

Television--1954

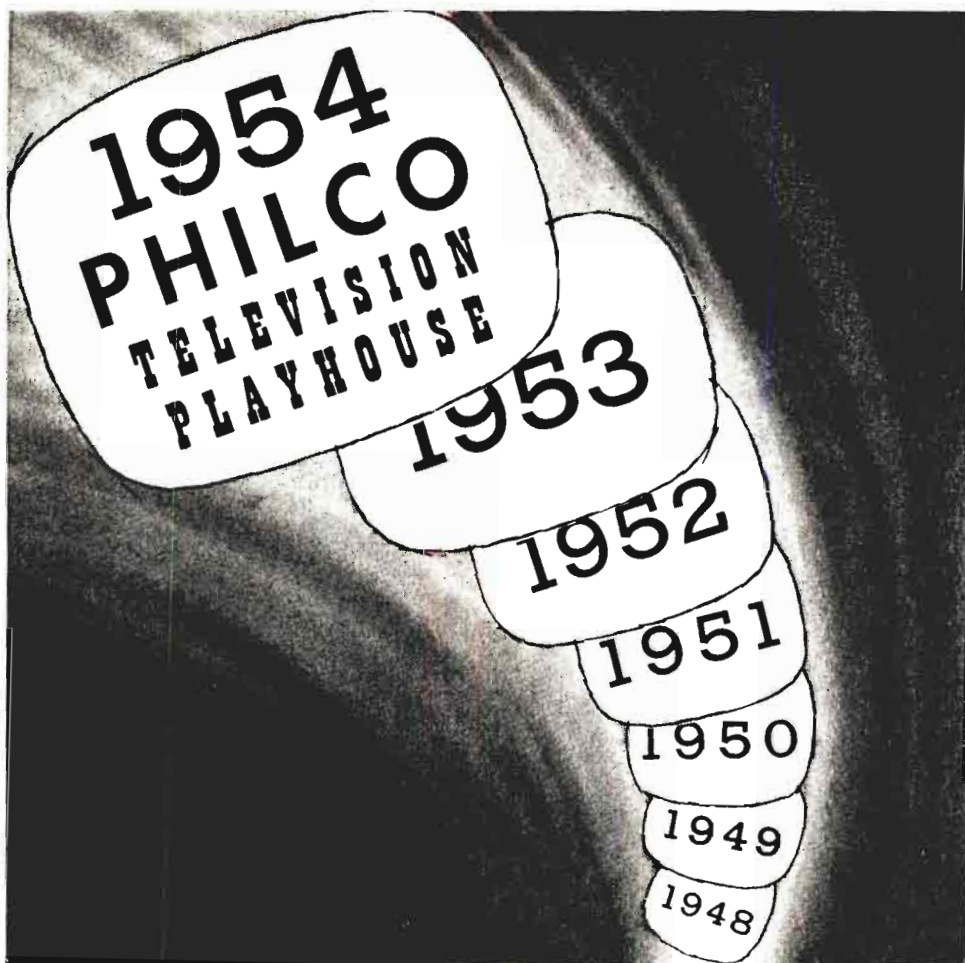
THE moving story of the modern miracle—television—unfolds in the pages that follow as Radio-Television Daily presents the 1954 edition of Television Year Book.

THIS is an authoritative report on the day-to-day progress of the sight and sound medium based on the facts, figures and feature data compiled from many sources which have contributed to the matchless progress of the expanding new industry.

THE progress of black and white television, the future of color and the expansion of program production are just a few of the many categories covered in this year's volume. In addition there are sections devoted to networks, stations, FCC statistics, TV film producers and many other services which have played important roles in the unprecedented advancement of the new art.

TO the many sources of information who have contributed to this volume we express our gratitude. Their contributions have made this year's edition of the Television Year Book the most comprehensive reference volume yet produced in the interest of the video art.

JACK ALICOATE
Editor-in-Chief



*AS a new year rolls around, Philco sends a heartfelt "thanks" to all the fine actors, writers and technicians who year after year have made **PHILCO TELEVISION PLAYHOUSE** America's leading dramatic program.*

PHILCO TELEVISION PLAYHOUSE

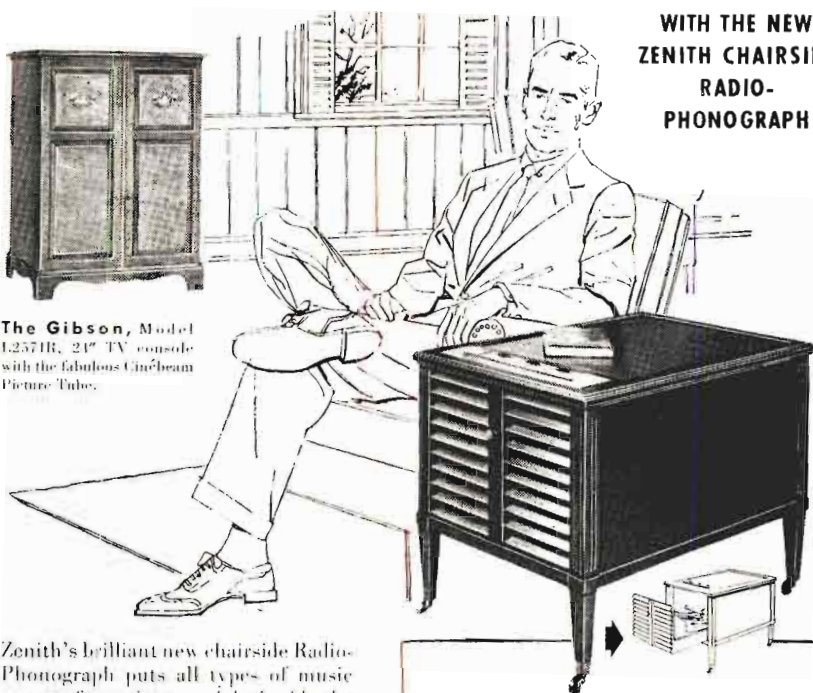
Alternate Sundays • 9-10 P.M. E.S.T. • NBC-TV

T *ele*vision *Code*



of the
NARTB

Now Zenith completes your "home entertainment center"



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The Gibson, Model E2571R, 21" TV console with the fabulous Cinebeam Picture Tube.

Zenith's brilliant new chairside Radio-Phonograph puts all types of music at your fingertips . . . right beside the chair where you watch TV! Even more than a radio-phonograph, it's a strikingly handsome piece of furniture that will lend no end of style to your living room. Serves beautifully as an end table, in any sectional or conversational grouping. Put flowers on it . . . books, ashtrays, anything.

The tone is no less than superb, whether you're listening to Super Sensitive FM . . . Long Distance AM . . . or hearing (very possibly for the first time) the beauty of the original music that went into your favorite recordings. All your Zenith dealer asks is that you *hear* it . . . and *see* it!

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Hear your records at exact recorded speed . . . at perfect pitch and tempo. On Zenith's Cobra-Matic Record Player with built-in Stroboscope, a dot of light *shows* you when your records are playing at exact recorded speed, whether 78, 33 $\frac{1}{3}$ or 45 RPM. (The Cobra-Matic lets you play records at *any* speed from 10 to 85 RPM, including the new 16 $\frac{2}{3}$ RPM talking book speed.)

The result is music . . . more than fidelity of tone . . . it's music with a new reality.



"Lozy Bones" Remote control lets you "click" on the station you want, without getting out of your chair. Optional.

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Now Even Better!
Invest More in Savings Bonds!

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THE TELEVISION CODE OF THE NARTB

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

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

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

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

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

(Continued on Page 776)

Fresh! Vigorous!

**2nd GREAT YEAR
NOW IN PRODUCTION!**

A grand new total of 78 magnificent half-hours!

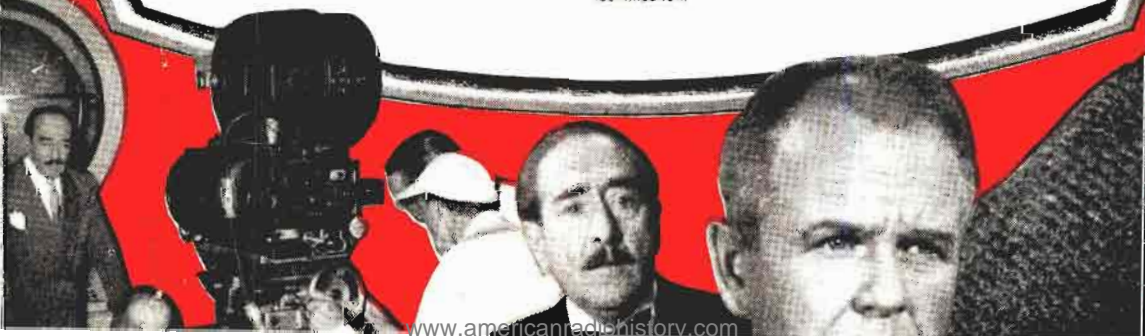
**ADOLPHIE
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YOUR STAR AND HOST IN

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

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



Exciting!

PRODUCED WITH A

Master's Flair!

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

BEYOND BELIEF!

Brilliant Stories!

ALL THRILLINGLY NEW
TO TELEVISION!

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

Sales and Profits!
FOR YOU!

Thrill to
television's
greatest
dramatic
achievement!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1579 MADISON ROAD, CINCINNATI, OH 45202

ADVANCEMENT OF EDUCATION AND CULTURE

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

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

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

4. In furthering this realization, the television broadcaster:

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

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

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

ACCEPTABILITY OF PROGRAM MATERIAL

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

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

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

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

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

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

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

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

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

e) Illicit sex relations are not treated as commendable.

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

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

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

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

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

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

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

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

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

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

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

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

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

(Continued on Page 781)



BMI

**OFFERS
THESE
PROGRAM
AIDS
TO THE
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CONTINUITY

Music programs that sell . . . ready for immediate use . . . smooth, well-written scripts for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

THE BOOK PARADE (quarter hour, weekly)

MUSIC AND SPORTS (quarter hour, 3 times weekly)

MILESTONES (half hour, periodically)

CONCERT MUSIC

Monthly Pin Up Sheet, listing new recordings of outstanding contemporary and standard compositions.

YOUR CONCERT HALL — a series of half-hour radio scripts, three times weekly.

TODAY IN MUSIC — dates and facts about the important music events of the month.

PIN UP SHEETS

Convenient and timely reference to the current song leaders . . . pop hits, folk favorites, standards, rhythm and blues successes . . . issued monthly.

COPYRIGHT RESEARCH

Thorough, up-to-the-minute information on music clearance . . . a complete basic catalog and regular weekly supplements of newly published music with consolidated indexes provided semi-annually.

NEWSLETTER

Personal monthly message to the broadcasters. An exchange of radio and music ideas.

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Monthly informational bulletin . . . the radio man's guide to BMI music . . . contains helpful feature articles, the Platter Spinners Parade and Tips on Tunes.

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Valuable reference of vital statistics on 144 of the nation's popular recording artists.

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Digest of trade press ratings of the newest record releases.

HOLIDAY MUSIC

Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION

Music of every type, published by BMI and affiliated publishers, mailed to stations frequently.

PERFORMINDEX

Handy, time-saving catalog of most-performed BMI-licensed titles.

CATEGORICAL INDEX

Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your program director or music librarian for this material.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 316, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



BMI PRODUCT and SERVICE REACH A NEW HIGH!

With each succeeding year BMI's products and services attain new highs in volume and value.

The large and growing catalog of BMI-licensed music in all classes—popular, folk, standard, symphonic, operatic, educational—gives continuing evidence of the quality and ability of the composers and publishers affiliated with BMI.

BMI Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music . . . ball-rooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

BMI-licensed pop song hits are maintaining leading positions in all of the music trade popularity charts—the Hit Parade, the Variety scoreboard, Billboard charts, Downbeat polls, the everyday best-seller lists—and, for the past four consecutive years, were voted Number One in all categories by the nation's juke box operators in the Annual Cash Box Popularity Poll.

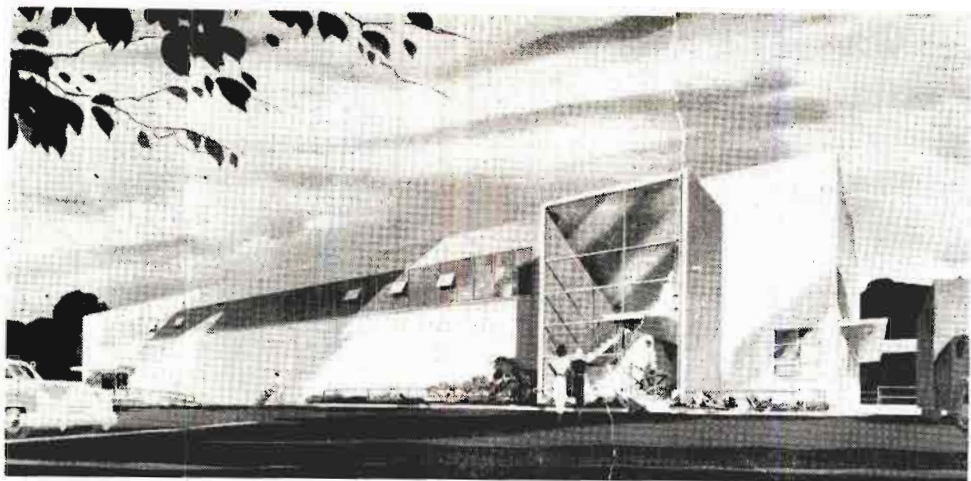
In the field of Concert Music, BMI continues to foster composition and encourage public interest through its annual Student Composers Radio Awards, its support of the American Composers Alliance, and the extensive publication of Concert Music through its wholly owned subsidiary, Associated Music Publishers, Inc.

Similar BMI services and efforts in the entire field of music are being conducted throughout the Provinces of Canada by BMI Canada Limited.

BROADCAST MUSIC, INC.

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In addition to its complete facilities for 35 mm black & white and color, Consolidated is proud to make available to the Television Industry its new 16mm laboratory.

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

In Every Field, One Name Stands Out.

*In Film Laboratories, It's . . . **CFI***

CONSOLIDATED FILM INDUSTRIES

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1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700

A DIVISION OF REPUBLIC PICTURES CORP.



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

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

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

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

w) The exposition of sex crimes will be avoided.

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

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

RESPONSIBILITY TOWARD CHILDREN

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

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

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

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

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

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

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

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

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

GOOD PROGRAMS SELL GOOD PRODUCTS

★★★★ THE NEW KEN MURRAY SHOW
"WHERE WERE YOU?"

★★★★ CROWN THEATRE WITH
GLORIA SWANSON

★★★★ ROYAL PLAYHOUSE

★★★★ COUNTERPOINT

★★★★ THE CHIMPS

★★★★ GENERAL ELECTRIC THEATRE*

Bing Crosby Enterprises, Inc.



9028 Sunset Blvd., Los Angeles 46, California

* Production on shows by Enterprises started January 18th, 1954.

propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

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

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

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

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

COMMUNITY RESPONSIBILITY

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

TREATMENT OF NEWS AND PUBLIC EVENTS

News

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

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

3. Commentary and analysis should be clearly identified as such

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

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

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

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

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

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

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

**The standard of quality
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**EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 250
THE EASTMAN TELEVISION RECORDING CAMERA**

Whether you use film to bridge
the coast-to-coast gap of time
and space . . . to overcome the
confinements of studio walls . . .
or to pre-test your investment
in time and talent, Eastman is
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for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

or phrases which do not necessarily imply that the material following is a news release.

Public Events

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

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

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

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

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

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

Political Telecasts

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

Religious Programs

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

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

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

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

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

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

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

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

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

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

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

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

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

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

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

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available

for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

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

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

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

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

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

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

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

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

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

ADVERTISING OF MEDICAL PRODUCTS

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

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

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

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

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

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

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

Premiums and Offers

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

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

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

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

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

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

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

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

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

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

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

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

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

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

Dramatized Appeals and Advertising

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

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

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

I

Name

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

II

Purpose of the Code

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

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

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

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

Section 2. Certification of Subscription

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

Section 3. Duration of Subscription

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

Section 4. Suspension of Subscription

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

Section 5. Additional Procedures

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

Section 6. Amendment and Review

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

Section 7. Termination of Contracts

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

IV

Rates

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

V

The Television Code Review Board

* Section 1. Composition

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

* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

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

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

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

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.



Film's Place in Color TV As Viewed by Producer

By JOHN L. SINN

President
Ziv Television Programs, Inc.

THE position of film in black and white television is now self-evident. The trend toward filmed television that began four years ago has proceeded at an accelerated pace. The exact proportion of filmed shows to live shows is unimportant—all agree that film is a tremendously vital and important part of black and white television programming.

But color is just ahead, and coming faster perhaps than most people realize. What will be film's position in color television? Before we speculate, let's study the facts as we know them.

The Ziv Company has been a pioneer in the field of color films for television. Since as long ago as early 1949, we have been shooting color film on a regular production basis. During those four years we have used every existing color film stock. We have exposed these various emulsions under every conceivable lighting condition. We have tried all of the time proven techniques, developed by the motion picture industry, and pioneered new lighting and photographic techniques especially suitable to the television medium. We have run literally hundreds of tests in conjunction with the laboratories to determine the proper method to obtain prints from our negatives in order to achieve maximum results in telecasting.

We have had an opportunity now to run many of these tests over the television color system. We have been able to see for ourselves exactly which tests looked best on the color tube. In short, based on the actual production of 228 films in color, plus 286 separate and additional color tests, we have developed a technique of lighting, photography and printing which we call Zivcolor, which produces an excellent color picture.

Zivcolor produces as well a fine compatible black and white picture. Our engineers and cameramen believe that it is superior to the black and white picture from black and white prints.

As a result, we now have the proof positive that color film made under the

proper conditions is perfectly adaptable to the color television system. This is the resounding affirmative answer to the question you have heard so many times during the past two years — "Will color film work in color television?"

To all of us who have been literally head over heels in color during the past 18 months, another point has become clear, too. There has always been a wide gap between the production values possible in the best television film as opposed to the best television live shows. In color television, this gap becomes even wider and more pronounced. Painted backings and scenery look false. Process shots look faked and unreal. The wonderful color that exists naturally in the finest exterior locations just cannot be created artificially. Therefore, the mobility that has always been one of the great qualities of film, the ability to take cameras into distant exteriors, into practical and exciting interiors far removed from the studio, these will enable us to bring to the tube, through the medium of color film, an area of color excitement and interest beyond the reaches of the live camera.

And just one final word of caution. Let the entire industry not forget that color is a wonderful adjunct, a great and wonderful new addition to this modern theater that is television. But it is not an end in itself. A bad play in black and white will not suddenly become a good play simply because it is in color. Although the audience will find eye catching interest in the fact that the leading lady is wearing a beautiful red dress, they will quickly become much more interested in what that leading lady says.

A good play on the other hand, becomes more thrilling and impressive by the addition of color presentation. We have seen with our own eyes one of our "Favorite Story" productions, which won much critical acclaim everywhere in black and white, become even more dramatic and satisfying in color.

T *ele*vision *Net*works

- **EXECUTIVE
PERSONNEL**

- **MAPS**

- **ARTICLES**



Major Steps Taken For Audience-Sponsor Approval

By ALEXANDER STRONACH, JR.

*Vice-President in Charge
ABC-TV Network*

THE wonderful "magic" of television is no longer a parlor trick for the average American viewer. Electronically, it may still be "magic" to the average viewer—but selection-wise, it certainly is not. Viewers have become highly selective in their choice of programming. They now want a variety of good, substantial video fare—and what's more—they get it. And they get it because sponsors, stations and networks are well aware of this fact—that in order to gain the greatest number of viewers—a program must offer top quality entertainment—of a sort that will hold the viewer and bring him back week after week.

ABC-TV knows this too—and with this in mind, has set out to gain the hearty approval and endorsement of the public and sponsors alike. The network took major steps in this direction in 1953.

Nineteen hundred and fifty-three was a year of signal significance highlighted by the FCC-approved merger of the American Broadcasting Company with the United Paramount Theatres, Inc. (in February), which resulted in the formation of American Broadcasting-Paramount Theatres, Inc. The merger brought with it additional assets—personnel-wise and financial—to give ABC new vigor and still greater goals.

Immediately, the network embarked on a broad program of acquiring, creating and expanding its television facilities and programs. In rapid succession, ABC signed exclusive contracts for the services of such top-flight entertainers as Ray Bolger, Danny Thomas, George Jessel, Sammy Davis, Jr. and the Will Mastin Trio, Joel Grey, Paul Hartman, Bill Stern and Martin Block.

To help guide its course unflinchingly toward an ever expanding horizon, ABC acquired the services of such brilliant executives as George T. Shupert to head up ABC's newly formed Film Syndication Division as Vice President; and

John Daly, Vice President in charge of Television News, Special Events and Public Affairs.

The full effects of the merger unfolded with the fall program schedule, ABC's first major season since the merger.

Within a short period of time, ABC-TV established undisputed leadership in the field of drama. Four major drama series were added to the new program schedule. These are the United States Steel Hour, Kraft TV Theatre, The Motorola TV Hour and the new Sunday series, The Mask.

Advertisers, anxious to establish a franchise on the new ABC-TV, brought many new programs and stars to our audience. The fall program schedule attracted twenty-three new national advertisers who placed a record total of \$20,000,000 in gross annual television billings—the greatest single volume ever placed with the ABC-TV Network. This peak figure does not include renewal orders. Gross time sales for the last quarter of the year were up 50 per cent over the previous year.

ABC Film Syndication, the company's newest division, within a week wrapped up a quarter million dollars of sales on two of its top rated properties, "Racket Squad" and "The Playhouse."

And so the network moves on to 1954, riding the crest of this contagious tide of success in every phase of its operations. What new developments will 1954 bring to ABC-TV?

First, the network will move into early morning programming on February 22 with a simulcast of Don McNeill and the ABC Breakfast Club, a 20-year favorite on radio.

Additional "star power" will be added to the network's talent roster with even greater frequency than that of 1953 in program vehicles designed to make the ABC-TV Network an even greater part of the every day American scene.

A. B. C. TELEVISION NETWORK

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

One of the most valuable executives that the broadcasting-televasting industry could acquire is ROBERT M. WEITMAN who joined ABC last year as a vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc., and the United Paramount Theatres, Inc. Bob Weitman is well known to the people in show business. His acumen as a showman and developer of outstanding talent had far



WEITMAN

reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation. He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company and its new era of "star power" in his executive capacity as vice president in charge of programming and talent.

GEORGE T. SHUPERT *Vice President in Charge of ABC Film Syndication*

Rich with experience in both the motion picture and television industries, GEORGE T. SHUPERT joined ABC in August as vice president in charge of ABC's newly created Film Syndication division. His dynamic leadership and organizational ability have gained for him recognition in both industries as an outstanding executive in the visual media field. He has held executive positions with Paramount Pictures where he organized its Industrial Film Division;



SHUPERT

Paramount Television Productions where he organized the company's nation-wide TV film supplying network; Peerless Television Productions, Inc., which he helped organize and United Artists Television Corporation.

As vice president in charge of ABC Film Syndication, Shupert is responsible for the overall supervision of the division's purchasing, selling and servicing of television films to the entire television industry.

CHARLES R. ABRY *National Sales Director For the ABC-TV Network*

Heading the ABC-TV sales department is CHARLES R. (CHICK) ABRY who last year was promoted to the position of national sales director for the ABC-TV Network a rather phenomenal rise considering that he first joined ABC in June 1951 as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC that he proved himself one of the most capable account executives in the net-



ABRY

work field. His salesmanship meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November 1952. His present duties as National Sales Director for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.

AMERICAN BROADCASTING COMPANY, INC.

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

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

(Telephone Number: SUsquehanna 7-5000)

OFFICERS

Edward J. Noble.....Chairman of Finance
Committee, AB-PT
Robert E. Kintner.....President
Robert H. O'Brien.....Exec. Vice-President
Earl E. Anderson.....Vice-President
Charles T. Ayres.....Vice-President
Slocum Chapin.....Vice-President
James Connolly.....Vice-President
Robert H. Hinckley.....Vice-President
Charles Underhill.....Vice-President
Earl Hudson.....Vice-President
Frank Marx.....Vice-President
Ernest Lee Jahncke, Jr.....Vice-President
John Mitchell.....Vice-President
Harold L. Morgan, Jr.....Vice-President
& Comptroller
John Daly.....Vice-President
Theodore I. Oberfelder.....Vice-President
George Shupert.....Vice-President
Alexander Stronach, Jr.....Vice-President
Thomas Velotta.....Vice-President
Robert M. Weitman.....Vice-President
Paul Whiteman.....Vice-President
Geraldine B. Zorbaugh.....Gen. Attorney
and Secretary
Omar Elder.....Assistant Secretary &
Asst. Gen. Counsel

TELEVISION

Alexander Stronach, Jr.....Vice President in
Charge of Television Network
John Mitchell.....Gen. Mgr. WABC

Engineering & General Services

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

Reginald Willcocks.....Traffic Manager
Merle Worster.....Eastern Operations Manager

FINANCE PERSONNEL

Thomas J. Martinez.....Treasurer of WABC
Jason Rabinovitz.....Assistant Comptroller
Walter C. Tepper.....Chief Accountant
Marie McWilliams.....Director of Personnel

Legal

Geraldine B. Zorbaugh.....Secretary &
General Counsel
Omar Elder.....Assistant Secretary &
Assistant General Counsel

Labor Relations

Mortimer Weinbach.....Director of Labor Relations

Program

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

Services

Robert L. Stone.....Dir. of Television Services Dept.
Gordon Kunz.....Production Manager of WABC
Robert Holland.....Manager of Film Services
John Dullaghan.....Mgr. of Technical & Film Oper.
Ruth K. Blainey.....Operations Manager
John L. Kelly.....Plant Superintendent
George Smith.....Mgr. of Station Clearance
James McNaughton.....Art Director
Harold Sobolov.....Studio Supervisor
Andrew Ross.....Director of Graphic Arts

Programming

Charles Underhill.....Vice-Pres. in Chg. of
Program Department
Ardien B. Rodner.....Program Manager WABC
Freelon Fowler.....Film Program Manager
George Shupert.....Vice-Pres. in Chg. of ABC
Film Syndication
Charles Holden.....Asst. National Director of the
Program Department
Robert F. Lewine.....Eastern Program Director

Francis N. Littlejohn..... Director of News & Special Events
 Leslie Arries..... Director of TV Sports
 James Stabile..... Administrative Manager
 Paul Whiteman..... Vice-Pres. in Chg. of Music
 Frank Vagnoni..... Manager of Music Division

Public Relations, Advertising & Promotion and Continuity Acceptance

John Pacey..... Director of Public Rel. & Special Features
 Ruth Crawford..... Librarian
 Mitchell DeGroot..... Manager of Advertising & Promotion
 Ernest E. Stern..... Manager of Publicity
 Ellen Heagerty..... Sup. of Audience Information
 Grace Johnsen..... Dir. of Continuity Acceptance
 Ruth Trexler..... Exec. Prod. of Religious & Educational Programs

Sales

Charles Abry..... National Director of Sales
 Don Kearney..... Sales Manager for Film Syndication
 Jerome Harrison..... Eastern Sales Manager
 Don Durgin..... Director of Network TV Sales Development
 Malcolm B. Laing..... Business Manager for Network Sales
 Henry T. Hede..... Administrative Manager Network Sales

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

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

CHICAGO

**20 North Wacker Drive
 Chicago 6, Ill.**

James L. Stirton..... Dir. of Network Television
 Sterling C. Quinlan..... Gen. Mgr. of WBKB-WENR
 Matthew Vieracker..... Treasurer
 Daniel Schuffman..... Program Manager WBKB
 James W. Beach..... Sales Manager WBKB
 Elliott W. Henry, Jr.... Dir. of Pub. & Promotion
 George Rice..... Director of Film, WBKB
 William P. Kusack..... Director of Engineering, WBKB-WENR

DETROIT

**1700 Stroh Building
 Detroit 26, Mich.**

James G. Riddell..... President
 John Pival..... Mgr. WXYZ-TV
 John Lee..... Television Studio Manager
 Joseph C. Cassel..... Controller
 Robert Baldrica..... Advertising, Promotion, Publicity Director
 Elizabeth Ashton..... Traffic Manager
 Ralph Dawson..... Asst. TV Sales Mgr.
 Charles Kocher..... Chief Engineer

HOLLYWOOD

**1539 North Vine Street
 Hollywood 28, Calif.**

Earl Hudson..... Vice-Pres., Western Division
 Donn B. Tatum..... Dir. of TV, Western Division
 John C. Wagner..... Controller
 Frank King..... Manager, KECA-TV
 Stanton Kramer..... Dir. of TV Network Promotion Publicity
 Elton Rule..... Sales Mgr., KECA-TV
 Sam Zelman..... News Dir., Western Division
 Florence Schiro..... Personnel Director
 Robert Forward..... Program Mgr., KECA-TV
 Dorothy Brown..... Continuity Acceptance Editor, Western Division
 Philip Caldwell..... Mgr. of Engineering & General Services, Western Division
 Cameron Pierce..... TV Engineering Operations Supervisor

SAN FRANCISCO

**420 Taylor Street
 San Francisco 2, Calif.**

James H. Connolly..... Vice Pres. in Chg. of San Francisco Office
 Vincent Francis..... Manager, KGO-TV
 William Hollenbeck..... Program Manager for TV
 Henry Saroyan..... Auditor
 David Sacks..... Sales Manager, KGO-TV
 William E. Williams..... Mgr. of Publicity, Advertising, Promotion
 A. E. Evans..... Business Manager of San Francisco Office
 Lorraine Duchene..... Continuity Acceptance Editor
 Edith Kirby..... Manager Traffic Dept.
 Victor Reed..... Mgr. of News & Spec. Events
 Harry Jacobs..... Chief Engineer
 Andrew E. Akamian..... Merchandising Manager

WASHINGTON

**1735 DeSales Street N.W.
 Washington, D. C.**

Robert H. Hinckley..... Vice Pres. in Chg. of Washington Office

the
big news
in the
big 3
is

One year ago, a "new" TV network was born, rich in showmanship, know-how, ambition and (last but not least) in money.

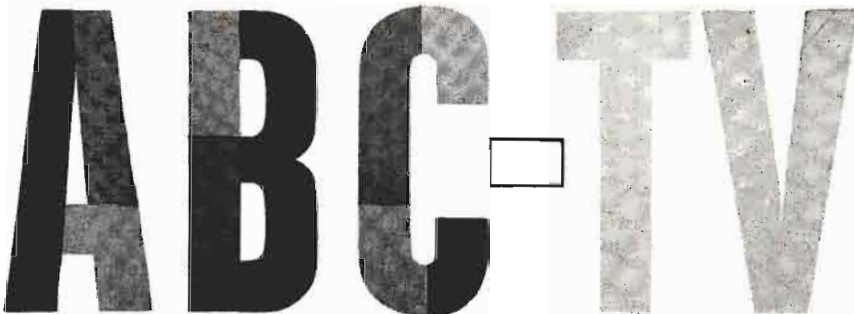
Since that time, no network has come so far so fast. Or provided TV and business editors with so many headlines . . . like these, which recall some of the exciting things that happened at the new ABC in its first 12 months:

- *Ray Bolger, Danny Thomas, George Jessel, Brandon DeWilde and Paul Hartman among many stars to sign with ABC.*
- *United States Steel, Motorola, Du Pont and Kraft place top dramatic shows on ABC.*
- *ABC-TV network expands with key affiliates . . . total is now 193.*
- *ABC-TV programs show steady rating growth.*
- *ABC's gain in new sponsors, new business, new billings lead all networks.*

Even as this issue goes to press, news is made at ABC-TV. January '54 billings set a new record, 71% over the same month last year. This is the fifth straight month the network has shown an increase in billings. More important, 8 new advertisers are included in January's business.

It certainly looks like this year, too, the big news in the big 3 will be ABC-TV.

ABC Television Network





Network Efforts Aimed At Daytime TV Audience

By J. L. VAN VOLKENBURG

*President
CBS Television*

IN every way, 1953 has been an exciting year for CBS Television. Total advertising billings for the network enjoyed a 40 per cent increase over 1952, the greatest gain of any network. Station outlets for our programs were more than doubled, bringing to a total of 157 the stations which next year will carry CBS Television to the citizens of the United States, Mexico, Canada, Alaska, Honolulu and Cuba. Program quality was sustained throughout the year, with CBS Television dominating the top 10 shows on the air, month after month. But the most impressive development of the year has been the undisputed supremacy which CBS Television has gained in daytime programming.

From our year-end figures, we learned that, during 1953, CBS Television broadcast nearly twice as many sponsored hours of daytime television as the second network. On a basis of 10 a.m. to 5 p.m., Mondays through Fridays, CBS Television daytime billings averaged 50 per cent more than those of any other network. And since April, 1953, CBS Television has maintained a continuous rating leadership in the daytime, finishing the year with a 12-month average nearly 30 per cent higher than the second network.

This imposing record of growth could not exist without sales, which last year CBS Television delivered for sponsors on an unprecedented scale. Much of this merchandising success can be directly attributed to our great daytime team of personal salesmen — Arthur Godfrey, Garry Moore and Art Linkletter—all of whom set new individual records for moving their sponsors' products during 1953. Their strength with the consumer is well testified to by the fact that all of the commercial time on their programs is sold for months to come. This hard-hitting team is rounded out with a fourth member, personable Robert Q. Lewis, who has moved into the 4:30 p.m. spot

on the network with a new show of his own.

CBS Television has also built a strong feminine audience for its five daytime serials, "Valiant Lady," "Love of Life," "Search for Tomorrow," "The Guiding Light," and "The Brighter Day," designed to provide the housewife with pleasant hours of diversion from her housework. All of these shows are solidly sponsored and provide a sound base for our afternoon programming.

During the coming year, advertisers will spend a record \$8 billion to stimulate consumer buying. But for every dollar spent in network television, they will expect an unprecedented return in sales.

Many advertisers with modest budgets will find the answer to their advertising requirements in daytime television which, now that receivers are installed in more than 28,000,000 homes, is becoming an increasingly profitable buy. For in this low-cost medium, the advertiser can demonstrate his product simultaneously to millions of potential consumers at the place where his product finds its ultimate use—the American home. With the aid of television's top salesmen, he can build a direct pipeline to the greatest economic force in our society—the American housewife.

The advertiser who ventures into daytime television this year will be following an upward trend in the viewing habits of the nation. During 1953, average daytime viewing increased to 82 minutes daily, a rise of 34 per cent since the end of 1951. This increase is the direct result of better programs—strong entertaining network shows which hold the attention of audiences for a longer period each day, just as the highly creative efforts of our Program Department attract a constantly increasing number of viewers. To the job of producing more and more of this kind of daytime program, we will be ardently dedicated in 1954.

C. B. S. TELEVISION NETWORK

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

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



ROBINSON JR.

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

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

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

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



ACKERMAN

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

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

Ackerman was born in Albany, N. Y.

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

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

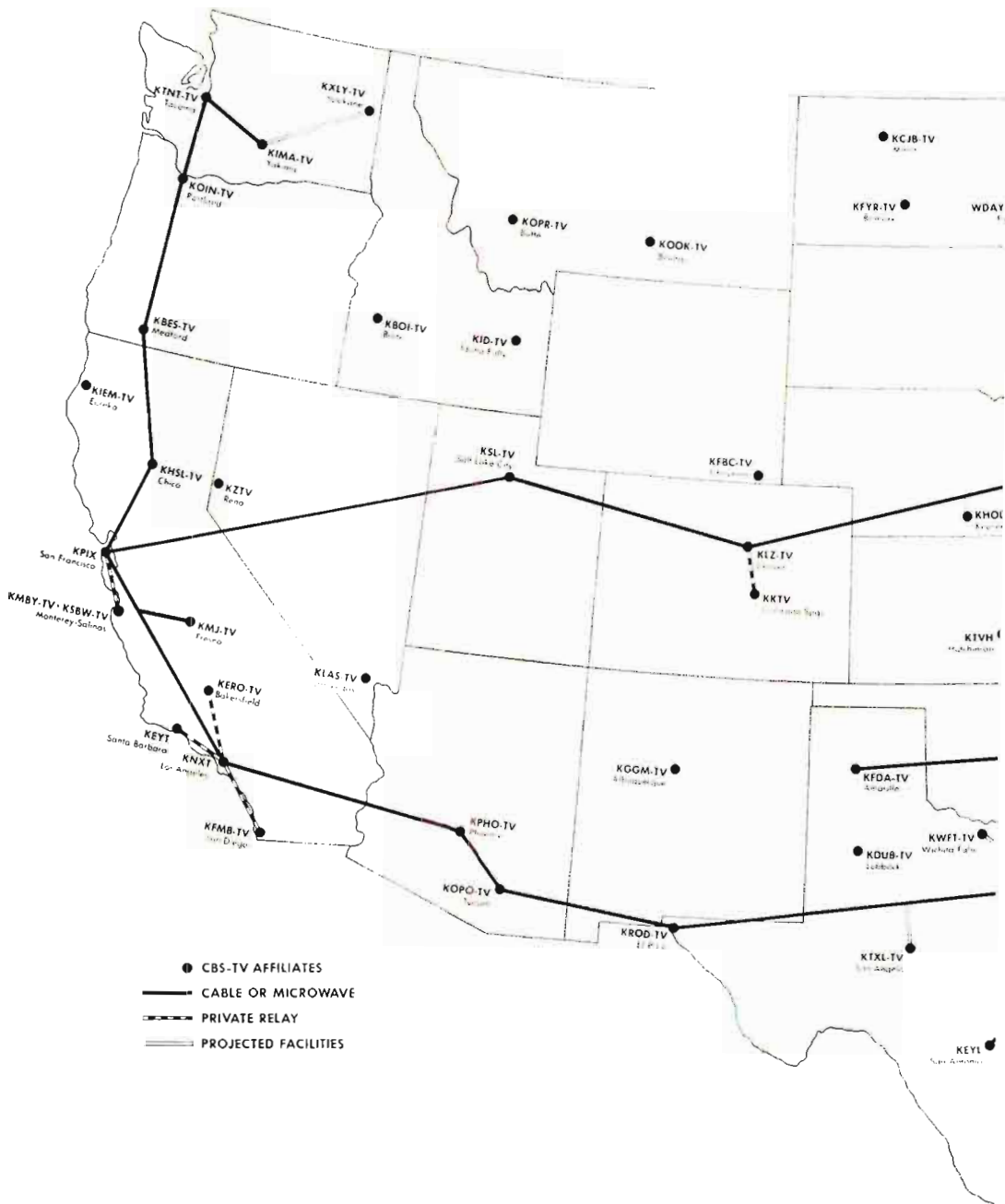


HYLAN

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

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

CBS TELE



Gilbert DeStafano... Manager of Stage Lighting
 Anthony Boschetti... Manager of Procurement
 George Lehmann... Mgr. of Scenery Construction
 Herbert O. Phillips... Mgr. of Scenic Design
 Kingdon Tyler... Construction Manager
 William Vogel... Manager of Special Effects
 H. C. Meier... Manager of Network Operations
 H. Grant Theis... Manager of Film Service
 Operations
 Al Raymond... Mgr. of Stage Operations
 Paul Wittlig... Mgr. of Special Production Dev.
 R. G. Thompson... Director of Technical
 Operations
 Orville Sather... Manager of Technical Operations

Station Relations

Herbert V. Akerberg... Vice President in
 Charge of Station Relations
 Clark A. Snyder... Director of Station Relations
 Robert Wood... Asst. Dir. of Station Relations

Advertising and Sales Promotion

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

Public Relations

David J. Jacobson... Director of Public Relations
 Michael J. Foster... Director of Press Information
 Arthur Perles... Administrative Director
 Hank Warner... Assistant Director
 Jack Goldstein... Director of Exploitation
 Dorothy Leffler... Director of Magazine Division

Research

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

Engineering

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

Legal and Business Affairs

W. Spencer Harrison... Vice President in Charge
 of Business and Legal Affairs
 Merritt H. Coleman... Director of Business Affairs
 Maurice Morton... Director of Business
 Affairs, Hollywood

Accounting

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

Network Services, Hollywood

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

CBS Television Spot Sales

Sam Cook Digges... General Sales Manager of
 CBS Television Spot Sales
 Clark George... Eastern Sales Manager
 Edward A. Larkin... Midwestern Manager
 Warren Abrams... Detroit Manager
 Maclean Chandler... San Francisco Manager
 H. H. Holtshover... Atlanta Manager
 J. Richardson Loughrin... Los Angeles Manager

CBS Television Film Sales

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

CBS Owned Stations

WCBS-TV, 485 Madison Avenue, New York 22, New York

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

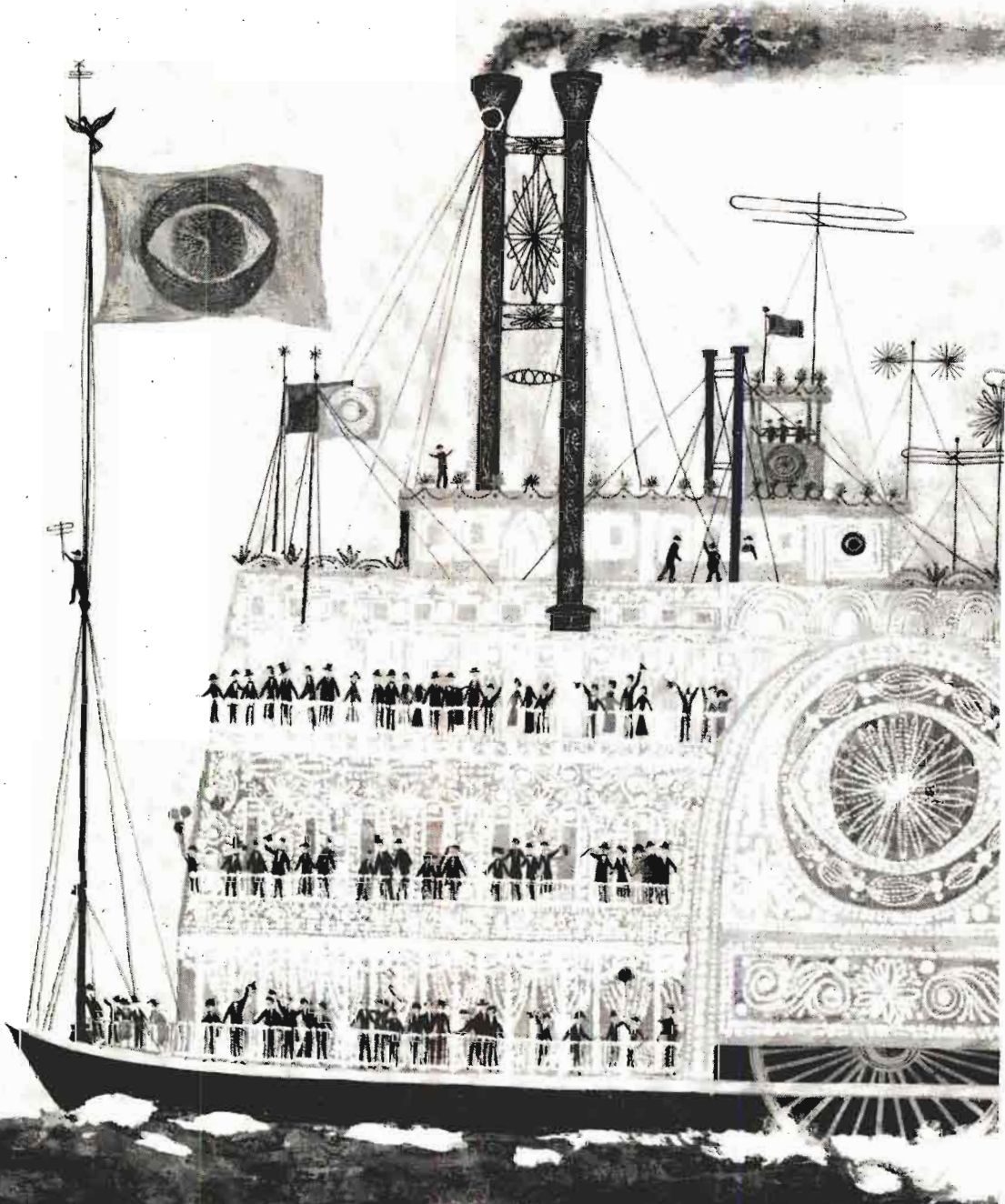
KNXT, 1313 North Vine Street, Los Angeles 28, California

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

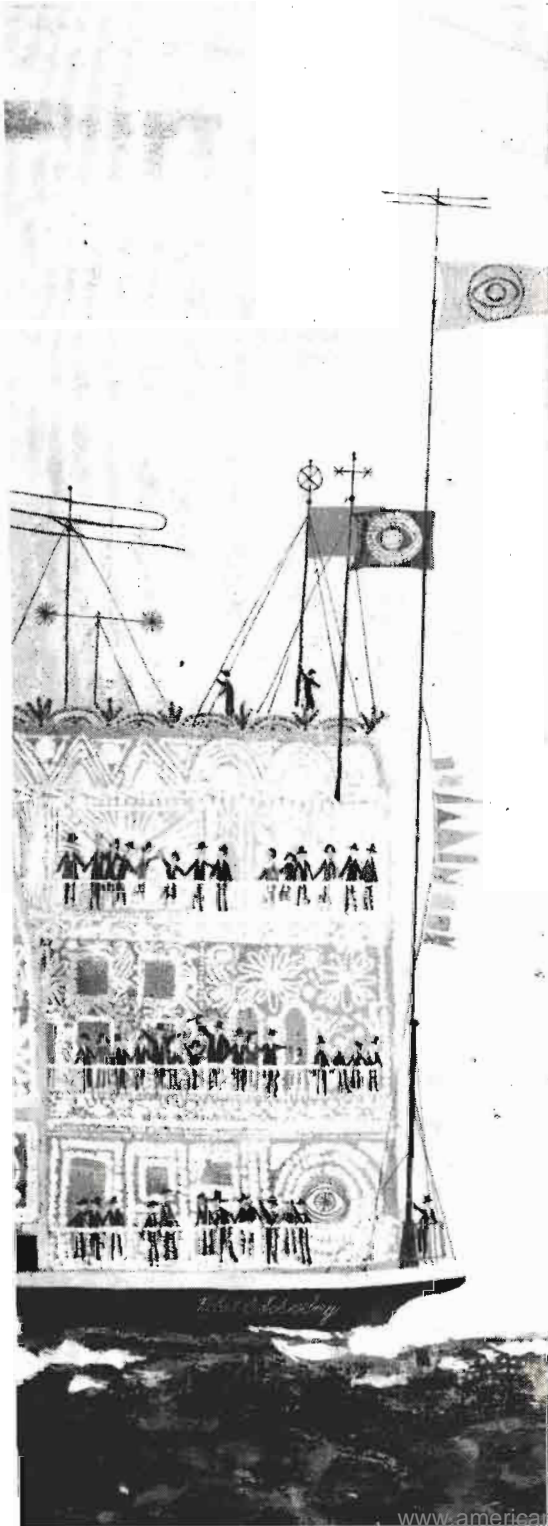
WBBM-TV, 410 North Michigan Ave., Chicago, Ill.

H. Leslie Atlass... Vice-President in Charge of
 Central Division, Gen. Mgr.
 E. H. Shomo... Asst. General Manager
 George J. Arkedis... Sales Manager
 Thomas A. Bland... Program Director
 C. W. Doebler... Promotion Manager

THEY'RE ALL



ABOARD



Television today is as much a part of American life as the great showboats were to the people of the big river towns.

It fills the same needs, brings the same excitement to more than 28 million families – who welcome it for almost five hours every day.

But whether a show reaches its audience by boat, by train, by theatrical van – or by electro-magnetic radiation – the most important thing to most people is the quality of the show itself.

And it's the show itself that matters most at CBS Television, where leadership in program popularity is the result of a continuous effort to secure and create programs that please people's tastes and sponsors' budgets.

In this 1953-1954 season alone it has presented 20 new programs to its audience ... and started the season with a 21% higher average rating than any other network at night—a 35% lead during the day.*

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition – in the major markets where networks compete ... and the audience has a choice of what to see.

Bringing this popularity into more and more markets, the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network bigger by 68%.

This ever-widening popularity explains why advertising billings on CBS Television are bigger than on any other network – and bigger today than ever in television history.

CBS TELEVISION



1953 Groundwork Promises Profits Rise for '54

By **TED BERGMANN**
*Managing Director
Du Mont Television Network*

IN 1953 the Du Mont Television Network made excellent progress, most important of all in some phases which promise a substantial increase in billings for next year.

Heretofore, the Network needed two major items:

Production facilities which would enable it to handle the type of programs many of its sponsors wished to air.

Ability to clear sufficient stations to make such an investment a wise one. In 1953 both of these were attained.

Our new Tele-Centre, described by authorities as the finest production facility on the East Coast, went into use and has already proved its ability to mount the most elaborate productions on an efficient and economical basis. The Tele-Centre provides a smooth flow of production giving every possible advantage to cost-conscious advertisers.

Also in 1953, the Network developed the largest television station roster in the industry, with a total of 205 stations at the end of the year. These included 178 formal affiliates and 27 outlets on letter agreement. Through them the Network can now reach virtually every television set in the United States.

The Network's station clearances in 1953 were 50 to 100 per cent greater than the year before. This enabled Du Mont to put together some of the most extensive commercial networks in television.

In December, Du Mont purchased station KCTY in Kansas City—a move that enables all divisions of the corporation to pioneer in studying commercial and technical problems peculiar to UHF. Our organization thus became the first network to embrace the new medium.

Gross revenues of the Broadcasting Division in 1953 were 30 per cent greater than the year before, while Network billings rose 22 per cent—from \$10,140,000 in 1952 to approximately \$12,350,000 in 1953. Also, the Network was substantially ahead of 1952 in sponsors signed and in commercial hours telecast. Forty-three national advertisers were served.

Each of the three Du Mont owned and operated stations improved its position during the year. WABD, New York, applied a successful new sales formula for its participating programs, and had last-half net billings which were 24 per cent ahead of 1952, for the same months.

WABD became the city's third station in dollar billings. WTTG, Washington, moved into new and larger studios in the Raleigh Hotel, continued as leader in local programming with over 70 hours a week, and had billings in 1953 which were 32.9 per cent ahead of 1952. WDTV, Pittsburgh, prepared to move into ultra-modern studios in the new Gateway Centre early in 1954, and to increase its effective radiated power to 100 kilowatts. The station made the notable record of producing 127 local shows weekly in 1953.

Du Mont's substantial expansion of its station list in 1953 also sparked a considerable increase in activity in the cooperative program field, partly on telephone company facilities and partly through teletranscriptions. This field is a steadily growing enterprise which should continue to show gains in 1954.

The broadcasting division, which pioneered in the development of closed circuit television, expanded its activity by offering a complete service in connection with sales conferences, board meetings, demonstrations of the arts and sciences, entertainment programs and sporting events. The closed circuit department cooperated with the Atlantic Refining Company and the Esso Standard Oil Company in the use of this video service to launch new products before their national marketing organizations.

The film syndication department, in its second full year of operation, also saw considerable growth in the volume of its film sales to local stations and to advertisers.

All of the advances by the Du Mont organization in 1953 contributed greatly to the industry's magnificent service to the American people.

DuMONT TV NETWORK

TED BERGMANN *Managing Director*

TED BERGMANN became director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and managing director of the Du Mont Television Network on January 1, 1954. Joining the Du Mont Television Network's sales staff in 1947 as an account executive, the first TV network sales group in the industry, he rapidly became the web's top salesman and has had an effective hand in signing most of the major time contracts bought by national advertisers since that time. He was made the network director of sales in July, 1951, and its general manager in July, 1953. He established an impressive list of TV "firsts." His presentations were responsible for first bringing into television sponsorship such important time

buyers as the P. Lorillard Company and Procter and Gamble. He helped develop the Drug Store Television project which laid the pattern for multiple-sponsorship of high-budgeted network programs which is now widely followed. More recently, he negotiated the contracts for the first nation-wide pro football TV game series for Westinghouse and a group of regional sponsors. As chairman of the Contract Standardization Committee of the NARTB, Mr. Bergmann was instrumental in helping to standardize TV time contracts for the industry. New York City-born, he started with NBC radio in 1941 and presently is, at the age of 33, the youngest man to head a major national TV organization.

JOHN H. BACHEM *General Manager*

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an advertis-



BACHEM

ing salesman for Cosmopolitan, House and Garden, American Home, Smart Set and the Butterick quarterlies, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.

DONALD H. MCGANNON *Ass't. Dir., Allen B. DuMont Laboratories, Inc.—Gen. Mgr., O & O Stations*

DONALD H. MCGANNON, a member of the New York and Connecticut Bars and the Federal Bar, and an experienced industry representative in labor-management matters, is assistant director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and also general manager of the four DuMont Laboratories, Inc., and also general manager of the four Du Mont owned and operated television stations in New York, Washington, Pittsburgh and Kansas City. He came to Du Mont



McGANNON

in February, 1952, as administrative assistant to the managing director of the network after several years of law practice. He was promoted to his present double-duty position in July, 1953. His responsibilities have been to a large measure centered about the development of the Du Mont station organization and the representation of Du Mont in various industrial negotiations, including AS-CAP and labor organizations. He is a graduate of Fordham College and Fordham Law School.

D u M O N T

TELEVISION NETWORK

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

515 Madison Avenue, New York 22, New York

Telephone: MU 8-2600

Network Executives

Ted Bergmann Director
Donald H. McGannon Assistant Director
John H. Bachem General Manager
James L. Caddigan Dir. of Prog. and Production
Elmore B. Lyford Director of Station Relations
Robert L. Coe Mgr., Station Relations Dept.
Rodney D. Chipp Director of Engineering
Gerald Lyons Director of Public Relations
and Publicity
Thomas J. McMahon Director of Sports
Morris A. Mayers Mgr. Closed Circuit Operations
Gerry Martin Director of Sales
Werner Michel Executive Producer
Lynn Cleary Business Manager
Joseph Hess Controller, Broadcasting Division
Donald H. McGannon Manager, Owned and
Operated Stations
Leslie G. Arries, Jr. Manager of WTTG,
Washington, D. C.
Harold C. Lund Manager of WDTV,
Pittsburgh, Pennsylvania
Norman Knight Manager of WABD,
New York, N. Y.
Donald Stewart Manager of KCTY,
Kansas City, Mo.

Network Sales

Gerry Martin Director of Network Sales
Robert Guthrie Mgr., Sales Service
Lynn Cleary Business Mgr., Sales Dept.
Edward R. Eadeh Manager of Research
Gordon Mills Central Division Sales Mgr.
435 North Michigan Avenue, Chicago 11,
Illinois
Robert Lethbridge & Robert H. Miller
Account Executives, Central
Division, 435 North Michigan Avenue,
Chicago 11, Illinois

William Koblenzer Eastern Sales Manager
James F. Owens Account Executive
Duncan R. Buckham Account Executive
H. Malcolm Stuart Account Executive
Richard B. Stark Account Executive
Harry Pertka Account Executive
John A. Thayer, Jr. Account Executive
Ted Douglas Account Manager
Hank Opperman Account Manager

Programming and Production

James L. Caddigan Director of Programming
and Production
Werner Michael Executive Producer
A. L. Hollander Mgr. Program Operations
Richard Geismar Bus. Mgr. Program Dept.
Jay Merkle Program Facilities Mgr.
Joan Thompson Religious Programs
Don Russell Chief Announcer
Ed Lieberthal Chief Coordinator
Elizabeth Mears Casting Director
Dominick Celentano Supervisor of Music
Acceptance
David Heilweil Supervising Producer
Ted Hammerstein Supervising Producer
Frank Bunetta Supervising Producer
Roger Gerry Supervising Producer
Irwin Rosten Supervising Producer
Frank Telford Producer-Director
Frank Bunetta Senior Director
Harry Coyle Director & Sports Producer
Pat Fay Director
H. Wesley Kenney Director
Richard Eckler Director
William Marceau Director
Arnold Nocks Director
Lee Polk Director
David Lowe Dir. & Supervising Producer
Barry Shear Director

Operations

Milton Morel.....Operations Manager
Saul Abraham.....Supervisor, Adelphia Theater
Samuel Spachner.....Supr., Ambassador Theater

Engineering

Rodney D. Chipp.....Director of Engineering
Robert F. Bigwood...Mgr. of General Engineering
H. C. Milholland...Mgr. of Technical Operations
S. Patremio.....Development Engineer
Robert Brown & Arthur Deneke
Building Facilities Engineers
Ed Kavanaugh.....Bldg. Maintenance Engineer
Eric Herud.....Technical Operations Engineer
Malcolm Burluson.....Chief Engineer, WTTG,
Washington, D. C.
Raymond Rodgers...Chief Engineer, WDTV, Pitt.

Station Relations

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

Sports Department

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

Accounting

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

Public Relations and Publicity

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

Research

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

Personnel

Leil Tanenholz....Manager, Network Personnel
Department
Paul O'Friel.....Asst. Dir., Labor Relations

Advertising and Promotion

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

DuMont Owned and Operated Stations

WABD, New York

Norman KnightManager
James L. Caddigan.....Program Director
Lawrence L. Wynn.....Sales Manager
Mike Wurster.....Sales Service Mgr.
Milton Morel.....Manager of N. Y. Operations
Saul Abraham.....Supervisor, Adelphi Theater
Sam Spachner...Supervisor, Ambassador Theater
S. W. Fairchild....Production Facilities Super.
James Graham.....Prod. Facilities Super.
Edward Stevens.....Prod. Facilities Super.
Ralph Robbins.....Prod. Facilities Super.

SALES ACCOUNT EXECUTIVES

William Walters
Lawrence Buck
Perry Frank
Maxine Cooper
Robert Dwyer
Robert F. Adams

WDTV, Pittsburgh

Harold C. Lund.....Manager
Bill Burns.....Director of News
George Baren Bregge.....Sales Director
Raymond Rodgers.....Chief Engineer
William A. Krough.....Sales Service Manager
Paul P. Palangi.....Personnel Manager
Dick Fortune.....Publicity Manager
Byron Dowty.....Program Manager
Shirley Gray.....Traffic Manager
Dave Murray.....News and Special Events
Richard Dreyfuss.....Film Manager
Julian I. Drob.....Stage Manager
George F. Marlick.....Merchandising & Prom.

WTTG, Washington

Leslie Arries, Jr.....General Manager
Roger M. Coelos.....Program Manager
M. M. Burluson.....Chief Engineer
George Flax.....Publicity Director

KCTY, Kansas City

Donald StewartManager
Richard Ostrander.....Program Manager



Du Mont

1953...205 STATION AFFILIATES

SINCE THE END of the freeze the Du Mont Television Network has *tripled* in size! It now has 205 stations . . . *and still continues to grow!*

Leading this rise, in October 1953, Bishop Sheen's outstanding "Life Is Worth Living" program became the first network series to be scheduled over 165 stations. Du Mont's "Dollar A Second" program and *weekly* Professional Football broadcasts also topped 100 stations . . . setting another clear-

ance record. Even this record was broken by the Professional Football Championship Game of December 27th with 131 live stations . . . the largest *live* clearance in network television history.

In its 57% average annual rise in billings since 1950 . . . in its network growth . . . and in the creation of top programs . . . the rising success of the Du Mont Television Network reflects new pleasure for its public, new profits for its advertisers.

VISION is the Du Mont Dimension

Zooms Up!

**AVERAGE RATING ALL
NETWORK QUARTER HOURS 17.7***

**1950-53...57% AVERAGE ANNUAL
INCREASE IN BILLINGS**

*Source: Nielsen, Second Report
for November, 1953.

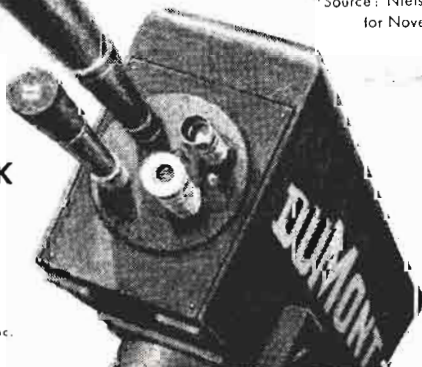
DU MONT

TELEVISION NETWORK

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

435 N. Michigan Ave., Chicago 11, Ill.
MO 4-6262

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





“Magazine” Sales Concept Unfolds In TV Industry

By GEORGE H. FREY

*National Broadcasting Company Vice President
In Charge of Television Network Sales*

AN exciting sales plan that differs radically from the buying and selling design inherited from radio is unfolding in the television industry.

I'm writing, of course, about the “magazine concept”—the flexible new sales pattern pioneered by NBC to help the large advertiser use TV more fully and effectively, offer the moderate budgeted manufacturer the opportunity to participate in the highest rated hits, and, above all, put network television on the media schedule of the small advertiser.

Make no mistake about it, the magazine concept has arrived.

Basically, the plan is designed to head the network advertiser away from single-program sponsorship to a broader use of the entire program schedule. Instead of putting all his TV budget into one limited audience show, the advertiser spreads it across the network's varied program fare to achieve greater audience penetration. His advertising might be positioned in a high circulation variety show, in a news program, perhaps a women's daytime show and in a special event of national interest. The total dollar value might equal what he would invest in a single show, but the effect is the same as if the advertiser branched out from the Saturday Evening Post and added the plus exposure of Good Housekeeping, Life, Better Homes & Gardens and Time. The advertiser's commercials can be rotated according to the market groups he is most interested in reaching, and in the ultimate pattern he can increase commercials when he needs that extra sales push and ease off at other times.

At NBC, “Today,” the network's early morning news and special events television program, was deliberately designed and scheduled as a springboard for the magazine concept. “Today” works for advertisers of all shapes and sizes. Commercial time can be ordered as late as a day in advance of a “Today” show. The client may order one or more par-

ticipations for any day or week of his choosing. Local station cut-in announcements can be arranged at nominal cost to provide the audience with where-to-buy-it price information.

Has the magazine concept as practiced on “Today” been successful? Look at the figures: In 1953, time billings on the program topped the \$5,000,000 level. Ranging from little Appian Way Pizza Pie to giant General Motors, “Today” boasted of 90 different clients participating on the show during the year.

With “Today” a solid hit with audiences, clients and agencies, NBC-TV took a further step incorporating this new theory of selling television time with the introduction on March 1, 1954, of “Home”—the mid-morning, hour-long electronic magazine for women.

It is obvious that flexibility is a basic feature and attraction of the entire magazine concept operation. It is equally clear that the job of supplying the programs, or editorial content, in the magazine concept rests mostly with the network. Talent and production costs being what they are, and considering the rate at which television burns up material, it is necessary to centralize the source of programming to stay within reason. Only the network can divide up the operation into cost units that make sense and at the same time average out the hits and misses.

With such a system of centralized control, the network can afford to do far more program experimentation than in the past, trying out new ideas and testing new talent in the never ending search to enrich the service to the American audience. Certainly, few advertisers and no agencies can afford to run on-the-air laboratories, yet both are quick to agree that this experimentation is vital to a healthy future for television.

Under the system of program control that goes hand-in-hand with this stimulating new magazine concept, the networks will be able to assume the burden.

N. B. C. TELEVISION NETWORK

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

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



SARNOFF

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

SYLVESTER L. WEAVER, JR. *President of NBC*

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice



WEAVER, JR.

Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

ROBERT W. SARNOFF *Executive Vice President of NBC*

Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of



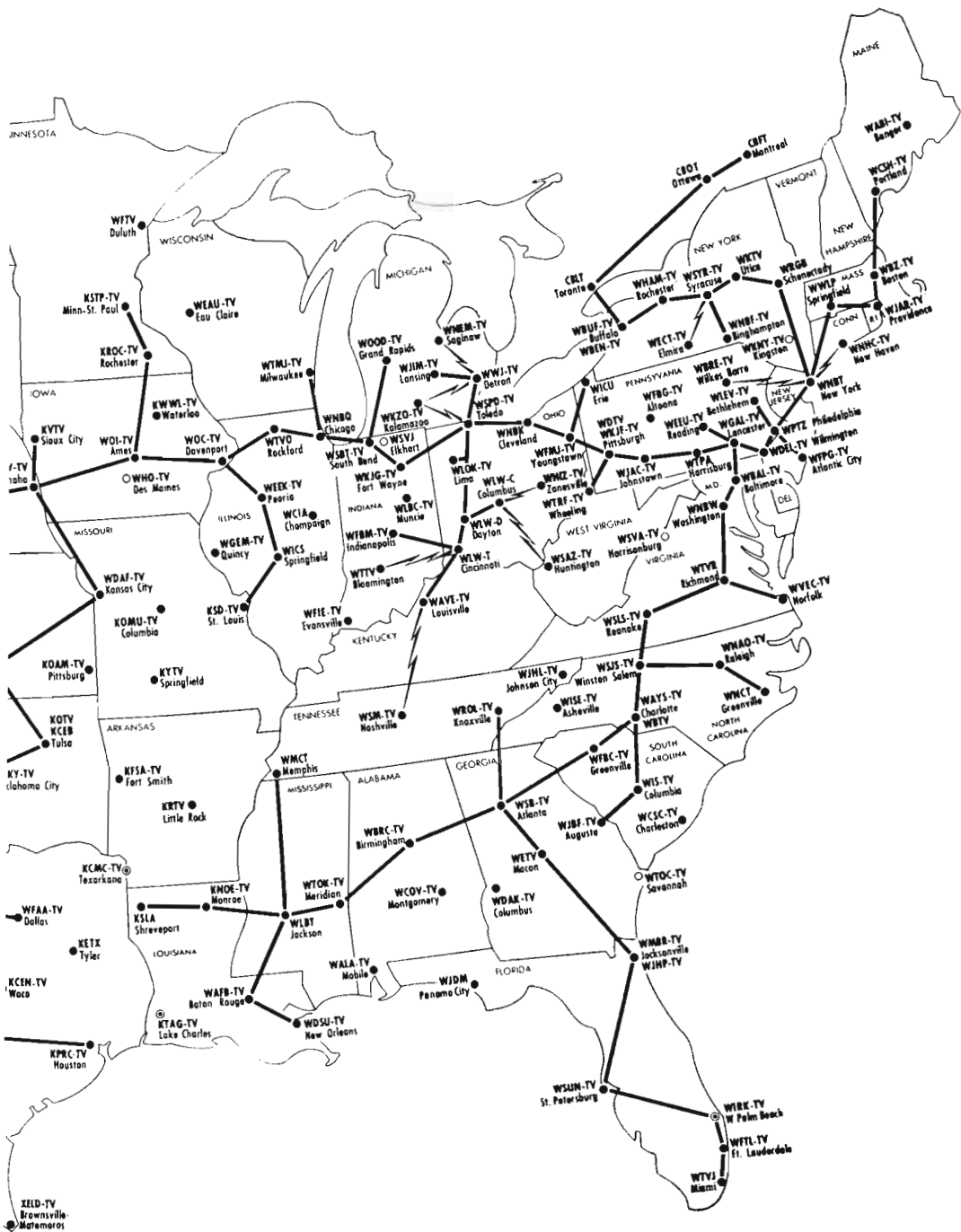
SARNOFF

the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.

NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

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

ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. President
Robert W. Sarnoff Exec. Vice President
Finance and Services
Joseph V. Heffernan Vice Pres. in Chg. of
Finance & Services
David C. Adams Administrative Vice President
Samuel Chotzinoff General Music Director

Engineering

O. B. Hanson Vice Pres. & Chief Engineer
William A. Clark Administrative Assistant
Edward R. Cullen Liaison Engineer
Joseph D'Agostino Liaison Engineer
Raymond F. Guy Mgr. of Radio & Allocation
Engineering
George M. Nixon Mgr. of Engineering
Development
Chester A. Rackey Mgr. of Audio-Video
Engineering
Robert W. Shelby Dir. of Color TV Systems
Development
James Wood, Jr. Mgr. of Technical Services

Station Relations

Harry Bannister V.P. in Chg. of Station Rela.
Sheldon B. Hickox Dir. of Station Relations
Thomas Knode Mgr. of Station Relations
Harry A. Woodman Mgr. of Traffic Dept.

Treasurer

Joseph A. McDonald Treasurer
William A. Williams Assistant Treasurer
Harry F. McKeon Dir. of the Tax Dept.
William D. Bloxham Manager of Purchasing
Integrated Services

Integrated Services

William S. Hedges V.P. for Integrated Services

Edward M. Lowell Mgr. Bldg. & Gen.
Services Dept.
William B. Miller Night Executive Officer
Peter M. Tittle Mgr. of Guest Relations
Mildred Joy Chief Librarian

PRESS AND PUBLICITY

Sydney H. Eiges V.P. for Press & Publicity
Richard T. Connelly Dir. of Press Department
Don. Bishop Mgr. of Program Publicity
Ellis Moore Mgr. of Radio-TV Business Pub.
Kathryn Cole Manager of Information
Cornelius Sullivan Public Rel. Representative

TELEVISION NETWORK SALES

George H. Frey Vice Pres. in Chg. of TV
Network Sales
Charles C. Barry Vice Pres. for Program Sales

Sales Department

John Lanigan Mgr. of Eastern Sales Division
Edward R. Hitz Mgr. of Central Sales Div.
John K. Williams Mgr. of Western Sales Div.

Sales Administration

Walter Scott Administrative Sales Manager
Stephen A. Flynn Manager of Sales Service
Robert McFadyen Dir. of Sales Development
Hamilton Robinson Mgr. of Office Services

Research and Planning Department

Hugh M. Beville Dir. of Research & Planning
Dr. Thomas E. Coffin Manager of Research
Allen R. Cooper Mgr. of Markets & Media
James H. Cornell Mgr. of Audience
Measurement
Barry T. Rumble Manager of Plans

Advertising and Promotion Department

Jacob A. Evans Dir. of Advertising & Promotion
John Porter Sales Promotion Manager
David Hedley Mgr. of Presentations
Pat Steel Advertising Manager
Clyde Clem Audience Promotion Manager
Fred Veit Mgr. of Art Production & Graphics

Merchandising Department

Fred Dodge Director of Merchandising

Murray Heilweil Manager of Merchandising
Loy Lee Asst. Mgr. of Merchandising
Gordon Lane Promotion Manager

TELEVISION NETWORK PROGRAMS DIVISION

Thomas McAvity Vice Pres. in Chg. of TV
Network Programs Division

National Television Program Department

Sam Fuller Natl. TV Program Mgr.
Michael Dann TV Network Program Mgr.
Leroy Passman TV Network Program
Administrative Manager

Production and Business Affairs Department

Earl Rettig In Chg. of Prod. & Business Affairs
Leonard Hole Director of Production
William V. Sargent Divisional Business Mgr.
Anthony M. Hennig Associate Dir. of Prod.
George McElrath Dir. of Technical Oper.
James A. Glenn Dir. of Plant Operations
Fred Shawn Dir. of Production Operations
Norman Grant Dir. of Design & Art Oper
J. Robert Myers Business Mgr. of Production
Edward J. Stegeman Mgr. of Program Budgets
Thomas Loeb Mgr. of the Business Unit
John J. Heywood Mgr. of Divisional Budgets

Public Affairs Department

Davidson Taylor Dir. of Public Affairs
William R. McAndrew Mgr. of News & Special
Events
Thomas S. Gallery Manager of Sports
Edward Stanley Mgr. of Public Service Programs
Eugene Juster Manager of Films
William Garden Sup. of Public Affairs Prod.

Talent Department

Gustav B. Margraf Vice Pres. for Talent
Hal Kemp Manager of Talent Office

FILM DIVISION

Carl M. Stanton Vice Pres. in Chg. of Film Div.
Edgar G. Sisson, Jr. Asso. Dir. of Film Div.
Charles Henderson Director of Publicity
John B. Cron National Sales Manager
Stanton M. Osgood Production Manager
Robert A. Anderson Business Manager
David Savage Mgr. of Film Procurement
Frank LePore Film & Kinescope Operations &
Service Manager

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny Vice Pres. in Chg. of Owned
Stations and Spot Sales
Henry T. Sjogren Controller for Owned Stations
Charles H. Colledge Dir. of Technical Oper.
Charles C. Bevis General Executive
Robert F. Blake Director of Publicity

WNBT, New York

Hamilton Shea Gen. Mgr. of WNBT

Ernest de la Ossa Station Mgr. of WNBT
Richard M. Pack Dir. of Programs &
Operations, WNBT
Peter Affe Mgr. of Operations for WNBT
Max Buck Dir. of Advertising, Sales
Promotion & Merchandising
Jay Heitin Television Sales Manager

WNBQ, Chicago

Harry C. Kopf V.P. & Gen. Mgr. of WNBQ
Jules Herbuveaux Asst. General Manager
Charles Dress Director of Sales
George Heinemann Director of Programming
John F. Whalley Director of Operations
Howard C. Luttgens Engineer in Charge

WNBK, Cleveland

Lloyd E. Yoder General Manager for WNBK
Samuel E. Leonard Engineer in Charge
Brooks Taylor Program Director

WNBW, Washington

Carleton D. Smith V.P. & Gen. Mgr. of WNBW
Joseph Goodfellow Director of Sales
James Kovach Program Director
Lefferts A. McClelland Director of Operations
John G. Rogers Engineer in Charge

KNBH, Hollywood

Donald A. Norman General Manager
James Parks Sales Manager
John Wehrheim Station Business Manager
John Knight Station Engineer

National Spot Sales

Thomas B. McFadden Dir. of Natl. Spot Sales
Richard H. Close Mgr. for Represented Sta.
Harold Shepard Sales Development Advertising
& Promotion Manager
John Reber Natl. Mgr. for TV Spot Sales
Caroline Herbert Sales Service Mgr.

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell Vice President, Washington
George Wheeler Asst. to the Vice President

Pacific Division

John K. West Vice Pres. for the Pacific Div.
Frederic W. Wile, Jr. Vice Pres. in Chg. of TV
Network Programs (Pacific Div.)
Frank Cleaver Program Mgr., TV Network
(Pacific Division)
Thomas W. Sarnoff Production Dir., TV
Network (Pacific Div.)
Frank Dellett Business Mgr. (Pacific Div.)
Lewis S. Frost Director of Public Relations
Leslie Raddatz Mgr. of Press & Publicity

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

SHOW AND SALES

In these two words you'll find the crux of NBC Television's program philosophy. In application, it means that the subject of the program, whether it's news or a musical revue, should be created with pace and glamour, with all the showmanlike trappings that can be used. But also it should be designed to be an efficient selling vehicle which will make maximum use of television's special selling talents.

*To see how this policy is working,
let's look at the record: —————>*

MANSHIP

MANSHIP

Today
Home
Your Show of Shows
Philco-Goodyear
Television Playhouse
Colgate Comedy Hour
Life of Riley
Dragnet
Ding Dong School
Howdy Doody
The Pinky Lee Show
NBC Opera Theatre
The Dennis Day Show
I Married Joan
Robert Montgomery Presents
Zoo Parade
Kukla, Fran and Ollie
Mister Peepers
Hallmark Hall of Fame

*Last year 125 advertisers
found NBC Television's
showmanship and its
salesmanship eminently
suited to their needs.
It can work efficiently
for you too.*



TELEVISION

a service of Radio Corporation of America

28.5 Million TV Sets Manufactured Since 1946

Over 28.5 million television receivers were shipped to dealers in the United States, Hawaii and Alaska during the eight year period from 1946 to the end of 1953. The bulk of the sets, according to statistics released by the Radio-Electronics-Television Manufacturers Assn., went to dealers in the United States. TV dealers in Hawaii received 25,308 receivers in 1953, while a total of 2,330 sets went to Alaska.

The following table shows state-by-state shipments.

State	Total	State	Total
Alabama	252,860	Nebraska	203,433
Arizona	88,940	Nevada	12,061
Arkansas	87,670	New Hampshire	85,966
California	2,614,981	New Jersey	1,162,698
Colorado	172,027	New Mexico	12,281
Connecticut	510,026	New York	1,100,118
Delaware	92,885	North Carolina	378,770
District of Columbia	303,279	North Dakota	22,178
Florida	337,897	Ohio	2,236,969
Georgia	398,558	Oklahoma	310,388
Idaho	28,616	Oregon	133,563
Illinois	2,018,620	Pennsylvania	2,617,072
Indiana	812,578	Rhode Island	205,525
Iowa	107,832	South Carolina	125,577
Kansas	191,037	South Dakota	21,744
Kentucky	333,367	Tennessee	309,091
Louisiana	215,015	Texas	985,598
Maine	83,313	Utah	128,374
Maryland	516,100	Vermont	26,298
Massachusetts	1,257,588	Virginia	131,166
Michigan	1,386,512	Washington	366,311
Minnesota	123,080	West Virginia	216,998
Mississippi	87,712	Wisconsin	532,857
Missouri	714,062	Wyoming	7,123
Montana	12,808		
		Grand Total	28,168,818

Television Allocations Of The FCC



**ALPHABETICALLY
BY STATE — CITY**



COMMERCIAL



EDUCATIONAL

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	39
Anniston	70
Auburn	56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49

Channel No.

El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	40
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	56
Port Chicago	15
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

COLORADO

	Channel No.
Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26, 50
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FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Guinesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34

Channel No.

Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	10

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*07
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Comersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	60

IOWA

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

	Channel No.
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	16, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

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

KENTUCKY

Ashtand	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	25
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

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

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 60
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

	Channel No.
Amherst	82
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	74, 80
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	33
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistiquette	14
Marquette	6, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Benidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wis.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
Now Olin	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	16
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28

	Channel No.
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, 23
Hamilton	17
Hardin	4
Hayden	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

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

NEVADA

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

NEW HAMPSHIRE

Berlin	26
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	04
Camden	*80
Freehold	*79
Hampton	*70
Montclair	*77
Newark	13
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Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	24
Lovington	27
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Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

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Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
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Carthage	7
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New York	2, 4, 5, 7, 9, 11, *25, 31
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Ogdensburg	24
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Oswego	31
Patchogue	75
Plattsburg	28
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Saranac Lake	18
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Syracuse	3, 8, *43
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Ahoskie	53
Albemarle	20
Asheville	13, *56, 62, 78
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Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
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Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *29, 28
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Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
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Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*8, 10, 13
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Rugby	38

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

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Akron	49, *55, 61
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Athens	62
Bellefontaine	63
Bowling Green	70
Cambridge	26
Canton	20
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
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Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *18, 22
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Oxford	*14
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Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30
Warren	67
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Altus	36
Alva	30
Anadarko	58
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Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	15, 26
El Reno	56
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Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
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Norman	31, *37
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Oklmulgee	26
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Tulsa	2, 6, *11, 17, 23
Vinita	28
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Ashland	14
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Grants Pass	30
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La Grande	13
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Portland	6, 8, *10, 12, 21, 27
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

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Belle Fourche	23
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Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
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Bristol, Tenn.-Bristol, Va.	5, 46
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Columbia	39
Cookeville	24
Covington	19
Dyersburg	46
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Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
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Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	68
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Brady	15
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Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
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(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

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Cleburne	57
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Dalhart	16
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Denison	52
Denton	*2, 17
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El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
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Fort Worth	5, 10, 20, *26
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Hebronville	58
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Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
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Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 20
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
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Mexia	50
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
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Monahans	9
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Nacogdoches	40
New Braunfels	62
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San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
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Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72
Uvalde	20
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Waxahatchie	45
Weatherford	51
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Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	17
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

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Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
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	Channel No.
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Marion	50
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Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
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Richland (also see Kennewick-Richland-Pasco)	31
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Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 53, 67
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Charleston	8, *43, 49
Clarksburg	12, 22, 69
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Fairmont	35
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Huntington	3, 13, *53
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Martinsburg	58
Morgantown	*24
Parkersburg	15
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

WISCONSIN

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Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
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Rhineland	22
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Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17

Channel No.

Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

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Juneau	*3, 8, 10
Ketchikan	2, 4, *9
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Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lihue, Kauai	3, *8, 10, 12
Wailuku, Maui	3, 8, *10, 12

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

VIRGIN ISLANDS

Charlotte Amalie	10, 12
Christiansted	8

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WHY IS AP
THE BEST?

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



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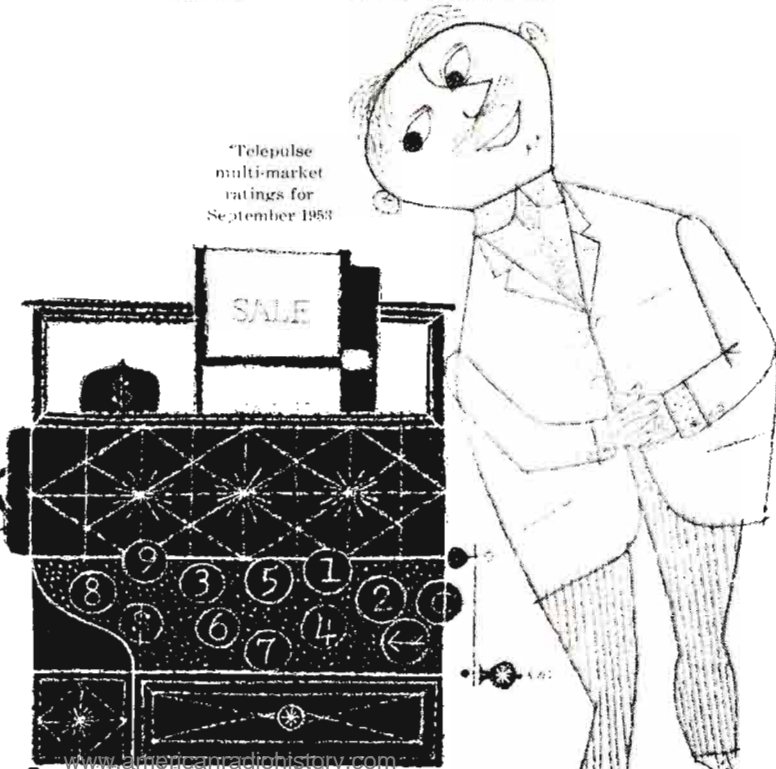
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*Telepulse multi-market ratings for September 1953



T *ele*vision *Stations*

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**ALPHABETICALLY LISTED
BY CITIES — CALL LETTERS**

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PERSONNEL

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FACILITIES



UHF Advancement Seen As Prime Project For '54

By HERBERT E. TAYLOR, JR.

*Manager, Communication Products Division,
Allen B. Du Mont Laboratories, Inc.*

EMPHASIS on color research and equipment development will continue in 1954 and laboratory equipment will be installed and operated in a few major market stations capable of the financial luxury of color telecasts with few receivers. The basic pattern of expansion will be in the direction of added stations, higher power transmission in both UHF and VHF, higher quality film and recorded program transmission and additional accessory equipment designed to simplify operations.

The increasing availability of higher powered UHF transmitters and improved UHF television receivers may mark 1954 as the year when the terms UHF and VHF become just plain television to the viewing public and the UHF broadcaster becomes competitive with VHF for the advertising dollar on an equal basis.

Du Mont in 1953 proved that with higher power and careful installation UHF could be competitive with VHF. The fruits of the study made at WGLV in Easton, Pa., increased the assurance to the UHF broadcaster of financial success.

It takes little imagination to realize that a truly nationwide competitive television broadcast system is largely dependent upon UHF for success. The reason is simple. The Federal Communications Commission plans to license many more UHF stations than VHF. Of the approximately 2,000 stations now possible under the FCC allocation plans, more than two-thirds will be UHF. In order that television service may reach the nationwide scope planned, it is vital for UHF stations to provide strong area coverage.

Until recently, the rapid expansion of UHF had been retarded by the lack of high-power UHF transmitters and the resulting inability of UHF stations to provide strong local coverage. With high-power UHF now available, stations in the upper frequencies are now able to transmit signals which are as strong,

as reliable, and as free from interference as are VHF signals.

Advertisers therefore know that their dollars spent for commercials and time are resulting in sharp reproduction of their programs and messages. Manufacturers are finding a stronger demand for UHF receivers. Television networks can rest assured that UHF affiliates can be worthy and strong affiliates. And most important, the American public on an increasing scale is getting to know that UHF provides good reception. Educational television is also beginning to see its opportunities for service realized.

Therefore, major expansion for the equipment industry will have to be in this field. Transmitter power then becomes the hub for continued growth and 1954 may mark the first year of maturity for UHF transmission.

Color problems will not seriously disrupt the television broadcast equipment industry in this year of transition. The broadcasters' demand for color equipment should not be great considering the projected limited hours of programming and receivers that will be available. It would appear that the major problem lies in the receiver which must meet the public's requisites of large screen, simple operation and price, the combination of which represents a goal not obtainable in 1954.

The coming year will undoubtedly continue the growth trend of this industry extending the nationwide service through black and white. When color receivers meet the needs of the public and are capable of reproducing black and white reception equal to that of a standard monochrome receiver, the great rush will be on. This will not be in 1954. An excellent example of the public's attitude may be found in the action of a Wyoming man who wired associates in New York his answer to the FCC's approval of color. His wire read, "Color television? Hell, we just want television, period."

Index of The TELEVISION STATIONS of The United States

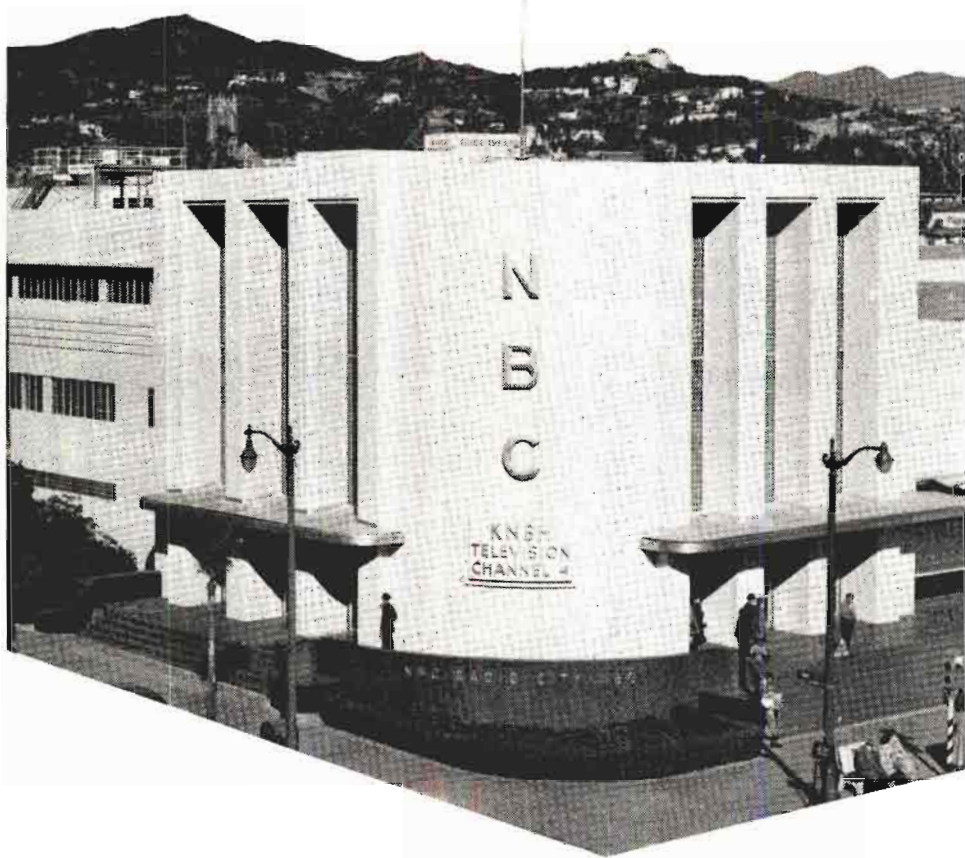
Station	City—State	Page	Station	City—State	Page
KABC-TV	— Los Angeles, Calif.	851	KIDO-TV	— Boise, Idaho	863
KACY	— St. Louis, Mo.	881	KIEM-TV	— Eureka, Calif.	849
KANG-TV	— Waco, Tex.	919	KIMA-TV	— Yakima, Wash.	923
KATV	— Pine Bluff, Ark.	848	KING-TV	— Seattle, Wash.	922
KBAK	— Bakersfield, Calif.	849	KIVA	— Yuma, Ariz.	848
KBAY-TV	— San Francisco, Calif.	854	KJEO-TV	— Fresno, Calif.	849
KBES-TV	— Medford, Ore.	903	KKTV	— Colorado Springs, Colo.	855
KCBD-TV	— Fresno, Calif.	849	KLAS-TV	— Las Vegas, Nev.	887
KBOI	— Boise, Idaho	863	KLZ-TV	— Denver, Colo.	857
KBTV	— Denver, Colo.	855	KMBC-TV	— Kansas City, Mo.	881
KCBD-TV	— Lubbock, Tex.	918	KMBY-TV	— Monterey-Salinas, Calif.	853
KCCC-TV	— Sacramento, Calif.	853	KMID-TV	— Midland, Tex.	918
KCEB	— Tulsa, Okla.	903	KMJ-TV	— Fresno, Calif.	849
KCEN-TV	— Temple, Tex.	919	KMMT	— Austin, Minn.	878
KCJB-TV	— Minot, N. D.	897	KMO-TV	— Tacoma, Wash.	922
KCMC-TV	— Texarkana, Tex.	919	KMPT	— Oklahoma City, Okla.	902
KCMO-TV	— Kansas City, Mo.	881	KMTV	— Omaha, Neb.	885
KCOK-TV	— Tulare, Calif.	855	KNBH	— Hollywood, Calif.	851
KCOP-TV	— Hollywood, Calif.	851	KNOE-TV	— Monroe, La.	871
KCRI-TV	— Cedar Rapids, Ia.	867	KNUZ-TV	— Houston, Tex.	918
KCSJ-TV	— Pueblo, Colo.	857	KNXT	— Hollywood, Calif.	851
KDRO-TV	— Sedalia, Mo.	883	KOAT-TV	— Denver, Colo.	857
KDUB-TV	— Lubbock, Tex.	918	KOAM-TV	— Pittsburg, Kan.	868
KDYL-TV	— Salt Lake City, Utah	920	KOAT-TV	— Albuquerque, N. M.	888
KDZA-TV	— Pueblo, Colo.	857	KOB-TV	— Albuquerque, N. M.	888
KEDD	— Wichita, Kan.	869	KOIN-TV	— Portland, Ore.	905
KELO-TV	— Sioux Falls, S. D.	913	KOLN-TV	— Lincoln, Neb.	885
KERO-TV	— Bakersfield, Calif.	849	KOMO-TV	— Seattle, Wash.	922
KETX	— Tyler, Tex.	919	KOMU-TV	— Columbia, Mo.	879
KEY-T	— Santa Barbara, Calif.	855	KONA	— Honolulu, T. H.	926
KFAZ	— Monroe, La.	871	KOOK-TV	— Billings, Mont.	883
KFBB-TV	— Great Falls, Mont.	885	KOOL-TV	— Phoenix, Ariz.	847
KFBC-TV	— Cheyenne, Wyo.	925	KOPO-TV	— Tucson, Ariz.	848
KFDA-TV	— Amarillo, Tex.	915	KOPR-TV	— Butte, Mont.	883
KFDX-TV	— Wichita Falls, Tex.	920	KOTV	— Tulsa, Okla.	903
KFEL-TV	— Denver, Colo.	855	KOY-TV	— Phoenix, Ariz.	848
KFEQ-TV	— St. Joseph, Mo.	881	KPHO	— Phoenix, Ariz.	848
KFIA	— Anchorage, Alaska	926	KPIC	— Salem, Ore.	905
KFMB-TV	— San Diego, Calif.	853	KPIX	— San Francisco, Calif.	854
KFOR-TV	— Lincoln, Neb.	885	KPRC-TV	— Houston, Tex.	918
KFSA-TV	— Fort Smith, Ark.	848	KPTV	— Portland, Ore.	905
KFSD-TV	— San Diego, Calif.	854	KQTV	— Fort Dodge, Ia.	867
KFYR-TV	— Bismarck, N. D.	896	KRBC-TV	— Abilene, Tex.	915
KGBS-TV	— San Antonio, Tex.	919	KRDO-TV	— Colorado Springs, Colo.	855
KGBT-TV	— Harlingen, Tex.	918	KRGV-TV	— Weslaco, Tex.	919
KGGM-TV	— Albuquerque, N. M.	888	KRLD-TV	— Dallas, Tex.	916
KGMB-TV	— Honolulu, T. H.	926	KROC-TV	— Rochester, Minn.	878
KGNC-TV	— Amarillo, Tex.	915	KROD-TV	— El Paso, Tex.	917
KGO-TV	— San Francisco, Calif.	854	KRON-TV	— San Francisco, Calif.	854
KGTV	— Des Moines, Ia.	867	KRTV	— Little Rock, Ark.	848
KGUL-TV	— Galveston-Houston, Tex.	917	KSD-TV	— St. Louis, Mo.	881
KHJ-TV	— Los Angeles, Calif.	851	KSL-TV	— Salt Lake City, Utah	920
KHOL-TV	— Kearney, Neb.	885	KSLA	— Shreveport, La.	871
KHQ-TV	— Spokane, Wash.	922	KSTM-TV	— St. Louis, Mo.	883
KHQ-A-TV	— Hannibal, Mo.	881	KSTP-TV	— St. Paul-Minneapolis, Minn.	879
KHSL-TV	— Chico, Calif.	849	KSWB-TV	— Salinas, Calif.	853
KID-TV	— Idaho Falls, Idaho	863	KSWO-TV	— Lawton, Okla.	902

◆ ◆ ◆ TELEVISION STATION INDEX ◆ ◆ ◆

Station	City—State	Page	Station	City—State	Page
KSWS-TV	— Roswell, N. M.	888	WCOG-TV	— Greensboro, N. C.	895
KTAG-TV	— Lake Charles, La.	871	WCOS-TV	— Columbia, S. C.	913
KTBC-TV	— Austin, Tex.	915	WCOV-TV	— Montgomery, Ala.	847
KTLA	— Los Angeles, Calif.	851	WCPO-TV	— Cincinnati, O.	899
KTNT-TV	— Tacoma, Wash.	922	WCSC-TV	— Charleston, S. C.	912
KTSM-TV	— El Paso, Tex.	917	WCSH-TV	— Portland, Me.	873
KTTS-TV	— Springfield, Mo.	883	WDAF-TV	— Kansas City, Mo.	881
KTTV	— Los Angeles, Calif.	851	WDAK-TV	— Columbus, Ga.	861
KTVA	— Anchorage, Alaska	926	WDAN-TV	— Danville, Ill.	864
KTVE	— Longview, Tex.	918	WDAY-TV	— Fargo, N. D.	896
KTVQ	— Oklahoma City, Okla.	903	WDEL-TV	— Wilmington, Del.	858
KTVU	— Stockton, Calif.	855	WDSU-TV	— New Orleans, La.	871
KTXL-TV	— San Angelo, Tex.	918	WDTV	— Pittsburgh, Pa.	939
KVAN-TV	— Vancouver, Wash.	922	WEAR-TV	— Pensacola, Fla.	860
KVEC-TV	— San Luis Obispo, Calif.	854	WEAU-TV	— Eau Claire, Wisc.	924
KVOA-TV	— Tucson, Ariz.	848	WECT	— Elmira, N. Y.	889
KVOS-TV	— Bellingham, Wash.	922	WEEK-TV	— Peoria, Ill.	864
KVTH	— Hutchinson, Kan.	868	WEEU-TV	— Reading, Pa.	909
KVTV	— Sioux City, Ia.	868	WEHT	— Henderson, Ky.	869
KWFT-TV	— Wichita Falls, Tex.	920	WENS	— Pittsburgh, Pa.	909
KWTV	— Oklahoma City, Okla.	903	WEWS	— Cleveland, O.	899
KWWL-TV	— Waterloo, Ia.	868	WFAA-TV	— Dallas, Tex.	916
KXLF-TV	— Butte, Mont.	883	WFAM-TV	— Lafayette, Ind.	866
KXLY-TV	— Spokane, Wash.	922	WFBC-TV	— Greenville, S. C.	913
KYTV	— Springfield, Mo.	883	WFBG-TV	— Altoona, Pa.	905
KZTV	— Reno, Nev.	887	WFBM-TV	— Indianapolis, Ind.	866
WAAM	— Baltimore, Md.	873	WFIE	— Evansville, Ind.	866
WABC-TV	— New York, N. Y.	889	WFIL-TV	— Philadelphia, Pa.	907
WABD	— New York, N. Y.	889	WFMJ-TV	— Youngstown, O.	902
WABI-TV	— Bangor, Me.	871	WFMY-TV	— Greensboro, N. C.	895
WABT	— Birmingham, Ala.	847	WFPG-TV	— Atlantic City, N. J.	887
WACH	— Newport News-Norfolk, Va.	921	WFTL-TV	— Ft. Lauderdale, Fla.	859
WAFB-TV	— Baton Rouge, La.	869	WFTV	— Duluth, Minn.	878
WAGA-TV	— Atlanta, Ga.	860	WGAL-TV	— Lancaster, Pa.	907
WAIM-TV	— Anderson, S. C.	912	WGAN-TV	— Portland, Me.	873
WAKR	— Akron, O.	897	WGBI-TV	— Scranton, Pa.	911
WALA-TV	— Mobile, Ala.	847	WGEM-TV	— Quincy, Ill.	865
WAPA-TV	— San Juan, P. R.	926	WGLV	— Easton, Pa.	905
WARD-TV	— Johnstown, Pa.	907	WGN-TV	— Chicago, Ill.	863
WARM-TV	— Scranton, Pa.	909	WGVL	— Greenville, S. C.	913
WATR-TV	— Waterbury, Conn.	858	WHAM-TV	— Rochester, N. Y.	891
WATV	— Newark, N. J.	887	WHAS-TV	— Louisville, Ky.	869
WAVE-TV	— Louisville, Ky.	869	WHB-TV	— Kansas City, Mo.	881
WAYS-TV	— Charlotte, N. C.	895	WHBF-TV	— Rock Island, Ill.	865
WBAL-TV	— Baltimore, Md.	873	WHBQ-TV	— Memphis, Tenn.	914
WBAP-TV	— Fort Worth, Tex.	917	WHEC-TV	— Rochester, N. Y.	891
WBAY-TV	— Green Bay, Wisc.	924	WHEN	— Syracuse, N. Y.	893
WBBM-TV	— Chicago, Ill.	863	WHIO-TV	— Dayton, O.	901
WBEN-TV	— Buffalo, N. Y.	889	WHIZ-TV	— Zanesville, O.	902
WBKB	— Chicago, Ill.	864	WHP-TV	— Harrisburg, Pa.	906
WBKZ-TV	— Battle Creek, Mich.	875	WHUM-TV	— Reading, Pa.	909
WBLN	— Bloomington, Ill.	863	WHYN-TV	— Springfield-Holyoke, Mass.	874
WBNS-TV	— Columbus, O.	901	WIBW-TV	— Topeka, Kan.	868
WBRC-TV	— Birmingham, Ala.	847	WICA-TV	— Ashtabula, O.	899
WBRE-TV	— Wilkes-Barre, Pa.	911	WICC-TV	— Bridgeport, Conn.	857
WBTM-TV	— Danville, Va.	920	WICS	— Springfield, Ill.	865
WBTV	— Charlotte, N. C.	895	WICU	— Erie, Pa.	905
WBUF-TV	— Buffalo, N. Y.	889	WIFE	— Dayton, O.	901
WBZ-TV	— Boston, Mass.	874	WILK-TV	— Wilkes-Barre, Pa.	911
WCAN-TV	— Milwaukee, Wisc.	925	WILS-TV	— Lansing, Mich.	877
WCAU-TV	— Philadelphia, Pa.	907	WINK-TV	— Fort Meyers, Fla.	859
WCBS-TV	— New York, N. Y.	891	WIRK-TV	— West Palm Beach, Fla.	860
WCCO-TV	— Minneapolis, Minn.	878	WIS-TV	— Columbia, S. C.	913
WCHA-TV	— Chambersburg, Pa.	905	WISE-TV	— Asheville, N. C.	893
WCIA	— Champaign, Ill.	863	WITV	— Ft. Lauderdale, Fla.	859
WCMB-TV	— Harrisburg, Pa.	906	WJAC-TV	— Johnstown, Pa.	907
WCOC-TV	— Meridian, Miss.	879	WJAR-TV	— Providence, R. I.	911

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WJBF-TV	— Augusta, Ga.	861	WOR-TV	— New York, N. Y.	891
WJBK-TV	— Detroit, Mich.	875	WOSH-TV	— Oshkosh, Wisc.	925
WJDM	— Panama City, Fla.	859	WOW-TV	— Omaha, Neb.	885
WJHL-TV	— Johnson City, Tenn.	913	WPAG-TV	— Ann Arbor, Mich.	875
WJHP-TV	— Jacksonville, Fla.	859	WPFA	— Pensacola, Fla.	860
WJIM	— Lansing, Mich.	877	WPIX	— New York, N. Y.	891
WJMR-TV	— New Orleans, La.	871	WPMT	— Portland, Me.	873
WJPB-TV	— Fairmont, W. Va.	923	WPTZ	— Philadelphia, Pa.	909
WJTV	— Jackson, Miss.	879	WRAY-TV	— Princeton, Ind.	866
WKAB-TV	— Mobile, Ala.	847	WRBL-TV	— Columbus, Ga.	861
WKAQ-TV	— San Juan, P. R.	926	WREX-TV	— Rockford, Ill.	865
WKBN-TV	— Youngstown, O.	902	WRGB	— Schenectady, N. Y.	893
WKJF-TV	— Pittsburgh, Pa.	909	WROL-TV	— Knoxville, Tenn.	914
WKJG-TV	— Fort Wayne, Ind.	866	WROM-TV	— Rome, Ga.	861
WKLO-TV	— Louisville, Ky.	869	WROW-TV	— Albany, N. Y.	888
WKNA-TV	— Charleston, W. Va.	923	WRTV	— Asbury Park, N. J.	887
WKNB-TV	— New Britain, Conn.	587	WSAZ-TV	— Huntington, W. Va.	923
WKNX-TV	— Saginaw, Mich.	878	WSB-TV	— Atlanta, Ga.	860
WKNY-TV	— Kingston, N. Y.	889	WSBA-TV	— York, Pa.	911
WKOW-TV	— Madison, Wisc.	924	WSBT-TV	— South Bend, Ind.	866
WKRC-TV	— Cincinnati, O.	899	WSIL-TV	— Harrisburg, Ill.	864
WKST-TV	— New Castle, Pa.	907	WSIX-TV	— Nashville, Tenn.	915
WKTU	— Utica, N. Y.	893	WSIS-TV	— Winston-Salem, N. C.	895
WKY-TV	— Oklahoma City, Okla.	903	WSJV	— Elkhart, Ind.	865
WKZO-TV	— Kalamazoo, Mich.	877	WSLS-TV	— Roanoke, Va.	921
WLAM-TV	— Lewiston, Me.	873	WSM-TV	— Nashville, Tenn.	915
WLBC-TV	— Muncie, Ind.	866	WSPD-TV	— Toledo, O.	902
WLBR-TV	— Lebanon, Pa.	907	WSTV-TV	— Steubenville, O.	902
WLBT	— Jackson, Miss.	879	WSUN-TV	— St. Petersburg, Fla.	860
WLEV-TV	— Bethlehem, Pa.	905	WSVA-TV	— Harrisonburg, Va.	921
WLOK-TV	— Lima, O.	901	WSYR-TV	— Syracuse, N. Y.	893
WLVA-TV	— Lynchburg, Va.	921	WTAC-TV	— Flint, Mich.	877
WLW-A	— Atlanta, Ga.	860	WTAO-TV	— Boston, Mass.	874
WLW-C	— Columbus, O.	901	WTAP	— Parkersburg, W. Va.	924
WLW-D	— Dayton, O.	901	WTAR-TV	— Norfolk, Va.	921
WLW-T	— Cincinnati, O.	899	WTCN	— Minneapolis, Minn.	878
WMAL-TV	— Washington, D. C.	858	WTMJ-TV	— Milwaukee, Wisc.	925
WMAR-TV	— Baltimore, Md.	873	WTOB-TV	— Winston-Salem, N. C.	896
WMAZ-TV	— Macon, Ga.	861	WTOC-TV	— Savannah, Ga.	861
WMBR-TV	— Jacksonville, Fla.	859	WTOK-TV	— Meridian, Miss.	879
WMCT	— Memphis, Tenn.	915	WTOP-TV	— Washington, D. C.	858
WMGT-TV	— Adams, Mass.	874	WTOV-TV	— Norfolk, Va.	921
WMIN-TV	— St. Paul, Minn.	879	WTPA	— Harrisburg, Pa.	906
WMT-TV	— Cedar Rapids, Ia.	867	WTRF-TV	— Wheeling, W. Va.	924
WMTV	— Madison, Wisc.	924	WTRI	— Schenectady, N. Y.	893
WMUR-TV	— Manchester, N. H.	887	WTSK-TV	— Knoxville, Tenn.	914
WNAC-TV	— Boston, Mass.	874	WTTG	— Washington, D. C.	858
WNAM-TV	— Neenah-Appleton-Mencsha, Wisc.	925	WTTV	— Bloomington, Ind.	865
WNBF-TV	— Binghamton, N. Y.	888	WTVE	— Elmira, N. Y.	889
WNBK	— Cleveland, O.	899	WTVH-TV	— Peoria, Ill.	864
WNBQ	— Chicago, Ill.	864	WTVI	— St. Louis, Mo.	883
WNBT	— New York, N. Y.	891	WTVJ	— Miami, Fla.	859
WNBW	— Washington, D. C.	858	WTVN	— Columbus, O.	901
WNCT	— Greenville, N. C.	895	WTVO	— Rockford, Ill.	865
WNEM-TV	— Bay City-Saginaw, Mich.	875	WTVP	— Decatur, Ill.	864
WNET	— Providence, R. I.	912	WTVR	— Richmond, Va.	921
WNEX-TV	— Macon, Ga.	861	WTVU	— Scranton, Pa.	911
WNHC-TV	— New Haven, Conn.	857	WVEC-TV	— Hampton-Norfolk, Va.	920
WNOA-TV	— Raleigh, N. C.	895	WVET-TV	— Rochester, N. Y.	893
WNOK-TV	— Columbia, S. C.	913	WWJ-TV	— Detroit, Mich.	877
WNOW-TV	— York, Pa.	911	WWLP	— Springfield, Mass.	875
WOAI-TV	— San Antonio, Tex.	919	WWOR-TV	— Worcester, Mass.	875
WOC-TV	— Davenport, Ia.	867	WWTW	— Cadillac, Mich.	875
WOI-TV	— Ames, Ia.	867	WXEL	— Cleveland, O.	899
WOKY-TV	— Milwaukee, Wisc.	925	WXYZ-TV	— Detroit, Mich.	877
WOOD-TV	— Grand Rapids, Mich.	877	XELD-TV	— Brownsville, Tex.	916



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4

KNBH-HOLLYWOOD

TV STATIONS IN THE UNITED STATES

ALABAMA

TV HOMES 280,500
POPULATION 3,184,000
STATIONS IN STATE 5

WABT

BIRMINGHAM—1949—
ABC-CBS-DuM

Channel: 13... AP:190 Kw.... VP: 316 Kw.
Owned-Oper. By.....Television Corp.
Business Address.....Protective Life Bldg.
Phone Number.....4-2506
Representative.....CBS Television Spot Sales
President.....Henry P. Johnston
V.P.-Sta. Mgr.....C. P. Persons
Sales Manager.....Charles F. Grisham
Technical Dir.....J. V. Sanderson

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 6... AP: 17 Kw.... VP: 35 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus.-Studio Address.....P. O. 2311
Phone Number.....4-4701
Transmitter Location.....Red Mountain
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
President.....George S. Storer
Station Manager.....J. Robert Kerns
Program Director.....M. D. Smith, 3rd

WALA-TV

MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF... AP: 235 Kw... VP: 316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
Representative.....Headley-Reed
President.....William Pape

WKAB-TV

MOBILE—1952—DuM-CBS

Channel: 48 UHF... AP: 12 Kw... VP: 22.5 Kw.
Owned-Oper. By.....Pursley Bcstg. Service

Address.....525 Donald St.
Representative.....Forjoe
General Manager.....Robert H. Moore
Program Director.....H. J. Grant

WCOV-TV

MONTGOMERY—1953—ABS-
CBS-NBC-DuM

Channel: 20... AP: 8.9 Kw.... VP:17.9 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Box 1029
Phone Number.....3-2318
Air Time.....8 hours daily
News Service.....UP
Representative.....O. L. Taylor
Membership.....NARTB
President.....O. P. Covington
General Manager.....Hugh Smith
Operations Mgr.....Carl Junker
Commercial Manager.....Morris South
Dir. of News.....Bob Underwood
Publicity Director.....Phil Taylor
Chief Engineer.....W. D. Weatherly

ARIZONA

TV HOMES 108,000
POPULATION 816,000
STATIONS IN STATE 6

KOOL-TV

PHOENIX—1953

Channel: 10... AP: 14.5 Kw.... VP: 29 Kw.
Owned-Oper. By.....Maricopa Bcstrs. Inc.
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Air Time.....8 hours daily
News Service.....UP
Representative.....Blair
President.....Gene Autry
General Manager.....Charles H. Garland
Commercial Manager.....William Connelly
Program Director.....Miles Reed
Publicity Director.....Dick Goebel
Chief Engineer.....Cliff Miller

K O Y - T V

PHOENIX—1953

Owned-Oper. By..... KOY Bcstg. Co.
 Channel: 19... AP: 16.7... VP: 33.5
 Business Address..... 511 West Adams St.
 Phone Number..... ALpine 3-3121
 Air Time..... 8 hours daily
 News Service..... UP
 Representative..... Blair
 Membership..... NARTB
 President..... John L. Hogg
 General Manager..... Albert D. Johnson
 Station Manager..... Richard E. Goebel
 Chief Engineer..... Cliff Miller

K P H O - T V

PHOENIX—1949—CBS-DuM-ABC

Channel: 5 VHF... AP: 8.7 Kw... VP: 17.5 Kw.
 Owned-Oper. By... Meredith Engineering Co.
 Business Address..... 631 N. First Ave.
 Phone Number..... ALpine 8-4511
 Representative..... Katz
 Station Manager..... Richard B. Rawls
 TV Dir..... Payson Hall
 Film Director..... Julian M. Kaufman
 Commercial Director..... Robert T. Martin
 Chief Engineer..... G. L. McClanathan

K O P O - T V

TUCSON—1953—CBS-DuM

Channel: 13... AP: 16.5 Kw... VP: 33 Kw.
 Owned-Oper. By..... Old Pueblo Bcstg. Co.
 Business Address..... 115 W. Drachman St.
 Phone Number..... 4-0431
 Representative..... Forjoe
 General Manager..... E. S. Mittendorf
 Program Director..... Bus Williams
 Chief Engineer..... Walter J. Stiles

K V O A - T V

TUCSON—1953—ABC-NBC

Channel: 4 VHF... AP: 5.5 Kw... VP: 11 Kw.
 Owned-Oper. By..... Arizona Bcstg. Co.
 Business Address..... 209 West Elm St.
 Phone Number..... 3-2555
 Air Time..... 10 hours daily
 Representative..... Paul H. Raymer
 Pres.-Gen. Mgr..... R. B. Williams
 Business Manager..... Harper M. Phillips
 Sales Manager..... John C. Underwood
 Program Director..... Ben L. Slack, Jr.
 Chief Engineer..... Raymond H. Holsclaw
 Consulting Engineer..... George C. Davis

K I V A

YUMA—1953

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.
 Owned-Oper. By..... Valley Telecasting Co.
 Business Address..... Box 1708
 Phone Number..... 3-8311
 Representative..... Forjoe, Grant
 V.P. in Chg..... Park Dunford

General Manager..... Jack Fleet
 Sales Manager..... Bill Geddes
 Chief Engineer..... R. J. Schofield

ARKANSAS

TV HOMES 102,000

POPULATION 2,000,000

STATIONS IN STATE 3

K F S A - T V

FORT SMITH—1953—DuM-NBC-ABC-CBS

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.
 Owned-Oper. By Southwestern Radio & TV Co.
 Business Address..... Box 569
 Phone Number..... 2-9126
 Representative..... Pearson
 General Manager..... Weldon Stamps
 Sales Manager..... Roland Hundley
 Program Director..... Paschal Porta
 Chief Engineer..... Robert W. Platt, Jr.

K R T V

LITTLE ROCK—1953—CBS-DuM-NBC

Channel: 17 UHF... AP: 11 Kw... VP: 21 Kw.
 Owned-Oper. By... Little Rock Telecasters Inc.
 Business Address..... 620 N. Beech St.
 Phone Number..... Mohawk 6-9401
 Representative..... Pearson
 Pres., Gen. Mgr..... Kenyon Brown
 Station Manager..... John H. Fugate
 Program Director..... George Hill
 Chief Engineer..... Jack Tudor

K A T V

PINE BLUFF—1953—CBS-ABC-NBC

Channel: 7 VHF... AP: 10 Kw... VP: 20 Kw.
 Owned-Oper. By..... Central South Sales Co.
 Business Address..... 100 Williams Road
 Phone Number..... 3880
 Representative..... Avery-Knodel Inc.
 President..... John T. Griffin
 V.P..... James C. Leake
 Sec.-Treas..... Bryan Mathes
 General Manager..... James P. Walker
 Com. Manager..... Bruce B. Compton
 Program Manager..... Roy Pickett
 Chief Engineer..... Louis Brown

CALIFORNIA

TV HOMES 2,846,500

POPULATION 12,479,000

STATIONS IN STATE 27

K B A K

BAKERSFIELD—1953—DuM

Channel: 29 UHF..AP: 10.5 Kw..VP: 20 Kw.
 Owned-Oper. By.....Bakersfield Bcstg. Co.
 Business Address.....2013 Chester Ave.
 Phone Number.....5-9401
 Air Time.....8½ hours daily
 News Service.....UP
 Representative.....Forjoe
 President.....Sheldon Anderson
 Station Manager.....Naum Healy
 Commercial Manager.....John Barrett
 Production Manager.....Jimmy Morrison
 Publicity Director.....Marlin E. Smythe
 Consulting Engineer.....Ron Oakley

K E R O - T V

**BAKERSFIELD—1953—
 ABC-CBS-NBC**

Channel: 10 VHF..AP: 15.2 Kw..VP: 30.4 Kw.
 Owned-Oper. By.....Kern County Bcstrs. Inc.
 Business Address.....1420 Truxton Ave.
 Phone Number.....4-4548
 Air Time.....10 hours daily
 News Service.....UP
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Gene DeYoung
 Sales Manager.....Edward Urner
 Operations Director.....Kenneth Croes
 Production Manager.....Kenneth Michaels
 Publicity Director.....John Tomerlin
 Chief Engineer.....Edwin Address

K H S L - T V

CHICO—1953—CBS-NBC

Channel: 12 VHF..AP: 6.14 Kw..VP: 12.28 Kw.
 Owned-Oper. By.....Box 303
 Phone Number.....Fireside 2-5614
 Air Time.....7 hours daily
 News Service.....UP
 Representative.....W. S. Grant
 Membership.....NARTB
 President.....Mrs. Hugh McClung
 Sta. Com. Mgr.....M. F. Woodling
 News, Prog. Dir.....Martin Jacobsen
 Publicity Dir.....Frank Wood
 Chief Engineer.....E. P. Milburn
 Consulting Engr.....Kear & Kennedy

K I E M - T V

EUREKA—1953—CBS-NBC-DuM

Channel: 3 VHF..AP: 7.3 Kw..VP: 14.6 Kw.
 Owned-Oper. By.....Redwood Bcstg. Co.
 Business Address.....Foot of Bay St.
 Phone Number.....Hillside 2-5754
 Air Time.....7 hours daily
 News Service.....UP
 Representative.....Blair
 Membership.....NARTB
 President.....William B. Smullin
 Manager.....John G. Bauriedel
 Program Director.....Jerry Poulos
 Film Manager.....Harriet Nixon
 Consulting Engineers.....Lohnes & Culver

K B I D - T V

FRESNO—1954

Channel: 53 UHF..AP: 235 Kw..VP:470 Kw.
 Owned-Oper. By.....John Poole Bcstg. Co.
 Business Address.....1117 N St.
 Phone Number.....6-0791
 Representative.....Meeker
 President.....John H. Poole
 General Manager.....Robret H. Wesson
 Program Director.....Hal Davis
 Production Manager.....James Lilly
 Chief Engineer.....Ralph Smith

K J E O - T V

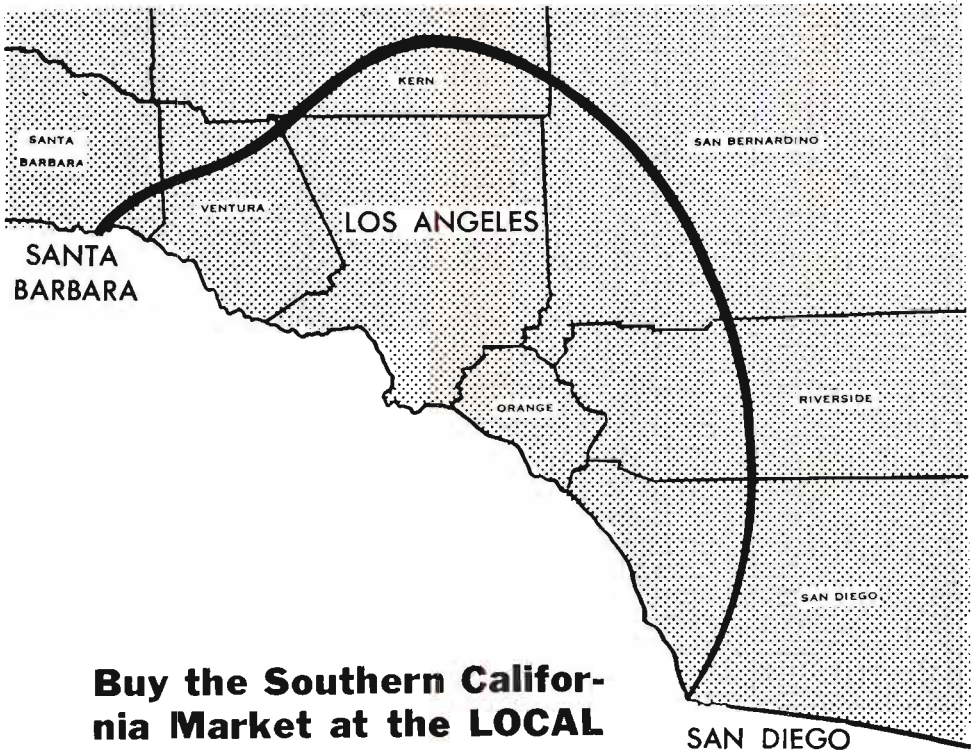
FRESNO—1953—ABC

Channel: 47 UHF..AP: 18.5 Kw..VP: 37 Kw.
 Owned-Oper. By.....O'Neill Bcstg. Co.
 Business Address.....Box 1708
 Phone Number.....7-8405
 Air Time.....9 hours daily
 News Service.....UP
 Representative.....Branham
 Membership.....NARTB
 President.....J. E. O'Neill, Sr.
 Vice Pres.....Joe Drilling, Charles Theodore
 Program Director, Prod. Mgr.....Jack Shepard
 Promotion Director.....Francis Quinn
 Publicity Director.....George Engstrom
 Film Manager.....Jay Mermoud

K M J - T V

FRESNO—1953—NBC

Channel: 24 UHF..AP: 16.5 Kw..VP: 33 Kw.
 Owned-Operated By.....McClatchy Bcstg. Co.
 Address.....Van Ness & Calaveras Sts.
 Representative.....Raymer
 President.....Eleanor McClatchy
 Station Mgr.....Perry Nelson
 Consulting Engineer.....George C. Davis



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K M B Y - T V

MONTEREY-SALINAS—1949—
CBS-ABC-DuM-NBC

Channel: 8 VHF...AP: 5 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Monterey Radio-TV Co.
Business Address.....468 Calle Principal
Phone Number.....2-4541
Representative.....Hollingbery
Manager.....S. M. Aston
Program Director.....Bruce Ariss
Chief Engineer.....George Freeman

K C C C - T V

SACRAMENTO—1953—
CBS-NBC-ABC-DuM

Channel: 40 UHF...AP: 87 Kw...VP: 174 Kw.
Owned-Oper. By.....Capital City TV Corp.
Business Address.....Senator Hotel
Phone Number.....GI 3-4843
Air Time.....9 hours daily
News Service.....UP
Representative.....Weed
President.....Harry W. McCarr
Vice President.....Frank Hurd
General Manager.....Ashley L. Robison
Commercial Manager.....John J. Kehoe
Program Director.....Kenneth Michael
Publicity Director.....Clarence P. Talbot

K S B W - T V

SALINAS—1953—
ABC-CBS-NBC-DuM

Channel: 8 VHF...AP: 5.9 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Phone Number.....2-6422
News Service.....AP
Representative.....Hollingbery Co.
Membership.....NARTB, BAB
President.....John Cohan
Comm. Manager.....W. M. Oates
Film Manager.....Peg Miner
Chief Engineer.....George Freeman
Consulting Engineer.....Robert Hammett

K F M B - T V

SAN DIEGO—1949—ABC-CBS
DUMONT

Channel: 8 VHF...AP: 13.7 Kw...VP: 27 Kw.
Owned-Oper. By
Wrather-Alvarez Broadcasting, Inc.
Business Address.....Fifth & Ash Sts.
Phone Number.....Main 2-2114
Air Time.....17½ hours daily
Representative.....Petry
News Service.....AP, UP
Membership.....NARTB, BAB
President.....Jack D. Wrather

*To completely cover
isolated SAN DIEGO,*

*(America's Fastest Growing-
Billion Dollar Market)*

**You Must Buy
KFMB-TV
-CBS-**

**SAN DIEGO'S MOST-WATCHED
AND FIRST TV STATION!**

General Manager.....George Whitney
 Gen. Sales Manager.....Robert Hoag
 Dir. of News & Spec. Events...Paul W. White
 Production Mgr.....Hal Coddon
 Prom., Pub. Rel.....William C. Miller
 Prog., Film Manager.....Bill Fox
 Chief Engineer.....Charles Abel

KFSD-TV

SAN DIEGO—1953—NBC

Channel: 10 VHF. AP: 35.4 Kw. VP: 63 Kw.
 Owned-Oper. By.....Airian Radio Corp.
 Business Address.....U. S. Grant Hotel
 Phone Number.....Woodcrest 8-7151
 Representative.....Katz
 President.....Thomas E. Sharp
 Manager.....John Merino
 Program Manager.....Jack Tolen
 Production Manager.....Charles Baldour
 Chief Engineer.....Leroy Bellwood

KBAY-TV

SAN FRANCISCO—1954

Channel: 20 UHF. AP: 9.6 Kw. VP: 17.8 Kw.
 Owned-Oper. By.....Lawrence A. Harvey
 Business Address.....321 S. Beverly Dr.
 Beverly Hills
 President.....Lawrence A. Harvey
 Chief Engineer.....Harold W. Jury

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF. AP: 12.6Kw. VP: 25.4 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....420 Taylor
 Phone Number.....Graystone 4-6565
 Air Time.....14 hours daily
 Representative.....Petry
 President (ABC).....Robert E. Kintner
 General Mgr.....James H. Connolly
 Station Mgr.....Vincent Francis
 Comm. Mgr.....David Sacks
 Promotion Director.....Gordon Grannis
 Dir. of News and Spe. Events...Vic Reed
 Production Manager.....Bill Hollenbeck
 Publicity Director.....Gordon Grannis
 Film Manager.....George Green
 Chief Engineer.....A. E. Evans

KPIX

SAN FRANCISCO—1948—CBS

DUMONT

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Address.....2655 Van Ness Ave.
 Phone Number.....Prospect 6-5100
 Air Time.....15½ hours daily
 News Service.....INS, AP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 Gen. Mgr.....Philip G. Lasky
 Commercial Manager.....Lou Simon
 Dir. of Prog., News, Spec. Events;
 Film Mgr.....R. W. Wassenberg
 Production Manager.....George Mathieson
 Film Director.....William Ray
 Dir. of Engineering.....A. E. Towne
 Consulting Engineer Universal Research Labs

THE KEY

CBS • NBC
 • ABC •
 DU MONT

KEY-T



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- LOW CHANNEL POSITION
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- HIGH CALIBER FILM AND LOCAL SHOWS
- LOW COST PER THOUSAND
- AUDIENCE WITH HIGH BUYING POWER

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KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....901 Mission St.
 Phone Number.....GARfield 1-1100
 News Service.....AP
 Representative.....Free and Peters
 Membership.....NARTB
 President.....G. T. Cameron
 General Manager.....Charles Thierlot
 Station Manager.....Harold P. See
 Comm. Mgr.....Norman Louvau
 Program Dir.....Douglas Elleson
 Prom. Dir.....R. Irving
 Chief Engineer.....L. Berryhill
 Consulting Engineer.....Robert Hammett

KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF. AP: 12.97 Kw. VP: 19.8 Kw.
 Owned-Oper. By.....The Valley Electric Co.

Business Address.....787 Higuera St.
 Phone Number.....San Luis Obispo 1100
 Air Time.....7 hours daily
 News Service.....AP
 Representative.....W. S. Grant Co.
 President.....Christina Jacobson
 Gen. Sta. Mgr.....Les Hacker
 Commercial Mgr.....Jack Wasson
 Program Director.....Robert S. Wilton
 Chief Engineer.....Edwin W. Franklin

KEY - T

SANTA BARBARA—1953—
ABC-CBS-MBS

Channel: 3 VHF..AP:25.1 Kw..VP: 50.1 Kw.
 Owned-Oper. By.Santa Barbara Bcstg-TV Co.
 Business Address.....730 Miramonte Drive
 Phone Number.....5-8533
 Air Time.....12 hours daily
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 President, Gen. Mgr.....Colin M. Selph
 Operations Director.....Russell L. Furse
 Sales Manager.....R. Hill Carruth
 Program Director.....Mary Ann Casey
 Promotion Director.....Joe Costantino
 Chief Engineer.....Lloyd M. Jones

KTVU

STOCKTON—1953

Channel: 36 UHF..AP: 260 Kw..VP: 525 Kw.
 Owned-Oper. By....San Joaquin Telecasters
 Business Address.....2293 East Main
 Air Time.....6 hours daily
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NARTB
 President.....Warren Brown, Jr.
 General Manager.....Knox La Rue
 Operations Manager.....D. M. Greene
 Program Director.....Donald Russell
 Promotion Director.....Richard Block
 Chief Engineer.....C. W. McGee

KCOK-TV

TULARE—1953—DuM

Channel: 27 UHF..AP: 81.3 Kw..VP: 151 Kw.
 Owned-Oper. By.....Sheldon Anderson
 Business Address.....1385 East Tulare St.
 Phone Number.....Tulare 6-3481
 Air Time.....9 hours daily
 News Service.....UP
 Representative.....Forjoe
 Membership.....NARTB, BAB
 President.....Sheldon Anderson
 Manager.....Stanley S. Simpson
 Program Director.....Bob Merrifield
 Publicity Director.....Marcia Drake
 Chief Engineer.....Ron Oakley

COLORADO

TV HOMES 199,500

POPULATION 1,558,000

STATIONS IN STATE 8

KKTU

COLORADO SPRINGS—1952—
ABC-CBS-DuM

Channel: 11 VHF..AP: 31 Kw..VP: 62 Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....512 South Tejon St.
 Representative.....Hollingbery
 Pres., Gen. Mgr.....James D. Russell
 Sales Manager.....Bob Ellis
 Chief Engineer.....Stan Sievers

KRDO-TV

COLORADO SPRINGS—1953—NBC

Channel: 13 VHF..AP: 5.65 Kw..VP: 11.31 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Phone Number.....MElrose 2-1515
 Air Time.....7½ hours daily
 News Service.....AP, UP
 Representative.....McGillvra
 President.....Joseph H. Rohrer
 Station Manager.....Paul C. Crozier
 Commercial Manager.....Harry W. Hoth
 Program Director.....Jean Gitz
 Promotion Director.....Patricia Colt
 Chief Engineer.....Herbert W. Schubarth

KBTU

DENVER—1953—ABC-CBS

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.
 Owned-Operated By.....Colo. TV Corp.
 Address.....1089 Bannock St.
 Representative.....Free & Peters
 General Manager.....Joseph Herold
 Sales Manager.....Jerry Lee
 Program Manager.....Sam Worsham
 Film Manager.....W. L. Murray
 Chief Engineer.....James Butts

KFEL-TV

DENVER—1952—DuM

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.
 Owned-Operated By..Eugene P. O'Fallon, Inc.
 Address.....550 Lincoln St.
 Representative.....Blair-TV
 Pres., General Manager.....Gene O'Fallon
 Sales Manager.....Bill Conklin
 Consulting Engineer.....Comm. Radio Equip.

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**THE
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**THAT BLANKETS
THE RICHEST BUYING
AREA IN THE UNITED STATES!***

If you want coverage, full coverage of the richest buying area in the United States — Stamford, Norwalk, New Haven, Bridgeport area — plus neighboring Long Island, WICC-TV is definitely the station to use. Check WICC-TV's Coverage Map shown here. See the rich cities, towns and counties WICC-TV covers. Call your nearest Adam J. Young, Jr. representative, Consult your Standard Rate & Data or contact WICC-TV direct.

* Based on a study by Sales Management Magazine



WICC TV
CHANNEL 43
AM 600

KLZ-TV

DENVER—1953—CBS

Channel: 7 VHF... AP: 6 Kw... VP: 10 Kw.
 Owned-Oper. By... Alladin Radio & TV Inc.
 Business Address... 131 Speer Blvd.
 Phone Number... Main 4271
 Air Time... 12 hours daily
 News Service... AP, INS, UP
 Representative... Katz
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Hugh B. Terry
 Commercial Manager... Jack Tipton
 Program Director... Clayton Brace
 Dir. of News... Sheldon Peterson
 Film Manager... William Witt
 Chief Engineer... Eugene Jenkins

KOA-TV

DENVER—1953—NBC

Channel: 4 VHF... AP: 15 Kw... VP: 25 Kw.
 Owned-Oper. By... KOA, Inc.
 Business Address... 1625 California
 Phone Number... Main 6211
 Representative... Petry
 Exec. V.P., Gen. Mgr... Don Searle
 Program Manager... Jud Woods
 Com. Manager... Hank Henry
 Promotion Manager... Dick Harris
 Film Director... Harlan Mendenhall
 Chief Engineer... Bob Owen

KCSJ-TV

PUEBLO—1953—NBC

Channel: 5 VHF... AP: 10.6 Kw... VP: 17.5 Kw.
 Owned-Oper. By... Star Bcstg. Co.
 Business Address... 211 W. 5th St.
 Phone Number... 8522
 News Service... UP
 Representative... Avery-Knodel
 Membership... NARTB
 President... Douglas D. Kahle
 Commercial Mgr... Robert L. Clinton
 Program Director... Larry Go don
 Promotion Director... Tim O'Connell
 Production Manager... Bob Wilver
 Chief Engineer... Dale Redlingshafer

KDZA-TV

PUEBLO—1953

Channel: 3 VHF... AP: 16.7 Kw... VP: 8.3 Kw.
 Owned-Oper. By... Pueblo Radio Co. Inc.
 Business Address... 3011 Elizabeth
 Phone Number... 1255
 Air Time... 4 hours daily
 Representative... McGillvra
 Membership... NARTB, BAB
 President... Dee B. Crouch
 Commercial Mgr... Bill Beck
 Program Director... Mary Smith
 Dir. of News... Paul Hindses
 Prod., Film Mgr... Bob Culver
 Chief Engineer... William Willig

CONNECTICUT

TV HOMES 485,000

POPULATION 2,097,000

STATIONS IN STATE 4

WICC-TV

BRIDGEPORT—1953—ABC

Channel: 43 UHF... AP: 91 Kw... VP: 182 Kw.
 Owned-Oper. By... Southern Conn. & Long
 Island Bcstg. Co.
 Business Address... Box 9140
 Air Time... 9 hours daily
 News Service... AP
 Representative... Adam Young
 Membership... BAB
 Pres., Gen. Mgr... Philip Merryman
 Prog. Mgr., Dir. TV Oper... Wallie Dunlap
 Comm. Mgr... Manning Slater
 Pub. Dir... Joan Fisher
 Dir. of News & Spec. Events... Bill Whalen
 Film Ed... Irving Magilnick

WKNB-TV

NEW BRITAIN—1952

CBS Primary

Channel: 30 UHF... AP: 10 Kw... VP: 20 Kw.
 Owned-Oper. By... New Britain Bcstg. Co.
 Address... 213 Main St.
 Phone Number... Baldwin 3-3603
 Air Time... 9 hours daily
 Representative... Bolling
 President... Julian Gross
 Station Mgr... Peter B. Kenney
 Commercial Mgr... David Scott
 Publicity Dir... Dean Bafford
 Film Manager... Elliott Weisman
 Chief Engineer... John Shipley
 Consulting Engineer... George C. Davis

WNHC-TV

NEW HAVEN—1953—CBS,

NBC-DuM-ABC

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Elm City Bcstg. Co.
 Business Address... 1110 Chapel St.
 Phone Number... SPruce 7-3611
 Air Time... 17 hours daily
 News Service... AP, INS
 Representative... Katz
 Membership... NARTB
 President... Patrick J. Goode
 Gen. Mgr., Sec.-Treas... Aldo DeDominicis
 Exec. V.P... Edward D. Taddei

Station Manager.....Edward C. Obrist
 Commercial Mgr.....J. Vincent Callanan
 Program Director.....James W. Evans

WATR-TV

WATERBURY—1953—ABC-DuM

Channel: 53...AP: 12.5 Kw...VP: 24.5 Kw.
 Owned-Oper. By.....WATR, Inc.
 Business Address.....440 Meadow St.
 Phone Number.....5-1121
 Air Time.....13 hours daily
 News Service.....UP
 Representative.....Rambeau, Bannan
 Membership.....NARTB
 President.....Harold Thomas
 Gen., Sta. Mgr.....Samuel Elman
 Prog., Prod. Mgr.....Edmund Waller
 Promotion Dir.....Wally King
 Dir. of News.....Phil Corvo
 Film Manager.....Astrid Curtis
 Chief Engineer.....Russel Jensen

DELAWARE

TV HOMES 76,000

POPULATION 324,000

STATIONS IN STATE 1

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 1.25 Kw..VP: 2.5 Kw.
 Owned-Oper. By.....WDEL, Inc.
 Business-Studio Address.....10th & King Sts.
 Phone Number.....6-2567
 Representative.....Meeker
 Station Executive.....Clair R. McCollough
 Station Manager.....Barton K. Feroe
 National Sales Manager.....J. Robert Gullick
 Chief Engr.....J. E. Mathiol

DIST. OF COLUMBIA

TV HOMES 201,500

POPULATION 834,000

STATIONS IN STATE 4

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF...AP: 12 Kw...VP: 22 Kw.
 Owned-Oper. By The Evening Star Bcstg. Co.
 Address.....4461 Connecticut Ave., N.W.
 Phone Number.....Kellogg 7-1100
 Air Time.....12 hours daily
 Newspaper Affiliation.....The Evening Star
 Membership.....NARTB
 News Service.....AP
 President.....S. H. Kauffmann
 V.P. & Gen. Mgr.....K. H. Berkeley
 Director of Sales.....Neal J. Edwards
 Dir. of News & Spec. Events.....Richard Rendell
 Production Mgr.....David Davis
 Chief Engineer.....Frank Harvey

WNBW

WASHINGTON—1947—NBC

Channel: 4...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Business-Studio Address.....Wardman Park Hotel
 Phone Number.....AD 4-5400
 Air Time.....115¼ Hours Weekly
 News Service.....AP, INS, UP
 Representative.....NBC Television Spot Sales
 Membership.....NARTB, BAB
 V.P., General Manager.....Carleton D. Smith
 Dir. of Sales.....Joseph Goodfellow
 Commercial Manager.....Charles de Lozier
 Program Director.....Ralph Burgin
 Press. Ad., Prom. Spvsr.....Robert Adams
 Dir. News & Spe. Events.....Cassius Keller
 Film Dir.....George Dorsey
 Chief Engineer.....John G. Rogers

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 VHF..AP: 14.4 Kw...VP: 27.3 Kw.
 Owned-Oper. By.....WTOP, Inc.
 Business Address.....Broadcast House
 Phone Number.....Emerson 2-9300
 Air Time.....18 hours daily
 Newspaper Affiliation.....Washington Post
 News Service.....AP, INS, UP
 Membership.....NARTB
 Pres., Gen. Mgr.....John Hayes
 V.P., Comm. Mgr.....George Hartford
 V.P., Prog. Dir.....Lloyd Dennis
 Dir. of News & Spec. Events.....William Wood
 Production Mgr.....H. Thomas Tausig
 Pub. & Prom. Director.....Cody Pfanstiehl
 Film Director.....H. Thomas Tausig
 V.P., Chief Eng.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF..AP: 10.5 Kw..VP: 17.5 Kw.
 Owned-Oper. By..Allen B. DuMont Labs., Inc.
 Business-Studio Address.....Hotel Raleigh
 Phone Number.....STerling 3-5300
 Air Time.....14½ hours daily
 News Service.....UP

Representative Blair-TV
 Membership NARTB
 President Dr. Allen B. DuMont
 General Manager Leslie G. Arries, Jr.
 Comm. Mgr. Neal J. Edwards
 Dir. of Spec. Events Weston J. Harris
 Prom., Pub. Dir. George Flax
 Program Director Roger Coelos
 Film Director Vincent DeMaria
 Chief Engineer Malcolm M. Burleson

Representative Weed
 Gen., Com. Mgr. A. J. Bauer
 Technical Dir. Bob Bachman
 Program Dir. Frank Nodine
 Chief Engineer James E. Lacy

WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF... AP: 138 Kw... VP: 276 Kw.
 Owned-Oper. By Jacksonville Journal Co.
 Business Address 4038 Phillips Hwy.
 Phone Number 98-9898
 News Service UP
 Representative Perry
 Membership NARTB
 President John H. Perry, Jr.
 Gen., Sta. Mgr. T. S. Gilchrist, Jr.
 Commercial Mgr. W. Bill Fraker
 Program Director C. Speed Veal
 Promotion Director Martha Thomas
 Chief Engineer Beecher Hayford

FLORIDA

TV HOMES 397,500

POPULATION 3,192,000

STATIONS IN STATE 11

WFTL-TV

FT. LAUDERDALE—1953—ABC-NBC

Channel: 23 UHF... AP: 10 Kw... VP: 20 Kw.
 Owned-Oper. By Tri-County Bcstg. Co.
 Business Address 229 S. E. First Avenue
 Phone Number 3-6531
 Air Time 8 hours daily
 News Service AP
 Representative Weed
 Membership NARTB
 President J. W. Dickey
 Gen., Sta. Mgr. Noran E. Kersta
 Program Director John J. Crosby
 Dir. of News Robert LeFevre
 Publicitf Director John E. Broderick
 Chief Engineer Richard Northey

WMBR-TV

JACKSONVILLE—1949
 ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 60 Kw... VP: 100 Kw.
 Owned-Oper. By Washington Post
 Business Address 605 S. Main
 Phone Number 9-4475
 News Service UP
 Representative Avery-Knodel
 President Philip L. Graham
 Vive Pres. John S. Hays
 Station Manager Glenn Marshall, Jr.
 Comm. Mgr. Charles Stone
 Program Dir. Harry Kalkines
 Dir. of News & Spec. Events Bill Grove
 Chief Engineer Ernest Vondermark

WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF... AP: 215 Kw... VP: 430 Kw.
 Owned-Oper. By Gerico Investment Co.
 Bus. Address 5500 Hallandale Beach Blvd.
 Phone Number 6650
 Air Time 14 hours daily
 News Service UP
 Representative O. L. Taylor
 Membership NARTB
 President Mortimer W. Loewi
 General Manager Robert W. Standart
 Operations Manager J. R. Troxel
 Commercial Manager Wallace E. Stone
 Asst. Prog. Dir. Jean Scurman
 Chief Engineer William M. Latham

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 89 Kw... VP: 100 Kw.
 Owned-Oper. By Southern Radio & TV
 Equipment Co.
 Address 316 N. Miami Ave.
 Phone Number Miami 2-6262
 Air Time 17½ hours daily
 News Service UP
 Representative Free & Peters
 President Mitchell Wolfson
 Vice-Pres., Gen. Mgr. Lee Ruwitch
 Vice-Pres., Operations Mgr. John A. Shay
 Program Director Lee Waller
 Pub. & Prom. Director Burt Toppaz
 Production Mgr. Ashe Dawes
 Sales Mgr. Stan Gordoni
 Dir. of News & Special Events Ralph Renick
 Chief Engineer Earl W. Lewis

WINK-TV

FORT MEYERS—1954—ABC

Channel: 11 VHF... AP: 6 Kw... VP: 12 Kw.
 Owned-Oper. By Fort Meyers Bcstg. Co.
 Business Address 54 Palm Beach Blvd.
 Phone Number 4-1341

WJDM

PANAMA CITY—1953—ABC-NBC

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.

Owned-Oper. By.....J. D. Manly
 Business Address.....Box 428
 Phone Number.....ADams 4-2251
 Representative.....Hollingbery
 General Manager.....Mel Wheeler
 Station Manager.....George C. Blackwell
 Program Director.....Jerry Williams
 Chief Engineer.....Jim Smith

Business Address.....Box 2148
 Phone Number.....3-6836
 Representative.....Weed
 Pres., Gen. Mgr.....Joseph S. Field, Jr.
 Manager Oper.....Arthur L. Gray
 Chief Engineer.....William P. Heitzman

WEAR-TV

PENSACOLA—1953—ABC

Channel: 3.....AP: 33 Kw.....VP: 55 Kw.
 Owned-Oper. By.....Gulfport Bc'g. Corp.
 Business Address.....Box 1188
 Phone Number.....8-4449
 Representative.....Hollingbery
 General Manager.....Mel Wheeler
 Commercial Manager.....Tom Bloski
 Program Director.....Jerry Williams

WPFA-TV

PENSACOLA—1953—CBS-DuM

Channel: 15 UHF...AP: 11 Kw...VP: 20.4 Kw.
 Owned-Oper. By.....WPFA-TV, Inc.
 Business Address...North "O" & Loletta Sts.
 Phone Number.....3-1141
 News Service.....AP
 Representative.....Adam Young
 Membership.....NARTB
 President.....Charles W. LaMar, Jr.
 V.P. & Gen. Mgr.....F. E. Busby
 Prog. Prom. Dir.....Howard Gordon
 Dir. of News.....Max L. Anderson
 Publicity Director.....Elizabeth D. Hayter
 Film Manager.....M. C. Saviak
 Chief Engineer.....N. V. Pieler

WSUN-TV

**ST. PETERSBURG—1953—
ABC-CBS-NBC-DuM**

Channel: 38 UHF...AP:11.02 Kw...VP: 20.42 Kw.
 Owned-Oper. By.....City of Petersburg
 Business Address.....Box 240
 Phone Number.....5-4121
 Representative.....Weed
 Manager.....George D. Robinson
 Commercial Mgr.....Vera New
 Program Director...Charles W. Vaughan, Jr.
 Film Editor.....Monte Gurwit
 News Dir.....Tom Eynon
 Chief Engineer.....Louis J. Link

WIRK-TV

WEST PALM BEACH—1953—ABC

Channel: 21 UHF...AP: 10 Kw...VP: 18.6 Kw.
 Owned-Oper. By.....WIRK-TV, Inc.

GEORGIA

TV HOMES 392,500

POPULATION 3,890,000

STATIONS IN STATE 10

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. ated By.....Storer Bcstg. Co., Inc.
 Bus. Studio Address. 1018 W. Peachtree, N.W.
 Phone Number.....Vernon 3553
 Air Time.....14 hours daily
 News Service.....**AP**
 Representative.....**Katz**
 President.....**George B. Storer**
 Managing Dir.....Glenn C. Jackson
 Commercial Manager.....**John W. Collins, Jr.**
 Program Dir.....Don Naylor
 News Director.....Dale Clark
 Promotion Mgr.....Charles E. Trainor
 Chief Engineer.....Hugo Bondy

WLW-A

ATLANTA—1951—ABC-DuM

Channel: 11 VHF...AP: 12.5 Kw...VP: 23.8 Kw.
 Owned-Oper. By Crosley Bcstg. of Atlanta Inc.
 Business Address...1611 West Peachtree St.
 Phone Number.....CYpress 6676
 Air Time.....17 hours daily
 News Service.....AP, UP
 Representative.....Crosley National Sales
 President.....W. P. Robinson
 Program Director.....John Sever
 Prom., Pub. Dir.....W. B. Colvin
 Dir. of News.....Bob Hendrickson
 Film Manager.....George Brimer
 Chief Engineer.....Harvey J. Aderhold

WSB-TV

ATLANTA—1948—NBC

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw
 Owned-Oper. By...The Atlanta Newspapers
 Address.....1601 Peachtree
 Phone Number.....Atwood 3827

Air Time.....17 hours daily
 Newspaper Affiliations..Atlanta Newsp., Inc.
 News Service.....AP
 Representative.....Petry
 Membership.....NARTB
 Managing Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Station Manager.....Marcus Bartlett
 Promotion Director.....Walter Paschall
 Dir. of News & Spec. Events.....Don Elliott
 Production Manager.....Mark Tolson
 Publicity Director.....Wayne Anderson
 Film Director.....Jean Hendrix
 Chief Engineer.....C. F. Daugherty

WJBF-TV

AUGUSTA—1953—NBC-ABC-DuM

Channel: 6...AP: 11.9 Kw...VP: 23.8 Kw.
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.
 Business Address.....Box 129
 Phone Number.....7-7787
 Representative.....Hollingbery
 V.P.-Gen. Mgr.....J. H. Manning
 V.P.-Sales Mgr.....Donald M. Kelly, Jr.
 Program Director.....Thomas J. Hennessy
 Chief Engineer.....John Jopling

WDAK-TV

COLUMBUS—1953—
 ABC-CBS-NBC-DuM

Channel: 28 UHF...AP: 10 Kw...VP: 16.8 Kw.
 Owned-Oper. By.....Television Columbus
 Business Address.....1st Avenue
 Phone Number.....2-8829
 Air Time.....6 hours daily
 News Service.....AP
 Representative.....Headley Reed
 Membership.....NARTB
 President.....Allen Woodall
 Gen. Mgr.....E. F. MacLeod
 Operations Dir.....Jack Rathbun
 Commercial Mgr.....Ed Hennessy
 Promotion Dir.....John Hugenberg
 Dir. of News.....Bill Henry
 Production Mgr.....George Land
 Chief Engineer.....Reeve Owen

WRBL-TV

COLUMBUS—1953—CBS

Channel: 14 VHF...AP: 14.7 Kw...VP: 27.4 Kw.
 Owned-Oper. By.....Columbus Bcstg. Co.
 Business Address.....1350 13th St.
 Phone Number.....2-0601
 Air Time.....9 hours daily
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....J. W. Woodruff, Jr.
 Operations Dir.....George A. Gingell
 Com. Mgr.....B. Ed. Johnson
 Program Dir.....Ridley Bell
 Publicity Dir.....George Jenkins
 Consulting Engr.....George C. Davis

WMAZ-TV

MACON—1953—CBS-DuM

Channel: 13 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Southeastern Bcstg. Co.
 Business Address.....Bankers Insurance Bldg.
 Phone Number.....2-7373
 Air Time.....12 hours daily
 News Service.....UP
 Representative.....Katz
 President.....George Rankin, Jr.
 General Manager.....Wilton E. Cobb
 Station Manager.....Herman Hatton
 Promotion Dir.....Ed Pendleton
 Dir. of News.....Ben Chatfield
 Production Mgr.....Norman Gray
 Publicity Dir.....Nelle Smith

WNEX-TV

MACON—1953—NBC

Channel: 47 UHF...AP: 9 Kw...VP: 16.8 Kw.
 Owned-Oper. By.....Macon Television Co.
 Business Address.....Box 664
 Phone Number.....3-9355
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Headley-Reed
 President.....William A. Fickling
 Exec. Vice-Pres.....Alfred Lowe
 Comm. Manager.....Carl Williams
 Asst. Mgr.....John A. Hicks
 Promotion Dir.....Dan Young
 Dir. of News.....Bob Sagasse
 Publicity Dir.....David Reeves
 Chief Engineer.....Charlie Walker

WROM-TV

ROME—1953

Channel: 9 VHF...AP: 15.5 Kw...VP: 30.9 Kw.
 Owned-Oper. By.....WROM-TV, Inc.
 Business Address.....121 Broad St.
 Phone Number.....2-0833
 Representative.....Weed
 President.....Dean Covington
 General Manager.....Ed McKay
 Commercial Manager.....Charles Doss
 Chief Engineer.....T. H. Robertson

WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM

Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Savannah Bcstg. Co.
 Business Address.....516 Abercorn St.
 Phone Number.....2-0127
 News Service.....UP
 Station Representative.....Katz
 Membership.....NARTB
 President.....William T. Knight, Jr.
 General Manager.....F. Schley Knight
 Commercial Mgr.....Ben B. Williams
 Program Director.....Dwight J. Bruce
 Promotion Dir.....Courtenay Knight
 Chief Engineer.....Kyle Goodman

Results That Count...

A LOCAL AGENCY told WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show we have utilized."

A NATIONAL ADVERTISER said:

"Out of five markets used in this promotion, WGN-TV delivered 40% of the returns."



Whether you're large or small

... if you want RESULTS in Chicago

... make WGN-TV your Best Buy



The Chicago Tribune Television Station

IDAHO

TV HOMES 27,500

POPULATION 600,000

STATIONS IN STATE 3

ILLINOIS

TV HOMES 1,962,000

POPULATION 9,273,000

STATIONS IN STATE 16

K B O I

BOISE—1953—CBS

Channel: 2 VHF... AP: 7 Kw... VP: 14 Kw.
 Owned-Oper. By... Boise Valley Bcstrs. Inc.
 Business Address... 311 North 10th
 Phone Number... 2-2222
 Air Time... 7½ hours daily
 News Service... UP
 Representative... Free & Peters
 Membership... BAB
 Gen. Mgr... Westerman Whillock
 Com. Mgr... Earl Glade, Jr.
 Station Mgr... James A. Johntz, Jr.
 Dir. of News... Dave Johnson
 Film Manager... Robert Howell

K I D O - T V

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF... AP: 26.5 Kw... VP: 53 Kw.
 Owned-Oper. By... KIDO, Inc.
 Business Address Chamber of Commerce Bldg.
 Phone Number... 2-4611
 Air Time... 8½ hours daily
 News Service... UP
 Representative... Blair
 Membership... NARTB, BAB
 President... George M. Davidson
 General Manager... Walter E. Wagstaff
 Commercial Mgr... Barry Tucker
 Prog. Prom. Dir... Jack Link
 Dir. of News... Vern Moore
 Chief Engineer... Harold Toedtemeier

K I D - T V

IDAHO FALLS—1953—CBS-NBC
 DuM

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned-Oper. By... Idaho Radio Corp.
 Business Address... Box 701
 Phone Number... 4
 Air Time... 5 hours daily
 Representative... Gill-Perna
 Membership... NARTB
 President... A. W. Schweider
 Gen. Mgr... C. N. Layne
 Commercial Mgr... Claude Cain
 Prog. Prod. Mgr... Roy Southwick
 Chief Engineer... Carroll Secrist

W B L N

BLOOMINGTON—1953

Channel: 15 UHF... AP: 8.51 Kw... VP: 15.8 Kw.
 Owned-Oper. By... Cecil W. Roberts
 Business Address... Box 646
 Phone Number... 4331
 Representative... McGillvra
 President... Cecil W. Roberts
 General Manager... Jerrell Henry
 Commercial Mgr... William T. Whitlock
 Program Manager... Fred Osborne
 Chief Engineer... Bob Coddington

W C I A

CHAMPAIGN—1953—CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Midwest Television, Inc.
 Business Address... 509 S. Neil St.
 Phone Number... 6-8333
 Representative... Hollingbery
 President... August C. Meyer
 Gen. Sta. Mgr... Harry Y. Maynard
 Commercial Mgr... Guy Main
 Promotion Director... Leonard N. Davis
 Director of News... Fred Sorenson
 Chief Engineer... M. D. Hunnicutt, Jr.

W B B M - T V

CHICAGO—1953—CBS

Channel: 2 VHF... AP: 12.7 Kw... VP: 25.4 Kw.
 Owned-Oper. By... CBS, Inc.
 Bus. Studio Address... 410 N. Michigan Ave.
 Phone Number... Whitehall 4-6000
 News Service... UP, INS, AP
 President... J. L. Van Volkenburg
 Vice-Pres., Gen. Mgr... H. Leslie Atlas
 Commercial Mgr... George Arkedis
 Program Director... Al Bland
 Production Director... William Ryan
 Publicity Director... Charley Wiley
 Film Manager... Vann Cominos
 Chief Engineer... Joseph Novy

W G N - T V

CHICAGO—1948—DuM

Channel: 9 VHF... AP: 60 Kw... VP: 120 Kw.
 Air Time... 100-110 hours weekly

Owned-Operated By.....WGN, Inc.
Business Address... 441 N. Michigan Ave
Phone NumberSUperior 7-0100
Air Time.....95-100 hours weekly
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative.....George P. Hollingbery
President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Asst. Manager.....Robert Hibbard
Program Director.....J. E. Faraghan
Sales Manager.....Ted Weber
Newsreel Director.....Spencer Allen
Operations Director.....George E. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

W B K B

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 57 Kw..VP: 114 Kw.
Owned-Operated By.....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Air Time.....17 hours daily
News Service.....AP, INS
RepresentativeBlair-TV
MembershipNARTB, BAB
General Manager.....S. C. Quinlan
Sales Manager.....J. Beach
Promotion Dir.....W. Smutzer
Dir. of News & Spec. Events .Cornellus O'Dea
Publicity Director.....Elliott Henry
Film Director.....G. Rice
Chief Engineer.....W. Kusack

W N B Q

CHICAGO—1949—NBC

Channel: 5 VHF..AP: 37.5 Kw..VP: 75 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address....Merchandise Mart
Phone Number.....SUperior 7,8300
Air Time.....17:45 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
MembershipNARTB
V.P. & Gen. Mgr.....Harry Kopf
Commercial Manager.....John J. McPartlin
Program Director.....George Heinemann
Promotion Director.....John Keys
Dir. of News & Spec. Events...William B. Ray
Publicity Director.....Chet Campbell
Film Procurement.....Isabel Cooney
Chief Engineer.....Howard C. Lutgens

W D A N - T V

DANVILLE—1953—ABC

Channel: 24 UHF..AP: 19.5 Kw..VP: 9.5 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Phone Number1700

Air Time.....5 hours daily
Newspaper Affiliation..The Commercial News
News ServiceAP
Representative.....Everett-McKinney, Inc.
MembershipNARTB, BAB
General Manager.....Robert J. Burow
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Director of News.....Max Shaffer

W T V P

DECATUR—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 9.3 Kw..VP: 17.1 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Phone Number8-4304
Air Time.....9 hours daily
News ServiceUP
RepresentativeClark
President.....W. L. Shellabarger
General Manager.....Harold G. Cowgill
Commercial Manager.....Downey Hewey
Program Director.....Paul K. Taff
Director of News.....James Crowell
Chief Engineer.....James C. Wulliman

W S I L - T V

HARRISBURG—1953

Channel: 22 UHF..AP: 3.72 Kw..VP: 7.41 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....21 W. Poplar St.
Phone Number373
RepresentativeWalker
President.....Oscar L. Turner
Program Director.....Jim Bolen
Chief Engineer.....Charles Gilliam

W E E K - T V

PEORIA—1953—NBC

Channel: 43 UHF..AP: 88 Kw..VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....1000 Comm. Nat'l Bank Bldg.
RepresentativeHeadley-Reed
President.....Robert S. Kerr
General Manager.....Fred C. Mueller
Sales Manager.....William J. Flynn
Film Director.....Robert Kroepel
Chief Engineer.....Wayne Lovely

W T V H - T V

PEORIA—1953—ABC

Channel: 19 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....Hilltop Bcstg. Co.
Business Address.....410 Fayette Bldg.
Phone Number6-8771
RepresentativePetry
General Manager.....Hugh R. Norman
Production Mgr.....Don Roper
Commercial Mgr.....George Norman
News Dir.....Jerry Dunphy
Sports Director.....Morton Cantor
Chief Eng.....W. Wurz

WGEM-TV

QUINCY—1953—ABC-NBC

Channel: 10 VHF... AP: 25 Kw... VP: 50.2 Kw.
 Owned-Oper. By... Quincy Bcstg. Co.
 Business Address... Hotel Quincy
 Phone Number... 6840
 Air Time... 7½ hours daily
 Newspaper Affiliation... Quincy Herald Whig
 Representative... Walker
 Membership... NARTB
 President... T. C. Oakley
 General Manager... J. S. Bonansinga
 Commercial Mgr... James E. Muse
 Program Director... Paul J. McClelland
 Promotion Director... William C. Herbert
 Chief Engineer... Frank E. Laughlin

WREX-TV

ROCKFORD—1953—ABC-CBS

Channel: 13... AP: 22.9 Kw... VP: 45.7 Kw.
 Owned-Oper. By... Greater Rockford TV, Inc.
 Business Address... Auburn & Winnebago Rds.
 Phone Number... 8-1813
 News Service... UP
 Representative... H-R Representatives
 Membership... NARTB
 President... L. E. Caster
 Gen., St. Mgr... Soren Munkhof
 Program Director... Elden Anspach
 Promotion Director... Charles Olson
 Director of News... Robert Clyde
 Chief Engineer... Howard Elliott

WTVO

ROCKFORD—1953—DuM-NBC

Channel: 39 UHF... AP: 9.8 Kw... VP: 19.6 Kw.
 Owned-Oper. By... Winnebago Television Corp.
 Business Address... Meridian Rd.
 Phone Number... 3-5413
 Representative... Weed
 Manager... Harold Froelich
 Production Mgr... John W. Kelin
 Chief Engineer... Herbert Eckstein
 Film Director... Carl P. Stiemler

WHBF-TV

ROCK ISLAND—1950—ABC-CBS

DuM

Channel: 4... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Rock Island Bcstg. Co.
 Bus.-Trans. Address... Telco Bldg., 231 18th St.
 Phone Number... R. I. 6-5441
 Air Time... 14 Hours daily
 Newspaper Affil... "The Argus"
 News Service... INS
 Representative... Avery-Knodel, Inc.
 Membership... NARTB. BAB
 President... Ben H. Potter
 Gen., Sta. Mgr... Leslie C. Johnson
 Commercial Manager... Maurice Corken
 Program Director... Forest W. Cooke
 Prom., Publ. Director... (Miss) Fern Hawks

Prod., News, Spe. Ev. Dir... William Ellison
 Chief Engineer... Robert J. Sennett
 Consulting Engineer... E. C. Page

WICS

SPRINGFIELD—1953—ABC-NBC

DuM

Channel: 20 UHF... AP: 10 Kw... VP: 18 Kw.
 Owned-Oper. By... Plains Television Corp.
 Business Address... 523 E. Capitol Ave.
 Phone Number... 8-0465
 Air Time... 4½ hours daily
 News Service... AP
 Representative... Adam Young
 President... L. G. Pfefferle
 Sta., Com. Mgr... Milton D. Friedland
 Program Director... James Harelson
 Promotion Director... John Beque
 Director of News... Malden Jones
 Production Manager... Robert Steffan
 Chief Engineer... Basil O'Hagan

INDIANA

TV HOMES 830,000

POPULATION 4,252,000

STATIONS IN STATE 9

WTTV

BLOOMINGTON—1949

ABC-CBS-NBC-DuM

Channel: 10 VHF... AP: 13.45 Kw... VP: 26.9 Kw.
 Owned-Oper. By... Sarkes Tarzian, Inc.
 Address... 535 S. Walnut St.
 Phone Number... 2-1407
 Air Time... 12½ hours daily
 Representative... Robert Meeker Assoc.
 President... Sarkes Tarzian
 Gen., Sta. Mgr... Robert Lemo
 Sales Manager... Norman Cissno
 Program Manager... Robert Petranof
 Traffic Director... Susan Bartlett
 Dir. of News & Spec. Events... Edward Keat
 Production Mgr... Steve Brigg
 Film Manager... Warren Perney
 Chief Engineer... Morton L. Weig

WSJV

ELKHART—1954—ABC

Channel: 52 UHF... AP: 105 Kw... VP: 195 Kw.
 Owned-Oper. By... Truth Publishing Co., Inc.
 Business Address... 416 S. 2nd St.
 Phone Number... 3-1960
 Pres., Gen. Mgr... John F. Dille, Jr.

WFIE

EVANSVILLE—1953—NBC-ABC
DuM

Channel: 62 UHF... AP: 11.75 Kw... VP: 23.5
Owned-Oper. By... Premier Television, Inc.
Business Address... 1115 Mount Auburn Rd.
Phone Number... 5-6201
Air Time... 12 hours daily
News Service... UP
Membership... NARTB, BAB
President... Jesse D. Fine
Gen., Sta. Mgr... Ted M. Nelson
Commercial Mgr... Jack D. Walker
Program Director... Frederick W. Smith
Promotion Director... Bud Johnson
Director of News... Fred Rollison
Chief Engineer... Harvey Shellito

WKJG-TV

FORT WAYNE—1953—ABC-CBS
NBC-DuM

Channel: 33 UHF... AP: 145 Kw... VP: 277 Kw.
Owned-Oper. By... Northeastern Indiana Bcstg.
Co.
Business Address... 220 E. Jefferson St.
Phone Number... Anthony 2295
News Service... AP, UP
Representative... Paul H. Raymer
Membership... NARTB
President... Clarence L. Schust
General Manager... Edward G. Thoms
Commercial Mgr... Carleton B. Evans
Program Director... Calo Mahlock
Chief Engineer... Eugene A. Chase
Asst. Manager... Hilliard Gates
Consulting Engineer... George Gautney

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6... AP: 18.1 Kw... VP: 30.8 Kw.
Owned-Operated By... WFBM, Inc.
Bus.-Studio Address... 1330 N. Meridian St.
Phone Number... Lincoln 8521
Air Time... 19 hours daily
News Service... AP, INS
Representative... Katz
Membership... NARTB, BAB
Pres., Gen., Sta. Mgr... Harry M. Bitner, Jr.
Comm. Manager... William F. Kiley
Film Director... Hugh Kibbey
Promotion Director... Bernard Carney
Dir. of News... Gilbert Forbes
Production Mgr... Carl Belles
Chief Engineer... Harold S. Holland

WFAM-TV

LAFAYETTE—1953—DuM

Channel: 59 UHF... AP: 10.5 Kw... VP: 20 Kw.
Owned-Oper. By... WFAM, Inc.

Business Address... McCarty Lane
Phone Number... 2-4300
Air Time... 5½ hours daily
News Service... UP
Representative... Rambeau
Membership... BAB
President... O. E. Richardson
Gen., Sta. Mgr... David F. Milligan
Program Director... Richard Long
Promotion Director... Pat Roberts
Chief Engineer... Richard Cochran

WLBC-TV

MUNCIE—1953—ABC-CBS-NBC
DuM

Channel: 49 UHF... AP: 8.7 Kw... VP: 17.4 Kw.
Owned-Oper. By... Tri-City Radio Corp.
Business Address... Box 271
Phone Number... 4403
Air Time... 15 hours daily
News Service... AP, UP
Representative... Holman, Walker
President... Don Burton
Com., Prom. Dir... Bill Craig
Program Director... Lee Allerton
Director of News... Fred Hinshaw
Production Mgr... George Marks
Chief Engineer... Maury Crain

WRAY-TV

PRINCETON—1953

Channel: 52 UHF... AP: 250 Kw... VP: 500 Kw.
Owned-Oper. By... Southern Indiana Tele-
Casting, Inc.
Business Address... Outer West Broadway
Phone Number... 52
Air Time... 8 hours daily
News Service... INS
Representative... Walker
Membership... BAB
President... M. R. Lankford
Gen., Sta. Mgr... Robert L. Epstein
Prog., Prom. Dir... Warren O. Wittekind
Director of News... Gene C. Peterson
Publicity Director... Ray J. Lankford
Film Manager... Harold S. Bass
Chief Engineer... Ray Shigley
Consulting Engineer... Everett Dillard

WSBT-TV

SOUTH BEND—1952—ABC-CBS
NBC-DuM

Channel: 34 UHF... AP: 88 Kw... VP: 170 Kw.
Owned-Operated By... South Bend Tribune
Address... 225 W. Colfax Ave.
Representative... Raymer
President... F. A. Miller
General Manager... Neal B. Welch
Program Director... R. J. Drain
Prom., Pub. Dir... R. H. Swintz
Consulting Engineer... Millard M. Garrison

IOWA

TV HOMES 422,000

POPULATION 2,647,000

STATIONS IN STATE 8

WOI-TV

AMES—1950—ABC-CBS-NBC-DuM

Channel: 5 VHF.. AP: 50.1 Kw.. VP: 100 Kw.
 Owned-Operated By.....Iowa State A & M
 Address....Service Bldg., Iowa State College
 Phone Number.....2500 Extension 570
 Air Time.....15 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB
 President.....Dr. James Hilton
 General Manager.....Richard B. Hull
 Oper. Manager.....Robert Mulhall
 Program Director.....Chris Donaldson
 Prog. Devel. Supervisor.....Edward Wegener
 Prom., Pub. Dir.....Marguerite Theobald
 Dir. of News & Spec. Events....George Halsey
 Film Manager.....Donna DeCamp
 Chief Engineer.....Keith Ketcham

KCRI-TV

CEDAR RAPIDS—1953—ABC-DuM

Channel: 9 VHF.. AP: 16.5 Kw.. VP: 33 Kw.
 Owned-Oper. By..Cedar Rapids Television Co.
 Business Address.....Miller Bldg.
 Phone Number.....4-4194
 Air Time.....7½ hours daily
 Representative.....H-R
 Membership.....NARTB
 President.....Southerland Dows
 General Manager.....Wade S. Patterson
 Sales Director.....Robert Z. Morrison, Jr.
 Program Director.....Ralph D. Willey
 Promotion Director.....Beth Rochefort
 Chief Engineer.....Carl Rollert
 Consulting Engineers.....Kear & Kennedy

WMT-TV

CEDAR RAPIDS—1953—CBS-DuM

Channel: 2 VHF.. AP: 50.1 Kw.. VP: 100 Kw.
 Owned-Oper. By.....American Bcstg. Stations
 Business Address.....807 Barr Building
 Phone Number.....Cedar Rapids 6127
 Air Time.....7½ hours daily
 News Service.....AP, INS, UP
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....Wm. B. Dolph

Vice-Pres., Gen. Mgr.....Wm. B. Quarton
 Program Director.....Douglas B. Grant
 Sales Manager.....Lew Van Nostrand
 Promotion Director.....Leo Cole
 News Director.....Dick Cheverton
 Production Mgr.....Mark Barker
 Chief Engineer.....George P. Hixenbaugh

WOC-TV

DAVENPORT—1949—NBC

Channel: 6... AP: 60.3 Kw... VP: 100 Kw.
 Owned-Oper. By.....Central Bcstg. Co.
 Business Address.....805 Brady St.
 Phone Number.....3-3661
 Air Time.....15 h. s. daily
 News Service.....UP
 Representative.....Freo & Peters, Inc.
 Membership.....NARTB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 Exec. Vice-Pres.....Ralph Evans
 Secretary.....William D. Wagner
 Vice-President.....Paul Loyet
 Resident Manager.....Ernest Sanders
 Resident Sales Mgr.....Mark Wodlinge.
 Program Director.....Raymond Guth
 Sales Prom. Mgr.....Fred Reed
 Chief Engineer.....Paul Arvidson

KGTV

**DES MOINES—1953—ABC-CBS-NBC
 DuM**

Channel: 17 UHF.. AP: 10 Kw.. VP: 18.5 Kw.
 Owned-Oper. By.....Rib Mt. Radio Inc.
 Business Address.....2d Ave. & Hobson Dr.
 Phone Number.....8-6751
 Air Time.....6 hours daily
 News Service.....INS
 Representative.....Hollingbery
 Membership.....NARTB
 President.....W. C. Bridges
 General Manager.....S. H. McGovern
 Asst. Gen. Mgr.....J. W. Bartikoski
 Commercial Mgr.....J. C. Cosgrove
 Program Director.....T. J. Kelly
 News Director.....Jim McGovern
 Production Mgr.....V. Fletcher
 Film Manager.....Jim Moon
 Chief Engineer.....W. M. Greely

KQTV

FORT DODGE—1953

Channel: 21 UHF.. AP: 11 Kw.. VP: 18 Kw.
 Owned-Oper. By.....Northwest Television Co.
 Business Address.....Warden Bldg.
 Phone Number.....WAlnut 3761
 News Service.....INS
 Representative.....Pearson
 Membership.....BAB
 President.....Edward Breen
 Pgm., News Dir.....Drexel Peterson
 Production Mgr.....James Spear
 Film Manager.....Leonard Greene
 Chief Engineer.....David Sinclair

K V T V

SIOUX CITY—1953—CBS-NBC-DuM
 Channel: 9 VHF... AP: 15.6 Kw... VP: 28.95 Kw.
 Owned-Oper. By..... Cowles Bcstg. Co.
 Business Address..... 614 Pierce Street
 Phone Number..... 2-2711
 Air Time..... 13 hours daily
 Newspaper Affiliation..... Register & Tribune
 News Service..... AP, UP
 Representative..... Katz
 Membership..... NARTB, BAB
 President..... Gardner Cowles, Jr.
 General Manager..... Robert R. Tincher
 Station Manager..... Arthur J. Smith
 Commercial Mgr..... Donald D. Sullivan
 Program Director..... Norman L. Bacon
 Promotion Director..... Joan Monfore
 Film Manager..... E. Barton Jewell
 Chief Engineer..... Jack Iverson

K W W L - T V

WATERLOO—1953—NBC-DuM

Channel: 7 VHF... AP: 25.1 Kw... VP: 50.1 Kw.
 Owned-Oper. By..... Black Hawk Bcstg. Co.
 Business Address..... Hotel Russell Lamson
 Phone Number..... 4404
 News Service..... UP
 Representative..... Headley-Read
 President..... Ralph J. McElroy
 Commercial Mgr..... Don E. Inman
 Prog., Prom. Dir..... Charles R. Freburg
 Director of News..... Ed Falk
 Production Mgr..... Jack Turley
 Film Manager..... Gene Bennett
 Chief Engineer..... Ralph Mlaska
 Consulting Engineer..... Frank McIntosh

KANSAS

TV HOMES 215,500

POPULATION 1,943,000

STATIONS IN STATE 4

K V T H

HUTCHINSON—1953—CBS

Channel: 12 VHF... AP: 10 Kw... VP: 20 Kw.
 Owned-Oper. By..... Hutchinson TV, Inc.
 Business Address..... 217 East First
 Phone Number..... 5-5502-3
 Representative..... H-R
 General Manager..... Howard O. Peterson
 Program Director..... Ray Huffer
 Promotion Manager..... Wm. S. Ritchie
 Regional Sales..... Doug Hough
 Traffic Manager..... H. F. Means
 Chief Engineer..... Robert B. Marye
 Production Mgr..... Ben Butler

K O A M - T V

**PITTSBURG—1953—NBC-CBS
 ABC-DuM**

Channel: 7 VHF... AP: 49 Kw... VP: 98 Kw.
 Owned-Oper. By..... Mid-Continental Telecasting
 Business Address..... Professional Bldg.
 Phone Number..... 2165
 Representative..... Katz
 President..... E. V. Baxter
 Gen., Sta., Comm. Mgr..... R. E. Wade
 Program Director..... Louis R. Martin
 Chief Engineer..... Leo Stafford
 Consulting Engineer..... T. A. M. Craven

W I B W - T V

TOPEKA—1953—ABC-CBS-DuM

Channel: 13 VHF... AP: 5.35 Kw... VP: 10.7 Kw.
 Owned-Oper. By..... Capper Publications, Inc.
 Business Address..... 1035 Topeka Blvd.
 Phone Number..... 3-2377
 News Service..... AP, UP
 Representative..... Capper
 President..... Henry Blake
 General Manager..... Ben Ludy
 Station Manager..... Art Holbrook
 Commercial Mgr..... Hilton Hodges
 Production Mgr..... Claude Mann
 Publicity Director..... Allan Young
 Chief Engineer..... Gilbert Voiles

In LOUISVILLE
 CHOOSE

WKLO-TV
 CHANNEL 21

represented by

VENARD, INC.

K E D D

WICHITA—1953—ABC-NBC

Channel: 16 UHF. AP: 11 Kw. VP: 20.4 Kw.
 Owned-Oper. By.....KEDD, Inc.
 Business Address.....Box 1740
 Phone Number.....Temple 8-3321
 Air Time.....10 hours daily
 Newspaper Affiliation.....Wichita Beacon
 Representative.....Petry
 President.....Stanley H. Durwood
 V.P., Gen. Sta. Mgr.....Ben B. Baylor, Jr.
 Commercial Mgr.....John E. North
 Program Director.....Robert C. Currie
 Promotion Director.....Ben K. West
 Director of News.....Richard Hickox
 Production Mgr.....Don Markley
 Film Manager.....C. K. Bloomquist
 Chief Engineer.....George Smith

Commercial Manager.....Ralph Jackson
 Prog., Film Dir.....George Patterson
 Prom., Pub. Dir.....Charles Hill
 Director of News.....Rodney Ford
 Chief Engineer.....Wilbur Hudson
 Consulting Engineer.....R. C. Ring

W H A S - T V

LOUISVILLE—1950—CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 Phone.....Wabash 2211
 Representative.....Harrington, Righter, Parsons
 News Service.....AP
 Membership.....NARTB
 President.....Barry Bingham
 Vice-Pres., Director.....Victor A. Sholls
 Station Manager.....Neil D. Cline
 Sales Director.....Albert J. Gillen
 Program Director.....Ralph Hansen
 Promotion Director.....William Loader
 Director of News.....Richard Oberlin
 Film Manager.....Charles McDaniel
 Chief Engineer.....Orrin W. Towne

KENTUCKY

TV HOMES 359,500

POPULATION 3,004,000

STATIONS IN STATE 4

W E H T

HENDERSON—1953—CBS

Channel: 50 UHF. AP: 8.77 Kw. VP: 16:25 Kw.
 Owned-Oper. By...Ohio Valley Television Co.
 Business Manager.....Box 418
 Phone Number.....Henderson 9566
 Air Time.....12 hours daily
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB
 President.....Hecht S. Lackey
 Commercial Mgr.....William Vogel
 Progress Director.....Chester T. Behrman
 Promotion Director.....Marye Klaser
 Director of News.....Ralph Smith
 Chief Engineer.....Robert M. Cleveland

W K L O - T V

LOUISVILLE—1953—ABC-DuM

Channel: 21 UHF. AP: 129 Kw. VP: 251 Kw.
 Owned-Oper. By...Mid-America Bcstg. Corp.
 Business Address.....Henry Clay Hotel
 Phone Number.....Clay 4441
 Representative.....Venard Inc.
 Pres., Gen. Mgr.....Joe Eaton
 Sales Manager.....John E. Scott
 Program Director.....Jack Everbach
 Chief Engineer.....D. C. Summerford

LOUISIANA

TV HOMES 281,500

POPULATION 2,738,000

STATIONS IN STATE 7

W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address.....334 East Broadway
 Phone Number.....Wabash 2201
 Air Time.....17 hours daily
 News Service.....AP, UP
 Membership.....NARTB, BAB
 Representative.....NBC Spot Sales
 President.....George W. Norton, Jr.
 Gen., Sta. Manager.....Nathan Lord

W A F B - T V

BATON ROUGE—1953—ABC-CBS
 NBC-DuM

Channel: 28 UHF. AP: 11.5 Kw. VP: 22.5 Kw.
 Owned-Oper. By.....Modern Bcstg. Co. of
 Baton Rouge
 Business Address.....844 Government St.
 Phone Number.....4-8571
 Representative.....Adam Young
 President.....Jack S. Burk
 Vice-Pres., Gen. Mgr.....T. E. Gibbens

**“MARYLAND’S MOST HONORED
TELEVISION STATION”**

WAAM 13
Channel



**THE GEORGE FOSTER PEABODY AWARD
TO
“THE JOHNS HOPKINS SCIENCE REVIEW”**

Produced at WAAM in co-operation with The Johns Hopkins University for the Du Mont Television Network, twice honored by the Peabody Committee for “excellence in television.”



**THE ALFRED I. DUPONT AWARD
TO
GERALD W. JOHNSON**

WAAM’s fearless commentator, famous newspaperman, essayist, biographer and historian. Another example of WAAM’s use of community materials to build for nationally respected programs.

WAAM 13
Channel

TELEVISION HILL • BALTIMORE, MD.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

Commercial Mgr.....Ron Litteral
 Program Director.....John Ferguson
 Chief Engineer.....Donald K. Allan
 Program Manager.....Don Hailman
 Publicity Director.....G. Cranow

Program Mgr.....Tom Hicks
 Prom., Pub. Dir.....Marion Annenberg
 Prog. Operations Mgr.....Stanley Holiday
 Chief Engineer.....Lindsey Riddle
 Consulting Engineer.....E. C. Page

KTAG-TV

LAKE CHARLES—1953—CBS-ABC
 DuM

Channel: 25 UHF..AP: 11 Kw..VP: 20.4 Kw.
 Owned-Oper. By.....KTAG-TV, Inc.
 Business Address.....Box 173
 Phone Number.....9-9413
 Representative.....Adam Young
 General Manager.....James W. Lucas
 Sales Manager.....Quitman Henley
 Chief Engineer.....Maurice Wynne

KFAZ

MONROE—1953

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Delta Television Inc.
 Business Address.....2107 Forsythe Ave.
 Phone Number.....2-4442
 Representative.....Pearson
 President.....J. O. Willet
 Vice-P esident.....Justin Wilson
 General Manager.....John Ferguson
 Sales Manager.....Robert Clegg

KNOE-TV

MONROE—1953—CBS-NBC-ABC
 DuM

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.
 Owned-Oper. By.....James A. Noe
 Business Address.....Box 1713
 Phone Number.....8155
 Representative.....H-R
 Vice-Pres., Gen. Mgr.....Paul H. Goldman
 Comm., Prom. Mgr.....Jack Ansell Jr.
 Program Director.....Harry Arthur
 Operations Mgr.....Pete McCavland
 Chief Engineer.....Jack Ratliff

WDSU-TV

NEW ORLEANS—1948
 ABC—CBS—NBC—DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw
 Owned-Oper. By.....WDSU Bcstg. Corp.
 Business-Studio Address.....520 Royal St.
 Phone Number.....TULane 4371
 Air Time.....119 hours weekly
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB, BAB
 President.....Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr.....Robert D. Swezey
 V.P., Comm. Manager.....A. Louis Read
 Program Director.....Hubie Weiss

WJMR-TV

NEW ORLEANS—1953—ABC-DuM

Channel: 61 UHF..AP: 25 Kw..VP: 50 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co. Inc.
 Business Address.....1500 Canal St.
 Phone Number.....Canal 0356
 Representative.....Bolling
 Vice-Pres., Gen. Mgr.....James E. Gordon
 Commercial Mgr.....Patrick J. Shannon
 Program Director.....Tom Abbott
 Film Buyer.....Ernest McKenna
 Exec. V.P., Chief Engr.....George A. Mayoral

KSLA

SHREVEPORT—1953—NBC-CBS
 ABC-DuM

Channel: 12 VHF..AP: 6.5 Kw..VP: 13 Kw.
 Owned-Oper. By.....Interim Television Corp.
 Business Address.....Box 848
 Phone Number.....2-0697
 Representative.....Paul H. Raymer
 Associate Managers.....Deane Flett,
 Owens Alexander, J. H. Pace
 Program Director.....Henry Davis
 Film Director.....Hugh Pickett
 Chief Engineer.....Morris C. Barton

MAINE

TV HOMES 69,000

POPULATION 922,000

STATIONS IN STATE 5

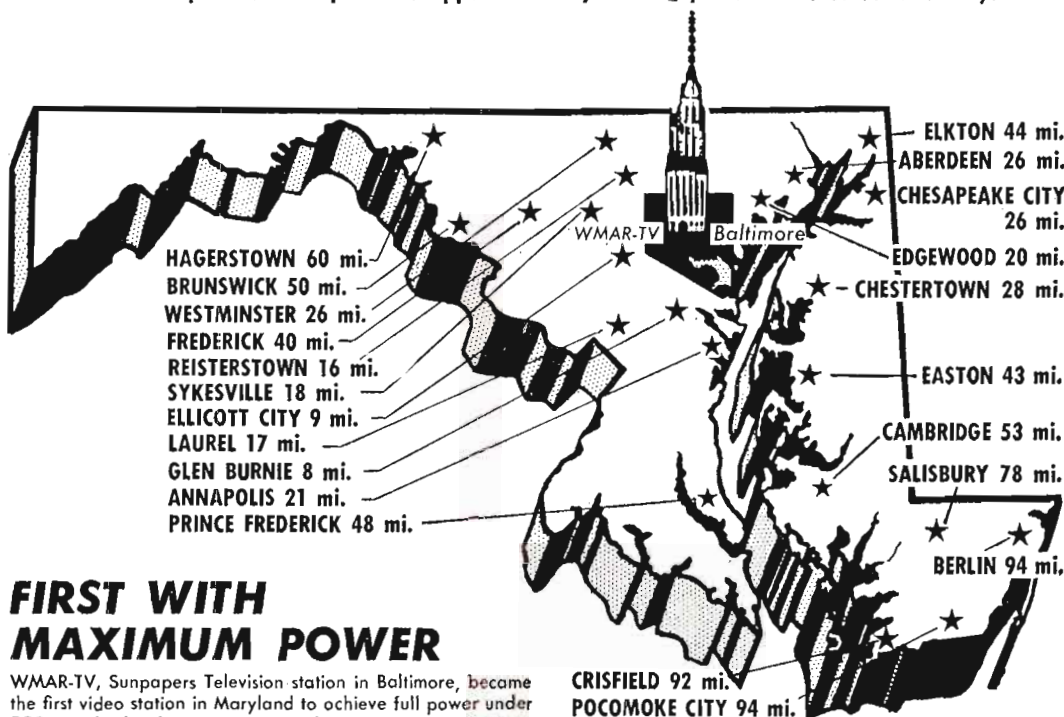
WABI-TV

BANGOR—1953
 ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 0.95 Kw..VP: 1.9 Kw.
 Owned-Operated By
 Community Telecasting Serv.
 Address.....57 State St.
 Phone Number.....8255
 National Rep.....George P. Hollingbery
 New England Rep.....Kettell-Carter
 President.....Horace Hildreth
 Gen., Sta. Comm. Mgr.....Lee Gorman, Jr.
 Chief Engineer.....Walter L. Dickson

BALTIMORE'S NEIGHBORS

From the Blue Ridge to the blue Atlantic, Maryland's communities have been bound into a closer kinship to Baltimore through WMAR-TV's 100,000 watts of maximum "super power" . . . and each of the indicated neighbors has been "saluted" in a continuing series of half hour programs that combine film sequences with personal appearances by leading personalities of each locality.



FIRST WITH MAXIMUM POWER

WMAR-TV, Sunpapers Television station in Baltimore, became the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST WITH LOCAL COLOR

The first broadcast of color slides using the new WMAR-TV color originating equipment took place in the early morning hours (after regular sign-off at 2 A.M.) on December 30th, and continued for several nights thereafter. The first announced telecast went on December 31st and an January 5th, 1954, WMAR-TV initiated regular daily color telecasts.

IN MARYLAND
MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone MULberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

W L A M - T V

LEWISTON—1953—ABC-CBS-DuM

Channel: 17 UHF. AP: 8.54 Kw. VP: 15.7 Kw.
 Owned-Oper. By...Lewiston-Auburn Bcstg.
 Business Address.....129 Lisbon Street
 Phone Number.....4-5401
 Air Time.....7 hours daily
 News Service.....AP
 Representatives.....Everett-McKinney-
 Kettell-Carter
 President.....Elden H. Shute, Jr.
 General Manager.....Frank S. Hoy
 Comm., Prom. Dir.....Gerald T. Higgins
 Program Director.....Lester J. Richards
 Director of News.....F. Frank Hoy
 Chief Engineer.....Henry G. Root

W C S H - T V

PORTLAND—1953—NBC

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By...Congress Square Hotel Co.
 Business Office.....157 High Street
 Phone Number.....2-0181
 Air Time.....9½ hours daily
 News Service.....UP
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....Adeline B. Rines
 General Manager.....William H. Rines
 Program Manager.....Daniel H. Smith
 Promotion Director.....Linwood T. Pitman
 Director of News.....Philip N. Johnson
 Production Manager.....Burnell Poole

W G A N - T V

PORTLAND—1954

Channel: 13 VHF. AP: 127.3 Kw. VP: 238.8 Kw.
 Owned-Oper. By...Guy Gannett Bcstg. Services
 Business Address.....390 Congress St.
 Phone Number.....2-7423
 Representative.....Avery-Knodel
 General Manager.....C. E. Gatchell

W P M T

**PORTLAND—1953—ABC-NBC-CBS
 DuM**

Channel: 53 UHF. AP: 11.5 Kw. VP: 22.2 Kw.
 Owned-Oper. By...Portland Telecasting Corp.
 Business Address.....Columbia Hotel
 Phone Number.....2-8327
 Air Time.....9 hours daily
 News Service.....AP
 Representatives.....Everett-McKinney,
 Kettell-Carter
 President.....Frank S. Hoy
 Station Manager.....George E. Curtis, Jr.
 Comm., Prom. Dir.....Gerald T. Higgins
 Prog., Prod. Mgr.....William Gildersleeve
 Director of News.....Parker Hoy
 Chief Engineer.....Fred Crandon
 Consulting Engineer.....George Adair

MARYLAND

TV HOMES 601,500

POPULATION 2,366,000

STATIONS IN STATE 4

W A A M - T V

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF. AP: 25 Kw. VP: 50 Kw.
 Owned-Operated By...WAAM, Incorporated
 Business Address.....Television Hill
 Phone Number.....MOhawk 4-7600
 Air Time.....15 hours daily
 News Service.....AP
 Representative.....Harrington, Righter and
 Parsons, Inc.
 Membership.....NARTB
 General Manager.....Kenneth Carter
 Asst. Gen. Mgr.—Sales.....Armand Grant
 Program Mgr.....Herbert B. Caham
 News Editor.....Ted Jaffe
 Publicity Director.....Joel Chaseman
 Chief Engineer.....Ben Wolfe
 (See Page 870)

W B A L - T V

BALTIMORE—1948—NBC

Channel: 11 VHF. AP: 120 Kw. VP: 240 Kw.
 Owned-Operated By...Hearst Corporation
 Business-Studio Address.....2610 N. Charles
 Phone Number.....Hopkins 7-3000
 News Service.....INS, UP, AP
 Representative.....Edward Petry
 Vice Pres. & Exec. Dir....Charles B. McCabe
 Vice-Pres. & Gen. Mgr.....D. L. Provost
 Vice-Pres. (Engineering).....John T. Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Public Affairs & Education...Arnold Wilkes
 Program Director.....Victor F. Campbell
 Business Mgr.....Freeman W. Cardall
 Sales Manager.....Willis K. Friert
 News & Publicity Mgr....Thomas J. White, Jr.
 Dir. Women's Programs.....Mollie Martin
 Chief Engineer.....William C. Bareham

W M A R - T V

BALTIMORE—1947—CBS

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By...The A. S. Abell Co.
 Address.....Old Sun Bldg.
 Phone Number.....MUlberry 5870
 Air Time.....15 hours daily
 News Service.....AP

RepresentativeKatz
MembershipNARTB
PresidentWilliam F. Schmick
V.D., Dir. of TVEwell K. Jett
Commercial Manager.....**Ernest A. Lang**
Program Director.....Robert B. Cochran
Dir. of News & Spec. Events and
Film Mgr......David V. R. Stickle
Production Mgr......Edwin B. Mick
Film Director.....David V. R. Stickle
Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

TV HOMES 1,190,500

POPULATION 4,738,000

STATIONS IN STATE 7

WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF..AP: 150 Kw..VP: 300 Kw.
 Owned-Oper. By.....Greylock Bcstg. Co.
 Business Address.....8 Bank Row
 Phone Number.....Pittsfield 2-1553
 Air Time.....8 hours daily
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Leon Podolsky
 General Manager.....John T. Parsons
 Commercial Mgr.....William Geary
 Program Director.....Edward Pearson
 Director of News.....Larry Vaber
 Film Manager.....Richard Bolander
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....James C. McNary

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 50 Kw....VP: 100 Kw.
 Owned-Oper. By....Westinghouse Radio Sta-
 tions, Inc.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service.....INS, AP, UP
 Representative.....NBC Spot Sales
 President.....Chris J. Witting
 Gen. Sta. Mgr.....W. C. Swartley
 Sales Manager.....C. Herbert Masse
 Promotion Manager.....Richard E. Farnham
 Program Manager.....W. Gordon Swan
 News Dir.....F. Whitmarsh
 Film Manager.....R. Duffield
 Chief Engineer.....W. H. Hausser
 Production Mgr.....Iran Berlow

WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....General Teleradio, Inc.
 Business-Studio Address....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Air Time.....15 hours daily
 News Service.....INS, UP
 Representative.....H-R Reps, Inc.
 President.....Tom O'Neil
 Exec. V.P. & Gen. Mgr.....Linus Travers
 Comm. Mgr.....Tom Bateson
 Vice Pres., Dir. of Prog. and
 Remotes.....George Steffy
 Promotion Dir.....George Hallberg
 Dir. of News & Spec. Events..Leland Bickford
 Production Mgr.....Tony Lang
 Publicity Dir.....Phyllis Doherty
 Film Director.....James Pike
 Technical Director.....Harry Whittemore

WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF..AP: 10 Kw..VP: 22 Kw.
 Owned-Oper. By.....Middlesex Bcstg. Corp.
 Business Office.....439 Concord Ave.
 Phone Number.....EL 4-0500
 News Service.....UP
 Representative.....Everett-McKinney
 President.....Frank J. Lyman, Jr.
 General Manager.....Frederic S. Bailey
 Commercial Mgr.....John H. Kimball, Jr.
 Program Director.....Theodore B. Pitman, Jr.
 Film Manager.....Fred Stein
 Chief Engineer.....Leonard Pray

WHYN-TV

SPRINGFIELD-HOLYOKE—1953

CBS-DuM

Channel: 55 UHF..AP: 91 Kw..VP: 182 Kw.
 Owned-Oper. By..Hampden-Hampshire Corp.
 Business Address.....1300 Liberty St.
 Phone Number.....Springfield 4-1126
 Air Time.....11 hours
 News Service.....UP
 Representative.....Branham, Weed
 Membership.....NARTB, BAB
 General Manager.....Charles N. DeRose
 Commercial Mgr.....Patrick J. Montague
 Program Director.....Ken Smith
 Chief Engineer.....Harold Schumacher
 Consulting Engineers.....Kear & Kennedy

WWLP

SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF... AP: 75 Kw... VP: 150 Kw.
 Owned-Oper. By... Springfield Television
 Bcstg. Corp.
 Business Office... 61 Chestnut St.
 Phone Number... Springfield 2-4181
 Representative... Hollingbery
 President... Roger L. Putnam
 Treasurer... William L. Putnam
 V.P., Comm. Mgr... Alan C. Tindal
 Program Director... Milton R. Slater
 Promotion Manager... Howard S. Keefe
 Chief Engineer... George R. Townsend

WWOR-TV

WORCESTER—1953—ABC-DuM

Channel: 14 UHF... AP: 16.2 Kw... VP: 8.71 Kw.
 Business Office... P. O. Box 609
 Phone Number... 7-8374
 Air Time... 6 hours daily
 News Service... UP
 Representative... Paul H. Raymer, Bannan
 Membership... NARTB
 President... John Z. Buckley
 General Manager... Ansel E. Gridley
 Commercial Mgr... Leonard V. Corwin
 Program Director... Thomas C. Sawyer
 Promotion Director... Rupert Neily
 Director of News... Frank Knight
 Production Mgr... Richard Huntley
 Film Manager... Norman "Cy" Locke
 Chief Engineer... Donald P. Wise

MICHIGAN

TV HOMES 1,427,500

POPULATION 6,700,000

STATIONS IN STATE 13

WPAG-TV

ANN ARBOR—1953—DuM

Channel: 20 UHF... AP: 1 Kw... VP: 2 Kw.
 Owned-Oper. By... Washtenaw Bcstg. Co.
 Business Address... Hutzel Bldg.
 Phone Number... 2-5517
 Air Time... 5½ hours daily
 News Service... AP
 Representative... Weed
 Membership... NARTB
 President... Arthur E. Greene
 Vice-Pres., Gen. Mgr... Edward F. Baughn
 Commercial Mgr... Kenneth MacDonald

Program Director... Roger Shepard
 Film Manager... R. W. Kirkpatrick
 Chief Engineer... Donald N. Bowdish

WBKZ-TV

BATTLE CREEK—1953—ABC

Channel: 64 UHF... AP: 15 Kw... VP: 25 Kw.
 Owned-Oper. By... Booth Radio-TV Stations Inc.
 Business Address... Box 218
 Phone Number... Woodward 2-5506
 Air Time... 10 hours daily
 News Service... AP
 Representative... Weed
 Pres., Gen. Mgr... John L. Booth
 Sta., Comm. Mgr... Edwin J. Lasko
 Promotion Mgr... Arthur Jackson
 Director of News... Robert Wright
 Production Mgr... Russell Webb
 Publicity Director... Gilbert Ketcham
 Film Manager... David Gabhart
 Chief Engineer... Rex Cummings

WNEM-TV

**BAY CITY-SAGINAW—1954—NBC
 DuM**

Channel: 5 VHF... AP: 12 Kw... VP: 24 Kw.
 Owned-Oper. By... North Eastern Michigan
 Corp.
 Business Address... 814 Adams St., Bay City
 Phone Number... 3-5269
 Representative... Headley-Reed
 President... James Gerity, Jr.
 Exec. V.P... O. William Myers
 Manager... John Bone
 Commercial Manager... Harley M. West, Jr.
 Chief Engineer... Lee Stevens

WWTW

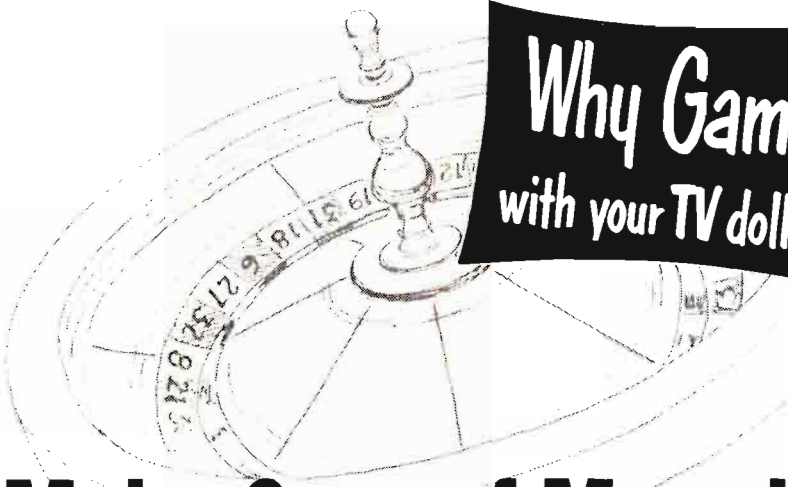
CADILLAC—1953—CBS-DuM

Channel: 13 VHF... AP: 44 Kw... VP: 94.3 Kw.
 Owned-Oper. By... Sparton Bcstg. Co.
 Business Address... 214 N. Mitchell St.
 Phone Number... Prospect 5-3478
 Representative... Weed
 President... John J. Smith
 Vice-Pres., Gen. Mgr... L. T. Matthews
 Sales Manager... John Cundiff
 Program Director... Keith Adams
 Film Editor... Don Cunningham
 Chief Engineer... Allen W. Daubendick

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Storer Bcstg. Co.
 Business-Studio Address... 500 Temple
 Phone Number... Temple 3-7900
 Air Time... 16 hours daily
 News Service... INS, UP
 Membership... NARTB
 Representative... Kats



**Why Gamble
with your TV dollars?**

Make Sure of More in '54

with

WJBK-TV CHANNEL 2

**FACT
No. 1**

POWER

Farthest reaching TV signal in the Michigan area . . . gigantic 1,057 foot tower with maximum 100,000 watt E.R.P. . . . plus favored Channel 2 dial position add up to

MAXIMUM CIRCULATION

**FACT
No. 2**

PROGRAMMING

Daytime and nighttime, viewers customarily turn to Channel 2 for the best in entertainment, news and sports. And that means

MAXIMUM VIEWING

**FACT
No. 3**

RATINGS

Consistently leading with high-rated CBS, Dumont and local programs. For example, Pulse ratings for December, '53, show 9 out of the 15 top shows on WJBK-TV. And that gives you

MAXIMUM IMPACT

Eliminate guesswork when you're buying TV time in the rich Great Lakes area. Make your money go farther, literally and figuratively, on WJBK-TV, Detroit's only full power station. Look at the facts! Prove to yourself that Channel 2 is the place for you. Get maximum return for your TV dollars on WJBK-TV.

WJBK-TV Detroit

BASIC CBS NETWORK & DUMONT



Represented
Nationally by
THE KATZ AGENCY

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

President.....George B. Storer
V.P., General Mgr......Gayle V. Grubb
Asst. Manag. Dir......Harry Lipson
Commercial Mgr......Maurice McMurray
Program Dir......Richard Fischer
Promotion Dir......Kenneth H. Boehmer
Publicity Director.....Elaine von Grimmenstein
Film Mgr......Arthur MacCall
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum
(See Opposite Page)

W W J - T V
DETROIT—1947—NBC

Channel: 4 VHF..AP: 10.25 Kw..VP: 20.5 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address...615 W. Lafayette
Phone Number.....WOODward 2-2000
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative.....Hollingbery
Membership.....NARTB
General Mgr......Edwin K. Wheeler
Asst. Gen. Mgr......Don DeGroot
Prog., Prod. Dir......James Schiavone
Pub. Affairs Dir......James Eberle
Publicity Director.....Harman R. Kates
Film Editor.....Frank Picard
Chief Engineer.....Edgar J. Love
Consulting Engineer....Millard F. Garrison

W X Y Z - T V
DETROIT—1948—ABC

Channel: 7 VHF..AP: 57 Kw..VP: 114 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOODward 3-8321
Air Time.....18 hours daily
News Service.....AP, INS
Representative.....Blair-TV
Membership.....NARTB, BAB
President.....James G. Riddell
Station Manager.....John Pival
Program Dir......John Lee
Production Mgr......Ford Vandervoort
Promotion Dir......Robert Baldrice
Dir. of Spec. Events & News..Richard Femmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

W T A C - T V
FLINT—1953—ABC

Channel: 16 UHF..AP: 8.4 Kw..VP: 17.4 Kw.
Owned-Oper. By.....TrendleCampbell Bcstg. Corp.
Business Address.....740 S. Saginaw St.
Phone Number.....2-1136
News Service.....UP
President.....George W. Trendle
General Manager.....H. Allen Campbell
Gen. Mgr. (AM-TV).....J. R. McKinley
Station Manager.....Rubin Weiss
Program Director.....James A. Washburn
Film Director.....Paul H. Toepp

Production Mgr......Cecil Ruffin
Consulting Engineer.....James A. Gimbel

W O O D - T V
GRAND RAPIDS—1951
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....McKay Tower
Phone Number.....9-4125
Representative.....Katz
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Sales Manager.....Art Swift
Sales Service Mgr......John Clay
Promotion Dir......John Dragomier
Asst. Prog. Dir......Clark Grant
Chief Engineer.....Louis Bergenroth

W K Z O - T V
KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3 VHF..AP: 40 Kw..VP: 81 Kw.
Owned-Operated By.....Felzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Air Time.....15 hours daily
News Service.....AP
Representative.....Avery-Knodel, Inc.
Membership.....NARTB, BAB
Pres., Gen. Sta. Mgr......John E. Felzer
Sales Director.....Donald W. DeSmit, Jr.
Program Director.....Charles Lynch
Managing Director.....Carl Lee
Chief Engineer.....Arthur E. Covell

W I L S - T V
LANSING—1953—ABC-DuM

Channel: 54 UHF..AP: 20 Kw..VP: 10 Kw.
Owned-Oper. By.....Lansing Bcstg. Co.
Business Address.....407 N. Washington Ave.
Phone Number.....2-1655
Air Time.....8 hours daily
News Service.....UP
Representative.....O. L. Taylor
Membership.....NARTB
President.....W. A. Pomeroy
Commercial Manager.....Walter Dennis
Prog., Prod., Film Mgr......James Pollock
Promotion Dir......Walter Braeger
Director of News.....John Maters
Chief Engineer.....John Poberoy
Consulting Engineer.....Frank Macintosh

W J I M - T V
LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6 VHF..AP: 17 Kw..VP: 31 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service.....UP
Phone.....2-1333
Representative.....H-R Representatives

President.....Harold F. Gross
 Station Manager.....Willard Waldbridge
 Prog., News Dir.....Howard Finch
 Film Director.....Phil Sherck
 Chief Engineer.....Charles Wallace

WKNX-TV

SAGINAW—1953

Channel: 57 UHF. AP: 10 Kw. VP: 19 Kw.
 Owned-Operated By...Lake Huron Bcstg. Co.
 Address.....221 S. Wash. Ave.
 Phone Number.....3-4471
 Representative.....Gill-Perna
 Membership.....NARTB, BAB
 General Manager.....William J. Edwards
 Station Manager.....Howard Wolfe
 Program Director.....Thomas A. Taylor
 Chief Engineer.....Max W. Thomas

President.....Herbert Scheffel
 General Manager.....C. G. Alexander
 Sca., Prom. Mgr.....James C. Cole
 Commercial Mgr.....Tony Marta
 Program Director.....Gerald Pearsen
 Director of News.....Herbert Widmark
 Production Mgr.....Victor Fleicher
 Film Manager.....Harvey Wick
 Chief Engineer.....Norman P. Gill

WCCO-TV

MINNEAPOLIS—1949

CBS-DuM

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By...Mid-Continent Radio-TV Inc.
 Bus. Studio Address...Radio City—50 S. 9th St.
 Phone Number.....Lincoln 0552
 News Service.....AP, UP, INS
 Representative.....Free & Peters
 President.....Robert B. Ridder
 Exec. V.P. & Gen. Mgr.....F. Van Konynenburg
 Station Manager.....Sherman Headley
 Production Director.....Charles D. Miller
 Film Director.....Harry C. Jones
 Prom., Publ. Director.....Florence Z. Cook
 Program Dir.....Gwen Harvey
 Chief Engineer.....John M. Sherman

MINNESOTA

TV HOMES 439,000

POPULATION 3,127,000

STATIONS IN STATE 7

KMMT

AUSTIN—1953—ABC-CBS-DuM

Channel 6 VHF. AP: 9.4 Kw. VP: 18.7 Kw.
 Business Office...Minnesota-Iowa Television
 Co.
 Business Address.....405½ North Main St.
 Phone Number.....8836
 Air Time.....6 hours daily
 News Service.....AP
 Representative.....Pearson
 President.....Harry Smith
 Gen., Sta. Mgr.....L. L. McCurnin
 Commercial Mgr.....Don Jones
 Program, Film Dir.....Tom Steensland
 Prom., Prcd. Mgr.....Ken Bryant
 Director of News.....Ken Cessna
 Chief Engineer.....Glen Klein
 Consulting Engineer...Fred O. Grimwood, Inc.

WFTV

DULUTH—1953

ABC-CBS-NBC-DuM

Channel: 38 UHF. AP: 10 Kw. VP: 20 Kw.
 Owned-Oper. By...Great Plains Television
 Business Address.....232 East Superior St.
 Phone Number.....7-6881
 Air Time.....10 hours daily
 News Service.....AP
 Representative.....Adam Young
 Membership.....NARTB

WTCN

MINNEAPOLIS—1953—ABC

Channels: 11 VHF. AP: 42 Kw. VP: 70 Kw.
 Owned-Oper. By...Minnesota Television Public
 Service Corp.
 Business Address.....2925 Dean Blvd.
 Phone Number.....Mohawk 9-6771
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB
 President.....Robert Butler
 General Manager.....Edward G. Smith
 Commercial Mgr.....Ken Light
 Program Director.....George Hudak
 Director of News.....John Ford
 Production Mgr.....Robert Colburn
 Film Manager.....Eugene Wecker
 Chief Engineer.....Mike Fleming

KROC-TV

ROCHESTER—1953—NBC-DuM

Channel: 10 VHF. AP: 53 Kw. VP: 103 Kw.
 Owned-Oper. By.....So. Minn. Bcstg. Co.
 Business Address.....100 1st Ave. Bldg.
 Phone Number.....3924
 Air Time.....9 hours daily
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....Mrs. C. P. Gentling
 Gen. Comm. Mgr.....G. David Gentling
 Station Manager.....Willard Lampman
 Program Director.....Ray Skaran
 Director of News.....Ray Thompson
 Film Manager.....Jerry Kimerly
 Chief Engineer.....Robert Cross

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5 VHF..AP: 17.3 Kw..VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number.....Prior 2717
Air Time.....17½ hours daily
News Service.....AP, UP
Representative.....Edward Petry
Membership.....NARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
Exec. V.P., Treas.....K. M. Hance
Nat. Sales Mgr.....Karl A. Plain
Local TV Sales Dir.....William R. Brazzil
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
Chief Engineer.....Wm. S. Sadler
Consulting Engineer.....Andrew D. Ring

WMIN-TV

ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 42 Kw..VP: 70 Kw.
Owned-Oper. By.....Minnesota Bcstg. Co.
Business Address.....538 Hamm Building
Phone Number.....Garfield 1361
Air Time.....5 hours daily
News Service.....AP
Representative.....H-R
Membership.....NARTB
President.....N. Lawrence Bentson
Commercial Mgr.....Frank M. Devaney
Prog. Dir., Prod. Mgr.....Fred H. Kaufman
Prom., Pub. Dir.....Thomas W. Letcher
Director of News.....Stuart A. Lindman
Film Manager.....Oscar Backlund
Chief Engineer.....Warren Fritze

MISSISSIPPI

TV HOMES 120,000

POPULATION 2,200,000

STATIONS IN STATE 4

WJTV

JACKSON—1953
ABC-CBS-DuM-NBC

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

WLBT

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Office.....Box 2171
Phone Number.....2-2691
Representative.....Hollingbery
General Manager.....Fred L. Beard
Sales Manager.....Frank Gentry
Program Director.....Maurice Thompson
Promotion Director.....Walter Henson
Film Director.....Al Fred Daniel
Chief Engineer.....Bob Smathers

WCOC-TV

MERIDAN—1953

Channel: 30 UHF..AP: 134 Kw..VP: 252 Kw.
Owned-Oper. By.....Mississippi Bcstg. Co.
Business Address.....Threefoot Bldg.
Phone Number.....7714
Pres., Gen. Mgr.....Withers Gavin

WTOK-TV

MERIDAN—1953

ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw..VP: 31.2 Kw.
Owned-Oper. By.....Southern Television Corp.
Business Address.....Southern Bldg.
Phone Number.....3-1441
Air Time.....10 hours daily
News Service.....AP
Representative.....Headly-Reed
Membership.....NARTB
President.....Robert F. Wright
Commercial Manager.....W. B. Crooks
Program Director.....Cecil Germany
Promotion Dir.....Jerry Kerns
Dir. of News, Prod. Mgr.....George Shannon
Chief Engineer.....Joe Saxon
Consulting Engineer.....George E. Gautney

MISSOURI

TV HOMES 681,500

POPULATION 4,034,000

STATIONS IN STATE 14

KOMU-TV

COLUMBIA—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 24.35 Kw..VP: 48.7 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63 South

The **ONE** and **ONLY** television station
in the nation's 9th largest market which
operates with the **MAXIMUM POWER**
authorized by the Federal Communications Commission . .

KSD-TV

The St. Louis Post-Dispatch Television Station

...100,000 WATTS
on easy-to-tune

Very High Frequency Channel **5**

KSD-TV is America's **FIRST** completely postwar
equipped television station . . . established on
February 8, 1947 . . . and the **FIRST CHOICE** of
advertisers who have products and services to
sell to the St. Louis Market.

NBC TELEVISION NETWORK

National Advertising Representative: **NBC SPOT SALES**

Phone Number 5251
 Air Time..... 6 hours daily
 News Service UP
 Representative H.R.
 General Manager..... George J. Kapel
 TV Director..... Dr. Edward C. Lambert
 Commercial Mgr..... Louis F. Allen
 Program Director..... William A. Vaughn
 Promotion Director..... Milton E. Gross
 Director of News..... Philip E. Berk
 Chief Engineer..... Duane M. Weise

Business Address..... 222 W. 11th St.
 Phone Number Harrison 2650
 News Service AP, UP
 Representative..... Free & Peters, Inc.
 President..... Arthur B. Church
 Managing Director..... George J. Higgins
 Program Director..... Roderick B. Cupp
 Promotion Director..... Harold W. Storm
 Production Mgr..... John Q. Quigley
 Chief Engineer..... Kenneth H. Cook

KHQA-TV

HANNIBAL—1953—CBS-DuM

Channel: 7 VHF.. AP: 18.3 Kw.. VP: 36.8 Kw.
 Owned-Oper. By..... Lee Broadcasting, Inc.
 Business Address..... W. C. U. Bldg.
 Phone Number 6200
 Air Time..... 9 hours daily
 News Service AP, UP
 Representative Weed
 President..... Lee P. Loomis
 General Manager..... Walter Rothschild
 Program Director..... Merritt Milligan
 Promotion Director..... Gene Terry
 Director of News..... Don Nicholson
 Production Mgr..... Tom Roby
 Film Manager..... Charles Lotz
 Chief Engineer..... J. E. Gray

KCMO-TV

KANSAS CITY—1953—ABC—DuM

Channel: 5 VHF.. AP: 42.6 Kw.. VP: 71.1 Kw.
 Owned-Oper. By... Meredith Engineering Co.
 Business Address..... 125 East 31st St.
 Phone Number..... Jefferson 6789
 News Service AP
 Representative Katz
 President..... E. T. Meredith
 General Manager..... E. K. Hartenbower
 Program Director..... S. B. Tremble
 Promotion Director..... F. C. Strawn
 Director of News..... James Monroe
 Production Mgr..... Kenneth Heady
 Film Manager..... T. R. Thompson
 Chief Engineer..... Karl Troeglen

WHB-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF.. AP: 14.7 Kw.. VP: 29.3 Kw.
 Owned-Oper. By..... WHB Bcstg. Co.
 Business Address..... Scarritt Bldg.
 Phone Number..... Baltimore 7109
 Representative Blair
 Pres., Comm. Mgr..... Donald D. Davis
 Vice-Pres., Gen. Mgr..... John T. Schilling
 Station Manager..... Morris Greiner
 Promotion Manager..... Ed Schultz, Jr.
 Chief Engineer..... Henry Goldenberg

KMBC-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF.. AP: 14.7 Kw.. VP: 29.3 Kw.
 Owned-Oper. By..... Midland Bcstg. Co.

WDAF-TV

KANSAS CITY—1949

NBC

Channel: 4..... AP:50 Kw..... VP: 100 Kw.
 Owned-Oper. By..... Kansas City Star Co.
 Business Number..... 1729 Grand Ave.
 Phone Number..... Harrison 1200
 News Service AP, UP
 Representative..... Harrington, Righter, & Parsons
 Managing Director..... H. Dean Fitzer
 Commercial Manager..... E. M. Russo
 Station Manager..... Bill Bates
 Chief Engineer..... Joseph Flaherty
 Program Dir..... Al Christy
 News Dir..... Randall Jessee
 Film Mgr..... John Krivas

KFEQ-TV

ST. JOSEPH—1953—CBS-DuM

Channel: 2 VHF... AP: 26 Kw... VP: 52 Kw.
 Owned-Oper. By..... KFEQ, Inc.
 Business Address..... KFEQ Bldg.
 Phone Number 3-2528
 Air Time..... 7 hours daily
 News Service AP
 Representative Headley-Read
 Pres., Gen. Mgr..... Barton Pitts
 Commercial Mgr..... Glenn G. Griswold
 Program Director..... E. Carleton Schirmer
 Director of News..... Ralph Combes
 Production Mgr..... Wally Johnson
 Chief Engineer..... J. Wesley Koch

KACY

ST. LOUIS—1953

Channel: 14 UHF.. AP: 280 Kw.. VP: 490 Kw.
 Owned-Oper. By..... Ozark Television Corp.
 Business Address..... 4010 Lindell Blvd.
 Phone Number..... Jefferson 1400
 Representative Raymer
 Pres., Gen. Mgr..... Jack G. Garrison
 Vice-Pres., Sta. Mgr..... Carl G. McIntire
 Treasure..... Philip L. Sincoff
 Commercial Mgr..... Richard Dawson
 Production Director..... John J. Weber
 Chief Engineer..... Leo Tevlin

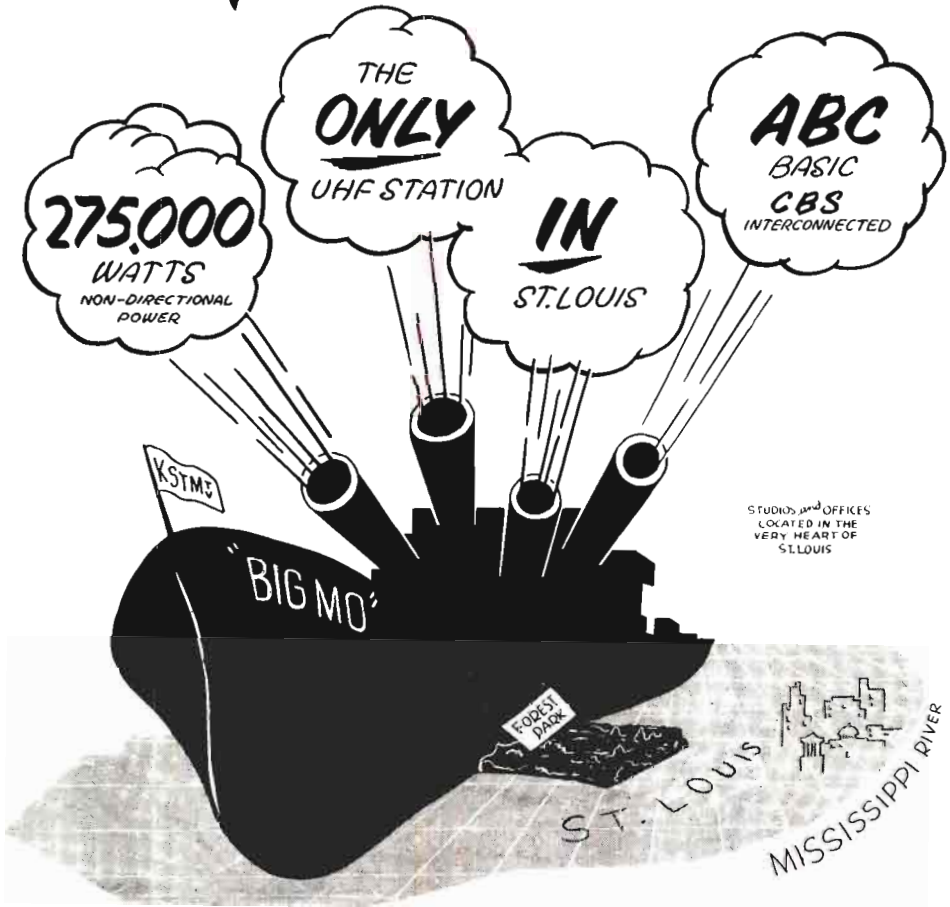
KSD-TV

ST. LOUIS—1947

ABC-CBS-NBC

Channel: 5 VHF.. AP: 60 Kw.. VP: 100 Kw.
 Owned-Oper. By... The Pulitzer Publishing Co.

"Big Mo" Captures St. Louis!



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTMO

CHANNEL 36

SAINT LOUIS

Address.....1111 Olive St.
 Phone Number.....MAin 1111
 Air Time.....120 hours weekly
 Newspaper Affiliation..St. Louis Post-Dispatch
 News Service.....AP, INS
 Representative.....NBC Spot Sales
 Membership.....NARTB
 President.....Joseph Pulitzer
 Gen., Sta. Mgr.....George M. Burbach
 Program Director.....Harold Grams
 Chief Engineer.....J. E. Risk
 Sales Manager.....Guy E. Yeldell
 Promotion Director.....David Pasternak

KSTM-TV

ST. LOUIS—1953—ABC

Channel: 36 UHF..AP: 125 Kw..VP: 250 Kw.
 Owned-Oper. By.....Broadcast House Inc.
 Business Address.....5915 Berthold Ave.
 Phone Number.....Sterling 3636
 Representative.....H-R
 Pres., Gen. Mgr.....Marshall H. Pengra
 Commercial Mgr.....Alvin M. King
 Program Manager.....Myron Bennett
 Promotion Director.....Frank E. Heaston
 Chief Engineer.....Ted Favors

WTVI

ST. LOUIS—1953—DuM

Channel: 54 UHF..AP: 124 Kw..VP: 248 Kw.
 Owned-Oper. By.....Signal Hill Telecasting Corp.
 Business Address.....Boatmen's Bank Bldg.
 Phone Number.....Geneva 5454
 Representative.....Weed
 Pres., Gen. Mgr.....Bernard T. Wilson
 Vice-Pres., Comm. Mgr.....John I. Hyatt
 Program Manager.....Ted Wescott
 Production Mgr.....Robert Holt
 Chief Engineer.....Richard J. Trompeter

(See Page 884)

KDRO-TV

SEDALIA—1954

Channel: 6 VHF..AP: 8.71 Kw..VP: 16.2 Kw.
 Owned-Oper. By.....Milton J. Hinlein
 Business Address.....2100 W. Broadway
 Phone Number.....4004
 Representative.....Forjoe
 General Manager.....Herb Brandes
 Commercial Mgr.....James Glenn
 Chief Engineer.....Bob Smith

KTTS-TV

SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF..AP: 6.38 Kw..VP: 12.76 Kw.
 Owned-Oper. By.....Independent Bcstg. Co.
 Business Address.....Box 1716
 Phone Number.....2-7474
 Air Time.....10 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB
 President.....J. H. G. Cooper
 Gen., Sta. Mgr.....G. Pearson Ward

Program Director.....Kevin McAndrews
 Director of News.....Bill Bowers
 Chief Engineer.....William F. Curry
 Consulting Engineer.....J. C. McNary

KYTV

SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF..AP: 31 Kw..VP: 61 Kw.
 Owned-Oper. By.....Springfield Television Inc.
 Business Address.....999 W. Sunshine
 Phone Number.....6-2766
 Representative.....Hollingbery
 Gen., Comm. Mgr.....J. Gordon Wardell
 Film Director.....Carl Fox
 Chief Engineer.....E. Dennis White

MONTANA

TV HOMES 10,500

POPULATION 597,000

STATIONS IN STATE 4

KOOK-TV

BILLINGS—1953—CBS-DuM-ABC

Channel: 2 VHF..AP: 8.8 Kw..VP: 17.5 Kw.
 Owned-Oper. By.....Montana Network
 Business Address.....7002 S. Billings Blvd.
 Phone Number.....9-2382
 Representative.....Headley-Reed
 General Manager.....V. V. Clark
 Commercial Mgr.....John Connor
 Program Director.....Edmund Peiss
 Chief Engineer.....Grant French

KOPR-TV

BUTTE—1953—CBS-ABC

Channel: 4 VHF..AP: 7.3 Kw..VP: 14.5 Kw.
 Owned-Oper. By.....Copper Bcstg. Co.
 Business Address.....Hotel Finlen
 Phone Number.....6546
 Representative.....Hollingbery
 Vice-Pres., Gen. Mgr.....Ed Cooney
 Commercial Dir.....S. John Schile
 Chief Engineer.....John Gort

KXLF-TV

BUTTE—1953—NBC-DuM

Channel: 6 VHF..AP: 1 Kw..VP: 2 Kw.
 Owned-Oper. By.....Pacific Northwest
 Broadcasters
 Business Address.....Box 1956
 Phone Number.....2-2696
 Air Time.....5 hours daily
 Representative.....Walker
 President.....E. B. Craney

WTVI ... "the POWER!"

— **SERVES** and **SELLS**
ALL of the **GREAT**
SAINT LOUIS AREA
with the ...
MOST POWERFUL
TRANSMITTER
EVER BUILT

for UHF-TV... the "G-E 12"

For Availabilities, ask

WEED TELEVISION

DUMONT AND CBS SHOWS!



Station Manager.....Jim Manning
 Commercial Mgr.....J. Wythe Walker
 Chief Engineer.....Jack Provis
 Consulting Engineer.....George Adair

Prom., Pub. Dir.....Ruth Thone
 Director of News.....Ken Wayman
 Chief Engineer.....Charles Winkler

KFBB-TV

GREAT FALLS—1954—CBS-DuM

Channel: 5 VHF..AP: 12.6 Kw..VP: 21.5 Kw.
 Owned-Oper. By.....Buttrely Broadcast Inc.
 Business Address.....Box 1139
 Phone Number.....4-4377
 Representative.....Weed
 Pres., Gen. Mgr.....Joseph P. Wilkins
 TV Director.....LeRoy Stahl
 Program Director.....Robert Froemming
 Chief Engineer.....Wilbur Myhre

KOLN-TV

LINCOLN—1953—DuM

Channel: 12 VHF..AP: 13.5 Kw..VP: 27 Kw.
 Owned-Operated By
 Cornhusker Radio & TV Corp.
 Address.....40th and W Sts.
 Representative.....Weed
 President.....John E. Fetzer
 General Manager.....H. E. Anderson
 Sales Manager.....Otis Segler
 Chief Engineer.....Ray Taylor

NEBRASKA

TV HOMES 181,500

POPULATION 1,353,000

STATIONS IN STATE 5

KHOL-TV

KEARNEY—1953—CBS-DuM

Channel: 13 VHF..AP: 30.2 Kw..VP: 56.2 Kw.
 Owned-Oper. By.....Bi-States Co.
 Business Address.....414 East Ave.
 Phone Number.....Axtell 42
 Air Time.....4½ hours daily
 News Service.....AP
 Representative.....Meeker
 Membership.....NARTB
 President.....Dr. Wayne Brewster
 General Manager.....Harold J. Hamilton
 Sta., Comm. Mgr.....Duane L. Watts
 Prog., Prom. Dir.....Jack Gilbert
 Chief Engineer.....Jack Lewis

KFOR-TV

LINCOLN—1953—ABC

Channel: 10 VHF..AP: 29.5 Kw..VP: 59 Kw.
 Owned-Oper. By.....Cornbelt Bcstg. Corp.
 Business Address.....626 Stuart Bldg.
 Phone Number.....2-6965
 Air Time.....5½ hours daily
 News Service.....AP
 Representative.....Paul H. Raymer
 Membership.....NART, BAB
 President.....James Stuart
 Gen., Sta. Mgr.....George Bastion
 Commercial Mgr.....Richard W. Chapin
 Program Director.....Av Bondarin

KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus.-Trans. Address.....2615 Farnam St.
 Phone Number.....WEBster 9800
 Air Time.....15 hours daily
 News Service.....UP
 Representative.....Edward Petry & Co.
 Membership.....NARTB
 President.....Edward W. May
 V.P., Gen. Mgr.....Owen Saddler
 Commercial Manager.....Arden Swisher
 Program Director.....Glenn Harris
 Promotion Dir.....Joe Baker
 Dir. of News and Spec. Events....Floyd Kalber
 Production Director.....Lew Jeffrey
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Robert M. Silliman

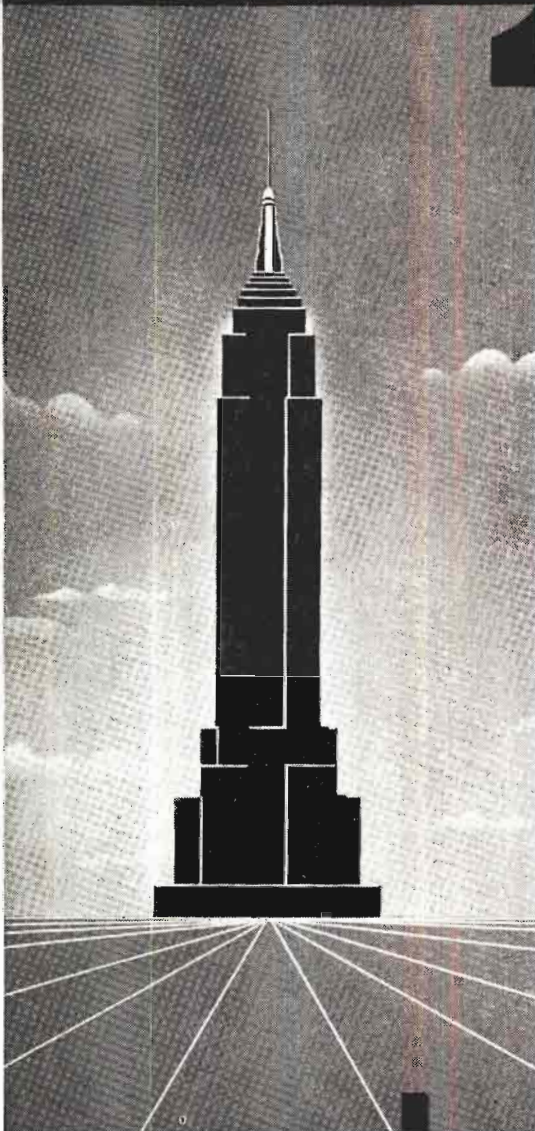
WOW-TV

OMAHA—1949—NBC-DuM

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Meredith WOW, Inc.
 Business Address.....Insurance Bldg.
 Phone Number.....WEBster 3400
 Air Time.....17½ hours daily
 News Service.....UP, INS
 Representative.....Blair TV
 Membership.....NARTB
 Chairman of Board.....Fred Bohlen
 President.....E. T. Meredith, Jr.
 General Manager.....Frank P. Fogarty
 Sales Mgr.....Fred Ebener
 Program Director.....Bill McBride
 Promotion Dir.....Bob Seltzer
 Film Manager.....Lyle DeMoss
 Dir. of News & Spec. Events....Ray Clark
 Production Manager.....Vern Reynolds
 Dir. of Engineering.....Wm. J. Kotera
 Chief Engineer.....Glenn Flynn

serving **ALL**
of the Metropolitan
New York - New Jersey market

National Representatives
WEED TELEVISION CORP.



WQTV

NEVADA

TV HOMES 12,500
 POPULATION 176,000
 STATIONS IN STATE 2

KLAS-TV

LAS VEGAS—1953
 ABC-CBS-NBC-DuM

Channel: 8 VHF AP: 14.5 Kw. VP: 29 Kw.
 Owned-Oper. By... Las Vegas Television Inc.
 Business Address... Box 711
 Phone Number... 7138
 Air Time... 9 hours daily
 News Service... UP
 Representative... Weed
 Membership... NARTB
 President... R. G. Jolley
 General Manager... Bob Gardner
 Promotion Dir... Marian Y. Komar
 Program Director... Ray Gallagher
 Director of News... Jim Hart
 Publicity Director... Lois Carpenter
 Film Manager... Don Mumford
 Chief Engineer... Les Nelson

KZTV

RENO—1952
 ABC-CBS-NBC-DuM

Channel: 8 VHF AP: 1.4 Kw. VP: 2.7 Kw.
 Owned-Oper. By... Nevada Radio-Television Inc.
 Business Address... 770 East 5th St.
 Phone Number... 3-0721
 Air Time... 6½ hours daily
 News Service... AP
 Representative... Pearson
 President... Donald W. Reynolds
 General Manager... Harry Huey
 Commercial Mgr... Richard Colon
 Program Director... Lou Zegerman
 Director of News... Leila Rowson
 Chief Engineer... Curtis I. Kring
 Consulting Engineer... Robert L. Hammett

NEW HAMPSHIRE

TV HOMES 86,500
 POPULATION 554,000
 STATIONS IN STATE 1

WMUR-TV

MANCHESTER—1954
 ABC-CBS-DuM-NBC

Channel: 9 VHF AP: 67.6 Kw. VP: 112 Kw.
 Owned-Oper. By... Radio Voice of N. H. Inc.
 Business Address... 1819 Elm St.
 Phone Number... 5-5788
 Representative... Weed
 President... Francis P. Murphy
 General Manager... Hervey Carter
 Commercial Mgr... Gordon Moore
 Chief Engineer... Vincent Chandler

NEW JERSEY

TV HOMES 1,375,000
 POPULATION 5,228,000
 STATIONS IN STATE 3

WRTV

ASBURY PARK—1953

Channel: 58 UHF AP: 9.12 Kw. VP: 17.10 Kw.
 Owned-Oper. By... Atlantic Video Corp.
 Business Address... 710 Mattison Ave.
 Phone Number... Asbury Park 2-7200
 President... Walter Reade, Jr.
 Vice-Pres., Mgr... Harold C. Burke
 Commercial Mgr... Allen Preville
 Production Mgr... Richard Behrman
 Film Director... William Branham
 Chief Engineer... Donald Volkman

WFPG-TV

ATLANTIC CITY—1952—ABC-NBC
 CBS-DuM

Channel: 46 UHF AP: 9 Kw. VP: 18 Kw.
 Owned-Operated By... Neptune Bcstg. Corp.
 Address... Steel Pier
 Representative... Pearson
 Pres., Gen. Mgr... Fred Weber
 Sales Manager... Russell Truex
 Prog., Prom. Dir... Ed Davis
 Milm Manager... Elaine Bartholomei
 Chief Engineer... Blair K. Thron
 Consulting Engineer... Craven, Lohnes & Culver

WATV

NEWARK—1948

Channel: 13 VHF AP: 105 Kw. VP: 180 Kw.
 Owned-Oper. By... Bremer Bcstg. Corp.
 Business-Studio Address... 1020 Broad St.
 Phone Number... Mitchell 2-6400
 Air Time... 13 hours daily
 Representative... Weed

Pres., Gen. Mgr. Irving R. Rosenhaus
 Vice Pres. (Sales) Edmund S. Lennon
 Public Relations Dir. Robert MacDougall
 Program Director George Green
 Film Director Robert Paskow
 Vice-President Frank V. Bremer

NEW MEXICO

TV HOMES 51,000

POPULATION 760,000

STATIONS IN STATE 4

K G G M - T V

ALBUQUERQUE—1953—CBS

Channel: 13 VHF . . . AP: 45 Kw . . . VP: 89 Kw.
 Owned-Oper. By New Mexico Bcstg. Co.
 Business Address 1414 West Coal Ave.
 Phone Number 3-4543
 Air Time 8 hours daily
 News Service AP, UP
 Representative Weed
 President A. R. Hebenstreil
 Commercial Mgr. Jonny Graff
 Program Director Ed Sanchez
 Promotion Director Bob Van Driel
 Chief Engineer Leonard Dodds

K O A T - T V

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF . . . AP: 12.9 Kw . . . VP: 28.8 Kw.
 Owned-Oper. By Alvarado Television Co.
 Business Address 122 S.E. Tulane Dr.
 Phone Number 5-8716
 Representative Hollingbery
 Vice-Pres., Gen. Mgr. Phil Hoffman
 Program Director Ted Snider
 Chief Engineer Bill Carman

K O B - T V

ALBUQUERQUE—1948
NBC-DuM

Channel: 4 VHF . . . AP: 5.6 Kw . . . VP: 11Kw.
 Owned-Oper. By Albuquerque Bcstg. Co.
 Bus. Studio Address 234 So. 5th
 Phone Number 3-4411
 Air Time 10 hours daily
 Representative Branham
 Membership NARTB
 President Wayne Coy
 Station Manager J. I. Myerson
 Program Director Dorothy B. Smith
 Film Mgr. Millard Williams
 Chief Engineer George S. Johnson

K S W S - T V

ROSWELL—1953—ABC-DuM

Channel: 8 VHF . . . AP: 57.5 Kw . . . VP: 115 Kw.
 Owned-Oper. By John A. Barnett
 Business Address 1723 W. Second St.
 Phone Number 3737
 Air Time 7 hours daily
 News Service AP
 Representative Meeker
 Owner John A. Barnett
 General Manager J. C. Porter
 Commercial Mgr. Paul B. McEvoy
 Program Director Jack Shafer
 Chief Engineer Ray Summersgill
 Consulting Engineer George Gautney

NEW YORK

TV HOMES 3,912,000

POPULATION 15,872,000

STATIONS IN STATE 21

W R O W - T V

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF . . . AP: 138 Kw . . . VP: 269 Kw.
 Owned-Oper. By Hudson Valley Bcstg. Co.
 Business Address Box 4100
 Phone Number 3-2225
 Air Time 9 hours daily
 News Service UP
 Representative Bolling
 Membership NARTB, BAB
 President Dean P. Taylor
 General Manager Harry L. Goldman
 Station Manager Isabella Arden
 Commercial Mgr. Reed Gordon
 Program Director Charles Pogan
 Promotion Dir. Hilda Nauman
 Production Mgr. Al Strauss
 Chief Engineer Charles Heisler
 Consulting Engineer Frank McIntosh

W N B F - T V

BINGHAMTON—1943
ABC-CBS-NBC-DuM

Channel: 12 . . . AP: 125 Kw . . . VP: 250 Kw.
 Owned-Oper. By Clark Associates, Inc.
 Business Address P. O. Box No. 48
 Phone Number 3-7311
 Air Time 14 hours daily
 Representative Bolling
 Membership NARTB, BAB
 General Manager C. D. Mastin
 Sales Manager Stanley N. Heslop

Pgm. Dir. E. M. Scala
 Promotion Director. John Turner
 Prod. Dir. Clark Pollock
 Chief Engineer. L. H. Stantz
 Consulting Engineer. Jansky & Bailey

WBEN-TV

BUFFALO—1948—NBC

Channel: 4 VHF..AP: 27 Kw..VP: 54 Kw.
 Owned-Oper. By. WBEN, Inc.
 Phone Number. MOhawk 0930
 Studio, Transmitter Location. Hotel Statler
 Air Time. 17 hours daily
 News Service. AP, INS, UP
 Representative. Harrington, Righter &
 Parsons, Inc.

President. Edward H. Butler
 Vice-President. Alfred H. Kirchhofer
 General Manager. C. Robert Thompson
 Sales Manager. Nicholas J. Malter
 Station Mgr. George R. Torge
 Promoton Director. Joseph A. Haeflner
 Film Director. Quintin P. Renner
 Program Dir. Frederick A. Keller
 Executive Producer. John L. Hutchnson, Jr.
 Technical Director. Ralph J. Kingsley

WBUF-TV

BUFFALO—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 8.5 Kw..VP: 19 Kw.
 Owned-Oper. By. WBUF, Inc.
 Business Address. 184 Barton St.
 Phone Number. Summer 1717
 Air Time. 12 hours daily
 News Service. UP
 Representative. H-R
 Membership. NARTB
 President. Sherwin Grossman
 Exec. Vice-President. Gary L. Cohen
 Commercial Mgr. Pat Swift
 Program Director. Tom Molony
 Director of News. Frank Fredericks
 Film Manager. Michael Eisler
 Chief Engineer. Ernest E. Rety
 Consulting Engineers. Kear & Kennedy

WECT

ELMIRA—1953—NBC

Channel: 18 UHF..AP: 7.53 Kw..VP: 15.05 Kw.
 Owned-Oper. By. El-Cor Television, Inc.
 Business Address. 302 East Water St.
 Phone Number. 7018
 News Service. AP
 Representative. Everett-McKinney
 Membership. NARTB
 President. E. S. Underhill, Jr.
 General Manager. Walter A. Valerius
 Commercial Mgr. John N. Prewitt, Jr.
 Program Director. Kenneth Powell
 Promotion Director. Matthew F. Carney, Jr.
 Film Manager. John LaLiberte
 Chief Engineer. Allen N. Bell

W T V E

ELMIRA—1953—ABC-CBS-DuM

Channel: 24 UHF..AP: 8.3 Kw..VP: 16.58 Kw.
 Owned-Oper. By. Elmira Television
 Business Address. 159 Madison Ave.
 Phone Number. 3-6624
 Air Time. 9 hours daily
 News Service. UP
 Representative. Forjoe
 Owners. Thompson K. Cassel,
 John S. Booth
 General Manager. T. K. Cassel
 Commercial Mgr. Richard Rolfe
 Program Director. Jim Pattison
 Promotion Director. Jack Peet
 Director of News. Dorothy Evans
 Production Mgr. Sally Martin
 Publicity Director. Thomas Shafer
 Film Manager. Lou Ganero
 Chief Engineer. Robert Burket
 Consulting Engineer. Kear & Kennedy

WKNY-TV

KINGSTON—1954—CBS-NBC-DuM

Channel: 66 UHF..AP: 11.5 Kw..VP: 21.4 Kw.
 Owned-Oper. By. WKNY-TV Corp.
 Business Address. 601 Broadway
 Phone Number. Kingston 4500
 Air Time. 5½ hours daily
 Representative. Meeker
 Membership. NARTB, BAB
 President. Joseph K. Close
 General Manager. Robert M. Peebles
 Station Manager. Robert L. Sabin
 Prog., Prod. Dir. Robert Perry
 Chief Engineer. Carl Egolf

WABC-TV

NEW YORK—1948—ABC

Channel: 7 VHF..AP: 40 Kw..VP: 80 Kw.
 Owned-Oper. By
 American Bcstg.-Paramount Theaters, Inc.
 Business Address. 7 W. 66th St.
 Phone Number. SUsquehanna 7-5000
 Air Time. 13 hours daily
 News Service. INS
 Representative. Petry
 Vice-Pres., Gen. Mgr. John H. Mitchell
 Sales Mgr. Trevor Adams
 Film Director. Yale Roe
 Program Director. Ardlen B. Rodner
 Treasurer. Thomas Martinez
 Sales Secretary. Mary A. Connell
 Production Mgr. Gordon Kunz

WABD

NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw..VP: 16.7 Kw.
 Owned-Oper. By. Allen B. Du Mont
 Laboratories, Inc.
 Business Address. 515 Madison Ave.
 Phone Number. MUrray Hill 8-2600



*The Nation's Greatest
Sports Station!*

EXCLUSIVE TELECASTS:

- ... All home games, N. Y. Yankees
- ... All home games, N. Y. Giants
- ... Madison Square Garden

Knicks Basketball

Rangers Hockey

International Horse Show

Westminster Kennel Club Dog Show

TOPS IN SPORTSCASTERS:

- ... Jimmy Powers, Mel Allen, Jim Woods,
Russ Hodges, Bob Delaney, "Red" Barber,
Frankie Frisch, Bud Palmer

*For over five years, New Yorkers
have been turning to Channel Eleven
for the best in sports.*

The Station of Champions



Air Time.....13 hours daily
 News Service.....INS
 Membership.....NARTB
 Director.....Ted Bergmann
 Station Manager.....Norman Knight
 Pgm., Prod. Dir.....James L. Caddigan
 Chief Engineer.....Rodney D. Chipp
 Publicity Director.....Gerald Lyons
 Sales Prom. Mgr.....Norman S. Brett

WCBS-TV
 NEW YORK—1941—CBS

Channel: 2 VHF..AP: 22 Kw..VP: 43 Kw.
 Owned-Oper. By.....Columbia Bcstg. System
 Business Address.....485 Madison Ave.
 Phone Number.....PLaza 1-2345
 Air Time.....19 hours daily
 News Service.....AP, INS, UP
 Representative.....CBS TV Spot Sales
 Membership.....NARTB
 President (CBS Inc.).....Frank Stanton
 President (CBS TV).....J. L. Van Volkenburg
 General Manager.....Craig Lawrence
 Asst. to Gen. Mgr.....Clarence Worden
 Sales Manager.....George Dunham
 Program Director.....Hal Hough
 Promotion Manager.....Robert G. Patt
 Asst. Prog. Dir., Prod. Mgr.....Dan Gallagher
 Publicity Director.....Bob Fuller
 Film Manager.....Wm. C. Lacey
 Chief Engineer.....Robert G. Thompson

WNBT

NEW YORK—1941—NBC

Channel: 4...AP: 7.25 Kw...VP: 14.5 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Air Time.....17 hours daily
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sales Dept.
 Membership.....NARTB, BAB
 President.....David Sarnoff
 General Manager.....Hamilton Shea
 Station Manager.....Ernest de la Ossa
 Commercial Manager.....Jay Heitin
 Program Director.....Richard Pack
 Promotion Dir.....John Hurlbut
 Operations Mgr.....Peter Affe
 Publicity Dir.....Bob Blake
 Mgr., Publicity Dept.....Wm. Anderson
 Chief Engineer.....Alf Jackson

WOR-TV
 NEW YORK—1949

Channel: 9...AP: 44Kw...VP: 88 Kw.
 Owned-Oper. By.....General Teleradio, Inc.
 Business Address.....1440 Broadway
 Phone Number.....LONgacre 4-8000
 Air Time.....7 hours daily
 News Service.....UP
 Station Representative.....H-R Reps.
 Membership.....NARTB
 President.....Thomas F. O'Neil
 V. P. In Charge.....Gordon Gray
 Commercial Director.....Robert C. Mayo

Promotion Director.....Robert Sullivan
 Dir. News & Spec. Events.....George Brown
 Production Manager.....Ivan Reiner
 Publicity Director.....Richard Jackson
 Film Manager.....Milford Fenster
 Chief Engineer.....Charles Singer

WPIX

NEW YORK—1948

Channel: 11 VHF..AP: 51 Kw..VP: 100 Kw.
 Owned-Oper. By.....N. Y. Daily News
 Address.....220 E. 42nd St.
 Phone Number.....MU 2-6500
 Air Time.....11 hours daily
 News Service.....AP, UP
 Newspaper Affiliation...N. Y. Daily News
 Station Representative.....Free & Peters
 Membership.....NARTB
 President.....F. M. Flynn
 V.P., Gen., Sta. Mgr.....F. M. Thrower
 Operations Mgr.....L. Pope
 Program Director.....Louis B. Ames
 Director of News.....Walter Engels
 Publicity Director.....L. A. Hollingsworth
 Promotion Director.....M. Kraemer
 Chief Engineer.....O. Freeman
 Film Mgr.....Carol Levine
 Consulting Engineer.....A. D. Ring

WHAM-TV

ROCHESTER—1949

ABC-NBC-DuM

Channel: 6 VHF..AP: 11.7 Kw..VP: 23.4 Kw.
 Owned-Oper. By.....Stromberg Carlson Co.
 Business Address.....201 Humboldt St.
 Phone Number.....Culver 7240
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 Vice-Pres., Gen. Mgr.....William Fay
 Commercial Manager...John W. Kennedy, Jr.
 Program Director.....Charles W. Siverson
 Promotion, Pub. Dir.....Terry David
 Director of News.....David E. Kessler
 Production Mgr.....James Trayhern
 Film Director.....David Manning
 Chief Engineer.....Kenneth Gardner

WHEC-TV

ROCHESTER—1953—ABC-CBS

Channel: 10 VHF..AP: 5 Kw..VP: 10 Kw.
 Owned-Oper. By.....WHEC, Inc.
 Business Address.....40 Franklin St.
 Phone Number.....Baker 6740
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Everett-McKinney, Bolling
 Membership.....NARTB, BAB
 President.....Frank Gannett
 General Mgr.....Glover DeLaney
 Asst. Gen. Mgr.....Lowell H. MacMillan
 Commercial Mgr.....LeMoine C. Wheeler
 Program Director.....William J. Adams
 Promotion Dir.....Ruth Bauer

In its 15th year— and **STILL GROWING!**

from

16 KW

832 feet above

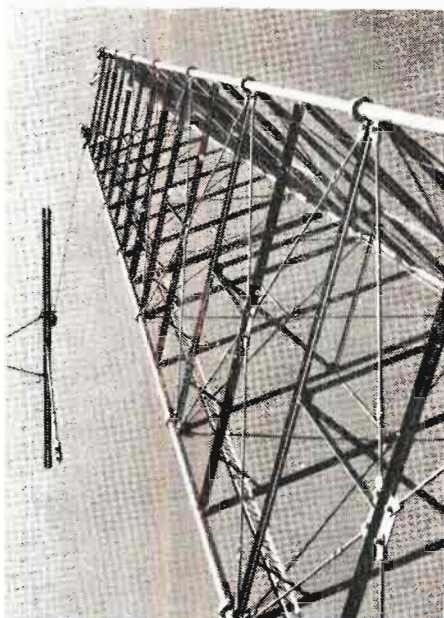
average terrain

channel 4

Very

High

Frequency



to

93 KW

1020 feet above

average terrain

channel 6

Very

High

Frequency

On January 4, 1954, WRGB increased its power from 16 KW to 93 KW; its antenna height from 832 feet to 1020 feet above average terrain, and, at the direction of the FCC, switched from channel 4 to channel 6. Now transmitting with the maximum signal permitted by the FCC, WRGB still sells the rich capital district, as it has for more than 14 years, plus Northeastern New York and Western New England. The more powerful signal adds some 10,000 square miles and more than 500,000 people to the old coverage area that previously delivered 301,750 sets.

WRGB

CHANNEL 6

The General Electric Station, Schenectady, N. Y.

Represented Nationally by NBC Spot Sales

Director of News.....Warren Doremus
 Production Mgr.....Douglas Tillet
 Film Manager.....James Reidenbach
 Chief Engineer.....Bernard C. O'Brien

Promotion Director.....Robert G. Peel
 Program Director.....Gordon J. Alderman
 Chief Engineer.....Frank Spain
 (See Page 894)

WVET-TV

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF..AP: 20 Kw..VP: 40 Kw.
 Owned-Oper. By...Veterans Bcstg. Co., Inc.
 Business Office.....17 Clinton Ave. S.
 Phone Number.....Hamilton 4820
 Representative.....Bolling
 Pres., Gen. Mgr.....Ervin F. Lyke
 Vice-Pres., Prog. Dir.....Paul C. Loucher
 Commercial Mgr.....Arthur Murrellwright
 Operations Manager.....F. Chase Taylor
 Chief Engineer.....Ray Jobes

WRGB

SCHENECTADY—1939
 ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.....1 River Road
 Phone Number.....Schenectady 7-2261
 Air Time.....17½ hours daily
 News Service.....UP
 Representative.....NBC Spot Sales
 Membership.....NARTB, BAB
 Vice-President.....Chester H. Lang
 General Manager.....R. B. Hanna, Jr.
 Station Manager.....R. W. Welpott
 Commercial Mgr.....Robert F. Reid
 Program Director.....Albert G Zink
 Station Manager.....R. W. Welpott
 Production Supervisor.....Merl Galusha
 Promotion Dir.....James Cobb
 Chief Engineer.....Willard J. Purcell

WTRI

SCHENECTADY—1954

Channel: 35 UHF..AP: 112 Kw..VP: 214 Kw.
 Owned-Oper. By.....Van Curler Bcstg. Corp.
 Business Address.....432 State St.
 Phone Number.....4-8008
 Representative.....Headley-Reed
 General Manager.....Richard B. Wheeler
 Asst. Manager.....Paul L. Jacobson
 Chief Engineer.....Albert Chismark

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw..VP: 190 Kw.
 Owned-Oper. By..Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Phone Number.....74-5711
 Air Time.....15½ hours daily
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 President.....E. T. Meredith, Jr.
 V.P., Gen. Mgr.....Paul Adanti
 Commercial Mgr.....W. H. Bell

WSYR-TV

SYRACUSE—1950—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Central N. Y. Bcstg. Corp.
 Business Address.....224 Harrison St.
 Phone Number.....3-7111
 News. Affil. Post & Standard, Herald-Journal
 News Service.....UP
 Representative...Headley-Reed, Kettell-Carter
 Membership.....NARTB
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Dir. of Sales.....W. R. Alford, Jr.
 Program Director.....William V. Rothrum
 Prom., Pub. Dir.....Thomas McCollum
 Dir. of News & Spec. Events....Fred Hillegas
 Production Manager.....James McDonald
 Chief Engineer.....A. G. Belle Isle
 Consulting Engineer..Craven, Lohnes & Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 100 Kw..VP: 186.9 Kw.
 Owned-Oper. By...Copper City Bcstg. Corp.
 Business Address.....P. O. Box 386
 Phone Number.....3-0404
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 General Manager.....Michael C. Fusco
 Program Director.....Jack Fredericks
 Promotion Director.....Martin Kovacs
 Production Mgr.....Edwin Whittaker
 Film Director.....Joseph Casaletta
 Chief Engineer.....DeForest T. Layton, Jr.
 Consulting Engineer.....George P. Adair

NORTH CAROLINA

TV HOMES 398,000

POPULATION 4,224,000

STATIONS IN STATE 9

WISE-TV

ASHEVILLE—1953—NBC

Channel: 62.....AP: 13 Kw.....VP: 6 Kw.
 Owned-Operated By.....WISE, Inc.
 Address.....100 College St.
 Representative.....Bolling
 General Manager.....Harold H. Thoms



EVERYWHERE YOU GO THEY'RE WATCHING...

In Paris they're watching . . . in Texas, and Delhi, and in more than 250 similar communities in Central New York. Exotic place names notwithstanding, they're all good New York Staters, 2¼ million of them, but they've ridden the magic carpet of Channel 8, and they're all cosmopolitans, too.

(P. S. A little more worldly than their forebears, perhaps, but it's still good old American dollars that they spend. WHEN shows 'em what to buy . . . and where . . . and how!)

SYRACUSE

NEW YORK

Commercial Mgr. Loyd B. Leonard
 Program Director Art Waller
 Chief Engineer John Randolph

WAYS-TV

CHARLOTTE—1953—ABC-NBC-DuM

Channel: 36 UHF. AP: 12 Kw. VP: 24 Kw.
 Owned-Oper. By Inter-City Advt. Co.
 Business Address 3229 South Blvd.
 Phone Number 3-7173
 Air Time 5 hours daily
 News Service UP
 Representative Bolling
 President George W. Dowdy
 Gen., Sta. Mgr. James P. Poston
 Promotion Dir. Don Matney
 Chief Engineer B. C. Stewart
 Consulting Engineer . . Craven, Lohnes, Culver

WBTW

**CHARLOTTE—1949
 ABC-CBS-NBC-DuM**

Channel: 3 VHF. AP: 60.3 Kw. VP: 100 Kw.
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business-Studio Address Wilder Bldg.
 Phone Number 3-8833
 Air Time 15 hours daily
 News Service UP, AP
 Representative TV Spot Sales
 Membership NARTB
 President Joseph M. Bryan
 General Manager Charles H. Crutchfield
 Program Director Ken Tredwell
 Commercial Manager Wallace J. Jorgenson
 Promotion Director J. R. Covington
 Production Manager Sam Zurich
 Publicity Director Nelson Benton
 Film Manager Lacy Sellars
 Chief Engineer Thomas E. Howard
 Consulting Engineer A. D. Ring

WCOG-TV

GREENSBORO—1954

Channel: 57 UHF. AP: 59 Kw. VP: 115 Kw.
 Owned-Oper. By Inter-City Advt. Co.
 Business Address 314 S. Greene St.
 Phone Number 3-6925
 Representative Bolling
 General Manager Gilbert M. Hutchison
 Commercial Mgr. Jack Rimmer
 Chief Engineer Joe Lamb

WFMY-TV

GREENSBORO—1948

Channel: 2 VHF. AP: 8.4 Kw. VP: 16.72 Kw
 Owned-Operated By Greensboro News Co.
 Address 212 N. Davie St.
 Phone Number 4-0114
 Air Time 14½ hours daily
 News Service UP
 News. Affil. News, Record
 Representative Harrington, Righter & Parsons
 Membership NARTB

Gen., Sta. Manager Gaines Kelley
 Commercial Mgr. Wm. S. Baskerville
 Program Director Gomer R. Lesch
 Film Manager Charles Seward
 Chief Engineer William E. Neill
 Consulting Engineer Craven, Lohnes, & Culver

WNCT

**GREENVILLE—1953
 ABC-CBS-NBC-DuM**

Channel: 9 VHF. AP: 56 Kw. VP: 93 Kw.
 Owned-Oper. By Carolina Bcstg. System Inc.
 Business Address Box 898
 Phone Number 6181
 Air Time 6¼ hours daily
 News Service INS, UP
 Representative Pearson
 Membership NARTB
 President Earl W. Westbrook
 Gen., Sta. Mgr. A. Hartwell Campbell
 Commercial Mgr. John G. Clark
 Program Director Larry Carr
 Director of News Bob Dupree
 Production Mgr. Tom Chick
 Pub., Prom. Dir. Ec Wall
 Film Manager Malcolm Nicholson
 Chief Engineer Hank Tribbley

WNOA-TV

**RALEIGH—1953
 ABC-CBS-NBC-DuM**

Channel: 28 UHF. AP: 8.8 Kw. VP: 17.5 Kw.
 Owned-Oper. By Sir Walter Television Co.
 Business Address 219 S. McDowell St.
 Phone Number 2-0321
 Air Time 8 hours daily
 News Service AP
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 President John W. English
 Gen., Sta. Mgr. Charles G. Baskerville
 Commercial Mgr. Earl Welde
 Program Director Byron Davidson
 Promotion Dir. Hal Stanley
 Film Manager Georget Peterson
 Chief Engineer Pete Miller

WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF. AP: 21 Kw. VP: 40 Kw.
 Owned-Oper. By Triangle Bcstg. Corp.
 Business Address 419-21 N. Spruce St.
 Phone Number 5-2311
 Air Time 10 hours daily
 Newspaper Affiliate Winston-Salem Journal
 & Twin City Sentinel
 News Service UP
 Representative Headley-Reed
 Membership NARTB
 President W. K. Hoyt
 Ev. Vice Pres., Gen. Mgr. Harold Essex
 Sales Manager Harry B. Shaw
 Program Director Robert C. Estes

North Carolina's
FIRST
Post-Freeze
VHF!



Winston-Salem

plus

Greensboro & High Point

*"The Tar Heel
 Golden Triangle"*



Interconnected Television Affiliate

National Representative: The Headley-Reed Co.

◆ U. S. TELEVISION STATIONS ◆

Operations Mgr. Phil Hedrick
 Film Manager. Carl Weigold
 Consulting Engineer. Craven, Lohnes & Culver

W T O B - T V

WINSTON-SALEM—1953

ABC-DuM

Channel: 26 UHF. AP: 9 Kw. VP: 17.2 Kw.
 Owned-Oper. By. Winston-Salem Bcstg. Co.
 Business Address. 300 South Stratford Rd.
 Phone Number 3-4353
 Air Time 8 hours daily
 News Service AP, UP
 Representative H-R Television
 Membership NARTB
 Pres., Comm. Mgr. James W. Coan
 Gen., Sta. Mgr. John G. Johnson
 Prog., Prod. Dir. Tracy Lounsbury
 Publicity Director. Avery Van Etten
 Film Manager. Jack Wiggins
 Chief Engineer. Hassell Bailey
 Consulting Engineer. Frank Kear

NORTH DAKOTA

TV HOMES 13,500

POPULATION 626,000

STATIONS IN STATE 3

K F Y R - T V

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF. VP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By. Meyer Bcstg. Co.
 Business Address. 202½ Fourth St.
 Phone Number 468
 Representative Blair
 Exec. V.-P., Gen. Mgr. Frank E. Fitzsimonds
 Program Director. Cal Culver
 Commercial Mgr. Alvin Anderson
 Chief Engineer. Ivar Nelson

W D A Y - T V

FARGO—1953—NBC-CBS-DuM

Channel: 6 VHF. AP: 33 Kw. VP: 66 Kw.
 Owned-Oper. By. WDAY, Inc.
 Business Address. 118 Broadway
 Phone Number 5357
 Representative Free & Peters
 President. E. C. Reineke
 Manager Tom Barnes

Asst. Manager.....Jack Dunn
 Program Manager.....Ken Kennedy
 Promotion Mgr.....Roy Pedersen
 Production Dir.....Jack Gauritte
 Chief Engineer.....Julius Hetland

KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 15 Kw..VP: 29.5 Kw.
 Owned-Oper. By.....North Dakota Bcstg. Co.
 Business Address.....15-A West Central Ave.
 Phone Number.....51-161
 Air Time.....9 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....John W. Boler
 Sta., Comm. Mgr.....W. L. Hurley
 Program Director.....Hal Kennedy
 Promotion Director.....C. Putnam
 Director of News.....W. H. Johnson
 Production Mgr.....Arvid Johnson
 Film Manager.....D. Lallathin
 Chief Engineer.....Joseph Main
 Consulting Engineer.....Lloyd R. Amoo

OHIO

TV HOMES 2,017,500

POPULATION 8,385,000

STATIONS IN STATE 20

WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw..VP: 18.2 Kw.
 Owned-Oper. By.....Summit Radio Corp.
 Business Address.....First National Tower
 Phone Number.....Hemlock 4-6151
 Air Time.....5 hours daily
 Newspaper Affiliation...Akron Beacon Journal
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 Pres., Gen. Mgr.....S. Bernard Berk
 Station Manager.....Roger G. Berk
 Commercial Mgr.....Lowell E. Jackson

"New TV Capitol of the Midwest*"

(*No idle boast — read copy below
 for proof positive)

KFYR-TV TELECASTING
 ON CHANNEL 5
 BISMARCK, NO. DAK.

Telecasting from atop the State Capitol building,
 KFYR-TV delivers unrivalled coverage in the
 wealthy, Midwest farm belt—and throughout
 the heart of the oil-rich Williston Basin.

KFYR-TV guarantees a ready-made,
 responsive buying audience, built up through
 years of top-flight radio programming.

NBC • DUMONT • CBS

KFYR-TV CHANNEL 5 BISMARCK, NO. DAK.
 REPRESENTED NATIONALLY BY JOHN BLAIR





CLEVELAND'S FASTEST GROWING TELEVISION STATION

with

NEW HIGH TOWER

1,000 feet above average terrain... 684 feet above Terminal Tower

NEW HIGH POWER

Almost double effective radiated power

NEW HIGH ENTERTAINMENT

- TOP NETWORK SHOWS
- TOP LOCAL PERSONALITIES
- TOP SPORTS COVERAGE
- THE STATION FOR THE INDIANS-BROWNS

WXEL *Cleveland • Channel 8*

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Owned and Operated by The Empire Coil Co.

Program Director.....Bloyce M. Wright
 Promotion Director.....A. R. Cooper
 Film Manager.....William Mavrides
 Chief Engineer.....Irwin L. Knopp
 Consulting Engineer.....Kear & Kennedy

Comm., Prod. Mgr.....Barbara Hamrick
 Chief Engineer.....George A. Wilson

WICA-TV

ASHTABULA—1953

Channel: 15 UHF..AP: 10 Kw..VP: 19 Kw.
 Owned-Oper. By.....WICA, Inc.
 Business Address.....Jefferson Road
 Phone Number.....32-126
 Air Time.....3 hours daily
 News Service.....UP
 Representative.....Gill-Perna
 President.....D. C. Rowley
 General Manager.....John Colin
 Business Manager.....Donald Fassett
 Office Manager.....Jack Murray
 Program Director.....John Strassen
 Promotion Director.....Lawrence Geretty
 Publicity Director.....Arlene Klamer
 Film Manager.....Fred Baker
 Chief Engineer.....Frank Barnato

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw..VP: 250 Kw.
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Phone Number.....CAPital 0777
 Air Time.....17½ hours daily
 News Service.....UP
 Newspaper Affiliation.....Scripps-Howard
 Representative.....The Branham Co.
 Membership.....NARTB
 President.....Jack R. Howard
 V.P., Gen. Mgr.....M. C. Watters
 Station Manager.....Harry LeBrun
 Program Director.....Ed Weston
 Pub., Prom. Dir.....Richard Zavon
 Film Manager.....Sid Barger
 Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 125 Kw..VP: 250 Kw.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Business Address.....Times-Star Bldg.
 Phone Number.....Garfield 1331
 Air Time.....17½ hours daily
 News Service.....AP
 Newspaper Affiliation.....Times-Star
 Representative.....The Katz Agency, Inc.
 Membership.....NARTB
 President.....Herbert Taft, Jr.
 General Manager.....U. A. Latham
 Asst. Gen. Mgr.....Don L. Chapin
 Pub. Dir.....Fred Thomas
 Program Director.....Paul Shumate
 Nat'l Sales Mgr.....Kenneth Church
 Promotion Director.....Lila Lambert
 Director of News.....George Palmer
 Production Manager.....Bob Huber
 Film Manager.....James S. Henkel

WLW-T

CINCINNATI—1948—NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Address.....140 W. Ninth St.
 Phone Number.....Cherry 1822
 Air Time.....18 hours daily
 News Service.....UP, INS
 Representative.....WLW Sales
 President.....R. E. Dunville
 Dir. of TV Oper. & V.P.....John T. Murphy
 Sales Manager.....John H. Bone
 Promotion Dir.....Frederic Gregg
 Chief Engineer.....R. J. Rockwell
 Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF..AP: 47 Kw..VP: 93 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Business-Studio Address.....1816 E. 13th St.
 Phone Number.....Tower 1-5454
 Air Time.....16½ hours daily
 News Service.....UP
 Newspaper Affiliation.....Scripps-Howard
 Representative.....Branham
 President.....Jack R. Howard
 General Manager.....James C. Hanrahan
 Station Director.....J. Harrison Hartley
 Advertising Manager....Floyd E. Weidman
 Dir. of News & Spec. Events..Donald L. Perris
 Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business-Studio Address.....815 Superior Ave.
 Phone Number.....CHerry 1-0942
 Air Time.....18½ hours daily
 News Service.....AP, UP
 Representative.....NBC Spot Sales
 Membership.....NARTB, BAB
 General Manager.....Lloyd E. Yoder
 Dir. of Sales.....Charles Philips
 Program Manager.....Brooke Taylor
 Dir. of News & Spec. Events....Edward R.
 Wallace
 Promotion Director.....Clement G. Scerback
 Film Director.....Albert L. Odeal
 Engineer-in-Charge.....S. E. Leonard
 Oper. Sup.....William A. Howard

WXEL

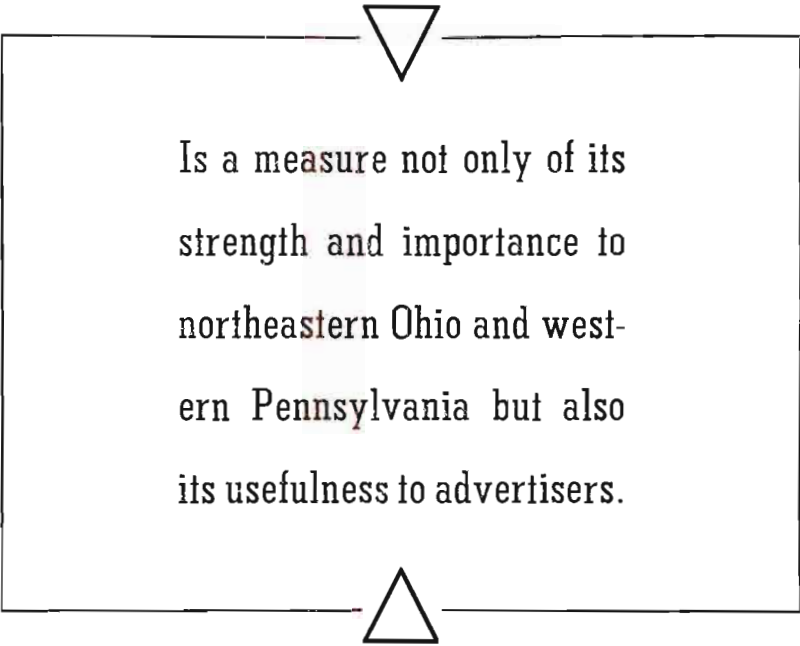
CLEVELAND—1949

ABC-DuM

Channel: 8 VHF..AP: 22.5 Kw..VP: 45 Kw.
 Owned-Oper. By.....Empire Coil Co., Inc.
 Address.....1630 Euclid Ave.

WFMJ-TV's

1,000 Ft. Tower



Is a measure not only of its strength and importance to northeastern Ohio and western Pennsylvania but also its usefulness to advertisers.

WFMJ-TV and AM

Youngstown, Ohio

Phone Number.....TOwer 1-8989
 Air Time.....16 hours daily
 News Service.....UP, AP, INS
 Representative.....Katz
 Membership.....NARTB
 President.....Herbert Mayer
 Sta., Gen. Mgr.....Franklin C. Snyder
 Publicity Director.....Barbara Snyder
 Commercial Mgr.....R. C. Wright
 Prog. Dir., Film Mgr.....Ben Wickham
 Dir. of News.....Robert Rowley
 Chief Engineer.....H. A. Brinkman
 Consulting Engineer.....Benjamin Adler

WBNS - TV
 COLUMBUS—1949—CBS

Channel: 10...AP: 123 Kw...VP: 219 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 Phone Number.....Fletcher 3538
 Air Time.....16 hours daily
 Newspaper Affiliation...Columbus Dispatch
 News Service.....AP
 Station Representative.....Blair
 Membership.....NARTB
 Dir. of Television.....Richard A. Borel
 Program Director.....Jerome R. Reeves
 Sales Director.....Robert D. Thomas
 Promotion Director.....Barbara Haddox
 Dir. News & Spe. Events.....Chester S. Long
 Production Dir.....John Haldi
 Public Serv. Dir.....Charles S. Cady
 Merchandising Dir.....Morton Sherman
 Ch'ef Engineer.....Lester H. Nafzger
 Consulting Engineer.....Jansky & Bailey

WLW - C
 COLUMBUS—1949—NBC

Channel: 4 VHF...AP: 13 Kw...VP: 26 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Phone Number.....Jefferson 5441
 Air Time.....19 hours daily
 News Service.....UP, INS
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Commercial Mgr.....James G. Burgess
 Program Director.....Walter S. Jacobs
 Promotion Director.....Donald H. Edgemon
 Dir. of News & Spec. Events...David Nichols
 Film Manager.....Nicholas Luppino
 Chief Engineer.....Charles Sloan

WTVN
 COLUMBUS—1949—ABC-DuM

Channel: 6 VHF...AP: 10.0 Kw...CP: 19.8 Kw.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Address.....753 Harmon Ave.
 Phone Number.....Fletcher 5801
 Air Time.....13 hours daily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB
 President.....Hulbert Taft, Jr.

Exec. Vice-President.....Kenneth Church
 General Manager.....J. W. McGough
 Sales Manager.....Edwin G. Richter, Jr.
 Program Director.....William T. Wagner
 Promotion Dir.....Beatrice Caldron
 Director of News.....William Palmer
 Film Manager.....Richard McKinney
 Chief Engineer.....Marvin Ingerson

WHIO - TV
 DAYTON—1949—ABC-CBS

Channel: 7...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business Address.....45 S. Ludlow St.
 Phone Number.....ADams 2261
 Representative.....Hollingbery
 President.....James M. Cox, Jr.
 Managing Director.....J. Leonard Reinsch
 General Manager.....Robert H. Moody
 Asst. to Gen. Mgr.....Harvey R. Young, Jr.
 Program Director.....Don R. Lyons
 Chief Engineer.....Ernest L. Adams

WIFE
 DAYTON—1953—ABC-DuM

Channel: 22 UHF...AP: 132 Kw...VP: 254 Kw.
 Owned-Oper. By.....Skyland Bcstg. Corp.
 Business Address.....380 West First St.
 Phone Number.....Michigan 6501
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Ronald B. Woodyard
 Nat. Sales Manager.....C. J. Thonrquest
 Commercial Mgr.....Louis G. Froelich
 Program Director.....Paul Kane
 Chief Engineer.....Joseph P. Gill

WLW - D
 DAYTON—1949—NBC

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Business-Studio Address...4595 S. Dixie Hwy.
 Phone Number.....Walnut 2101
 Air Time.....17½ hours daily
 News Service.....UP, INS
 Representative...WLW Offices, New York,
 Chicago, Hollywood
 Membership.....NARTB
 Station Manager.....H. Peter Lasker
 Commercial Manager...Wm. J. Williamson
 Program Manager.....Robert Head
 Prom. Pub. Dir.....Dorothy A. Sanders
 Dir. of News & Spec. Events...Omar Williams
 Film Manager.....Mary Lou Myers
 Production Manager.....Ray E. Brosseau
 Chief Engineer.....Lester Sturgill

WLOK - TV
 LIMA—1953—NBC

Channel: 73 UHF...AP: 8.3 Kw...VP: 20 Kw.
 Owned-Oper. By.....WIOK, Inc.
 Business Address.....1424 Rice Ave.
 Phone Number.....6-3411
 News Service.....UP
 Representative.....H-R

Membership NARTB
 President L. A. Pixley
 Exec. Vice-Pres. Robert O. Runnerstrom
 Natl. Sales Manager Lawrence Webb
 Program Director William Huffman
 Promotion Dir. Peggy Miller
 Director of News Joe Rex
 Chief Engineer Darrel Hunter
 Consulting Engineer. Craven, Lohnes & Culver

WSTV-TV

STEUBENVILLE—1953—CBS

Channel: 9 VHF. AP: 70 Kw. VP: 140 Kw.
 Owned-Oper. By WSTV, Inc.
 Business Address Exchange Realty Bldg.
 Phone Number 2-6265
 Representative Avery-Knodel
 Vice-Pres., Gen. Mgr. John J. Laux
 Commercial Mgr. Joseph M. Troesch
 Prod. Mgr. Robert E. Holt
 Prog. Dir. Harry Birrell
 Director of News Scott McMurray
 Chief Engineer Charles Shepherd

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF. AP: 12.3 Kw. VP: 24.5 Kw.
 Owned-Oper. By Storer Bdcstg. Co.
 Business-Studio Address 136 Huron St.
 Phone Number Adams 3175
 Representative Katz
 Membership TBA, NARTB, BAB
 President George B. Storer
 Commercial Manager W. F. Shannon
 Gen., Sta. Mgr. Allen L. Haid
 Program Director Al Ruhfel
 Production Manager John Saunders
 Film Director Elaine Phillips
 Chief Engineer William Stringfellow

WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 73 UHF. AP: 89 Kw. VP: 175 Kw.
 Owned-Operated By Vindicator Printing Co.
 Address 101 W. Boardman Street
 Phone Number 3-4121
 Newspaper Affil. The Youngstown Vindicator
 Representative Headley-Roed
 Pres., Gen. Mgr. William F. Maag, Jr.
 Comm. Mgr. Leonard E. Nasman
 Program Director Ronald Richards
 Film Manager Alan Suthmayd
 Chief Engineer Frank A. Dieringer

(See Page 900)

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS
 DuM

Channel: 27 UHF. AP: 9.5 Kw. VP: 15.8 Kw.
 Owned-Operated By WKBN Bcstg. Co.
 Address 3930 Sunset Blvd.
 Representative Raymer
 Station Manager J. L. Bowden
 Chief Engineer B. T. Wilkens

WHIZ-TV

ZANESVILLE—1953

ABC-CBS-NBC-DuM

Channel: 50 UHF. AP: 38 Kw. VP: 70.8 Kw.
 Owned-Oper. By Southeastern Ohio TV
 System

Business Address Lind Arcade Bldg.
 Phone Number 2-5431
 Air Time 8½ hours daily
 News Service UP
 Representative Pearson
 Membership NARTB, BAB
 President Clay Littick
 Gen., Sta. Mgr. Vernon A. Nolte
 Comm. Mgr. Nate Miller
 Program Director Robert D. Mailey
 Promotion Dir. Robert Cromwell
 Director of News Allan Land
 Production Dir. Edward Fisher
 Chief Engineer William A. Hunt
 Consulting Engineer. Craven, Lohnes & Culver

OKLAHOMA

TV HOMES 320,000

POPULATION 2,280,000

STATIONS IN STATE 7

KSWO-TV

LAWTON—1953

Channel: 7 VHF. AP: 4.8 Kw. VP: 9.6 Kw.
 Owned-Operated By

Oklahoma Quality Bcstg. Co.
 Address P. O. Box 1385
 Representative Everett-McKinney
 Phone Number 7777
 Air Time 9 hours daily
 News Service UP
 Membership NARTB
 President R. H. Drewry
 Gen., Sta. Mgr. Paul N. Goode
 Commercial Mgr. L. W. Ozier, Jr.
 Program Director Henry Mattison
 Promotion Dir. Beverly Whitener
 Director of News William McReynolds
 Production Mgr. B. J. Wheatley
 Film Manager W. J. Evans
 Chief Engineer Willard Cochran
 Consulting Engineer William Buford

KMPT

OKLAHOMA CITY—1953—DuM

Channel: 19 UHF. AP: 89 Kw. VP: 178 Kw.

Owned-Oper. By..... KLPR Television Inc.
 Business Address..... 128 W. Commerce
 Phone Number..... Central 2-1341
 Air Time..... 8 hours daily
 News Service..... UP
 Representative..... Bolling
 Membership..... NARTB
 General Manager..... Fred Farha
 Program Director..... Douglas Carruth
 Director of News..... Grant Ladd
 Film Manager..... Phyllis Lewis
 Chief Engineer..... Jacob A. Davis

KTVQ

OKLAHOMA CITY—1953—ABC-CBS

Channel: 25 UHF. AP: 141 Kw. VP: 275 Kw.
 Owned-Oper. By..... Republic TV & Radio Co.
 Business Address..... Northwest Station
 Phone Number..... Jackson 8-4151
 Air Time..... 8½ hours daily
 News Service..... AP
 Representative..... H.R.
 President..... John Esau
 Gen., Sta. Mgr..... J. Harry Abbott
 Commercial Mgr..... Raymond Ruff
 Prog., Prom. Dir..... Bill Sadler
 Director of News..... Jack Sherman
 Film Manager..... Wayne Taylor
 Chief Engineer..... Harold L. Coomes
 Consulting Engineer..... Vandivere, Cohen,
 Wearm

KWTW

OKLAHOMA CITY—1953—CBS

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By..... Oklahoma Television Corp.
 Business Address..... Box 8788
 Phone Number..... Victor 3-6641
 Representative..... Avery-Knodel
 General Manager..... Edgar T. Bell
 Commercial Mgr..... Fred L. Vance
 Promotion, Pub. Dir..... Montez Tjaden
 Film Manager..... David Hunt
 Director of News..... Bruce Palmer
 Program Director..... Russ Severin
 Chief Engineer..... Morris W. Thomas

WKY-TV

OKLAHOMA CITY—1949 ABC-NBC

Channel: 4 VHF. AP: 60 Kw. VP: 100 Kw.
 Owned-Oper. By..... WKY Radiophone Co.
 Studio Address..... 500 E. Britton Rd.
 Phone Number..... TRinity 8-2161
 Air Time..... 17½ hours daily
 News Service..... AP, UP
 News. Affil..... Oklahoman, Times
 Representative..... Katz
 Membership..... NARTB
 President..... E. K. Gaylord
 Manager..... P. A. Sugg
 Asst. Manager..... Hoyt Andres
 Program Director..... Robert Olson
 Promotion Director..... Dallas Wyant
 Dir. of News & Spec. Events..... Grant Foster

Production Manager..... Robert Doty
 Adm. Assistant..... Eugene B. Dodson
 Natl. Sales Director..... Kieth Mathers
 Chief Engineer..... H. J. Lovell
 Consulting Engineer..... A. D. Ring Co.

KCEB

TULSA—1953—NBC

Channel: 23 UHF. AP: 95 Kw. VP: 180 Kw.
 Owned-Oper. By..... Elfred Beck
 Business Address..... 1606 Natl. Bank of Tulsa
 Phone Number..... 4-4044
 Representative..... Bolling
 Membership..... NARTB
 President..... Elfred Beck
 General Manager..... N. Ray Kelly
 Asst. to Manager..... Valeria O'Neal
 Commercial Mgr..... John Howley
 Program Director..... William G. McLaren
 Chief Engineer..... Richard W. Pickard
 Consulting Engineer..... George Davis

KOTV

TULSA—1949 CBS-NBC

Channel: 6. AP: 60.3 Kw. VP: 100 Kw.
 Owned-Oper. By..... Wrather-Alvarez, Inc.
 Business Address..... 302 S. Frankfort St.
 Phone Number..... 2-9233
 Station Representative..... Petry
 President..... Jack D. Wrather, Jr.
 Gen., Sta. Manager..... Maria Helen Alvarez
 Commercial Manager..... John B. Hill
 Program Director..... Don Thompson
 Asst. Gen. Mgr..... Robert Freeland
 Chief Engineer..... George Jacobs

OREGON

TV HOMES 187,000

POPULATION 1,854,000

STATIONS IN STATE 4

KBES-TV

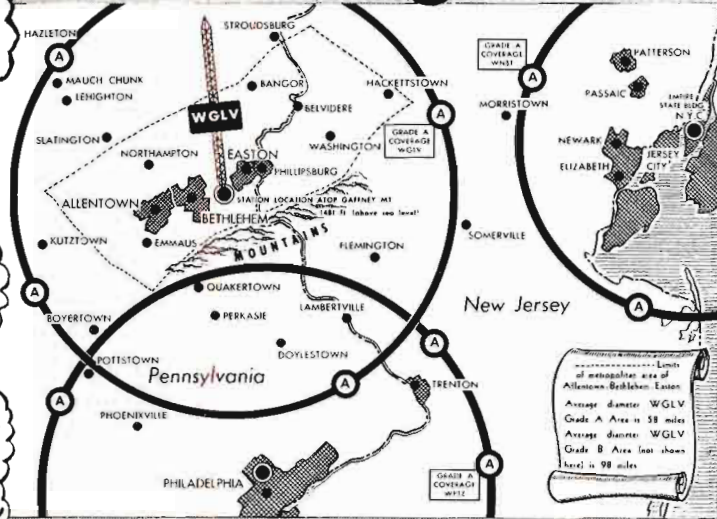
MEDFORD—1953 CBS-ABC-NBC-DuM

Channel: 5 VHF. AP: 15.8 Kw. VP: 28.9 Kw.
 Owned-Oper. By..... Southern Oregon Ecstg. Co.
 Business Address..... Box 1189
 Phone Number..... Gold Hill 5-9333
 Representative..... Blair
 President..... Amos Voorhies
 Vice-Pres., Sta. Mgr..... Ed A. Malone
 Vice-Pres., Business Mgr..... Everett A. Faber
 General Manager..... William B. Smullin
 Advertising Manager..... John Burr

HOW! ONLY 1 TV STATION

Blankets the ENTIRE GREATER LEHIGH VALLEY AREA PENNSYLVANIA'S 3RD MARKET

W
G
L
V



"This map shows Grade A, or reliable coverage areas as published by strongest stations in New York, Philadelphia, and Allentown-Bethlehem-Easton area (44th market in U.S.)"

CHANNEL 57
100,000 WATTS
AT 1481 FEET

ALLENTOWN-BETHEHEM-EASTON METROPOLITAN DISTRICT

POPULATION	RETAIL SALES	AVG. FAMILY INCOME
A —566,197	A —\$792,496,000	A—\$5,725
A & B—3,069,700	A & B—\$4,750,396,000	B—\$5,692



45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

***UHF SETS IN USE**

July 1, 1953	3,000 est.
October 1, 1953	41,343
November 15, 1953	51,944
January 1, 1954	65,098
February 1, 1954	72,340

*Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.

WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa.
J. L. Stackhouse, President
Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

Represented by *Headley-Reed TV*

NEW YORK ● CHICAGO ● SAN FRANCISCO ● HOLLYWOOD ● ATLANTA ● PHILADELPHIA

KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF... AP: 28 Kw... VP: 56 Kw.
 Owned-Oper. By... Mt. Hood Radio & TV Bcstg.
 Corp.
 Business Address... 140 S.W. Columbia St.
 Phone Number... Atwater 6412
 Representative... Avery-Knodel
 President... Ted Gamble
 Vice-Pres., Manag. Dir... C. Howard Lane
 Program Director... Ted W. Cooke
 Film Director... Ted M. Williams
 Production Mgr... Roy Rector
 Film Director... T. M. Williams
 Chief Engineer... Louis Bookwalter

KPTV

PORTLAND—1952—CBS-DuM
 NBC

Channel: 27 UHF... AP: 44 Kw... VP: 88 Kw.
 Address... 735 S.W. 20th Pl.
 Owned-Operated By... Empire Coil Co.
 Representative... NBC Spot Sales
 President... Herb Mayer
 Commercial Mgr... Charles White
 Chief Engineer... Wm. McAlister
 Program Manager... Eugene Ragle

KPIC

SALEM—1954

Channel: 24 UHF... AP: 8.87 Kw... VP: 16.4 Kw.
 Owned-Oper. By... Lawrence A. Harvey
 Business Address... 321 S. Beverly Dr.,
 Beverly Hills, Calif.
 President... Lawrence A. Harvey
 Vice-President... Joseph Brenner
 Chief Engineer... Harold W. Jury

PENNSYLVANIA

TV HOMES 2,375,000

POPULATION 11,223,000

STATIONS IN STATE 28

WFBG-TV

ALTOONA—1953—NBC-ABC-DuM

Channel: 10 VHF... AP: 160 Kw... VP: 316 Kw.
 Owned-Operated By... The Gable Co.
 Address... Gable Arcade
 Representative... H-R Reps
 President... G. P. Gable
 General Manager... Jack Snyder
 Film Manager... B. Harley Shook
 Consulting Engineers
 Craven, Lohnes & Culver

WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF... AP: 2.24 Kw... VP: 2.24 Kw.
 Owned-Oper. By... Associated Bcstrs. Inc.
 Business Address... 801 Hamilton St.
 Phone Number... Hemlock 4-6278
 Air Time... 9 hours
 News Service... UP
 Representative... Meeker
 Membership... NARTB
 General Manager... Clair R. McCollough
 Station Manager... Thomas R. Nunan, Jr.
 Natl. Sales Manager... J. Robert Gulick
 Program Director... Richard Getz
 Chief Engineer... J. E. Mathiot

WCHA-TV

CHAMBERSBURG—1953—CBS-DuM

Channel: 46 UHF... AP: 10.5 Kw... VP: 21 Kw.
 Owned-Oper. By... Chambersburg Bcstg. Co.
 Business Address... Craft Press Bldg.
 Phone Number... 1110
 Air Time... 7 hours daily
 News Service... AP
 Representative... Forjoe
 Membership... NARTB
 Gen., Sta. Mgr... John S. Booth
 Commercial Mgr... Richard J. Koba
 Program Director... Allan Saunders
 Film Manager... Robert Glessner
 Chief Engineer... James McCurdy

WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF... AP: 49.89 Kw... VP: 100 Kw.
 Owned-Oper. By... Easton Publishing Co.
 Business Address... 30 N. 4th St.
 Phone Number... 3-8371
 Representative... Headley-Reed
 President... J. L. Stackhouse
 General Manager... Richard W. Hubbell
 Business Manager... Nelson Rounsley
 Sales Manager... Nevin S. Paskow
 Program Manager... Alice O'Hare
 Promotion Mgr... William H. Youry
 Film Manager... Percy E. DeWitt
 Chief Engineer... Charles R. Thon

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12... AP: 15 Kw... VP: 30 Kw.
 Owned-Oper. By... Dispatch Incorporated
 Bus.-Trans. Address... 3515 State St.
 Phone Number... 4-5021
 Air Time... 18 hours daily
 Representative... Petry
 President... Edward Lamb
 General Manager... Ben McLaughlin
 Program Director... Dan Lick
 Film Director... John W. Cook
 Commercial Mgr... Karl Nelson
 Prom. Dir... Jack Schumacher
 Chief Engineer... Michael Csop

W C M B - T V

HARRISBURG—1954

Channel: 27 UHF. AP: 49.5 Kw. VP: 98.9
 Owned-Oper. By.....Rossmoyne Corp.
 Business Address.....230 Court St.
 Phone Number.....4-3005
 News Service.....INS
 Representative.....Cooke
 Membership.....NARTB
 President.....Edgar T. Shepard, Jr.
 General Manager.....Ed K. Smith
 Commercial Mgr.....Rudolph O. Marcoux
 Chief Engineer.....J. Howard Bair
 Consulting Engineer.....Frank McIntosh

Director of News.....Joseph Harper
 Production Mgr.....Edgar Gault
 Publicity Director.....Frank Noto
 Film Manager.....Charles Baddorf, Jr.
 Chief Engineer.....E. Daniel Leibensperger

W T P A

HARRISBURG—1953—NBC

Channel: 71 UHF. AP: 9.3 Kw. VP: 17.5 Kw.
 Owned-Oper. By.....Harrisburg Bcstrs. Inc.
 Business Address.....3235 Hoffman St.
 Phone Number.....Harrisburg 8-7171
 Air Time.....15½ hours daily
 Newspaper Affiliation.....Patriot-News
 News Service.....UP
 Membership.....NARTB
 President.....Donald Newhouse
 Gen. Sta. Mgr.....David J. Bennett
 Commercial Mgr.....Alan Solada
 Program Director.....Donald D. Wear
 Promotion Mgr.....Gladys Swift
 Director of News.....Roy Nassau
 Production Mgr....."Mac" McCauley
 Film Manager.....Edward J. McGinnis
 Chief Engineer.....Paul Gross
 Consulting Engineer..Craven, Lohnes & Culver

W H P - T V

HARRISBURG—1953—CBS

Channel: 55 UHF. AP: 126 Kw. VP: 253 Kw.
 Owned-Oper. By.....WHP, Inc.
 Business Address.....216 Locust St.
 Phone Number.....4-3211
 Air Time.....9½ hours daily
 News Service.....UP
 Representative.....Bolling
 General Manager.....A. K. Redmond
 Program Director.....Dick Redmond
 Promotion Dir.....Beatrice Potteiger

BEST BUY →

in Southwestern Pennsylvania

WJAC-TV JOHNSTOWN

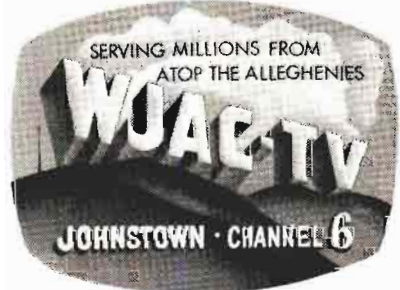
3 Market Coverage for the Price of 1!

YOUR BUDGET GETS A BREAK, and your sales coverage a real bonus, when you choose WJAC-TV in Johnstown. Based on latest Hooper standings, WJAC-TV proves its audience appeal, not only in the Greater Johnstown Market, but in Pittsburgh and Altoona as well! One buy covers three . . . when you use WJAC-TV!

1st in Johnstown

2nd in Pittsburgh

1st in Altoona



Get full details from your KATZ man!

WARD-TV

JOHNSTOWN—1953—CBS-DuM
ABC

Channel: 56 UHF.. AP: 10 Kw.. VP: 20 Kw.
Owned-Oper. By..... Rivoli Realty Co.
Business Address..... First Natl. Bank Bldg.
Phone Number..... 81-216
Representative..... Weed
General Manager..... Robert R. Nelson
Chief Engineer..... Millard Coleman

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 6 VHF.. AP: 35 Kw.. VP: 70 Kw.
Owned-Operated By..... WJAC, Inc.
Business Address..... 329 Main St.
Phone Number..... 9-1965
Air Time..... 14½ hours daily
Newspaper Affiliation.. The Johnstown Tribune
News Service..... UP
Representative..... Katz
Membership..... NARTB
President..... Walter W. Krebs
Gen., Sta. Mgr..... Alvin D. Schrott
Sales Manager..... John H. Hepburn
Prog. Dir., Film Mgr..... Frank P. Cummins
Chief Engineer..... Theodore Campbell
Consulting Engineer..... McNary

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 8 VHF.. AP: 7.2 Kw.. VP: 3.6 Kw.
Owned-Operated By..... WGAL, Inc.
Business-Transmitter Address.. 24 S. Queen St.
Phone Number..... 5246
Studio Address..... 24 S. Queen St.
Air Time..... 116 hours weekly
News Service..... UP
Representative..... Meeker
Membership..... NARTB
President..... Clair R. McCollough
Station Manager..... Harold E. Miller
Gen. Sales Mgr..... J. Robert Gulick
Program Director..... Paul Rodenhauer
Technical Director..... J. E. Mathiot

WLBR-TV

LEBANON—1953

Channel: 15 UHF.. AP: 69.2 Kw.. VP: 129 Kw.
Owned-Oper. By..... Lebanon Television Corp.
Business Address..... 8th & Cumberland Sts.
Phone Number..... 2-4646
Air Time..... 6 hours daily
Newspaper Affiliation.. Lebanon Daily News
News Service..... UP
Representative..... Pearson
Membership..... NARTB
President..... Lester P. Etter
Station Manager..... Arthur H. Simmers
Program Director..... Arthur H. Simmers

Commercial Mgr..... Phillip J. Reilly
Promotion Dir..... Jack Schropp
Director of News..... Hy White
Film Manager..... Gene Dyssinger
Public Service..... Henry Homan
Chief Engineer..... Leonard Savage
Consulting Engineer..... A. D. Ring

WKST-TV

NEW CASTLE—1953—DuM

Channel: 45 UHF.. AP: 10.5 Kw.. VP: 20.8 Kw.
Owned-Oper. By..... WKST, Inc.
Business Address..... Cathedral Bldg.
Phone Number..... Oliver 4-5501
Air Time..... 3 hours daily
News Service..... UP
Representative..... Everett-McKinney, Inc.
Pres., Gen. Mgr..... S. W. Townsend
Sta., Comm. Mgr..... Art Graham
Program Director..... Harry Reith
Promotion Dir..... Al Francis
Director of News..... Crory Pitzer
Chief Engineer..... Donald Dout

WCAU-TV

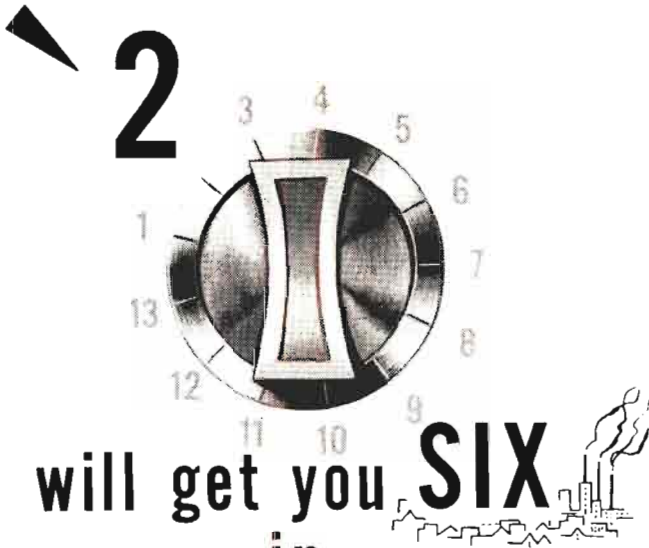
PHILADELPHIA—1947—CBS

Channel: 10 VHF.. AP: 14 Kw.. VP: 25 Kw.
Owned-Operated By..... WCAU, Inc.
Address..... City Ave. & Monument Ave.
Phone Number..... GR 7-8300
Air Time..... 16 hours daily
Newspaper Affiliation.. The Evening Bulletin
News Service..... AP, UP
Representative..... CBS TV Spot Sales
Pres., Gen. Mgr..... Donald W. Thornburgh
V.P., Asst. Gen. Mgr..... Joseph L. Tinney
V.P. & TV Director..... Charles Vanda
Commercial Manager..... Robt. McGredy
Program Director..... John McClay
V.P. & Prom. & Pub. Dir..... Robert N. Pryor
Dir. News & Spec. Events..... Charles Shaw
Production Manager..... Richard Schlegle
V.P. & Technical Director..... John G. Leitch

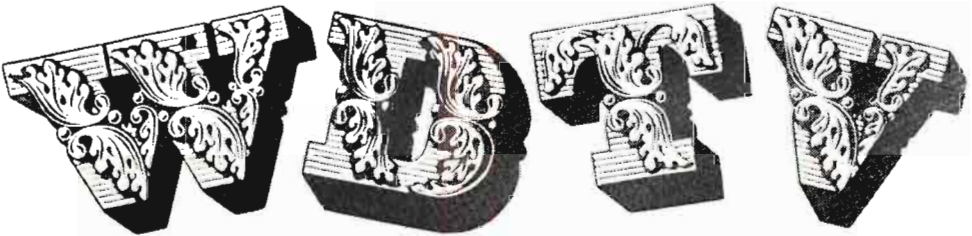
WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Triangle Publications Inc.
Business Address..... 46th & Market Sts.
Phone Number..... Evergreen 2-4700
Air Time..... 16 hours daily
Newspaper Affiliation.. Philadelphia Inquirer
News Service..... UP
Representative..... Katz
Membership..... NARTB
General Manager..... Roger W. Clipp
Commercial Mgr..... Kenneth W. Stowman
Program Director..... Jack Steck
Promotion Director..... Joe Zimmermann
Director of News..... Charles Harrison
Publicity Director..... John Hyland
Film Manager..... Ralph Goldstein
Chief Engineer..... Henry Rhea



will get you **SIX**
in
PITTSBURGH



Want to capture the nation's sixth largest metropolitan market? Then tune your sales to WDTV—Channel 2—in Pittsburgh! Every day in over 800,000 homes in the Pittsburgh district, your customers are tuned

to Channel 2. They prefer WDTV with programs geared to Pittsburgh people, Pittsburgh habits and tastes. Use DuMont's WDTV, Pittsburgh's first television station —and you'll sell Pittsburgh!

Pittsburgh's *first* Television Station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.

HAROLD C. LUND, General Manager

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Westinghouse Radio Sta. Inc.
 Business Address... 1600 Architects Bldg.
 Phone Number... LOcust 4-5500
 Air Time... 19 hours daily
 News Service... UP, INS
 Station Representative... Free & Peters
 Membership... NARTB
 Gen. Mgr... Rolland V. Tooke
 Comm. Mgr... Alexander W. Dannenbaum, Jr.
 Program Manager... Stan Lee Broza
 Pub., Prom. Dir... John J. Kelly
 Chief Engineer... Raymond J. Bowley

WDTV

PITTSBURGH—1949
 ABC-CBS-NBC-DuM

Channel: 2... AP: 8.3 Kw... VP: 16.6 Kw.
 Owned-Operated By... Allen B. Du Mont
 Laboratories, Inc.
 Business Address... Chamber of Commerce
 Bldg.
 Phone Number... Express 1-3000
 Air Time... 19 hours daily
 News Service... UP
 Representative... DuMont Network
 Membership... NARTB
 President... Dr. Allen B. Du Mont
 Gen. Mgr... Harold C. Lund
 Sales Dir... George Baren Bregge
 Publ. Dir... Dick Fortune
 Program Manager... Byron H. Dowty
 Director of News... Bill Burns
 Film Manager... Richard Dreyfuss
 Chief Engineer... Raymond Rodgers

WENS

PITTSBURGH—1953—ABC

Channel: 16 UHF... AP: 106 Kw... VP: 200 Kw.
 Owned-Oper. By... Telecasting, Inc.
 Business Address... 947 Aliver Bldg.
 Phone Number... Atlantic 1-4300
 Air Time... 9 hours daily
 News Service... INS, UP
 Representative... Petry
 Membership... NARTB
 President... Thomas P. Johnson
 Managing Director... A. Donovan Faust
 General Manager... Larry H. Israel
 Commercial Mgr... Donald Menard
 Program Director... David C. Murray
 Director of News... Dan Mallinger
 Production Mgr... Thomas Borden
 Publicity Director... Peter Thornton
 Film Manager... Jay Gould
 Chief Engineer... Fred M. Eames, Jr.

WKJF-TV

PITTSBURGH—1953—NBC

Channel: 53 UHF... AP: 11.59 Kw... VP: 19.28 Kw.

Owned-Oper. By... Agnes J. Reeves Greer
 Business Address... 1715 Grandview Ave.
 Phone Number... Hubbard 1-2626
 Air Time... 14 hours daily
 Newspaper Affiliation... Dominion News &
 Morgantown Post
 News Service... UP
 Representative... Weed
 Membership... NARTB
 Owner... Agnes J. Reeves Greer
 Gen., Sta. Mgr... F. G. Raese
 Commercial Mgr... Joseph Jenkins
 Promotion Dir... Harold Stark
 Director of News... Harrison Eagles
 Production Mgr... John Ziegler
 Film Manager... Donald Redinger
 Chief Engineer... Peter E. Pappas

WEEU-TV

READING—1953—ABC-NBC

Channel: 33 UHF... AP: 87 Kw... VP: 167 Kw.
 Owned-Oper. By... Hawley Bcstg. Co.
 Business Address... 433 Penn St.
 Phone Number... 6-7335
 Air Time... 10½ hours daily
 Newspaper Affiliation... Eagle-Times
 News Service... UP
 Representative... Head'ey-Reed
 Membership... NARTB, BAB
 President... Hawley Quier
 Vice-Pres., Gen. Mgr... Thomas E. Martin
 Asst. Manager... K. Richard Creitz
 Program Director... George Carroll
 Promotion Dir... Jeanne Thompson
 TV Sales Director... Ewart M. Blain
 Production Mgr... Roy V. Swinamer
 Film Manager... Daniel W. Shields
 Chief Engineer... David J. Miller Jr.

WHUM-TV

READING—1953

Channel: 61 UHF... AP: 135 Kw... VP: 260 Kw.
 Owned-Oper. By... Eastern Radio Corp.
 Address... Skyline Drive
 Phone Number... 4-4805
 Air Time... 14 hours daily
 News Service... INS, AP
 Representative... H R Television, Inc.
 Pres., Gen. Mgr... Humboldt J. Greig
 Program Director... Howard Davis
 Film Manager... Alan Lane
 Dir. of News & Spec. Events... John Deegan
 Production Mgr... Robert Bostian
 Sales Manager... Frank Elliott
 Chief Engineer... Louis E. Littlejohn
 (See Page 910)

WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF... AP: 152 Kw... VP: 256 Kw.
 Owned-Oper. By... Union Bcstg. Co.
 Business Address... 333 Madison Ave.
 Phone Number... Diamond 3-245
 Air Time... 8½ hours daily
 News Service... UP

We've Got Reading **WHUM**ming!



In One of the Nation's Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined . . . Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives

RepresentativeHollingbery
 MembershipBAB
 President.....Martin F. Memolo
 Gen., Sta. Mgr.....William M. Dawson
 Commercial Mgr.....Sam M. Feigenbaum
 Program Director.....Joseph Salsburg
 Promotion Dir.....Donald S. Preven
 Director of News.....John Von Bergen
 Chief Engineer.....Roswell J. Parker
 Consulting Engineer.....Jansky & Bailly

WGBI-TV
SCRANTON—1953—CBS

Channel: 22 UHF..AP: 114 Kw..VP: 215 Kw.
 Owned-Oper. By.....Scranton Bcstrs. Inc.
 Business Address.....1000 Wyoming Ave.
 Phone Number.....2-0296
 Air Time.....8½ hours daily
 News Service.....AP
 Representative.....Blair
 President.....M. E. Megargee
 General Manager.....George D. Coleman
 Station Manager.....R. E. McDowell
 Promotion Dir.....Douglas Holcomb
 Chief Engineer.....K. R. Cooke
 Consulting Engineer.....George C. Davis

WTVU
SCRANTON—1953

Owned-Oper. By.....Appalachian Co.
 Channel: 73 UHF..AP: 8.42 Kw..VP: 12.84 Kw.
 Business Address.....First Natl. Bank Bldg.
 Representative.....Everett-McKinney
 Phone Number.....7-3334
 Exec. Vice-President.....Charles W. Stone
 General Manager.....Jan King
 Sales Manager.....John E. Karabin
 Chief Engineer.....Chas. F. Halle

WBRE-TV
WILKES-BARRE—1953—NBC

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned-Operated By.....Louis G. Baltimore
 Address.....62 S. Franklin St.
 Representative.....Headley-Reed
 Owner.....L. G. Baltimore
 General Manager.....David Baltimore
 Program Director.....F. D. Coslett
 Chief Engineer.....Franklin D. Coslett

WILK-TV
WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF..AP: 87 Kw..VP: 170 Kw.
 Owned-Oper. By.....Wyoming Valley Bcstg. Co.
 Business Address.....88 North Franklin St.
 Phone Number.....4-4666
 Representative.....Avery-Knodel Inc.
 Exec. Vice-President.....Roy E. Morgan
 General Manager.....Thomas P. Shelburne
 Sales Manager.....Malcolm Dale
 Program Director.....Hal Berg
 Director of News.....Thomas Bigler
 Film Manager.....Francis Lee
 Chief Engineer.....Theodore French

WNOW-TV

YORK—1953—DuM

Channel: 49 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Broadcast Division, Helm
 Coal Co.
 Business Address.....25 So. Duke St.
 Phone Number.....27-821
 Air Time.....10 hours daily
 News Service.....AP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 General Manager.....Lowell W. Williams
 Commercial Mgr.....John O. Border
 Program Director.....William Whitaker
 Promotion Dir.....Ed Schwalm
 Director of News.....Wilbur Groff
 Production Mgr.....Richard Gillespie
 Film Manager.....John Clouser
 Chief Engineer.....Glen Winter
 Consulting Engineer.....John H. Mullaney

WSBA-TV

YORK—1952—ABC

Channel: 43 UHF..AP: 86 Kw..VP: 170 Kw.
 Owned-Operated By.....Susquehanna Bcstg. Co.
 Address.....53 N. Duke St.
 Representative.....Radio-TV Reps
 President.....Louis J. Appell, Jr.
 Program Director.....Fred Shaffer
 Sales Manager.....Philip Eberly
 Director of News.....O. B. Morse
 Film Manager.....Tom Miller
 Chief Engineer.....Llewellyn Jones
 Consulting Engineer.....George C. Davis

RHODE ISLAND
TV HOMES 230,000
POPULATION 816,000
STATIONS IN STATE 2

WJAR-TV

PROVIDENCE—1949
ABC-NBC-DuM

Channel: 10.....AP: 113 Kw..VP: 225 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address.....176 Weybosset St.
 Phone Number.....Gaspee 1-8255
 Air Time.....120 hours weekly
 News Service.....AP, INS
 Representative.....Weed
 Membership.....NARTB, BAB
 Program Manager.....Seymour Horowitz
 Gen., Comm. Mgr.....Norman Gittleson

Production Coordinator..... Manning Tesser
 Film Director..... William Cooper
 Chief Engineer..... Thomas C. J. Prior

WNET

PROVIDENCE—1953—ABC-DuM

Channel: 16 UHF..AP: 11 Kw..VP: 22 Kw.
 Owned-Oper. By... Channel 16 of Rhode Island,
 Inc.

Business Address..... Box 1533
 Phone Number..... Union 1-3100
 News Service..... UP
 Representative..... Raymer, Bannan
 President..... Harold C. Arcaro
 Vice-Pres., Gen. Mgr..... John R. Porterfield
 Promotion Dir..... Violette B. Marks
 Film Manager..... Robert Dykeman
 Chief Engineer..... Herbert F. Evans
 Consulting Engineer..... George C. Davis

SOUTH CAROLINA

TV HOMES 195,000

POPULATION 2,181,000

STATIONS IN STATE 7

WAIM-TV

ANDERSON—1953—CBS

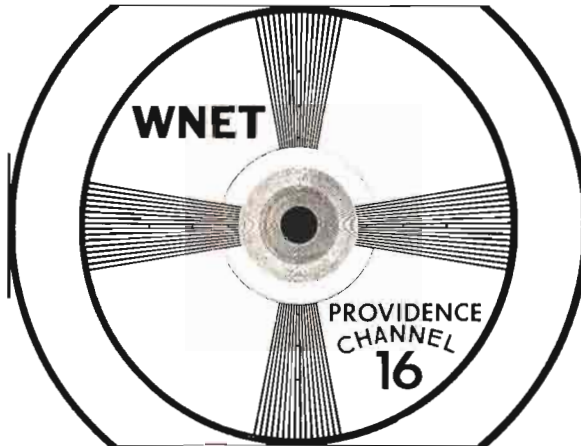
Channel: 40 UHF..AP: 8.3 Kw..VP: 16.6 Kw.
 Owned-Oper. By..... Wilton E. Hall
 Business Address..... Box 806
 Phone Number..... 3800
 Representative..... Burn-Smith, Dora-Clayton
 General Manager..... Glenn P. Warnock
 Sales Manager..... Adam C. Welborn
 Production Dir..... Jimmy Scribner
 Chief Engineer..... John Willis

WCSC-TV

CHARLESTON

ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 15.5 Kw..VP: 31 Kw.
 Owned-Oper. By..... WCSC, Inc.
 Business Address..... 485 East Bay St.
 Phone Number..... 3-8371
 Air Time..... 9 hours daily
 News Service..... UP
 Representative..... Free & Peters
 President..... John M. Rivers
 Station Manager..... Roland Weeks
 Commercial Mgr..... Ralph Thornley
 Program Director..... Russell D. Long
 Promotion Dir..... Alma D. Davis
 Director of News..... Harry Gianaris
 Production Mgr..... Charlie Hall
 Film Manager..... Annie Laurie Quarterman
 Chief Engineer..... Wilbur R. Albee



SERVING THE NATION'S 14th
 MARKET AREA

WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF. AP: 7.9 Kw. VP: 15.7 Kw.
 Owned-Oper. By Radio Columbia, Inc.
 Business Address Cornet Arms Bldg.
 Phone Number 2-2177
 Air Time 9 hours daily
 News Service AP
 Representative Head'ey-Reed
 President Charles W. Pittman
 Station Director Stewart Spencer
 Program Director Blair McKenzie
 Commercial Mgr. Law Epps
 Chief Engineer Robert Lambert
 Consulting Engineer George C. Davis

WIS-TV

COLUMBIA—1953—NBC

Channel: 10 VHF. AP: 53 Kw. VP: 106 Kw.
 Owned-Oper. By WIS-TV Corp.
 Business Address 1111 Bull St.
 Phone Number 3-8356
 Air Time 8½ hours daily
 News Service UP
 Representative Free & Peters
 Membership NARTB
 President G. Richard Shafto
 Managing Director Charles A. Batson
 Commercial Mgr. Thomas F. Daisley
 Program Director Adrian Munzell
 Promotion Director Grenville Seibels
 Production Mgr. Dixon Lovvorn
 Publicity Director James Jackson
 Film Manager Robert Donly
 Chief Engineer Herbert G. Eidson, Jr.

WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF. AP: 47 Kw. VP: 93.5 Kw.
 Owned-Oper. By Palmetto Radio Corp.
 Business Address Box 5307
 Phone Number 3-9401
 Representative Raymer
 General Manager H. Moody McElveen, Jr.
 Natl. Sales Manager W. C. Bochman
 Program Manager David M. Campbell
 Chief Engineer Donald E. Willoughby

WFBC-TV

GREENVILLE—1953—NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By WMRC, Inc.
 Business Address 19 E. North St.
 Phone Number 5-9653
 Representative Weed
 General Manager Beverly T. Whitmire
 Asst. Manager Norvin C. Duncan
 Program Director Frank Opra
 Production Dir. Col. L. J. I. Barrett
 Sales Manager Robert Q. Glass, Jr.

WGVL

GREENVILLE—1953—ABC-DuM

Channel: 23 UHF. AP: 8.51 Kw. VP: 17 Kw.
 Owned-Oper. By Greenville Television Co.
 Business Address Box 2344
 Phone Number 5-0471
 Air Time 9 hours daily
 News Service AP
 Representative H-R, Ayers
 President Edgar M. Norris
 General Manager Ben K. McKinnon
 Prog., Prod. Mgr. Ben Greer
 Prom., Pub. Dir. L. Herbert Porter
 Film Manager Bill Banner
 Chief Engineer Emil A. Sellars

SOUTH DAKOTA

TV HOMES 18,500

POPULATION 666,000

STATIONS IN STATE 1

KELO-TV

SIoux FALLS—1953—ABC-CBS
NBC

Channel: 11 VHF. AP: 33 Kw. VP: 55 Kw.
 Owned-Oper. By Midcontinent Bcstg. Co.
 Business Address 8th St. & Phillips Ave.
 Phone Number 4-5841
 Representative Raymer
 President Joe Floyd
 General Manager Evans A. Nord
 Production Mgr. Dane Dedrick
 Chief Engineer Les Froke

TENNESSEE

TV HOMES 391,000

POPULATION 3,424,000

STATIONS IN STATE 7

WJHL-TV

JOHNSON CITY—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF. AP: 30 Kw. VP: 60 Kw.
 Owned-Oper. By WJHL, Inc.

Business Address.....145 W. Main St.
 Phone Number.....2780
 News Service.....UP
 Representative.....Pearson
 President.....W. H. Lancaster, Sr.
 Gen., Sta. Mgr.....W. H. Lancaster, Jr.
 Program Director.....Walter Heeb
 Promotion Dir.....William Shell
 Director of News.....Michael Blancard
 Production Mgr.....Miss Pat Smithdeal
 Chief Engineer.....O. K. Garland

Owned-Oper. By.....Television Services of
 Knoxville
 Phone Number.....5-2113
 Business Address.....530 S. Gay St.
 Representative.....Pearson
 Vice-Pres., Gen. Mgr.....Harold B. Rothbrock
 Production Mgr.....Jay Miller
 Program, Film Mgr.....Jerry Danziger
 Commercial Mgr.....Guy L. Smith III
 Publicity Director.....Marie Hogan
 Chief Engineer.....Joy Broyles

W R O L - T V

KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF..AP: 4.1 Kw..VP: 8.2 Kw.
 Owned-Oper. By.....Mountcastle Bcstg. Co., Inc.
 Business Address.....612 S. Gay St.
 Phone Number.....2-7111
 News Service.....UP
 Representative.....Avery-Knodel
 President.....Paul Mountcastle, Sr.
 Gen., Comm. Mgr.....W. H. Linebaugh
 Program Director.....John H. Reese
 Prom., Pub. Dir.....H. W. Hudson
 Production Mgr.....Bill Hubbard
 Chief Engineer.....Fred M. Andrews

W H B Q - T V

MEMPHIS—1953—CBS

Channel: 13 VHF..AP: 60 Kw..VP: 120 Kw.
 Owned-Oper. By.....Harding College
 Business Address.....Hotel Chisca
 Phone Number.....5-0825
 Air Time.....15 hours daily
 News Service.....UP
 Representative.....Blair
 Membership.....NARTB, BAB
 President.....Dr. George S. Benson
 General Manager.....John H. Cleghorn
 Operations Manager.....W. H. Grumbles
 Sales Manager.....L. O. Dobson
 Program, Film Mgr.....Gordon A. Lawhead
 Prom., Pub. Dir.....Les Birchfield
 Director of News.....Gene Roper
 Production Mgr.....Wilson Northcross
 Chief Engineer.....Welton M. Roy
 Consultation Engineer.....Frank H. McIntosh

W T S K - T V

KNOXVILLE—1953—CBS-DuM

DuM

Channel: 26 UHF..AP: 10.5 Kw..VP: 21 Kw.

telecasting on

channel 8

to
**Middle Tennessee,
 Southern Kentucky
 and portions of
 North Alabama . . .**

POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 136,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

wsix-tv

NASHVILLE 3, TENNESSEE



CBS BASIC AFFILIATE
 SUPPLEMENTARY AFFILIATE
 ABC and DuMont

WMCT

MEMPHIS—1948—ABC-DuM

Channel: 5...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated...Memphis Publishing Co.
 Business-Studio Address...Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number8-7464
 RepresentativeBranham
 PresidentEnoch Brown
 Gen. Station Mgr.....H. W. Slavick
 Commercial Manager.....Earl Moreland
 Program Director.....Wilson Mount
 Prom., Pub. Dir.....Walter E. Frase
 Dir. of News & Spec. Events.....Edwin White
 Production Manager.....Tim Kiely
 Chief Engineer.....E. C. Frase, Jr.

KRBC-TV

ABILENE—1953—ABC-NBC

Channel: 9 VHF..AP: 14.7 Kw...VP: 29.5 Kw.
 Owned-Oper. By.....Reporter Bcstg. Co.
 Business Address.....Fulwiler Bldg.
 Phone Number4-8557
 Air Time.....5 hours daily
 News ServiceAP
 RepresentativePearson
 PresidentDale Ackers
 Gen., Sta. Mgr.....Howard Barrett
 Commercial Mgr.....Robert Scott
 Prog., Prod. Mgr.....John Renshaw
 Prom., Pub. Dir.....Robert Nash
 Director of News.....Dub Bowlus
 Chief Engineer.....W. E. Kessel

WSIX-TV

NASHVILLE—1953
 ABC-CBS-DuM

Channel: 8 VHF..AP: 45 Kw...VP: 90 Kw.
 Owned-Oper. By.....WSIX-TV
 Business Address.....Nashville Trust Bldg.
 Phone Number5-5431
 News ServiceAP
 RepresentativeHollingbery
 Air Time.....14½ hours daily
 MembershipNARTB
 Owner & Gen. Mgr.....Louis R. Daughon
 Operations Director.....Shelton Weaver
 Commercial Dir.....E. S. Tanner
 Production Mgr.....Jim Kent
 Publicity Director.....Martha Ferguson
 Chief Engineer.....Charles Duke

KFDA-TV

AMARILLO—1953—ABC-CBS

Channel: 10 VHF..AP: 30.4 Kw...VP: 56.5 Kw.
 Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
 Business Address.....Box 1400
 Phone Number4-5343
 Air Time.....8 hours daily
 News ServiceAP, UP
 RepresentativeBranham
 PresidentWendell Mayes
 General Manager.....Stan Wilson
 Commercial Mgr.....Ed Moore
 Program Director.....Kindred Raley
 Production Mgr.....Buck Long
 Chief Engineer.....Bill Spiller

WSM-TV

NASHVILLE—1950
 ABC-CBS-DuM-NBC

Channel: 4...AP: 11.9 Kw...VP: 23.8 Kw.
 Owned-Oper. By.....WSM, Inc.
 Business Address.....14th & Compton Aves.
 Phone Number6-7181
 RepresentativeEdward Petry
 ChairmanE. W. Craig
 President.....John H. DeWitt, Jr.
 Commercial Manager.....Irving Waugh
 Public Relations.....William R. McDaniel
 Chief Engineer.....Aaron Shelton

KGNC-TV

AMARILLO—1953

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Plains Radio Bcstg. Co.
 Address.....Box 751
 Phone Number4-4601
 Air Time.....9½ hours daily
 News, Affil.....Globe-News Publ. Co.
 News Service.....AP, UP
 MembershipNARTB, BAB
 President.....B. E. Walker
 Gen., Sta. Mgr.....Tom Kritser
 Commercial Mgr.....Bud Thompson
 Prog. Dir., Dir. of Rem.....Kelly Maddox
 Promotion Director.....Marianne Johnson
 Dir. of News & Spec. Events.....Bob Izzard
 Film Manager.....Joan Jamison
 Chief Engineer.....W. H. Torrey
 Consulting Engineer.....A. Earl Cullum

KTBC-TV

AUSTIN—1952
 ABC-CBS-NBC-DuM

Channel: 7 VHF..AP: 50 Kw...VP: 00 Kw.
 Owned-Operated By.....Texas Bcstg. Corp.
 Address.....P. O. Box 717
 RepresentativeRaymer
 PresidentClaudia Johnson
 General Manager.....J. C. Kellam
 Consulting Engineer.....A. Earl Cullum, Jr.

TEXAS

TV HOMES 1,129,000

POPULATION 8,986,000

STATIONS IN STATE 28

XELD-TV

BROWNSVILLE—1951
NBC-DuM

Channel: 7 VHF... AP: 1.4 Kw... VP: 3 Kw.
Owned-Oper. By... Television de Metamoros
S.A.
Address... 1014 E. Washington St.
Phone Number... Brownsville 6-6953
Representative... Adam Young
General Mgr... Monte Kleben
Comm. Mgr... L. W. Smith
Traffic Manager... Belva Younkman
Chief Engineer... Juan Suarez

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By... KRLD Radio Corp.
Business Address... Herald Square
Phone Number... RAndolph 6811
Newspaper Affiliation... Dallas Times Herald
Representative... Branham
Chairman... J. W. Runyan
President... Clyde W. Rembert
Comm. Mgr... William A. Roberts
Program Dir... Ves Box
Dir. of News & Spec. Events... Jay Hogan

Film Director... Nick Mueller
Chief Engineer... B. B. Honeycutt

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF... AP: 13.5 Kw... VP: 27 Kw.
Owned-Operated By... A. H. Belo Corp.
Business Address... Young & Houston
Phone Number... Riverside 3315
Air Time... 17 hours daily
Newspaper Affiliation... Morning News
News Service... UP
Representative... Petry
Membership... NARTB
President... E. M. (Ted) Dealey
Sup. of Radio & TV... Martin B. Campbell
Station Manager... Ralph W. Nimmons
Prog. Remotes Dir... Jay Watson
Promotion Dir... Jack Saunders
Dir. of News & Spec. Events... Michael Hinn
Prod., Film Mgr... Howard Anderson
Publicity Director... Lois Jean Cooper
Chief Engineer... William C. Ellis
Technical Supervisor... George E. Krutilek
Consulting Engineer... A. Earl Cullum

Selling the SOUTHWEST'S LARGEST
METROPOLITAN AREA—over a MILLION

KRLD-TV

Channel 4

NORTH CENTRAL
TEXAS' ONLY STATION

with

MAXIMUM POWER

100,000 WATTS VIDEO
50,000 WATTS AUDIO

KRLD Radio

SATURATES MARKET

EQUAL TO 68 SECONDARY
STATIONS WITHIN

KRLD'S 0.5 MILLIVOLT

LINE! 50,000 WATTS

EXCLUSIVE OUTLET FOR CBS TELEVISION AND RADIO
NETWORK PROGRAMS IN DALLAS AND FORT WORTH

The Biggest Buy in the Biggest Market in the Biggest State

THE TIMES HERALD STATIONS . . . DALLAS, TEXAS

John W. Runyan, Chairman of the Board

Clyde W. Rembert, President

The BRANHAM CO., Exclusive Representative

KROD-TV

EL PASO—1952—CBS-DuM-ABC

Channel: 4 VHF... AP: 28 Kw... VP: 56 Kw.
 Owned-Oper. By..... El Paso Times, Inc.
 Address..... 2201 Wyoming St.
 Representative..... Branham
 General Manager..... Val Lawrence
 Sales Manager..... Dick Watts
 Promotion Mgr..... Ken McClure
 Chief Engineer..... E. P. Talbott

KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF... AP: 33.1 Kw... VP: 55.1 Kw.
 Owned-Operated By..... Tri-State Bcstg. Co.
 Address..... 801 N. Oregon St.
 Representative..... Hollingbery
 General Manager..... Karl O. Wyler
 Commercial Mgr..... Roy T. Chapman
 Program Manager..... Jack B. Chapman
 Production Mgr..... Jack Rye
 Chief Engineer..... Kenne'h Walton

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF... AP: 8.2 Kw... VP: 16.4
 Owned-Oper. By..... Carter Publications, Inc.
 Business Address..... 3900 Barnett St.
 Phone Number..... Lockwood 1981
 Air Time..... 11 hours daily
 Newspaper Affiliation..... Fort Worth Star-
 Telegram
 News Service..... AP
 Representative..... Free & Peters
 Membership..... NARTB
 Chairman..... Amon Carter
 President..... Amon Carter, Jr.
 General Manager..... George Cranston
 TV Director..... Harold Hough
 Commercial Mgr..... Roy Bacus
 Prom., Publ. Dir..... Howard Fisher
 Program Director..... Robert Gould
 Film Manager..... Lynn Trammell
 Production Mgr..... Robert Grammer
 Director of News..... James A. Byron
 Chief Engineer..... R. C. Stinson

KGUL-TV

GALVESTON-HOUSTON—1953

CBS

Channel: 11 VHF... AP: 125 Kw... VP: 235 Kw.
 Owned-Oper. By..... Gulf Television Co.
 Business Address..... 2002 45th St.
 Phone Number..... 3-1607
 Air Time..... 14 hours daily
 News Service..... AP
 Representative..... CBS Television Spot Sales
 President..... Paul E. Taft
 Station Manager..... Raymond E. Jones
 Program Director..... Thomas J. Thompson
 Promotion Dir..... William D. Evans, Jr.

IN EL PASO'S

Fabulous Southwest

YOU'LL

SELL

MORE

ON

CHANNEL

4

Because

MORE PEOPLE WILL SEE CHANNEL 4

WHY?

1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivalled studio facilities
6. Maximum investment in finest equipment
7. Unequaled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's . . .

KROD-TV

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Chairman
 Val Lawrence, President
 Dick Watts, Sales Manager

NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY

Director of News..... Henry B. Williamson
 Film Manager..... Bud Johnson
 Chief Engineer..... William S. Sloat

KGBT-TV

HARLINGEN—1953—CBS-ABC

Channel: 4 VHF... AP: 6.9 Kw... VP: 13 Kw.
 Owned-Oper. By... Harbenito Bcstg. Co., Inc.
 Business Address..... Box 711
 Phone Number..... 3500
 Representative..... Pearson
 General Manager..... Troy R. McDaniel
 Commercial Manager..... I. S. Roberts
 Program Director..... Fred Folk
 Chief Engineer..... Al Beck

KNUZ-TV

HOUSTON—1953—DuM

Channel: 39 UHF... AP: 12 Kw... VP: 20 Kw.
 Owned-Oper. By..... KNUZ Telyevision Co.
 Business Address..... Box 2631
 Phone Number..... Keystone 6666
 Air Time..... 8 hours daily
 News Service..... UP
 Representative..... Forjoe
 Membership..... NARTB
 President..... Max H. Jacobs
 Gen., Sta. Mgr..... David H. Morris
 Commercial Mgr..... Jack Healy
 Program Director..... Roger Van Duzer
 Promotion Director..... George Johnson
 Director of News..... Bill Crawford
 Production Mgr..... Chauncy Brown
 Publicity Director..... George Johnson
 Film Manager..... Glenn Armstrong
 Chief Engineer..... O. C. Crossland
 Consulting Engineer..... Weldon & Carr

KPRC-TV

HOUSTON—1950
 ABC-CBS-NBC-DuM

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Houston Post Co.
 Business Address..... 2318 Polk Ave.
 Phone Number..... Madison 9271
 Representative..... Petry
 General Manager..... Jack Harris
 Commercial Mgr..... Jack McGrew
 Program Director..... Bert Mitchell
 Promotion Mgr..... Kirt Harris
 Film Manager..... Earl Corridon
 Publicity Director..... Edna Forester
 Traffic..... Pat Breech
 Chief Engineer..... Paul Huhndorf

KTVE

LONGVIEW—1953

Channel: 32 UHF... AP: 12 Kw... VP: 20 Kw.
 Owned-Oper. By..... A. James Henry
 Business Address..... Box 1232
 Phone Number..... 6690
 Air Time..... 7 hours daily
 News Service..... UP

Representative..... NARTB
 Pres., Gen. Mgr..... A. James Henry
 Commercial Mgr..... W. M. Morrow, Jr.
 Program Director..... Lawrence Birdsong, Jr.
 Director of News..... Herschel McClure
 Production Mgr..... Harold Miller
 Film Manager..... Barre Monigold
 Chief Engineer..... Wm. H. Dixon
 Consulting Engineer..... Irven Simpson

KCBD-TV

LUBBOCK—1953—ABC-NBC

Channel: 11 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Bryant Radio & TV Corp.
 Business Address..... Box 1507
 Phone Number..... 4-1414
 News Service..... AP, UP
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Joe H. Bryant
 Business Manager..... Robert L. Snyder
 Commercial Mgr..... George L. Tarter
 Program Director..... John Devine
 Promotion Dir..... Jack Tippit
 Director of News..... Choc Hutchison
 Film Manager..... Hulén Penney
 Chief Engineer..... Frank Lee
 Consulting Engineer..... Weldon & Carr

KDUB-TV

LUBBOCK—1952—CBS-DuM

Channel: 13 VHF... AP: 17.5 Kw... VP: 35 Kw.
 Owned-Oper. By..... Texas Telecasting, Inc.
 Business Address..... 7400 College
 Phone Number..... 4-2345
 News Service..... INS
 Representative..... Avery-Knodel, Inc.
 Pres., Gen. Mgr..... W. D. (Dub) Rogers
 Sta., Comm. Mgr..... Mike Shapiro
 Program Director..... Ray Trent
 Prom., Pub. Dir..... Johnny Williams
 Director of News..... Jimmie Isaacs
 Production Mgr..... Vernon Poerner
 Film Manager..... Sidney Smith
 Chief Engineer..... Rudy Starnes
 Consulting Engineer..... Frank McIntosh

KMID-TV

MIDLAND—1953—NBC-ABC-DuM

Channel: 2 VHF... AP: 13.8 Kw... VP: 26.3 Kw.
 Owned-Oper. By... Midessa Television Co., Inc.
 Business Address..... Box 2758
 Phone Number..... 2-7322
 Representative..... Venard Inc.
 General Manager..... Sid Grayson
 Commercial Mgr..... Bob Cain
 Program Director..... Bill Richie

KTXL-TV

SAN ANGELO—1953—CBS-NBC
 DuM

Channel: 8 VHF... AP: 15.5 Kw... VP: 27.5 Kw.
 Owned-Oper. By..... WesTex Television Co.

Business Address.....1015 East 28th St.
 Phone Number.....7677
 Air Time.....9 hours daily
 Representative.....Taylor
 Membership.....NARTB
 President.....Armistead D. Rust
 Gen., Sta. Mgr.....John A. Kelly
 Commercial Mgr.....E. O. Thomesen
 Prog., Film Mgr.....Willia G. Black
 Prom., Pub. Dir.....Kenneth E. Markel
 Director of News.....Dean Chrysler
 Production Mgr.....Hal Black
 Chief Engineer.....Robert Benson
 Consulting Engineer...Craven, Lohnes & Culver

K G B S - T V
 SAN ANTONIO—1950
 ABC-CBS-DuM

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...San Antonio TV Company
 Business Address.....Transit Tower
 Phone Number.....Garfield 8151
 Air Time.....15 hours daily
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 President.....George B. Storer
 Commercial Manager.....W. E. Kelley
 Managing Director.....George B. Storer Jr.
 Program Director.....Ed Uhler
 Prom., Pub. Dir.....Ardyce Pianstiel
 Dir. of News & Spec. Events...Robert Farrar
 Film Manager.....Betty Patton
 Chief Engineer.....William Jackson

W O A I - T V
 SAN ANTONIO—1949—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By....Southland Industries, Inc.
 Address.....1031 Navarro St.
 Phone Number.....Garfield 4221
 Air Time.....18 hours daily
 News Service.....AP, INS, UP
 Representative.....Petry
 President.....Hugh A. L. Half
 General Manager.....James M. Gaines
 Comm. Mgr.....Edward V. Cheviot
 Promotion Mgr.....M. E. Grossman
 Program Manager.....W. Perry Dickey
 Film Manager.....Edward D. Hyman
 Publicity Director.....Imogene Stanley
 Director of Engineering.....C. L. Jeffers
 Consulting Engineer.....A. D. Ring

K C E N - T V
 TEMPLE—1953—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Bell Publishing Co.
 Business Address.....118 W. Avenue A
 Phone Number.....3-6868
 Air Time.....7¼ hours daily
 Newspaper Affiliation..Temple Daily Telegram
 News Service.....UP
 Representative.....Hollingbery

President.....Frank W. Mayborn
 General Manager.....Harry Stone
 Program Director.....Jim Bentley
 Film Manager.....Mrs. Gay Hoos
 Chief Engineer.....Wm. Crusinberry
 Consulting Engineer.....A. Earl Cullum, Jr.

K C M C - T V
 TEXARKANA—1953
 CBS-ABC-DuM

Channel: 6 VHF..AP: 15 Kw..VP: 28 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Business Address.....317 Pine St.
 Representative.....Venard Inc.
 President.....C. E. Palmer
 General Manager.....Frank O. Myers
 Sales Manager.....William F. Guy
 Director of News.....Tom Speer
 Chief Engineer.....Harvey Robertson

K E T X

TYLER—1953—NBC-DuM-CBS

Channel: 90 UHF..AP: 141 Kw..VP: 270 Kw.
 Owned-Oper. By.....Jacob A. Newborn Jr.
 Business Address.....Box 686
 Phone Number.....2-0801
 Representative.....Pearson
 Manager.....Jacob A. Newborn Jr.
 Station Manager.....E. R. Norris

K A N G - T V
 WACO—1953—ABC-DuM

Channel: 34 UHF..AP: 10 Kw..VP: 18.6 Kw.
 Owned-Oper. By....Central Texas Television
 Inc.
 Business Address.....4811 Bosque Blvd.
 Phone Number.....31525
 Air Time.....7 hours daily
 News Service.....UP
 Representative.....Pearson
 Membership.....NARTB
 President.....Clyde Weatherby
 Station Manager.....Bob H. Walker
 Program Director.....Iris Wadley
 Prom., News Dir.....King Bridges
 Production Manager.....Frank Matthews
 Chief Engineer.....J. H. Smith
 Consulting Engineer.....Weldon & Carr

K R G V - T V
 WESLACO—1954—NBC

Channel: 5 VHF..AP: 14.5 Kw..VP: 28.8 Kw.
 Owned-Oper. By.....KRGV Television Inc.
 Business Address.....Box 626
 Phone Number.....375
 Representative.....Raymer
 President.....O. L. Taylor
 General Manager.....Byron W. Ogle
 Commercial Mgr.....Allan Page
 Program Director.....Millman Rochester
 Production Dir.....Jim Cook
 Director of News.....Brad Smith
 Chief Engineer.....Lewis Hartwig

KFDX-TV

WICHITA FALLS—1953

Channel: 3 VHF... AP: 36 Kw... VP: 60 Kw.
 Owned-Operated By: Wichtex Radio & Tele. Co.
 Address: 801 Scott St.
 Phone Number: 2-8668
 President: Darrold A. Cannon
 General Manager: Howard H. Fry
 Station Manager: Henry Davis
 Commercial Mgr.: Mott Johnson
 Program Director: Warren Silver
 Prom., Pub. Dir.: W. P. Hood
 Director of News: Mike Henry
 Production Mgr.: William Angel
 Film Manager: Gene Jones
 Chief Engineer: John Adams
 Consulting Engineer: George C. Davis

KWFT-TV

WICHITA FALLS—1953—CBS

Channel: 6 VHF... AP: 11.7 Kw... VP: 23.4 Kw.
 Owned-Operated By: Wichita Falls Tele. Inc.
 Address: P. O. Box 420
 Phone Number: 3-4181
 Air Time: 10 hours daily
 News Service: UP
 Representative: Blair-TV
 President: Kenyon Brown
 Commercial Manager: Blaine Cornwell
 Prog., Prcd. Mgr.: Cecil Sansbury
 Prom., Pub. Dir.: A. L. Pierce
 Director of News: Ed Hamlyn
 Film Manager: Tom Squars
 Chief Engineer: Herbert T. Wiley

UTAH

TV HOMES 121,000

POPULATION 724,000

STATIONS IN STATE 2

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4 VHF... AP: 15 Kw... VP: 30 Kw.
 Owned-Oper. By: Intermountain Bcstg. & TV Corp.
 Business Address: 128 Social Hall Ave.
 Phone Number: 5-2991
 Air Time: 14 hours daily
 Station Representative: Blair-TV
 News Service: UP
 Membership: NARTB, BAB
 President: G. Bennett Larson
 Commercial Mgr.: Douglas R. Clawson
 Program Director: Dan Rainer

Director of News: Jack Goodman
 Publicity Director: Del Leeson
 Film Manager: James E. Chubb
 Chief Engineer: Allan Gunderson
 Consulting Engineer: George C. Davis

KSL-TV

SALT LAKE CITY—1948
 ABC-CBS-DuM

Channel: 5 VHF... 17.8 Kw... VP: 28.5 Kw.
 Owned-Oper. By: Radio Service Corp. of Utah
 Business Address: 145 Motor Ave.
 Phone Number: 5-4641
 Air Time: 14 hours daily
 News Service: UP
 Representative: CBS TV Spot Sales
 Membership: NARTB
 Exec. Vice Pres.: Ivor Sharp
 Comm. Mgr.: Edward B. Kimball
 Gen., Sta. Mgr.: D. Lennox Murdoch
 Program Director: Wayne Richards
 Promotion Director: A. Richard Robertson
 Director of News: Paul Alexander
 Production Manager: Scott R. Clawson
 Publicity Director: A. Richard Robertson
 Film Director: Richard V. Thriot
 Chief Engineer: Vincent Clayton
 Consulting Engineer: A. Ring

VIRGINIA

TV HOMES 512,000

POPULATION 3,452,000

STATIONS IN STATE 9

WBTM-TV

DANVILLE—1954—ABC

Channel: 24 UHF... AP: 12 Kw... VP: 22.5 Kw.
 Owned-Oper. By: Piedmont Bcstg. Corp.
 Business Address: 710 Grove St.
 Phone Number: 2350
 Representative: Hollingbery
 President: L. N. Dibrell
 General Manager: Edward G. Gardner Jr.
 Commercial Mgr.: John Holland III
 Program Director: Milton N. Adams
 Chief Engineer: Lyle C. Molley

WVEC-TV

HAMPTON-NORFOLK—1953—NBC

Channel: 15 UHF... AP: 6 Kw... VP: 12 Kw.
 Owned-Oper. By: Peninsula Bcstg. Corp.
 Business Address: 1490 Pembroke
 Phone Number: Hampton 6332
 Air Time: 17 hours daily
 News Service: AP

Representative Rambeau
 Membership NARTB, BAB
 President Thomas P. Chisman
 Sales Director Hariol A. Brauer Jr.
 Program Director L. W. Duff Kliewer
 Prom., Pub. Dir. Georgia McCarty
 Director of News Bob Drill
 Production Mgr. Harry Middleton
 Film Manager Gordon Walsh
 Chief Engineer William C. King Jr.
 Consulting Engineer Lynn C. Smeby

WSVA-TV

HARRISONBURG—1953
 CBS-DuM-NBC-CBS

Channel: 3 VHF. AP: 4.17 Kw. VP: 8.32 Kw.
 Owned-Oper. By... Shenandoah Valley Bcstg.
 Business Address Rawley Pike
 Phone Number 4-4431
 Air Time 12 hours daily
 News Service UP
 Representative Devney
 Membership NARTB, BAB
 Pres., Gen. Mgr. Frederick L. Allman
 Commercial Mgr. Robert B. Harrington
 Program Director Richard H. Johnson
 Director of News Charles R. McGinley
 Production Mgr. Robert E. Lee
 Chief Engineer Warren L. Braun
 Consulting Engineer Kear & Kennedy

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF. AP: 14 Kw. VP: 28 Kw.
 Owned-Operated By... Lynchburg Bcstg. Corp.
 Address 925 Church St.
 Representative Hollingbery
 President Edward Allen
 General Manager Phil Allen
 Sales Manager Joseph F. Wright
 Program Director Warren Uttal
 Chief Engineer John T. O'ith

WACH

NEWPORT NEWS-NORFOLK—1953

Channel: 33 UHF. AP: 10.5 Kw. VP: 20.9 Kw.
 Owned-Oper. By Eastern Bcstg. Corp.
 Business Address 114 24th St.
 Phone Number Avery-Knodel Inc.
 General Manager Frederic F. Clair
 Commercial Manager Eloyse Patterson
 Operating Mgr. Thomas O. Bradshaw Jr.
 Chief Engineer Frederic F. Clair

WTAR-TV

NORFOLK—1949
 ABC-CBS-DuM

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By WTAR Radio Corp.
 Business Address 720 Boush St.
 Phone Number 56711
 Air Time 17 hours daily

Newspaper Affiliation... Norfolk Newspapers, Inc.
 News Service AP, INS
 Representative Pety
 Membership NARTB, BAB
 Pres., Gen. Mgr. Campbell Arnoux
 Commercial Mgr. Robert M. Lambe
 Prod., Pgm. Dir. Harold Soldinger
 Promotion Dir. Robert M. Davis
 Public Rel. Dir. Joel F. Carson
 Director of News Gilbert McLeod
 Film Director Harry L. Nicholas
 Film Buyer P. C. Arnoux
 Chief Engineer Dick Lindell
 Consulting Engineer Jansky & Bailey

WTOV-TV

NORFOLK—1953—ABC-DuM

Channel: 27 UHF. AP: 10 Kw. VP: 20 Kw.
 Owned-Oper. By... Commonwealth Bcstg. Corp.
 Business Address 812 West 21st St.
 Phone Number 4-7786
 Air Time 10 hours daily
 News Service UP
 Representative Forjoe
 Exec. Vice-Pres., Gen. Mgr. Robert Wasdon
 Production Mgr. Dan Durniak
 Program Director Robert Drepperd
 Promotion Dir. Tom Matthews
 Director of News Dick Harvey
 Film Manager Art Ross
 Chief Engineer Jim Robertson
 Consulting Engineer John Creutz

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Havens & Martin, Inc.
 Address 301 W. Broad St., P. O. Box 5229
 Phone Number 5-8611
 Air Time 17 hours daily
 News Service UP
 Station Representative Blair TV
 Membership NARTB
 Pres., Gen., Sta. Mgr. Wilbur M. Havens
 Program Director John V. Shand
 Film Manager G. Conrad Rianhard, Jr.
 Prom., Pub. Dir. Walter A. Bowry, Jr.
 Dir. of News & Spec. Events Jack Tucker
 Chief Engineer James Kyle
 Consulting Engineer James C. McNary

WSLS-TV

ROANOKE—1952—NBC-ABC

Channel: 10 VHF. AP: 125 Kw. VP: 250 Kw.
 Owned Operated By
 Shenandoah Life Stations
 Address 301 1st St.
 Representative Avery-Knodel
 President P. C. Buford
 Exec. Vice-President J. H. Moore
 Promotion Dir. Fred Corstaphney
 Commercial Manager H. Fitzpatrick
 Program Director George Chernault
 Chief Engineer J. P. Briggs

WASHINGTON

TV HOMES 411,500

POPULATION 2,814,000

STATIONS IN STATE 9

KVOS-TV

BELLINGHAM—1953—DuM

Channel: 12 VHF... AP: 17 Kw... VP: 34 Kw.
 Owned-Oper. By.....KVOS Inc.
 Business Address.....1321 Commercial
 Phone Number.....790
 Air Time.....5½ hours daily
 News Service.....UP
 Representative.....ForJoe
 President.....Rogan Jones
 General Manager.....Jack Clarke
 Commercial Manager.....Fred Elsethagen
 Prog., Prom. Dir.....David Mintz
 Director of News.....Bert Jackson
 Chief Engineer.....Ernest Harper
 Consulting Engineer.....William Foss

KING-TV

SEATTLE—1948—ABC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By.....King Bcstg. Co.
 Business Address.....320 Aurora
 Phone Number.....MUTual 3555
 Air Time.....14 hours daily
 News Service.....UP
 Representative.....Blair-TV
 Membership.....NARTB, BAB
 President.....Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.....Otto P. Brandt
 Commercial Manager.....Al Hunter
 Dir. of News & Spec. Events...Charles Herring
 Production Mgr.....Thomas Dargen
 Publicity Director.....Melvin Anderson
 Program Director.....Lee Schulman
 Dir. of Engineering.....James L. Middlebrooks
 Consulting Engineer...Craven, Lohnes & Culver

KOMO-TV

SEATTLE—1953—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By...Fisher's Blend Station, Inc.
 Business Address.....100 4th Ave. N.
 Phone Number.....Seneca 6000
 Representative.....Hollingbery
 President.....O. W. Fisher
 Vice-Pres., Gen. Mgr.....W. W. Warren
 Commercial Mgr.....Ray Baker
 Program Director.....Dave Crockett
 Production Mgr.....Tom Rogstad
 Chief Engineer.....S. D. Bennett

KHQ-TV

SPOKANE—1952—NBC-ABC

Channel: 6 VHF... AP: 55 Kw... VP: 100 Kw.
 Owned-Operated By.....KHQ, Inc.
 Address.....700 Radio Central Bldg.
 Representative.....Katz
 General Manager.....R. O. Dunning
 Program Director.....William A. Neilson
 Commercial Mgr.....John Pindell
 Prom., Pub. Dir.....J. B. Blair
 Director of News.....P. J. Cullen
 Consulting Engineer.....George C. Davis

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF... AP: 28.5 Kw... VP: 48 Kw.
 Owned-Operated By.....KXLY-TV
 Address.....315 W. Sprague
 Phone Number.....Madison 1218
 Representative.....Walker
 General Manager.....Richard E. Jones
 Chief Engineer.....Dave Green

KMO-TV

TACOMA—1953—NBC

Channel: 13 VHF... AP: 57 Kw... VP: 95.5 Kw.
 Owned-Oper. By.....KMO Inc.
 Business Address.....Box 1651
 Phone Number.....Fulton 1581
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....Branham
 President.....Carl E. Raymond
 Gen., Sta. Mgr.....Jerry Geehan
 Commercial Mgr.....Earl Willhite
 Program Director.....Dick Weeks
 Prog., Pub. Dir.....Gene Dryden
 Director of News.....Dan Seymour
 Production Mgr.....Gordon Tuell
 Film Manager.....Howard Perkin
 Chief Engineer.....John Boor

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF... AP: 63 Kw... VP: 125 Kw.
 Owned-Operated By...Tribune Publishing Co.
 Address.....711 St. Helens Ave.
 Representative.....Weed
 President.....Frank S. Baker
 Chief Engineer.....Max Bice

KVAN-TV

VANCOUVER—1954

Channel: 21 UHF... AP: 62 Kw... VP: 107 Kw.
 Owned-Oper. By.....KVAN, Inc.
 Business Address.....Box 610
 Phone Number.....Oxford 4-3325
 ReRpresentative.....Bolling
 President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Sales Manager.....Russell Coughlin
 Chief Engineer.....Leo Erickson

KIMA-TV

YAKIMA—1953

ABC-CBS-NBC-DuM

Channel: 29 UHF..AP: 7.5 Kw..VP: 15 Kw.
 Owned-Oper. By.....Cascade Bcstg. Co., Inc.
 Business Address...Radio & Television Center
 Phone Number6104
 RepresentativeWeed
 MembershipNARTB
 President.....A. W. Talbot
 Gen., Sta. Mgr.....Thomas C. Bostic
 Commercial Mgr.....H. R. Cary
 Program, Flm. Mgr.....James Nolan
 Promotion Director.....Joe Ryan
 Director of News.....John Knievel
 Production Mgr.....Tom Ewing
 Chief Engineer.....J. Barry Watkinson
 Consulting Engineer.....Frank McIntosh

WKNA-TV

CHARLESTON—1953—ABC-DuM

Channel: 49 UHF..AP: 12 Kw..VP: 22.5 Kw.
 Owned-Oper. By.....Joe L. Smith Jr. Inc.
 Business Address.....804 Kanawha Blvd.
 Phone Number25-153
 Pres., Gen. Mgr.....Joe L. Smith Jr.
 Sales Manager.....George J. Gray
 Program Director.....Don O. Hays
 Film Manager.....Ted McKay
 Chief Engineer.....A. J. Ginkel

WJPB-TV

FAIRMONT—1952—ABC-NBC-DuM

Channel: 35 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Fairmont Bcstg. Co. Inc.
 Business Address.....108 Gaston Ave.
 Phone NumberFairmont 5000
 RepresentativeHeadley-Reed
 President.....J. Patrick Beacom
 Gen., Sta. Mgr.....Robert Drummond
 Commercial Mgr.....J. F. Watkins
 Prog., Prod. Mgr.....Robert Frazier
 Prom., Pub. Dir.....Robert Ice
 Director of News.....Robert L. Mitchell
 Chief Engineer.....Richard McBride
 Consulting Engineer.....A. D. Ring

WEST VIRGINIA

TV HOMES 233,500

POPULATION 2,086,000

STATIONS IN STATE 5

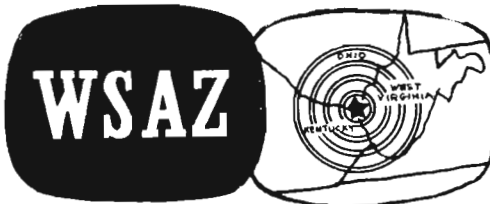
WSAZ-TV

HUNTINGTON—1949—NBC

Channel: 3 VHF....AP: 42 Kw.....VP: 84 Kw.

WHAT'S OUR BIGGEST PRODUCT?

• SERVICE



T E L E V I S I O N

Huntington - Charleston, West Virginia

TO 3,892,300 VIEWERS
 AND 987,300 FAMILIES
 WITH THE EFFECTIVE BUYING
 POWER \$4,064,724,000
 IN 114 COUNTIES OF
 W. VA., OHIO, KY., VA., TENN.

CHANNEL 3 — 100,000 WATTS

NETWORKS: NBC — ABC — CBS — Dmt

Lawrence H Rogers, Vice President & General Manager, WSAZ, Inc.
 Represented nationally by The Katz Agency

Owned-Operated By.....WSAZ, Incorporated
 Address.....201 Ninth St.
 Phone Number.....4-4126
 Air Time.....15 hours daily
 Newspaper Affiliation.....Huntington Advertiser
 News Service.....AP
 Station Representative.....Katz
 Membership.....NARTB
 President.....Col. J. H. Long
 V.P., Gen. Mgr.....Lawrence H. Rogers, II
 V.P., Tech. Dir.....Leroy E. Kilpatrick
 Program Director.....J. H. Ferguson
 Promotion Dir.....Charles W. Dinkins
 News Director.....Nicholas A. Basso
 Production Mgr.....Bert Shimp
 Natl. Sales Manager.....R. E. White
 Film Mgr.....Ned R. Brooke

WTAP

PARKERSBURG—1953—ABC-DuM
 Channel: 15 UHF...AP: 9.45 Kw...VP: 19.5 Kw.
 Owned-Oper. By.....West Virginia Enterprises
 Inc.
 Business Address.....121 W. Seventh St.
 Phone Number.....7-4589
 Representative.....Forjoe
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Theodore Eilan
 Commercial Mgr.....James F. Cox
 Prog., Prom. Dir.....Don Painter
 Director of News.....Jack See
 Film Manager.....Shirley L. Radiken
 Chief Engineer.....George W. DeBlieux

WTRF-TV

WHEELING—1953—ABC-NBC
 Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Tri-City Bcstg. Co.
 Business Address.....1329 Market St.
 Phone Number.....Wheeling 1177
 Air Time.....10 hours daily
 News Service.....UP
 Representative.....Hollingbery
 President.....Thomas M. Bloch
 General Manager.....Robert W. Ferguson
 Commercial Mgr.....H. Needham Smith
 Program Director.....Judy Lawton
 Promotion Dir.....Gregg Van Camp
 Director of News.....George Diab
 Production Mgr.....Gene Ryan
 Film Manager.....William Ney
 Chief Engineer.....Howard Daubenbeyer

WISCONSIN

TV HOMES 568,500
 POPULATION 3,607,000
 STATIONS IN STATE 9

WEAU-TV

EAU CLAIRE—1953—ABC-NBC-DuM
 Channel 13 VHF AP: 29.53 Kw...VP: 59.05 Kw.
 Owned-Oper. By.....Central Bcstg. Co.
 Business Address.....2415 So. Hastings Way
 Phone Number.....6149
 Air Time.....5½ hours daily
 News Service.....UP
 Membership.....NARTB
 Representative.....Hollingbery
 President.....W. C. Bridges
 General Manager.....H. S. Hyett
 Station Manager.....Richard Keplei
 Commercial Mgr.....Robert Burnham
 Film Manager.....Zara Guenard
 Chief Engineer.....T. O. Jorgenson

WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM
 Channel: 2 VHF...AP: 50 Kw...VP: 109 Kw.
 Owned-Oper. By.....St. Norbert College
 Business Address.....115 South Jefferson St.
 Phone Number.....Hemlock 2-3331
 Air Time.....10 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB
 General Manager.....Haydn R. Evans
 Station Manager.....Berkett Farquhar
 Commercial Mgr.....Robert C. Nelson
 Promotion Dir.....Robert Meister
 Director of News.....Clair Stone
 Production Mgr.....Bill Manschot
 Film Manager.....Jim Krause
 Chief Engineer.....Wallace Stangel

WKOW-TV

MADISON—1953—CBS
 Channel: 27 UHF AP: 8.49 Kw...VP: 16.98 Kw.
 Owned-Oper. By.....Monona Bcstg. Co.
 Business Address.....215 West Washington Ave.
 Phone Number.....7-2261
 Air Time.....7 hours daily
 News Service.....UP
 Representative.....Headley-Reed
 President.....Stewart Watson
 Gen., Sta. Mgr.....Michael Henry
 Commercial Mgr.....Robert E. Loomer
 Program Director.....Audrey Bland
 Director of News.....Jerry Harper
 Production Mgr.....Jack Hanson
 Film Manager.....Bill Harman
 Chief Engineer.....V. A. Vanderheiden

WMTV

MADISON—1953—ABC-DuM
 Channel: 33 UHF...AP: 9.6 Kw...VP: 17 Kw.
 Owned-Oper. By.....Bartell Television Corp.
 Business Address.....West Beltline Hwy.
 Phone Number.....3-5381
 Air Time.....10 hours daily
 News Service.....UP

Representative Meeker
 Pres., Gen. Mgr. Gerald A. Bartell
 Sta., Comm. Mgr. Morton J. Wagner
 Program Director Joyce Wickware
 Promotion Dir. Joyce Jaeger Bartell
 Director of News Michael Griffin
 Production Mgr. Roderick MacDonald
 Publicity Director Mary Hunter
 Film Manager Leon Jenkins
 Chief Engineer Earl W. Fessler
 Consulting Engineer Ralph Evans

WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 22 Kw.
 Owned-Oper. By Midwest Bcstg. Co.
 Business Address 723 N. Third St.
 Phone Number Broadway 6-2154
 News Service UP
 Representative Rosenman
 President Lou Poller
 Program Director Dean McCarthy
 Promotion Dir. Mort Rosenman
 Director of News Kal Ross
 Production Mgr. Bud Marino
 Publicity Director Burt Levine
 Film Manager Ralph Andrews
 Chief Engineer Walter Wesley
 Consulting Engineer Russel P. May

WOKY-TV

MILWAUKEE—1953—DuM

Channel: 19 UHF... AP: 12 Kw... VP: 18.5 Kw.
 Owned-Oper. By Bartell Bcstrs. Inc.
 Business Address 704 West Wisconsin
 Phone Number Broadway 1-8480
 Air Time 9 hours daily
 News Service UP
 Representative H-R
 President Gerald A. Bartell
 General Manager Lee B. Bartell
 Program Director Sheldon Kaplan
 Film Manager Art Whitaker, Jr.
 Chief Engineer William Armstrong

WTMJ-TV

MILWAUKEE—1947—ABC
 NBC-DuM

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By The Journal Co.
 Business-Trans. Address 333 W. State St.
 Phone Number B'way 1-6000
 News Service AP
 Air Time 16 hours daily
 Representative Harrington, Righter &
 Parsons, Inc.
 Membership NARTB
 V.P. and Gen. Mgr. of Radio and TV,
 The Journal Co. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Station Mgr. George Comte
 Asst. Sta. Mgr. George Nicoud
 Res., Devel. Co-ordinator L. W. Herzog

Sales Mgr. Neale V. Baake
 Program Manager James Robertson
 Mgr. Radio & TV Engng. Phillip Laeser
 News Editor Jack Krueger

WNAM-TV

NEENAH-APPLETON-MENASHA
 1953

Channel: 42 UHF... AP: 8.3 Kw... VP: 15.5 Kw.
 Owned-Oper. By Neenah-Menasha Bcstg. Co.
 Business Address Box 602
 Phone Number 2-6471
 News Service UP
 Representative George W. Clark
 Membership NARTB
 Pres., Gen. Mgr. Don C. Wirth
 Station Manager Stephen Pozgay
 Chief Engineer Harry W. Hill
 Consulting Engineer Walter Kean

WOSH-TV

OSHKOSH—1953—ABC

Channel: 48 UHF... AP: 7.24 Kw... VP: 13.8 Kw.
 Owned-Oper. By Oshkosh Bcstg. Co.
 Business Address 1235 Bowen St.
 Phone Number Stanley 4580
 Representative Headley-Reed
 Pres., Gen. Mgr. William F. Johns Jr.
 Station Manager Clark Hogan
 Chief Engineer Donald Zuehlke

WYOMING

TV HOMES 7,500

POPULATION 308,000

STATIONS IN STATE 1

KFBC-TV

CHEYENNE—1953—CBS-DuM

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By Frontier Bcstg. Co.
 Business Address 2923 East Lincolnway
 Phone Number 4-4461
 Newspaper Affiliation Wyoming Eagle &
 Wyoming Tribune
 News Service UP
 Representative Hollingbery
 President Robert S. McCracken
 Gen., Sta. Mgr. William C. Grove
 Commercial Mgr. C. P. Cahill
 Program Director Mae Sunada
 Promotion Dir. D. W. Young
 Director of News Kirk Knox
 Chief Engineer R. C. Pfannenschmid

TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS



ALASKA

KFIA

ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF..AP: 8.32 Kw..VP: 13.8 Kw.
Owned-Oper. By.....Kiggins & Rollins
Business Address.....Box 939
Phone Number.....5-3871
Representative.....Weed, Moore-Lund
Air Time.....5 hours daily
News Service.....AP
President.....Keith Kiggins
General Manager.....James G. Duncan
Treasurer.....Richard R. Rollins
Comm., Prom. Mgr.....Phil Howarth
Prog., Film Mgr.....Bard Melton
Prod., Pub. Dir.....Frank Freeman
Chief Engineer.....James G. Duncan

KTVA

ANCHORAGE—1953—NBC-DuM

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By.....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Phone Number.....5-4321
News Service.....INS, UP
Representative.....Hugh Feltis
Air Time.....5 hours daily
Pres., Gen. Sta. Mgr.....A. G. Hiebert
Comm., Prom. Mgr.....C. M. Conner
Director of News.....Walt Welch
Production Mgr.....Janet Conner
Film Mgr.....Phil Schatz
Chief Engineer.....Jack M. Walden

HAWAII

KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw..VP: 104 Kw.
Owned-Operated By.....Hawaiian Bcstg. Syst., Ltd.
Address.....1534 Kapiolani
Phone Number.....9-2011
Air Time.....7½ hours daily
News Service.....UP
Representative.....Free & Peters
President.....J. Howard Worrall
General Manager.....C. Richard Evans

Station Manager.....Wayne Kearl
Program Director.....Robert Costa
Promotion Director.....Faye Johnson
Dir. News & Spec. Events.....Wayne Collins
Production Director.....Sheridan Reid
Merchandising Dir.....Donald Frink
Chief Engineer.....Dan Hunter

KONA

HONOLULU—1952—DuM-NBC

Channel: 11 VHF..AP: 74 Kw..VP: 12.5 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address.....1071 Bishop St.
Phone Number.....6-2366
Air Time.....9 hours daily
News Service.....INS, UP
Representative.....NBC Spot Sales
Membership.....NARTB
Pres., Gen. Mgr.....John D. Keating
Station Manager.....Jack Irvine
Chief Engineer.....Larry Trombly

PUERTO RICO

WKAQ-TV

SAN JUAN—1954—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....Box 1072
Phone Number.....2-2000
Air Time.....6 hours daily
Representative.....Inter-American Publications
Inc.
Membership.....NARTB
President.....Angel Ramos
General Manager.....R. Delgado Marquez
Commercial Manager.....David H. Polinger
Program Director.....Fernando Cortes, Jr.

WAPA-TV

SAN JUAN—1954—NBC-DuM

Channel: 4 VHF..AP: 33.9 Kw..VP: 56.2 Kw.
Owned-Oper. By.....Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Phone Number.....3-3000
Representative.....Caribbean Networks Inc.
General Manager.....Charles E. Bell
Sales, Prom. Mgr.....Cal de Mier
Program Director.....Jose E. Franco
Production Dir.....Pepe Gonzalez Cordova
Chief Engineer.....Jose Arzuaga

TV Outside of United States

(TV stations in operation; or under construction (Cp) as of January 1, 1954. Prepared by Research Division, Allen B. Du Mont Laboratories, Inc.)



Location	Call Letters	Licensee or Grantee	Mc		Lines/Pix and Fields/Sec
			Carrier Visual	Freq. Aural	
— CANADA —					
Hallfax, N. S.	CBHT	CP Canadian Broadcasting Corp.	61.25	65.75	525/60
Hamilton	CHCH-TV	CP Niagara Television Ltd.	199.25	203.75	525/60
London	CFPL-TV	CP London Free Press Printing Co.	193.25	197.75	525/60
Montreal	CBFT	CP Canadian Broadcasting Corp.	55.25	59.75	525/60
Montreal	CBMT	CP Canadian Broadcasting Corp.	83.25	87.75	525/60
Ottawa	CBOT	CP Canadian Broadcasting Corp.	67.25	71.75	525/60
Quebec	CFQM-TV	CP Television de Quebec Ltd.	67.25	71.75	525/60
Regina, Sask.	CKCK-TV	CP Trans-Canada Communications, Ltd.	67.25	71.75	525/60
Rimouski, Ont.	CJBR-TV	CP Lower St. Lawrence Radio, Inc.	61.25	67.75	525/60
St. John, N. B.	CHSJ-TV	CP New Brunswick Broadcasting Co.	67.25	71.75	525/60
Sudbury, Ont.	CKSO-TV	CP CKSO Radio Ltd.	77.25	81.75	525/60
Sydney, N. S.	CJCB-TV	CP Cape Breton Broadcasters, Inc.	67.25	71.75	525/60
Toronto	CBLT	CP Canadian Broadcasting Corp.	187.25	191.75	525/60
Vancouver, B. C.	CBUT	CP Canadian Broadcasting Corp.	187.25	191.75	525/60
Windsor, Ont.	CKLW-TV	CP Western Ontario Broadcasting, Ltd.	187.25	191.75	525/60
Winnipeg, Man.	CBWT	CP Canadian Broadcasting Corp.	67.25	71.75	525/60
— CUBA —					
Camaguey		CP Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey		CP Radiotelevision El Mundo	55.25	59.75	525/60
Camaguey	CMJL-TV	CP Circuito CMQ	83.25	87.75	525/60
Ciego de Avila		CP Cadena Azul de Cuba	193.25	197.75	525/60
Havana	CMA-TV	CP Radiotelevision El Mundo	55.25	59.75	525/60
Havana	CMQ-TV	CP Circuito CMQ	83.25	87.75	525/60
Havana	CMBF-TV	CP Radio Universal	175.25	179.75	525/60
Havana	CMUR-TV	CP Union Radio Television, S. A.	67.25	71.75	525/60
Havana	CMTV	CP Television del Caribe	199.25	203.75	525/60
Havana		CP Television del Caribe	61.25	65.75	525/60
Havana		CP Television del Caribe	211.25	215.75	525/60
Holguin		CP Cadena Azul de Cuba	193.25	197.75	525/60
Holguin	CMKJ-TV	CP Circuito CMQ	67.25	71.75	525/60
Holguin		CP Union Radio Television	205.25	209.75	525/60
Matanzas	CMGC-TV	CP Circuito CMQ	187.25	191.75	525/60
Matanzas		CP Radiotelevision El Mundo	211.25	215.75	525/60
Matanzas		CP Union Radio Television	61.25	65.75	525/60
Santa Clara	CMNQ-TV	CP Circuito CMQ	77.25	81.75	525/60
Santa Clara	CMHQ-TV	CP Cadena Azul de Cuba	181.25	185.75	525/60
Santa Clara		CP Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba	CMKN-TV	CP Cadena Oriental de Radio	175.25	179.75	525/60
Santiago de Cuba		CP Union Radio Television	199.25	203.75	525/60
Santiago de Cuba		CP Cadena Azul de Cuba	211.25	215.75	525/60
— MEXICO —					
Acapulco		CP Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara		CP Emilio Azcarraga	193.25	197.75	525/60
Guadalajara		CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Guanajuato		CP Emilio Azcarraga	61.25	65.75	525/60
Guanajuato		CP Romulo O'Farrill, Sr.	203.25	209.75	525/60
Hermosillo		CP Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	XECZ-TV	CP Romulo O'Farrill, Sr.	55.25	59.75	525/60
Juarez	XECI-TV	CP Romulo O'Farrill, Sr.	77.25	81.75	525/60
Juarez	XEDI-TV	CP Romulo O'Farrill, Sr.	199.25	203.75	525/60
Matamoros	XELD-TV	CP Compania Mexicana de Television	175.25	179.75	525/60
Merida		CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali	XED-TV	CP Television de Mexico	67.25	71.25	525/60
Mexicali	XEBC-TV	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali		CP Romulo O'Farrill, Sr.	199.25	203.75	525/60
Mexico City	XEW-TV	CP Emilio Azcarraga	55.25	59.75	525/60
Mexico City	XHITV	CP Television de Mexico	67.25	71.75	525/60
Mexico City	XHGC-TV	CP Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City		CP Romulo O'Farrill, Sr.	175.25	179.75	525/60
Mexico City	XEQ-TV	CP Emilio Azcarraga	187.25	191.75	525/60
Mexico City		CP University of Mexico	199.25	203.75	525/60
Monterrey		CP Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey		CP Emilio Azcarraga	83.25	87.75	525/60
Nogales	XENS-TV	CP Romulo O'Farrill, Sr.	55.25	59.75	525/60
Nuevo Laredo	XELN-TV	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Piedras Negras	XEPN-TV	CP Romulo O'Farrill, Sr.	55.25	59.75	525/60
Reynosa	XERD-TV	CP Romulo O'Farrill, Sr.	187.25	191.75	525/60

◆ ◆ ◆ TV OUTSIDE UNITED STATES ◆ ◆ ◆

Location	Call Letters	Licensee or Grantee	Mc Carrier Visual	Megs. Aural	Lines/Pix and Fields/Sec
— MEXICO —					
Reynosa	XERA-TV	CP	205.25	209.75	525/60
Tampico		CP	83.25	87.75	525/60
Tampico		CP	61.25	65.75	525/60
Tijuana		CP	55.25	59.75	525/60
Tijuana	XFTV		83.25	87.75	525/60
Tijuana	XETC-TV	CP	205.25	209.75	525/60
Torreon		CP	61.25	65.75	525/60
Veracruz		CP	83.25	87.75	525/60
Veracruz		CP	193.25	197.75	525/60
— ARGENTINA —					
Buenos Aires	LR3-TV		175.25	179.75	625/50
Buenos Aires	LR1-TV	CP	77.25	81.75	625/50
— BRAZIL —					
Belo Horizonte		CP	67.25	71.75	525/60
Rio de Janeiro	PR-5-TV		55.25	59.75	525/60
Rio de Janeiro	PRE-8-TV		83.25	87.75	525/60
Rio de Janeiro		CP	211.25	215.75	525/60
Sao Paulo	PRF-3-TV	E	61.25	65.75	525/60
Sao Paulo		CP	77.25	81.75	525/60
Sao Paulo		CP	175.25	179.75	525/60
— DENMARK —					
Copenhagen (Exp.)			62.5	67.5	625/50
— DOMINICAN REPUBLIC —					
Ciudad Trujillo	HIT-TV		67.25	71.75	525/60
— FRANCE —					
Lille			183.25	174.1	819/50
Lyon	CP		63.5	59.0	819/50
Lyon	CP		212.85	201.70	819/50
Marseille	CP		183.55	175.1	819/50
Paris			16.0	12.0	111/50
Paris			185.25	174.1	819/50
Strasbourg			59.0	54.5	819/50
Strasbourg	CP		161.0	175.15	819/50
— GERMANY, EAST —					
Berlin (East Sector)	Govt.		(approx 99 Mc)		625/50
— GERMANY, WEST —					
Berlin (West Sector)			182.26	187.76	625/50
Berlin (West Sector) (Exp.)			196.25	201.75	625/50
Bremen	CP		67.25	71.75	625/50
Cologne			196.25	201.71	625/50
Frankfurt (Feldberg)			196.25	201.75	625/50
Frankfurt (Exp.)	CP		(171-216 Mc)		625/50
Hamburg			175.25	180.75	625/50
Hannover			182.25	187.75	625/50
Hamburg			210.25	215.75	625/50
Hannover	CP		189.25	194.75	625/50
Hannover			193.24	201.71	625/50
Köln	CP		196.25	201.75	625/50
Langenburg			182.24	187.74	625/50
Langenburg	CP		210.25	215.75	625/50
Weinbiet (Mannheim-Heidelberg)			210.25	215.75	625/50
— GREAT BRITAIN —					
Aberdeen	CP		61.75	58.25	105/50
Belfast	CP		15.0	11.5	105/50
Birmingham (Sutton-Caldfield)			61.75	58.25	105/50
Brighton			56.75	53.25	105/50
Cardiff (Wenyoe)			66.75	63.25	105/50
Edinburgh (Kirk O'Shotts)			56.75	53.25	105/50
London (Alexandria Palace)			15.0	11.5	105/50
Manchester (Holme-Moss)			51.75	48.25	105/50

◆ ◆ ◆ TV OUTSIDE UNITED STATES ◆ ◆ ◆

Location	Call Letters	Licensee or Grantee	Me. Visual	Carrier Freq. Aural	Lines/Pix and Fields/Sec
— GREAT BRITAIN —					
Newcastle (Ponlop Pike)	CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth	CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge	CP	British Broadcasting Corp.	56.75	53.25	405/50
— ITALY —					
Alessandria (Piedmont) (Exp.)	CP	Radio Italiana, R.A.I.			625/50
Como (Lombardy) (Exp.)	CP	Radio Italiana, R.A.I.			625/50
Genoa	CP	Radio Italiana, R.A.I.			625/50
Milano	CP	Radio Italiana, R.A.I.	201.25	206.75	625/50
Monte Penice	CP	Radio Italiana, R.A.I.	62.25	67.75	625/50
Rome	CP	Radio Italiana, R.A.I.			625/50
Turin	CP	Radio Italiana, R.A.I.	82.25	87.75	625/50
Turin (Exp.)		Radio Italiana, R.A.I.			525/60
— JAPAN —					
Nagaya	CP	Broadcasting Corp. of Japan			525/60
Osaka (Exp.)		Japanese Broadcasting Corp.			525/60
Tokyo	JOAK-TV	Broadcasting Corp. of Japan	103.25	107.75	525/60
Tokyo	JORR-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAN-TV	Nippon TV Network Corp.	171.25	175.75	525/60
Tokyo (Ichigaga Heights)	CP	Radio Regulatory Commission			525/60
— MOROCCO, FRENCH —					
Casablanca	CP	Adm. de la Radiodiffusion et de la Television	171.1	185.25	810/50
— NETHERLANDS —					
Amsterdam (Utrecht-Lapik)		Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2	Philips Ltd.	48.25	53.75	625/50
Eindhoven	PAB-3	P.T. & T. Adm.	63.25	57.75	625/50
Kootwijk	PAB-1	P.T. & T. Adm.	41.25	46.75	625/60
— PHILIPPINE ISLANDS —					
Manila	DZBC-TV	Bollman Electronic Corp.	61.25	65.75	525/60
— POLAND —					
Warsaw		Communications Inst.		89.57	625/50
Lodz	CP	Communications Inst.			625/50
— SAAR —					
Saarbruchen (Exp.)	Govt.				
— SPAIN —					
Barcelona	CP	Radiodifusion Nacional			625/50
Bilboa (Exp.)		Radiodifusion Nacional			625/50
Madrid (Exp.)		Radiodifusion Nacional	18.25	53.75	625/50
Madrid	CP	Radiodifusion Nacional			625/50
— SWEDEN —					
Stockholm (Exp.)		Swedish Board of Trade	62.25	67.75	625/50
Stockholm (Exp.)		Swedish Board of Trade	175.25	180.75	625/50
— SWITZERLAND —					
Basel	CP				625/50
Lusanne (Exp.)			62.25	67.75	625/50
Zurich (Exp.)		Swiss Gen. Post Office	55.25	60.75	625/50
— TURKEY —					
Istanbul (Exp.)		Tech. University of Istanbul	62.25	67.75	625/50
— U.S.S.R. —					
Kharkov (Exp.)		Govt.			300/?
Kiev		Govt.	77.25	83.75	625/50
Leningrad		Govt.	59.25	65.75	625/50
Moscow		Govt.	19.75	56.25	625/50
— VATICAN CITY —					
Vatican City	HJV	Radio Vatican	185.25	171.1	819/50
— VENEZUELA —					
Caracas	YVLV-TV	Television Venezolana	67.25	71.75	625/50
Caracas	YVKA-TV	Ministero de Comunicaciones	77.25	81.75	525/60
Caracas	YVKS-TV	Radio Caracas	175.25	179.75	525/60
— YUGOSLAVIA —					
Belgrad	YZO	Radiodifusion Belgrad	42.5	47.0	625/50

NEW TV STATIONS SET FOR OPENING IN 1954

On this page, and the pages following, we list geographically the television station organizations planning to begin operations in 1954, together with channel numbers and, where possible, date for start of broadcasting.

City	Call Letters	Licensee	Channel	Expected Date On The Air
ALABAMA				
Birmingham	WJLN-TV	Johnson Bestg. Co.	48	*
Birmingham	WSGN-TV	Jemison Bestg. Co., Inc.	42	*
Decatur	WMSL-TV	Tennessee Valley Bestg. Co.	23	*
ARKANSAS				
Little Rock	KARK-TV	Arkansas Radio & Eqpt. Co.	4	March
Little Rock	KETV	Great Plains Television Prop.	23	*
CALIFORNIA				
Corona	KCOA	KOWL Bestg. Co.	52	*
Los Angeles	KBHC-TV	John Poole Bestg. Co.	22	*
Merced	KMER	Merced Tele. Corp.	31	*
Sacramento	KBIE-TV	John Poole Bestg. Co.	46	*
San Bernardino	KITO-TV	KITO, Inc.	18	*
San Diego		E. L. Cushman	21	*
San Francisco	KSAN-TV	S. H. Patterson	32	*
San Jose	KVIE	J. A. Victor, Jr.	48	*
Yuba City	KAGR-TV	John Steventon	52	*
COLORADO				
Grand Junction	KFXJ-TV	Western Slope Bestg. Co.	5	*
CONNECTICUT				
Bridgeport	WSJL	Harry L. Liffig	49	*
Hartford	WGTH-TV	General-Times Television Corp.	18	*
New Haven	WELI-TV	Conn. Radio Foundation, Inc.	59	*
New London	WNLC-TV	Thames Bestg. Corp.	26	*
Stamford	WSTF	Stamford-Norwalk Television Corp.	27	*
DELAWARE				
Dover	WHRN	Kollins Bestg., Inc.	10	*
Wilmington	WILM-TV	Delaware Bestg. Co.	83	*
FLORIDA				
Clearwater		Pioneer Gulf Tele. Bctrs.	32	*
Jacksonville	WOBS-TV	Southern Radio & Eqpt. Co.	39	*
Miami	WMBE-TV	WMBE-TV, Inc.	27	*
Miami		Miami Biscayne Tele. Corp.	33	*
Orlando	WBDB-TV	Orlando Bestg. Co., Inc.	6	April
West Palm Beach	WJNO-TV	Palm Beach Tele., Inc.	5	June
GEORGIA				
Atlanta	WQXI-TV	R. W. Rounsaville	36	June
Augusta	WRDW-TV	Radio Augusta, Inc.	12	*
Thomasville	WCTV	E. D. Rivers, Sr.	6	*
Valdosta	WGOV-TV	WGOV-TV, Inc.	37	*
IDAHO				
Boise	KTVI	Idaho Bestg. & Tele. Co.	9	*
Idaho Falls	KIFT	Idaho Falls Tele., Inc.	8	*
Nampa	KFXD-TV	Frank E. Hurst & Sons, Inc.	6	*
Pocatello	KISJ	Tribune-Journal Co., Inc.	6	*
Pocatello	KWKJ-TV	Eastern Idaho Bestg. & Tele. Co.	10	*
Twin Falls	KLIX-TV	Southern Idaho Bestg. & Tele. Co.	11	May
ILLINOIS				
Champaign	WCUI	Champaign-Urbana Tele., Inc.	21	*
Chicago	WHFC-TV	WHFC, Inc.	26	*
Chicago	WIND-TV	WIND, Inc.	20	*
Evanston	WLE	Northwestern Tele. Bestg. Co.	32	June
Joliet	WJOL-TV	Joliet Tele., Inc.	48	*
INDIANA				
Indianapolis	WJRE	Marion Bestg. Corp.	26	*
Marion	WMRI-TV	Chronicle Pub. Co., Inc.	29	*
Terre Haute	WTHI-TV	Wabash Valley Bestg. Corp.	10	*
Waterloo	WINT	Tri-State Tele., Inc.	15	March
IOWA				
Cedar Rapids	KEYC	Hawkeye Tele. Corp.	20	*
Des Moines	WIO-TV	WIO-TV, Inc.	13	*

* Information not available.

NEW TV STATIONS SCHEDULED

City	Call Letters	Licensee	Channel	Expected Date On The Air
Mason City	KGLO-TV	Lee Radio, Inc.	3	*
Sioux City	KCTV	Great Plains Tele. Prop.	36	*
KANSAS				
Topeka	KTKA	Alf M. Landon	42	*
KENTUCKY				
Ashland	WPTV	Polan Industries	59	*
Lexington	WLAP-TV	Amerienn Bestg. Corp.	27	March
Louisville	WLOU-TV	Robert Rounsaville	41	*
Newport	WNOP-TV	Tri-City Bestg. Co.	74	*
Paducah	WTLK	Paducah Tele. Corp.	43	*
LOUISIANA				
Alexandria	KALB-TV	Alexandria Bestg. Co., Inc.	5	*
Alexandria	KSPI	Barnel Brezner	62	*
Baton Rouge	KBTY	Capital Tele. & Bestg. Co.	40	*
Lafayette	FLFY-TV	Cymella Bestg. Co., Inc.	10	*
Lafayette	KVOL-TV	Evangeline Bestg. Co., Inc.	10	*
Lake Charles	KPLC-TV	Cutlesen Bestg. Co.	7	*
New Orleans	WKGG	CKG Television Co.	26	*
New Orleans	WCNO-TV	Community Tele. Corp.	32	June
New Orleans	WTLO	New Orleans Tele. Co.	20	*
MAINE				
Poland	WMTW	Mt. Washington TV, Inc.	8	September
MARYLAND				
Baltimore	WITH-TV	WITH-TV, Inc.	60	*
Baltimore	WSD-TV	United Bestg. Co. of E. Md., Inc.	18	*
Cumberland	WTBO-TV	Maryland Radio Corp.	17	*
Salisbury	WBOC-TV	Peninsula Bestg. Co.	16	March
MASSACHUSETTS				
Boston	WBOS-TV	E. Anthony & Sons, Inc.	50	*
Boston	WHDW	J. D. Wrather, Jr.	41	*
Brockton	WHEF-TV	Trans-American Enterprises, Inc.	62	*
Lawrence	WGLM	General Bestg. Co.	72	*
New Bedford	WTEV	E. Anthony & Sons, Inc.	28	*
Pittsfield	WBEC-TV	Western Massachusetts Bestg. Co.	61	*
Worcester	WAAB-TV	Wilson Enterprises, Inc.	20	April
MICHIGAN				
Battle Creek	WBCK-TV	Michigan Bestg. Co.	58	*
Benton Harbor	WHFB-TV	Polladum Pub. Co.	42	*
Detroit	WCIO-TV	UAW-CIO Bestg. Corp.	62	*
Muskegon	WTVM	Versluis Radio & TV, Inc.	35	*
Saginaw	WSBM-TV	Booth Radio & TV Sta., Inc.	51	June
Traverse City	WPBN-TV	Midwestern Bestg. Co.	7	May
MINNESOTA				
Duluth	KDAL-TV	Rew River Bestg. Co., Inc.	3	March
Duluth-Superior	WDSM-TV	WDSM Television Co.	6	March
St. Paul	WCOW-TV	WCOW Telecasting Co.	17	*
MISSISSIPPI				
Columbus	WCBI-TV	Birney Imes, Jr.	28	*
Gulfport	WGCM-TV	WGCM Television Corp.	56	*
Jackson	WSLI-TV	Standard Life Bestg., Inc.	12	March
MISSOURI				
Cape Girardeau	KFVS-TV	Hirsch Bestg. Co.	12	*
Cape Girardeau	KGMO-TV	KGMO Radio Television, Inc.	18	*
Clayton	KFFO-TV	Lutheran Church-Missouri Synod	30	*
Joplin	KSWM-TV	Air Time, Inc.	12	July
Kirksville	KBIZ-TV	KBIZ, Inc.	3	May
St. Louis	WIL-TV	Missouri Bestg. Corp.	42	*
MONTANA				
Billings	KRHT	Rudman-Hayutin Tele. Co.	8	*
Great Falls	KFBB-TV	Buttrely Broadcast, Inc.	5	*
Great Falls	KMON-TV	Montana Farmer, Inc.	3	*
Missoula	KGVO-TV	Mosby's, Inc.	13	June
NEW HAMPSHIRE				
Keene	WKNE-TV	WKNE Corp.	45	*
NEW JERSEY				
Atlantle City	WOCN	Matta Enterprises	52	*
New Brunswick	WDHN	Home News Pub. Co.	47	*
Trenton	WTTM-TV	People's Bestg. Corp.	41	*
NEW MEXICO				
Clovis	KNEH	Telepolitan Bestg. Co.	12	*
NEW YORK				
Albany	WPTR-TV	Patroon Bestg. Co., Inc.	23	*
Bloomngdale	WIRY-TV	Great Northern Tele., Inc.	5	*

* Information not available.

NEW TV STATIONS SCHEDULED

City	Call Letters	Licensee	Channel	Expected Date On The Air
Ithaca	WHCU-TV	Cornell University	20	*
Jamesstown	WJTN-TV	James Bestg. Co., Inc.	58	*
Poughkeepsie	WFOK-TV	Mid-Hudson Bestrs., Inc.	21	*
Rochester	WCBE-TV	Star Bestg. Co., Inc.	15	*
Rochester	WRNA-TV	Genesee Valley Tele. Corp.	27	*
Utica	WFRB	Richard H. Balch	19	*
Watertown	WWSV-TV	Brockway Co.	18	*
NORTH CAROLINA				
Asheville	WLOS-TV	Skyway Bestg. Co.	13	*
Durham	WCIQ-TV	T. E. Allen & Sons, Inc.	16	*
Goldsboro	WTVX	Goldsboro Tele. Corp.	31	*
Mt. Airy	WPAQ-TV	Ralph D. Epperson	55	*
Wilmington	WMFD-TV	WMFD-TV, Inc.	6	*
NORTH DAKOTA				
Valley City	KXJB-TV	North Dakota Bestg. Co.	1	July
OHIO				
Cleveland	WERE-TV	Cleveland Bestg., Inc.	65	*
Cleveland	WHK-TV	United Bestg. Co.	19	*
Lima	WIMA-TV	Northwestern Ohio Bestg. Corp.	35	*
Massillon	WMAQ-TV	Midway TV Co.	23	April
Youngstown	WUTV	Polan Industries	21	*
OKLAHOMA				
Ada	KEOK	Eastern Okla. TV Co.	10	May
Enid		Streets Electronics, Inc.	5	June
Miami	KMIV	Miami Tele Co.	58	*
OREGON				
Eugene	KVAL-TV	Eugene Television Inc.	13	*
Salem	KSLM-TV	Oregon Radio, Inc.	3	*
PENNSYLVANIA				
Allentown	WFMZ-TV	Penn Allen Bestg. Co.	67	*
Allentown	WQCY	Queen City Tele. Co., Inc.	39	*
Erie	WSEE	Great Lakes Tele. Co.	35	March
Erie	WLEU	Commandore Perry Bestg. Serv., Inc.	66	*
Harrisburg	WCMR-TV	Rossmoyne Corp	27	March
Hazleton	WAZL-TV	Hazleton Tele. Corp.	63	*
Lancaster	WWLA	Harold C. Burke	21	*
Lewistown	WMRF-TV	Lewistown Bestg. Co.	38	*
Philadelphia	WIBG-TV	Daily News Television Co.	23	*
Philadelphia	WIP-TV	Pennsylvania Bestg. Co.	29	*
Pittsburgh	WTVQ	Golden Triangle TV Corp.	17	*
Williamsport	WRAK-TV	WRAK, Inc.	36	*
RHODE ISLAND				
Providence	WPRO-TV	Cherry & Webb Bestg. Co.	12	*
SOUTH CAROLINA				
Aiken	WAKN-TV	Aiken Electronics Adv. Corp.	51	*
Camden	WACA-TV	Camden Bestg. Corp.	11	*
Florence	WPDY	Jefferson Standard Bestg. Co.	8	*
Greenwood	WCRS-TV	Greene, Inc.	21	*
Spartanburg	WORD-TV	Spartan Radiocasting Co.	7	*
Spartanburg	WSCV	Sterling Telecasting Co.	17	*
TENNESSEE				
Chattanooga	WOUC	Chattanooga TV, Inc.	19	*
Chattanooga	WTVT	Tom Polter	13	*
Jackson	WDXI-TV	Dixie Bestg. Co.	9	*
Nashville	WLAC-TV	Life & Casualty Ins. Co.	5	*
TEXAS				
Amarillo	KLYN-TV	Plains Empire Bestg. Co.	7	*
Beaumont	KBMT	Television Bestrs., Inc.	31	*
Corpus Christi		H. J. Hunt	13	*
Dallas	KDTX	UHF Television Co.	23	*
Dallas	KLIF-TV	Trinity Bestg. Corp.	29	August
Fort Worth	KTCO	Tarrant County Tele. Co.	20	*
Houston	KTVF	UHF Television Co.	23	*
Houston	KXYZ-TV	Shamrock Bestg. Co.	29	*
Lubbock	F-FVO-TV	Globe News Pub. Co., Inc.	5	*
Lufkin	KTRC-TV	Forest Capital Bestg. Co.	9	*
Marshall	KMSL	Marshall Tele. Corp.	16	*
San Antonio	KALA	Alamo Television Co.	35	*
Sherman	KSHM	Sherman Television Co.	16	*
Sweetwater	KPAR-TV	Texas Telecasting, Inc.	12	*
Victoria	KNAL-TV	KNAL Television Co.	19	*
UTAH				
Provo	KOVO-TV	KOVO Bestg. Co.	11	*
Salt Lake City	KUTV	Utah Bestg. & Tele. Corp.	2	*

* Information not available.

NEW TV STATIONS SCHEDULED

City	Call Letters	Licensee	Channel	Expected Date On The Air
VIRGINIA				
Charlottesville	WCHV-TV	Barham & Barham	61	*
Marion	WMEV-TV	Mountain Empire Bestg. Corp.	59	*
Richmond	WOTV	Winston-Salem Bestg. Co., Inc.	59	*
WEST VIRGINIA				
Beekley	WBEX	Appalachian Tele. Corp.	21	*
Wheeling	WLTW	Polan Industries	51	
WISCONSIN				
LaCrosse	WKBT	WKBH Television, Inc.	8	
LaCrosse		LaCrosse Television Corp.	38	
Marinette	WMGB-TV	M&M Bestg. Co., Inc.	11	July
WYOMING				
Casper	KSPR-TV	Donald Lewis Hathaway	2	
ALASKA				
Fairbanks	KFIF	Kiggins & Rollins	2	*
HAWAII				
Honolulu	KULA-TV	Pacific Frontier Bestg. Co., Ltd.	4	March

* Information not available.

Radio-TV Receiver Production in 1953

Washington—A month-by-month breakdown of 1953 production of television and radio receivers, showing a total production for the year of more than 7.2 million TV's and 13.3 million radio receivers, as released by the Radio-Electronics-Television Manufacturers Assn., follows:

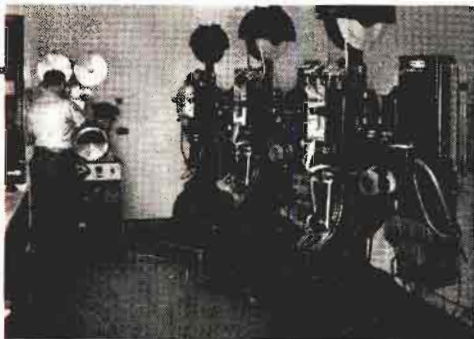
	Television	Home Sets	Portables	Auto	Clock	Total Radio
January ..	719,234	361,921	93,962	447,667	189,592	1,093,142
February .	730,597	402,742	87,711	491,062	210,924	1,192,439
March (5 weeks)	810,112	442,101	177,656	654,367	275,079	1,549,203
April	567,878	286,974	201,476	483,092	198,394	1,158,936
May	481,936	278,156	204,065	497,379	129,391	1,108,991
June (5 weeks) ..	524,479	287,724	239,189	505,774	131,144	1,163,831
July	316,289	172,197	78,434	336,208	87,620	674,459
August ...	603,760	299,939	145,460	376,937	169,301	991,637
Sept. (5 weeks) ..	770,085	529,427	147,355	357,326	182,417	1,216,525
Oct.	680,433	370,178	135,009	358,076	189,230	1,052,493
Nov.	560,197	457,151	127,316	309,962	171,356	1,065,785
Dec. (5 weeks) ..	449,787	514,428	103,931	365,084	117,672	1,101,115
TOTAL	7,214,787	4,402,938	1,741,564	5,182,934	2,041,120	13,368,556

PERFECT TV PRODUCTION REQUIRES

Precision Prints

**STEP PRINTING
ELIMINATES
CONTACT SHIFTS**

The sharpness of a print depends on close contact between original and print stock. In step printing at Precision, the two films are absolutely stationary during exposure. Timing and effects are produced without notching original. One-to-one optical sound printing assures broadcast quality.



YOUR ASSURANCE OF BETTER 16_{mm} PRINTS

15 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

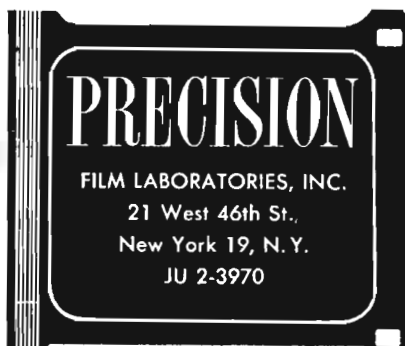
Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery

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Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry—including exclusive **Maurer**-designed equipment—your guarantee that only the *best* is yours at Precision!

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Sales Mgr.....Donald L. Kearney

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-0128
Pres. & Dir. of Pro.....Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOLLYwood 4-7471

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President.....Patrick Shanahan
Services Offered — Films for television rental.

A. F. Films, Inc.

180 E. 60th St., New York 19, N. Y.
Phone: MU 8-1370
Pres.Rosalind Kossoff
Services Offered — Distribution of short films internationally produced. TV films for distribution in U. S. and Canada.

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437
President.....Harry M. Popkin
V.P., Assoc. Producer....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Producer.....Harold Helvenston
Director.....Erle C. Kenton
Production Mgr.....William Persons
Services Offered — Producer of films in series form for TV.

Alexander Film Co.

Alexander Film Bldg., Colorado Springs, Colo.
Phone: MAin 3-1771
N. Y. Phone: PENnsylvania 6-3028

President.....J. Don Alexander
V.P. in Chg. Prod.....Don M. Alexander
V.P.....Don Alexander, Jr.
Sec'y-Treas.....E. B. Foster
V.P. in Chg. Sales.....M. J. McInaney
Production Mgr.....James Anderson
Dir. Advtg., Pub. Rel.....R. H. Geddy
Services Offered—Producer of TV commercials.

M & A Alexander Productions, Inc.

6040 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLLYwood 4-3414
President.....Arthur Alexander
Vice-President.....Max Alexander
Services Offered!—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128
President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: STate 9-4952
Pres., Exec. Producer.....William Lava

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr.....George E. Allen
Services Offered—TV package programs.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WALnut 2-1800
Mgr.Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915
Executive Producers.....Robert Gross,
Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....Frank Madden
Services Offered—Sponsored motion pic-



Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

From Maine to Texas



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THE MAURER 16MM. designed specifically for professional use, equipped with precision high-power focusing and view-finder. 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.

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Phone: HOLlywood 2-6281

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1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2942

President Al Stahl
Vice-President Irwin Stahl
V.F. in Chg. Production..... Jack Weisberg
Services Offered—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures, 35mm and 16mm, black and white, or color.

Animation Service Co.

1750 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

Manager..... A. L. Simon
Chief Animator..... Abe Blashko
Art Director..... William Steinel
Administration Muriel Friedman
Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

Evan J. Anton Productions, Ltd.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-0113

President.....Evan J. Anton
Vice-Pres. Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Arrow Productions, Inc.

7324 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HOLlywood 4-3118
N. Y. Phone: PLaza 7-2765

President Milton Gordon
Vice Pres..... Edward Small
Secy-Treas. Leon Fromkes
Services Offered: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347
812½-14 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882

President.....Louis Goldstein
Vice President.....Bob Seidelman

Treasurer.....Jerome S. Hyams
Services Offered—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kippis," "Inspector Hornleigh," and others.

Associated Program Service

(Division of Muzak Corp.)

237 West 54th St., New York 19, N. Y.
Phone: PLaza 7-7700

V.P.-Gen. Mgr.....Edward Hochhauser, Jr.
Services Offered—Exclusive TV distributor of Encyclopaedia Britannica Films. Lease of individual films and film packages.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Director Adv. & Prom.....Robert Finehout
Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 140 industrial (free-loan) films, 60 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-1287

Pres.-Treas.....Robert M. Savini
Exec. V.P.....Jacques Kopfstein
Secretary Fred Bellin
Adv. Mgr.....Cy Eichman
Comptroller Anthony Tarrell
Services Offered—Producer and distributor of films for TV.

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-1287

President.....R. M. Savini
Exec. V.P., Sl. Mgr.....Jacques Kopfstein
Services Offered—Producer and distributor of features and short subjects.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.P. Chg. Sales.....Edward Schager
V.P. Chg. Adv. & Prom.....Frederick K. Barber
V.P. & Dir. of TV.....Norman C. Lindquist
V.P., Prod. Mgr.....Albert S. Bradish
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

RAMAR of the jungle

starring Jon Hall



It's the *only* show of its kind in all television! No chance of sponsor *mis-identification* with RAMAR, because there's no other show like it on the TV screens.

It's a show for children—with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.



for station operators...

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28 full-length feature films people like to watch . . . stations like to run . . . advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impresario whose sensitivity to public likes have given his productions a gross of more than \$100,000,000.

Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!



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with your host, *Mr. Edward Arnold*



Here's a successful, *tested* program — that's *first-run* in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

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*Advertiser or brand name

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A brand new half-hour series with a tradition of outstanding success — in every medium.

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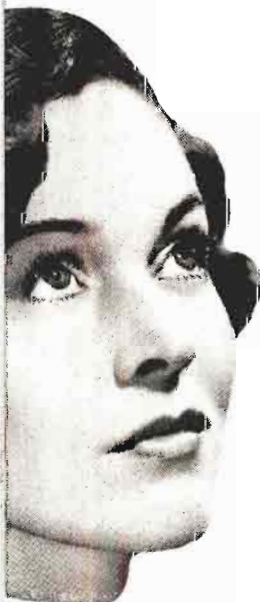
THE PLAYHOUSE:

First run in over 150 markets — Second run in all others. This star-studded series has a big-time, network quality that you couldn't duplicate for many times the cost to you. And you can use the famous names to spark a sales campaign!

Want more information? Each of these shows has an outstanding history of success and it's yours for the asking... call our office nearest you (see list at bottom).

RACKET SQUAD

98 episodes
starring Reed Hadley
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The Playhouse

52 famous dramas, with famous
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In Chicago: John Burns, 20 North Wacker Drive, ANdover 3-9800

In Los Angeles: Bill Clark, ABC Television Center, Niermandy 3-3311

Atlas Television Corp.

15 West 44th St., New York, N. Y.

Phone: MU 7-5535

President.....Henry Brown
 Div. of East Sales.....Jackson E. Dube
 Div. of Mid-West Sales.....Pete Rodgers
 Dir. of West. Sales.....Chas. Kennedy
 Div. of Southwest Sales.....Wm. Dubensky
 Booker.....Mitchell Sacks

Services Offered—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Audio Master Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President.....Herbert Rosen
Services Offered—Library of mood and bridge music.

Audio Pictures, Ltd.

310 Lake Shore Rd., Toronto, Ont.

Phone: CLifford 1-5211

President.....Arthur Gottlieb
 Vice Pres.....Gladys Glad Gottlieb
 Asst. to Pres.....Murray Briskin
 Sec'y-Treas.....Clem Williams

Services Offered—Producers of films for TV.

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.

Phone: COlumbus 5-6771

President.....Frank M. Speidell
 Vice Pres.....Herman Roessle
 Treas.....Lawrence W. Fox, Jr.
 Sec'y.....Peter J. Mooney

Services Offered—Producer of TV commercials.

George Bagnall & Associates, Inc.

109 North La Cienga Blvd., Beverly Hills, Calif.

Phone: CR 15133

President.....George L. Bagnall
 V.P.-Sales Mgr.....J. J. O'Loughlin
 Secretary.....Fred C. Lindquist

Services Offered—Producer of films for TV.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: HILLside 7949

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

Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

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Here's How The "Film Network" Can Work For You. You select 300 hours of programming from our more than 500 hours available. You pay a reasonable hourly rate based on the size of your market. Since top commercial shows are included in the package, selling them gives you the whole package practically free. For details and prices, contact

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CHICAGO, 155 E. Ohio St., Whitehall 3-2600 Dick Feiner

DALLAS, 3905 Travis St., Logan 2628 Irv Feld

DETROIT, 2211 Woodward Ave., Woodward 1-2560 Marv Lowe

LOS ANGELES, 9100 Sunset Blvd., Crestview 1-6101 John Cole

TORONTO, (MPTV Canada Ltd.) 277 Victoria St., Empire 8-8621 Alex Metcalfe

Tom Bailey Productions, Inc.

722 North Fourth Ave., Tucson, Arizona
 Phone: 21907

Pres., Exec. Producer.....Tom Bailey
 Vice-President.....William Freytag
 Secretary.....Jay Fuller
 Treasurer.....Paul M. Arend, Jr.
 Associate Producer.....Walter Kimmell
 Dir. of Photography.....Albert Runkle

Barnett International Forwarders

723 Seventh Ave., New York 19, N. Y.
 Phone: Circle 5-6080

President.....William Barnett
 V.P., Sec'y.....Norman Barnett
 Treas.....Alan Barnett
Services Offered: International film forwarders, packers and custom brokers.

Basch Radio & Television Productions

(See Program Producers.)

Beacon Television Features Inc.

420 Boylston St., Boston 16, Mass.

President.....J. Leonard Sanderson
 Treasurer.....Barbara G. Keane
Services Offered—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc.

Blinkey Productions Inc.

106 West End Ave., New York 23, N. Y.
 Phone: SU 7-4429

Producer-Director.....Murray King
 Technical Director.....Lucille Emerick
 Production Supervisor.....Sydney Parker
Services Offered — Film producers, open-end films, TV series, video film commercials, package programs produced.

Fritz Blocki Productions

1152 No. Curson Ave., Hollywood 46, Calif.
 Producer.....Fritz Blocki
Services Offered—Live TV show formats for local and/or network use.

ESPECIALLY MADE FOR TV!

GOODMAN'S ORIGINAL PRIZE WINNING WEATHER FORECAST JINGLES

51 thirty-second spots covering every possible weather condition. On sound film with full-action marionettes. These prize-winning spots copped National kudos two years in a row.

The Weatherman plays an important role in everyone's life. That's why audiences tune in just to get the weather report in the Tuneful, Bouncy Manner presented in these WEATHER FORECAST JINGLES-TV.

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Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

**consisting of Studio Musi-Films and Snader Telescriptions.*

put scores of top name artists on your regular staff

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8901 Wilshire Blvd., Beverly Hills, Cal.

Phone: CRestview 4-5248

Pres., Exec. Producer.....William Boyd
 Vice Pres.....Robert Stabler
 Sec'y-Treas.Marguerite Cherry
 Production Mgr.....Glenn Cook
Services Offered—Producer of films for TV.

Bray Studios Inc.

729 Seventh Ave., New York 21, N. Y.

President.....J. R. Bray
 Vice-Pres. and Prod. Mgr.....Paul A. Bray
 TreasurerM. Bray
 General Mgr.....Max Fleisher
 Film Distribution Mgr.....B. D. Hess

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. Films on health, hygiene, physiology and aeronautics.

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-8367

Sales & Program Mgr...Albert B. Buffington
 Staging Mgr.....Milford Caplan
 Script Editor.....Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of

commercial film for TV. Making of radio transcriptions.

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.

Phone: CI 6-4868

Film Librarian.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

William F. Broidy Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Cal.

Phone: HEMpstead 6844

President.....William F. Broidy
 V.P. & Sec'y.....Edward J. Kay
 Prod. Mgr.....A. R. Milton
 Adv. Dir.....L. Kaufman

Services Offered—Full TV film production, including studio facilities, crew and executive personnel. Studios for rental. Package shows.

Productions—"Wild Bill Hickok." "Case History."

British Information Services—Film Division

(Agency of the British Government)

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Phone: CIrcle 6-5100

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Producers of

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“HOLLYWOOD-OFF-BEAT”

Starring

MELVYN DOUGLAS

“AMERICAN WIT AND HUMOR”

Starring

THOMAS MITCHELL

Director Charles Dand
 Distribution Mgr..... Lester Schoenfeld
 Radio Officer..... Jack Aistrop
 Pub. & Adv. Mgr..... Joe Slevin
Services Offered—Official distributor in the United States of films produced by the British Government.

Calhoun Studios

266 East 78th St., New York 21, N. Y.
 Phone: RE 4-8017

Director of Photography..... Brian Calhoun
 Producer-Director..... William S. Kent
 Sound Engineer..... Howard Kaiser
 Talent and Scripts..... Robert K. Adams
 Art Director..... Larry Hotcaveg
 Film Editor..... Lottie Schaler
 Sales Manager..... William Hyer
 Public Relations Director..... Jack Petrill

Services Offered—Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

Cavalcade Television Programs Inc.

7904 Santa Monica Blvd., Hollywood 46, Calif.
 Phone: HOLLYWOOD 4-3556
 N. Y. Phone: ACADEMY 4-2781

President Harvey Pergament
 Vice Pres. Earl M. Robins
 Sec.-Treas. Esther Pergament

Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs.

Campus Film Productions

14 E. 53rd St., New York 22, N. Y.
 Phone: PL 3-3280

Exec. Pro..... Nat Campus
Services Offered—Film production under contract for clients specific use.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
 Phone: CIRCLE 7-6110

President..... David I. Pincus
 Exec. V.P..... Harold M. Manser
 V.P..... F. Burnham MacLeary
 Production Mgr..... Mauri H. Goldberg
Services Offered—Industrial and TV films to order.

Caston Productions

8611 Sunset Blvd., Hollywood 46, Cal.
 Co-owners and producers: Robert L. Cashy and Milton L. Cashy.
 Sales Promotion..... William Beaudine, Jr.
 Supervising Editor..... Stuart O'Brien
Services Offered—Producers of films for TV.

Mr. Producer
**IF IT'S SOUND
 IN THE EAST
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That's the opinion of hundreds of producers using Reeves facilities.



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Cavalier Enterprises

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174

President Robert Young
Vice Pres. Eugene B. Rodney
Sec.-Treas. Ben Bisgeier
Services Offered—Owners and producers of
“Father Knows Best” starring Robert Young
on NBC for General Foods. Preparing same
on film for TV.

●
CBS-TV Film Sales

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

Vice-Pres. in Charge. Merle S. Jones
Operations Director. Fred J. Mahlstedt
Gen. Sales Mgr. Wilbur S. Edwards
Prom. Mdsq. Mgr. Walter A. Scanlon
Branch Offices

410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

Exec. in Charge. Wm. Perkinson
1313 N. Vine St., Los Angeles 28, Cal.

Phone: HOLlywood 9-1212

Exec. in Charge. Thomas Moore

●
Hu Chain Associates

40 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 5-7220

Owner. Hubert V. Chain
Services Offered—Custom built video film
programs and commercials.

Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.
Phone: Wisc. 7-9244

President Bruce Chapman
Sec'y-Treas. Edna Chapman
30 Rue de Gramont, Paris, France
Phone: Rieheliu 80-04

Director Dan Morely
Services Offered—Producer of TV films
and commercials; industrial and educational
films; dubbing in U. S. and Europe.

●
Charter Oak Tele-Pictures

846 7th Ave., New York, N. Y.
Phone: Circle 6-2508

President. Louis Cavrell
Services Offered: Production facilities for
TV and industrial 16 and 35mm color and
black-and-white films.

●
Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: Circle 6-0951

President Nathan Sobel
Secretary-Treasurer Irving 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.

CINEFFECTS, INC.

115 W. 45th STREET

CI 6-0951

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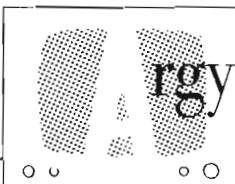
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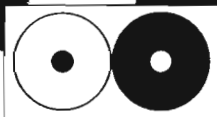
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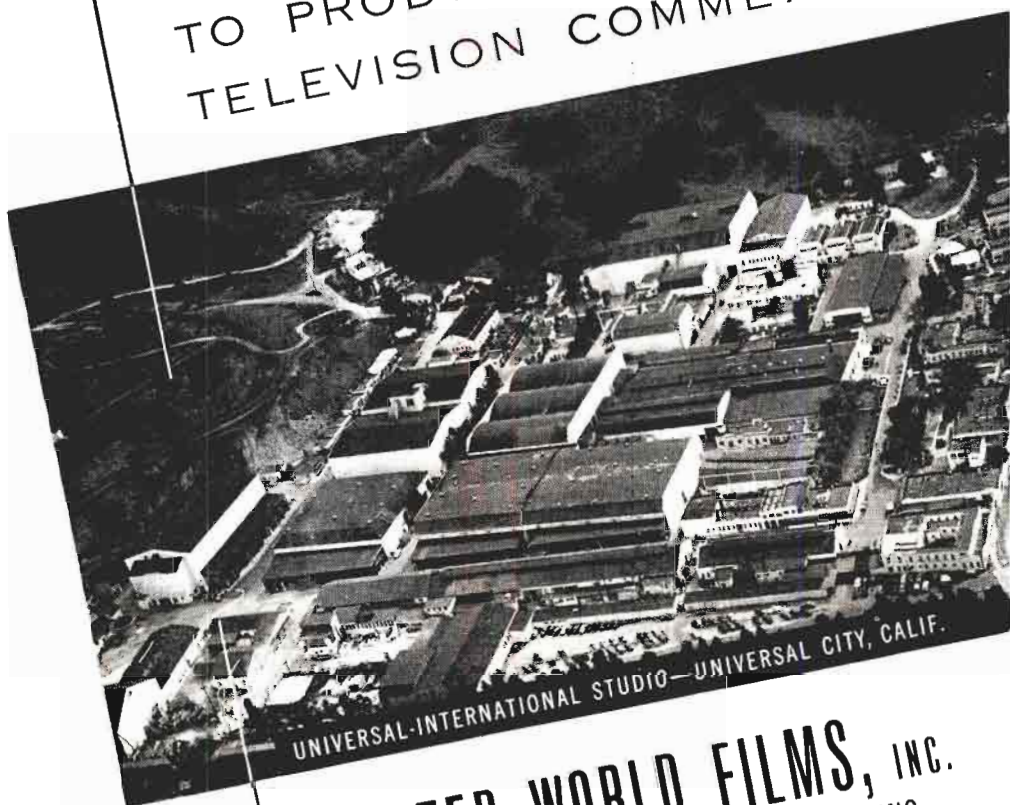
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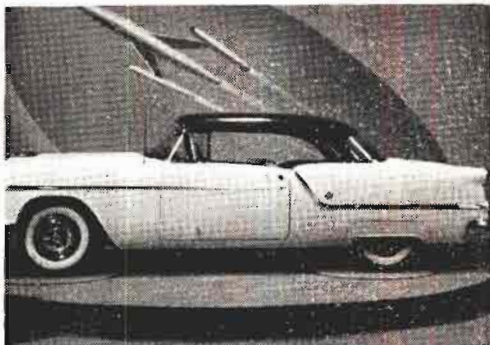


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Executive ProducerRoger Kay
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Art Director.....Wm. L. Steinel
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Script Dir.....Ardis Smith
Sales.....C. Austin Love
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(See Page 950)

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KTTV, Sunset Blvd., Hollywood 28, Cal.
Phone: HU 2-7111

Pres., Gen. Mgr.....Albert Lang
Vice-Pres., Sec’y.....Olga Haney
Services Offered: Writing, producing, dis-
tributing TV commercial films.

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 Treasurer.....Philip Kornblum
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6811 Hollywood Blvd., Hollywood 28, Calif.
 Pres., Head of Prod.....Mitchell Leichter
 General Mgr.....Dick Peterson
Services Offered—Producer, distributor of films for television.

Gene Lester Productions

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

Producer-Director.....Gene Lester
 Chief Technician.....Robert Ernst
 Comptroller.....Albert J. Silverman
 Production Manager.....Martin Sperber
 Sound.....Robert Ernst
Services Offered—TV film packages and commercials.

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 “Assignment Unknown” and others.

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Vice-President.....Dick Lewis
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 Production.....Rudy Bratt
Services Offered—Motion picture production, script-writing, sound recording, still photography, slide-films, package shows, animation, commercial story films.

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6525 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 5-7960

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 V.P., in Ch. of Prod.....Charles M. McCoy
 Sec.-Treas.....M. Briese
 Exec. Director.....C. Mandell
 Exec. Prod. & Ch. Eng....Charles M. McCoy
 Producer.....John Leslie Hamilton
Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

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25 West 45th St., New York 36, N. Y.
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245 W. 55th St., New York 19, N. Y.
Phone: Circle 7-2366
Partners.....J. A. Norling & Wil Marcus, Hans Tiesler
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures. Also 3D production specialists.

M A C Studios

Hollywood Roosevelt Hotel, Hollywood, Cal.
Phone: HOLLYwood 3-7111

Vice-President.....Howard Grafman
Services Offered—Production of films for television and industry.

Magnetic TV Sound Company

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

President.....James C. Gallagher
Services Offered—A magnetic TV sound system that permits TV stations to use magnetic sound with motion picture films in TV; allowing sound on the air an hour after development of film.

Major Television Productions, Inc.

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Phone: TEExas 0-2931
1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990

President.....Irving Lesser
Vice President.....Seymour Poe
Services Offered—Distributors of feature length pictures half-hour Series and film shorts.

Marathon TV Newsreel Inc.

125 East 50th St., New York 22, N. Y.
Phone: MU 8-0985
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Production.....Ken Baldwin
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Arnold Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 16, Cal.
Phone: CR 6-8796

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Director.....Les Goodwins
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1570 North Gower St., Hollywood 28, Calif.
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Creation.....Robert A. Forrest
Services Offered—Production of film programming and commercials for television. Packaging of live programming, local and network.

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6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllwood 5-1101

President.....V. E. Ellsworth
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Sec.-Treas.....G. C. Cable
General Mgr.....Olivia Eastus
Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.

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Phone: PRospect 7536

Exec. in charge. Pat Dunavan
105 Montgomery St., San Francisco, Calif.

Phone: EXbrook 2-8922

Exec. in charge. Maury Baker
9370 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 6-2001

Exec. in charge. Bob Greenberg
Services Offered—Producer, distributor TV series.

Charles Michelson, Inc.

15 West 47th St., New York 19, N. Y.

Phone: Plaza 7-0695

President Charles Michelson
Divisional Sales Mgr. Ray Linton
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

President. Carlton E. Morse
Services Offered—TV film programs, production.

Morton Television Productions Inc.

64 E. Lake St., Chicago 1, Ill.

Phone: Central 6-4144

President Morton Jacobson
Services Offered—15 minute teleplays, vignette stories about history, science, art, literature, music, etc. O'Henry-type endings. Series called "This Is the Story."

Motion Picture Center Studios

846 N. Caluenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981

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Assistant-Secretary. Joseph A. Schwalb
Studio Mgr. & Comptroller. John K. Brent
Services Offered—Television rental studio—9 stages and complete facilities.

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(See Program Producers)

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif.

Phone: BRighton 0-4757

President. Harry O. Hoyt
Sales Manager. J. H. de la Chesnaye
Production. E. G. Hayter
Services Offered—Produce all kinds of 16mm motion pictures, preferably in color under contract with sponsors with the ac-

cent on the organization and presentation of material both for industry and TV.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.

Phone: MURray Hill 6-3717

Dir. of National Sales. Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

Movietonews, Inc.

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

Phone: COlumbus 5-7200

President. W. C. Michel
Producer Edmund Reek
General Manager. Jack Haney
Commercial Dept. Mgr. Frank Barry
Editors. Harry Lawrenson, Louis Tetric
Associate Prods. Jack Gordon, Jack Kuhne
Director of Scripts. Dan Doherty
Assignment Director. Burt Reinhart
Asst. Assignment Dir. Art Sorenson
Services Offered—Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

Owen Murphy Productions, Inc.

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

Phone: PLaza 7-8144

President Owen Murphy
General Manager. Elwood Siegel
Production Mgr. Charles L. Turner
Chief Editor. Edward F. Boughton
Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

President Irvin Shapiro
Services Offered—Feature films, streamliners.

National Productions, Inc.

1001 Connecticut Ave., N.W.,

Washington 6, D. C.

Phone: STerling 3-2222

President. Robert J. Enders
Vice-President. Howard A. Enders
Executive Producer. Robert L. Friend
Coordinator. Mary Griffin, Jr.
Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packers of programs for local sponsorship.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: CRicle 6-5700

Adv., Publ. Director. Melvin L. Gold

Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIRCLE 5-5147-3

Production Director.....Ted Nemeth
Art Dir.—Dir.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Stanley Neal Productions, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: COLUMBUS 5-8335

President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
V.P. in Charge of Pub. Rel.....B. G. Kohn
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Services Offered—Producer of TV film; distributor.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CANAL 6-3284

Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.
Phone: PLaza 7-4870

President.....Vincent J. Nola
Vice-President.....V. Thomas
Chief Engineer.....Stanley J. Bumbly
Film Prod. Facilities Mgr.....Peter Wilde
Services Offered — Complete production facilities to the independent producer. Film-Sync Tape, 1/4", 16mm, 17 1/2mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

Norwood Studios

Warner Bldg., Washington, D. C.

Executive Producer.....Philip Martin
Production Chief.....Doug Baker
Sales.....Stan Moss
Exec. Secretary.....Alice B. Groff
Services Offered—Producers of theatrical, non-theatrical and TV films. Complete staff and equipment for production in 35mm and 16mm.

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491

Producer.....Mitchell Gertz
Secretary.....Harold Bernson
Services Offered — Producer of 5-minute film features.

Productions — Nothing New Under the Sun.

Official Films, Inc.

(Official Television Inc.)

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

President.....Harold L. Hackett
Chairman of the Board.....Michael Nidorf
Secretary.....Herbert J. Siegel
Sales Mgr. (Nat'l Sls.).....Bud Austin
Assistant to President.....Herman Rush
Treasurer.....Seymour Reed
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films.

Olio Video Television Productions, Inc.

115 Christopher St., New York 14, N. Y.
Phone: WAtkins 9-4508

President.....Harvey Cort
Treasurer.....Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
Phone: Wyoming 1491

President.....Harry Owens
Vice-President.....Homer O'Donnell
Services Offered—Motion picture productions.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GRant 1-4756

General Manager.....M. E. Fierst
Tech. Supervisor.....G. J. Mikalauski
Services Offered—Program and news production; laboratory, studio and recording facilities.

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700

President.....Paul Raibourn
Vice-President.....Bernard Goodwin
Branch Office

5451 Marathon St., Hollywood 38, Calif.
Phone: HOLLYwood 9-6363

Vice-President.....Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Productions—"Wrestling from Hollywood," Erskine Johnson's "Hollywood Reel," "Mayfair Mystery House."

Jack Parker Productions

(See Television Film of America for personnel listing.)

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLLYWOOD 7-4774

Exec. Producer.....Paul Parry
Production Supervisor.....Betty Sinclair
Dir. of Photography.....Ray Foster
Services Offered—Production of Commercials, program films, sales promotion and training films.

Parsonnet TV Film Studios, Inc.

46-02 5th St., Long Island City, N. Y.
Phone: STillwell 4-6163-45

President.....Marion Parsonnet
Treasurer.....Walter Blake
Secretary.....Andrew Weinberger
Services Offered: Producer of films; production facilities for rent; films for syndication.

Lindsley Parsons Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HUDSON 2-7111

President.....Lindsley Parsons
Treasurer.....Sam Wallis
Secretary.....Leonard W. Herman
Associate Producer.....Warren Douglas
Services Offered—All types of TV films including commercials.
Productions—"Files of Jeffrey Jones."

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-5200

President.....Edward J. Lamm
Production Manager.....James Pievel
Executive Producer.....William Nelson
Services Offered—Animation or live—specializing in use of rear screen projection.

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: HU 2-6650

Exec. Producer.....Ray Patin
Asst. Producer.....Gus Jekel
Sls. & Studio Mgr.....Lee R. Blevins
Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President.....Kern Moyse
Vice-Pres., Treas.....R. S. Moyse
Asst. Secretary-Treasurer.....Barbara Holz

Eastern Sales Mgr.....Raoul J. Menendez
Mgr., Special Services.....Allan De Forest
West Coast Branch
599 Seward St., Hollywood 38, Calif.
Phone: HO 7-9223

Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steink Krupa
Plant Manager.....Thomas E. Ayers
Mgr., Special Services.....Paul Krupa
Services Offered—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection.

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-3756

President.....J. Milton Salzburg
Chairman of the Board.....Frank Soule
V.P., Treasurer.....Hyman Rosner
Sales Manager.....David B. Dash
Advertising Manager.....S. J. Krumholz
Comptroller.....Paul Kern
Services Offered — Produce & distribute features & shorts.

Polaris Pictures, Inc.

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

President.....Juan C. Hutchison
Vice-President.....Perry King
Services Offered—Complete production facilities; live action and animation, 16 and 35 mm.

Post Pictures Corp.

115 West 45th St., New York 36, N. Y.
Phone: JU 2-4870

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

Princess Pictures Inc.

11 West 42nd St., New York 36, N. Y.
Phone: LONgacre 5-1535

President.....Burt Balaban
Vice-President.....Bernard Donnenfeld
Services Offered—Motion picture production.

The Princeton Film Center, Inc.

270 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.
Phone: PRinceton 1-3550
Executive Director.....Gordon Knox
Treasurer.....Albert Califano
Prod. Mgr.....L. H. Holton
Vice-President.....Sherman Price
Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives Inc.

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

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

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
 Phone: CRestview 5-1723

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

Reid Ray Television Productions, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
 Phone: Emerson 1393

President.....Reid H. Ray
 Vice-President.....William H. Ringold
 Sales.....R. V. Jeffrey
 Vice-PresidentFrank Balkin
 Vice-PresidentJohn Lang
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsor-ship: TV commercials.

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

35 W. 45th St., New York 36, N. Y.
 Phone: JU 2-1410

Chairman of Board....Louis de Rochemont
 PresidentBorden Mace
 Secretary.....Ambrose Doskow
 Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
 Phone: OR 9-3550

President.....Hazard E. Reeves
 Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures, TV, radio and transcriptions.

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
 Phone: JU 2-1877

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

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
 Phone: JUdson 2-0274

PresidentJoseph Schaeffer

Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

Republic Television Features

64 East Lake St., Chicago 1, Ill.
 Phone: STate 2-0460

PresidentCapico Kapps
Services Offered—Producers and distributors of live and filmed television programs.

Stuart Reynolds Productions

7324 Santa Monica Blvd., Los Angeles, Calif.
 Phone: CRestview 1-6155

PresidentStuart Reynolds

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
 Phone: PL 9-3600

Exec. Vice-President.....Jay Bonafield
 Treasurer.....James H. Herries
 SecretaryJoseph Laub
 ComptrollerGarrett VanWagner
 Production Mgr.....J. Douglas Travers
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
 Phone: VERmont 8-2185
 N. Y. Phone: CI 5-4135

President.....Hal E. Roach
 Vice-Pres. & Gen. Mgr.S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

R. S. Robbins

163 Bleeker St., New York 12, N. Y.
 Phone: SPring 7-2568

President.....R. S. Robbins
 Mgr. of Prize Promotion....Edward E. Finch
Services Offered—Radio and television prizes.

Bob L. Roberts Productions

152 W. 54th St., New York 19, N. Y.
 Phone: PLaza 7-4314-5

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
 Phone: HOLlywood 7-7131

President.....J. Richard Westen
 V.P. in Chge. Sales.....J. Harry Ebbert
 Exec. Vice-President.....Harlow Wilcox
 Production Manager.....Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hillside 3183
 General Manager.....Fred K. Rockett
 Production Supervision.....Alfred Higgins
 Photographic Department.....Jay Adams
 Editorial Dept.....Paul Lord
 Stage Mgr.....James Conley
 Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

Roy Rogers Productions

Samuel Goldwyn Studio
 1041 N. Formosa Ave., Hollywood 46, Calif.
 Phone: GRanite 5111
 Executive Producer.....Roy Rogers
 Producer.....Jack Lacey
 Director.....Donald McDougall
 Cameraman.....Joe Novak
Services Offered — Produces TV western films.

Rogell Productions Inc.

8949 Sunset Blvd., Los Angeles 46, Calif.
 Phone: CR 45217
 Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

Roland Reed Productions

3822 W. Washington Blvd., Culver City, Cal.
 Phone: TExas 0-2761
 President.....Roland D. Reed
 Vice-President.....Guy V. Thayer, Jr.
 Secy.-Treas.....Hazel Hall
 Production Manager.....Dick L'Estreng
 Casting Dir.....William Tinsman
Services Offered—Producers of commercial, industrial and television films.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 4-5401
 President.....David Chudnow
 Vice-President.....Rosamond Chudnow
 Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 5-1085
 Partner.....Frank K. Danzig
 Partner.....Bart Ross
 Exec. Asst.....Betsy Boyd
 Assoc. Prod.....Al Burton
Services Offered—Package production of live television programs.

Leslie Roush Productions, Inc.

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

Phone: COLUMbus 5-6430

Studios: 130 Herricks Rd., Mineola, N. Y.
 President.....Leslie M. Roush
 Vice-President.....Jules K. Sindic
 General Manager.....John Fox
Services Offered—Make TV films, commercials.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
 Phone: YOrk 2494
 President & Owner.....Danny Rouzer
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
 Phone: CIRCLE 5-5640
 General Manager.....Edward Ruby
 Production Mgr.....Sidney Nannes
Services Offered—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

Leo Russell & Alex Haberstroh

111 East 28th St., New York 16, N. Y.
 Phone: MURray Hill 9-2568
 Partners.....Leo Russell & Alex Haberstroh

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.
 Phone: STerling 3069
 General Manager.....Alfred N. Sack
 Sales Manager.....Julius M. Sack
New York Office
 358 West 44th St., New York, N. Y.
 Phone: JU 6-2258
Services Offered—Producers, distributors; representatives for independent producers.

Barnard L. Sackett Television Productions

(See Program Producers)

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
 Phone: MURray Hill 8-0085
 President.....Valentino Sarra
 Sales Prod. Mgr.....Jack Henderson
Branch Office
 16 East Ontario St., Chicago 11, Ill.
 Phone: WHItell 4-5151
 Dir. of Film Planning.....Joseph C. Betzer
 Production Manager.....Harry W. Lange
Services Offered—TV film production.

Scandia Films, Inc.

220 W. 42nd St., New York 36, N. Y.
 Phone: WISconsin 7-7059

PresidentErnest Mattsson
Services Offered—Distributor and representative of foreign TV producers.

Sawyer-Wirth Associates, Inc.
 430 North Rodeo Drive, Beverly Hills, Calif.
 Phone: BRadshaw 2-2244
 745 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 8-1492

PresidentWayne Wirth
 Vice-PresidentStanley Sawyer
 SecretaryAlan L. Klehan
 TreasurerAlfred Zucker

Screencraft Pictures, Inc.
 341 West 44th St., New York 36, N. Y.
 Phone: CIrle 6-8546

President.....J. S. Berkson
Branch Offices:
 5746 Sunset Blvd., Hollywood, Calif.
 Phone: HOllwood 2-4448
 Sales Representative.....Tom Corradine
 1109 Currie Ave. No., Minneapolis, Minn.
 Phone: LIcoln 7013

Sales Representative.....Don Swartz
 1001 New Jersey Ave. N.W., Washington, D. C.
 Phone: REpublic 0776

Sales Representative.....Myron Mills
Services Offered—Distributor and syndicator of feature and western films. half-hour film packages for television.

Screen Gems, Inc.

(A subsidiary of Columbia Pictures Corp.)
 233 W. 49th St., New York, N. Y.
 Phone: CIrle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn
 V.P. in Chge. Salcs.....John Mitchell
 Business Manager.....Burton Hanft
 Dir. Advtg., Pub. Rel..Harry K. McWilliams
 Eastern Prod. Mgr.....M. Peter Keane
 Staff Prod.-Dir.....John Gilmour,
 Ben Berenberg
 Casting Director.....Nancy Kassel
 Film Editorial Chief.....Dan Heiss
 West Coast: 1334 N. Beachwood St.,
 Hollywood 28, Calif.

V.P. Chge. Prod.....Irving Briskin
 Producers.....Michel Kraike, Irving Starr
 Production Executive.....Fred Briskin
 Story Editor.....Harry Fried
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Al Simon Productions

General Service Studios
 1040 N. Las Palmas, Hollywood 38, Calif.
 Phone: HO 7-3111

PresidentAl Simon
Services Offered—Productions of filmed shows and commercials.
Productions: Burns & Allen Show, I Married Joan.

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.
 Phone: WYoming 1491

Partners.....Leonard Clairmont & Homer O'Donnell
Services Offered—Complete motion picture productions and production services.

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
 SecretaryGeorge Blake
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.
 Phone: CI 6-6915

Executive Producer....Charles E. Skinner
 Associate Producer.....Robert Sloan
 Production Manager.....Ray Rand
 Film Music Editor.....Alphonse Corelli
 Musical Director.....Skitch Henderson
 Set Designer.....Charles Carlotti
 Gen. Production Supervisor...William Toth
 Camera Directors.....Joseph Burn,
 George Webber, Drummond Drury
 General Business Mgr.....Melville Ruick
 Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.

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

PresidentStephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
 Phone: MUrray Hill 5-6626

PresidentFletcher Smith
 Vice-PresidentCharles Schettler
 Secretary-Treasurer.....Peter Caldera
Services Offered—Producers of programs and spots.

Snader Telecriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.
 Phone: CR 5-4451
 President.....Louis D. Snader
 DirectorDuke Goldstone

Casting Director.....Phil Bloom
 Musical Director.....Bernard Brody
 Production Manager.....Jesse Corallo
Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.
Productions—Liberace.

Soundac Productions Inc.

704 Elmwood Ave., Buffalo 22, N. Y.
 Phone: Summer 6262

Pres., Sales Mgr.....Robert D. Buchanan
 Production Dir.....Clarence Schleh, Jr.
 Art Director.....Francis J. Noack, Jr.
Services Offered—Syndicated and tailored TV film commercial production; animation specialists; syndicated program production for TV.

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens
 President.....Harold E. Wondsel
 V.P., Sect.....F. C. Wood, Jr.
 Treasurer.....Walter Kullberg
Services Offered—Producers of commercial spots and industrial films.

Sovereign Productions, Inc.

7324 Santa Monica Blvd., Hollywood, Cal.
 President.....Stuart Reynolds
 Producers.....David Hire, J. Siström
 Secretary-Treasurer.....Rudolph Monter
Services Offered—Production of ½-hour dramatic films.
Productions—“Cavalcade of America,” “Gen. Electric Theatre,” “Jeweler’s Showcase.”

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
 Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
 Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

Sportvision, Inc.

233 Sansome St., San Francisco 4, Calif.
 Phone: EX 2-3837

President.....William Parry, Jr.
 Vice-Pres., Bus. Mgr.....Keith Alderson
 Production Mgr.....Don Schwab
Services Offered—Sports films for television; weekly sportsreel of western sports; production and distribution.

Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y.
 Phone: OSSining 2-2617
 General Manager.....Donn Marvin
 Production Mgr.....David Carpenter

Services Offered—Available for production of films of all types, produce and distribute own films for television.

Al Stahl Productions

1600 Broadway, New York 19, N. Y.
 Phone: COlumbus 5-2942

President.....Al Stahl
 Vice-President.....Irwin Stahl
 V.P. chge. of Prod.....Jack Weisberg
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

Station Films, Inc.

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: Circle 7-1279

President.....Robert H. Salk
 Asst. to President.....Gloria Wilson
Services Offered—Film buying service for television stations.

Standard Television Corp.

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

President.....Irvin Shapiro
Services Offered—Major feature films and shorts.

Star Entertainment Corp.

211 W. 42 St., New York 36, N. Y.
 Phone: LA 4-3450

President.....Max Wolff
 Vice-President.....Al Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.

40 East 51st St., New York 19, N. Y.
 Phone: CO 5-1352

President.....M. M. Gettinger
 Sales Director.....Jay Williams
Services Offered—Film production for TV; sales & distribution of package shows.

Stempel-Olenick Agency

717 No. La Cienega Blvd., Los Angeles 46, Calif.
 Phone: CRestview 1-7141

Owners.....Frank Stempel & Julian Olenick

Sterling Television Co., Inc.

205 East 43rd St., New York 17, N. Y.
 Phone: OXFord 7-2520

President.....Saul J. Turell
 Secy.-Treasurer.....Robert E. Rhoades
 V.P. chge. of Station Sales.....Bernice S. Coe
 Mgr. of Agency Sales.....Richard Carlton
Branch Office
 6715 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOllywood 4-6111
 Manager.....Lee Orgel

Services Offered—Producer and distributor of TV features, shorts and film series. TV stock shots. Distributor for independent producers.

Mike Stokey Productions

6123 Selma Ave., Hollywood 28, Cal.
Phone: Hollywood 2-1241

PresidentMike Stokey
Assoc. Producer.....Gene Colton
Assoc. Producer.....John Hueners
Service Offered: Producers of live and filmed television productions. General television packaging.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUDson 2-3816

Owner.....Wilbur J. Streech
Client Relations.....J. Arthur West
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807

President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Directors....Hy Glick, Howard McDonnell
Services Offered—Complete production of films for television.

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXFord 7-2590

President.....S. A. Costello
Exec. Vice-President.....Ben Frye
Secretary.....Nina Lu Little
Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

Swift-Chaplin Productions, Inc.

4316 W. Jefferson Blvd., Los Angeles 16, Cal.
Phone: REpublic 2-4492

President.....Charles F. Chaplin
Vice-PresidentHoward Swift
Secretary-TreasurerHarry Hinkle
Production Manager.....Miles E. Pike
Services Offered — The production of custom-built television commercials.

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 3-1088

Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister
Services Offered: Specialize in westerns, outdoor, animal packages.
Productions: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

President.....Gifford Phillips
Asst. to Pres.....Ludlow Flower, Jr.
V.P., Gen. Mgr.....Marc Frederic
Services Offered—Producers, distributors.
Productions: "Little Theatre."

Telecast Films, Inc.

112 W. 48th St., New York 36, 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.

Telemated Cartoons

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

Prod.-Dir.Saul Laffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

Telemount Pictures, Inc.

P. O. Box 4555, Los Angeles 24, Calif.
President.....Henry B. Donovan

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUDson 6-2450

PresidentHerbert Scheftel
Exec. Vice President.....Alfred G. Burger
General Manager.....Charles N. Burris
Editor-in-chief.....Edward P. Genock
Production Manager.....Marshall Davidson
Chief Film Editor.....William Sofio
Dir. Comm. Film Dept....Robert W. Schofield
Adv. & Prom. Mgr.....Robert Kirsten
Services Offered—Producers of television news film, film commercials, film programs; film stock shot library.
Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

Telepix Corporation

Times Tower Bldg., 1475 Broadway,
New York 18, N. Y.

Phone: PENnsylvania 6-1821-2
President.....Albert G. McCarthy
Vice-PresidentRichard Freitas
SecretaryRita Fables
Services Offered—TV films.

Telerama Productions

(See Television Films of America for personnel listing.)

Telescene Film Productions Co.

237 First Ave., New York City, N. Y.
Phone: AL 4-8470

President Robert Tobias
Office Manager Arthur Blackman
Services Offered—Fifteen minute television film series, "Pulse of the City."

Telescene Films

4238 Mammoth Ave., Sherman Oaks, Calif.
Phone: STate 9-4952

Exec. Producer William Lava
Production Assoc. Rex Lipton
Services Offered—The production of pure entertainment films for television.

Television Exploitation Inc.

101 West 55th St., New York 19, N. Y.

President Milton M. Gettinger
Exec. Vice-President Oliver O. Unger
Sales Representative Harold Goldman
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3150

General Manager Paul N. Robins
Services Offered—Lease and/or sale of TV rights foreign countries, small amount of domestic rights available. Material includes serials, shorts of all types.

Television Films of America

Box 1006, Beverly Hills, Calif.
Phone: NORmandy 2-2520

Exec. Producer Jack Parker
Exec. Director Ross Van Nibroc
Production Mgr. Ray Bond
Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

Television Programs of America, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-2765

Chairman of Board Edward Small
President Milton Gordon
Exec. Vice-President Michael M. Sillerman
Asst. Vice-President Kurt Blumberg
Treasurer Seymour Malamed

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MURray Hill 2-8877

President Charles J. Basch, Jr.
Treasurer Clarence Schmidt
Secretary Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary

films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KINGSley 6-4140

Producer W. Wallace Orr
Director of Programming & Sales George J. Kerrigan, Jr.
Director of Production Dan Wise
Film Editors Joe Arnold, Dan Endy, Marvin Fisher, William Friel
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Ed McLemore "Texas Rasslin"

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173

V.P., Gen. Sales Mgr. Maurice Beck
Services Offered—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

Ed Thorgersen

245 West 55th St.
Phone: CIRCLE 6-8935

Exec. Producer Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.
Phone: CIRCLE 6-4443

President Chas. W. Curran
Vice-President Stephen E. Fitzgibbon
Production Assistant Diana Kembel
Associate Producer Fred Kelly
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.
Productions: Fu Manchu.

Transfilm Inc.

35 West 45th St., New York 36, N. Y.
Phone: JUDson 2-1400

President William Miesegaes
Vice-Pres. William Burnham
Vice-Pres. Robert Klaeger
Exec. Vice-Pres. Walter Lowendahl
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, editors.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1323

PresidentDoria Balli
Sales Manager.....Charlie Larrain
Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell
Services Offered—Series of half-hour, open-end TV films for children.

TV-Programs, Inc.

10 Washington Place, New York 1. N. Y.
Phone: GR 7-0123

Executive Producer.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

PresidentHerbert Rosen
Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.
Phone: CIRCLE 5-6000

Vice-Pres., Gen. Mgr.....F. A. Long
Asst. Gen. Mgr.....Robert Gaertner
Traffic Manager.....Sidney Dash
Mid-West Sales Rep.....Robert O'Brian
Division Sales Mgr.....Milton E. Olin
Services Offered — Distribution of television films.

United Press Associations
(See Program Producers)

United Productions of America

4440 Lakeside Dr., Burbank, Calif.
Phone: CHARleston 0-7171
New York Division—670 Fifth Ave.,
New York 19, N. Y.
Phone: PLaza 3-1672

Pres. & Exec. Produce.....Stephen Bosustow
Vice-PresidentRobert Cannon
N. Y. Office Mgr.....C. D. McCormick
V.P. in chge. Pub. Rel.....Charles Daggett
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

United Television Programs, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLLYwood 5-2195
N. Y. Phone: PLaza 3-4620

PresidentPhilip Krasne
Vice-PresidentJack Gross
Sales Manager.....Wynn Nathan
Services Offered—Sales distributors for TV film producers. Engaged in selling TV film programs to advertising agencies and TV stations.

Unity Television Corp.

1501 Broadway, New York 24, N. Y.
Phone: LONgacre 4-8234

President.....Arche A. Mayers
Sales Manager.....L. Firestone
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

Unity Television Corp. of Calif.

8051 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5693
N. Y. Phone: LONgacre 4-8234

ManagerConstance Lazar
BookerVincent Fiumano
Services Offered—Film producers, open-end films, feature films, educational shorts, cartoons, sport reels serials, etc.

United World Films, Inc.
(Subsidiary of Universal Pictures)

445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000

P. O. Box 183, Universal City, Cal.
President.....J. M. Franey
V.P. in Chg. Sales.....N. E. Gluck
West Coast Production.....George Bole
N. Y. Prod. Dept.....Steve Alexander
Services Offered—Producer and distributor of programs and spot commercials.

Van Praag Productions

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857

Executive Producer.....William Van Praag
Production Chief.....Gilbert M. Williams
Art Director.....Sidney Kupfershmid
Chief Cameraman—Unit A....Sidney Zucker
Chief Cameraman—Unit B....Sol Roizman
Casting Director.....Joan Topper
Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326

President.....Henri E. Marcuse
 Partner.....Guy Calandreau
 Script Supervisor.....Charles Cinnamon
 Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series; script packages.

Video Pictures, Inc.

Executive & Sales Offices
 41 E. 50th St., New York 22, N. Y.
 Phone: MUrray Hill 8-1162
 STUDIO: Video Pictures, Inc.
 510 W. 57th St., New York 19, N. Y.
 Phone: CIrcle 7-2062

President.....William R. Deering
 Vice-President.....Martin Henry
 Vice-President.....George W. Goman
 Secretary.....Elsie M. Rice
 Supervisor of Sales.....Frank B. Woodruff
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

Video Pictures, Inc.

1515 No. Western Ave., Hollywood 28, Calif.
 Phone: HU 2-3030

President.....Hank McCune
 Assoc. Producer.....Charles Maxwell
 Production Manager.....Jack Caldwell
 Merchandising & Promotion.....B. A. Babb
Services Offered—Producers of theatrical and commercial television subjects.

Video View, Inc.

7557 Sunset Blvd., Hollywood 46, Calif.
 Phone: HOLLYWOOD 3-1179

President.....Bradley Kemp
 Vice-President.....Marshall Taft
 Sales Director.....Kenneth Harp
Services Offered—New method of recording television programs, provide agencies and sponsors with low-cost, high-quality 16 mm sound-on-film records of television spots, exactly as they appear in the living room.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
 Phone: MU 6-3310

President.....Alfred Justin
 Studio Chief.....William B. Shriner
 Staff Director.....James Rose

Visual Media, Inc.

21-29 45th Rd., Long Island City, N. Y.
 Phone: STillwell 4-2941

President.....William M. Nelson
 Art Director.....Raymond Keane
 Advertising Consultant.....Weston Hill

Voeller Productions Inc.

1052 Carol Drive, Hollywood 46, Calif.
 Phone: CRestview 4-6253

President.....Will H. Voeller
 Vice-President.....George Hughes
Services Offered—Production and distribution of live and transcribed radio and tele-

vision programs, industrial films, commercial spots, animated spots and cartoons.

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
 Phone: HOLLYWOOD 7-3111

President.....Robert Angus
 Vice-President.....James Banks
 Production Manager.....Edward Sacta
Services Offered—Producer of feature and commercial films for TV.

Vonna Productions, Inc.

General Service Studios, Hollywood, Calif.
 Phone: HOLLYWOOD 4-0814

President.....Eddison von Ottenfeld
Services Offered—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
 Phone: CIrcle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, animation, telops, balops, slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEbster 8-5287

Producer.....Adrian Weiss
 Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 second spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEbster 8-5287

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
 Phone: CIrcle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

Wilding Picture Prods., Inc.

385 Madison Ave., New York, N. Y.
 Phone: PL 9-0854

Vice Pres.....J. W. Inglefield

Frank Wisbar Productions Inc.

7324 Santa Monica, Los Angeles, Calif.
 Phone: HUdson 2-2286

President.....Frank Wisbar
 Vice-President.....Benjamin H. Kline
 Assoc. Prod.....Sidney Smith

Dir. of Photo.....B. H. Kline
Services Offered — Film productions for TV.

Productions: "Fireside Theater."

Raphael G. Wolff Studios

5631 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 7-5126

N. Y. Phone: PLaza 5-5386

Owner-Exec. Chairman....Raphael G. Wolff
 Exec. Dir., Creative Dept.

MacDonald MacPherson

Services Offered—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

World Video, Inc.

(See Program Producers)

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.

Phone: LUXemburg 2-2216

Owner, Exec. Producer....Emerson Yorke

Services Offered—Producer of TV and other types of films.

Workshop TV Distribution, Inc.

418 South Robertson Blvd., Los Angeles 48, Calif.

Phone: CRestview 5-4373

President.....Paul Garrison

Vice-President.....Ernest Baumeister

Secretary-Treasurer.....Edwin Gillette

Services Offered—Distribution of filmed TV programs, production facilities for rent,

production of filmed TV programs.

Zahler Productions, Inc.

418 South Robertson Blvd., Los Angeles 48, Calif.

Phone: CRestview 5-4373

President.....Gordon R. Zahler

Vice-President.....Millard Jacobs

Treasurer.....Rose Zahler

Services Offered—Production of television films.

Ziv Television Programs, Inc.

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

Phone: MURray Hill 8-4700

Chairman of the Board....Frederic W. Ziv

President.....John L. Sinn

V.P. in Chge. Sales....Maurice J. Rifkin

West Coast Office Mgr....Maurice Unger

Eastern Div. Sales Mgr....Albert Goustin

Central Div. Sales Mgr...Edward J. Broman

Western Div. Sales Mgr...Valter Kingsley

Services Offered—Production, sales and distribution of television films for syndication.

Productions: Boston Blackie, Cisco Kid, The Unexpected, Favorite Story, Yesterday's Newsreel, Sports Album, Story Theatre, Your TV Theatre, The Living Book.

Zorro Productions

2100 West Alameda Ave., Burbank, Calif.

Phone: CHARleston 8-5559

Producer.....William Cottrell

Business Manager.....Nat Winecoff

**FOR LISTINGS OF
 IMPORTANT
 ADVERTISING AGENCIES
 AND
 PERSONNEL
 SEE PAGE 133**



Films to Play Major Role in Television Broadcasting

By ARCHIE MAYERS

*President
Unity Television Corp.*

To forecast the responsibility and future use of films on television, one need not resort to the crystal ball. There is sufficient background, history and documentary evidence to furnish most of the answers regarding the part that film has played and will play in future telecasting. However, before looking into the future it may be well first to review the past.

In the so-called early days of television, assuming that 1946 would serve as a springboard, the motion picture as related to television was an orphan and stepchild; and quite often referred to as a 'dirty word' spoken of only in hushed tones. And why not? Wasn't television supposed to be the electronic transmission of live figures and live shows? And was it not the intention and hope of the commercial producers to substitute live television for mechanical devices, meaning in one instance motion pictures? This certainly was the basic aim of television but quite often theory is superseded by reality. In the minds of many of the producers and telecasters, reality represented that form of visual projection, regardless of whether it was "live" or on film.

To project this viewpoint to a conclusion of the present-day, facts and statistics prove that motion pictures are as great a reality as live shows, the only difference being that one is projected electronically from a live stage, whereas the other is transmitted mechanically. Thus, it poses the question "What Is The Difference?" Actually, there is no discernible difference. It takes a practical expert and one highly attuned to these respective arts to look at a screen and differentiate between "live" and film. Given a good positive print with intelligent understanding of the electronic arts, with proper timing and projection, a play on motion picture film serves the same purposes as a live show without any of the failures that quite often occur in live production — particularly when one con-

siders that a motion picture film may be edited, the rough spots removed and generally primed to perfection before it is projected.

During the past seven years, the usage of motion picture films on television has grown beyond anyone's conception. From 1946 to 1948, film being considered a stepchild, was mostly employed for program fillers and standby usage. But in 1949 its practical and economical values were "discovered." Most of the 108 stations on the air at that time developed an awareness that motion pictures were more than a substitute; it being divined that motion pictures were the real McCoy. This discovery was no mere accident; it was based upon:

- (1) Quick availability of many thousands of shows.
- (2) Public acceptance of predetermined values and star names.
- (3) Ease of handling and operations, and last but not least;
- (4) The economic aspect.

The latter had great significance to station operators, program directors, technicians and sponsors. They quickly saw and determined that motion pictures, having all of these qualifications, could be purchased at a fraction of the cost of live shows, could be obtained at a reasonable portion of the rate card—and furthermore, could be auditioned beforehand to determine acceptability for the respective markets. Also, a tremendous economical factor not to be ignored is the advantage of residuals, which may be enjoyed only through film production—and certainly not through live shows. Thus, the general idea of using motion pictures on television began to snowball, and in the year 1950 grosses realized by distributors and station time sales catapulted into substantial figures. So the momentum continued through 1951, 1952 and 1953, until the gross volume done through motion pictures totalled in excess of thirty or forty million dollars for 1953.

*Television
Personalities
1953-1954*

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A PICTORIAL PARADE OF SOME
OF THE LEADERS OF TELEVISION
—FROM THE STATION, AGENCY,
NETWORK AND PRODUCTION
FIELDS—DURING THE PAST YEAR

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TV PERSONALITIES

E. K. JETT, v.p. and dir. of WMAR-TV, Baltimore, Md., joined the Federal Radio Commission in 1929 as a senior engineer. He was advanced two years later to asst. chief engineer, then chief engineer in 1938, and Commissioner in 1944. He resigned from the Commission to assume his present duties on Jan. 1, 1948. Jett was a member of the Censorship Operating Board during World War II



and the chairman of the Coordinating Committee of the Board of War Communications.

LESLIE C. JOHNSON, v.p. and gen. mgr. of WHBF - AM - TV - FM, Rock Island, Ill., took his present post on Jan. 1, 1939. After a year as a reporter for the Decatur Review and a year on the Argus, he became editor-manager for the Democrat Publ. Co. at Aledo, Ill. Leslie returned to the Argus as adv. mgr. in 1929. He is an enthusiastic civic worker, having served on the Community Chest board, and



being a present member of the Chest Budget Committee. He is a 32nd degree Mason.

GAINES KELLEY, gen. mgr. of WFMY-TV, Greensboro, N. C., has been with the station since it went on the air on Sept. 22, 1949. He was classified Adv. mgr. of the Greenboro Daily News and the Greenboro Record for 16 years. When the News Co. expanded into radio operation, he was chosen manager of WFMY (FM) in 1948, and served in that capacity until FM operation ceased in April,



1953. Kelly was one of the organizers of the Frequency Modulation Assn., and active in it until its merger with NAB.

FRANK E. KOEHLER, gen. mgr. of Radio Roanoke, Inc., operator of WROV-AM-TV, began his career as an NBC page boy. In 1950 he filed the first application in Roanoke for TV. In Sept., 1952 his CP was granted and the station went on the air Feb., 1953, becoming the 9th UHF station to begin operating. WROV-TV went off the air on July, 1953 when a VHF channel 7 application was filed for Roanoke, Va. Frank joined WROV in 1946, after an Army tour, which was just going on the air.



JAMES M. GAINES, v.p. and gen. mgr. of Southland Industries, Inc., owns and operators of WOAI-AM-TV, San Antonio, Texas, was formerly v.p. and a member of the board of directors of General Teleradio, Inc., heading WOR-TV, N. Y. Jim joined NBC in 1941 in the station relations dept. and held successive posts as asst. adv. and promotion dir., until 1946 when he was named gen. mgr. of WNBC, N. Y. In 1947, Jim was upped to the post of dir. of all NBC owned station and later v.p. of the web.



ROGER W. CLIPP, gen. mgr. of the Phila. Inquirer stations WFIL-AM-FM-TV, was elected a member of the board of directors of the Chamber of Commerce of the U. S. in April, 1953. He is a veteran of the radio-TV broadcasting fields, and a 1925 graduate of the Wharton School of the University of Penna. A past chairman of the ABC stations planning & Advisory committee, Clipp recently completed his term of office as president of the Penn. Assoc. of Broadcasters.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

JAMES T. AUBREY, JR., general manager of KNXT, key station for CBS TV in Hollywood, took his present post in 1952. In 1941, Aubrey graduated cum laude, with a B.A. in English literature from Princeton University. Upon graduation he was commissioned as a Second Lieutenant in the U. S. Field Artillery and was called to active duty immediately. He was discharged in 1946 with the rank of Major.



In 1948 he joined CBS for KNX, moving to TV when CBS purchased channel 2 in Los Angeles in 1951.

LESLIE G. ARRIES, JR., gen. mgr. of WTTG, Washington, D. C., took his present post on June 29, 1953. He enjoys the distinction of being the only member of the DuMont organization to have worked in its 3 owned and operated stations. After serving as a junior engineer, he became a WTTG cameraman, production assistant and director of special events. In Feb. 1949, Arries was sent to WDTV in Pittsburgh, where as program operations manager, he helped establish the station.



CAMPBELL ARNOUX, pres. and gen. mgr. of WTAR and WTAR-TV, Norfolk, Va., took his post in 1933. During the years at WTAR, he has installed WRFD, Richmond, and obtained, built and staffed WPID, Petersburg, Va. In 1949 he was engaged in building and installing WTAR-TV which began operations on channel 4, April 2, 1950. Both WTAR and WTAR-TV switched after 19 years from NBC to become



basic stations of CBS's radio and TV network. Arnoux has been very active in civic affairs in Norfolk.

GEORGE M. BURBACH, gen. mgr. of the St. Louis Post-Dispatch stations KSD and KSD-TV, has been a TV enthusiast since 1936 when he viewed a BBC demonstration in London. Immediately on his return to the U. S., he inaugurated a series of discussions and events which resulted in the establishment of KSD-TV on February 8, 1947 as America's first completely post-war equipped TV station. He was appointed adv. mgr. of the Post-Dispatch in 1913 and has been a director of Pulitzer Publ. Co. since 1922.



HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM, Inc., Indianapolis, worked in the circulation and editorial dept. of metropolitan newspapers in Pittsburgh during summer vacations from college. In 1942 he was named gen. mgr., and after being discharged from the U. S. Navy in 1946, he was named pres. Harry is also supervisor of WEOA, Evansville, Ind., dir. and V.P. of WFDF in Flint, Mich.



and V. P. of the Grandwood Broadcasting Co., (WOOD, WOOD-TV). He is a member of the city's Rotary Club.

PAUL ADANTI, gen. mgr. of WHEN, Syracuse, N. Y., has held that post since 1948. He started in TV with WRGB when he joined that G. E. pioneer station on its origination in 1939. After four years of work in all TV phases at WRGB, he was made head of TV operations, a post he held until joining WHEN. In 1950, he was elected to the board of directors and made vice president of the Meredith Syracuse Television Corporation, operators of WHEN.





TV PERSONALITIES



GLENN C. JACKSON, managing dir. of WAGA-TV, Atlanta, Ga., took his present post in March of 1952. His radio career began at WHIO, Dayton, as an announcer, staying there three years. Glen then moved on to WSPD in Toledo, where he became prod. mgr. in 1943. From there he spent two years in the U. S. Navy, and was released in 1946. He returned to WSPD, and when WSPD-TV came



into view, he was assigned additional responsibility. Jackson has become pres. of the Georgia A.P. Radio Assn.



ROBERT EDWIN DUNVILLE, pres. of the Crosley Broadcasting Corp., is a native of St. Louis, Mo. In 1931 he joined the sales dept. of KMOX, St. Louis, and soon thereafter became assistant gen. mgr. On Nov. 17, 1949, Dunville was elected pres. of the Crosley B'casting. Corp., having administrative responsibility for WLW and WLW-T, Cincinnati, WLW-D, Dayton, WLW-C, Columbus, and WLW-A in Atlanta,



as well as the Voice of America, which Crosley operates for the U. S. State Dept. at Bethany, Ohio.



MARTIN B. CAMPBELL, supervisor of WFAA and WFAA-TV, Dallas, Texas, has served as staff correspondent of the AP. In 1927 he was made assistant mgr. and program director of WHAS, Louisville, Ky. In 1932 he served a few months manager and program dir. of WDEL and WILM in Wilmington, Del. From there he came to WFAA in May, 1932, as general mgr. In May, 1950, he direct-



ed the launching of WFAA's TV service. In 1952 he was made supervisor of radio and TV properties.

GEORGE D. COLEMAN, gen. mgr. of WGBI-TV, Scranton, Pa., became WGBI manager in 1932. Graduating from Technical H. S. in 1918, he joined the U. S. Army and served until after the Armistice ended World War I. He then went to the Hudson Coal Co. and later to the General Electric Co. in Schenectady. In 1929 Coleman joined Frank Megaragee as manager of the radio store, moving directly and exclusively into broadcasting in 1932. He has served as first v.p. of the Scranton Rotary Club.



KEN CARTER, gen. mgr. of WAAM, Baltimore, spent his first year in radio with WITH as a time salesman. From there he went to WBAL, becoming gen. sales mgr. of the combined radio TV operation. He joined WAAM in 1949, as local sales mgr., and was made gen. mgr. in 1950. He is a member of the Baltimore Advertising Club and the Baltimore Press Club. He is serving his second elected term on the TV Board of Directors of the NARTB. Carter, a native of Baltimore is a Baumi Temple Shrine member.



CHARLES H. CRUTCHFIELD, exec. v.p. of the Jefferson Standard B'castg. Co. and gen. mgr. of WBT-WBT-TV, Charlotte, N. C., is a native of Spartanburg, S. C. In 1945, when the station was purchased from CBS by Jefferson, Crutchfield became gen. mgr. Then 33 years old, he was the youngest 50 kw. gen. mgr. in the nation. In 1951 he spent several months in Greece and the Near East as special State Dept. consultant to the broadcasting industry there. Charles' chief hobby is hunting in his native S. C.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

CHARLES A. BATSON, v.p. and director of WIS-TV, Columbia, S. C., acquired his present post in 1952. Previously he was dir. of TV for the NARTB, after serving as assistant dir. of the BAB. Batson served during WW II in the Army. He was assigned to the War Department's Radio Branch, following earlier service with Gen. Eisenhower's North African headquarters. Born in Greenville, he was graduated from Furman University in 1938 and launched his radio career as an announcer with WFBC.



FREDERIC S. BAILEY, gen. mgr. of WTOA-TV, Cambridge, Mass., joined the Middlesex B'castg. Corp. operators of the station in Oct. 1951, as manager of WTOA-TV. Fred is a graduate of Dartmouth College, and has been associated with radio in and around Boston for more than 17 years. He was formerly commercial mgr. of WORL, just prior to his appointment as gen. mgr. of WTOA-AM, Fred served as sales mgr. of WBMS. He continues his executive duties with the radio sta., in addition to TV.



H. LESLIE ATLASS, v.p. in charge of the Western Division of CBS and gen. mgr. of WBEM, Chicago, was born in Lincoln, Ill., where he spent his boyhood. In 1923 when radio listeners wore earphones, the brothers Ralph and H. Leslie founded their first station, a 200 watt at Lincoln. Leslie and WBBM first became affiliated with CBS in 1928. Later, when WBBM was purchased by the Columbia network in 1933, he was named to his present post. Atlass, his wife and three children live near Wheaton, Ill.



OTTO BRANDT, v.p. and gen. mgr. of King Broadcasting Co., Seattle, Wash., operators of KING and KING-TV, was named to his present post in 1951. He was born in N. Y. C., and attended Columbia University. Otto has been a resident of Seattle since 1951. He began his business career in 1933 as a NBC page boy in Radio City, N. Y. In 1942 he enlisted in the Air Force as a B-25 flying instructor, until 1945, emerging with the rank of first lieutenant. He is married and has two children.



RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, entered the radio field in 1933, first serving as business mgr. of WBNS. In the spring of 1949 he was named to his present post in addition to his duties at WBNS. During World War II, Borel served with the U. S. Army, emerging with the rank of lieutenant colonel. A graduate of Ohio State University, Borel was prominent in such extra-curricular activities as Strollers and the Scarlet Mask, while in school.



JAMES C. COLE, manager of WFTV, Duluth, Minn., is a graduate of State Teachers College at Superior, Wis. Jim first ventured into the business world as an announcer for WEBC, 5000 watt outlet for NBC. Jim remained with WEBC for 10 years prior to his entrance in 1942 into the U. S. Air Force. On June 7, 1953, he gave the twin ports, Duluth and Superior, their first television station WFTV on channel 38, owned and operated by Great Plains TV Properties of Minnesota, Inc.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

BILL FAY, v.p. and gen. mgr. of WHAM-TV-FM, Rochester, N. Y., moved to Rochester in 1928 as program mgr. of WHAM and named gen. mgr. the following year. In 1942 he was elected v.p. of WHAM's parent company in 1942, and the following year he became a member of the Stromberg-Carlson board and in 1948 he was appointed v.p. and gen. mgr. of the company's broadcasting division.



Bill is v.p. of both the Rochester Chamber of Commerce and the Automobile Club and member of Rochester Adv. Council.

HAROLD ESSEX, exec. v.p. of Triangle B'castg. Corp., operators of WSJS-TV, Winston-Salem, N. C., joined the Piedmont Publishing Co. in 1939 as sales manager of its radio affiliate, WSJS. In 1942 he was named mgr. of WSJS and in 1946 was upped to v.p. in charge of broadcasting for Piedmont. In May 1953, the Piedmont Publ. Company merged its application for TV with that of former movie star Mary Pickford, and the Triangle Broadcasting Corporation was formed.



WALTER J. DAMM, v.p. and gen. mgr. of the Milwaukee Journal stations, WTMJ and WTMJ-TV, was a leader in the formation of Broadcast Music, Inc., and was on the board of directors of that organization for five years. During World War II, he was a member of the Broadcasters' Victory Council and of Committee IV of the Board of War Communications. Walter was chairman of the NARTB committee



that drafted the commercial section of the national TV code, and has been a member since its inception.

ROBERT W. FERGUSON, exec. v.p. and gen. mgr. of Tri-City B'castg. Co., operators of WTRF-AM-TV, Wheeling, W. Va., is a graduate of Ohio State University. During World War II, he was in the U. S. Navy and was released in 1946 with the rank of senior lieutenant. In April 1947, the Tri-City B'castg. Co. was making preparations to establish radio stations WTRF and WTRF-FM and Ferguson was appointed gen. mgr. In Nov. 1947, he was chosen as a member of the Tri-City board of dir and elected v.p.



C. RICHARD EVANS, v.p. and gen. mgr. of KGMB-AM-TV, Honolulu, and KHBC, Hilo, T. H., started as a technician with KSL in Salt Lake City, and advanced to v.p. and gen. mgr. of KSL. In 1952 Evans was invited to Honolulu by the Bd. of Directors of the Hawaiian B'castg. System to survey the territory for TV. He did such a thorough job they persuaded him to return immediately to get



KGMB-TV on the air just three months later, on Dec. 1, 1952. Evans is a member of the Rotary Club.

JOE EATON, pres. and gen. mgr. of the Mid-America B'castg. Corp., operators of WKLO and WKLO-TV, Louisville, Ky., is a past pres. of the Kentucky Broadcasters Assn. In 1948 he organized and constructed WKLO, and put Louisville's seventh station on the air Nov. 23, 1948. WKLO-TV started programming Oct. 18, 1953. Eaton has gained a nationwide reputation as being one of the pioneers of commercial radio. He went to Kentucky in 1929 and remained when offered a position by WHAS.



JOHN REED PORTERFIELD, v.p. and gen. mgr. of WNET, Providence, R. I., was formerly mgr. of WSEETV, Fall River, Mass. John became active in the TV Field in 1938 when he directed programs for the National TV Corp. in N. Y. and later in the production department of NBC. His book, "We Present Television," was chosen the June 1940 selection of the Scientific Book Club and was later reprinted

in Spanish as "He Aqui la Television." John has also been associated with the Radio Corp. of America.



KLAUS LANDSBERG, general manager, KTLA, Los Angeles, and vice-president, Paramount TV Productions, Inc., is well known in the broadcasting industry as a pioneer of KTLA. Born July 7, 1916, in Berlin, Germany, he amazed his boyhood friends by his keen and avid interest in the new form of communication -- Television. Working 16 hours per day, he completely disproves the old theory that engineers should stick to engineering and showmen to show business. He has combined the two most successfully.



FRANK G. KING, station manager of KABC-TV, Los Angeles ABC affiliate, has a background of wide experience in the broadcasting industry. Born in England, he came to the United States while still an infant, and spent his early days in and around the City of New York. He was an infantry officer in World War II, and following his service was in charge of the N. Y. office of the Armed

Forces Radio Service. He has been sales mgr. of KNX, and while with CBS King secured the rights to the Rose Bowl game for that net.



PHILIP G. LASKY, vice-president and general manager, KPIX, San Francisco, is regarded as one of the industry's "heavyweights." Stations that profited by his guidance were KDYL, Salt Lake City, KROW, Oakland, and KSFO, San Francisco. It was while at KSFO that Phil and Guy Earl, owner of KNX, L. A., established the "western network," California's first successful regional chain. This two station network was absorbed by CBS in 1937. Now as KPIX begins its sixth year of operation, Lasky embellishes his role.



F. VAN KONYNENBURG, executive v.p. and gen. mgr. of WCCO-AM-TV, Minneapolis and St. Paul, Minn., is known to everyone as "Van." A graduate of the University of Wisconsin, Van has had heavy experience on newspapers in Milwaukee, Madison, and Minneapolis and after joining WTCN in the Twin Cities, was made general manager ten years later. When WTCN was merged

with WCCO, Van turned his managerial talents to maintaining top shows and ratings. Under his leadership, personnel has increased from 18 to 230 at WCCO.



NORAN E. KERSTA, exec. v.p. and gen. mgr. of WFTL-AM-TV, Ft. Lauderdale, Fla., came to the Tri-County B'cstg. Co. as one of the leaders in the industry, having spent 17 years with NBC in the development of TV. He journeyed to Ft. Lauderdale in Feb. of 1953 to purchase part-interest in, and supervise the installation of WFTL-TV. Noran also represented NBC during Federal Communications Commission hearings for TV stations in L. A., Chicago, Cleveland and Washington, D. C.



TV PERSONALITIES

WILBUR M. HAVENS,



pres. and gen. mgr. of Havens & Martin, Inc., owners and operators of WMBG-WCOD-WTVR, Richmond, Va., organized his own automotive-electrical business in 1922. Havens became the Philco battery distributor and later took on the Philco power socket receivers. From there he secured a license from the Dept. of Commerce to place WMBG on the air with 15 watts power. The

station has not been off the air since. WCOD went on the air in 1946 and WTVR took to the air in 1948.

JOSEPH HEROLD, station mgr. of KBTV, Denver, Colo., was technical director and manager of TV for WOW, Inc., Omaha, in 1945. Joe supervised construction and organization of WOW-TV in 1949-50. The following year he became TV consultant for CMUR-TV, Havana, Cuba, later going to Radio Televisao Paulista, Sao Paulo, Brazil. He then became station planning consultant for RCA, and authored TV station cost and planning studies. Herold took his present post on



Sept. 1, 1952.

JOHN S. HAYES,



president of WTOP, Inc., operates WTOP-TV-AM, Washington, D. C., is also dir. and v.p. for radio and TV of the Washington Post Co., which owns 55 per cent of WTOP, Inc. (CBS owns 45 per cent). He began his radio career at WIP, Phila., later moving to WOR. He entered the U. S. Army in 1941 as aide to the Quartermaster General. After the war he went to WQXR, The N. Y.

Times station. In 1948 he went to Wash. as exec. v.p. of WINX, and moved to WTOP in 1949 when the Post bought control of CBS outlets there.

JAMES COLEMAN HANRAHAN, gen. mgr. of

WEWS, Cleveland, O., has had that post since its founding in 1947. He enlisted in the U. S. Army in 1942, served with rank of major, later lieutenant colonel, until 1946. In 1935 he joined Scripps-Howard Radio, Inc., affiliated with the Scripps-Howard Newspapers, under Karl August Bickel. Since that time has acted as v.p. of the company and has been gen. mgr. from time to time for WNOX, Knoxville, WCOO, Cincinnati. He is married and has two children.



STANLEY E. HUBBARD, pres., gen. mgr., and



founder of KSTP-AM-TV, Minneapolis-St. Paul, established Hubbard Field at Louisville, Ky., in 1919. A few months later he organized the first commercial airline in the U. S. and laid out air routes still used by airlines today. In 1924 Hubbard started WAMD in Minneapolis, then in 1928 WAMD, then 1000 watts, was given a power increase to 10 thousand watts

and became KSTP, presently operating with 100,000 watts. KSTP-TV took to the air in April 1928.

E. K. HARTENBOWER, gen. mgr. of KCMO-AM-

FM-TV, Kansas City, Mo., took his present post in June, 1953. In 1929 he joined the H. K. McCann Co. now McCann-Erickson, Inc. In 1933, Hartenbower joined NBC, Chicago, as assistant to the promotion mgr. and in 1940 was selected to be NBC's contact to handle the network broadcasts of the Democratic and Republican National Committees. Hartenbower is a member of the board of directors of the NABTB. He belongs to the Kansas City Press Club.



FRANK P. FOGARTY, gen. mgr. of Meredith



WOW, Inc., Omaha, Neb., was with the Omaha Chamber of Commerce for 15 years, serving as gen. mgr. He joined Meredith WOW, Inc., as general manager in Aug. 1950. In 1944 Fogarty became v.p. of Paxton & Gallagher Company, wholesalers of groceries, hardware, appliances, and liquor. He is currently vice president and chairman of the executive committee of the Omaha Chamber of Commerce. He is married and the father of four children.

executive committee of the Omaha Chamber of Commerce. He is married and the father of four children.

ROBERT B. HANNA, JR., manager of General



Electric Company's Broadcasting stations dept., is responsible for all activities in the company's AM, FM and TV operations. When Hanna was named station manager on Sept. 1, 1949, he had just completed his 20th year with G. E. During World War II, he served three and one half years with the Signal Corps, and was discharged with the rank of Captain in 1945. He is a past president of the Schenectady Chamber of Commerce, and past pres. of Lions Club.

RICHARD J. GOGGIN, gen. mgr. of KETC, St. Louis, was a member of CBS, N. Y.'s program dept., prior to World War II. He started in TV production during CBS's experimental period in 1939. After wartime service he became writer-prod. director of both live and film programs for ABC-TV in N. Y., Phila., Schenectady and Chicago. In 1948 he was prog. dir. of WFIL-TV in Phila., later re-joined ABC, and subsequently, in L. A., became senior dir. of KECA-TV. He has taught radio-TV at UCLA.



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PATRICK J. GOODE, pres. of WNHC-AM-FM-TV, New Haven, Conn., with his friends Aldo DeDominicis, initiated the first TV station in New England. He also inaugurated New Haven's first radio station in 1935. In 1936 President Roosevelt appointed him Postmaster of the New Haven P. O. He retired from this post in 1950 at the age of 70. In 1943 he sold his radio interest and joined Aldo DeDominicis, and thus the Elm City Broadcasting Corp. was born with Pat elected pres. WNHC-TV began operations in 1948.



JAMES LEONARD, vice-president and general manager of WLW-C, Columbus, Ohio, is a television pioneer in Ohio's capitol, having opened the first station in that city on April 1, 1949. Born in Bristol, Tenn., he is a graduate of the University of Florida. Leonard joined WLW, Cincinnati, in 1936 as executive announcer and master of ceremonies. In 1944, he was appointed program director of WSAI, and he remained at WSAI until he was appointed general manager of WLW-C, Crosley Broadcasting Corporation's Columbus television station. Leonard was made a v.p. of the Crosley Broadcasting Corporation in 1953.



HAROLD FREDERICK GROSS, president and owner of WJIM and WJIM-TV, Lansing, Mich., is a graduate of the University of Michigan. He built WJIM 20 years ago, and has been continuously owned and operated by him ever since, and built WJIM-TV four years ago. Gross built WGFG (now WKMI) Kalamazoo, in 1947 owned and operated the station, until he sold it in August, 1952. He has been a resident of Lansing and East Lansing, Michigan for 30 years. He is a native of Ann Arbor, Michigan.



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GORDON GRAY. General Teleradio v.p. in charge of WOR and WOR-TV, N. Y., started as a reporter with the Kansas City Star. From there he managed the Kansas City offices of the Katz Agency, station reps. He took his present post on Jan. 1, 1954. Gordon has been associated with Central States Broadcasting Co., operating stations KFOR, Lincoln, Neb., KOIL, Omaha, WDGY, Minneapolis-St. Paul in



the capacity of gen. mgr. Early in 1951 he became v.p. of Goodwill Stations, Inc.

CRAIG LAWRENCE, general manager of WCBS-TV, key station of the CBS Television network, is no newcomer to New York City, although he was born in Wisconsin, educated in Michigan and Iowa, and spent a goodly portion of his broadcasting career outside this city. After serving as an account executive and commercial manager of WMT, Cowles station in Waterloo, Iowa, in August, 1944, Lawrence



returned to the N. Y. area to manage both WHOM in Jersey City and WCOP in Boston. When Cowles sold WHOM to Il Progresso, the Italian-language paper, Lawrence devoted his time to WCOP. Craig, with family reside in Conn.

G. BENNETT LARSON, president and general manager, KDYL-AM-TV, Salt Lake City, Utah, is a native of Salt Lake City, and began his career in radio when he joined the staff of KDYL at the age of 16. A graduate of the University of Utah, he has had a distinguished career as manager of radio stations in Philadelphia, Washington, and New York. He was vice-president and general manager of television station WPIX in N. Y. before assuming his new post with KDYL and KDYL-TV in his native city.



HAROLD C. LUND, general manager, WDTV, Pittsburgh, although born in New Jersey, is practically a native Pittsburgher as his family moved to Pittsburgh while he was still an infant. A former general manager with Ross Federal Research Company, World War II altered his business plans and he entered the Navy as a lieutenant. Served four years and was raised in rank to Lt. Commander before the war ended. In July, 1951, he was named general manager of WDTV and since that time, WDTV enjoys top success.



C. HOWARD LANE, managing director, KOIN-TV, Portland, Oregon, has a background with a wealth of experience in the broadcasting industry. He has seen broadcasting grow in nearly every aspect of the industry. In 1942 he became central division manager of the stations relations department for CBS, and in 1943 until 1945 he was director of stations relations for CBS in New York. From 1940 until 1950 he was a member of the board of directors of the National Association of Broadcasters. Educated in Fresno, California public schools, he received his BA from Stanford University in 1930.



W. H. LINEBAUGH, vice-president and general manager of Mountcastle Broadcasting Co., Inc., is a native of Tennessee, born and reared in a small town, about 40 miles from Knoxville. Prior to coming to WROL in 1944 as business manager, he was with the Knoxville News-Sentinel in the advertising department for twenty-three years. Linebaugh has developed a well-rounded and hard-hitting sales force since he was made the vice-president and general manager in July, 1950. Linebaugh and his wife, Ethel, have two children, a daughter who is married and a son who attends the University of Tennessee.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

RICHARD A. MOORE, vice-president and general manager, KTTV, Hollywood, Calif., has in six short years established himself as one of the creative pioneers of television and probably the industry's leading exponent of local TV. He became head of KTTV in July, 1951, following a most successful career with the ABC television network, which saw him rise from the legal staff to the post of director of television for ABC's Western Division and manager of KECA-TV in Los Angeles. He was a captain, holding the Legion of Merit, when he was mustered out in 1946. Shortly later he joined the legal department of ABC in N. Y.



television for ABC's Western Division and manager of KECA-TV in Los Angeles. He was a captain, holding the Legion of Merit, when he was mustered out in 1946. Shortly later he joined the legal department of ABC in N. Y.

NATHAN LORD, vice-president and general manager for WAVE, Inc., Louisville, started his career as a reporter for the Louisville Post in 1921. In September, 1933, George W. Norton formed WAVE, Inc., an NBC outlet and the second radio station to commence operations in Louisville. Lord joined WAVE as vice-president and general manager at that time and has continued in this capacity ever since. In November, of 1948, WAVE, Inc., commenced operation of WAVE-TV, Kentucky's first TV station, and the nation's 44th. A native of Louisville, Kentucky, Nathan Lord is married and has three sons.



November, of 1948, WAVE, Inc., commenced operation of WAVE-TV, Kentucky's first TV station, and the nation's 44th. A native of Louisville, Kentucky, Nathan Lord is married and has three sons.

GEORGE BASTIAN, exec. v.p. of the Stuart Investment Co. and temporary mgr. for KFOR and KFOR-TV, Lincoln, Neb., first became associated with the Stuart Investment Co. in 1942. He was named to his present post in 1948. George was born in Nebraska, and except for a brief term of duty in the Navy, has given his complete time and efforts to Nebraska business and industry. His duties as temporary manager of KFOR and KFOR-TV, will be for a period of three to six months.



manager of KFOR and KFOR-TV, will be for a period of three to six months.

H. P. LASKER, vice-president and general manager WLW-D, Dayton, Ohio, was born and educated in Europe. In his eleventh year with the Crosley Broadcasting Corporation, Lasker was appointed sales manager for the company's TV outlet in Dayton, WLW-D. In 1951 he was named manager of WLW-D, a post he held until being promoted to vice-president in July, 1953. Lasker claims that the "harder you work the body, the harder you can work the mind" and ably proves the truth of his observation as a devotee of sports. It is not unusual to see him leading staff parties at skating, swimming, and tennis.



BEN K. MCKINNON, general manager, WGVL-TV, Greenville, S. C., assumed his duties April 1, 1953, organized the entire staff, and put the station on the air August 1, 1953. Formerly Carolina sales manager of WBT, Charlotte, N. C., McKinnon is also a former associate editor of Robeson Country's Hometown Newspapers in Lumberton, N. C. Ben is a native of Maxton, N. C., and a graduate of the University of North Carolina. He holds the rank of Lieutenant in the U. S. Naval Reserve, having served three years of active duty in World War II. He is also a member of the Board of Directors of the UHF Association.



JOHN A. BARNETT, owner of KSWs and KSWs-TV, New Mexico, is a graduate of Southern Methodist University, Dallas, in 1926. He is a geologist and petroleum engineer, and decided to go into business for himself seven years ago. In 1952, John decided to build the first regional TV station in the U. S. where the trade area includes no large cities. Later in 1952, he purchased KSWs. Barnett is a member of many geological and oil associations, being one of several oil men in the industry.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

THOMAS E. MARTIN, executive vice-president



and general manager of the Hawley Broadcasting Company, owner and operator of WEEU AM-TV, Reading, Pa., was born in Carthage, N. Y., and is a graduate of the University of Syracuse. He made his first radio appearance at WSYR, Syracuse in 1934. In the spring of 1941, he was named station manager of WWNY, Watertown, N. Y. He

came to Reading in May of 1950 as a station executive of the Hawley Broadcasting Company and was named general manager in the summer of that year. In 1953, Martin was advanced to the position of executive vice-president and general manager.

BUD CLARK, gen. mgr. of The Montana



Network, operators of KOOK and KOOK-TV, Billings, Mont., spent 3½ years in the U. S. Coast Guard during World War II. Upon discharge he took an announcing job at KVOS, Bellingham, Wash. Bud joined the Montana Network in 1950, when KOOK was in the blueprint stage. He took his present post in 1951, and began double duties when KOOK-TV began telecasting Nov. 9, 1953. Bud's hobby is hunting and fishing, which was a big contributing factor in moving to Montana.

VAL LAWRENCE, general manager, KROD,



KROD-TV, CBS affiliates in El Paso, Texas, took Horace Greeley's advice and went west. Leaving his native New York City he became associated with the El Paso Times and Herald where he served as advertising director. He is still active in the newspaper field holding the office of vice-president of the El Paso Times, Inc. During the baseball season Lawrence

can usually find an excuse to be in N. Y. on business and his office is along the first base line in the Yankee Stadium. He is married to the former Gladys Pickett, and they have one married daughter.

THOMAS P. CHISMAN, pres. and gen. mgr. of



WVEC-AM-TV, was born and educated in Hampton, Va. He served as a U. S. Naval officer from 1943-46. Thomas started with WVEC in 1948. He was recalled in 1950 with the National Guard and served in Wash. in the Air Defense. In his spare time he prepared his TV application for the FCC. He filed the application in July, 1952 and received approval in Feb., 1953. Thomas is a member of the Rotary Club, and on the Bd. of Directors for the Red Cross.

JOHN A. COLIN, gen. mgr. of WICA-TV, Ash-



tabula, O., is a native of that city. He also serves as assistant publisher of the four Rowley publications in N. E. Ohio, and also acts as gen. legal counsel for the newspapers and WICA. John was admitted to the Ohio Bar in 1941, having received his degree in 1939 from Cleveland Law School. During World War II, he served in the U. S.

Army for five years. Colin is an active member of church and fraternal organizations.

JAMES HOWARD CONNOLLY, ABC v.p. in



charge of San Francisco office, KGO and KGO-TV, started with N. W. Ayer & Son in Phila. in 1926. He joined ABC in 1944 in the station relations department. Jim made the circuits out of N. Y. for two years prior to ABC assigning him to establish its station relations office in Chicago. This accomplished he returned to N. Y. and assumed an even stronger role in the network's station relations picture. In March 1952, Connolly was named to his present post.

◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

HENRY P. JOHNSTON,

pres. of The Television Corp., operators of WAPI-AM-FM and WABT, Birmingham Ala. is also serving as exec. v.p. of the Birmingham News Co., and pres. of the Huntsville, Ala. Times. He was general manager of WSGN from 1937 until July, 1953, when the Birmingham News Co. sold that station to acquire WAPI. Since his graduation



from Washington and Lee College in 1929, Henry has served as a Kelly-Smith newspaper rep., and local adv. mgr. of the Birmingham News.



CLAUDIA T. JOHNSON,

pres. of the Texas Broadcasting Co., operators of KTBC-AM-TV, Austin, Texas, acquired KTBC in 1943. KTBC-TV was one of the first stations to get into operation after the freeze was lifted, going on the air Thanksgiving Day, 1952. Claudia is a graduate of the University of Texas. She married Lyndon B. Johnson in 1934, and has two daughters. He is the present senior senator from Texas. She is a native of Alabama, and moved to Texas as a young child.



DOUG KAHLE,

pres. and gen. mgr. of KCSJ-AM-TV, Denver, Colo., purchased the station in June, 1952, in partnership with Bob Clinton. KCSJ-TV was established in June, 1953. In 1946 he established KCOL in Ft. Collins and was part owner and gen. mgr. until 1950. He established KOWB in Laramie, Wyo., in 1948 and held an interest in this station for about a year. He purchased KOKO in La Junta early



in 1950 and sold this station in 1951. Kahle is a member of the Rotary Club and Elks Club.

J. ROBERT KERNS,

v.p. and managing director of WBRC-TV, is a veteran of 14 years with the Storer Broadcasting Company, and began his broadcasting career as a salesman at WHIZ, Zanesville, Ohio, in 1939. In June, 1947, WHIZ was sold and KERNS was transferred to WLOK, Lima, Ohio, where the station under his dynamic leadership established new records in both sales and audience. He is married, has three children, and attended the Linsley Military Academy. He is also a member of the Elks.



ALFRED H. KIRCHHOFER,

v.p. of WBEN Inc., was a national figure and a leader in the newspaper world even before he became the managing editor of The Buffalo Evening News in 1927 and a WBEN official in 1930. Born in Buffalo May 25, 1892, he started cub reporting in 1910, and is now known across the country as managing editor and a director of The Buffalo Evening News as well as v.p., secretary, and director of WBEN Inc. Married and a member of the Buffalo Club, he's also a member of SDX.



TOM KRITSER,

KGNC and KGNC-TV, Amarillo, Texas, began his radio career in KGNC's merchandising department in 1940 during summer vacations between college semesters. In 1948, he became gen. mgr. of KDDD, Dumas, Texas, and the following year he returned to KGNC where in Jan., 1950, he was named gen. mgr. Under his leadership KGNC boomed to its three most successful years. Kritser also assumed management of KGNC-TV, when in October, 1952 a CP was granted for the first "Panhandle" TV station.





TV PERSONALITIES



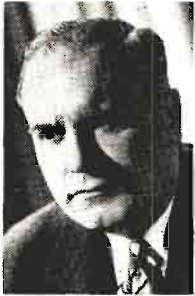
FRANK S. HOY, gen. mgr. of WLAM-AM-TV, Lewiston, Me., is also gen. mgr. of WPMT, Portland, Me. He served as circulation mgr., advertising mgr. and business mgr. of Lewiston Sun-Journal from 1922 to 1946. Hoy resigned and sold his stock interest in Sun-Journal in 1946 to establish WLAM. He founded Portland Telecasting Corp. in Jan. 1953. WPMT (TV) went on the air Aug. 30, 1953.



WLAM-TV hit the airwave in Nov., 1953. He is former chairman and present member of Maine State Board of Education.



GEORGE J. HIGGINS, v.p. and managing dir. of KMBC-KFRM-KMBC-TV, Kansas City, entered radio in 1931 as sports director of WTCN, Minneapolis. In Feb., 1951, Higgins moved to KMBC-KFRM as v.p. in charge of sales and in Oct. of the same year, was made v.p. and managing dir. He has been associated KSO, Des Moines and WISH, Indianapolis. He was elected to the board of directors of the Midland Broadcasting Co., Jan. 1, 1954. Higgins is currently chairman of the NARTB Sports Committee.



HARRY HUEY, gen. mgr. of Nevada Radio-TV, Inc., (KZTV), Reno, Nev., entered Reno immediately after the cp for KZTV was made. He made all initial business surveys as well as supervising all property acquisition and construction leading to the initial air date, Sept. 27, 1953. He also assembled and employed all personnel, since responsible for its operation. Harry came to this assignment after 27 years with the same owner as advertising dir. of the Southwest Times Record newspaper in Ft. Smith, Ark.



PHIL HOFFMAN, v.p. and mgr. of KOAT-TV, Albuquerque, N. M., managed KFJB from 1929-1932. In July, 1953 Phil purchased interest in KOAT-TV. Phil has been associated with WNAX, Yankton, S. D., KRNT, Des Moines, and was v.p. of Cowles B'castg. Co., while still responsible for home office supervision of WNAX until pre-war WNAX manager returned from the armed services. He managed KECA-TV owned by ABC, from Nov., 1951 to July, 1953. Phil has also been associated with KOB, Albuquerque, N. M.



ALLEN L. HAID, v.p. and managing dir. of the Storer Co.'s Toledo WSPD and WSPD-TV, joined the Storer organization in 1937 at its Wheeling operation, WWVA. In 1939 when Storer acquired its Zanesville, O. operation, he was transferred there as asst. mgr. and program dir. and was made managing dir. in 1942. In 1946 he was transferred to the company's operation in Fairmont, W. Va. In 1948 he was made v.p. and in 1949 elected to the board of directors. In the Fall of 1951, he took his present post.



MARSHALL H. PENGRA, president and general manager, KSTM-TV, St. Louis' ABC affiliate, was formerly general manager of KGKB, Tyler, Texas. A native of Illinois and a graduate of the University of Illinois, the new KSTM-TV chief executive has long been active in the broadcast legislation field. He headed a group of Oregon radio men in 1941 in outlining a proposal to the FCC for relaxing operator requirements during the war period. The NAB has used his services on numerous occasions, and he has also been on the NAB music advisory committee. He is married, and has two sons—Marshall, 18, and Michael, 15.



LES HACKER, co-owner and mgr. of KVEC-AM-TV, San Luis Obispo, Calif., put KVEC on the air on May 8, 1937, and has seen the station grow both in size and power to its present radio and TV operation. The TV construction permit was applied for in May, 1948 and granted May, 1953. Les Hacker is single and lives in San Luis Obispo with his mother. His hobbies, ships and the sea, take second place



only to special events broadcasting on radio and television.



NORMAN KNIGHT, mgr., WABD, N. Y., had been, for four years, vice-president in charge of advertising and promotion for Sponsor Magazine, and before that, was Eastern manager of station relations for the Mutual Broadcasting System. After a varied background of announcing, writing, and promotion with several stations, his selling career started at WMMN, Fairmont, W. Va. Later, before



moving to N. Y., Norm became general manager of the West Virginia Radio Corporation. He has long been active as a speaker on broadcasting media before ad and sales groups, and is a member of the Friars Club and the Variety Club.



JOE FLOYD, pres. of Midcontinent B'castg. Co. and pres. of KELO-AM-TV, Sioux Falls, S. D., came to Sioux Falls in 1932 as the manager of the Granada Theater. Floyd is the originator of several network radio and TV productions, having actually produced both types of shows. He is nationally known as the originator of "Blind Date" as heard on NBC. Floyd is wing commander of the state



of South Dakota Civil Air Patrol, holding the rank of a Colonel. He has been active in community events since 1933.

NORMAN A. GITTLESON, gen. mgr. of WJAR-TV, Providence, R. I., started in TV in 1949 at WFMY-TV in Greensboro, N. C. Norman is a graduate of Morris-Harvey College in Charleston, West Virginia. He spent four years in the U. S. Navy, serving 26 mos. overseas. WJAR-TV's basic affiliation is NBC and secondary network is ABC. Norman is a member of the Providence Rotary Club, and Secretary-Treasurer of the Rhode Island Radio and TV Broadcasters Association.



BOB GARDNER, gen. mgr. of KLAS-TV, Las Vegas, Nevada, is a graduate of the University of Minnesota. Following his studies he joined the staff of WMIN in St. Paul as announcer. Except for a period with the special services div. of the Army Air Force, Bob remained with KYSM for 11 years, five of which were in the capacity of asst. mgr. In June, 1953, Gardner entered TV as commercial mgr. of KLAS-TV, and in Dec. of that year was made general manager of the operation.



ANSEL E. GRIDLEY, v.p. and gen. mgr. of the Salisbury B'castg. Corp., operators of WWOR-TV, Worcester, Mass., has been in radio and TV ever since he enrolled at Rollins College in Fla., and the University of North Carolina. During the war his experience was used by Uncle Sam in special overseas assignments. On one of these occasions he was cited for his achievements in the study of sporadic E behavior. He has been associated with WHOO, WARE, and in 1952 established WFGM, Mass.





TV PERSONALITIES



GEORGE J. KAPEL, general manager of KOMU-



TV, commercial station of the University of Missouri, was previously commercial manager of WAAB, Worcester Mass., manager, WDYK, Cumberland, Md., manager, WDNE, Elkins, W. Va., program director, WAJR, Morgantown, W. Va., and had been earlier, associated with KMJ, Fresno, Calif. He graduated from the University of Oregon in 1943.

Now married and the father of a son, Kapel is 31 and during the war served with Counter-Intelligence in both Manila and Tokyo.



THOMAS C. BOSTIC, v.p. and gen. mgr. of



KIMA-AM-TV, Yakima, Wash., is now in his ninth year with the company. Graduating from the University of Wash. College of Pharmacy in 1941, he entered radio at KBND in Bend, Ore., soon after graduation. He joined KIMA in 1945 as an announcer. Moving to all phases of operations at KIMA, was named to his present post in 1953. Tom is a member of the board of directors of the Yakima Rotary Club and is active in the Chamber of Commerce and the 4-H Clubs.



W. HANES LANCASTER, JR., vice-president and general manager,



WJHL-TV, and WJHL-AM, is a graduate of Washington & Lee University, and spent three years with the Air Force in the Pacific area during World War II as a member of a B-29 bomber group. Originally joining the sales department of WJHL, Johnson City, Tenn., he assumed management in 1950. When WJHL-TV had its lower

collapse a week before air date, Oct. 17, 1953, he lost 15 pounds between the time the tower collapsed and went on the air Oct. 26, 1953.



JOE BONONSINGA, v.p. and gen. mgr. of



WGEM - AM - FM - TV, Quincy, Ill., had his own dance orchestra, and is still a member of the AFM. Following a stint in the Army from 1943-45, he returned to Quincy and in Oct. 1947 went with WGEM as commercial mgr. Joe is a native of Quincy and is a graduate of Quincy College. He was associated in business with his father in a wholesale food company as sales rep. Joe is a member of the American Legion, Director of Sales Executives, and Rotary International.



ED BREEN, pres. of KQTV, Fort Dodge, Ia., was formerly a county attorney and in the State Senate. KQTV is a TV outgrowth of the radio venture. Breen and others organized KQFD, and took over during the early war years when it didn't look very promising. He was president of the Iowa Tall Corn Network, also of the Iowa Broadcasters Association. He served one term on the NAB board



and is presently chairman of the NARTB Copyright Committee. Breen has been active in radio associations.

GERALD A. BARTELL, pres. of WOKY and



WOKY-TV, Milwaukee, Wis., pres. of WAPL, Appleton, Wis., and pres. of WMTV, Madison, Wis. is a graduate of the Univ. of Wisconsin. During World War II he served with the U. S. Naval Aviation. Returning to civilian life, he collaborated with his wife, Joyce Jaeger, former associate dir. of the Wis. School of the Air, WHA, in a series of records for children on MGM label. He recently filmed a series of TV shows for children now running in New England.

◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

JOHN H. CLEGHORN, gen. mgr. of WHBQ and WHBQ-TV, Memphis, Tenn., has been in radio and TV continuously since 1929. He served two years as an officer in the Navy in World War II, and is a member of the Naval Reserve. Born in Atlanta, Ga., he was graduated from the University of the South at Sewanee, Tenn. Cleghorn went with WMC shortly thereafter as a combination staff man and reporter



for "The Commercial Appeal" which owns the station. He is married and has two daughters.

WILTON E. COBB, gen. mgr. of WMAZ and WMAZ-TV, Macon, Ga., joined the station in 1927, when the station was operated by the Macon Chamber of Commerce. He became gen. mgr., and when the Southeastern B'cast. Co., of which he is secretary-treasurer, began program broadcasting from its TV transmitter in Sept. 1953, Cobb was made gen. mgr. of the combined radio-TV facilities. He is a member of the Macon Kiwanis Club. His hobbies are photography, boating and dogs.



ED COONEY, v.p. and gen. mgr. of KOPR and KOPR-TV, Butte, Mont., started with KGVO, Missoula, Mont., while he was attending Montana State University there. In 1948, Ed became gen. mgr. of KOPR which went on the air in June of that year. In April 1950, he was made v.p. of the Copper B'castg. Co. KOPR-TV started operations in Aug. 1953. He is a past president of Montana Radio Stations, Inc., a member of the Butte Rotary Club and the Butte Country Club. He is married and has two daughters.



C. GLOVER DELANEY, v.p. and general mgr. of WHEC and WHEC-TV in Rochester, N. Y., began his radio career as an announcer on WESG in Elmira, N. Y., after his graduation from Hobart College in Geneva, New York in 1933. He moved to Syracuse's WFBL, then to Hartford, Conn., where he became manager of WTHT in 1941. Delaney was appointed general manager of WHEC and managing director of the Gannett Radio Group in the spring of 1953.



W. M. CARPENTER, v.p. of WTOV-TV and WLOW, Norfolk, Va., entered radio as copywriter for WRAL, Raleigh, N. C. in 1939. He entered the U. S. Army in 1941 and was separated in 1946. He joined WLOW as a salesman in 1947, and named station mgr. of the station in June of 1947. In Oct. 1953, he was appointed v.p. of Commonwealth Broadcasting Corp., operators of WLW and WTOV



TV. He is married to former Hope Walker of Virginia Beach, Va., and have two children, boy 6, and girl 3.

MILTON D. FRIEDLAND, gen. mgr. of WICS, Springfield, Ill., entered the television field early 1948. He has had varied experience at WBKB, Chicago, serving in different capacities as assistant to John H. Mitchell. He also served at WBBM-TV in the capacity of sales service mgr. for both local and national business. Milton took his present post in July, 1953. He received his BA degree at Roosevelt College in Chicago, and did graduate work at the University of Chicago.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

CHARLES H. GARLAND, gen. mgr. of KOOL and the Radio Network of Arizona, secretary-treas. of Old Pueblo B'castg. Co., which operates KOPO-AM-TV, Nogales, is also sec-treas. and gen. mgr. of Maricopa B'casters. Inc., which operates KOOL-AM-TV, and KOLD, Yuma. In 1945 he moved to Phoenix, Ariz., as gen. mgr. of KPHO, which was then owned by Gene Autry and Rex Schepp, with



whom he has been associated for many years. Charles left in 1948 to take his present post.

G. DAVID GENTLING, gen. mgr. of KROC-TV, Rochester, Minn., is a graduate of the University of Minnesota. He joined KROC in 1937 as a salesman. Dave left in 1942 to become a member of the U. S. Naval Air Corps and returned to KROC in 1945. He took his present post in 1947. KROC-TV took to the air July 16, 1953. Dave is a past president of the Minnesota Broadcasters Association and has served three years on their board of directors. He is a native of Rochester, Minn.



PAUL GOLDMAN, v.p. and gen. mgr. of KNOE-TV, Monroe, La., came to Monroe in Feb. of 1951 from Alexandria. While in Alexandria he was gen. mgr. of KSYL and prior to that was news director and asst. mgr. of WSMB in New Orleans. During his college days at Oglethorpe University in Atlanta, Ga., he directed and produced plays over the college station. Goldman is also a member of the execu-



tive board of the Twin City Concerts Association, and honorary members of the Kiwanis Club.

PAUL N. GOODE, gen. mgr. of KSWO-TV, Lawton, Okla., started with KSWO as a bookkeeper, elevating to office manager in 1948. The company now owns and controls KSWO, Lawton, KRHD, Duncan, KSWO-TV, and KMID-TV, Midland, Texas. Paul holds the post of comptroller of these four properties and general manager of KSWO-TV. He is a member of the Kiwanis Club and interested in various civic activities. He entered the broadcasting field in 1946 with the background of a public accountant.



HARRY L. GOLDMAN, gen. mgr. and v.p. of WROW - AM - TV, Albany, N. Y., started as a radio time salesman for WOKO in 1938, when that was the only radio station in Albany. He founded the adv. agency of Goldman, Walter and Kanna, which is still in existence under present management of brother Jack. In 1947 he opened his own radio station, WROW, which is now an ABC affiliate.



WROW-TV took to the air late in 1953. Harry is gen. mgr. and v.p. of Albany's first UHF TV station.

JERRY GEEHAN, gen. mgr. of KMO-AM-TV, Tacoma, Wash., took his present post in 1953. He started with KMO in 1931, later leaving to join KVI as sports director. In 1939 he returned to KMO, working in the sports department and sales. In 1943 he was made sales manager and in 1949 appointed station manager. Geehan is a member of the Board of Directors of the Tacoma Chamber of Commerce, a member of the Kiwanis. He is a native of Tacoma and a graduate of the College of Puget Sound.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

DON DAVIS, pres. of WHB and WHB-TV, Kansas City, first became active in broadcasting in 1926 as a partner in the Kansas City advertising agcy. of Loomis, Baxter, Davis, and Whalen. In June 1953 the FCC granted the WHB B'castg. Co. a share-time license (with KMBC) for TV channel 9 in Kansas City. Don Davis became pres. of the newly organized WHB-TV at that time.



Don has originated the station's "Weatherman-In-Person," and the "Musical Clock" and hundreds of other local shows.

HAYDN R. EVANS, general mgr. of WBAY and WBAY-TV, Green Bay, Wis., took his present post in 1940. He is a graduate of Cornell College. While at college, he wrote and produced musical shows, led the college glee club, and was business manager of various college publications. Haydn formed his own advertising agcy. After graduation, specializing in radio. He joined NBC sales 10 years later. In 1939 he created and sold "Pot O'Gold" program. WBAY-TV took to the air in 1952.



RICHARD O. DUNNING, pres. and gen. mgr. of KHQ-TV, Spokane, Wash., was born in Colorado Springs, Colo. He is a graduate of Washington State College at Pullman, Wash. He is a member of Beta Theta Pi and Sigma Delta Chi. Richard is a past president of the Washington State Association of Broadcasters. He is married and has two children, Richard H. 17, and George E. 10. Dick is a



member of the SPAC-NBC Advisory Council for the Pacific Coast.

ROBERT D. ELLIS, v.p. and national sales dir. of KKTU, Colorado Springs, and gen. mgr. of KGHF in Pueblo, Colo. is a native of that state. Graduated from the University of Colorado with a Law Degree, he practiced law in Denver for several years before and after World War II. Robert joined KGHF in 1947 as manager. In 1952 TV Colorado, Inc. was formed under the joint ownership of KGHF in Pueblo and KVOR in Colorado Springs was appointed v.p. KTTV started TV broadcasting Dec. 7, 1952.



THEODORE A. EILAND, pres. and gen. mgr. of WTAP, Parkersburg, W. Va., and West Va. Enterprises, Inc., has been associated with the group which brought the first TV station in the Mountain State. After serving seven years in an executive capacity with WSAZ-AM-TV, Huntington, W. Va., he resigned in April of 1953 to associate with West Va. Enterprises, Inc., and begin construction of



WTAP (TV), the only TV station allocated to the Parkersburg-Marietta, Ohio markets. He is married and has three sons.

WILLIAM J. EDWARDS, pres. and gen. mgr. of Lake Huron B'castg. Corp., operators of WKNX-AM-TV, Saginaw-Bay City, Mich., started as an announcer at WBRC, while attending Birmingham-Southern College in Birmingham, Ala. Before entering the Navy during the war, he was news commentator for KLAC in Hollywood. Upon his discharge from the Navy, he joined with Howard H. Wolfe in founding WKNX in 1946. He is vice pres. of the Michigan Association of Broadcasters. Edwards is a 20-year radio veteran.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

W. D. ROGERS, president of Texas Telecasting, Inc., owners of KDUB-TV, Lubbock, Texas, and the new station now under construction, KPAR-TV, Sweetwater, Texas, graduated from Texas University, and started in radio during his college days. An Air Force veteran, "Dub" has been active in the National Association of Radio and Television Broadcasters, and served on the first board of directors of



the NARTB, and has been on many of its committees. He is now serving on the 1954 Convention Committee.

CLYDE W. REMBERT, president of KRLD-AM, FM, and TV, Dallas, was born in Columbia, S. C., and moved to Dallas with his parents at the age of 11. After his first job with an ad agency as an office boy, Clyde came to KRLD as an advertising man with broad experience in newspaper, agency, and theatrical advertising. He has handled every job at the station, except engineering, and became president in 1952. A past director of NARTB, Clyde is also a past member of the Columbia Affiliates Advisory Board.



IRVING ROBERT ROSENHAUS, president and gen. mgr., WATV Television and WAAT, its radio sister, Newark, New Jersey, first joined the staff of WAAT in 1941 as assistant manager. A former teacher, who holds degrees from both Rutgers, and NYU, Irving has also received an honorary doctorate degree from Seton Hall University. An extremely civic-minded individual, he is a trustee for the New



Jersey Society for Crippled Children, and also on the advisory committee for United Cerebral Palsy.

LEE RUWITCH, executive vice-president and general manager, WTVJ, Miami, received his indoctrination in the communications field under the aegis of Admiral King during World War II. WTVJ began telecasting in March, 1949, and in August of that year, Lee became its general manager. Lee was born in Escanaba, Michigan, and was graduated with a degree of Bachelor of Science in Business Administration from the University of Minnesota. Lee is a bachelor and lives the year around in Miami. His non-occupational hobbies which progressively command less and less time are boating and golfing.



JAMES G. RIDDELL, president, WXYZ, Inc., ABC's owned and operated station in Detroit, was born in Glasgow, Scotland, and after his family moved to America, started at WXYZ in 1931 as an office boy. Within a year he had a promotion, the first of many, and he began his climb to the top. Jim leads a well-rounded life of business and pleasure now, an ardent golfer, he plays in the low 70's. He is also



an excellent bowler. A member of the Detroit Athletic Club, Jim is married and has two daughters.

JOHN M. OUTLER, JR., gen. mgr. of WSB-AM, FM-TV, Atlanta, Ga., is a veteran of 40 years in the newspaper, radio and now TV business. He joined the Atlanta (Ga.) Journal staff and handled real estate advertising from 1916 until he enlisted in the Armed Forces in 1917, returning to the Journal in 1919. In 1931, Outler became business mgr. of WSB, and in 1944 was named gen. mgr. With the inauguration of TV service in 1949, he assumed double duties as general manager of both AM and TV.



DONALD A. NORMAN, general manager of KNBH, NBC's Hollywood TV station, joined NBC in 1943. He joined A. C. Nielsen Co. in 1937, and his travels really began. Completing a training course in Chicago, he was sent to Los Angeles, and with that base, traveled the Western United States, laying out the Nielsen samples. In 1944, he moved from San Francisco to Hollywood, and in Feb. the following



year went to N. Y. Don took his present post in April, 1952, succeeding Thomas B. McFadden.

PHILIP MERRYMAN, president and general manager for WICC-TV, Bridgeport, Conn., was born in Laredo, Mo., the son of Joseph and Ethel Breckenridge. He had been with NBC in various departmental functions from 1927 to 1947. Among others he was with the engineering, station relations, business planning and developing. Phil was also a broadcast consultant from 1947 to 1950, and has been



president of the Bridgeport Broadcasting Company since 1950. He is also a daily news commentator on WICC, and now makes his home in Edgewater Hillside, Westport, Connecticut.

JOSEPH WALLACE McGOUGH, general manager, WTVN, Columbus, Ohio, is better known to his colleagues and friends as Wally. Wally started in radio back during his high school years as a staff announcer with WJAC-AM, Johnstown, Pa., his home ground incidentally. During his three years in the Army, he was connected with the Armed Forces Network Stations in New Guinea and the Philippines.



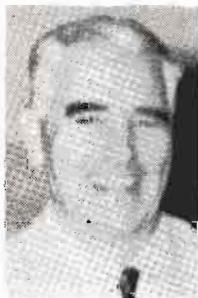
Wally became sales manager of television station WJAC-TV in 1950, a position he held until he was offered the position of sales manager for WTVN in 1952. In December, 1953, Wally became general manager of WTVN.

STERLING "RED" QUINLAN, general manager of ABC's owned and operated WBKB and WENR, Chicago, started in the radio business at the amazing age of 14, a year after his father's death when he induced the then head of the old WJKS, Ralph Atlass, Gary, Ind., to give him a crack at handling an amateur talent show. When United Paramount Theatres, Inc., merged with ABC,



"Red" was appointed program director of WBKB, and on July 1, of that year he was named general manager, succeeding John Mitchell, who moved onto New York. "Red" was born in Maquoketa, Iowa, is married, and has one son, David, aged 7.

FRANK O. MYERS, general manager, KCMC-AM-FM-TV, Texarkana, is also vice-president of Camden Radio, Inc. operating KAMD, Camden, Ark., and KWFC, Hot Springs, National Park, Arkansas. He assumed management of KCMC in 1939 when Elliott Roosevelt was president of the Texas State Network where he was employed at Ft. Worth with KFJZ, key outlet. Meyers is a community leader in civic affairs, county chairman for U. S. Saving Bonds, radio advisor to the Red River Arsenal, director of Family Service, Red Cross, Community Chest, an ardent golf fan and member of Texarkana Country Club.



ROLLAND V. TOOKE, general manager of WPTZ, Philadelphia outlet of the Westinghouse Broadcasting Co., Inc., was born in Munnsville, N. Y., and graduated from the Wharton School, University of Pennsylvania. Mr. Tooke joined the Philco Corp. in 1941, then owners of WPTZ, from 1943 to 1945 was attached to the Navy Department as a member of the Philco Technicians Corp., returning to television broadcasting in 1945. He was named general manager of WPTZ in 1953.





TV PERSONALITIES



DAVID F. MILLIGAN, gen. mgr., WFAM-TV, and WASK, Lafayette, Indiana, began his broadcasting career in 1931 while attending Butler University in Indianapolis, as a gag writer and producer. He then joined the staff of WFBM of that city as an announcer. Later Dave entered the advertising field as owner and general manager of his own agency in the Hoosier capital for three years. For the



past four years he has been in the sales promotion field as manager of sales promotion and public relations for WFBM-TV, Indianapolis. On July 4, 1953, Dave came to Lafayette as general manager of WFAM-TV.

ROBERT R. TINCHER, vice-president of the Cowles Broadcasting Co. and general manager of KVTU, Sioux City, Iowa and WNAX, Yankton, S. D., was educated at the University of Pennsylvania and the Wharton School of Finance. Bob became vice-president and treasurer of the Langwith Publishing Co., Minneapolis, and later, with the Iowa Emergency Relief Administration, was made assistant treasurer of the Iowa Broadcasting System. In 1938 he took over his duties at WNAX, and KVTU in 1953.



HUGH B. TERRY, president of Aladdin Radio & Television, Inc., operators of KLZ, KLZ-TV, Denver, Colo., CBS affiliates, was born in Alexandria, Neb., graduated from the University of Missouri, and joined the staff of WKY, Oklahoma City as a salesman in 1932. In 1936 Terry was named manager of KVOR, Colorado Springs, in 1941, manager of KLZ, Denver, which station was sold to Aladdin. He has



won many awards has served as district director of the NAB and director at large to the NARTB.

FRED M. THROWER, vice-president and general manager, WPXI, New York, came to that station after almost 25 years experience with the National Broadcasting Company, ABC and CBS Television, Inc. He had been for nine years vice-president in charge of network sales for ABC prior to joining CBS TV in the same capacity. Fred served as a lieutenant in the U.S.N.R. during World War II, with service both in the European and the Far Eastern Theaters. He is married and has a home in Greenwich, Connecticut.



JAMES H. MOORE, executive vice-president of the Shenandoah Life Stations, WSLS-AM, FM, & TV, in Roanoke, Va., had his first experience with radio when he sang over the old WOL station in Washington. His musical education was instrumental in his creating an avid interest in radio and the business side of radio operation. Jim played a heavy part in the building of WSLS, and was its general manager



when the brand new station went on the air in October, 1940. He has been extremely active in civic organizations, and during the war gave his services as a consultant for OWI touring stations in Va., W. Va., and N. C.

LEE PIERSON LOOMIS, president of Lee Broadcasting Inc., Licensee of WTAD-AM-FM, Quincy, Illinois, and KHQA-TV, Hannibal, Mo., and Quincy, Illinois, was born in Hannibal, Mo., September 28, 1884. In the publishing field, Loomis has served as president of the Iowa Daily Press Association, a director of the Inland Daily Press Association, and was for seven years a director of the Bureau of Advertising, ANPA. He is a Mason and an Elk, and is an active member of the St. John's Episcopal Church, Mason City, Iowa. He is married, and has one adopted daughter, who lives in Mason City, Iowa.



TV PERSONALITIES

CARLETON D. SMITH, NBC vice-president and general manager of WNBW and WRC, NBC O & O stations in Washington, D. C., has been in broadcasting for 26 years. He joined NBC in Washington as a staff announcer in 1931, and became manager of WRC in 1941, and in 1947 put WNBW on the air as the nation's first postwar TV station. Carleton is married, and has a son twelve years old. He is a member



of the Columbia Country Club, the Burning Tree Club, the National Press Club, and Sigma Chi.

P. A. "BUDDY" SUGG, vice-president, WKY Radiophone Company, manager WKY-AM-TV, Oklahoma City, became interested in radio when it was still only a squealing and intriguing infant. A Navy reservist, "Buddy" was called to active duty in October, 1940, and had a major role in the development of radar during the war. He held the rank of captain when he was released in 1945. He also did



additional radar work at MIT. "Buddy" is married and makes his home in Oklahoma City. He has one daughter, Nancy.

ERVIN F. LYKE, president and general manager of Veterans Broadcasting Company, Inc., operating WVET and WVET-TV, began his radio career at WOLF, Syracuse in 1940. He worked at WENY, Elmira, and was chief engineer at WSLB, Ogdensburg, when in 1941, he went to CBS, N. Y., as an engineer and worked on the construction of the CBS-Office of War Information transmitters during



World War II. He came to Rochester and WVET in 1947 as chief engineer. He became general manager in 1950 and president of the company in 1951. Ervin is a member of the Rochester Advertising Council and the Institute of Radio Engineers.

ROBERT LEMON, station manager, WTTV, Bloomington, Indiana, is a young man straight from a local daily newspaper advertising staff. He spent a year as a sales manager for WTTS, radio division of the Sarkes Tartzian Corporation, and then threw his energies into the sprouting television station as sales manager. In 1952, he was named station manager, and since then the sky's the limit for him with the direct supervision of Indiana's highest tower, a 1000 foot structure for WTTV's new channel 4 operations. With the WTTV expansion under way. Bob's leisure hours are spent at home with his wife and two daughters.



BEN LUDY, general manager, WIBW - AM, WIBW - TV, Topeka, Kansas, and KCKN, Kansas City, is a native of Cedar Rapids, Iowa, and attended the University of Iowa. He has spent all of his working years in the radio and sales game. In 1929 he went with KOLB, Omaha, Nebraska, where he remained until he came to Topeka and went with Senator Arthur Capper's station, WIBW in 1933. WIBW is one of the oldest stations in Kansas and today is one of the most prominent, building a wide following under Ludy's leadership. Married, and the father of a daughter, 8, Ludy is a Mason and member of the Shrine.



EDWARD G. SMITH, general manager, WTCN-AM, WTCN-TV, Minneapolis, is a 25-year veteran in the broadcasting business. He started out for WXYZ in Detroit, then managed a station in Grand Rapids, Michigan. After being with WGN in Chicago for six years as production director, he took on the responsibilities of looking after General Mills' radio and television programs. For two years he was director of the ABC Radio Network-Central Division. In 1951, he became general manager of WTCN-Radio, later WTCN-TV.



HECHT S. LACKEY, president and general



manager of WEHT, was born in Paducah, Kentucky, August 9, 1901, one of seven sons, four of whom are in radio and television. Lackey entered radio in 1939 when WHOP was built. In addition to his duties as president and general manager of WEHT, he is owner and manager of WSON-AM and FM. Lackey also serves his town as mayor, chairman of the Methodist Hospital Board, director of the Red Cross Chapter, YMCA, Chamber of Commerce, Community Chest, and director of the Kentucky Broadcasters Association. He is married and has three sons, ages six, eight and eleven.

VICTOR A. SHOLIS, vice president and director,



WHAS-AM-TV, Louisville, Ky., was born in Glasgow, Scotland, and in 1929, after his family had moved to Chicago, became a citizen of the United States through the naturalization of his father. An honorary journalism graduate of the University of Illinois, and a member of Sigma Delta Chi, Victor has often aided Democratic nominees for the presidency. Married in 1943 to Jane McDonald, he is the father of three children, all boys, Victor, Robert and David.



WILMER C. SWARTLEY, station manager,



WBZ-TV, Boston, was born in North Wales, Pa., in 1908. Wilmer has an engineering degree from Cornell University, and during World War II, he received a leave of absence from WBZ to serve with the Army as a major in the Ordnance Department. Wilmer is a director of the Boston Chamber of Commerce, a past director and member of

the Radio Executives Club, and has served on numerous civic and charitable committees. He is a resident of Newton, Mass., married and a father.

FRANKLIN SNYDER, vice president and general



manager, WXEL, Cleveland, Ohio, has headed the station's operation since its opening in 1949. After leaving Carnegie Institute of Technology in 1935, he later joined the Empire Coil Company to supervise the final phases of construction of their station WXEL in Cleveland. During the past four years he has directed the activities of

WXEL's rapid and progressive growth, and finds his berth in TV broadcasting as one of the most interesting in his career.



CHARLES DE YOUNG THIÉRIOT, general manager of KRON-TV and



KRON-FM, born February 1, 1915, graduated from Princeton University, and served in the Navy from 1942 to 1945. Mr. Thieriot is vice-president of the Bakersfield Broadcasting Co., vice president and director of the Chronicle Publishing Co., and director of the Bureau of Advertising, ANPA. Under him, KRON-TV has

been commended by the City of San Francisco for notable achievements.

ALVIN D. SCHROTT, manager, WJAC-TV,



Johnstown, Pa., was appointed manager of the station six months before it went on the air. He is treasurer and secretary of the Johnstown Tribune Publishing Company, parent of WJAC-TV, and has been with that organization since June, 1932. In January, 1934, he began national advertising for the newspaper and remained in the advertising department until he entered the U. S. Navy in March, 1944. He was on submarine duty until his discharge in December, 1945.

LOU POLLER, owner and operator, WCAN-AM, WCAM-TV, Milwaukee, Wisconsin, and president of the Ultra-High Frequency Television Association, is an old hand in radio, and a new, vigorous hand in television. He started in radio at the age of 16 as a sportscaster in Scranton. His first ownership venture in radio came in Scranton also, when in 1942, he built WARM. Shortly after this venture, he enlisted in the Marine Corps, serving until the end of World War II. Lou's primary purpose is to make WCAN-TV a model UHF station for the entire country, and his efforts have already focused national interest.



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GENE O'FALLON, gen. mgr. of KFEL-AM-FM-TV, Denver, Colo., came to Denver in 1906 to enter the plumbing and heating supply business. During World War I, he served in the 320th Aero Squadron. In 1925 he assumed ownership of KFEL, established KFEL-FM in 1948, and on July 18, 1952, KFEL-TV started operation on channel 2. From 1929 to 1938 Gene served three terms as a director of the NAB. From 1943-45 he was a member of H. V. Kallenborn's 20 year radio club.



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A. R. HEBENSTREIT, pres. and gen. mgr. of the New Mexico Broadcasting Co., operators of KGGM-AM-TV, Albuquerque, N. M., was graduated from Notre Dame University with a Civil Engineering degree in 1911. He became city manager of Albuquerque in 1921. In 1927, after the Pyle Bunion Derby's portable radio station settled in Albuquerque as KGGM, he bought the station. Hebenstreit purchased KVSF in Santa Fe, N. M. in 1938. KGGM-TV began program operation October 4, 1953.



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HUGH R. NORMAN, pres. of the Davenport Broadcasting Co., Inc., operators of KSTT, came to Davenport in 1946 and organized KSTT. He graduated from the University of Missouri in 1927 with a B. J. degree. He was associated with a few newspapers in the capacity of editor, business manager, and advertising department. From 1941-1946, Hugh was manager of WCOB, Cape Cod. He is a member of Kappa Tau Alpha, Kiwanis, Chamber of Commerce, Elks, and the Iowa Press and Radio Association.



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VERNON A. NOLTE, managing dir. of WHIZ and WHIZ-TV, Zanesville, O., attended the University of Missouri. Upon completion of his studies in 1937, Vern entered the broadcasting industry via WTMV, East St. Louis, Ill., as an advertising copywriter. From there he went to WMBD, Peoria, in 1939. His first job was a radio copywriter, from where he advanced through the ranks of continuity dir., program manager and finally sales promotion mgr. Vern is a member of the Rotary Club and Masons.



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ARMISTEAD RUST, president and gen. mgr. of KTXL-TV, San Angelo, Texas, has been one of the owners of KTXL-AM since its opening in 1947. During his university days at Princeton, he was a musician, actor, and producer of the famous Triangle Club musical comedies, working with among others, Jimmy Stewart, Josh Logan, and others. He was a major in World War II and is now mayor of San Angelo. This combination of "show business" talent, public service education and experience, plus proven ability as an able administrator and coordinator has made him a natural for television.



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TV PERSONALITIES



JOSEPH H. ROHRER, president and general manager of the Pikes Peak Broadcasting Co. put KRDO radio on the air in 1947. He put its sister station KRDO-TV, Colorado Springs, Colorado, on the air for the 1953 World Series. His first radio job was with NBC in Denver in 1934. Two years earlier, he climbed Pikes Peak and transmitted the event for NBC from coast to coast. He is coordinator of civil defense, and in 1951, directed the local Cancer Crusade. Married, he has one son, Joe Jr.



TED NELSON, gen. mgr. of WFIE-TV, Evansville, Ind., took his present post in July, 1953. In 1952 he bought a substantial interest in WIRO, London, O., and at the same time became gen. mgr. of the Pelan Industries three TV stations. In Jan. 1953, Ted purchased an interest in WOHP, Bellefontaine, O. Ted attended Washburn College, University of Tulsa and Case University in Cleveland, O., holding two degrees, one of which is in communications engineering. He is a native of McPherson, Kansas.



CHARLES W. PITTMAN, president and general manager, WCOS-AM, WCOS-TV, Columbia, South Carolina, began his radio career in Macon, Georgia, in 1941. He constructed WBML and served as its general manager until 1952. In 1952, he purchased the stock of WCOS and moved to Columbia, South Carolina, as president and general manager. WCOS-TV received approval for television September, 1952, and WCOS-TV began operation on May 1, 1953, as South Carolina's first television station.



LAWRENCE H. ROGERS, vice-president and gen. mgr., WSAZ-AM-TV, Huntington, West Virginia, is a veteran of five years in the television industry, in spite of the youthful age of 32 years. He is an honor graduate of Princeton University, and served as a captain during World War II. A native of New Jersey, before settling in Huntington, West Virginia, he is credited with many of the firsts for his television station. An example is his first order for color equipment which has now arrived at WSAZ.



HOWARD O. PETERSON, general manager, KTVH, Hutchinson, Kansas, broke into the radio field in 1935 in charge of promotion advertising for WOW, Omaha, Nebraska. In World War II, Pete entered the Army as a major and specialized in radio during his tour of duty. In 1945, he became sales manager for KMA, Shenandoah, Iowa, and when KMA started KMTV in Omaha, Pete became a pioneer in TV and sales manager for both stations. Early in 1952, Pete found himself starting KTVH from scratch, and the station had the honor of being the first Kansas TV station on the air. The Petersons have two children.



WILLIAM B. QUARTON, gen. mgr. WMT, WMT-TV, Cedar Rapids, Iowa, was born in Algona, Iowa, on March 27, 1903, and attended both the University of Iowa and George Washington University. Since he first became interested in radio back in 1935, when he started with KWCR, in Cedar Rapids, Bill has held many outstanding executive positions in the radio and television industry. He has been a director of the NARTB, vice-president of American Broadcasting Stations in Washington, D. C., and president of the Iowa Broadcasters Association. He is married and the father of one daughter, Diane.



J. HAMPTON MANNING, vice-president of WJBF-TV, in Augusta, Georgia, joined the staff of WJBF-TV in October, 1953, after having been associated with the aviation industry for more than fourteen years. Born in Dillon, South Carolina, on March 31, 1923, Hampton now makes his home in Augusta, having lived there since 1946, after completing five years as a pilot with the Air Force.



TROY McDANIEL, general manager, KGBT-AM-TV, Harlingen, Texas, was in the advertising business in 1931. He worked as business manager for the Valley Morning Star in Harlingen, and was, for two years, the business manager for the Nevada State Journal in Reno, Nevada. Troy was also general manager for KGBS Radio, now KGBT, in Harlingen, Texas, for twelve years before being made the general manager for KGBT Radio and Television.



HERBERT MAYER, president of Empire Coil Company, Inc., is best known, for his outstanding achievement of bringing television to Portland, Oregon viewers, with Brig. Gen. Sarnoff, heading the list of notable speakers who paid tribute at the opening of KPTV. He was born in 1908 in New York City, son of a successful builder, and at Colgate he led both the track and debating teams. He got his legal education at the University of Wisconsin and in 1936 married Wisconsin's Frances Leaper, a commercial artist. The Mayers have five children and make their home in Larchmont, New York.



H. MOODY McLEVEEN, JR., general manager, W N O K - A M , and WNOK-TV, Columbia, S. C., entered the radio business in 1939 as an announcer. In 1942 he was program director of another station in Columbia, S. C., until 1947, and the following year, in 1948, he was manager of WNOK. When WNOK entered the television field in 1953, he was made general manager of both the radio and television operations. For the past 15 years he has been very active in the broadcasting field and presently serves as a member of the board of directors of the South Carolina Radio and Television Broadcasters Association.



ROBERT Z. MORRISON, JR., general manager, KCRI-TV, Cedar Rapids, Iowa, spent ten years with NBC in New York, San Francisco, and Washington, D. C. For many years, Bob worked and lived in New York City, selling AM & TV for NBC Spot Sales. He also managed the Syndicated Sales office for NBC in Washington, and San Francisco. He joined KCRI-TV as sales director when a CP was granted in Aug., 1953. Bob became general manager in January, 1954, succeeding Frank D. Rubel, who since has moved to Des Moines to look after his theater interests. Bob is 39 and a graduate of the University of Pennsylvania.



HARRY Y. MAYNARD, general manager, WCIA, Champaign, Ill., had served as sales manager for KTLA, Los Angeles, since 1948. Before joining KTLA he was with BBD&O, Hollywood. Before World War II, Harry operated an ad agency and public relations service in San Francisco, handling among others, Italian Swiss Colony Wines, and Tidewater Associated Oil Company. He served in the United States Marine Corps from 1941 through 1944 as a major in the recreation and athletic department at the base in San Diego, California. He is a native of California, born in San Jose, is married and has three daughters.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

DONALD WAYNE THORNBURGH, president and general manager of the WCAU stations in Philadelphia, has played an outstanding part in building radio from its crystal-set infancy into one of the greatest advertising mediums during the past 22 years. He had been vice-president of CBS, in charge of the western division, when he resigned to assume on Aug. 1, 1949, his present position. He is

active in many of Philadelphia's civic and community organizations and is also a member of BAB.



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., Chicago, has been with the Tribune Company and its broadcast operations for more than 35 years. In addition to his leadership of the Tribune stations, he has been extremely active in the operations of the Mutual network. He is a member of the board of directors of Mutual, WGN, Inc., and WPIX, New York. He is a member of the RTES in New York, Sigma Delta Chi, and the Chicago Press Club. Married to Ann Walker, they reside in suburban Riverside.



HAMILTON SHEA, general manager, WNBC, WNBC-FM, and WNBT, returned to New York in Sept., 1953 after a period of two years as general manager of WTAM and WNBK, the NBC O&O stations in Cleveland. Prior to his association with NBC he had been treasurer, controller, and a member of the board of directors of the Emerson Drug Company, Baltimore. A native of Brooklyn, he is a graduate of

Middlebury College, Middlebury, Vermont, and a member of the RTES in New York. He is married, has four daughters, and lives in Chappaqua.



OWEN SADDLER, executive vice-president and general manager of the May Broadcasting Company, actively manages radio station KMA in Shenandoah, Ia., while headquartering sixty five miles away in his KMTV office in Omaha. To save time he usually flies to Shenandoah in the company plane. He received his BA and MA from Bucknell University and at one time was seriously considering the teaching profession. Owen is married, and has three children. He and his family reside in western Omaha.



M. C. WATTERS, gen. mgr. of WCPO-AM-FM-TV, Cincinnati, O., is a graduate of Georgetown University. In 1938, Watters joined Scripps-Howard Radio, Inc., as gen. mgr. of WCPO, and in 1940 he became a vice-president of Scripps-Howard Radio, Inc., and was made a director of the Corp. in 1941. Mort was honored in 1950 by being awarded the Variety Magazine Phi Beta Variety Key for

his leadership in that year of TV. He is a member of the Broadcaster's Advisory Council to the president of the U. S.



E. R. VADEBONCOEUR, president of the Central N. Y. Broadcasting Corp., operators of WSYR-AM-FM-TV, Syracuse, came to the station in 1939, after 19 years in the newspaper field. In 1941, Vadeboncoeur became gen. mgr. of WSYR, and a member of the board of directors of Central N. Y. Broadcasting Corp. In a few years he became v.p. In 1952 he became president of the corporation. He has been chairman of the Radio News Committee of the former NAB, and twice a member of NBC's SPAC.



WILLARD SCHROEDER, gen. mgr., WOOD-TV, and WOOD, Grand Rapids, Michigan, was born in St. Louis, Mo., and is a graduate of the University of Missouri. In 1950, he became general manager of WOOD-AM, owned by the Grandwood Broadcasting Company of Grand Rapids. Willard's wife is the former Barbara Will, a former teacher at Briarcliff Junior College in Briarcliff, New York.



They met at WINS in New York, where he at the time was general manager and she was a member of the station staff. They now live in Grand Rapids.

WELDON STAMPS, general manager, KFSA-AM, TV, Ft. Smith, Arkansas, has been in the radio business ever since his graduation from high school in 1933. Between April, 1941, and December, 1945, he served as general manager of KADA, Ada, Okla., also serving at that time as a director on the Oklahoma network. Weldon is married, and has two children, Mike, 15, and Patricia, 13. Very active in civic work, he is president of the Kiwanis Club, a member of the Carnegie Library, and also the Knights of Columbus.



ELDEN H. "DENNY" SHUTE, JR., president of the Lewiston-Auburn Broadcasting Corporation, Lewiston, Maine, station manager, WLAM-AM-TV, Lewiston-Auburn, Maine, is a graduate of Boston University. He entered radio in 1937 as an announcer with WCSH, Portland, later moving to WFEA, Manchester. A Marine Corps veteran, (First Marine Division) Denny is director of the Lewiston-Auburn Tuberculosis Association, Lewiston Salvation Army, a member of the Auburn Superintending School Committee, and president of the Kiwanis Club.



JULIAN M. "JULIE" KAUFMAN, manager, KPHO-TV, Phoenix, Arizona, has been with the station since 1950 when he started there as account executive later to become executive sales manager. Prior to that "Julie" was with ABC-TV in San Francisco as an account executive where he established a national sales record in 1949. Born in Detroit, he was a former newspaper publisher before turning to broadcasting. "Julie" is married to ex-Conover model Kitty and has one daughter, Nikki, age 9.



LEROY STAHL, director of television, KFBB-TV, Great Falls, Montana, was born in DeWitt, Iowa, and was a professional student at the Northwestern College of Speech Arts. Author of more than thirty plays and books related to the radio, dramatic, and entertainment fields, LeRoy's most recently published is "How to be a Successful Emcee," by T. S. Denison & Company, Minneapolis. With



KFBB, he has been successively, since 1941, copy editor, program director, and sales representative. He was appointed TV director in 1953.

THOMAS P. SHELburnE, managing director of WJLK-TV, Wilkes-Barre, Pa., and treasurer of the Wyoming Valley Broadcasting Company, graduated from Hampden-Sydney College in Virginia, and received his MA degree from William and Mary. He has been very active in community affairs in Wilkes-Barre, having served as president of the Junior Chamber of Commerce, president of the Greater Wilkes-Barre Endorsement Board, on the Board of Directors of the Travelers Aid Society, and the Wilkes-Barre Rotary Club.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

LLOYD E. YODER, general manager, WTAM-



WNBK, Cleveland, has been a broadcasting career executive with NBC continuously since 1927, with the exception of three years spent serving as a Lt. Commander in the U. S. Navy during World War II. He is a graduate of Carnegie Institute of Technology, where he was Tech's first "All-American" playing on the great team of 1926 which

went on to defeat Rockne's undefeated Notre Dame squad of that season. He was appointed general manager of WTAM-WNBK in August, 1953.

CLAIR R. McCOLLOUGH, pres. and gen. mgr.



of Steinman Stations, which include WGAL-AM-TV-FM, Lancaster, Pa.; WDEL-AM-TV-FM, Wilmington, Del.; WKBO, Harrisburg; WRWA, Reading; WORK, York; and WEST-AM-FM, Easton, Pa., to mention nothing of his busy activity as a member of the NARTE's TV board of directors. He was one of the original three-man TV Code Committee that laid the ground work for the new TV code, and was active on the TV Excess Profit Committee which secured relief for the industry.

M. F. WOODLING, mgr. of KHSL-TV, Chico,



Calif., started with KJBS in San Francisco about 1930. In 1933 he was traffic mgr. for the now forgotten Northern Calif. Broadcasting System. In the early part of 1939 the McClung Stations purchased the Golden Empire Broadcasting Company, operating stations KHSL, Chico and KVCV, Redding. In the fall of that year Woody

was asked to come to Chico and take over as manager. KHSL-TV is affiliated with CBS-TV and NBC-TV networks.

WARREN P. WILLIAMSON, JR., pres. and gen.



mgr. of WKBN Broadcasting Corp., operators of WKBN-AM-FM-TV, Youngstown, O., obtained a government license authorizing construction and operation of WKBN in 1926. In 1947, WKBN-FM went on the air, and on Jan. 11, 1953, WKBN-TV began telecasting. His special hobby is candid photography. He is past president of the Ohio Association of Broadcasters, president of the Youngstown Board of Education, and a member of the Elks.

WILLET H. BROWN, pres. of the Mutual-Don



Lee Broadcasting System, is a native of Detroit, Mich. In 1932, he joined Don Lee Inc., the state wide distribution agency for Cadillac and LaSalle Automobiles in Calif., soon becoming assistant gen. mgr. Meantime, the organization had taken on a subsidiary, the Don Lee B'castg. System. Brown soon became asst. gen. mgr. With the expansion of

MBS, with which Don Lee is affiliated, Brown was named a member of the board of directors.

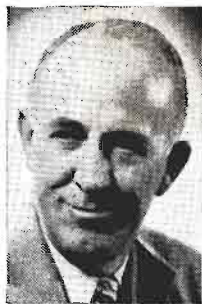
D. L. (TONY) PROVOST, vice-president and



member of the board of directors of Hearst Radio, Inc., as well as in charge of all Hearst operations, supervise WBAL and WBAL-TV, Baltimore, is a graduate of William and Mary College. He has been associated with Doremus & Co. and Miller Tape Recording Co. In 1942, Tony joined NBC and in short order became program director of the network's principal station. From there he moved to his present position with Hearst Radio, Inc.

TV PERSONALITIES

GAYLE V. GRUBB, vice-pres. and gen. mgr. of



WJBK-TV Detroit, is a graduate of Nebraska University. In 1924 he joined KFAB, Lincoln, where he was manager, program dir., entertainer and stenographer. He later went to WKY, Oklahoma City, as gen. mgr. In 1945 Gayle was appointed by ABC as gen. mgr. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station,

KGO-TV, Gayle found himself once more in a pioneer role. Gayle is one of the nation's honest to goodness pioneers of b'castg.

HAROLD H. THOMAS, president of WEAM in



Arlington, Va., is one of the principal stockholders in the Inter-City Advertising Company, owners and operators of WAYS, and WAYS-TV, Charlotte, WCOG, Greensboro; and also has an interest in WTSK-TV, Knoxville, Tenn. He has two established television stations — WISE-TV, Asheville, and WAYS-TV in Charlotte. He is a graduate of Purdue

and began his radio career in 1939 with WISE. His home is now in Asheville, where he resides with his wife and daughter.

IRVING WAUGH, commercial mgr. and executive assistant to the



pres. of WSM, Inc., in Nashville, Tenn., has been associated with WSM since 1941. Irving became comm. mgr. of WSM-AM TV in 1948, and in 1952 was appointed to the office of exec. assistant to the pres. During the war, he served as WSM's war correspondent in the Pacific and Japan. Waugh is a native of Norfolk, Va., and a

graduate of William and Mary College. He is married and the father of two sons, 17 and 4 years old.

ALAN C. TINDAL, vice-president of WWLP, in



Springfield, Mass., and the Springfield Television Broadcasting Corporation, and president of WSPR, Springfield, is a graduate of Harvard, and the Babson Institute of Business Administration. During the war he was a B-29 pilot and completed 28 combat missions over Japan. He is a member of the Springfield Rotary Club, the Advertising Club, the Springfield Sales Executive Club. He is married and lives with his wife and two sons in Longmeadow, Massachusetts.

LINUS TRAVERS, executive vice-pres. and gen.



mgr. of the Yankee Network, operators of WNAC and WNAC-TV, Boston, is a graduate of Brown University. He began his radio career while still a senior in college by joining WEAN, Providence. After a year he was transferred to WNAC, where he became production chief. Later, became v.-p. in charge of sales and production, and in 1943 he was

elected exec. v.-p. and member of the board of the Yankee Network. He makes his home in Wellesley, Mass.

PAUL E. TAFT, president of Gulf Television



Company, KGUL-TV, Galveston, Texas, was born in Wallingford, Vermont, attended the University of Vermont for two years, and then went to Annapolis, where he graduated in 1938. He served with the Navy during the war as a lieutenant. He moved to Texas in 1938, and after a position as assistant to the president for Duncan Coffee Co., he left in

1952 to take over the management of the Gulf Television Company. He is married, has three children and lives in Houston.



TV PERSONALITIES



ROBERT DWIGHT SWEZEY, gen. mgr. of WDSU-AM-FM-TV, New Orleans, La., was gen. mgr. and v.p. of Mutual from 1944-48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, N. Y., and Washington from 1932-38. He is a graduate of Harvard where he obtained his A.B. and



L.L.B. He is a past president of the Radio Executives Club of New York and v.p. of the New Orleans AB Club.

HENRY W. SLAVICK, gen. mgr. of WMC-AM-TV, Memphis, Tenn., is a native of St. Louis. At 17, he became interested in radio, and in the Merchant Marine Service got his apprenticeship in installation of radio transmitting apparatus on Miss. transports. He joined WMC in 1925, and by 1929 was chief engineer, and has shown such ability that he was placed in complete charge of erecting WMC's transmitting plant, one of the first directional systems. In 1930 he was appointed gen. mgr.



MARIA HELEN ALVAREZ, gen. mgr. of KOTV, Tulsa, Okla., started her radio career in 1943 as a continuity writer for a Tulsa radio station. In 1947 Maria was drawn to the TV industry which offered opportunities for creative expression and devoted herself to full time study of the new medium. Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was



interested in TV as a business venture. Cameron TV, Inc. was formed and Helen headed up KOTV.

J. L. STACKHOUSE, president of the Eastern Publishing Company, parent organization of WEEX-FM, and UHF television station WGLV, Easton, Pa., entered the public communications field more than fifty years ago as a carrier for the Philadelphia Bulletin in his native Buck County. Married in 1913 he has three sons and one daughter. He is a member of Sigma Delta Chi, and the Nation Press Club of Washington, D. C. He has received a number of official honors for his efforts to elevate standards in the industry.



LESTER P. ETTER, pres. and gen. mgr. of WLRB-TV, Lebanon, Pa., is a graduate of the University of North Carolina. Upon graduation he entered the U. S. Army, and at the end of WW II was retired to inactive service with the rank of 1st Lieut. in the Field Artillery. Les then became one of the founders of Lebanon's radio station WLRB. He is sec. treas. of the station and until assuming his duties as gen. mgr. of WLRB-TV, he served in the same capacity for the radio station.



JACK HARRIS, gen. mgr. of KPRC-AM-TV, Houston, Texas, considers coverage of the Miss. flood in 1937 as one of the three most important big stories he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short wave broadcasts from half a dozen hitherto unreported key spots in the flood area. During the war he covered initial Army maneuvers, and took over Radio Tokyo facilities for Gen. MacArthur.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

GEORGE WHITNEY. gen. mgr. of KFMB-AM-TV, San Diego, Calif., is a graduate of the University of California. From 1937 to 1946 he was associated with KFI and KECA, L. A., as a salesman. From 1946 to 1948 he was a partner in the Harrington, Whitney and Hurst Adv. Agcy. of L.A. and San Francisco. From 1948 to 1949 he was gen. sales mgr. of radio and TV of the Don Lee Network. In 1951



he returned to Don Lee as v.p. in charge of television. He assumed his present duties on Nov. 6, 1953.

EDGAR B. STERN, JR., president of the WDSU Broadcasting Corporation in New Orleans, is responsible for the planning and building of WDSU-TV. A graduate of Harvard, he spent three years in the Army, and entered the broadcasting field when he became president of International City Broadcasting Service, which subsequently became WDSU Broadcasting Corporation. A pioneer in television, he is an active civic and cultural leader in New Orleans, heading the many local organizations there.



ALLEN M. WOODALL, president of Radio Columbus, Inc. licensee of WDAK, Columbus, Ga., is also president of the Middle Georgia Broadcasting Co., licensee of WBML, Macon, executive vice-president of Radio Augustus, Inc., licensee of WRDW, Augustus, president of Radio Brunswick, licensee of WMOG, in New Brunswick, and executive vice-president of WETV, the new NBC-ABC television station



in Macon. He's a member of Sigma Delta Chi, has two sons, age 19, and 15, and his hobbies are, you guessed it—radio and television.

JAMES W. WOODRUFF, JR., pres. and gen. mgr. of WRBL-AM-FM-TV, Columbus, Ga., is a native of Columbus. His early education was gained in the Columbus public schools. He attended the Episcopal H. S. in Alexandria, Va., where he graduated in 1934, and also attended the School of Commerce at the University of Georgia. James is a member of the Columbus Rotary Club, and a member of the Radio and TV Executives Society. He is also a director of the First National Bank of Columbus.



JOHN E. FETZER, owner of WKZO-TV, Kalamazoo, Mich., started as a radio engineer, helping to build a number of pioneer stations in the middle west. John is pres.-owner of the Fetzer Broadcasting Co., operating WJEF, CBS outlet in Grand Rapids and also heads up WKZO and WKZO-TV. He is a veteran of 10 years in the old NAB board and during the war served with Byron Price in the Of-



fice of Censorship as the Radio Censor, later joining the Eisenhower radio mission in ETO.

WALTER E. WAGSTAFF, gen. mgr. of KIDO-AM-TV, Boise, Idaho, went to Boise in 1944 when he went to assume the management of and minority ownership of KIDO. His career in TV began July 12, 1953 when KIDO-TV became the first TV station in Idaho to get on and stay on the air. He had served as vice president of the Advertising Association of the West, and presently, he is a member of the Planning Committee of Broadcasting Advertising Bureau. He is the father of two girls.



◆ ◆ ◆ TV PERSONALITIES ◆ ◆ ◆

CECIL D. MASTIN, gen. mgr. of WNBC and WNBC-TV, Binghamton, N. Y., entered Syracuse University to study law but after two years left to pursue the study of voice in N. Y. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. Cecil became program director of WNBC in 1929. In 1932 he became gen. mgr. and in 1942 WNBC-FM was added to his chores. WNBC-TV was launched on Dec. 1, 1949.



U. A. (JAKE) LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., switched to the field of television in 1949. Before entering radio he had been a factory representative and sales mgr. for Cincinnati automobile distributors. Jake sold the mgr. of WKRC some automobiles in such a quick fashion, he was immediately hired on the sales staff. In 1941 he was made local sales mgr. and three years later became gen. sales mgr. He was appointed gen. sales mgr. of WKRC-TV in 1949, and was named manager in 1950.



JOHN ROSSITER, gen. mgr. of WJTV, Jackson, Miss., began his broadcasting experience as sales manager of WIKK, Erie, Pa. When WICU was built in Erie, John went there as a salesman and rapidly rose to commercial manager. His tireless energy and ability made him logical choice for helmsman of the WTVN operation when it was built and took to the video-waves in 1949. John is



a World War II Air Corps veteran. He is interested in sport cars and has participated in many races throughout the country.

JAMES LEONARD REINSCH, managing dir. of the Cox TV and radio properties in Atlanta, Miami and Dayton, O., became associated with Gov. James M. Cox of Ohio and in 1934 helped set up WHIO. In 1942 he was made managing dir. of the three Cox stations. He developed WSB-TV, Atlanta, which went on the air in 1949 and WHIO-TV which took to the airwaves the same year. In 1944 he was radio dir. of the Democratic National Committee and TV dir. at the Democratic National Convention in 1952.



ALBERT WAYNE COY, pres. of KOB-TV, Albuquerque, New Mexico, was chairman of the FCC. Born in Indiana, he broke into the newspaper field in 1919, rising from reporter to city editor in 1926. Wayne got his introduction to radio in 1944 when he joined the Washington Post as assistant to Eugene Meyer. Before that he had been assistant director of the budget, from 1942-44, after having served



two years as one of President Roosevelt's special assistants and liaison men.

STAN WILSON, gen. mgr. of KFDA-AM-TV, Amarillo, Texas, took his present post in Sept. 1953. He graduated from Texas Christian University in 1940, as class president. He started his radio career while still in college as merchandising representative for the Texas State Network. During World War II, he served as communications officer in the amphibious force and later was chief staff officer for an LCI Flotilla, in the South Pacific. He was manager of KRIO at McAllen, Texas.





Where Do We Go From Here? And Where Is Here?

By CHARLES B. BROWN
Vice President
Bing Crosby Enterprises, Inc.

EACH new year or at the end of given periods of stress or prosperity, as the case may be, we read so many articles entitled, "Where Do We Go From Here." It would seem fair to ask, Well, where in 'll are you now? Certainly everybody isn't in the same place even theoretically and by no means economically or sales-wise. Then too, it would seem sensible to inquire, "Where does one want to go from wherever one is?" In the business of television, whether as producer, buyer or user in any event, you are bound to be somewhere else by the time you finish the question because television, as one wag put it, is the one business about which you can't lie fast enough to keep up with the truth. This factor of speed is so dynamic an element that where any of us in TV may be going, including the sponsor, is not as important for the moment as is the point, are we moving in the *right* direction. The most fearful thing in business is motion without direction, it seduces the mind's eye with soothing panoramic vistas while denying it the opportunity of reading the names on the stations en-route and thus, pinpoint somewhere looks just as good as passport nowhere.

The purchasing of creative, productive television material so often is hindered by arid arguments as to which is best, live or film, origination East or West, half hour or quarter hour, etc., etc. No one ever heard a "live" or a "film," a half hour or a quarter hour. They heard people and saw them doing and saying something interesting or uninteresting, dynamic or static. All too often, entirely too much has already taken place before the thinking has been done and twilight has overtaken the stillborn spirit of a promise before the dawn of its acceptance by the public it was supposed to serve.

Selling, through any medium, is a process. There are no short cuts in human emotion; it never changes; it only reacts and the real problem of tomorrow is that

of retaining all of the human prerequisites in the moving of minds while using all of the mechanical means in the operational moving of merchandise. The mechanics of operation cannot be successfully used to effect confidence, imagination, intellect or the will itself. Sales problems will be aided but will never be solved by mechanical robotry.

The mind of man is a very strange world

'Tis filled with equations complexive
Never indeed will its processes heed
Machines which would make it
indexive.

The profitable production and sale of TV film will become increasingly more complex in '54 and the years ahead. Competitively, the business is bound to see an increase of new producers and distributors. More star names from the motion picture field will be seen in "starter" series and the economic promise of better days because of more markets will be offset by an ever-increasing flow of new product.

The action, will of necessity, be as dynamic in one area as the other. There can be no "bleacher bleating" by money at the expense of creative and production quality, nor any creative or production puerility because of lack of market information from the sales group, nor must sales make any errors in opportunistic advice based upon a quick dollar.

Properly integrated and activated teamwork of the character envisioned here will give agency and client, local or national, a service which will permit long-term association so that should a specific program have served the purpose, that condition will be recognized by *all*, accepted by *all* and the *same* group, along with agency and client, will be ready with the new show rather than with the axe which cuts both the relationship and the advantages which can only come from long term, efficient service and mutually profitable association.

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Scratch Removal
Rehumidification
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Film Library Servicing

Shipments, Inspection,
Cleaning, Repairs, Inventory
and Booking Records, Storage

Servicing TV Shows on Film

Insertion of Commercials, Shipments
to Stations, Booking Records,
Follow-up, Inspection on Return,
Cleaning, Repairs, Replacements,
Storage, Substitution of
Commercials, Reshipments

Film Distribution Servicing

Storage pending orders,
Inventory Records,
Shipments to Purchasers

Filmstrip Packaging

Breakdown of rolls into strips,
Packaging in cans, Labeling,
Boxing of Sets, Storage
pending orders, Shipments

A Message of interest to:

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Distributors, Advertising Agencies,
Sponsors, Film Libraries,
TV Film Producers and Distributors . . .

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TV SERVICE FIRMS

(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 320 Lyell Avenue, Rochester, N. Y.
Raytons Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.
Century Projector Corp., 729 7th Ave., New York, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.

Spot and Flood Lamps

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 3687 S. State St., Salt Lake City, Utah.
Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
Capital Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
General Electric Co., Nela Park, Cleveland, O.
International Motion Picture Consultants, Inc., Warner Bldg., Washington 4, D. C.

Kliegl Bros., 321 W. 50th St., New York, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Sylvania Electric Products Co., 1740 Broadway, New York, N. Y.
Wenzel Projector Co., 2509 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
Radio Corp. of America, Camden, N. J.

Carpets

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

Background Processes

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc., 1161 N. Highland Ave., G38, Hollywood 4-7471
Anderson, Howard A., 1611 Cosmo St., Hollywood 2-1247
Cinecolor Corp., 2800 S. Olive St., Burbank, Rockwell 9-1126
Cinema Research, 7000 Romaine, Hollywood G38, Hollywood 2-7464
Consolidated Films Industries, Inc., 959 Seward St., Hollywood 9-4441
Dunningcolor Corp., 932 N. La Brea Ave., Hollywood 7-3174
Mercer, Ray, 4241 Normal Ave., Olympia 8436
Pacific Title & Art Studio, 6350 Santa Monica Blvd., Hollywood 3-5611
Pulhe Laboratories, Inc., 6823 Santa Monica Blvd., Hollywood 9-3961
Rabin, Jack, 7324 Santa Monica, Hollywood 5-4126
Technicolor Motion Picture Corp., 6311 Romaine St., Hollywood 7-1101

LABORATORIES



LOS ANGELES, CALIF.

Ame Film Laboratories, Inc.
1161 N. Highland Ave. (38).....Hollywood 4-7471

Anseo Processing Lab.
1161 N. Highland Ave.....Hollywood 4-7471

Associated Film Laboratory
5631 Hollywood Blvd.....Hollywood 4-8195

Cinecolor Corp.
2800 W. Olive Ave. Burbank.....ROckwell 9-1126

Cinema Research
7000 Romaine.....Hollywood 2-5464

Color Reproduction Co.
7936 Santa Monica Blvd. (46)
Hollywood 4-8225

Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
Hollywood 5-5122

Consolidated Film Industries
959 Seward St. (38).....Hollywood 9-1141

Crescent Film Laboratories
7510 N. Ashland.....AMBassador 2-5000

Dunningcolor Process Co. Inc.
932 La Brea Ave. (38).....Hollywood 7-3174

Eastman Kodak Research Laboratory
1017 N. Las Palmas Ave. (38)
Hollywood 5-7151

Emmet-Vail Enterprises, Inc.
6926 Melrose Ave., Hollywood (38)
WEBster 8-5171

Film Effects of Hollywood
1153 N. Highland (38).....Hollywood 9-5808

Filmservice Laboratories
6327 Santa Monica Blvd.....Hollywood 2-3237

Flora Color
1103 N. El Centro.....Hollywood 7-9559

General Film Labs Corp.
1546 N. Argyle Ave.....Hollywood 9-6391

Hollywood Film Enterprises Inc.
6060 Sunset Blvd. (28).....Hollywood 4-7181

Hungerford Film Lab.
6327 Santa Monica Blvd.....Hollywood 2-3237

Mercer, Ray, & Co.
4241 Normal Ave. (29).....OLYMPIA 8436

Modern Movies, Inc.
6018 Fountain Ave.....Hollywood 4-7293

National Screen Service
7026 Santa Monica Blvd.....Hollywood 5-3136

Pathe Laboratories, Inc.
6823 Santa Monica Blvd.....Hollywood 9-3961

Peerless Process Labs.
959 Seward St.....Hollywood 7-9223

Picture Recorders
4992 Santa Monica Blvd.....NORMandie 2-6985

Precision Film Lab.
1107 S. Robertson Blvd.....BRadshaw 2-2340

Producers Photographic Lab. Inc.
6556 Santa Monica Blvd.....Hollywood 2-1334

Richters Film Lab.
1715 N. Mariposa Ave.....OLYMPIA 3215

Technicolor Motion Picture Corp.
6311 Romaine St.....Hollywood 7-1101

Telefilm, Inc.
6039 Hollywood Blvd.....Hollywood 9-7205

Williams Film Laboratories
1040 N. McCadden Pl.....Hollywood 4-8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638

Commercial Film Enterprises
125 Hyde St.....ORdway 3-9162

Motion Picture Service Co.
125 Hyde St.....ORdway 3-9162

Multichrome Laboratories
760 Gough St.....HEntock 1-6567

Palmer, W. A., Films, Inc.
611 Howard St.....YUKon 6-5961

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg.....4206

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Western Cine Service
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Byron, Inc.
1226 Wisconsin Ave., N.W.....DUpont 7-1800

Capital Film Laboratories, Inc.
1905 Fairview Ave., N.E.....LAWrence 6-4634

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N.W.....CYpress 1636

Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Boulevard, Oak Park.....AUstin 7-8620

Bell and Howell Co.
7100 McCormick Lincolnwood
AMBassador 2-1600

Chicago Film Laboratories, Inc.
1322 W. Belmont Ave.....BLIttersweet 8-6780

Colburn, Geo. W., Laboratory
164 N. Wacker Drive.....STate 2-7316

Crescent Film Laboratories
7510 N. Ashland.....AMBassador 2-5000

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858 N. LaSalle.....WHItchall 4-5460

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1327 S. Wabash Ave.....HARRison 7-3395

Wilding Picture Productions Inc.
1345 W. Argyle St.....LONGbeach 1-8410

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General Pictures Productions
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Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592

DETROIT, MICH.

General Film Laboratory, Inc.
66 Sibley.....WOODward 1-7818

Jan Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450

Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266

Wilding Picture Productions, Inc.
4925 Cadieux St.....TUxedo 2-4600

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Main Street.....Fort Lee 8-3400

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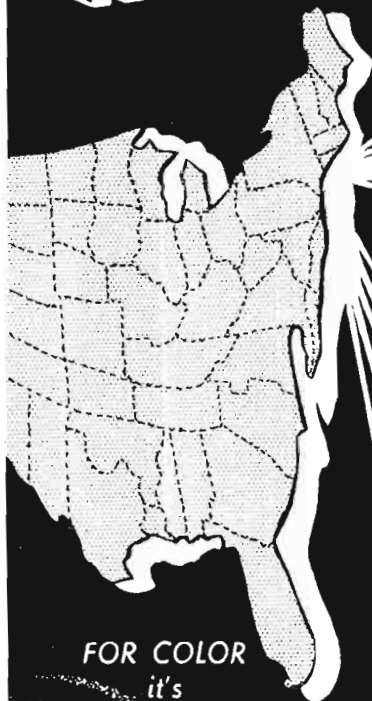
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 126 W. 46th St. Judson 2-2863
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Major Film Laboratories Inc.
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Malecra Laboratories Corp.
 244 W. 49th St. Circle 6-6150
Mecca Film Laboratories, Inc.
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Mercury Film Laboratories Inc.
 732 Seventh Ave. Circle 5-4930
Movielab Film Laboratories
 619 W. 54th St. Judson 6-0360
National Screen Service Corp.
 1600 Broadway Circle 6-5700
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 Office: 544 W. 43rd St. Longacre 3-4360
Pathe Laboratories, Inc.
 105 E. 106th St. TRfalcar 6-1120
Precision Film Laboratories
 21 W. 46th St. Judson 2-3970
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Rainbowlab, Inc.
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Star Safety Film
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 7315 Carnegie Ave. ENdicott 1-2707
Motion Picture Productions, Inc.
 Rockefeller Bldg. PRespect 1-4900

DAYTON, O.

Film Assoc., Inc.
 So. Dixey Hwy. & Winwood Ave.

PHILADELPHIA, PA.

Beswick, Harold W.
 1017 W. Allegheny Ave. BAldwin 9-9355
News Reel Laboratory
 1733 Sansom St. RITtenhouse 6-3892
Welsh Studios
 1209 E. Chelton Ave. LIVINGstone 8-4611

DALLAS, TEX.

Big D Film Lab
 4215 Gaston Ave. VICTOR 1341
Jamieson Film Co.
 3825 Bryant TENison 8158
Southwest Film Laboratory, Inc.
 2015 Young RIVERSide 6782
Variety Pictures, Inc.
 3825 Bryan TENison 8158

MILWAUKEE, WISC.

Film Arts Corp.
 1032 N. Sixth St. BRoadway 6-5670

CANADA

CALGARY

Barnes Calgary Film Production Co.

MONTREAL

Associated Screen News, Ltd.
 5271 Western Ave. DEXter 1180
Cinecraft Studios, Inc.
 1184 St. Catherine St., W. LAncaster 8092

TORONTO

Associated Screen News, Ltd.
 100 Adelaide St., W. WAverly 4671
Film Laboratories of Canada, Ltd.
 310 Lakeshore Rd. MURray 7226
Shelly Films, Ltd.
 156 King St., W., Toronto 14. Yndhurst 8431

OTTAWA

Crawley Films, Ltd.
 19 Fairmont Ave. 8-0085
National Film Board of Canada
 John & Sussex Sts. DLideau 9-5730

REGINA, SASK.

General Films, Ltd.
 1924 Rose St.

VANCOUVER

Motion Skreenadz, Ltd.
 Film Exchange Bldg.
Vancouver Motion Pictures, Ltd.
 Film Exchange Bldg.

Raw Stock

Anso

Anso Division of General Aniline & Film Corp.,
 Binghamton, N. Y.; 405 Lexington Ave.,
 Murray Hill 6-0555, New York 19, N. Y.; 6424
 Santa Monica Blvd., Hollywood 4-6131, Holly-
 wood 38, California.

DuPont

I. E. du Pont de Nemours and Co. (Inc.),
 Photo Products Division, Wilmington, Del.;
 6656 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.

Eastman

See W. J. German, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

German, W. J., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-5100;
 6700 Santa Monica Blvd., HOLLYWOOD 7-6131,
 Hollywood 38, Calif.; 6040 N. Pulaski Rd.,
 IRving 8-4064, Chicago, Ill.

Gevaert Co. of America

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1025 N. Highland Ave. Hollywood 9-8181
- Hollywood Film Co.
946 Seward St. Hollywood 4-7191
- Lynons Van & Storage Co.
6372 Santa Monica Blvd. Hollywood 9-1401

BOUNDBROOK, N. J.

- United Storage Corp.
Band Chestnut Sts. Boundbrook 9-3050

NEW YORK, N. Y.

- Bonded Film Storage Corp.
630 Ninth Ave. Judson 6-1030
- Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway Judson 6-1700
- Lloyds Film Storage Corp.
729 Seventh Ave. Columbus 5-5400
- Miles, Joseph R., Film Storage
729 Seventh Ave. Columbus 5-5400

Stock Shot Libraries

LOS ANGELES, CALIF.

- Anguish, Toby
8470 Melrose Webster 3-8301
- Camera Craft Audio Visual Sales & Rentals Co.
6764 Lexington Ave. Hollywood 3-6856
- Dennis, Wm. M.
2506 1/2 W. Seventh St. DUnkirk 4-3722
- Film Classic
1611 N. LaBrea Hollywood 7-4355
- Ideal Pictures Corp.
2950 W. 7th St. DUnkirk 3-3195
- Independent Film Library
c/o Hal Roach Studios, Culver City
TEXas 0-2761
- Mercer, Ray & Co.
4241 Normal Ave., (27) OLympia 8436
- Smith, Howard K., Films
2408 W. Seventh St. DUnkirk 7-8228
- Wild Life Film Co.
5151 Strohm, N. Hollywood. STanley 7-5845

NEW YORK, N. Y.

- Lloyds Film Library
729 Seventh Ave. Columbus 5-5400
- Miles Film Library
729 Seventh Ave. Columbus 5-5400
- RKO Pathe, Inc.
105 E. 106th St. SAcramento 2-2600
- Stock Shots Unlimited, Inc.
1600 Broadway PLaza 7-0878

Cartoon Producers

LOS ANGELES, CALIF.

- Cinema Research Corp.
7000 Romaine St., Hollywood (38)
HOLLYWOOD 2-7464
- Disney, Walt
2400 W. Alameda, Burbank. ROckwell 9-3461
- Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38) HOLLYWOOD 4-0406
- Lanz, Walter
861 N. Seward St. HOLLYWOOD 9-2907
- Mercer, Ray
4141 Normal Ave. OLympia 8436
- Metro-Goldwyn-Mayer
Culver City TEXas 0-3311
- United Productions of America
4440 Lakeside Dr., Burbank. CHarleston 0-7171
- Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave. HOLLYWOOD 5-4131

NEW ROCHELLE, N. Y.

- Terry, Paul
271 North Ave. NEW ROCHELLE 2-3467

NEW YORK, N. Y.

- Disney, Walt, Productions
1270 Ave. of Americas. JUdson 6-3442
- Eshbaugh, Ted, Studios, Inc.
109 W. 64th St. TRafalgar 3-0720
- Famous Studios
25 W. 45th St. JUdson 2-4500
- Smith, Fletcher, Studios, Inc.
321 E. 44th St. MUrray Hill 5-6626

**Prizes,
Premiums, Etc.**

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305 East 45th St., N. Y. C. ORtigon 9-4000
- Richard S. Robbins
163 Bleecker St., N. Y. C. SPring 7-2568
- Spotlight Promotions
123 West 44th St., N. Y. C. PLaza 7-0800
- VIP Service, Inc.
35 West 53rd St., N. Y. C. PLaza 7-0130

**Ventilation
Equipment**

- Carrier Corp., 300 South Geddes St., Syracuse,
New York.
- Frigidaire Division, General Motors Corp., 300
Taylor St., Dayton, Ohio.
- General Electric Co., 5 Lawrence St., Bloomfield,
N. J.
- General Elec. Co., 1 River Road, Schenectady,
N. Y.
- Governair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.
- McQuay, Inc., 1600 Broadway, N. E. Minneapolis
13, Minn.
- National Theatre Supply, 92 Gold St., New York,
N. Y.
- S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.
- Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.
- United States Air Conditioning Corp., 2564 Como
Ave., Minneapolis 14, Minn.
- Westinghouse Electric Corp., B. F. Startovant Div.,
420 Lexington Ave., New York, N. Y.
- York Corp., York, Pa.

Color Processes

- Acme Film Labs
1161 N. Highland, Hollywood 38, Calif.: HOly-
wood 4-7471.
- Anseo Color
Anseo Division of General Aniline & Film Corp.,
2229 Vaux Hall Rd., Union, N. J.; 406 Lexing-
ton Ave., N. Y.; Murray Hill 6-0555; 1157 N.
Highland Ave., Hollywood 28, Calif.: HOLLYWOOD
4-7471.
- Associated Film Lab.
5631 Hollywood Blvd., Hollywood: HOLLYWOOD
4-8195.
- Castagnaro, Mario
5746 Sunset Blvd., Hollywood: HOLLYWOOD
7-6618.
- Cinecolor, Inc.
2800 W. Olive St., Burbank, Calif.: ROckwell
9-1126.

Cinema Research
7000 Romaine, Hollywood 38, Calif.; Hollywood 2-7464.

Color Research Corp.
105 E. 106th St., New York, N. Y.; Sacramento 2-7830.

Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hollywood 4-8225.

Consolidated Film Ind.
959 Seward St., Hollywood; Hollywood 9-1441.

Dunningcolor Corp.
Laboratory, 932 N. La Brea Ave., Hollywood 38, Calif.; Hollywood 7-3174.

Eastman Kodak Co.
Rochester, N. Y.

Eastman Kodak Co.
1017 N. Las Palmas Ave., Hollywood; Hollywood 5-7151.

Film Effect
1153 N. Highland Ave., Hollywood 38, Calif.; Hollywood 9-5808.

Flora Color
1103 El Centro Ave., Hollywood, Calif.; Hollywood 7-9559.

Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Hollywood Blvd., Hollywood; HO 4-2181.

Merger, Ray, & Co.
4241 Normal Ave., Hollywood 29; Olympia 8436.

Monopack
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Pathe Lab., Inc.
6823 Santa Monica Blvd., Hollywood; Hollywood 9-3961.

Polaroid Process
Polaroid Corp., Cambridge 39, Mass.

Rainbowlab, Inc. (Div. of Movielab)
619 W. 54th St., New York, N. Y.; JUDson 6-0360.

Technicolor Motion Picture Corp.
6311 Romaine St., Hollywood 38, Calif.; Hollywood 7-1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 307 Rockefeller Plaza, New York, N. Y.; Circle 7-7934.

Trucolor
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDson 6-1700.

Screening Rooms

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St. Hollywood 9-1441

Eastman Kodak Co.
1017 N. Las Palmas Hollywood 5-7151

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. Hollywood 4-2181

Pathe Industries, Inc.
6823 Santa Monica Blvd. Hollywood 9-3961

RCA
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NEW YORK, N. Y.

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40 W. 49th St. Circle 6-4030

Lloyds
729 Seventh Ave. Columbus 5-5400

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151 W. 46th St.PLaza 7-3730

Lillian Costume Co.
1658 BroadwayCircle 5-5199

Stage Costumes, Inc.
3 W. 61st St.Circle 7-7948

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Chicago, Ill.; Tribune Tower, Delaware 7-2755.
Ray V. Hamilton, partner.
San Francisco, Cal.; 235 Montgomery St.,
EXbrook 2-5672, Lester M. Smith.

R. C. Crisler Co.
Cincinnati, O.; 1109 Union Trust Bldg., Dunbar
7775.
Greenwich, Conn.; 20 Church St., 8-6692, Linton
Wells, associate.
New York; MURray Hill 8-3330.

Allen Kander
Washington, D. C.; 1701 K St. N.W., NATIONAL
8-3233.
New York 17, N. Y.; Lincoln Bldg., MURray
Hill 7-4242.
Associates: Edwin Tombera, George Cooper.

Howard E. Stark
New York 22, N. Y.; 50 East 58th St., EL-
dorado 5-0405.

Albert Zugsmith Corp.
W. Los Angeles 49, Cal.; 12015 San Vicente
Blvd., Arizona 9-8294.

Miscellaneous

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1227 Sixth Ave., New York 19, N. Y.
JUDson 6-5766

Frank E. Yasah
7 West 41th St., New York, N. Y.
MURray Hill 7-4277

Backdrops, Incorporated
2 West 46th St., New York, N. Y. Circle 6-6875

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711



TV Film Distribution Looks To Record Year

By MICHAEL SILLERMAN

*Executive Vice President
Television Programs of America*

TV film distribution in 1954 should reach an all-time high. The phenomenal rise in the use of TV film by advertisers, both national and local, indicate the highly accelerated trend toward film. According to the latest figures of the NARTB, the average hours of film programming exceed the average live hours. This success of TV film may be attributed to a combination of many factors, namely: the advertiser has more flexibility with TV film; the film operation cost less and it permits the advertiser the opportunity of getting better time availabilities. In addition to these factors, the TV syndicators have developed outstanding merchandise programs to support their film series, thus, in effect, when the advertiser purchases a TV film series he also purchases a complete sales campaign including star endorsement, a title buildup and a long list of premiums which will bear the product's name. TPA as well as a few of the other leading film distributors recognized the great value of merchandising to the advertiser and have developed intense promotions and strong merchandising techniques which were more than welcomed by sponsors and the stations.

In terms of advertisers results, there are dozens of success stories. Perhaps the best evidence of their value is the length of time some advertisers have stuck with their programs. Even the blue-chip advertisers are going more into TV film. The huge operating cost of live network shows are forcing certain types of advertisers to TV film.

The market for the TV syndicators is becoming larger and larger. In addition to the fast trend toward film by the national and regional advertisers, there is also the fact that many new stations are opening or planning to open soon. There were approximately 350 stations in 1953 and by the end of 1954 there should be close to 600 stations actively broadcasting. The opening of these new markets and the increase of competing stations,

all of which are ready clients for syndicated properties, should result in an improvement in the quality of product. The residuals realized from this expanded market will be put back into production of new and better series.

The telefilm business emerged in 1953 as a sound and stable industry. TPA launched its first product "Ramar of the Jungle" with amazing success. In less than three months "Ramar" had been sold in over 115 markets proving that TPA in a short time had set up one of the most powerful sales organizations in the industry. TPA believes in concentrated selling policy, that is, to only sell one product at a time. We believe that this enables the salesman to become thoroughly acquainted with the product and give a presentation that the advertiser will be able to understand. By releasing only one film at a time our organization has been able to concentrate its efforts on making that one film "click" and by click we mean by doing the best possible sales and merchandising job for the advertiser. All our promotion efforts, all our services are aimed at this objective. 1954 will present a buyer's market in the entertainment as well as in the commercial sense. There is a new type of individual sitting before the TV set in ever increasing numbers. He is the selective viewer. We are gearing all our efforts towards this viewer for our new 52-week series "Your Star Showcase" hosted by Edward Arnold. We screened 345 plays before selecting 45 we considered worth showing. To these we are adding 7 new plays.

Looking ahead then, the year 1954 will be one of ever increasing demand for the syndicated product, for program quality, and for specific market by market sales and merchandising techniques. As one of the newest, largest and most imaginative organizations in the field, we at TPA are dedicated to supply some explicit and effective answers to these demands.