Director..... Charles W. Siverson
Promotion Pub. Director..... Armin N. Bender
Director of News..... David E. Kessler
Production Manager..... John Crosby
Film Director..... David Manning
Chief Engineer..... Kenneth Gardner

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 4..... AP: 8.16 Kw..... VP: 16.32 Kw.
Owned-Oper. By..... General Electric Co.
Business-Studio Address..... 60 Washington Ave.
Phone Number..... Schenectady 4-2211, Ext. 4926
Transmitter Location..... New Scotland
Air Time..... 51 hours weekly
News Service..... AP, UP
Representative..... NBC Spot Sales
Membership..... TBA, NAB
V.-P., Mgr. of Bcstg..... R. S. Peare
Asst. Mgr. of Bcstg..... B. J. Rowan
Studio Manager..... R. B. Hanna, Jr.
Supervisor of Sales..... Eugene P. Weil
Program Director..... Albert G. Zink
Asst. Stations Manager..... R. W. Welpott
Dir. of News & Spec. Events..... William T.
Meenam
Production Managers..... Duff Browne, Ted Beebe
Supervisor of Music..... A. O. Coggeshall
Chief Engineer..... Willard J. Purcell

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8..... AP: 7.5 Kw..... VP: 15 Kw.
Owned-Oper. By..... Meredith Syracuse TV Corp.
Address..... 101 Court St.
Phone Number..... 3-1126
Air Time..... 72 hours weekly
News Service..... UP
Representative..... Katz
Membership..... TBA
President..... E. T. Meredith, Jr.
Gen. Sta. Mgr..... Paul Adanti
Comm. Mgr., Prom. Dir..... W. H. Bell

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

Dir. of News & Spec. Events., Pub. Dir. . . E. F. Ryan
 Pgm., Prod. Mgr. E. P. Roden
 Film Director J. I. Gregg
 Director of Remotes D. L. Conway
 Chief Engineer H. E. Crow

W S Y R - T V

SYRACUSE—1950—NBC

Channel: 5 AP: 12.5 Kw. . . . VP: 23.5 Kw.
 Owned-Operated By Central N. Y. Ccstg.
 Business-Studio Address 224 Harrison St.
 Phone Number 3-7111
 Transmitter Location Sentinel Heights
 Air Time 50 hours weekly
 News Service UP
 Representative Headley-Reed
 Membership NAB
 President Col. H. C. Wilder
 Commercial Manager W. R. Alford, Jr.
 Program Director W. D. Rothrum
 Promotion, Publicity Dir. . . . John Hurlbut
 Production Manager Bert Gold
 Film Director Rod Swilt
 Chief Engineer A. G. Belle Isle

W K T V

UTICA—1949

Channel: 13 AP: 11.3 Kw. . . . VP: 13 Kw.
 Owned-Oper. By Copper City Bcstg. Co.
 Business Address. Capitol Theater Bldg., Rome
 Phone Number Utica 2-5221
 Studio-Transmitter Location . . . Smith Hill Rd.
 Representative Cooke
 President M. J. Kallet
 General Manager M. C. Fusco
 Chief Engineer D. T. Layton, Jr.

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 49 hours weekly
 News Service INS, UP
 Representative Radio Sales
 Membership TBA, NAB
 President Joseph M. Bryan
 General Manager Charles H. Crutchfield
 Sta. Mgr., Pgm. Dir. Larry Walker
 Commercial Manager Keith S. Byerly

Promotion Director J. R. Covington
 Dir. of News & Spec. Events. . . . Jack Knell
 Production Manager Charles E. Bell
 Publicity Director Jean Carson Brown
 Film Director Miss Jerry Patterson
 Business Manager C. K. Spicer
 Traffic Manager Betty Jean Mulligan
 Chief Engineer M. J. Minor

W F M Y - T V

GREENSBORO—1949

ABC-CBS-NBC-DuM

Channel: 2 AP: .84 Kw. . . . VP: 1.97 Kw.
 Owned-Operated By . . . Greensboro News Co.
 Address 212 N. Davie St.
 Phone Number 3-8611
 News Service UP
 Representative Harrington, Righter & Parsons
 Membership TBA, NAB
 Station Manager Gaines Kelley
 Program Director T. W. Austin
 Promotion Director Norman Gittleston
 Production Manager Robert C. Currie, Jr.
 Film Director Emil W. Young, Jr.
 Chief Engineer James F. Winecoff

OHIO

W C P O - T V

CINCINNATI—1949—ABC-DuM

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

W K R C - T V

CINCINNATI—1949—CBS

Channel: 11 AP: 12.5 Kw. . . . VP: 24.5 Kw.
 Owned-Operated By . . Radio Cincinnati, Inc.
 Business-Studio Address Times-Star Bldg.
 Phone Number Garfield 1331
 Transmitter Highland & Dorchester Aves.

U. S. TELEVISION STATIONS

Air Time..... 80 hours weekly
 News Service UP
 Representative Katz
 Membership NAB
 Gen., Sta. Mgr..... Hulbert Taft, Jr.
 Commercial Manager..... U. A. Latham
 Program Director..... L. J. Bolles
 Promotion Director..... Joel W. Stovall
 Dir. of News & Spec. Events... Tom McCarthy
 Film Director..... Richard Ostrander
 Director of Remotes..... Sydney D. Cornell
 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..... 2222 Chickasaw St.
 Phone Number..... DUNbar 1380
 Air Time..... 87 hours weekly
 News Service INS, UP
 Membership TBA, NAB
 President..... James D. Shouse
 V.P. & Gen. Mgr..... R. E. Dunville
 Dir. of TV Oper. & Gen. Mgr... John T. Murphy
 Commercial Manager... William J. McCluskey
 Program Director..... Ruth Lyons
 Program Coordinator..... Bernie Barth
 Dir. Sales Prom..... David E. Partridge
 News Editor..... Gene Martin
 Mgr. Sales Service..... James Hill
 Dir. Pub. Rela. & Pub..... James I. Cassidy
 Dir. of Film Procurement... Russell Landers
 Chief Engineer..... Calvin Bopp

WEWS

CLEVELAND—1947—ABC-CBS-DuM

Channel: 5... AP: 8.15 Kw... VP: 16.3 Kw.
 Owned-Oper. By... Scripps-Howard Radio, Inc.
 Business-Studio Address..... 1816 E. 13th St.
 Phone Number..... Tower 1-5454
 Transmitter..... 7080 State Rd., Parma, O.
 Air Time..... 80 hours weekly
 News Service UP
 Representative Branham
 President..... Jack R. Howard
 Vice-Pres., Gen. Mgr..... James C. Hanrahan
 Station Director..... J. Harrison Hartley
 Program Director..... Donald E. Pierce
 Promotion Director..... F. E. Weidman
 Dir. of News & Spec. Events, Pub. Dir.... F. E. Weidman
 Dir. of Remotes..... Ernest 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 0942
 Transmitter Location..... Brecksville, O.
 Air Time..... 41 hours weekly
 News Service..... AP, UP
 Representative..... NBC Spot Sales
 Membership NAB
 President (NBC)..... Joseph H. McConnell
 General Manager..... John McCormick
 Station Manager..... Joseph A. Jenkins
 Commercial Manager... Harold L. Gallagher
 Production Manager..... Philip L. Worcester
 Promotion Director..... Howard A. Barton
 Dir. of News & Spec. Events..... Edward R. Wallace
 Publicity Director..... Albert M. Henderson
 Film Director..... Albert L. Odeal
 Director of Remotes..... Charles A. Ranallo
 Engineer-in-Charge..... S. E. Leonard
 Operations Supervisor..... Andrew L. Hammerschmidt

WXEL

CLEVELAND—1949—ABC-DuM

Channel 9... AP: 13.5 Kw... VP: 21 Kw.
 Owned-Oper. By... Empire Coil Co., Inc., New Rochelle, N. Y.
 Address... Pleasant Valley & State Rds., Parma
 Phone Number..... Victory 3-8400
 Air Time..... 70 hours weekly
 News Service UP
 Representative Katz
 President, Gen. Mgr..... Herbert Mayer
 Station, Comm. Mgr..... Franklin C. Snyder
 Program Director..... Russell Speirs
 Promotion Director..... Barbara Snyder
 Asst. to Comm. Mgr..... R. C. Wright
 Co-ordinator..... William Barth
 Film Director..... Edwin Abbott
 Chief Engineer..... Thomas Friedman

WBNS - TV

COLUMBUS—1949—CBS

Channel: 10... AP: 14 Kw... VP: 24 Kw.
 Owned-Oper. By... The Columbus Dispatch Printing Co.
 Business Address..... 33 N. High St.
 Phone Number..... ADams 9265
 Studio-Transmitter Location... 495 Olentangy Blvd.
 Air Time..... 48 hours weekly
 News Service AP
 Representative Blair-TV
 General Manager..... Richard A. Borel
 Commercial Manager... Robert D. Thomas
 Program Director..... Edward Bronson
 Promotion Director..... Jerome R. Reeves
 Production Manager..... Ashley Dawes
 Film Director..... Randall E. Larson
 Chief Engineer..... Lester H. Nafzger

U. S. TELEVISION STATIONS

WLW - C

COLUMBUS—1949

Channel: 3... AP: 12.8 Kw... VP: 15.2 Kw.
 Owned-Operated By... Crosley Bcstg. Co.
 Address... 3165 Olentangy River Rd.
 Phone Number... Jefferson 5441
 Representative... WLW Sales
 General Manager... James Leonard
 Program Director... Tom Gleba
 Production Manager... Walter Jacobs
 Promotion Director... Juanita Wilcox
 Sales Manager... George Henderson
 Chief Engineer... Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6... AP: 14.2 Kw... CP: 16.8 Kw.
 Owned-Oper. By... Picture Waves, Inc.
 Address... 3720 LeVeque, Lincoln Tower
 Phone Number... Fletcher 1529
 Air Time... 60 hours weekly
 News Service... AP
 Representative... Headley-Reed
 President... Edward Lamb
 Gen., Station Manager... John Rossiter
 Ass't Comm. Mgr... Herbert Stewart
 Program Director... Colin Male
 Promotion Director... Roger J. LaReau
 Production Manager... Nick Luppino
 Publicity Director... Barbara Slocum
 Film Director... John Cook
 Chief Engineer... James M. Burke

WHIO - TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13... AP: 12.6 Kw... VP: 24 Kw.
 Owned-Oper. By... Miami Valley Bcstg. Corp.
 Business Address... 45 S. Ludlow St.
 Phone Number... Adams 2261
 Studio-Transmitter Location... 1414 Wilmington Ave.
 Air Time... 12 hours weekly
 News Service... UP
 Representative... Katz
 Membership... NAB
 President... James M. Cox, Jr.
 General Manager... Robert H. Moody
 Commercial Manager... Harvey R. Young, Jr.
 Program Director... Lester G. Spencer
 Dir. of News & Spec. Events... J. Fred Brophy
 Production Manager... Don R. Lyons
 Chief Engineer... Ernest L. Adams

WLW - D

DAYTON—1949—NBC

Channel: 5... AP: 8 Kw... VP: 16 Kw.
 Owned-Oper. By... Crosley Bcstg. Corp.
 Business-Studio Address... Television Square,
 4595 S. Dixie Highway

Phone Number... Walnut 2101
 Transmitter... W. Carrollton & Frytown Rd.
 Air Time... 80 hours weekly
 News Service... UP
 Representative... WLW Offices, New York,
 Chicago, Hollywood
 Membership... NAB
 Dir. (Crosley TV)... John T. Murphy
 Gen. Comm. Mgr... H. Peter Lasker
 Asst. Mgr., Pgm. Mgr... A. Donovan Faust
 Prom. Pub. Dir... Jane O. Flaherty
 Dir. of News & Special Events... Neal VanEllis
 Prod. Mgr., Film Dir... Charles Vaughan
 Chief Engineer... Howard Leppe

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... 40 hours weekly
 News Service... INS, UP
 Representative... Katz
 President... George B. Storer
 (New Centre Bldg., Detroit, Mich.)
 General Manager... Ely Flanigan
 Program Director... Steu Jackson
 Promotion-Publicity Dir... Dick Gowrley
 Dir. of Special Events... Bob Evans
 Film Director... Elaine Phillips
 Director of Remotes... Cliff Montrose
 Chief Engineer... William Stringfellow



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.
 Business Address... Skirvin Tower
 Phone Number... 3-4306
 Studio Address... Little Theater, Municipal Auditorium
 Transmitter Location... 6 mi. north of city,
 E. of Britton
 News Service... AP, UP
 Representative... Katz
 Pres., Gen. Mgr... E. K. Gaylord
 Station Manager... P. A. Sugg
 Commercial Manager... Robert Chapman
 Administrative Assistant... Hoyt Andres
 Promotion Director... Eugene B. Dodson
 Film Director... Kieth Mathers
 Chief Engineer... H. J. Lovell



FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO

TELEVISION BROADCASTING
CORPORATION



1800 Architects Building
Philadelphia 3, Pennsylvania

KOTV

TULSA—1949

ABC-CBS-NBC-DuM-PARAMOUNT

Channel: 6.....AP: 8.5 Kw.....VP: 16.5 Kw.
 Owned-Oper. By.....George E. Cameron, Jr.
 Business-Studio Address.....302 S. Frankfort
 Phone Number.....29233
 Transmitter.....1410 Natl. Bank of Tulsa Bldg.
 Air Time.....35 hours weekly
 News Service.....INS, UP
 Representative.....Adam Young Television
 Membership.....NAB
 Gen., Sta. Mgr.....Maria Helen Alvarez
 Commercial Manager.....John B. Hill
 Program Director.....Ronald C. Oxford
 Promotion Director.....Robert Korte
 Pub. Dir. & Dir. of News & Spec. Events

Robert Freeland

Prod. Mgr., Dir. of Remotes....Herb Lightman

Film Director.....Don Thompson

Chief Engineer.....George Jacobs

WGAL-TV

LANCASTER—1949

ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
 Owned-Oper. By.....WGAL, Inc.
 Business-Transmitter Address.....8 King St.
 Phone Number.....5251
 Studio Address.....24 S. Queen St.
 Air Time.....62 hours weekly
 News Service.....UP
 Representative.....Meeker
 Membership.....NAB
 President.....Clair R. McCollough
 Station Manager.....Harold E. Miller
 Gen. Sales Mgr.....J. Robert Gulick
 Program Director.....Paul Rodenhauer
 Technical Director.....J. E. Mathiot

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 1.7 Kw.....VP: 3.5 Kw.
 Owned-Oper. By.....Dispatch, Inc.
 Address.....35th & State
 Phone Number.....2-4209, 2-4084
 Air Time.....65-70 hours weekly
 News Service.....UP
 Representative.....Headley-Reed
 President.....Edward Lamb
 Gen., Station, Comm. Mgr...Roger S. Underhill
 Program Director.....Don Lick
 Promotion Director.....Stanley Hancock
 Production Manager.....Gomer Lesch
 Publicity Director.....Wesley First
 Film Director.....John Cook
 Chief Engineer.....James Burke

WJAC-TV

JOHNSTOWN—1949

ABC-CBS-NBC-DuM

Channel: 13.....AP: 3.7 Kw.....VP: 6.5 Kw.
 Owned-Oper. By.....WJAC, Inc.
 Business Address.....329 Main St.
 Phone Number.....41-267
 Transmitter Location...Laurel Hill Mountain
 Air Time.....27 hours weekly
 News Service.....UP
 Representative.....Headley-Reed
 Membership.....NAB
 President.....Walter W. Krebs
 Station Manager.....Alvin D. Schrott
 Program Director.....Frank P. Cummins
 Chief Engineer.....Nevin L. Straub

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
 Owned-Oper. By.....WCAU, Inc.
 Business-Studio Address.....1622 Chestnut St.
 Phone Number.....LOcust 7-7700
 Transmitter Location.....12 S. 12th St.
 Air Time.....Unlimited
 News Service.....AP, UP
 Representative.....Radio Sales
 Pres., Gen. Mgr.....Donald W. Thornburgh
 V.-P., Asst. Gen. Mgr.....Joseph L. Tinney
 Television Director.....Charles Vanda
 Program Director.....John McClay
 Prom. & Pub. Dir.....Robert N. Pryor
 Director of News.....Alfred T. Ringler
 Film Director.....Helen Buck
 Technical Director.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.1 Kw.....VP: 16.2 Kw.
 Owned-Oper. By...Philco Television Bcstg. Corp.
 Business Address.....1800 Architects Bldg.
 Phone Number.....LOcust 4-2244
 Studio Address...Philco-Westinghouse Radio &
 TV Center
 Transmitter Location...1300 E. Mermaid Lane,
 Wyndmoor
 Air Time.....45 hours weekly
 News Service.....INS
 Station Representative.....NBC Spot Sales
 Membership.....TBA
 Vice-Pres., Gen. Mgr.....Ernest B. Loveman
 Asst. Gen. Mgr.....Rolland V. Tooke
 Comm. Mgr....Alexander W. Dannenbaum, Jr.
 Manager-Problem Operations...Preston Stover
 Film Director.....Albert J. Mann
 Chief Engineer.....Raymond J. Bowley

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-Studio Address . . . 46th & Market Sts.
 Phone Number Evergreen 6-8090
 Transmitter Location Roxborough, Pa.
 Air Time 45 hours weekly
 News Service AP
 Representative Katz
 Membership NAB
 General Manager Roger W. Clipp
 Administrative Assistant to Mgr. . . . Donald S.
 Kellett
 Manager of Operations Felix Meyer
 Commercial Manager John E. Surrick
 TV Sales Manager Kenneth W. Stowman
 Promotion Director George A. Koehler
 Director of News William Driscoll
 Mgr. of Prog. & Prod. Jack Steck
 Publicity Director Joseph E. Dooley
 Film Director Walter Tillman
 Tech. Dir. of Remotes John Wright
 Chief Engineer Louis E. Littlejohn

(See Page 1084)

WDTV

**PITTSBURGH—1949
 ABC-CBS-NBC-DuM**

Channel: 3 AP: 2.5 Kw. VP: 5 Kw.
 Owned-Oper. By Dr. Allen B. Du Mont
 Laboratories, Inc.
 Business Address 1104 Clark Bldg.
 Phone Number Express 1-1071-2-3-4
 Transmitter Location Perrysville, at Montana
 & Grizella Sts.
 Air Time 108 hours weekly
 News Service INS
 Membership TBA
 President Dr. Allen B. Du Mont
 Gen., Sta. Mgr. Donald A. Stewart
 Sales Director Larry Israel
 Prog., Prod. Dir. Leslie Arries, Jr.
 Prom. Pub. Dir. Theodore A. Okon
 Sales Service Manager John Cole
 Film Director Harry G. Munson
 Chief Engineer Raymond Rodgers

RHODE ISLAND

WJAR-TV

**PROVIDENCE—1949
 ABC-CBS-NBC**

Channel: 11 AP: 15 Kw. VP: 30 Kw.
 Owned-Oper. By The Outlet Co.
 Business-Studio Address 176 Weybosset St.

Phone Number Gaspee 1-1071
 Transmitter Location Rehoboth, Mass.
 Air Time 42 hours weekly
 News Service UP
 Representative Weed, Bertha Bannan
 President Mortimer L. Burbank
 Gen., Sta., Comm. Mgr. John J. Boyle
 Production Manager James Orchard
 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-Oper. 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 NAB
 President Enoch Brown
 Gen. Station Mgr. H. W. Slavick
 Commercial Manager J. C. Eggleston
 Program Director Wilson Mount
 Prom., Pub. Dir. Walter E. Frase
 Dir. of News & Spec. Events Ralph Haskins
 Production Manager Bill Brazzil
 Film Director Charles Caldwell, Jr.
 Director of Remotes Wilson Mount
 Chief Engineer E. C. Frase, Jr.

TEXAS

KBTW

**DALLAS—1949
 DuM-PARAMOUNT**

Channel: 8 AP: 27 Kw. VP: 13.5 Kw.
 Owned-Oper. By Tom Potter
 Business Address 1032 M & W Tower Bldg.
 Phone Number C-8896
 Studio-Transmitter Location 3000 Hines Blvd.
 Air Time 20 hours weekly
 News Service UP
 Representative Adam Young Television
 President Jack I. Potter
 General Manager J. Curtis Sanford
 Station Manager Mortimer S. Dank
 Commercial Manager Del Ramey
 Program Director Lawrence DuPont
 Publicity Director Zack Bettis
 Film Director Don Morrow

Director of Remotes..... Earl Z. Marvin
 Chief Engineer..... Morris Barton, Jr.

KRLD-TV

DALLAS—1949

Channel: 4..... AP: 7.5 Kw..... VP: 15.1 Kw.
 Owned-Operated By..... KRLD Radio Corp.
 Business-Studio Address..... Herald Square
 Phone Number..... Central 6811
 Transmitter Location..... Camp Griffin Sts.
 Representative..... Branham
 President..... J. W. Runyon
 Managing Director..... C. W. Rumbert
 Commercial Manager..... W. A. Roberts
 Program Director..... Roy George
 Technical Supervisor..... R. M. Flynn

WBAP-TV

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., Ft. Worth 3, Tex.
 Phone Number..... Fort Worth: L0ckwood 1981.
 Dallas: Tremont 7-9757

Air Time..... 50 hours weekly
 News Service..... AP
 Representative..... Free & Peters
 Membership..... NAB
 President..... Amon Carter
 Director..... Harold Hough
 Station Manager..... George Cranston
 Commercial Manager..... Roy Bacus
 Program Director..... Bob Gould
 Publicity Director..... Jack Rogers
 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

KLEE-TV

**HOUSTON—1949
 ABC-CBS-DuM**

Channel: 2..... AP: 8.5 Kw..... VP: 16 Kw.
 Owned-Oper. By..... W. Albert Lee
 Business Address..... Milby Hotel
 Phone Number..... PR 1161, MA 9279
 Studio-Transmitter Location..... Post Oak Rd.
 Air Time..... 35-40 hours weekly
 News Service..... UP
 Representative..... Adam J. Young Television
 Membership..... NAB
 President..... W. Albert Lee
 Gen., Sta., Comm. Mgr..... Sid Balkin
 Program Director..... Ken Bagwell
 Prom. Dir., Dir. of News & Spec. Events..... Gene Lewis
 Film Director..... Bud Johnson
 Director of Remotes..... Gene Osborne
 Chief Engineer..... Paul Huhndorff

KEYL

**SAN ANTONIO—1950
 DuM-PARAMOUNT**

Channel: 5..... AP: 9 Kw..... VP: 17.9 Kw.
 Owned-Oper. By..... San Antonio Television Co.
 Address..... Transit Tower Bldg.
 Phone Number..... Garfield 8151
 Air Time..... 64 hours weekly
 News Service..... UP
 Representative..... Adam Young Television
 General Manager..... W. B. Miller
 Commercial Manager..... Sherrill E. Edwards
 Program Director..... Mort Dank
 Dir. of News & Spec. Events..... Charles Hale
 Production Manager..... William Robb
 Chief Engineer..... W. R. Sloat

WOAI-TV

SAN ANTONIO—1949

Channel: 4..... AP: 10.8 Kw..... VP: 21.6 Kw.
 Owned-Oper. By..... Southland Industries, Inc.
 Address..... 1031 Navarro St.
 Phone Number..... Garfield 4221
 News Service..... AP, INS
 Representative..... Petry
 Pres., Gen. Mgr..... Hugh A. L. Half
 Asst. Gen. Mgr., Sales..... Jack Keasler
 Sales Exec..... Fred Vance
 Sales Prom. Mgr..... Dallas Wyant
 Program Director..... J. R. Duncan
 Production Manager..... Dick Perry
 Film Manager..... Hull Youngblood
 Director of Engineering..... C. L. Jeffers

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

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

KSL-TV

SALT LAKE CITY—1949—CBS

Channel: 5 . . . AP: 9.2 Kw. . . VP: 18.4 Kw.
 Owned-Oper. By . . . Radio Service Corp. of Utah
 Address 10 S. Main St.
 Phone Number 5-4641
 News Service AP, UP
 Representative CBS Radio Sales
 Executive Vice-President Ivor Sharp
 General Manager C. R. Evans
 Director of Operations Lennox Murdoch
 Sales Manager F. B. Latchy
 Program Director Wayne Richards
 Director of Film Service Scott Clawson
 Publicity, Promotion Director Sherrill Taylor
 Chief Engineer Vincent Clayton

VIRGINIA

WTVR

RICHMOND—1947—NBC

Channel: 6 . . . AP: 6.4 Kw. . . VP: 12.16 Kw.
 Owned-Oper. By Havens & Martin, Inc.
 Business-Studio Address . . . 3301 W. Broad St.,
 P. O. Box 5229
 Phone Number 5-8611
 Transmitter Location Staples Mill Rd., off
 Broad St.
 Air Time 50 hours weekly
 News Service Transradio
 Station Representative Blair TV
 Membership TBA
 Pres., Gen. Sta. Mgr. Wilbur M. Havens
 Comm. Mgr. Prom. Dir. Walter A. Bowry, Jr.
 Program Director Conrad Rianhard, Jr.
 Dir. of News & Spec. Events . . . Allan J. Phaup
 Production Manager J. V. Shand
 Film Director J. V. Shand
 Dir. of Remotes, Chief Engineer . . . J. Kyle

WASHINGTON

KING-TV

**SEATTLE—1948
 ABC-CBS-NBC-DuM**

Channel: 5 . . . AP: 10 Kw. . . VP: 19 Kw.
 Owned-Oper. By King Bcstg. Co.
 Business Address Smith Tower
 Phone Number MUtual 1090
 Studio-Transmitter Location . . . 301 Galer
 Air Time 25 hours weekly
 News Service UP
 Representative Blair-TV
 President Henry B. Owen
 General Manager Hugh Feltis

Station Manager Robert E. Priebe
 Commercial Manager Al Hunter
 Program, Publicity Director . . . Lee Schulman
 Director of Remotes Clare Hanawalt
 Chief Engineer George A. Freeman

WEST VIRGINIA

WSAZ-TV

**HUNTINGTON—1949
 ABC-CBS-NBC-DuM**

Channel: 5 . . . AP: 8 Kw. . . VP: 12 Kw.
 Owned-Oper. By WSAZ, Inc.
 Business Address P. O. Box 2115
 Phone Number 38-401
 Studio Address W. Va. Bldg.
 Transmitter Location Eighth Street Rd.
 Air Time 36 hours weekly
 News Service AP
 Representative Katz
 President Col. J. H. Long
 General Manager Marshall Rosene
 Station Manager L. H. Rogers, II
 Commercial Manager L. H. Rogers
 Prog. Dir., Dir. of News & Spec. Events . . William Packard
 Prom., Pub. Dir. William Tracey
 Film Director N. Tweel
 Director of Remotes J. Jiruska
 Chief Engineer Leroy Kilpatrick

WISCONSIN

WTMJ-TV

**MILWAUKEE—1947
 ABC-CBS-NBC-DuM**

Channel: 3 . . . AP: 10.2 Kw. . . VP: 16.1 Kw.
 Owned-Oper. By The Journal Co.
 Business Address 333 W. State St.
 Phone Number MARquette 8-6000
 Studio-Transmitter Address . Radio City, 720 E.
 Capitol Dr.
 Air Time 55 hours weekly
 News Service AP
 Representative . Harrington, Righter & Parsons
 Membership TBA
 Gen. Mgr. Radio & V.-P., The Journal
 Co. Walter J. Damm
 Asst. General Manager L. W. Herzog
 Sta., Comm. Mgr. R. G. Winnie
 Local Sales Manager Neile V. Bakke
 Program Director Jim Robertson
 Prom., Pub. Dir. Bruce Wallace
 Director of News Jack Krueger
 Production Manager Charles Zoekler
 Director of Remotes George Marr
 Chief Engineer Phil Laeser



THE FUTURE OF TV RESEARCH —NEED OF AUDIENCE CENSUS

by

BARRY T. RUMPLE

**Manager, Research Department
National Broadcasting Company, Inc.**

THOSE who engage in television research in the future or use its findings may be everlastingly grateful for the heritage of nearly twenty years of radio research. For despite the shortcomings of present day radio research—and there are many—much has been learned and accomplished which has provided a head start to research in the field of television. No such fortunate situation marked the early days in radio when methods had to be contrived and developed with no precedents and few resources. Fortunately for television its research can, if it will, profit by the experience of radio research in its quest for a more useful product.

Networks were four years old when the first regular rating service was established; eight years old when coincidental ratings were available. Network radio had reached the ripe age of sixteen years when the mechanical recorder was first put to commercial use. Qualitative research in radio was virtually unknown in those early days; indeed, it is still a relative youngster in the research family but it is making friends and influencing decisions in a very healthy manner.

Radio has unquestionably been subjected to more measurement and, in fact, knows more about itself than any other medium. There is every reason to believe that we can profit by that experience by improving present methods and developing even better techniques to meet the special problems imposed by television. For television is surely destined to become even more heavily researched than radio and happily that research has dated from the very infancy of the new medium.

Television research should be planned to provide four major types of information which will be usable for advertisers, agencies and sales, program and management personnel of video stations and networks.

First, we need a TV "census" on a regular basis. NBC's estimates current-

ly available to the industry by areas provide general barometers of television's growth but they have limited value to market research. Lacking a count of the very units which we seek to measure, including control data for sampling the set-owning population, is a serious handicap to market research in the new medium. There is currently some indication that an industry group may be successful in formulating a continuing procedure for the assembly of TV home data on a county and city basis. Certainly for this type of information we cannot depend only on the U. S. Census whose April 1950 TV count will not be available until sometime in 1951. Some provision must therefore be made by a recognized industry group to provide such data—preferably at this stage of development on a monthly basis but certainly no less frequently than once each quarter. This is fundamental to all other future TV research.

Secondly, we must devise a means of determining the performance areas of TV stations. There is a tendency to consider that all television stations serve the same area equally well but this is not necessarily so from the advertiser's viewpoint and research must develop methods in this field just as in radio. The mail ballot type of survey and diary technique, where properly used, can provide evidence that stations are actually delivering satisfactory service to TV families in each area. This data, like the "census," is basic to other forms of research.

Third, and like death and taxes, we will have program ratings. Here we might be well advised to avoid much of the needless and confusing duplication in services which developed in radio. As we have found in radio, no single service is able to supply all the answers, but through judicious use of several techniques the researcher can now obtain some measurement of all

(Continued on Page 1152)



IMPORTANCE OF TV FILMS STRESSED IN SERVICING ADVERTISERS

by

JOHN L. SINN

President, Ziv Television Programs, Inc.

LONG after all contemporary pioneers in television have gone, their successors in every branch of the industry will continue to discover and develop new and better ways to do the job. That's the spirit of progress that has marked the growth of all our great industries; the same mark of distinction which also characterizes the greatness of our country.

In retrospect, as we glance back through the years of 1948 and 1949, we see a handful of stations, producers and sponsors, groping through a seemingly endless maze of hazards and pitfalls, toiling patiently, diligently and at great cost, to reduce mistakes, to improve techniques, to make this new miraculous form of home entertainment grow steadily in stature toward its maturing and eventual gigantic role in the realm of advertising media.

Each month's newest television progress report is scanned avidly and with great care. Every new shred of information is studied. Programs and their costs, commercial techniques and their results, pyramiding set installations, ratings, new stations on the air, trends of TV stocks, RMA reports, trade gossip, etc., etc., all come in for their share of observations and analysis.

In the midst of all this, a clearer appraisal of some important factors has become possible while they were being framed in increasingly true perspective. There is first, the greatest importance of the local advertiser which is asserting itself day by day with its usual quota of attendant problems. And also, the more and more prominent position which programs on film are carving permanently for themselves in air time schedules among national as well as regional and local advertisers. And of equal significance and noteworthy is the gradual improvement in commercial applications of the medium to an ever increasing list of businesses. Let's look over each subject briefly.

If the so-called main street merchant; namely the department store, the shoe man, the specialty shop, the butcher, the grocer and the baker ever should master the technique of making television produce maximum store traffic and create for themselves the powerful buying impact of which the medium is proving itself capable, there could be, indeed, some startling future changes in many of the practices and conditions surrounding television in these early days. Probably few, if any national advertisers could match budgets, dollar for dollar, with department stores alone, at the local level, in each television area. Up until now, those local advertisers who have gotten into television are not, generally speaking, the big advertising dollar spenders of their respective cities and communities. And yet, the increase in local advertisers is outweighing markedly each month that of regional or national TV spenders.

There are many, many advantages in the use of programs on film, produced expressly for television. Most of them are obvious, but at least a few are deserving of constant consideration. Program-wise, near perfection is possible. The flaws and fluffs that are inherent in live camera television or kinescope recordings can be eliminated through re-takes when a program is on permanent film. And, visually, the motion picture technique employed to produce film tricks such as flipovers and wipes, and other optical illusions can be combined to produce better transitional, more pleasing and faster moving programs, carrying either filmed or integrated live commercials. And perhaps of greatest importance, the professional television program producer on film, provides the advertiser and his agency a maximum opportunity to develop suitable commercial techniques and overall merchandising application, to make each advertising dollar produce its expected return.

TELEVISION FILM PRODUCERS

Personnel

□

Phone Numbers

□

Addresses

□

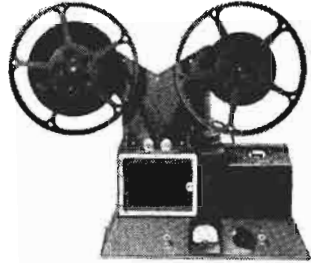
Contacts of 35 & 16 mm. Film Producers

NINETEEN FIFTY





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



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

THE NEW MAURER 16 MM CAMERA



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

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

For additional information, please write us.



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

16mm
maurer

J. A. Maurer, INC.

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

CABLE ADDRESS: JAMAURER

TELEVISION FILM PRODUCERS

Adventure Films, Inc.

165 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-2320

PresidentWilliam Alexander
Secy.-TreasurerHall Shelton
Services Offered — Devil's Island - Martinique, Java-Bali Report, Kukan, Pledge To Bataan, Here Is Ireland—all these subjects are in all natural color, on 16mm. Kodachrome. Fighting Sea Monsters, The Silent Enemy—on black & white.

A. F. Films, Inc.

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

PresidentNicolas Bongard
Services Offered — Distribution of short educational films internationally produced including U. S. productions for TV.

All-Scope Pictures, Inc.

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

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

Allen & Allen Productions

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

Directing Mgr.....George E. Allen
Dir. of Production.....William H. Allen
Chief, Editorial Div.....Benjamin L. Haab
Asst. Prod.-Mgr.....H. A. Bold
Services Offered—Producers of adventure, educational, novelty and documentary films, of one, two, and three reels—featurettes, for TV, educational, theaters, and other distribution outlets. Are releasing a series of Wild Life films, at present, to the video market, also to sponsors, theaters, & schools. The above Wild Life Series, are of documentary & entertainment values.

American Film Co.

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

Mgr.Ben Harris
Gen. Sales Mgr.....Jack H. Harris
Services Offered—We serve 35 and 16mm. film to TV stations. We also handle any form

of advertising through the American advertising agency headed by Jack H. Harris at the above address.

Animated Video Films Inc.

1001 N. Vermont Ave., Los Angeles 27, Calif.
Phone: NORmandy 33884

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

Animation House, Inc.

535 Main St., New Rochelle, N. Y.
Phone: New Rochelle 2-8184

Pres., Producer, Dir.....Edwin Rehberg
V.-P., PersonnelWilliam Fox
Services Offered—TV commercials, 20 sec. to 1 min. spots, live, stop-motion and animation or in combination; industrial and visual educational films, color and b. and w.; 35 and 16mm.; write script, make up story board. Equipped to make a complete job to order.

Eran J. Anton Productions, Ltd.

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

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

Archer Productions, Inc.

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

PresidentLars E. Calonius
Chg. of Production.....Thomas Craven
Associate ProducerDavid Ahlers
Office ManagerCarl Ritchie
Animation DirectorCarl Fallberg
Art DirectorJohn Ployardt
Sales ManagerHampton W. Howard
Services Offered—TV commercial films and entertainment films to order. Animated TV

EASTMAN FILMS

For Television Use

FOR every television requirement — feature, short subject, support for “live” action, commercials, program records — there’s an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

Eastman Motion Picture Films

Distributed by

J. E. BRULATOUR, INC.

Fort Lee, N. J.
LONGacre 5-7270

Chicago 16, Ill.
HARRison 7-5738

Hollywood 38, Calif.
Hillside 6131

TV Film Producers

commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

Art Reels Co.

510 Cathedral Parkway, 5E New York, N. Y.
Phone: MOument 6-2271

Producer-Dir. Stephen L. Sharff
Editor Lucille Pelham
Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: ELclid 6-3100

President K. W. Lineberry
Vice-Pres. & Prod. Mgr. Tom R. Curtis
Secy.-Controller L. P. Momince
Advertising Mgr. H. C. Maloney
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory processing. Mobile sound truck, studio rental facilities. Film vaporating. TV commercial productions.

Audio Productions, Inc.

630 Ninth Avenue, New York 19, N. Y.
Phone: COlumbus 5-6771

President Frank K. Speidell
Sales Mgr. Phillips Brooks Nichols
Gen. Mgr. Herman Roessle
Production Mgr. P. J. Mooney
Services Offered—Producers of TV commercials and business and educational films—black-and-white and color.

Bailey Films, Inc.

2044 N. Berendo, Hollywood 27, Calif.
Phone: OLympia 7209

President Albert R. Bailey
Vice-President Delmar F. Hancock
Secretary-Treasurer Virginia B. Ryder
Services Offered—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

Basch Radio & Television Productions

(See Program Producers.)

Bell International Pictures, Inc.

633 No. La Cienega, Hollywood 46, Calif.
Phone: CR 1-6181

Pres. & Exec. Pro. Jack Gilson
Services Offered—Television film productions.

Bell Pictures Corp.

630 Ninth Avenue, New York 19, N. Y.
Phone: CIrcle 6-1383

President Bert Kulick
Vice-Pres. Lawrence Kulick
Secy.-Treas. Frances Frank
Services Offered—Distributors of TV films.

Bengal Pictures

15108 Plummer, San Fernando, Calif.
Phone: EMpire 2-1984

Dir. of Photogr'y. Phil. E. Cantonwine, S.S.C.
Research Cheri Le Blanc
Director Robert Delano
Narration and Story Larry Chandler
Narrators Perry King, William Udel
Services Offered—TV pictures made to order, TV subjects for sponsors, rent and outright sale.

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phones: CIrcle 5-4582-3

President J. R. Bray
Vice-Pres. & Secy. Paul A. Bray
Vice-Pres. & Sales Mgr. E. F. Stevenson
Treasurer M. Bray
Director L. G. Lambert
Asst. Production Mgr. R. N. Chindblom
Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

British Information Services

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Dir., Film & Pub. Div. Thomas Hodge
Asst. Pub. Div. Dorothy Danish
Services Offered—Rental of educational and documentary sound films.

Irving Browning Productions

70 W. 45 St., New York 19, N. Y.
Phone: MUrray Hill 2-7490

Producer-Dir. Irving Browning
Exec. Secy. Hester V. Browning
Film Council-Story Ed. Marie McCall
Asst. Producer. Jerry Meistrich
Business Council. Paul Meistrich
Services Offered—Production of TV film specials, spot news events, human appeal film shorts, dramatic specials. Contract productions. Formerly producer for Paramount, Columbia, Universal Pictures, Castle Films, and others.

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: GLadstone 0876

Sales & Program Mgr. Albert B. Buffington
Production Mgr. James Wilmas

For the Very Finest in

Motion Picture Programming

Use
COMMONWEALTH

MAJOR COMPANY FEATURES

WESTERNS

CARTOONS

SERIALS

COMEDIES



COMMONWEALTH *Film and Television, Inc.*

723 SEVENTH AVENUE

NEW YORK 19, N.Y.

Circle 5-6456

Gen. Mgr. Eastern Office.. Maurice F. S. Penn
Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

C & G Film Effects Co.

723 Seventh Ave., New York 19, N. Y.
 Phone: PLaza 7-4558

Partners.....Hugo A. Casolaro,
 Milton M. Gottlieb
Services Offered—Titling, spot commercials, animation, optical & trick effects, slide films, black & white or color, 35mm or 16mm.

Campus Film Productions

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

Exec. Pro.....N. Campus
 Administrative Assts.....William King,
 Lee Bobker
Services Offered—Producers of quality motion pictures specializing in sound color films tailored to meet every need and budget. Fully equipped to do synchronized "off-the-air" recordings onto film or disk.

**Capitol Records, Inc.
 Broadcast Division**

Sunset and Vine, Hollywood 28, Calif.
 Phone: Hollywood 9-8171

Sales Manager.....Cliff Ogden
 TV Program Director.....Elmo Williams
 Transcription Program Dir.....Ken Nelson
 Production Manager.....L. A. Robbins
 New York Representative.....Gene Milner
 Chicago Representative.....Robert Howell
 Dallas Representative...William Stubblefield
Services Offered—Producers and Distributors TV Film Programs, Distributors Kinoscope TV Programs, Producers and Distributors Transcribed Music Library for TV.

Caravel Films, Inc.

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

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

Catholic Movies

1409-79th St., North Bergen, N. J.
 Phone: Un 5-7998

Services Offered—A 16mm film library serving Catholic schools, churches, clubs, etc. Religious, educational and entertainment films, also French and Polish films.

Chicago Film Laboratory, Inc.

18 W. Walton Pl., Chicago 10, Ill.
 Phone: WH 4-6971

President.....A. G. Dunlap
 Vice-Pres.....Inez Ridgway
Services Offered—Complete production facilities—both 16mm and 35mm—color and black & white. Excellent script, art, animation and our own processing laboratory—Large sound stages—RCA film recording—Music library.

China Film Enterprises of America, Inc.

132 W. 43 St., New York 18, N. Y.
 Phone: WISconsin 7-6872

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

Choreographers' Workshop

471 Park Ave., New York 22, N. Y.
 Phone: PLaza 9-6239

Director.....Trudy Goth
 Co-Director.....Patricia Newman
 Publicity.....Ruth Kaufman
Services Offered—Live dance programs (all styles) built to order. Children's programs—Educational, etc.

Christian Films

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

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

Cineffects, Inc.

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

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

Cinema Service Corp.

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

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

Tailors to the Trade

Drama ACTORS' STUDIO

Adventure . . FRONT PAGE

Quiz CELEBRITY TIME

Audience

Participation A COUPLE OF JOES

Come in to

WORLD VIDEO, INC.

15 East 47th Street, New York 17, N. Y.

PLaza 9-3870

for an immediate fitting

TV Film Producers

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

Cinecraft Productions, Inc.

215 Franklin Ave., Cleveland 13, Ohio
Phone: Superior 2300

President.....Ray Culley
Services Offered—16mm motion pictures produced in any length for TV use.

Cineffects, Inc.

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

Manager.....Nathan Sobel
Services Offered—TV films.

Cinema Studios, Inc.

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

President.....Joseph Seiden
Services Offered—TV film production.

Cinemart, Inc.

(See Program Producers.)

Cinetel Corp.

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

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

Cine-Tele Productions

1161 N. Highland Ave., Hollywood 28, Calif.
Phone: Hillside 7475

Producer.....Harry J. Lehman
Secretary.....Jacues Lehman
Cameraman.....Danny Rouzer
Services Offered—Commercial TV educational and sport productions. One minute semi-animation spots. Production supervision and sound services.

Cneque Laboratories, Inc.

424 E. 89th St., New York 28, N. Y.
Phone: SAcramento 2-4894

Contacts.....Sam Marcus, Oscar Fagin
Services Offered—24 hr. processing 16 and 35 mm. b. & w. color film; special 2 to 4 hr. service.

Cinescope Films

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

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

Geo. W. Colburn Laboratory Inc.

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

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

Colonial Films

2118 Massachusetts Ave., N.W.,
Washington, D. C.

Phone: Adams 8101
Exec. Director.....Harold L. Lassiter
Services Offered—TV films, newsreels.

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 18, N. Y.
Phone: Circle 5-6456

President.....Samuel Goldstein
Treasurer.....M. D. Sackett
Sales Manager.....Jerome Hyams
Services Offered—Film—Packages of features, Westerns, serials and short subjects.

Courneya Productions

1566 No. Gordon St., Hollywood 28, Calif.
Phone: Granite 5920

Owner-producer.....Jerry Courneya
Manager.....Harry C. Hedger
Scripts—narrations.....Daws Butler
Publicity.....Bud Testa
Services Offered—Novelty shorts, commercials. We are in contract with the "World Jungle Compound" and specialize in wild animal films of all kinds. Several program series are under way. We make "sponsor tailored" pictures.

Crafton Brothers, Inc.

3303 W. Lawrence Ave., Chicago, Ill.
Phone: Juniper 8-0396

President.....David M. Crafton
Services Offered—TV stills, shorts and commercials.

Crystal Pictures, Inc.

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

Services Offered—TV films, rentals.

There Is No Substitute For Know-How

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

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

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

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

EARLE W. HAMMONS
President

NEIL F. AGNEW
Vice-President

CHARLES L. CASANAVE
Treasurer

ROBERT M. SAVINI
Vice-President

T. NEWMAN LAWLER
Secretary

LION TELEVISION PICTURES CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y.

• PE. 6-1780

TV Film Producers

D. P. M. Productions, Inc.

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

Phone: LUXemburg 2-4354

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

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: Rlttenhouse 6-1686

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

Delbridge & Gorrell

301 Fox Theatre Bldg., Detroit 26, Mich.

Phone: Woodward 3-6990

Manager.....Bill O'Halloran
Services Offered—TV films.

Joseph Dephoure Studios

1018 Commonwealth Ave., Boston 15, Mass.

Phone: LO 6-1499

Owner.....Joseph Dephoure
Services Offered—Producers of TV Films, Spot Commercials, Animation, Printing (16 mm) and Processing.

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7621

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

Sherman H. Dryer Productions

57 W. 58th St., New York 19, N. Y.

Phone: PLaza 5-5998

Owner.....Sherman H. Dryer
Services Offered—TV films.

Jean Du Bois Motion Pictures

927 21st St., Denver 2, Col.

Phone: East 8122

Owner.....Jean M. F. DuBois
Services Offered—TV film production.

Dudley Pictures Corp.

9908 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

501 Madison Ave., New York, N. Y.

Phone: EL 5-1076

President.....Carl Dudley
Secy.-Treas.....Gene Barnes
Prod. Dept.....Leo Pepin
Writer-Producer.....Herman Boxer
Camera Dept.....Edward Hutton,
Edwin Olsen, Keith Covey, Ed Drews
Editing Dept.....Wm. Faris,
Norman Suffern, Ernest Flook
Printing Dept.....Joe Rave,
Manuel Chaidez
Services Offered — Producers of commercial, theatrical and TV films — Releasing "This Land of Ours" and "This World of Ours" series through NBC-TV.

Eastern Studios

3460 32nd St., Astoria, N. Y.

Phone: RAvenswood 6-4787

Manager.....R. V. Pollock
Services Offered—TV film productions.

Emerson Film Corp.

c/o Republic Studios

4024 Radford Ave. No. Hollywood, Calif.

Phone: Sunset 2-1121

Producer-Director.....Walter Colmes
Assoc-Producer, Film Editor....Jason Bernie
General Sales Manager.....William Norins
Writer.....Louis Alan
Cameraman.....Walter Strengé
Services Offered—Complete production for TV, Educational, and Feature Films. Primarily concerned with more elaborate type of production in each category. Currently producing films for Encyclopaedia Britannica Films.

Endorsements, TV

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

Phone: MU 2-1431-2-3

President.....Hazel F. McCabe
Vice-President.....Jules Alberti
Secretary-Treasurer....Dr. Harold S. Wadro
Services Offered—Endorsements and testimonials lie and film for TV.

Excelsior Pictures Corp.

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

Phone: Circle 5-6157

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

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.

Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson
Secy.-Treas.....Conceta Colson

THE
THE VEE CO.

A UNIQUE FILM
PRODUCTION ORGANIZATION



BEVERLY HILLS, CALIF.

170 SO. BEVERLY DRIVE

CRESTVIEW 5-1076

SALES OFFICES:

211 SO. BEVERLY DRIVE

NEW YORK OFFICES:

150 EAST 52ND STREET

PLAZA 3-1030

Services Offered—We offer package film shows—short subjects & specialize in religious films for TV use.

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 21101

Pres. & Exec. Prod.....Jerry Fairbanks
Chm., Bd. of Dir.....Frank E. Mullen
V.-P. Chg. Sales & Dis.....Russ Johnston
Midwestern Sales Dir.....B. N. Darling
Pacific Coast Sales Dir.....Nat Winecoff
U. Y. Office Mgr.....Robert Lawrence
Production Mgr.....Glenn Miller
Dir., Scenario Dept.....Lou Lilly
Dir., Music Dept.....Edward Paul
Dir., Casting Dept.....Ken Dyson
Dir., Publicity Dept.....Reavis Winckler
Dir., Animation Dept.....Manny Gould

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

Federated Television Productions, Inc.

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

President.....Hubert V. Chain
Vice-Presidents.....Box Dixon,
William Haussler
Secretary.....Robert Bell
Treasurer.....John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657

40 E. 40 St., New York 16, N. Y.
Phone: MUrray Hill 9-4268

President-Dir.....Paul J. Fennell
Technical Dir.....John E. Burks
Eastern Rep.....Milton R. (Mickey) Dubin

Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmeffects of Hollywood

1153 No. Highland Ave., Hollywood 38, Cal.
Phone: HO 9-5808

General Manager.....Gilbert R. Scott
Services Offered—16 and 35mm. color and b. & w. optical printing services, lap dissolves, fades, montages, wipes and other special photographic effects; blow-ups, reductions, TV film production services.

Film Equities Corp.

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

President.....Irvin Shapiro
Secretary.....A. Exelberth
Treasurer.....Martin Mermelstein
TV Director.....C. Lazar

Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

Film Makers, Inc.

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

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

Films For Industry, Inc.

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

Vice-Pres. in Chg. Prod....Brewster Righter
Services Offered—TV packaging, commercials, sound studios, animation, stop motion.

Films of the Nations, Inc.

55 W. 45 St., New York 19, N. Y.
Phone: LUxemburg 2-4355

Pres. & Exec. Dir.....Maurice T. Groen
Vice-Presidents.....Henry M. Moolman,
Birger Noddrholm

Treasurer.....Joseph P. Bourdrez
Secretary.....William Rosenfeld

Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

Larry Finley Productions Inc.

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

President.....Larry Finley
Producers.....Larry I. Kolpack,
David Sievers, Mary Secher

Musical Director.....Nat Brusiloff
Services Offered—Filmed TV programs, also commercial TV films.

Five Star Productions

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

Exc. Producer....Harry Wayne McMahan
Production Dir.....Chet Glassley
Technical Dir.....Taylor Byars
Animation Dir.....Howard Swift
Casting.....Judy McMahan
Props.....Frank Tompkins
Secretary-Treas.....Bernice C. McQuown

Services Offered—In business ten years, Five Star Productions work in the five audio-

TV Film Producers

visual fields; Radio Productions ("Sons of the Pioneers," "Barnyard Jamboree" transcribed); motion pictures—short subjects and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

Flory Films, Inc.

303 E. 71 St., New York 21, N. Y.
Phone: REgent 4-0862

President & Secy.....John Flory
Vice-Pres. & Treas.....Elizabeth H. Flory
Film Editor.....Matilda P. McComas
Distribution Mgr.....Janet Thorpe
Production Mgr.....Morris Cooper
Camera Dept.....Jack Holmes
Set Designer.....Mordi Gassner
Scenario Dept.....Katherine Coldwell

Services Offered—Producer & distributor of motion pictures, slidefilms, and slides for use in advertising, education, training, public relations, and television. Recording, package programs, TV live and film programs. Studio rental facilities.

Hardie Frieberg Television Enterprises, Inc.

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

PresidentHardie Frieberg
Services Offered—Program production, talent, live and film TV programs.

F. W. Gabourie & Associates

RCA Bldg., Suite 309, 1558 N. Vine St.,
Hollywood 28, Calif.
Phones HUDson 2-7321

President.....F. W. Gabourie, Jr.
Vice-President.....Tom Meier
General Manager.....John Ward
Bus. Rep.....Vance Van Dine
Services Offered—Producers and consultants for TV film and live productions. Special effects engineers.

Gainsborough Associates

(See Program Producers)

Gallagher Films

113 S. Washington St., Green Bay, Wis.
Phone: AdAms 2554

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

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

PresidentWilliam J. Ganz
TV Consultant & Producer.....Paul Alley
Chg. of Production.....E. J. Spiro

Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance

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

General Business Films, Inc.

565 Fifth Ave., New York 17, N. Y.
Phone: PLaza 5-4346

PresidentWilliam Van Praag
Vice-PresidentOtto H. Sutter
SecretaryPhilip De Mum
Head of Story Dept.....Bert Lawrence
Sales Mgr.Arthur Otto
Package Dept.W. Robert Woodburn
Services Offered—Industrial films, slide films, TV commercials.

General Film Production Corp.

25 W. 45th St., New York 19, N. Y.
Phone: LUxemburg 2-1700

ManagerElbert S. Kapit
Services Offered—TV films, rentals.

General Television Corp.

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

V.-P. & Treasurer....Robert H. Wormhauht
Services Offered—Educational shorts, nature study shorts.

Gibraltar Pictures, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: Granite 5111

ManagerAlbert Rogell
Services Offered—TV films.

Ogden Goelet

9421 Wilshire Blvd., Beverly Hills, Calif.
Phone: HOLlywood 9-5111

OwnerOgden Goelet
Services Offered—TV films.

Jack Goetz

1790 Broadway, New York, N. Y.
Phone: CO 5-1776

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

Grant-Realm Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: TEXas 0-2761

ManagerNorman Elzer
Services Offered—TV film production.

• • • **TV Film Producers** • • •

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.

Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
Secy.-Treas.....W. M. Morris
Vice-President.....Thomas J. Shands

Services Offered—16mm. motion pictures, sound and silent, slide and strip films, transcriptions recordings.

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.

Phone: WALnut 2068

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

Les Hafner & Co.

3 E. 57th St., New York 22, N. Y.

Phone: PLaza 3-4840

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

The Jam Handy Organization

2821 E. Grand Blvd., Detroit, Mich.

Phone: Madison 2450

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

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.

Phones: CH 4-3447, LA 4-4652

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

Services Offered — TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

Hathen Productions

246 S. Van Pelt St., Philadelphia, Pa.

Phone: Locust 7-0126

Manager.....Stanley P. Hathen
Services Offered—TV films production, rentals.

Hawley-Lord, Inc.

61 W. 56 St., New York 19, N. Y.

Phone: Circle 7-2444

President.....Andre Lord
Secretary-Treas.....Gordon Shadwick

Services Offered — One reel sports and nature study short subjects available for TV rental.

Hayes-Parnell Productions, Inc.

60000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-4584

Pres. & Gen. Mgr.....Sam Hayes
Vice-President.....Parnell S. Billings
Secretary-Treas.....Hazel Thornton

Services Offered—Producers of 15-minute short subjects for television on 16mm. film. Currently marketing "A Family Quiz."

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.

Phone: GRAnite 3174

Owner-Producer.....Leslie Helhena

Services Offered — Complete production facilities for filming spot announcements, open end commercial and entertainment films.

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.

Phone: WO 4-2478

Executive.....Nancy Hyatt

Services Offered—One-minute video commercials utilizing "Black Magic Board" or semi-animation.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 2181

President.....Thomas H. Emmett
Vice-President.....Mitchel Haber
General Manager.....Mickey Kaplan
TV Film Rentals, Laboratory Prod. &

Film Printing Problems.....T. H. Emmett

Services Offered—Dependable, efficient laboratory service for over 40 years. Sparkling quality developing and printing. Speedy service large or small orders, 100 feet or 1,000,000 feet. Hundreds of ready made subjects that will entertain any TV audience.

Hollywood 35 mm Film Co.

1626 No. Wilcox Ave., Hollywood 28, Calif.

Phone: Hillside 7191

Partners: Ben Teitelbaum, Harry Teitelbaum

Services Offered—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

Paul Hoefler Productions

612½ So. Ridgeley Dr., Los Angeles 36, Calif.

Phone: WHiney 9045

Producer.....Paul L. Hoefler

Business Manager.....E. M. Bennett

Secretary.....H. Sterling

Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent.

West Hooker Telefeatures, Inc.

2 W. 46 St., New York 19, N. Y.

Phone: JUDson 2-3026

President West Hooker
Executive Vice-Pres. E. T. Kenner, Jr.
Administrative Vice-Pres. &

Sales Mgr. Wayne T. Wirth
Vice-Pres. & Account Exec. James H. Elkins
Production & Casting Dir. Viola Rubber
Prod. Mgr. Keith Thomas
Account Executive. Richard Brill

Services Offered — Complete Package Shows. Live and Film Kinescope. Also open-end films.

Harry O. Hoyt Productions

2543 Kelton Ave., Los Angeles 64, Calif.

Phone: Brighton 0-4757

President Harry O. Hoyt

Services Offered—TV film production, package programs, script, program production.

Ted Hudes Radio & Video Productions

(See Program Producers)

Lucille Hudiburg Productions

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

Phone: EL 5-3508

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

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

Imagineering Assoc., Inc.

1030 N. McCadden Pl., Hollywood 38, Calif.

Phone: Hollywood 9-8777

Manager Ronald F. Kennard

Services Offered—TV commercial films.

Impact TV Films

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

Phone: Hollywood 9-5808

Mr. Producer
**IF IT'S SOUND
IN THE EAST
... IT'S REEVES**

That's the opinion of hundreds of producers using Reeves facilities.

RS REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

BCA Licensee Western Electric Licensee

TV Film Producers

Manager Albert W. Hellenthal
Services Offered—TV film production.

Impro Inc.

Hal Roach Studios, Culver City, Calif.
Phone: Te 0-4525

President Herbert L. Strock
 Vice-President Kenneth Herts
 Secretary-Treas. Stanley Nass
Services Offered—Packagers of both live and film TV programs from one minute commercials to one hour shows. Producers of "The Eddie Drake" half-hour TV shows for CBS.

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620

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

International Film Foundation, Inc.

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

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

International Geographic Pictures

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

International News Service

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

Mgr. INS-IMP TV Dept. Robert H. Reid
Services Offered—Daily and weekly newsreels.

International 16mm. Corp.

(See Program Producers)



W. K. HEDWIG

Your Assurance of **QUALITY**

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.



G. W. HEDWIG

FILMS FOR TELEVISION

SOUND AND SILENT FILMS IN 35MM AND 16MM

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

INFORMATION AND PRICES ON REQUEST

TFI-TV * * **TELECAST FILMS INC.**
 112 W. 48th Street New York 19, N. Y.
 JUdson 6-5480

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7306

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

Jason Comic Art

1860 Broadway, New York 23, N. Y.
Phone: JUdson 6-4280

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

Junior Programs, Inc.

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

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

Bernard E. Karlen Productions

475 Fifth Ave., New York 17, N. Y.
Phone: MU 4-6303

Producer..... Bernard E. Karlen

Services Offered—Package program, both film and live. Production consultant, supply film clips for intergrated shows, commercials and scripts.

Victor Kayfetz Productions

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

Executive Prod..... Victor F. Kayfetz
Staff Director..... Col. Ilia Tolstoy
Sales Manager..... John D. Ffanagan
Prod. Consultant..... Rudy Vallee
Story Dept. Dir..... Elliott Curtiss
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel.

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-5635

President Herbert Kerkow
Services Offered—TV films.

Killingsworth TV Productions, Inc.

(See Program Producers)

Paul Alley

Writer, Editor, Commentator

[20 years with Paramount; MGM-
News of the Day; NBC Television]

**MOTION
PICTURES**

**TELEVISION
COMMERCIALS**



William J. Ganz Co. 40 EAST 49TH ST.
NEW YORK, N. Y.

TV Film Producers

Walter E. Kline & Associates

8445 Melrose Ave., Hollywood 46, Calif.

Phone: Webster 6156

Head of Firm.....Walter E. Kline
 Executives.....Gordon C. Maclean,
 Fred W. Kline

Services Offered — Advertising, publicity
 public-relations.

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill.

Phone: Delaware 7-0400

PresidentRobert Eirinberg
 Vice-PresidentLee Blevins
 Executive Producer.....Jack H. Lieb
 TV DirectorFred Niles

Services Offered—Complete production of
 TV commercials, film package shows TV.
 Services include full recording facilities,
 35mm. & 16mm. production, black-and-white,
 or color, and animation. Also, complete pro-
 duction of industrial and educational motion
 pictures, including creative writing.

**Knickerbocker
 Productions, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: Circle 6-9850

President.....Howard A. Lesser

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

Albert Lang Productions Inc.

6652 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7610

President & Gen. Mgr.....Albert E. Lang
 Secretary & Treasurer.....Olga Haney
 Production-DirectorR. Garde Ballou
 Production-ResearchJohn Frank

Services Offered—Complete TV film ser-
 vice. Writing, producing, distributing TV
 commercial films. Shows packaged and ex-
 ploited "live" or filmed. Radio-TV programs
 transcribed and packaged. National distribu-
 tion service.

**Larsen Television Picture
 Corp.**

Studios: 3177 N. Broadway, Chicago 14, Ill.

Phone: GRaceland 7-2673

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

Services Offered—We create and produced

☆ Foremost Television Spot Commercials ☆

ANIMATION HOUSE, Inc.

535 MAIN STREET

NEW ROCHELLE, N. Y.

New Rochelle 2-8184

Live Action

Story-boards

Black & White

Animation

Scripts

Color

Stop-motion

Layouts

35mm. or 16mm.

Industrial ☆

Educational ☆

Theatrical ☆

Motion Pictures

Eddie Rehberg, Executive Director

TV Film Producers

20 second and one minute TV commercials, 15 minute Interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

Julian Lesser Programs

9336 W. Washington Blvd., Culver City, Calif.
Phone: Texas 0-2931
 ManagerJulian Lesser
Services Offered—TV films.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287
 Producer-DirectorGene Lester
 Chg. of Tech. Personnel.....John S. Nash
 Comptroller Office Mgr.....Charles O. Cross
Services Offered—Production of all types of commercials. Program packaging. Also offer technical services to other producers.

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.
Phones: Gl 7960, HE 1161
 Vice-Pres. In Chg. Prod....Charles M. McCoy
 Secretary-Treas.....Miss Loy Lester
 President.....Donald A. Peters

Exec. Director.....William Martin
 Exec. Producers.....William G. Troiano,
 Charles P. Mandell, Ben Weizler
Services Offered—Extensive TV film distribution, complete professional production facilities including all phases of technical, advertising education, public relations technique. We have available several live show series also.

Lieb-Brotman Studio

14 W. 58th St., New York 19, N. Y.
Phone: PLaza 3-9355
 ManagerLeo Lieb
Services Offered—TV films.

Lion Television Pictures Corp.

1501 Broadway, New York 18, N. Y.
Phone: PEennsylvania 6-1780
 President.....E. W. Hammons
 Vice-Presidents.....Neil F. Agnew,
 Robert M. Savini
 Treasurer.....Charles L. Casanave
 Secretary.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.



*... at Video Varieties—from script to finished print—
 responsibility is never divided*

Many elements are required to make films good enough for growing television audiences. Each of them requires responsibility of the producer. Video Varieties emphasizes responsibility with adequate experience, enough trained manpower, sufficient capital, and modern facilities. That's why we have directors, script writers, set designers and constructors,

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(See Program Producers)

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Phone: CO 5-6974

Partners.....A. H. Loucks,
J. A. Norling

Services Offered — Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

Mannon Sound Stages

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

Phone: TR 3-1800

General Studio Mgr.....George Orth
Chief Elec.....Joe McGuire
Sound Eng.....Bories Sarratoris

Services Offered—Sound studios for rental for TV pictures.

Master Motion Pictures Co.

50 Piedmont St., Boston, Mass.

Phone: HA 6-3592

PresidentMaurice Master

Studio Mgr.....Wilbert Hanson

Production Mgr.....Irving Ross

Services Offered—Industrial film producer,

TV film commercials, film processing 16mm and 35mm. film.

McCollum Picture Productions

4557 Produce Plaza, Los Angeles 11, Calif.

Phone: Jefferson 8255

ProducerJ. L. McCollum

Services Offered—TV film production, talent, scripts, recording.

Mercury International Pictures, Inc.

1415 Coast Blvd., Corona del Mar, Calif.

Phones: Harbor 1212; Zenith 6009, L.A.

PresidentV. E. Ellsworth

Vice-PresidentDavid L. Monahan

SecretaryG. C. Cable

TreasurerBeatrice A. T. Medes

Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

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Prod. Mgr.....Alan Stensvold
Services Offered—Production and distribution of 16mm entertainment, educational, industrial and commercial films for TV, schools and industry.

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Phone: KE 2-5554

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356 S. Roxbury Dr., Beverly Hills, Calif.
Phone: Crestview 6-1276

ManagerVictoria Mix
Services Offered—TV films.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161

ManagerCarlton E. Morse
Services Offered—TV film programs, production.

Motion Picture Productions Inc.

(See Program Producers)

Motion Picture Stages, Inc.

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

PresidentLes Hafner
V.-P., Treas.Charles F. Vetter, Jr.
SecretaryGerald Margolis
Sales Dir.....Martin L. Scott
Asst. Sales Dir.....Rosalind Stevens
Tech. Supervisor.....Victor H. Komow
Services Offered—Studio subsidiary of Hafner-Vetter.

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Sales Director..... Morton McConnachie
Film Editor..... Joseph Josephson

Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities; Special package entertainment shows, live and film.

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Phone: HOLlywood 9-7381

Vice-President Edward Nassour
Services Offered—TV film programs.

Nation Wide Television Corp.

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

President Irvin Shapiro
Secretary A. Exelberth
Treasurer M. Mermelstein
TV Director..... Robert H. Wormhauadt

Services Offered—Feature films, streamliners.

Nelson Productions, Inc.

(See Program Producers)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIRCLE 5-5147

Director Ted Nemeth
Services Offered—TV films.

Nestor Productions Inc.

7904 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HE 0582


President Hal Chasnoff
Secty.-Treas. Milton Katz

Services Offered—TV commercials, live or animated. Industrial and educational films to order. Complete service, script to finished print.

Olio Video Television Productions

131 W. 52nd St., New York 19, N. Y.
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Phone: WlIttehall 4-1327

Manager R. J. Oulman
Services Offered—TV entertainment films.

Parmelee—Patin Studio

4201 Sunset Blvd., Hollywood 27, Calif.
Phone: NOrmandie 29931

Art Director.....Ted Parmelee
Story & Animation Dir.....Ray Patin
Services Offered—Producers of animated films for TV. Specializing in commercial spots. A complete service: preparation of scripts to order. Available to TV stations: camera, cutting.

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Producer-Dir.....Paul Parry
Associate Producer....Marshall Schellhardt
WriterEd Martin
Cameraman-EditorSam Martin
SoundF. Gallagher
Services Offered—Production of Commercials any specified length, production of

scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute "human interest" film.

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Secretary-Treas.Thelma Woody
Services Offered—Production of special-purpose and TV films. Rental of complete motion picture production facilities including sound stage 50' x 100' with 30' ceiling.

Pioneer Telefilms, Inc.

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Phone: MUrray Hill 8-0780

PresidentRalph Cohn
Services Offered—Producers and distributors of TV live and film programs.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEstber 3-4608

PresidentJuan C. Hutchison
Vice-PresidentPerry King



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Phone: LU 2-4870

President.....Harry A. Post
Treasurer.....Eli W. Post
General Manager.....David B. Dash
Advertising & Sales Promotion Mgr.
Alan I. Post

Services Offered—Distributors of 16mm. sound films; features, shorts. Catalogue available upon request.

Princeton Film Center

Princeton, N. J.
Phone: Princeton 3550

Exec. Director.....Gordon Knox
Services Offered—TV film production.

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2
PresidentIrving M. Lesser

Secy.-Treas.Seymour Poe
TV ManagerCamilla Nelson

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

Progressive Pictures

6351 Thornhill Dr., Oakland, Calif.
Phone: Olympic 2-0560

ManagerRay Bainbridge
Services Offered—TV films.

Radio Features of America

(See Program Producers)

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Services Offered—Sport pictures and cartoons for rental to TV. Also for sale to camera shops and individuals: *Class In Archery*, starring Howard Hill; *It's Done With Arrows*, starring Howard Hill; *Silver Springs*, Travelogue of Silver Springs Florida; *Rough But Hopeful*, Golf featuring movie stars as players; *Hugh Harman Cartoons*.

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275 S. Beverly Dr., Beverly Hills, Calif.
 Phone: Crestview 6-1101
 PresidentRoland Reed
 Services Offered—TV film programs.

Regal Television Pictures Corp.

151 W. 46 St., New York 19, N. Y.
 Phone: LU 2-1877
 TreasurerLeo Seligman
 PresidentMoe Kerman
 Vice-Pres.Joe Felder
 Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

11 E. 49 St., New York 17, N. Y.
 Phone: PLaza 9-3680
 PresidentJoseph Schaeffer
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2070 No. Vine St., Hollywood 28, Calif.
Phone: HU 21806

President John Reinhardt
Vice-President Mischa Terr
Cameraman William Clothier
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Secty. Marjorie Alford

Services Offered—Production of dramatic and commercial shorts on 16 and 35mm film. Just completed: Six 15 min. dramatic shorts for General Television Enterprises, Inc. sponsored by Procter & Gamble and Hal Roach Studios.

Religious Television, Inc.

1067 N. Fairfac, Hollywood 46, Calif.
Phone: Hillside 0381

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Services Offered—Produce and distribute religious and character education materials

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Mgr. Commercial Film & TV Dept.

M. Clay Adams
Editorial Supervisor.....Phil Reisman, Jr.
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185

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Secy.-Treas.Harlow Wilcox
Exec. Secretary.....Kay Shaffer

Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

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

Co-ownerBill Rollow
Services Offered—TV film production.

Danny Rouzer Studio

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

PresidentDanny Rouzer
Services Offered—Complete 16mm. production service, including cinematography, editing, titles, inserts, sound recording, special effects, projection, sound stage, lights, cameras silent and sound-single and/or double system, with experienced operating personnel.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-5640

Production Mgr.....Edward Ruby
Asst. Production Mgr.....Sidney Nannes
Office Manager.....Marie A. Kraemer

Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, in business since 1910, owns Ruby Editorial Service.

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6526 Sunset Blvd., Hollywood 28, Calif.
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Services Offered—Western Electric sound recording services for producers of 16mm films, industrial, entertainment and TV. The original production is all on magnetic film, then transferred to optical film for release. In addition to the above Ryder Services has stage facilities for production, scoring and dubbing.

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Don Costa

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

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ManagerJack Henderson
Services Offered—TV film production.

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Kermit Schafer Radio & Television Productions

112 E. 37 St., New York 16, N. Y.

Phone: MUrray Hill 9-4628

PresidentKermit Schafer
Executive Asst.....Michael Louis
Office Manager.....Mary Roop

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Services Offered — Script library giving script services to radio stations. A division of Radio Events, Inc.

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

Phone: REgent 7-9200

PresidentSanford R. Johnson
V.P. & Exec. Producer..Edward J. Pope, Jr.
Services Offered—TV film commercials.

•
Seidel Films

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

Phone: Circle 7-0575

ManagerTom Seidel
Services Offered—TV film production.

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

(See Program Producers)

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Skibo Productions, Inc.

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

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
SecretaryGeorge Blake

Bd. of Directors.....Patrick E. Shanahan,
George Blake, F. R. Normandin
Services Offered—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

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Sonochrome Productions

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

Phone: SChuyler 4-3654

PartnerNathan Zucker
Services Offered—Producers and distributors of programs on film.

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Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.

Phone: JUdson 6-0020

PresidentJohn Fox
Vice-PresidentWilliam F. Crouch
SecretaryDouglas H. Miller
Sales Mgr.....John S. K. Hammann

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1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

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TreasurerMartin Mermelstein
Vice-PresidentRobert H. Wormhaud
Services Offered—Major feature films and shorts.

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Sterling Films, Inc.

316 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-3750

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

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Steven Televised Presentations, Inc.

153 Fifth Ave., New York, N. Y.

Phone: GR 3-5228

PresidentJewel Steven
Services Offered—Live shows, packages, commercial TV films.

TV Film Producers

Strickland Film Co.

220 Pharr Road, Atlanta, Ga.
Phone: LA 7991

Owner.....Robert B. Strickland
General Mgr.....C. L. Strickland
Sales Mgr.....Joe McGrath
Production Mgr.....A. M. Malphurs
Laboratory Mgr.....J. O. Barber
Services Offered — Complete 16mm. and 35mm. production and processing facilities including studio.

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654 Madison Ave., New York 21, N. Y.
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President.....Irvin Paul Sudds
Associate Producers.....Alice Pentlarge,
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Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Swank Films, Inc.

19 W. Fourth St., Dayton 2, O.
Phone: HEmlock 2379

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

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Phone: CRestview 5-1076

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N. Y. Office
150 E. 52nd St.

Phone: PLaza 3-1030
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General Manager.....Ludlow Flower, Jr.
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Dir. of Live Productions.....Bob Koenig
Eastern Sales Manager.....Alfred Levy
Services Offered—Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

Tel-Air Associates

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

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

Tele-America Inc.

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

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

Telecast Films, Inc.

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

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

Telecomics, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544

President.....Stephen Slesinger
Vice-President.....John F. Howell
Services Offered—TV films based on the following properties: King of the Royal Mounted, Winnie-the-Pooh, Red Ryder, Little Beaver, Ozark Ike.

Telemated Cartoons

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

Owner.....Saul Taffet
Services Offered—TV film production.

Telepak Inc.

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

250 Park Ave., Suite 325, New York City
Phone: PL 8-0628

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

Television Arts Productions, Inc.

2733 Stuart St., Berkeley, Calif.
Phone: Berkeley 75301

Business Manager.....J. T. Ward
Art Director.....Alexander Anderson
Dir. of Adv. & Pub. Rel. Robert J. Powers
Film Editor.....Thomas G. Stanford
Services Offered—Producers of animated cartoons and commercials for TV.

TV Film Producers

Television Cartoons, Inc.

361 W. Broadway, New York 13, N. Y.

Phone: BE 3-7176

Pres. chg. of Prod. . . . Robert N. Brotherton
Vice-Pres. chg. of Prod. . . . Arthur L. Goldman
Sales & Adv. Mgr. . . . J. Arthur West
Story & Planning Tony Delmar
Sales Rep. Frank Rogers
Sales Rep. Donald Davis

Services Offered—Producers of commercial films for TV—10 seconds to one minute or longer. Services include live photography, animation, stop-motion or special effects to order.

Television Features, Inc.

(A Division of Larry Gordon Studios)

480 Lexington Ave., New York 17, N. Y.

Phones: PLaza 5-5714; 5-4852

President Larry Gordon
V.-P. Chg. Prod. William Van Praag
V.-P. Chg. Sales Otto H. Sutter
Head of Story Dept. Robert Scott
Head of Pkg. Dept. Eleanor Kendrick

Services Offered—Production unit for films, commercial, industrial and TV; Package live shows.

Television Motion Pictures Co.

1650 Broadway, New York 19, N. Y.

Phone: CI 6-0691

President & Producer Jack Goldberg
Assoc. Producer & Scriptor Ted Wilde
Director & Editor Jack Kemp
Animation Dept. Harold Walker
Publicity & Exploitation Ed Hurley
Vice-Pres. Chg. Sales Bert Goldberg

Services Offered—Contract producer of 35mm. and 16mm subjects; complete 16mm. live and animation equipment and facilities; originator of 35mm and 16mm subjects; TV film consultant; distributor of variegated shorts.

Television Screen Productions

(See Program Producers)

Marshal Templeton, Inc.

214 Ford Bldg., Detroit 26, Mich.

Phone: WO 1-6868

612 N. Michigan Ave., Chicago 11, Ill.

Phone: SU 7-3782

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

Mischa Terr, Inc.

1276 No. Crescent Heights Blvd.,

Hollywood 46, Calif.

Phone: HU 27038

President Mischa Terr
V.-P. Chg. of Prod. John Reinhardt
Film Editor Victor Lewis
Secty. Constance Webb

Services Offered—Production of dramatic TV shorts on 35mm film; production of commercial short on 16 and 35mm film.

Trans-Continental Television, Inc.

(See Program Producers)

Transfilm Inc.

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

Phone: LU 2-1400

President William Miesegaes
Vice-President Walter Lowendahl
Vice-President Pud Lane
Secretary-Treasurer Peter A. Schlenker

Services Offered—Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.

Phone: LU 2-1281

President Theodore A. Parisi
Secretary George Luttinger
Treasurer Marie R. Passannante

Services Offered—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up.

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.

Phone: Columbus 5-0060

President Jack Goldstein
General Manager J. Jay Gould

Services Offered—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV.

Triangle Films

1697 Broadway, New York 19, N. Y.

Phone: Columbus 5-1403

Partners Wilbur J. Streech,
Gordon T. L. McEvoy

Services Offered—Production of all types of motion pictures including animation, live action, stop motion, and special effects. Specialists in commercials and package shows for TV.

TV Film Producers

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1232
 President.....Doria Balli
Services Offered Production of one minute sound films for TV.

TV/films, Inc.

Phone: PL 9-7888
 11 E. 48 St., New York, N. Y.
 President.....R. V. Pollock
 Chief Cameraman.....M. Evdokimoff
Services Offered—TV/films produces commercial TV films and commercial industrial films. It is a complete production unit with its own storyboard, sound and music departments, camera crew, shooting studio, cutting, editing and viewing room.

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
 President.....Edward Roberts, Jr.
 Treasurer.....William Mills, III
 Dir. of Sales.....Donald Ross
 Dir. of Adv. & Prom.....John Newman
Services Offered—Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

United Film Service, Inc.

2449 Charlotte St., Kansas City 8, Mo.
Phone: HArrison 5840
 President & General Mgr. . . . W. Hardy Hendren
 Vice-Presidents.....C. J. Mabry,
 E. S. Washburn

Treasurer.....A. F. Bradley
 Secretary.....Wm. B. Cozad
 Sales Manager.....W. Dwight Zieger
 Adv. Sales Prom. Mgr. TV....L. P. Hillyer
 Prod. & Service Mgr.....W. J. Scrogin
Services Offered—We plan, produce, and/or distribute advertising films taking one minute or less to display—for TV coverage, movie coverage, or TV and movie coverage combined.

United Press Associations

(See Program Producers)

United Productions of America

4440 West Olive Ave., Burbank, Calif.
Phone: CHarleston 0-7171
 New York Division—208 E. 72 St.,
 New York 21, N. Y.
Phone: RHineland 4-7570
 Pres. & Exec. Producer....Stephen Bosustow

Vice-Pres in chg. N. Y. Office
 Edward L. Gershman
 Vice-Pres. & Supr. Dir.....John Hubley
 Vice. Pres. & Prod. Mgr....A. D. Woolery
 Secretary.....Leo L. Rosen
 Asst. Sec. & Treas.....Maxine Davis
Services Offered—Producers of TV film programs and commercials—specializing in animation, also animation production services.

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326
 Exec. Officer & Prod.....Henri E. Marcuse
 Director & Partner.....Harvey Janovic
 Script Supervisor.....Charles Cimmamon
 Art Supervisor.....Bill Persichetti
 Sales Manager.....Fred Brunswick
Services Offered—Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musi-Camera, ballet-drama-pantomime; Ballet Story Time, ballet-drama for children.

Video Varieties Corp.

41 E. 50 St., New York, N. Y.
Phone: MU 8-1162
 President.....George W. Goman
 Vice-Pres. chg. of Prod.....Martin Henry
 Treasurer.....A. W. Manchee
 Vice-Pres. & Film Editor...Leonard Anderson
 Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials.

Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.
Phone: LU 24047-8
 President.....Max Rosenbaum
 Vice-President.....Sid Rosenbaum
Services Offered—Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."

Vitaphone Film Productions

5331 Via San Delarrio, Los Angeles 22, Cal.
Phone: AN 1-3877
 President.....Jack Helstowski
 Vice-President.....Chester Maye
 Secty.-Treas.....Ruth Helstowski
 General Sales Mgr.....Ned Costa
 Director.....Ben Norman
 Cameramen...John Pearson, Chet Brickett
 Film Editor.....A. G. Case

TV Film Producers

Services Offered—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound.

Wade-Farnham Productions

15 E. 46 St., New York 19, N. Y.
 Phone: Circle 7-6797
 Partners.....Moulton H. Farnham,
 Roger W. Wade

Services Offered—Facilities and services include motion pictures, TV commercials, animation, slide films, color slides. We are equipped to write, direct, and produce any film from TV short to full-length feature.

Louis Weiss & Co.

4336 Sunset Blvd., Los Angeles 27, Calif.
 Phone: NO 1-6883
 Distribution Director.....Adrian Weiss
 Production Director.....Louis Weiss

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

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
 Phone: Circle 7-2062
 V.-P. & Manager.....Martin Henry
Services Offered—Full 35 mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

Wild Life Films

6063 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 9-3974
 President.....William R. Eberhart
 Sales Mgr.....J. G. Green

Services Offered—Shooting, and editing animal subjects, hunting, fishing, and outdoor films of all kinds. Also Conservation pictures for game commissions.

Wilding Picture Productions, Inc.

1345 Argyle St., Chicago 40, Ill.
 Phone: LONgbeach 1-8410
 President.....C. H. Bradford, Jr.
 Exec. Vice-Pres.....H. W. Fish
 Secretary-Treas.....V. A. Burg
 V.P. chge of Prod.....J. A. Kellock
Services Offered—Producer of industrial, commercial, and TV films; slide films; film laboratory.

Willard Pictures, Inc.

45 W. 45 St., New York 19, N. Y.
 Phone: LU 2-0430
 President.....T. W. Willard
 Vice-Pres. & Gen. Mgr.....J. M. Squiers, Jr.

Comptroller.....S. H. Childs
Services Offered—Producer of motion pictures for industrial, commercial, entertainment and TV purposes.

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
 Phone: LA 4-3450
 President.....Max Wolff
 Secretary-Treas.....Robert Feldman
 Exec. Producer.....Les Wintz
 Talent.....Al Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

Raphael G. Wolff Studios

1714 N. Wilton Place, Hollywood 28, Calif.
 Phone: GRanite 6126
 Owner.....Raphael G. Wolff
 Mgr.-TV Department.....Raymond Ring
 Head of Editing Dept.....David Lurie
 Head of Animation Dept.....Richard Lundy
 In Chg. of Writing-Direction

MacDonald MacPherson
 Controller.....E. Clifford
 Detroit Rep.....Richard Bonds,
 Fisher Bldg., Detroit 3, Mich.
 Chicago Rep.....John W. Carnrick,
 230 North Michigan Ave., Chicago, Ill.
Services Offered—Producers of 16mm sound and color motion pictures, TV films and spot commercials.

World Video, Inc.

(See Program Producers)

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
 Phone: LE 2-4111
 President.....Stuart Scheftel
 Exec. Vice-Pres.....Godfrey Elliott
 Sales Manager.....T. C. Morehouse, Jr.
 Chg. of TV Activities.....James R. Brewster
Services Offered—Producers and distributors of 16mm sound educational films.

Harold Young Productions, Inc.

119 W. 57 St., New York 19, N. Y.
 Phone: Circle 5-8459
 President.....Harold Young
 Vice-President.....Peter Ordway
 Secretary-Treas.....John Ordway
 Chairman of Bd.....Anthony Duke
Services Offered—Producers of motion pictures both theatrical and non-theatrical on 16mm or 35mm, black and white or in color. TV shows on film or live.



AN ANSWER TO HIGH TV COSTS FILM NETWORK EXPANSION PLAN

by

GEORGE T. SHUPERT

**Director, Commercial Operations, Paramount
Television Productions, Inc.**

ALTHOUGH of comparatively recent existence, the Paramount TV Network was planned more than a decade ago when Paramount's exploring of television's potentialities led to the staffing of a TV engineering laboratory in New York for the development of an off-the-tube film-recording system. It was foreseen at the time that low-cost programming must necessarily play a key role in television's expansion . . . that low programming costs would be possible only through prolonging the fleeting life of televised events and shows for subsequent use, thereby amortizing their costs over the largest possible circulation of looker-listeners.

The Paramount TV network is transcontinental in scope, numbering its affiliates from Philadelphia to San Diego, from Chicago to Houston. This transcontinental web is possible—without benefit of coaxial cable or relay towers—because the Paramount TV Network is a film network. Its affiliates are supplied regularly with film-recordings (Paramount Video Transcriptions) of high-Hooperated Hollywood-produced TV shows, and supplied them at a fraction of their initial cost on Paramount's Station KTLA.

Arrangements in progress are adding the transcribed product of other TV production centers and of package show producers to the offerings of the Paramount TV Network. In addition, most Paramount affiliates utilize the service of Paramount's TV-film-booking office, a special department set up in New York more than two years ago to supply Paramount's own TV stations in Los Angeles and Chicago with the best feature films, shorts, cartoons and travel films available to the new medium.

Radio vs TV Economics: From a station viewpoint, the chief benefit of a network affiliation is a constant source of top-quality shows. But against this

must be weighed the distressing fact that an affiliate's share of the network sales revenue, after all deductions, usually is 30 per cent or less of the rate card rate.

A station may have a break-even point of, say, \$300 per hour. To realize this amount from network programs, the station must boost its network rate to \$1000 per hour; higher if it is to turn a profit. The affiliate, in most instances, must pay for a sustaining show which cannot be sold locally. While this is a programming aid, it adds nothing to income.

Network operations demands that an affiliate set aside certain daytime and evening hours, known as network option time. As practically *all* good time falls in this category, virtually no "good buys" remain for local sale save station breaks and announcements preceding and following network shows. Few local sponsors, naturally, can be interested in time segments over which a threat of recapture hangs, most likely to be exercised just when a show has begun to catch on.

Transcriptions Stretch Advertising Dollar: From the advertisers' viewpoint, use of video transcriptions means that the advertising dollar can be stretched much further. Transcriptions make it possible to buy time in the markets needed and no more; to buy the best time available in each market; to coordinate sales pressure with the sales needs of individual markets; to forget time zone differentials and lack of cable or relay interconnections.

The Paramount answer to runaway programming costs is not offered as an industry panacea. But for the average station and the average advertiser seeking good TV shows at bargain prices, the Paramount TV Network is likely to prove exactly what Dr. Economics has been prescribing.

Television Organizations

. . . personnel—functions

Television Broadcasters Assn., Inc.

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

OFFICERS

President Jack R. Poppele	Secretary-Treasurer Will Baltin
Vice-President . . . Ernest B. Loveman	Asst. Sec.-Treasurer . . . Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; F. M. Russell, NBC; Joseph A. McDonald, ABC; George Storer, Fort Industry Co.; R. A. Borel, WBNS-TV; Jack R. Poppele, WOR; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS.

FUNCTIONS

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

Academy of Television Arts and Sciences

5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Hempstead 8942

OFFICERS

President Harry R. Lubcke	Corres. Sec. . . . Robert E. Packham, Jr.
1st Vice-President . . . Don McNamara	Secretary James Vandiveer
2nd Vice-President . . . Russell L. Furse	Recording Secretary Betty Mears
Treasurer Lenore Kingston	Secretary to Treas. . . Catharine Sibley

DIRECTORS

Edward Nassour, Jack Strauss, R. A. Monfort.

FUNCTIONS

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



"CAN TV RESEARCH PROFIT FROM AM MISTAKES?"

by

JOHN K. CHURCHILL

Radio-TV Research Consultant

THE orderly growth of television as both an entertainment and as an advertising medium demands better and more pertinent data than we ever had for radio. From some of the earlier radio records it is almost impossible to determine facilities used, hours of operation, network hook-ups and affiliations, client lists, rates, expenditures, program offerings, station coverages, audience ratings, set usage or dozens of similar facts which are so helpful in showing trends in the development of the medium.

The same charges may well be true of television for these first few years unless we profit from the lesson of our early radio research and record keeping deficiencies. The industry should decide on a set of simple and well defined standards for this industry accounting job and then see to it that they are adhered to faithfully.

Radio's lack of uniform standards is most frequently and most dramatically illustrated by Ratings. Dozens of researchers have come out with all sorts of figures on all sorts of programs. They range from measurement of a local time spot to world-wide estimates of the cumulative effects of a series of broadcasts in dozens of languages. These ratings may be instantaneous totals flashed while the program is still in progress or ponderous academic treatises long after the programs have become history. They may be in percents, numbers, scores or grades. It is even possible that they are all correct but their universal application and their interchangeability is certainly subject to challenge. We have willfully or otherwise failed to disclose the conditions under which these measurements are made.

The technical difficulties of measuring a television audience are more com-

plex while the audience is still so scattered and costly to locate. The glamor of television to the performer, producer and viewer tends to perpetuate ratingitis and to cloud the fact that too frequently we aren't sure what we want to measure, much less how to measure and report it accurately.

Because ratings are the result of studying a sample of the total audience we have become too accustomed to talking in terms of percents with too little attention to what constitutes our 100 percent base. If we want numbers we too frequently multiply by some convenient figure which will impress the reader and not be challenged too successfully. If ratings were always projectible this would be a service instead of the crime it now is.

If there is criticism for today's confused rating picture the agencies performing the services should bear only a small part of the blame. It is the buyer of the service that is really responsible, for without him the services would soon go out of business. The buyer gets what he demands.

We do not have to wait for the day of the one perfect service because that day will never come. Everyone responsible for the development and presentation of television audience data can sit down together and create standards and terminology and performance criteria which will eliminate almost all of the present confusion.

And while they are at this task standards can be set for all those other troublesome practices inherited from immature radio research. Some of the work may have to be industry wide, others may be available cheaper and better from local commercial sources but until we specify what we need, what we want and what we mean we have only ourselves to blame for continued confusion. Television can profit from radio's mistakes.

American Television Society, Inc.

17 EAST 45th STREET, NEW YORK 17, N. Y.

MURray Hill 7-9250

OFFICERS

President David Hale Halpern Secretary Reynold R. Kraft
Vice-Pres. Donald E. Hyndman Treasurer Archibald U. Braunfeld

DIRECTORS

Charles J. Durban, Maurice E. Strieby, Jerry Danzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian.

FUNCTIONS

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

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National Society of Television Producers

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

CHickering 4-0626

OFFICERS

President Martin A. Gosch Secretary Nathan M. Rudich
Vice-President Henry White Treasurer Irvin P. Sulds

DIRECTORS

Walter Armitage, Charles Basch, Judy Dupuy, Arthur Erlich, Oliver Nicoll.

COUNSEL

James L. Fly

FUNCTIONS

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



TV BRINGS SHOWROOM TO PROSPECT —POTENT FORCE IN VISUAL SALES

by

KENNETH W. STOWMAN

TV Sales Manager, WFIL-TV, Philadelphia

TELEVISION is the greatest advertising medium yet developed and its early shadow forecasts a tremendous effect upon American marketing and distribution, even within the coming decade. In the past year alone, TV's versatility and effectiveness have been profitably demonstrated. The measure of the medium's national impact awaits only the construction and operation of stations throughout the country.

The surveyed, estimated and reported state of television in 1949 is an optimistic and exciting record. There were, at year's end, 98 operating stations, with an additional 20 holding construction permits. The sales of TV-Radio-Phonograph combinations topped all other merchandise in sales gains during October, according to the survey of the Federal Reserve Bank of New York. There were estimated to be some 3,900,000 TV sets in use and the estimate for the end of 1950 was placed conservatively at 9,000,000.

Television's growing market in 1949 was exceeded in interest only by the commercial activity within the market. In one year, from October '48 to '49, the number of advertisers utilizing television was increased 282 per cent. And a breakdown in sponsor category revealed the clients to be, in numbers, 76 national network (programs), 399 national and regional spot and 1416 local retail.

As a sales medium, TV knows no restrictions but the limits of good taste and, for this reason, virtually all products may be acceptably presented. In fact, the diversity of the products which have been sold successfully via television to date is the medium's strongest bid to power. The roster of sponsors on WFIL-TV in 1949, for example, ranged from F. W. Woolworth Co. to Corlies Furs, Inc. For the latter client, the sale of a \$3200 mink coat was directly traceable to one specific participating spot. And, so impressed with its

Philadelphia video debut was Woolworth, that television is said to be written into the company's plans in other cities.

Television provides for the advertiser a family-group audience matched by no other medium. And a sales message on TV does more than describe the product: it permits immediate demonstration. The effect of this technique is no where more dramatic than on higher priced merchandise. Sales, which in the past, were completed only after individual and sometimes repeat demonstrations, can now be made practically on sight. The new design, construction and added features of the late model automobile are familiar to the TV viewer-prospect long before his first visit to the showroom. The same situation applies to the major home appliance field, and even touches the limitless lines of household effects and decorating aids.

Television's unique powers of demonstration can be applied to almost any product marketable. From hints on how to prepare the family dinner—with brand name canned goods—to repairing the homestead roof—with store bought shingles—television *shows* the buyer how to use the merchandise and thereby stimulates the buying.

We have seen so far only partial evidence of television's selling potency but we can predict with fair accuracy its potentialities when FCC restrictions are lifted and there is a TV station operating in every market. We could multiply today's black and white results by any given factor and see a clear picture of future accomplishment. The advent of color television, however, lifts the future out of the bounds of imagination and makes pioneering and experimenting a lively project for years to come. Percentage-wise, color-TV might well dwarf what now seems, and is, the towering effectiveness of sight and sound selling as we know it now.

Television Producers Association

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

OFFICERS

President Mal Boyd
Vice-President Michael Stokey Secretary Gladys Rubens
Exec. Vice-President Bernie Ebert Treasurer Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Black, Syd
Cassyd, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.
Legal Counsel Max Gilford

FUNCTIONS

A non-profit organization to cultivate harmony and unity among its members
and between them and firms, corporations or individuals within or without the
telecast industry; to improve the working conditions of its members and their
protection against unjust practices or impositions upon their fair rights, by those
with whom they have business relations.

•

Television Film Producers Association

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

OFFICERS

President Hal Roach, Jr. Secretary Glenn Miller
Vice-President Carl Dudley Treasurer Roland Reed

BOARD MEMBERS

Herbert Strock, Wallace Worsley, Al Herman, Perry King, Bernard J. Carr.

FUNCTIONS

Non-profit organization for furtherance of television film, standards, practices,
etc.

THE FUTURE OF TV RESEARCH—NEED OF AUDIENCE CENSUS

by
BARRY T. RUMPLE

(Continued from Page 1111)

the dimensions of sound radio. This will continue to be true in television.

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As television develops in the next five years there will surely be a need to provide local station managers and program producers with fast ratings based on one week each month in major markets as a guide to program popularity and the effects of competition. For this purpose the telephone and instantaneous recorder techniques seem well adapted. Research at the local level can be supplemented profitably by the use of diaries to cover the outlying areas and provide data on the habits of all socio-economic groups, non-telephone homes, etc. Preferably, this type of research should reflect television viewing during weeks not regularly measured by telephone or recorder techniques. From the standpoint of expense and flexibility the diary method, at this stage of development, appears to have great potentialities as a rating tool.

For network purposes the fast ratings obtained in major markets may be combined to yield useful indices of program trends on a national basis. More detailed data cutting across socio-economic lines is less frequently required and can undoubtedly be provided by recorder devices particularly for such items as cumulative audience, flow, minute by minute data, etc.

By recognizing and utilizing the special attributes of each of the numerous techniques now available the researcher may be assured of adequate and usable program measurements in television.

•

Fourth, and of supreme importance, there should be a real impetus given to qualitative forms of research—measurements of the depth and breadth of television. Alert advertisers in radio have

already discovered that ratings alone are not enough—that it is more important to know whether he is reaching the right kind of audience for his product and what effect his program has in moving people to purchase the product. With investments in TV programming so much higher than in radio it is going to be incumbent on research to demonstrate that the added dimensions of sight and motion really pay off at the cash register. Studies conducted thus far, although not numerous, clearly indicate that television exerts a tremendous influence on consumer purchases. Evidence of this kind, including intensive attitude data concerning program and commercial viewing habits must come as a result of personal interviewing among carefully controlled samples. Closely linked to this type of research are methods now in use to uncover ways of improving various elements in programs and determining the degree of audience acceptance before a program goes on the air. This is an unbeatable combination which is destined to play a leading role in television research of the future. Television's impact is not disputed but it must be adequately utilized by program producers and advertisers. Qualitative research is a prime tool to assist in making TV pay off in terms of audience appeal and sales results.

•

There is every reason to expect that research in television will progress with the expansion and development of the new medium. It can draw upon the knowledge and experience learned in radio and it has the qualified technicians to direct its efforts. To its credit are the higher standards of research practice and the greater acceptance of research findings at management levels. With imaginative planning, capable execution, and effective interpretations television research in the future can make a truly worthwhile contribution to the development of this powerful new medium.

TELEVISION TALK

A Modern Glossary

(Courtesy "Tele Tech" & Radio Corp. of America)

The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture transmission.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles per second.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates pulses which can be shaped to saw-tooth signals used for scanning in a cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—An auxiliary conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the transmitted high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit or device which transfers only that part of a signal that exceeds a critical amplitude. In television these circuits are used to separate the synchronizing pulses from the video signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities room in which television cameras, lighting, shading and mixing control is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFINITION—Refers to the degree of picture detail accomplished by the receiver circuits.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in some cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television camera tube developed by Philo T. Farnsworth.

DISTORTION—Any nonlinear change in the original frequency, amplitude or phase of a radio signal caused by equipment incapacities.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency. Double side band systems utilize both of these bands.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON—The smallest electric charge having a negative polarity.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, and formed into a beam.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplifier tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and/or direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLICKER—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound transmission.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen caused by reflections of glass surfaces.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or

"mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for vertical synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

ION—An electrified particle formed when an atom of gas loses or gains electrons.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KILOCYCLE—One thousand cycles.

KINESCOPE—A name applied to the cathode ray tubes used in television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOST—Image in which black areas are white and white areas black.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

ORTHICON—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PERSISTENCE OF VISION—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REACTANCE—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

RECTIFIER—A device which changes alternating current to direct current.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—An oscillator whose frequency is readily controlled by the application of a synchronizing signal. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SCHMIDT OPTICAL SYSTEM—An optical train utilizing a high intensity kine-scope, a spherical mirror and correcting lens to project an enlarged television image onto a viewing screen.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SERVICE AREA—The extent of terrain over which the signals from a television transmitter can be successfully received.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SIGNAL-TO-NOISE RATIO—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwith requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

W

WAVEGUIDE—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

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PROMOTION NEEDS OF SPONSOR GETS CONSIDERATION AT WLW

by

JAMES CASSIDY

Director of Public Relations, Crosley Broadcasting Corp.

THE train from New York would arrive in Cincinnati's Union Terminal in 30 minutes. The agency account executive, idling over his coffee, flipped to the radio page of the Columbus paper which happened to be lying on the table. He noted the WLW ad next to the program log and reflected, "They go a long way from the home lot with their promotion."

Then he remembered that Columbus is no further than shortstop on WLW's particular lot.

At the Cincinnati terminal he got another sample. Marching past a long line of cabs to snag a vacant one, he saw the colorful tire—cover ads with which WLW embellishes Cincinnati's largest taxi chain and the consciousness of several million people every week.

"Not bad," he reflected. That was at 8:30 a.m.

"But by 5:30 that afternoon," he later told Bob Dunville, Crosley Broadcasting president, "I had found out something I never suspected about your organization. I knew you did a good job at drumming up an audience through these ads and so on, to make people want to tune in. What I didn't fully realize is what your organization does to make people *buy* what they've heard about—after they tune in.

What the account executive might have added to his remarks about WLW merchandising is that the whole benevolent iceberg is there to smash sales resistance. Which brings up a point of first importance in the WLW philosophy—if the men behind the counter aren't behind your advertising campaign, your advertising dollar can't do its best work.

For 11 years now (and initially to the accompaniment of raised eyebrows in the trade) WLW's Merchandising Department has been making hundreds of thousands of dealer, jobber and wholesaler contacts, wearing out an uncom-

puted tonnage of shoe leather in the process, to guarantee that the almost \$5,000,000 currently spent by advertisers on the station each year are dollars that way their way. The process is now being extended to Crosley Broadcasting Corporation's three television stations, WLW-TV, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

WLW's merchandising efforts are handled in three divisions: grocery, drug, and special. Within a normal six-month period, in excess of 150,000 merchandising contacts are usually made.

For testing products in relation to advertising claims, and for determining consumer attitudes toward products, packages, prices and so on, WLW maintains a Consumer's Foundation, a panel of 1,000 housewives, selected on a strict basis of stratification. The Foundation has been useful in such diverse tasks as helping a coffee manufacture decide which of two new blends of coffee would sell better, discovering for an Eastern fish canner who wanted to enter the midwest territory that there wasn't enough market to justify the move, and finding the reaction to a new type of adhesive for false teeth.

To this is added the People's Advisory Council, a panel of 2,930 representative homes to get opinions on WLW, its competitors, sponsors, contests and associated matters; and finally, the WLW Test Stores, numbering 50 in the drug and 75 in the grocery field, which have been responsible for such interesting WLW-area discoveries as the fact that one soup manufacturer ought to change his label (dirt adhered to it), and that a wax manufacturer in Chicago would make more money if he revised his selling plan.

Thus constituted, the WLW merchandising plan is helping move scores of millions of dollars of goods off shelves every year—a robustly satisfactory state of affairs for all concerned.

TELEVISION PROGRAMS

Commercially Sponsored



Network



Local

NINETEEN FIFTY



COMMERCIAL TELEVISION PROGRAMS — 1949

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1949. The programs listed are for the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Acme Weather Forecast	Alliance Tenna-Rotor	WEWS	Foster & Davies
Action Autographs	Bell & Howell Motion Picture Cameras, Projectors and Equipment	ABC	Henri, Hurst & McDonald, Inc.
Admiral Broadway Review	Admiral Corp. Refrigerators, Ranges, Radio TV sets	NBC-TV	Kudner Agency, Inc.
Admiral Girls Baseball	Peter Fox Brewing Co. Beer	WBKB	Carroll Dean Murphy
Admiral Girls Baseball	Admiral Corp. TV Sets, etc.	WBKB	
Adventure Album	No-Trishus Foods	KTLA	Scholts
Adventure Time	Wometco Theatres Theatre Chain	WTVJ	Direct
Adventures of Cyclone Malone	Good Humor Co. Curdies, Ice Cream, Cakes, Candies	KNBH	J. G. Stevens, Inc.
The Aldrich Family	General Foods Corp. Jello Products	NBC-TV	Young & Rubicam, Inc.
All American Golf Tournament	Geo. S. May Co.	Du Mont	M. M. Fisher Assoc.
All Star Baseball Game at Ebbetts Field	Gillette Safety Razor Co. Gillette Shaving Cream, Razors, Blades	CBS-TV	Maxon, Inc.
All Star Bowling Matches	Brunswick, Balke, Collender Pabst Brewing Co.	Du Mont	Al Paul Lefton Co.

All Star Laker's Basketball	Minneapolis Brewing Co.	WTCN-TV	BBD&O
All Star Laker's Basketball	General Mills	WTCN-TV	Knox Reeves
Amanda	Illinois Meat Co.	WABD	Arthur Meyerhoff & Co.
Amazing Doctor Polgar	Broadcast Brand Corned Beef Hash	CBS-TV	Wm. H. Weintraub Co., Inc.
American Minstrels 1949	Trimount Clothing Co.	WJZ-TV	Weiss & Geller
American Minstrels 1949	Clipper Craft Clothes	WJZ-TV	Weiss & Geller
Americana	Food Products	NBC-TV	Sweeney & James Co.
America's Town Meeting	Nedick's Products	WJZ-TV	Metropolitan Advertising Co.
Morey Amsterdam Show	Firestone Tire & Rubber Co.	DuMont	Buchanan & Co.
Andy's Barn	Tires and Tubes	WHEN	
Announcements	Modern Industrial Bank	WJZ-TV	Leonard Advertising
Annual Report—	DuMont Receiver Sales	CBS-TV	Foote, Cone & Belding
Armchair Detective	DuMont TV Sets	CBS-TV	Benton & Bowles, Inc.
Around The Town	Chappell's Department Store	NBC-TV	James P. Sawyer, Inc.
The Arrow Show	G. E. Products	NBC-TV	Young & Rubicam, Inc.
At Home With Mildred Carlson, The	Encyclopedia	WBZ-TV	Chambers & Wiswell
At The Mat	Union Oil Co. of Calif.	KTLA	Paul Jones
At The Mat	Lubricants	KTLA	Cayton
Auction-Aire	Whitehall Pharmacal Co. Div. of American Home Products Corp.	ABC	J. Walter Thompson
Auction Night	Anacin, Kolyinos	WXYZ-TV	
Author Meets the Critics	Bates Fabrics Inc.	NBC-TV	Young & Rubicam, Inc.
	Fabrics and Sheets		
	Cluette Peabody & Co., Inc.		
	Neckwear, Sportswear, Men's Shirts, Collars		
	Boston Post		
	Newspaper		
	Troup Engineering		
	Polaroid Filter		
	Libby McNeill & Libby		
	Libby Products		
	General Electric Supply Corp.		
	General Foods Corp.		
	Jello Products		

B

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Background for Living	Barker Bros. Furniture	KTLA	Mays & Co.
Backstage With Barry	Household Finance Corp. Finance Loans	CBS-TV	LeVally, Inc.
Baltimore Orioles	Gunther Brewing Co. Beer	WMAR-TV	Ruthrauff & Ryan
Band of America	Cities Service Gasoline, Oil	NBC-TV	Ellington & Co., Inc.
Bandstand Review	Central Chev.	KTLA	Hunter
Red Barber's Club House	U. S. Army & U. S. Air Forces Recruiting Services	CBS-TV	Gardner Advertising Co.
Barbershop Quartet	Frankenmuth Brewing Co.	WXYZ-TV	Wm. B. Randall Co.
Barn Dance	Troup Engineering	KTLA	Paul Jones
Baseball	R. J. Reynolds Cigarettes	WGN-TV	William Esty
Baseball	Peter B. Hand Beer	WGN-TV	BBD&O
Baseball	P. Ballantine Beer	WABD	J. Walter Thompson
Baseball	Holiday Motors	WATV	Dale Advertising Agency
Baseball	Philco Distributors	WBKB	
Baseball—Brooklyn	Schaeffer Beer	WATV	Batten, Barton, Durstine & Osborn
Baseball Fanfare	Brown Shoe Co.	WABD	Leo Burnett Co., Inc.
Baseball Games	West Texas Appliance Co. Philco Distributors	WBAP-TV	McBride Advertising
Baseball Games	Pabst Blue Ribbon Beer	KLAC-TV	
Baseball Games	Nicolson-Jones Motor Co. Lincoln-Mercury Dealer	WBAP-TV	McBride Advertising
Baseball Games	Southwestern Co. Philco Distributors	WBAP-TV	McBride Advertising
Baseball Games	Chevrolet Dealers Ass'n. Chevrolet Cars	WBZ-TV	Chambers & Wiswell

Baseball Games	Narragansett Brewing Co. Beer & Ale	WBZ-TV	Standish, Inc.
Baseball Games	Various	WPTZ	Various
Baseball Giants	Liggett & Meyers Chesterfield Cigarettes	WPIX	Newell-Emmett
Baseball Interviews	Nicolson-Jones Motor Co. Lincoln-Mercury Dealer	WBAP-TV	McBride Advertising
Baseball Scoreboard	Ford Dealers Ford Cars	WXYZ-TV	J. Walter Thompson Co.
Baseball Scoreboard	Kupper's Tavern	WICU	Local
Basketball Games	Nash-Kelvinator	KLAC-TV	Local
Basketball—High School and College	Athletic Supply & Motorola Sporting Goods, Radio-TV	WSPD-TV	Wendt
Basketball Roundup	Theatre Equipment	WSPD-TV	Flint Advertising
Basketball—St. Francis and Seton Hall	Little Ferry Auto Assoc. Used Cars	WPIX	Flint Advertising
Beat The Band	Egan & Bisbing Philco Appliances	WHEN	WHEN
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big 10 Highlights	Ford Dealers Ford Cars	WXYZ-TV	J. Walter Thompson
The Bigelow Show	Bigelow-Sanford Carpet Co. Carpets	NBC-TV	Young & Rubicam, Inc.
Birthday Party	Tot's 'N Teens, Trasks Dept. Store Children's Shoes	WICU	Local
Bonny Maid Versatile Varieties	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Boston Bruins Hockey Games	Chevrolet Dealers Assn. Chevrolet Cars	WBZ-TV	Chambers & Wiswell
Boxing	Croton Watch Co. Watches	WABD	Franklin Bruck Advertising Agency
Boxing	Century Distributing	KTLA	Weinberg
Boxing	Pittsburgh Brewing Co.	WDTV	Smith, Taylor & Jenkins
Boxing	Peter B. Hand Beer	WGN-TV	BBDGO
Boxing	Czerwiec Lumber Co.	WGN-TV	Direct

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Boxing	The Odell Co. Trol Hair Tonic	WABD	L. C. Gumbinner Agency
Boxing	Krueger Beer	WABD	Geyer, Newell & Ganger
Boston & Maine Show, Featuring "Dahl"	Boston & Maine R.R. Transportation	WBZ-TV	Harold Cabot Agency
Boxing Boutts	Gillette Safety Razor Co. Safety Razor Blades and Shaving Cream	NBC-TV	Maxon, Inc.
Boxing From Broadway Arena	Bedford Appliances Electric Appliances	WOR-TV	N. C. Greenfield
Boxing From Eastern Parkway	R & H Brewing Co. Beer	WPIX	Paris & Peart
Boxing From Ridgewood Grove	Krueger Brewing Co. Beer	WPIX	Geyer, Newell & Ganger
Boxing From Turner's Arena	Globe Brewing Co. Arrow Beer	WAAM-TV	Joseph Katz Co.
Boxing From Westchester	Piel's Beer Beer	WOR-TV	William Esty Co.
Boxing—Golden Gloves	Chevrolet Dealers Assoc. Autos	WPIX	Campbell-Ewald
Break the Bank	Bristol-Myers Co. Mum, Vitalls	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol Myers Co. Ipana, Vitalls, Sal Hippocrite	NBC-TV	Doherty, Clifford & Shenfield, Inc.
Broadway Revue	Admiral Corp.	Du Mont	Kudner Agency
Art Brown's Talent Parade	Phillip's Radio & Appliance Co. Electrical Appliances	WOIC	Kal, Ehrlich & Merrick
Browns' Football Games	Leisy Brewing Co.	WNBK	McCann-Erickson
Bill Brundige—Sports	Sports Center Sports Equipment	WOIC	Kal, Ehrlich & Merrick
Camel Caravan of Sports	R. J. Reynolds Camel Cigarettes	DuMont	William Esty

Baseball Games	Narragansett Brewing Co. Beer & Ale	WBZ-TV	Standish, Inc.
Baseball Games	Various	WPTZ	Various
Baseball Giants	Liggitt & Meyers Chesterfield Cigarettes	WPIX	Newell-Emmett
Baseball Interviews	Nicolson-Jones Motor Co. Lincoln-Mercury Dealer	WBAP-TV	McBride Advertising
Baseball Scoreboard	Ford Dealers Ford Cars	WXYZ-TV	J. Walter Thompson Co.
Baseball Scoreboard	Kupper's Tavern	WICU	Local
Basketball Games	Nash-Kelvinator	KLAC-TV	
Basketball—High School and College	Athletic Supply & Motorola Sporting Goods, Radio-TV	WSPD-TV	Wendt
Basketball Roundup	Theatre Equipment	WSPD-TV	
Basketball—St. Francis and Seton Hall	Little Ferry Auto Assoc. Used Cars	WPIX	Flint Advertising
Beat The Band	Egan & Bisbing Philco Appliances	WHEN	
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big 10 Highlights	Ford Dealers Ford Cars	WXYZ-TV	J. Walter Thompson
The Bigelow Show	Bigelow-Sanford Carpet Co. Carpets	NBC-TV	Young & Rubicam, Inc.
Birthday Party	Tot's 'N Teens, Trasks Dept. Store Children's Shoes	WICU	Local
Bonny Maid Versatile Varieties	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Boston Bruins Hockey Games	Chevrolet Dealers Assn. Chevrolet Cars	WBZ-TV	Chambers & Wiswell
Boxing	Croton Watch Co. Watches	WABD	Franklin Bruck Advertising Agency
Boxing	Century Distributing	KTLA	Weinberg
Boxing	Pittsburgh Brewing Co.	WDTV	Smith, Taylor & Jenkins
Boxing	Peter B. Hand Beer	WGN-TV	BBD&O
Boxing	Czerwiec Lumber Co.	WGN-TV	Direct

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Boxing	The Odell Co. Troll Hair Tonic	WABD	L. C. Gumbinner Agency
Boxing	Krueger Beer	WABD	Geyer, Newell & Ganger
Boston & Maine Show, Featuring "Dahl"	Boston & Maine R.R. Transportation	WBZ-TV	Harold Cabot Agency
Boxing Bouts	Gillette Safety Razor Co. Safety Razor Blades and Shaving Cream	NBC-TV	Maxon, Inc.
Boxing From Broadway Arena	Bedford Appliances Electric Appliances	WOR-TV	N. C. Greenfield
Boxing From Eastern Parkway	R & H Brewing Co. Beer	WPIX	Paris & Peart
Boxing From Ridgewood Grove	Krueger Brewing Co. Beer	WPIX	Geyer, Newell & Ganger
Boxing From Turner's Arena	Globe Brewing Co. Arrow Beer	WAAM-TV	Joseph Katz Co.
Boxing From Westchester	Piel's Beer Beer	WOR-TV	William Esty Co.
Boxing—Golden Gloves	Chevrolet Dealers Assoc. Autos	WPIX	Campbell-Ewald
Break the Bank	Bristol-Myers Co. Mum, Viralis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol Myers Co. Ipana, Viralis, Sal Hepatica	NBC-TV	Doherty, Clifford & Shenfield, Inc.
Broadway Revue	Admiral Corp.	Du Mont	Kudner Agency
Art Brown's Talent Parade	Phillip's Radio & Appliance Co. Electrical Appliances	WOIC	Kal, Ehrlich & Merrick
Browns' Football Games	Leisy Brewing Co.	WNBK	McCann-Erickson
Bill Brundige—Sports	Sports Center Sports Equipment	WOIC	Kal, Ehrlich & Merrick
Camel Caravan of Sports	R. J. Reynolds Camel Cigarettes	DuMont	William Esty

Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co., Inc.
Candid Camera	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.
Candlelight Revue	A. S. Beck Co. Shoes	WNBT	Dorland, Inc.
Cardinal Football Quarter Back Club	Peter Fox Brewing Co. Beer	WBKB	Carroll Dean Murphy
Card's Newsteel	Stephens Buick Buick Dealers	WTCN-TV	
Cartoon Parade	Lee Motors Automotive	WSPD-TV	Wendt
Cartoon Parade	Kuehmann's Co. Potato Chips	WSPD-TV	Wendt
Cartoon Theater	12th St. Market Food	WICU	Local
Cavalcade of Stars	Drug Store TV Prod.	Du Mont	Stanton B. Fisher, Inc.
CBS News with Douglas Edwards	Oldsmobile Motors Div. of General Motors Corp. Oldsmobile Cars	CBS-TV	D. P. Brother, Inc.
Celebrity Time	The B. F. Goodrich Co. Tires, Tubes, Rubber Products	ABC	Batten, Barton, Durstine & Osborn, Inc.
Charm Kitchen	Participation	WXYZ-TV	Various
Charm Time	Participation	WXYZ-TV	Various
Chesterfield Supper Club	Liggitt & Myers Chesterfield Cigarettes	NBC-TV	
Chevrolet Telenews Weekly	Bresce Chevrolet New Cars	WHEN	
Chevrolet Tele-Theatre	Chevrolet Dealers Chevrolet Cars	NBC-TV	Campbell-Ewald Co., Inc.
Chicago Cooks with Barbara Barkley	Participation	WGN-TV	Various
Chicagoland Mystery Players	Chicago Tribune	WGN-TV	Direct
Child Care	Sanitary Diaper Service Diaper Service	WPIX	Miller Advertising Agency
Children's Hour	Horn & Hardart Co. Food	WNBT	Clements Co.
Circle The Globe	Lowrys Products	KTLA	California Advertising
City Hall	Uniform Fireman's Assoc. Club Group	WPIX	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clock, The	Lever Bros. Lux, Rinso Banking	NBC-TV	J. Walter Thompson Co.
Closeups	First Nat'l Bank of Boston	WBZ-TV	Batten, Barton, Durstine & Osborn
Club Ha-Ha	Hamtramck Auto Dealers Assoc.	WXYZ-TV	Rex Advertising Agency
Club Time	Shopping Bag Food Stores	KLAC-TV	
The Colgate Theater	Colgate-Palmolive-Peet Co. Vel, Lustré Creme	NBC-TV	William Esty Co.
College Football Games	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	N. W. Ayer & Sons, Inc.
Collegiate Talent Tussle	Baltimore News Post & Sunday American Newspaper	WAAM-TV	
Collier's All-American Football	Local Chevrolet Dealers Assoc.	WABD	Campbell-Ewald Co. Inc.
Columbia Football Games	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Newell-Emmett Co.
Comic Capers	Sun-Times Newspaper Newspaper	WBKB	American National Video Product, Inc.
Command Performance	Clark Music Co. Musical Instruments	WHEN	
Connie Comes Calling	D'Arrigo Bros. Co.	WBZ-T	Ingalls-Minister
Country Store	Budget Pack Food Packages	KNBH	Brisacher, Wheeler Staff
Cowboy Thrills	Various Various	KTLA	Various
Crusade In Europe	Time, Inc. Time Magazine	ABC	Young & Rubicam, Inc.
Curbstone Cut Up	RCA Victor Distributors RCA Victor Products	WBKB	Al Paul Lefton Co.

D

Enid Day Presents	Davison-Paxon Department Store	WAGA-TV	
The Day's News	Bieber-Isaacs Men's Clothing	WHEN	

Democratization of Germany	American Jewish Congress Institutional	ABC	Direct
Kitty Dierken Shops For You	Participating	WAAM-TV	Various
Digest of Sports	Gaugh	KTLA	Noble Advertising
Dinner Date With Dottie	Fort Worth Battery Co., Porter Burgess Co. Motorola Distributors	WBAP-TV	Glenn Advertising
Dinner Platter	Various	WEWS	Various
Distaff	Various	WEWS	Various
Do You Know Baltimore	Cons. Gas. Electric & Power Co. Public Utility	WMAR-TV	
Dog Show at Madison Square Garden	National Biscuit Co. Milk Bone Dog Biscuits	CBS-TV	McCann-Erickson, Inc.
Dogs On Parade	Heeman Mfg 1/2 Co. Wooster Dog Ration	WICU	Local
Don Winslow of The Coast Guard	Prince Macaroni Macaroni Products	WBZ-TV	H. C. Rossi Agency
Doodle With Galligan	Chevrolet Dealers Assn. Chevrolet Cars	W3Z-TV	Chambers & Wiswell
Dream Kitchen Time	Graybar Electric Co. Hotpoint Distributors	WBAP-TV	
Dress And Guess	Van Heusen Shirts Shirts	WEWS	Grey Advertising
Dude Ranch Party	W. T. Grant Co Department Store	WICU	Local
Dugout Dope	Dayton Bread Co. Miami Maid Bread	WLW-D	Hutzler Advertising Agency
Dugout Interviews	General Electric Supply Co.	WEWS	Batten, Barton, Durstine & Osborn
Ralph Dumke	Teldisco, Inc. TV Sets, Radios and Appliances	WABD	Green-Brodie
Dunninger & Winchell	Bigelow Sanford Co. Rugs and Carpets	CBS-TV	Young & Rubicam, Inc.
Duquesne Scoreboard	Duquesne Brewing Company	WDTV	Walker & Downing

F

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Easy Aces	Phillips Packing Co.	Du Mont	Aitkin-Kynett Co. Inc.
Easy Aces	Hudson Dealers of the Metropolitan Area	WABD	Klores & Carter, Inc.
Jack Eigen	Doeskin Products <i>Doeskin Tissues</i>	WABD	Federal Advertising
Electric Kitchen	Philadelphia Electric Co.	WPTZ	Al Paul Lefton Co., Inc.
Florence Bourke Ellis	Participation	WGN-TV	Various
Eloise Salutes the Stars	Doeskin Products	WABD	Federal Advertising
Exercise For Health	Exercise	WXYZ-TV	
Extra Inning	Walgreen Drug	WGN-TV	Schwimmer & Scott

F

Fair Fashion Show	The Fair <i>Retail Department Store</i>	WBAP-TV	
Fashion On Parade	Lord & Taylor <i>Store Products</i>	WJZ-TV	William Warren Agency
Fashion Reflections	Koslow's of Fort Worth <i>Retail Furnier</i>	WBAP-TV	
Fashions	Virginia Driskill	WMAR-TV	
Fashions In Rhythm	Nat Greene Clothing Store	WXYZ-TV	Rex Advertising Agency
Fast Ball	Altes Lager Brewing Co.	WXYZ-TV	McCann-Erickson, Inc.
Feature Film	Various <i>Busk Cars</i>	KLTA	Various
Fireball Fun-For-All	Buick Motor Division of General Motors	NBC-TV	Kudner Agency, Inc.
Fireside Theatre	Procter & Gamble Co. <i>Ivory Soap, Crisco and Duet</i>	NBC-TV	Compton Advertising Inc.
Fish, Fur 'n Feathers	Buff's Trading Post <i>Sports Equipment</i>	WHEN	
Jack Fisher Show	V.F.W. & Thomas Built Homes	WXYZ-TV	Castle-Werner Agency
The Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. <i>Kentucky Club Tobacco</i>	DuMont	Walker & Downing

Five-Minute Film	Hamilton Watch Co. Watches	WJZ-TV	Batten, Barton, Dursline & Osborn
Five-Minute Film	Ironrite Ironer Co. Ironers	WABD	Brooke, Smith, French & Dorrance, Inc.
Five-Minute Film	Doubleday & Co. Books	WABD	Huber Hoge & Sons
Five-Minute Film	T. H. Clack & Bemporad Co. Rugs	WABD	Wilson, Haight & Walsh, Inc.
Five-Minute Film	Funk & Wagnall Co. Encyclopedia	WABD	Victor A. Bennett Co. Inc.
Five-Minute Film	Jacob Ruppert Brewery Beer	WABD	The Biow Co., Inc.
Five-Minute Film	Liebmann Breweries Inc. Beer	WABD	Foote, Cone & Belding
Flying X Ranchboys	West Texas Appliance Co. Philco Distributor	WBAP-TV	McBride Advertising
Football Extra	B. R. Baker Men's Clothing	WSPD-TV	Wendt
Football Extras	Washer Bros. Retail Department Store	WBAP-TV	Glenn Advertising
Football Forecast	Shea's Auto Supply Auto Parts, TV, Toys, etc.	WICU	Local
Football Greats	Dads Root Beer Root Beer	KTLA	Murray, Dymock & Carson
Football Highlights	Ford Dealers Automotive	WSPD-TV	Katz New York
Football Preview	A. Duchini Building Materials	WICU	Local
Football Scoreboard	Kupper's Tavern	WICU	Local
Football Scoreboard	Hamburg Brothers	WDTV	Ketchum, MacLeod & Grove
Football Scoreboard	Plymouth Dealers Plymouth Cars	WXYZ-TV	Powell-Grant Agency
Football Time	Plymouth Dealers Plymouth Cars	WXYZ-TV	Powell-Grant Agency
For Your Home	Rawlson & Co. Interior Decorator	WTVJ	Direct
Art Ford Show	Various Various	WPIX	Various

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Ford News And Weather Ford Theater	Ford Dealers Assn' of So. California Ford Motor Co. Ford Cars	KNBH CBS-TV	J. Walter Thompson Co. Kenyon & Eckhardt, Inc.
Fort Pitt News Front Row Center	Fort Pitt Beer Whelan Drug Stores Drug Products	WICU DuMont	Batten, Barton, Durstine & Osborn Stanton B. Fisher
Fun for the Money	International Cellucotton Products Co. Kleenex	ABC	Foote, Cone & Belding
G			
Girl About Town	Bates Fabrics Inc. Fabrics, Sheets	NBC-TV	James P. Sawyer, Inc.
Arthur Godfrey and His Friends	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Newell-Emmett, Co.
Arthur Godfrey's Talent Scouts	Thomas J. Lipton Co. Div. of Lever Bros. Co. Lipton's Tea, Soup Mixes	CBS-TV	Young & Rubicam, Inc.
Going Places	Heinkel Motors Autos	WPTZ	Solis S. Cantor
The Goldbergs	General Foods Corp. Sanka	CBS-TV	Young & Rubicam, Inc.
Golden Gloves Boxing Event	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty & Co., Inc.
Golf Tips	Goodall	KLAC-TV	
Grab Your Phone	American Floor Covering Co.	KLAC-TV	
Grace Church Christmas Eve Services	U. S. Rubber Co.	WABD	Fletcher D Richards
Grandstand Give Away	Martin's Restaurants Meals	WBKB	Guenther-Bradford & Co.
Great Fights of The Century	Walco Lens	KTLA	Cayton, Inc.
Greatest Fights of the Century	E. L. Courmand Co. Walco-Teile-Vue-Lens	NBC-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co. Vaseline Cream Hair Tonic	NBC-TV	Cayton, Inc.
Guess Who?	Foreman & Clark Clothing	KNBH	Dan B. Miner Co.

Gulf Road Show with Bob Smith
 Andy Gustafson Sportscast

Gulf Oil Corp.
 Gasoline, Oil and Lubricants
 Olin's, Inc.
 Used Cars

NBC-TV
 WTVJ
 Young & Rubicam, Inc.
 Direct

H

Hail The Champ

Bishop & Co.
 Candy

KLAV-TV

Handy Hints

Various
 Various

Various

Handy Man

Gimbel Bros.

WPTZ

Bump Hadley Pitching

Phillips-Jones Corp.
 Van Heusen Shirts

WBZ-TV

Bump Hadley Pitching

Warmuth's Restaurant
 Restaurant

WBZ-TV

Bump Hadley's Country Store

Sonneborn L. Sons, Inc.
 Amalie Oils and Lubricants

WBZ-TV

Haynes At The Auction

Auction City

KLAC-TV

Hello Again

Knudsen Creamery Co.
 Dairy Products

KNBH

High School Football

Brown Distributing Co.
 (Philco Distributor-Area)

WAGA-TV

High School Football

West Texas Appliance Co.
 Philco Distributor

WBAP-TV

High School Football

The Frito Co.
 Food Product

WBAP-TV

Highlights of News and Sports

Duquesne Brewing Company

WDTV

Highlights of Pro Football

Fort Pitt Brewing Company

WDTV

History of American Television

American Telephone & Telegraph Co.

WABD

Hobby Hob Nob

Chevrolet Dealers Ass'n.
 Chevrolet Cars

WBZ-TV

Hobby Show

Baltimore Contractors Inc.

WMAR-TV

Hockey

Metropolitan, Potter, Enoch

KTLA

Hockey

Athletic Supply
 Sporting Goods

WSPD-TV

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Hockey	Pilsener Brewing Co. of Cleveland P.O.C. Beer	WEWS	Gregory & House
Hockey—Rangers	F. M. Schaefer Brewing Co. Beer	WPIX	Batten, Barton, Durstine & Osborn
Hockey—Rovers	Sunset Appliance Stores TV and Home Appliances	WPIX	
Hockey Games	Falstaff—Beer	WOW-TV	Dancer-Fitzgerald-Sample
Hockey Games	Nash Dealers Nash Autos	WBKB	
Hoffman Hayloft	Hoffman Television Co. Hoffman TV Sets	WBAP-TV	Free & Peters
Hoffman Hayride	Hoffman TV Participation	KTLA	Smith, Bull McCreery
Holiday House	Marous	WTVJ	Direct
Holiday For Strings	Gerlinger Equipment Home Furnishings	WSPD-TV	
Hollywood in New York	Melway Reducing Plan, Inc.	WPIX	Walter L. Rubens & Co.
Hollywood Opportunity	Olympic TV	KTLA	Hunter
Home Games of The Dayton Indians Baseball Club	Wooden Shoe Brewing Co. Wooden Shoe Beer	WLW-D	Don Kemper Co.
Home is Happiness	Packages Programs, Inc.	WDTV	Ortale Company
Homemakers Exchange	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell & Ganger, Inc.
Homemakers Roundup	Cons. Gas, Electric & Power Co. Public Utility	WMAR-TV	
Hopalong Cassidy	Frost TV Center Radio TV Sets	WTVJ	Direct
Hopalong Cassidy	Chestnut Farms Dairy Ice Cream, Milk	WNBW	Harry J. Kaufman
Hopalong Cassidy	Beatrice Foods Co. Dairy Products	WNBQ	Foote, Cone & Belding, Inc.
Hopalong Cassidy	Interstate Bakeries Schulze Butterroll Bakery	WOW-TV	R. J. Potts-Calkins & Holden
Hopalong Cassidy	Barbara Ann	KTLA	Schlots
Horne's News	Joseph Horne Company	WDTV	Public Relations Research Service, Inc.

Horse Racing	Automobile Dealers Assoc.	WXYZ-TV	Loveless Agency
Horse Racing	DeSoto-Plymouth Dealers DeSoto, Plymouth Cars	WXYZ-TV	Denman & Betteridge
Hotel Broadway	United Cigars-Whelan	Du Mont	Stanton B. Fisher, Inc.
Hotpoint Holiday	Hotpoint, Inc. Electrical Appliances	CBS-TV	Maxon, Inc.
House of Champions	Joe Charles Sports Shop Sporting Goods	WHEN	Osborn-Propst
How To Improve Your Golf	Goodall Co. Palm Beach Suits	WJZ-TV	Ruthrauff & Ryan
How To Improve Your Golf	Goodall Co. Sportswear	WNBW	Ruthrauff & Ryan, Inc.
How To Improve Your Golf	Goodall Co. Fabrics	WPTZ	Ruthrauff & Ryan
Howdy Doody	Mars, Inc. Candy	NBC-TV	Grant Advertising, Inc.
Howdy Doody	Mason, Au & Magenheimer Confectionery Mfg. Co. Candy, Coconut Bars	NBC-TV	Moore & Hamm, Inc.
Howdy Doody	International Shoe Co. Shoes	NBC-TV	Henri, Hurst & McDonald, Inc.
Howdy Doody	Colgate-Palmolive-Peet Co. Colgate Dental Cream	NBC-TV	Ted Bates & Co.
Waite Hoyt Baseball Show	Metropolitan Clothing Men's Furnishings	WLW-D	
Hum & Strum	Admiral Dealers of Greater Boston Electric Ranges, Refrigerators and TV Sets	WBZ-TV	John C. Dowd, Inc.
Hum & Strum	C & L Tire Co. Saberling Tires	WBZ-TV	Harold F. Lewis Advertising Agency
Hum & Strum	Carpenter Morton Co. Paints and Varnishes	WBZ-TV	John C. Dowd, Inc.

I

I Saw It Happen	McCormick & Co. Spice and Extract	WAAM-TV	Sullivan, Stauffer, Colwell & Bayles
I'd Like To See	Procter & Gamble Co. Ivory Soap, Crisco and Dixie	NBC-TV	Compton Advertising Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Identity	A. Stein & Co. Paris Garters, Belts, Suspenders	ABC	Louis A. Smith
Individually Yours	Blair Corset Co.	WGN-TV	Jones-Frankel
Inside Interviews In Baseball	B. R. Baker Men's Clothing	WSPD-TV	
Inside U. S. A.	Chevrolet Dealers Div. of General Motors Corp. Chevrolet Cars	CBS-TV	Campbell-Ewald Co.
Inter-High School Football Games	Norge Dealers (Washington Wholesalers) Norge Products	WOIC	Campbell-Ewald Agency
International Boxing Club	P. Ballantine & Sons Beer	CBS-TV	J. Walter Thompson Co.
International Finals of the Golden Gloves	R. J. Reynolds Tobacco Co. Cameel Cigarettes	ABC	William Esty Co.
Interview At Stears	Stears Cafe	KTLA	California Advertising
Iron City Sports Album	Pittsburgh Brewing Company	WDTV	Smith, Taylor & Jenkins
It Happened Today	Central National Bank	WNBK	Fuller & Smith & Ross
It's The Style	Alpert's Yardstick Stores Yard Goods	KNBH	Hunter Advertising
J			
Jack of All Sports	Associated Stores Westinghouse TV	WTVJ	Direct
Brano James Luncheon	Brano James Foundation, nc. Brano James Pub.	WABD	Direct
Dennis James' Okay Mother	Sterling Products Bayer Aspirin, Phillips' Magnesia, Lyons' Tooth Powder, etc.	WABD	Dancer-Fitzgerald-Sample
Jersey Stakes	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Junior Capers	Coop. Inst.	KTLA	
Junior Frolics	Nedicks	WATV	Weiss & Geller
Just Watch And See	Crane-Ferry Hardware	KNBH	Angeles Agency

K

Kaufmann's Telenevs	Kaufmann's	WDTV	Sykes Agency
Kiernan's Kaleidoscope	Camden Trust Co.	WPTZ	Albert Frank-Guenther Law Inc.
John Reed King Show	Flagstaff Foods	WOR-TV	Weiss & Geller
	Canned Foods		
Wayne King Program	Standard Oil Co.	NBC-TV	McCann-Erickson, Inc.
	Oil, Gasoline		
Kings Court	Kings Super Markets	WATV	
Kirby Derby	Scott & Fetzer Co.	WEWS	General Publicity Service
	Kirby Home Sanitation Systems		
Gene Kiavan Show	Participating	WAAM-TV	Various
Knickerbocker Basketball Games	Brown-Williamson Tobacco Co.	WJZ-TV	Ted Bates Co.
	Kool Cigarettes		
Knickerbocker Basketball Games	Skin Tested Drug Products	WJZ-TV	Jasper, Lynch & Field
	Dental Cream		
Kraft Television Theatre	Kraft Foods Co.	NBC-TV	J. Walter Thompson Co.
	Mayonnaise		
Kukla, Fran & Ollie	National Dairy Products Corp.	NBC-TV	N. W. Ayer & Son, Inc.
	Sealtest Ice Cream		
Kukla, Fran & Ollie	RCA Victor Distributors	NBC-TV	J. Walter Thompson Co.
	RCA Victor Products		
Kay Kyser's College of Musical Knowledge	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
	Automobiles, Trucks		

L

Lady of Charm	Participation	WXYZ-TV	Various
Lambs Gambol	General Foods Corp.	NBC-TV	Benton & Bowles, Inc.
	Maxwell House Coffee		
La Primadora Sports Show	La Primadora	WOR-TV	Pedlar & Ryan
	Cigars		
Leave It to the Girls	General Foods Corp.	NBC-TV	Benton & Bowles, Inc.
	Maxwell House Coffee		
Let's Play Pyramid	Baystrate Paint & Wallpaper Co.	WTVJ	Direct
	Wallpaper, Paint		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Pop The Question	Participating	WAAM-TV	Various
Robert Q. Lewis Show	Liggitt & Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Newell-Emmett Co.
Life of Riley	Pabst Sales Co. Beer, Ale and Hoffman Beverages	NBC-TV	Warwick & Legler, Inc.
Life Of The Party	Phila. Dairy Products	WPTZ	Adrian Bauer
Lights, Camera, Action	Victory Packing Co. Toro Fed Dog Food	KNBH	McNeill & McCleery
Lights Out	Admiral Corp. Television, Radio Sets, Refrigerators	NBC-TV	Kudner Agency, Inc.
Little Old New York	Various Various	WPIX	Various
Living Wonders	First Nat'l Bank of Boston Banking	WBZ-TV	Batten, Barton, Durstine & Osborn
Lone Ranger	General Mills Wheaties	WBZ-TV	Dancer-Fitzgerald-Sample, Inc.
Lone Ranger	General Mills Cereals	ABC	Dancer-Fitzgerald-Sample, Inc.
Looking at Football	Hamburg Brothers	WDTV	Ketchum, MacLeod & Grove
Vincent Lopez	Teldisco, Inc. TV Sets, Radio and Appliances	WABD	Green-Brodie
Loyola Basketball Games	Globe Brewing Co. Arrow Beer	WAAM-TV	Joseph Katz Co.
Lucky Pup	Bristol-Myers Co. Ipana Toothpaste	CBS-TV	Doherty, Clifford & Schenfield, Inc.
Lucky Pup	Joe Lowe Corp. Popsicles	CBS-TV	Blaine-Thompson Co., Inc.
Lucky Pup	Phillips Packing Co. Phillips Soups	CBS-TV	Aitkin-Kynett Co.
Lucky Pup	U. S. Rubber Co. Keds	CBS-TV	Fletcher D. Richards, Inc.
Dione Lucas	Wine Advisory Board Wine	CBS-TV	J. Walter Thompson Co.
Dione Lucas	Scott Towel Co. Paper Towels	CBS-TV	J. Walter Thompson Co.

M

Mag. of The Week	Lowell Bradfield	KTLA	Ross, Gardiner & White
Magic Clown	Gold Medal Candy Corp. Bonomo's Turkish Taffy	WNBT	Donohue & Co.
Make It And Take It	Floyd Rice—Ford Dealers	WXYZ-TV	Powell-Grant Agency
Make Mine Movies	Wometco Theatres Theatre Chain	WTVJ	Direct
Mama	General Foods Corp. Maxwell House Coffee	CBS-TV	Benton & Bowles, Inc.
Man Against Crime	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty & Co., Inc.
Man From Scotland Yard	See's Candy Candy	KTLA	Ross, Gardiner & White
Man's Best Friend	Dr. Ross Dog Food	KTLA	Rockett-Lauritzen
Man's World	J. L. Hudson Dept. Store	WXYZ-TV	Wolf-Jickling-Conkey
Martha's Kitchen	Various Various	WOW-TV	
Martin Kane, Private Eye	United States Tobacco Co. Model, Old Briar, Dill's Best, Tweed	NBC-TV	Kudner Agency, Inc.
Mary, Kay & Johnnie	Whitehall Pharmaceutical Co. Div. of American Home Products Corp. Kolynos, Anacin	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Masland at Home Party	C. H. Masland & Sons Rugs	CBS-TV	Anderson, Davis & Platte, Inc.
Melody Menu	Various Various	KTLA	Various
Men At Work	Baltimore Construction Institute Trade School	WMAR-TV	
Meet Me In Hollywood	Kaye-Halbert Corp.	KTLA	Macauley
Meet the Press	General Foods Corp. Maxwell House Coffee	NBC-TV	Benton & Bowles
Midget Boxing	Reed Candy Co. Reed's Paloops	WBKB	Hill Blackett Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Midget Auto Racing	Amalie Div. of L. Sonneborn Sons, Inc. Motor Oil	WPIX	Hicks & Greist
Midget Racing	Herb & Chuck & Lyle Coleman	KTLA	Roche
Midget Racing	Murphy Motors	KTLA	Stahl
Midwestern Hayride	Bavarian Brewing Co. Bavarian Beer	WLW-D	Ralph H. Jones
Miss Rheingold Contest	Liebman Breweries Beer	WJZ-TV	Foote, Cone & Belding
Mr. Magic	Mason, Au & Magenheimer Mason Candles	WPIX	Moore & Hamm, Inc.
Mohawk Showroom	Mohawk Carpet Mills, Inc. Rugs and Carpets	NBC-TV	George R. Nelson, Inc.
Al Morgan Show	Drake Baking Company	WDTV	Public Relations Research Service, Inc.
The Motor Mart	Paul T. Henson Lincoln-Mercury, Used Cars	WHEN	
Music Album	Sherman Clay Co. Musical Appliance Store	KPIX	Goldthwaite-Smith Advertising
Musical Adventure	Phaestron TV	KTLA	Geisinger
Musical Scrapbook	Real-Tang	KTLA	Russell Seeds
N			
Name The Star	Van de Kamp's Baked Goods	KNBH	California Advertising
Name The Star	Van de Kamps	KTLA	California Advertising
National Amateur Parade	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
National League Football Games	Sun Oil Co. Oil, Gas Accessories	ABC	Hewitt, Ogilvy, Benson & Mather, Inc.
National Pro Football Hillites	Christian Heurich Brewing Co. Beer	WNBW	Harry J. Kaufman
National Sports Parade	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Nature of Things	Motorola, Inc. Television and Radio Sets	NBC-TV	Gourfain-Cobt Advertising Agency

Nature Trails	Home Packing Co. Food Packing Hats	WSPD-TV	
NBC News Review of the Week	Disney, Inc.	NBC-TV	Grey Advertising Agency, Inc.
NBC Newsreel	Oldsmobile Div. General Motors Corp. Cars	NBC-TV	D. P. Brother & Co., Inc.
NBC Newsreel	MacMillan Petroleum Corp.	KNBH	Marketers, Inc.
NBC Newsreel	Freeman & Freeman Hudson Dealers	KNBH	Irwin-McHugh
Needle Shop	Rival Mfg. Co. Steamomatic Iron	WABD	R. J. Votts-Calkins & Holden
Needle Shop	Martin Fabrics Co. Velvet Cloth	WABD	Alley & Richards, Inc.
Needle Shop	American-Mitchell Fashion Publishers Mode-Royal Patterns	WABD	Ehrlich & Newirth, Inc.
News	Andrea Radio Corp. Radio and Television Equipment	WABD	Royal & De Guzman
News Final	Linz Jewelists Retail Jewelry	WBAP-TV	
News In Review	The Barbasol Co. Shaving Cream	CBS-TV	Erwin, Wasey & Co., Inc.
Newsreel	Rancho Soups	KTLA	Lang
Newsreel	Chrysler Sales	KTLA	McCann-Erickson
Newsreel Review	Dr. Beauchamp	KTLA	Stahl Agency
Night of Champions	Gross Distributing, Inc. Stromberg-Carlson Radio and TV Sets	WABD	Federal Advertising Agency
Nipper Song Shop	RCA Victor Radios, Records, etc.	KPIX	
Northcool Pimlico Races	A. Sagner's & Son Inc. Northcool Suits and Englishtown Men's Clothing	ABC	J. A. Goodman & Co.
The Notre Dame Football Games	Chevrolet Dealers Chevrolet Automobiles	DuMont	Campbell-Ewald
Notre Dame-Navy Football Game	American Oil Co. Lubricants	CBS-TV	Joseph Katz Co.
Now I'll Tell One	Turner Bros. Men's Clothes	WBKB	Guenther-Bradford & Co.

O

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Okay Mother	Sterling Drug Co., Inc. Bayer Aspirin, Phillips Milk of Magnesia Dr. Lyons Toothpaste	Du Mont	Dancer-Fitzgerald-Sample
Ole Rasmussen	Auciton City	KLAC-TV	
Johnny Olsen's Rumpus Room	Teldisco, Inc. TV Sets, Rabics and Appliances	WABD	Elliott Nonan Advertising
On The Plaza	Robert Wuensch	WATV	G. G. Felt & Co.
On The Sports Page	Rupperts Brewery Beer	WJZ-TV	The Biow Co.
The O'Neills	Allen B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Open House	Conway & Culligan Home Contractors and Builders	KPIX	
Open House	Corn Exchange Nat'l Bank	WPTZ	John Falkner Arndt
Opening of New York-Chicago Cable	American Telephone & Telegraph Co.	WJZ-TV	N. W. Ayers
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	NBC-TV	Lennen & Mitchell, Inc.
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lennen & Mitchell
Don Otis Show	Boyd Gibbons Ford Dealer	KLAC-TV	
The Outdoorsmen	Neiderriter Co. Appliances	WICU	Local

P

Pal Headliners	Pal Blade Co., Inc. Pal Razor Blades	ABC	Al Paul Leffton Co.
Paradise Island	General Electric Dealers Ass'n. General Electric Electrical Appliances	WBZ-TV	Harry M. Frost Co.
Paradise Island	United Wallpaper	WPTZ	MacFarland-Aveyard

Paradise Island	United Wallpaper Co.	WNBT	MacFarland Aveyard & Co.
Paradise Island	United Wallpaper, Inc.	WNBK	MacFarland Aveyard & Co.
Pet Shop	Evanger Kennel Foods Dog Foods	WNBQ	Direct
People's Platform	Household Finance Corp. Finance Loans	CBS-TV	LeVally, Inc.
Petticoat Parade	Brighton Appliances Ironrite Ironers	WHEN	
Petticoat Parade	Ironrite Ironer Co. Ironrite Ironer	WJZ-TV	French & Dorrance
Petticoat Parade	David Wilkins	KTLA	Coleman Jones
Petticoat Parade	Ironrite Ironer Ironers	WOIC	Brooke, Smith, French & Dorrance
Petticoat Parade	Iron Rite Ironer	WDTV	Brooke, Smith, French & Dorrance, Inc.
Petticoat Parade	Ironrite Ironer Co.	KNBH	Brooke, Smith, French & Dorrance, Inc.
Philadelphia's Outstanding Women	Wm. Weisberg Furs	WPTZ	Philip Klein
Philco Television Playhouse	Philco Corp. Radio and Television Sets	NBC-TV	Hutchins Advertising, Inc.
Molly Picon's	Horowitz-Margaret Grocery	WJZ-TV	Advertisers Broadcasting
Molly Picon's	I. Bokeach & Sons Grocery	WJZ-TV	Advertisers Broadcasting
Picture Album	General Electric	KLAC-TV	
Pioneer Polaroid Magic Show	Pioneer Scientific Corp. Polaroid Filters	CBS-TV	Cayton, Inc.
Pitt Parade	Austin Givens	WDTV	F. A. Ensign Advertising Agency
Pitt Parade	Donahoe's	WDTV	F. A. Ensign Advertising Agency
Pitt Parade	Packaged Programs, Inc.	WDTV	Ortale Company
Pitt Parade	Drake Baking Company	WDTV	Public Relations Research Service, Inc.
Pittsburgh Steelers Football	Mail Pouch Tobacco Company	WDTV	Walker & Downing
Players Entrance	Vic Hendler Electric Appliances	WPTZ	Weightman Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Players Entrance	Lummis Co. Peanut Products	WPTZ	Weightman Agency
Playtime	Graham-Brown Show Co. Children's Shoes	WBAP-TV	McMain's Advertising
Pontiac Star Time	Pontiac Dealers of Greater Boston Pontiac Cars	WBZ-TV	Wm. J. Small Advertising Agency
Power Tool Demonstration	Skarie, Inc. Power Tools	WMAR-TV	Francis D. Cronin
Preview	Philip Morris & Co., Ltd. Inc. Philip Morris Cigarettes	CBS-TV	The Blow Co., Inc.

Q

Quality Playhouse	Pledged Quality Laundries	WOIC	Henry J. Kaufman Agency
Quick On The Draw	Household Appliances Philco Appliances	WTVJ	Direct
Quick On The Draw	Thornton-Fuller Autos	WPTZ	Aldrich Associates
Quiz Kids	Miles Laboratories, Inc. Vitamins, Alka-Seltzer	NBC-TV	Wade Advertising Agency
Quizdom Class	Alexander's Department Store	WJZ-TV	William Warren Agency

R

Race Results	Blatz Brewing Co. Blatz Beer	WTVJ	Charles Anthony Gross Agency
Racing News	Carrell Speedway	KLAC-TV	Local
Read's Fashions	Read Dress Studio Women's Clothes	WICU	Local
Rehearsal Time	Sealy Mattress Co.	KNBH	Alvin Wilder
Remember	Wills Dairy, Hauswals Bakery Mangels Herald	WMAR-TV	H. W. Buddemeier Co.
Reserved for Garroway	Duffy-Mott Co. Apple Sauce, Apple Juice	WNBQ	Young & Rubicam, Inc.

Rhythm And Romance	Sleep-Ezy Mattress Co. Sleep Ezy Mattresses	WBAP-TV	McBride Advertising
Riddle Me This	General Electric Co. Lamp Division	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Rising Stars	Marshall Drug Co.	WEWS	Gregory & House
Roar Of The Rails	A. C. Gilbert Co. Electric Trains, Toys, etc.	CBS-TV	Chas. W. Hoyt Co., Inc.
Roblee Fanfare	The Brown Shoe Co. Roblee Brown Shoes	WABD	Leo Brunett Co., Inc.
Rodeo Ranch	Weber's Bread	KLAC-TV	
Roller Derby	Chevrolet Dealers Motor Cars, Trucks	ABC	Campbell-Ewald Co.
Roller Derby	Chevrolet Dealers Assoc. Autos	WJZ-TV	Campbell-Ewald Co.
Roller Derby	Chesebrough Mfg. Co. Vaseline Products	ABC	McCann-Erickson, Inc.
Roller Derby	Blatz Brewing Co. Blatz Beer	ABC	Kastor, Farrell, Chesley & Clifford, Inc.
Rosella	J. P. Byrne Jewelry	WOW-TV	
Round The Town	Syracuse Trust Co. Banking	WHEN	
Roving Camera	Riteway Burner Co. Heating Units	WSPD-TV	
Roving Camera	MacMillan Petroleum Corp.	WNBT	Marketers, Inc.
Roving Camera	McMillan	KTLA	Marketers, Inc.
Benny Rubin's Theatrical Agency	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Ruthie On The Telephone	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.

S

Sagenkahn Furniture Galleries	Sagenkahn Furniture Galleries Furniture	WHEN	
Sandy Dreams	Pennik & Ford	KTLA	Batten, Barton, Durstine & Osborn

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Say It With Acting	J. B. Williams Co. Shaving Products	WNBT	J. Walter Thompson
School House	Allen B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Senate Get Together	Christian Heurich Brewing Co. Beer	WNBW	Harry J. Kaufman
Sewing & Styling	Various Various	WEWS	Gregory & House
Sewing Club	Singer Sewing Machine Co.	WBAP-TV	
Shadow Stumpers	Motor Sales Co. DeSoto Dealers	WAAM-TV	Joseph Katz Co.
Share-a-Charade	Don Gilmore Chev. Co. Automobiles	KPIX	
Stan Shaw	Teldisco, Inc. TV Sets, Radios and Appliances	WABD	Green-Brodie
Shawmut Nightly Newsteller	Shawmut Bank of Boston Banking	WBZ-TV	Doremus & Co.
Linn Sheldon Show	Shaw Rogers Jewelry Co.	WEWS	Clifford & Thomas
Shop, Look & Listen	Bonne Music Co., Kamera Kraft Musical Instruments, Photographic Equipment	WHEN	Osborn-Propst
Shoppers' Guide	Participation Various	WTVJ	Direct
Shoppers' Guide	Various Various	WEWS	Various
Show Off Club	Northside Motors	WTCN-TV	
Herb Shriner Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.
Sidewalk Parade	Plymouth Dealers Plymouth Cars	WXYZ-TV	Powell-Grant Agency
Silver Theater	International Silver Co. Sterling, 1847 Rogers Bros.	CBS-TV	Young & Rubicam, Inc.
Silvers Playhouse	Silver Motors Oldsmobile	KLAC-TV	
Hildy Simmonds Show	Buckley & Scott Oil Burner Service	WBZ-TV	John C. Dowd, Inc.
Sing My Name	Phila. Distributors Electric Appliances	WPTZ	Cox & Tanz

Six Gun Playhouse	Various	WPIX	Various
Small Fry Club	Various Whitehall Pharmacal Co. Kolynos Tooth Paste	Dumont	Sullivan, Stauffer, Colwell & Bayles
Small Fry Club	General Foods Post Toasties	Dumont	Benton & Bowles
Small Fry Club	General Foods Post Cereals	WABD	Benton & Bowles
Small Fry Club	Whitehall Pharmacal Co. Kolynos	WABD	Sullivan, Stauffer, Colwell & Bayles, Inc.
So This Is Hollywood Soapine Starmakers	Admiral Radio & TV Kendall Manufacturing Co.	KTLA WBZ-TV	Atkins & Gilbert Bennett, Walther & Menadier
Southwest Conference Football	Soapine Humble Oil Co. Oil Products	WBAP-TV	Frank-Wilkinson-Schwitz-Tips
Spare Room	Tifford Furniture & Appliances Furniture and Appliances	WABD	H. C. Morris & Co. Inc.
Spare Room	Bedford Radio & Appliances Co. TV Sets, Radio and Household	WABD	Green-Brodie
Sparkling Time	Pepsi-Cola Pepsi-Cola	WGN-TV	Presba, Fellers & Presba
Spell With Isbell	Participation	WGN-TV	Various
Spiegel's Quiz	Spiegel's Mail Order Co.	WGN-TV	Schwimmer & Scott
Sports of Call Sports Roundup	Sunset Appliance Stores TV and Home Appliances	WPIX	
Sport Program	General Mills, Inc.	WJZ-TV	Knox, Reeves Advertising Inc.
Sports Album	Nebraska Clothing Men's Clothing	WOW-TV	Bozell & Jacobs
Sports Album	Madera Wines Wine	WAAM-TV	Joseph Katz Co.
Sports Album	Wolverine Potato Chip Co.	WXYZ-TV	Luckoff-Wayburn-Frankel
Sports Events From Madison Square	Garden R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty & Co., Inc.
Sports Highlights of the Week	Bond Clothes, Inc. Clothes	NBC-TV	Cayton, Inc.
Sports Parade	J. L. Hudson Dept. Store	WXYZ-TV	Wold-Jickling-Conkey

FRANK C. LEPORE
25 OAK TERRACE
AVON DA VINE SEA, N. J.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Sports Previews	Skillern's Drug Stores Retail Drugs	WBAP-TV	Grant Advertising
Sports Quiz	Cripps Clothing Store	WXYZ-TV	Bill Silbert Agency
Sports Roundup	Jacob Ruppert Beer	WPIX	The Biow Co.
Sports Scrapbook	Wm. Gretz Brewing Co.	WPTZ	Seberhagen, Inc.
Sports Telequiz	International Radio Sales	WXYZ-TV	
Sports Views	Athletic Supply Sporting Goods	WSPD-TV	Wendt
Sportman's Corner	Ford Motor Co.	WGN-TV	J. Walter Thompson
Sportsman's Quiz	Larus Bros. Co., Inc. Edgeworth Tobacco	CBS-TV	Warwick & Legler, Inc.
Sportsman's Quiz	PDQ Gasoline	KLAC-TV	
Sportsman's Show	Barby's Inc. Sunshine Beer	WPTZ	Gray & Rogers
Sportsmanship	P. J. Nee Co. Furniture	WNBW	Harwood Martin, Advertising
Spotlight On Roper	Roper Gas Ranges	KLAC-TV	
Starlets	W. Wilderrotter & Sons	WATV	Wm. Sheer
Starlit Stairway	Stark Hickey Auto Dealers	WXYZ-TV	Rex Advertising Agency
Ted Steele	General Mills Wheaties, Betty Crocker Soups, Ginger Mix	WABD	Knox, Reeves Advertising, Inc.
Ted Steele	A. B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Ted Steele	Concourse Music Co. TV Sets, Radios and Household Appliances	WABD	Green-Brodie
Ted Steele	Ideal Home Appliances TV Sets, Radios and Household Appliances	WABD	Green-Brodie
Cliffie Stone's Hometown Jamboree	Gold Furniture And Appliances	KLAC-TV	
Stop, Look & Learn	Participation	WGN-TV	Various
Stop Me If You've Heard This One	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Stop the Music	Admiral Corp Radios, TV Sets, Refrigerators, Ranges	ABC	Kudner Agency
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.

Strange As It Seems	Chevrolet Dealers Ass'n. Chevrolet Cars	WBZ-TV	Chambers & Wiswell
Strange Scenes	Gallant Lumber Supply Building Supplies	WSPD-TV	Wendt
Stranger Than Fiction	Riteway Burner Co. Heating Units	WSPD-TV	
The Striders	Kendall Manufacturing Co. Soapine	WBZ-TV	Bennett, Walther & Menadier
Studio One	Westinghouse Electric Corp. Washing Machines, Dryers, Water Heaters, etc.	CBS-TV	McCann-Erickson, Inc.
Super Circus	Canada Dry Ginger Ale Ginger Ale, Sparkling Water	ABC	J. M. Mathes, Inc.
Super Circus	Derby Foods, Inc. Peter Pan Peanut Butter	ABC	Needham, Louis & Brorby, Inc.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Auto Accessories	CBS-TV	Newell-Emmett Co.
Swift Show	Swift and Co. Swift Products	NBC-TV	McCann-Erickson, Inc.

T

Talent Jackpot	Allen B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Lou Tarr's Workshop	Reeve Paint, Ebelings Paint, Garden Supplies	WHEN	
Tele Newsreel	Chevrolet Motor Division	KTLA	Campbell-Ewald
Telecharades	Erie Clothing Co. Men's Clothes	WBKB	Gourfain-Cobb Co.
Telefashions	Retail Clothing Stores	WBKB	Fien & Schwerin
Telekids	Weatherguard Corp. Storm Windows	WPTZ	
Telenews	Regal Brewing Co. Regal Beer	WTVJ	Direct
Telenews	Lewis Food Co. Dr. Ross Dog And Cat Food	KPIX	Rockett-Lauritzen Advertising
Telenews Digest	Weissenberger Co. Automotive	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telenews Digest	Kipf Motors Automotive	WSPD-TV	
Telenews Digest	Lownsbury Chevrolet Co. Automotive	WSPD-TV	
Telenews Newsreel	Stroh Brewing Co.; Meehan Motors Co.	WEWS	Zimmer-Keller; Leech Advertising
Telexip	Consolidated Edison Utility	WPIX	Batten, Barton, Durstine & Osborn
Telescout Club	Pacific Citrus Products	KTLA	Atherton
Tele-Sports Newsreel	Radio And Appliance Center Home Appliances	WBAP-TV	
Teletape News	Beverwyck Breweries, Inc. Ale and Beer	WBZ-TV	McCann & Erickson
Televespers		KTLA	
Television Closeups	Omaha Council Bluffs Street Railway Transportation	WOW-TV	Bozell & Jacobs
Tell The Admiral	The McCormack Co. Admiral Radio and TV Products	KPIX	
Temptones	Participation	WGN-TV	Various
Texaco Star Theatre Starring Milton Berle	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co. Public Utility	WBAP-TV	
Texas News	Southwest Chevrolet Co.	WBAP-TV	Glenn Advertising
Tigers In Training	Michigan Mutual Liability Ins.	WXYZ-TV	Denman & Betteridge
Time For Beany	Budget Pack	KTLA	Ted Factor
Thanksgiving Day Program	Longines-Wittnauer Watch Co., Inc. Watches	CBS-TV	Victor & Bennett Co., Inc.
That's O'Toole	Delta Mfg. Div. of Rockwell Mfg. Co. Power Tools	ABC	Hoffman & York, Inc.
This Is Showbusiness	Crosley Div. of AVCO Mfg. Corp. Radios, Television, Refrigerators, Freezers, Electric Ranges	CBS-TV	Benton & Bowles, Inc.
This Week In Sports	W. A. Sheaffer Pen Co. Pens, Pencils	CBS-TV	Russel M. Seeds Co., Inc.

This Week In Sports	Meehan Motors Co.	WEWS	Leech Advertising
This Week In Sports	Buckeye Brewing	WSPD-TV	Livingston, Porter, Hicks
Thrills On Wheels	Rollfast Bicycles	WNBK	Kiesewetter, Wetteran & Baker
Through The Crystal Ball	Ford Dealers Assn Ford Cars	CBS-TV	J. Walther Thompson Co.
Through The Kitchen Window	Various	WNBK	Griswold Eshleman Co.
Toast of The Town	Emerson Radio & Phonograph Corp. Emerson Products	CBS-TV	Blaine-Thompson, Inc.
Toast of The Town	Lincoln-Mercury Dealers Lincoln, Mercury Cars	CBS-TV	Kenyon & Eckhardt, Inc.
Today's Ball Game	Ford Motor Co.	WGN-TV	J. Walter Thompson
Toledo News Report With Jim Jebelhart and J. White	Chevrolet Co.	WSPD-TV	
Tomorrow's Champions	Fort Pitt Brewing Company	WDTV	Batten, Barton, Durstine & Osborn
Tomorrow's Champions	Miller Brewing Co. Beer	WJZ-TV	Klau-Van Pieterston-Dunlap
Tonight On Broadway	Esso Standard Oil Co. Lubricants	CBS-TV	Marschalk & Pratt, Inc.
Tonight's Attractions	Lutz Bakery Baked Goods	WSPD-TV	
Top Views In Sports	Phillip's Radio & Appliances Radios, TV Sets	WNBW	I. T. Cohen
Top Views In Sports	Hudson Dealers of Pittsburgh	WDTV	F. A. Engsin Advertising Agency
Top Views In Sports	Pontiac Dealers Ass'n.	KNBH	Taggart & Young
Top Views In Sports	Alliance Manufacturing Co. Tenna-Rotor	WNBK	Foster & Davies
Top Views In Sports	Morrison and McCluan	WDTV	Pete Masser
Top Views In Sports	Haberle Beer	WHEN	Coe Agency
Touchdown	Chrysler Dealers Chrysler Cars	WXYZ-TV	McCann-Erickson, Inc.
Touchdown	Pilot Life Insurance Co. Life Insurance	WBTV	
Touchdown	Ford Dealers	WDTV	J. Walter Thompson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Touchdown Tide	Stewart Office Supply Co.	WBAP-TV	Grant Advertising
Tournament of Champions	P. Ballantine & Sons Beer	CBS-TV	J. Walter Thompson Co.
Trailblazer Theater	Participation	WGN-TV	Various
Transportation Unlimited	General Motors Corp. Institutional	CBS-TV	Campbell-Ewald Co., Inc.
Treasure Hunt	Continental Clothiers	WGN-TV	Jones-Frankel
Tricks & Treats	Various Various	KTLA	Various
Tropic Holiday	Winston Television Stores	WNBT	Sternfield-Godley
The Truex Family	Stramberg-Carlson TV Sets Gimbels Department Store	WPIX	
Turf Spotlights	Chicago Dodge Dealers Autos	WNBQ	Ruthrauff & Ryan, Inc.
Turf Spotlights	Keeley Brewing Co. Keeley Half & Half	WNBQ	Schwimmer & Scott
TV Matinee	Participation	WGN-TV	Various
TV Ranch	Jersey Bread Baked Goods	WSPD-TV	
TV Sports Special	Gunter Brewing Co. Beer, Ale	WAAM-TV	Ruthrauff & Ryan
Twenty Questions	Ronson Art Metal Works Ronson Lighters	WOR-TV	Grey Advertising

U

U. of M. Workshop	Taylor Construction Co. Construction	WTVJ	Direct
Uncle Jake's House	Various Various	WEWS	Various
United Nations From Lake Success	Ford Motor Co. Ford Cars	CGS-TV	Kenyon & Eckhardt, Inc.
Up And Down The Avenue	Various Various	WEWS	Various

Vanity Fair	Seeman Bros., Inc. Air-Wick	CBS-TV	Wm. H. Weintraub & Co., Inc.
Vanity Fair	Maiden Form Brassiere Co. Brassieres	CBS-TV	Wm. H. Weintraub & Co., Inc.
Variety Show	General Motors Corp. Pontiac Cars	CBS-TV	MacManus, John & Adams, Inc.
Bill Veck's Report To The Fans	General Electric Supply Co.	WEWS	Lang, Fisher & Stashower, Inc.
Velo-Solax	R. S. Evans Co. Motor Bike	WTVJ	Direct
Viewpoint	Uhleman Optical Co.	WGN-TV	George H. Hartman
Views Of The News	Worman's Automotive	WSPD-TV	
Views Of The News	World Radio & Appliance Radios and Appliances	WSPD-TV	
Views Of The News	Toledo Tire Corp. and Imperial Furniture Co. Automotive, Furnishings	WSPD-TV	
Views Of The News	Various Various	WEWS	Various
Viz Quiz	Morrison and McCluan	WDTV	Pete Wasser
Voice of Firestone	Firestone Tire & Rubber Co. Tires and Tubes	NBC-TV	Sweeney & James Co.
Voice Of The People	The New York News	WPIX	
WAAM Sportsroom	Participating	WAAM-TV	Various
Walt's Workshop	Edward Hines Lumber Co. Lumber	WNBQ	George H. Hartman Co.
Fred Waring Show	General Electric Co. All Products	CBS-TV	Young & Rubicam, Inc.
Wax Wackies	Phillips Packing Co. Soups	WXYZ-TV	Aitken-Kynett
We, The People	Gulf Oil Corp. Gulf Products	CBS-TV	Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
We, The People	Gulf Oil Corp. Gasoline, Oil and Lubricants	NBC-TV	Young & Rubicam, Inc.
Weather Bird	Alliance Mfg. Co. Alliance Tenna Rotor	WLW-D	Foster & Davies, Inc.
Weather Or Not	First Nat'l Bank of Boston Banking	WBZ-TV	Batten, Barton, Durstine & Osborn
Weekly Sports Roundup	Duquesne Brewing Company	WDTV	Walker & Downing
Western Film	National Shoes	WATV	Emil Mogul
Western Film	Fischer Baking	WATV	Scheck
Western Film	Prince Range Co.	WATV	Wm. Sheer
Western Roundup	Blue Mirror	WATV	
What D'Ya Wanna Be	Chevrolet Dealers of Phila.	WPTZ	Gray & Rogers
What's New, Ladies	City Sewing Machine Co. Sewing Machines	WBAP-TV	Grant Advertising
What's New, Ladies	Norge Appliance Co.	WBAP-TV	Rutledge Advertising
What's News, Ladies	Ireland Chili Co. Food Product	WBAP-TV	Grant Advertising
Who Said That?	Crosley Div. AVCO Mfg. Corp. Radio, Television Sets, Home Appliances	NBC-TV	Benton & Bowles, Inc.
Irene Wicker—The Singing Lady	Kellogg Co. Shredded Wheat, Corn Soya	ABC	N. W. Ayer & Son, Inc.
Tex William's Western Caravan	A. E. Nugent Chevrolet Co. Chevrolet Dealers	KNBH	Charles N. Stahl Agency
William Winter & The News	Pauson & Co. Men's Clothiers	KPIX	Smith, Bull & McCreery Advertising
Window on the World	Allen B. Du Mont Laboratories, Inc.	Du Mont	Direct
WNBT Weatherman	Forstner Chain Corp. Jewelry	WNBT	A. W. Lewin Co.
Woman's Magazine of the Air	Hyland Electric	WGN-TV	H. S. Laufman
Woods And Waters	Harvey Mack Pontiac Dealers	WXYZ-TV	Sales Counsellors
Woods And Waters	Wetlaufer Mfg. Co. Auto Design	WXYZ-TV	Marvin Hahn Agency

Word of Life	Word Of Fellowship, Inc.	WATV	
World Is Yours	Chicago Motor Club	WGN-TV	Direct
World Of Art	Chrysler Corporation	WXYZ-TV	Charles Adams Agency
Wrestling	Nat Paterson Motors, Jackson Motors, New York Tech.	WABD	Moss Associates
Wrestling	R. C. A. Mainline Distributors Radio and TV Distributors	WSPD-TV	
Wrestling	Duquesne Brewing Company	WDTV	Walker & Downing
Wrestling	Tele-King	WATV	Wm. Sheer
Wrestling	E. & B. Brewing Co.	WXYZ-TV	W. B. Doner Agency
Wrestling	Trad Television Television	WJZ-TV	Cayton, Inc.
Wrestling	Falstaff Beer	WOW-TV	Dancer-Sample-Fitzgerald
Wrestling	Stevens Radio & Television Appliances	WJZ-TV	Wm. Warren Agency
Wrestling	American Shop, Inc. Men's Clothing	WJZ-TV	Wm. N. Sheer Advertising
Wrestling	Walker Motor Co.	WXYZ-TV	Clark Rickerd
Wrestling	Fohman Motors Inc. Hudson Autos	WBKB	Malcolm-Howard Advertising
Wrestling	Hudson Dealers of Chicago Hudson Autos	WBKB	Malcolm-Howard Advertising
Wrestling	Fort Pitt Brewing Company	WDTV	Batten, Barton, Durstine & Osborn
Wrestling	Dr. Ross Dog Food	KTLA	Rockett-Lauritzen
Wrestling	Lincoln-Mercury Autos	KTLA	Heasley & Heasley
Wrestling	Fohman Motor	WGN-TV	Malcolm-Howard
Wrestling	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Wrestling	Moore & Quinn Beer and Ale	WHEN	Fellows Agency
Wrestling Bouts	Duquesne Brewing Co.	WNBK	Walker & Downing
Wrestling From Broadway Arena	Seidenberg Cigars	WPIX	I. Lewis

ADVERTISING AGENCY

STATION

SPONSOR-PRODUCT

TITLE

Wrestling From Chicago	R. C. A. Mainline Distributors Radio and TV Distributors	WSPD-TV	
Wrestling From Eastern Parkway	Sunset Appliance Stores TV and Home Appliances	WOR-TV	
Wrestling From Jamaica Arena	Frost Stores Electric Appliances	WOR-TV	Getschal & Richard
Wrestling From Ridgewood Grove	Ripley Clothes Menswear	WPIX	The Bobley Co.
Wrestling Matches	Grand Prize Beer	WBAP-TV	Wilhelm, Laughlin, Wilson
Ed Wynn Show	Speidel Corp. Watchbands	CBS-TV	Cecil & Presbrey, Inc.

XYZ

Yesterday's News	Omaha Public Power Institutional and Appliances	WOW-TV	Allen & Reynolds
Yesterday's Newsreel	John M. Roberts and Sons	WDTV	W. Earl Bothwell, Inc.
You Are An Artist	Doubleday & Co. Books	WABD	Huber Hoge & Sons
Young America	Dancing Studio	KTLA	
Young American's Club	Foremost Dairies Dairy Products	WABP-TV	Albert Evans Advertising
Your Football Analysis	Young Men's Shop Clothes	WOIC	Harwood Martin Agency
Your Junior Revue	RCA Victor and (Georges) Electrical Appliances	WOIC	Robert J. Enders Agency
Your Show Time	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	N. W. Ayer & Sons, Inc.
Your Television Shopper	W. T. Grant Department Store	WHEN	
Your TV Shopper	Saks 34th St. Department Store Mdse.	WABD	H. B. Humphrey Co.
Your Weatherman	General Electric Supply Co. Electrical Appliances	WNBW	M. Belmont Ver Standig Advertising

TELEVISION HIGHLIGHTS — 1949

(From the Files of **RADIO DAILY**)

JANUARY

- 6—Westinghouse reports technical problems in use of Stratovision for relaying TV and FM signals have been solved, and the system is ready for commercial development.
- 7—FCC said construction permit holders must proceed with their construction plans or risk losing their permits, in replying to WSAZ, W. Va., who asked for a declaratory ruling on whether an application for extension of time will be granted if the delay is occasioned by the present TV freeze.
- 10—William S. Hedges, NBC vice-president, predicted today that by the end of 1952, 17,000,000 families or 50 per cent of the U. S. total will have tele receivers in their homes.
- 11—Network TV reaches approximately 1/3 of the U. S. as AT&T's coaxial cable link between Philadelphia and Cleveland officially opened tonight.
- 17—NAB reports the average operating expense per year for a metropolitan TV station is \$356,000.
- 21—Record radio and television audiences were reported yesterday as the nation heard and viewed the Inaugural Day ceremonies of President Truman in Washington.
- 23—The CBS-TV Clinics got underway at the Waldorf-Astoria with FCC Chairman Wayne Coy speaking before 250 executives about the TV freeze.

FEBRUARY

- 2—DuMont, TBA, Western Union and Philco protested AT&T Television cable rule, and urged FCC for revision.
- 3—Program of expanded activity has been launched by the TBA to keep pace with the rapid growth of the industry during the past year.
- 7—TV-survey reports held inadequate; more definite information is sought by the agencies and web researchers.
- 8—Mortimer W. Loewi, executive assistant to Dr. Allen B. DuMont, took over directorship of the DuMont network following the resignation of Lawrence G. Phillips as general manager.
- 9—Volume of over a billion dollars for the television industry in 1949 was predicted yesterday by Joseph B. Elliot, vice-president in charge of RCA consumer products in an article written for the TV section of the 1949 Radio Annual.

- 23—The running jurisdictional battle between International Alliance of Theatrical Stage Employees, and the National Association of Broadcast Engineers and Technicians over various categories of TV production staffers broke out today when NABET president John R. McDonnell accused IA of holding up labor peace in the industry.

MARCH

- 4—Top executives representing all branches of the industry gathered in Chicago today for the opening of the First National TV Conference being held at the Palmer House today through Wednesday.
- 11—CBS-TV film department sent letters to all web affiliates offering them first run rights in their areas to four film packages totalling 82 features and shorts.
- 17—Paramount Pictures told FCC that the Commission has no right to jeopardize its television licenses, present and future, on the basis of Paramount's past anti-trust law violations.
- 22—Two manufacturing companies served Zenith with a bill of complaint alleging combined damages resulting from Zenith's advertisements which stated that the FCC was about to change TV wave lengths which change would render all present receivers and component parts thereof obsolete and junk.
- 23—NBC production of kinescope recording film now exceeds output of major movie studios, according to Carleton D. Smith, director of the web's TV operations.

APRIL

- 7—DuMont completes ten years of telecasting.
- 14—Television held the spotlight during the closing session of the NAB convention and the panel of experts seemed to agree that television will exceed, not replace AM.
- 19—Video becomes school teacher as WBAL-TV and the Baltimore Public School System inaugurate TV on a regular basis for classroom instruction.
- 25—CBS installs a new transmitter in New York to be used for color experiments, using the new transmitter atop the Chrysler Tower and improved color cameras and receivers.
- 28—In a speech at ANPA Convention, Niles Trammell, NBC president, forecast the total television sales for 1949 will amount to \$25,000,000.

• • • *Television Highlights* • • •

- 29—Permanent facilities for TV coverage of the United Nations activities at Lake Success and Flushing Meadows, New York, were installed by NBC, CBS and UN officials, with equipment supplied by RCA Victor.

MAY

- 9—Hooper announces first TV web ratings which will cover viewing during this month in 29 of the 33 TV cities throughout the country.
- 10—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired by WAVE-TV, Louisville.
- 16—Five major networks have accepted an Ascap offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week.
- 18—TBA and NAB are battling for supremacy as the No. 1 industry organization in the television field, and both are planning a drive to strengthen their positions.
- 25—NBC completes installation atop RCA Building of two radomes, large plastic dome-shaped structures to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles.
- 27—Predicting the lifting of the TV freeze in the late fall, the FCC plans to open up the lower portion of UHF band at the same time, and to permit narrow-band color TV reception on present-type home receivers with relatively minor adjustments.

JUNE

- 2—Information reveals television production on a large scale in Western Europe is a project of the far distant future, mainly because of the considerable economic problems involved.
- 3—International Silver Co. has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that major campaigns will be launched in the fall in every city where a TV station exists.
- 9—Television Authority organization formed composed of all 13 of the four "A" unions to end jurisdictional squabbles between the unions for control of television talent.
- 17—DuMont television network to air all Notre Dame home games which will be the first full home schedule of football games ever televised on a national network.
- 21—At least \$7,350,000 for equipment and construction of studios, offices and transmitting plants will be spent by the '49 holders of outstanding TV construction permits whose stations are expected to go on the air dur-

ing the remainder of this year and the early part of '50.

- 22—"Theater Television" scored heavily as 4,500 people jammed Fabian's Brooklyn Fox Theater, and almost a full house at the Times Square Paramount Theater to witness the heavyweight championship boxing bout between Jersey Joe Walcott and Ezzard Charles.

JULY

- 1—FCC is issuing a revised nation-wide table of TV frequency allocations; Commission defers action on plea of TBA for lifting of freeze.
- 5—One out of every nine families in the average community near New York own a television set today, as against one out of 50 families a year ago, according to a study made public by Newell-Emmett Co., a N. Y. agency.
- 6—Lower priced television sets, numerous improvements, and lower costs feature the opening of the 25th anniversary of the American Furniture Mart show in Chicago with 20,000 buyers present from all parts of the country.
- 21—FCC asked all experimental television station operators to report on the results of their research and experimental programs prior to the August 29th hearings on UHF and color proposals.
- 26—The Columbia Broadcasting System today will begin experimental color television transmission using the standard RCA transmitter of WCBS-TV operating on Channel 2, the station's regularly assigned VHF band.
- 27—RCA sold its first theater tele installation to Fabian's Brooklyn Fox Theater, which marks the first permanent TV installation by an independent theater group.

AUGUST

- 2—RCA has developed an improved system of electronic color and plans to hold a demonstration coincident with the FCC hearings next month, but the firm will reiterate its position that commercial color still is several years away.
- 3—Board of directors of the Motion Picture Association of America (the Johnston Office) instructed membership to petition for an FCC hearing for the purpose of reserving and allocating high frequency channels for theater tele service.
- 4—Zenith asked the FCC to okay a three-month trial run of Phoneyvision in the Chicago area using the company's outlet W9XZV.
- 9—Receiver sales by major manufacturers during the second half of this year are expected

to exceed all previous records, according to initial dealer and consumer reactions to the new fall lines introduced during the past month.

- 26—DuMont offered the FCC an allocation plan to permit an assignment on all four VHF channels to all major population areas, thus ending the freeze.
- 30—NBC today announced a new video programming concept whereby the three top Saturday night program hours will be offered as a block for participation sponsorship by 12 non-competitive advertisers.

SEPTEMBER

- 6—CBS, at the request of the FCC, will begin a series of color TV test over WOIC, its Washington, D. C. video affiliate, on or about September 26th.
- 8—The Future of television in Mexico rests with the government and decision will probably be reached this month as to whether or not TV will be operated by the government or will be privately owned.
- 15—TV coverage of the 1949 World Series will be made available to every station, affiliated or independent, connected to the AT&T network or capable of receiving a feed from the web.
- 30—RCA yesterday asked immediate action by the FCC to lift the TV freeze and open the UHF, authorize color on both VHF and UHF bands with the requirement that compatibility be maintained and to set up a time schedule for the industry to recommend standards for colorcasting.

OCTOBER

- 6—More than 3,500 cheering baseball fans comfortably seated in Brooklyn Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie via television.
- 7—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 750-mile circuit with little or no loss in quality.
- 11—RCA has a new color tube in the works, Dr. Elmer W. Engstrom, Vice-President in charge of research for RCA Labs., disclosed to the FCC members and television experts attending an RCA color video demonstration in Washington.
- 18—After more than a year of negotiation, ABC, CBS, NBC and Ascaph signed a five year contract covering TV use of ASCAP members' music on a blanket basis with rates per cent higher than those for AM.

26—FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system by Philco's veepee, David Smith, whose actions enlivened the color hearings in Washington.

31—The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question.

NOVEMBER

- 1—A. D. Dunton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but there has been little interest shown.
- 4—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public," he added that color video is probably 15 years away.
- 15—Plans are being formulated for the construction atop the Empire State Building of a master transmitter antenna mast which could accommodate all stations in the New York area.
- 17—International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field, with the express understanding that TVA would mediate all matters that may be in dispute with the western unions.

DECEMBER

- 6—John W. Craig, Avco vice-president and general manager of its Crosley Division, urged an exchange of TV programs between Canada and the United States, and he predicted that television will become an element of prime importance in Canada's economy as it is doing in the U. S.
- 14—CBC announced firsts television plans for construction of two stations in Montreal and one in Toronto.
- 20—Commercial development of television has been approved by the government of Mexico, and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area.
- 21—In its first official act, the board of the newly-organized TVA has invited SAG to join with it in a TV partnership, and asked SAG to hold up negotiations with film companies until the two groups can meet.
- 27—RCA Chairman David Sarnoff in his year-end statement, said that the year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year.

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