

Pop.: 11,383,000
Families: 3,279,000

Pennsylvania

Television Homes: 3,058,000
TV Stas. in State: 19

BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Altoona, Harrisburg, Johnstown, Lancaster, Lebanon, Philadelphia, Pittsburgh, Scranton, Wilkes-Barre

WFBG-TV—Altoona—1953

Channel: 10 VHF... AP: 112 Kw... VP: 224 Kw.
Owned-Oper. By... Triangle Publications, Inc.
Address... Commerce Park
Tel.: Windsor 4-2031... ABC-CBS
Newspaper Affil. Phila. Inquirer, Phila. D. News
Representative... Blair TV
President... Roger Clipp
General Mgr... Frank Palmer
Commercial Mgr... William Donoher
Station Mgr... Jack Snyder
Program Director... Edward Andre
Prom., Publicity Dir... Joseph Burns
Film Mgr... Ernest Larson
Adv. Mgr... Robert Miller
Chief Engineer... Dick Kline
Owners of: WFL-AM-FM-TV, Philadelphia;
WNBF-AM-FM-TV, Binghamton, N. Y.; WNHC-
AM-FM-TV, New Haven, Conn.; WLYH-TV,
Lebanon, Pa.; KFRE-AM-FM-TV, Fresno, Calif.;
WFBG-AM-TV-FM, Altoona.

WICU-TV—Erie—1949

Channel: 12 VHF... AP: 185 Kw... VP: 316 Kw.
Owned-Oper. By... Gibraltar Ent. Inc.
Bus.-Trans. Address... 3514 State St.
Tel.: GL 4-5201... ABC-NBC
Sta. Representative... Blair TV
President... Edward Lamb
General Manager... Ben McLaughlin
Comm. Manager... Bob Lunquist
Film Dir... John Cook
Sales Dev. Mgr... Paul Whittingham
Chief Engineer... Mike Csop

WSEE—Erie—1954

Channel: 35 UHF... AP: 68.7 Kw... VP: 137.5 Kw.
Owned-Oper. By... Great Lakes Television Co.
Address... 1220 Peach Street
Tel.: Glendale 5-7575... CBS-NBC
Newspaper Affiliation... Times-News
Station Reps... Devney O'Connell
President... George J. Mead
Gen. Manager... Donald M. Boyce
Film Manager... Frank Herrick
Chief Engineer... Edward Zellefrow

WHP-TV—Harrisburg—1953

Channel: 55 UHF... AP: 502 Kw... VP: 1,000 Kw.
Owned-Oper. By... WHP, Inc.
Business Address... 216 Locust St.
Tel.: CE 4-3211... CBS-NBC
Representative... Blair TV
President... E. J. Stackpole
Gen., Comm., Sta. Mgr... Cecil M. Sansbury
Prom., Pub., Prog. Dir... Brod Seymour

Local Sales Mgr... G. Gottschalk
Film Manager... Charles Baddorf
Chief Engineer... E. Daniel Leibensperger
Owners of: WHP-AM.

WTPA—Harrisburg—1953

Channel: 27 UHF... AP: 648 Kw... VP: 1030 Kw.
Owned-Oper. By... Newhouse Bcstg. Corp.
Business Address... 3235 Hoffman St.
Tel.: CE 8-7171... ABC
Newspaper Affiliation... Patriot-News
Representative... Harrington, Righter, Parsons
President... E. R. Vadeboncoeur
V.P., Gen. Mgr... Donald D. Wear
Program Dir... Mac McCauley
Sales Mgr... Allen Solada
Promotion Dir... Joe Bolton, Jr.
Film Mgr... Glenn Hoerner
Chief Engineer... Paul Gross

WARD-TV—Johnstown—1953

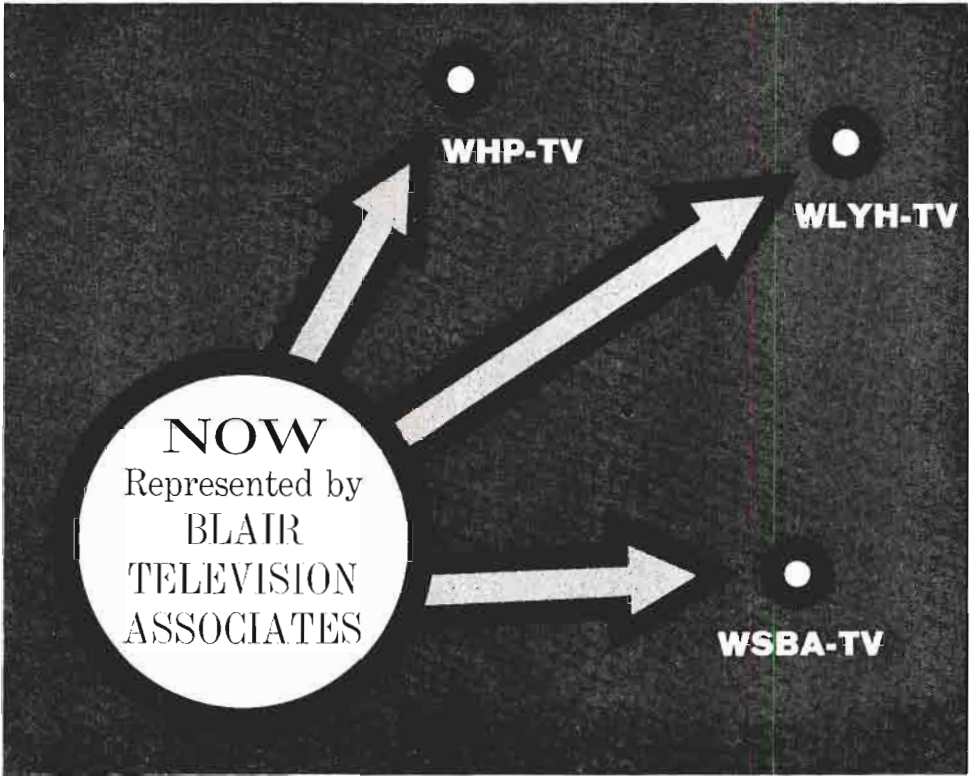
Channel: 56 UHF... AP: 79 Kw... VP: 189 Kw.
Owned-Oper. By... Rivoli Realty Co.
Business Address... 235 Franklin St.
Tel.: 7-0761... CBS-ABC
Representative... Weed
President... W. M. Thomas
Station Mgr... William D. Confer
Program Director... C. Akers

WJAC-TV—Johnstown—1949

Channel: 6 VHF... AP: 35.4 Kw... VP: 70.8 Kw.
Owned-Operated By... WJAC, Inc.
Business Address... 329 Main St.
Tel.: 7-8711... NBC
Newspaper Affil... Tribune Publishing
Sta. Rep... Harrington Righter Parsons
President... Walter W. Krebs
Exec. V.P., Gen. Mgr... Alvin D. Schrott
Comm. Manager... John H. Hepburn
Prog., Film Director... Frank P. Cummins
Chief Engineer... Theodore Campbell
Owners of: WJAC, AM-FM.

WLYH-TV—Lebanon—1957

Channel: 15 UHF... AP: 69.2 Kw... VP: 130 Kw.
Owned... Triangle Publications, Inc.
Bus. Address... R. D. #5, Television Hill
Tel.: CRestview 3-4551... ABC
Newspaper Affil. Phila. Inquirer, Phila. D. News
Sta. Representative... Blair TV
Gen. Mgr... Joe Zimmermann
Sales Mgr... Robert Rice
Chief Engineer... Ross Kauffman
Owners of: WFL-AM-FM-TV, Philadelphia;
WNBF-AM-FM-TV, Binghamton, N. Y.; WFBG-
AM-FM-TV, Altoona, Pa.; WNHC-AM-FM-TV,
New Haven, Conn.; KFRE-AM-FM-TV, Fresno,
Calif.



Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

With the March 1 appointment of Blair Television Associates as their exclusive representative, it is now easier than ever to buy the three Keystone Stations. For up-to-the-minute information on the Keystone Stations' superiority in the Harrisburg-Lebanon-Lancaster-York market, contact your Blair Television Associates man.



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WGAL-TV—Lancaster—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....WGAL, Inc.
 Address.....Lincoln Highway W.
 Tel.: EX 3-5851.....CBS-NBC
 Representative.....Meeker
 President, Gen. Mgr.....Clair R. McCollough
 Asst. Gen. Mgr. Sales.....J. Robert Gulick
 Station Manager.....Harold E. Miller
 Program Director.....Paul Rodenhauer
 National Sales Mgr.....Robert Dreher
 Business Manager.....Harry J. Shaub, Jr.
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathlot

WCAU-TV—Philadelphia—1948

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: GR 7-8300.....CBS
 Representative.....CBS TV Spot Sales
 General Mgr.....John A. Schneider
 Gen. Sales Mgr.....James Conley
 Reg. Sales Mgr.....E. Gordon Walls
 Program Dir.....John O. Downey
 Dir. Prom. & Info.....Robert N. Pryor
 V.P. in chg. Engineering.....John G. Leitch

WFIL-TV—Philadelphia—1947

Channel: 6 VHF...AP: 37 Kw...VP: 74 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....46th & Market Sts.
 Tel.: EV 2-4700.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative.....Blair TV
 General Manager.....Roger W. Clipp
 Dir. Natl. Sales.....Edward H. Benedict
 Station Mgr.....George A. Koehler
 Gen. Sales Manager...Kenneth W. Stowman
 Chief Engineer.....Henry Rhea
 T.V. Sales Mgr.....Kenneth Curto
 Program Director.....Lew Klein
 Business Mgr.....John C. Harlan
 Owners of: WNEF-AM-FM-TV, Binghamton, N. Y.;
 WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-
 TV, New Haven, Conn.; WLYH-TV, Lebanon,
 Pa.; KFRE-AM-FM-TV, Fresno, Calif.

WRCV-TV—Philadelphia—1941

Channel: 3 VHF...AP: 50.1 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 V.P., Gen. Mgr.....Raymond Welpott
 Program Dir.....Frank Harms
 Prom., Adv. Mgr.....John P. Wiley
 Publicity Dir.....William M. Smith
 Film Co-ord.....Frank Hall
 Chief Engineer.....George Lenfest
 Owners of: WNBQ, Chicago; WNBC-TV, New York;
 WRC-TV, Washington, D. C.; KRCA, Los
 Angeles.

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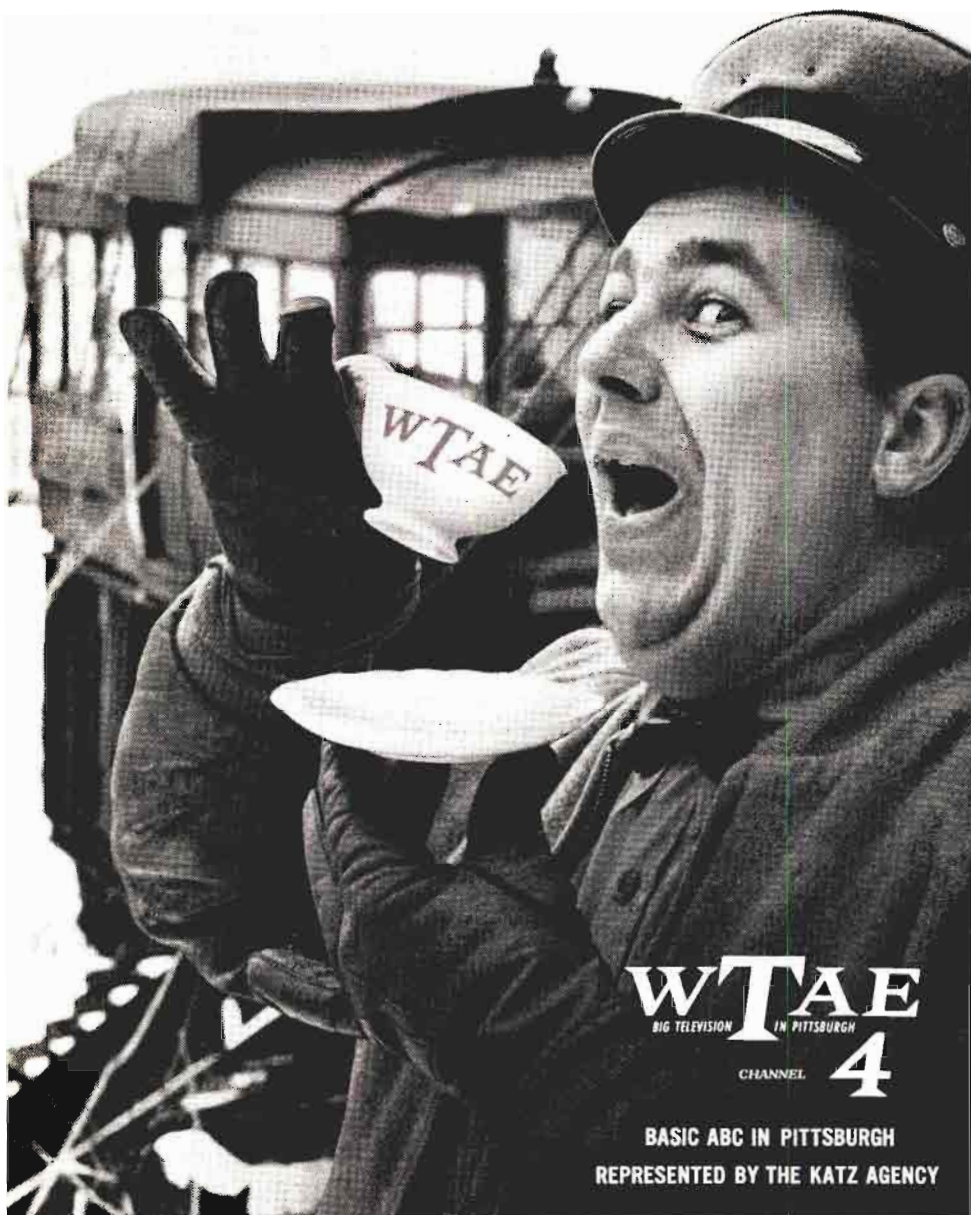
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KDKA-TV—Pittsburgh—1949

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Westinghouse Brdcasting Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 General Manager.....Jerome R. Reeves
 Comm. Manager.....Henry V. Greene, Jr.
 Promotion Director.....David N. Lewis
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 Owners of: KPXN, San Francisco, Calif.; WOWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KYW-TV, Cleveland, O.; KEX,
 Portland, Ore.; KDKA, Pittsburgh, Pa.; WIND,
 Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-
 FM, Boston, Mass.; KDKA-FM, Pittsburgh, Pa.;
 KYW-FM, Cleveland, O.; KEX-FM, Portland,
 Ore.

WIIC—Pittsburgh—1957

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....WIIC, Inc.
 Address.....341 Rising Main Ave.
 Tel.: FAirtax 1-8700.....NBC
 Newspaper Affil.....Post Gazette
 Representative.....Blair TV
 President.....H. K. Brennen
 V.P. Gen. Mgr.....Robert A. Mortensen
 Commercial Mgr.....Roger D. Rice
 Chief Engineer.....Henry Kaiser

WTAE—Pittsburgh—1958

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....Television City, Inc.
 Business Address.....400 Ardmore Blvd.
 Tel.: CHurchill 2-4300.....ABC
 Station Representative.....Katz
 President.....Earl F. Reed
 V.P. Gen. Mgr.....Franklin C. Snyder
 Exec. Vice Pres.....Leonard Kapner
 Commercial Mgr.....Alan Trench
 Operations Mgr.....Preston Stover
 Prom. Dir.....David Crantz
 Film Mgr.....Howard Reser
 Chief Engineer.....Louis P. Wagner, Jr.

WDAU-TV—Scranton—1953

Channel: 22 UHF...AP: 544 Kw...VP: 1000 Kw.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business Address.....1000 Wyoming Ave.
 Tel.: DI 2-7634.....CBS
 Representative.....HR
 President.....Mrs. M. E. Megargee
 General Mgr.....Mrs. Madge Holcomb
 General Sales Mgr.....Francis H. Conway
 Station Mgr.....Robert E. McDowell
 Program, Film Mgr.....Mort Rosenthal
 Prom., Publicity, Adv.....Doug Holcomb
 Chief Engineer.....K. R. Cooke

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**KDKA
 RADIO**
 ESTABLISHED 1920
 Represented by AM Radio Sales

KDKA-TV
 ESTABLISHED 1949
 Represented by TvAR

PENNSYLVANIA-RHODE ISLAND-SOUTH CAROLINA

WNEP-TV—Scranton—1958

Channel: 16 UHF...AP 170 Kw...VP: 850 Kw.
 Owned-Oper. By...Transcontinent TV Corp.
 Business Address...333 Madison Ave.
 Tel.: DI 3-1245...ABC
 Sta. Representative...Edward Petry
 President...David C. Moore
 Exec. V.P. Gen. Mgr...Thomas P. Shelburne
 Gen. Sales Mgr...Malcolm W. Dale
 Prom. Mgr...Mrs. Dorothy Mugford
 Owners of: WGR, AM-TV-FM, Buffalo; WDAF,
 AM-TV, Kansas City; KFMB, TV-FM-AM, San
 Diego; KERO-TV, Bakersfield.

V.P., General Manager...David M. Baltimore
 Commercial Mgr...Franklin Coslett
 Program Dir...Adrian Riso
 Promotion, Pub. Dir...Fred Foerster
 Film Mgr...Bob Gibson
 Chief Engineer...Charles Sakowski, Sr.

WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF...AP: 500 Kw...VP: 1000 Kw.
 Owned-Oper. By...WBRE TV Inc.
 Address...62 S. Franklin St.
 Tel.: VA 3-3101...NBC
 Station Rep...Bolling
 President...Louis G. Baltimore

WSBA-TV—York—1952

Channel: 43 UHF...AP: 66 Kw...VP: 132 Kw.
 Owned-Oper. By...Susquehanna Bcstg. Co.
 Address...P. O. Box 1868
 Tel.: YOrk 2-5531...ABC
 Representative...Blair TV
 President...Louis J. Appell, Jr.
 Station Mgr...Robert M. Slough
 Commercial Mgr...H. David Berlin
 Program Dir...John D. Eisenhower
 Promotion Dir...Bill Von Schlichten
 Chief Engineer...Glenn W. Winter
 Owners of: WSBA, AM; WARM, Scranton; WHIO,
 Akron.

Pop.: 855,000
 Families: 251,500

Rhode Island

Television Homes: 240,000
 TV Stas. in State: 2

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Providence

WJAR-TV—Providence—1949

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By...The Outlet Co.
 Business-Studio Address...176 Weybosset St.
 Tel.: GA 1-8255...ABC-NBC
 Representative...Petry
 President, Gen. Mgr...Joseph S. Sinclair
 Station Mgr...David J. Shurtleff
 Program Dir...Frederick R. Griffiths
 Sales Manager...Edward Boghosian
 Film Mgr...Chester Dowling
 Chief Engineer...Thomas Prior

WPRO-TV—Providence—1955

Channel: 12 VHF...AP: 182 Kw...VP: 316 Kw.
 Owned By...Capital Cities Bcstg. Corp.
 Address...24 Mason St.
 Tel.: PL 1-9776...CBS
 Representative...Blair-TV
 President...Frank M. Smith
 General Manager...Joseph P. Dougherty
 Comm. Mgr...Eugene W. Wilkin
 Prog. Dir...Raymond A. Gilvard
 Sales Prom. Mgr...James S. Wiley
 Sales Manager...Donald S. Moeller
 Prom., Publicity Dir...Jack Kavanagh
 Chief Engineer...John V. Ferri
 Owners of: WTEN-TV, WROW, both Albany,
 N. Y.; WTVD, Raleigh-Durham, N. C.; WPRO-
 AM.

Pop.: 2,390,500
 Families: 604,500

South Carolina

Television Homes: 240,000
 TV Stas. in State: 8

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Greenville, Spartanburg

WAIM-TV—Anderson—1953

Channel: 40 UHF...AP: 153.7 Kw...VP: 207.5 Kw.
 Owned-Oper. By...Wilton E. Hall
 Business Address...321 Kingsley Rd.
 Tel.: CA 6-1511...ABC-CBS

Newspaper Affil...Independent & Daily Mail
 Station Reps...Devney-O'Connell; Dora-Clayton
 Owner...Wilton E. Hall
 General Mgr...Glenn P. Warnock
 Chief Engineer...Earl Cosend

SOUTH CAROLINA-SOUTH DAKOTA

WCSC-TV—Charleston—1953

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WCSC, Inc.
 Business Address.....485 East Bay St.
 Tel.: RAYmond 3-8371.....CBS
 Representative.....Peters, Griffin, Woodward
 President, Gen. Mgr.....John M. Rivers
 Nat. Sales, Adv. Mgr.....Virgil V. Evans
 Station Manager.....Roland Weeks
 Commercial Manager.....Ralph Thornley
 Program Director.....Charles Hall
 Prom., Pub. Director.....Mrs. Lois Marshall
 Film Manager.....Annie Laurie Quarterman
 Chief Engineer.....Rudy Hughes

WUSN-TV—Charleston—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Reeves Bcstg. & Develop. Co.
 Address.....P. O. Box 879
 Tel.: TU 4-4141.....NBC-ABC
 Representative.....Bolling
 Pres., Gen. Mgr.....J. Drayton Hastie
 Sec'y, Ass't Gen. Mgr.....Doug M. Bradham
 Comm. Mgr.....A. Cohen
 Chief Engineer.....Walter M. Nelson

WIS-TV—Columbia—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Bcstg. Co. of the South
 Business Address.....1111 Bull St.
 Tel.: ALpine 3-6431.....ABC-NBC
 Representative..Peters, Griffin, Woodward, Inc.
 President.....B. Calhoun Hipp
 Exec. Vice President.....G. Richard Shafto
 Manag. Dir.....Charles A. Batson
 Comm. Manager.....Law Epps
 Program Director.....Dixon Lovvorn
 Prom. Dir.....Thomas Cureton
 Publicity Dir.....Martee Harden
 Film Manager.....Bob Humphries
 Chief Engineer.....Paul Welcome
 Owners of: WIS, AM; WSEA-TV, Montgomery.

WNOK-TV—Columbia—1953

Channel: 67 UHF..AP: 47 Kw..VP: 74.1 Kw.
 Owned-Oper. By.....Palmetto Radio Corp.
 Business Address.....1881 Main St.
 Tel.: AL 2-7737.....CBS-ABC
 Representative.....Raymer

V.P., Gen. Mgr.....H. Moody McElveen, Jr.
 Comm. Mgr.....Dick Laughridge
 Prog. Dir., Film Mgr.....Graham M. Thomas
 Promotion Director.....Pat Conder
 Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By..Jefferson Standard Bcstg. Co.
 Address.....Box 630
 Tel.: MO 2-1655.....ABC-CBS-NBC
 Representative....CBS Television Spot Sales
 President.....Joseph M. Bryan
 General Manager.....Charles H. Crutchfield
 Managing Director.....J. William Quinn
 Nat'l Sales Mgr.....John H. Brock
 Program Director.....George B. Burnette
 Prom., Pub. Director.....Whiteford Smith
 Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WMRC, Inc.
 Business Address.....505 Rutherford St.
 Tel.: CE 9-1321.....NBC
 Newspaper Affiliation.....News-Piedmont
 Station Rep.....Avery-Knodel
 President.....R. A. Jolley
 Asst. to Pres.....Wilson Wearn
 Station Mgr.....Kenneth Beachboard
 Commercial Mgr.....R. Q. Glass, Jr.
 Program Director.....Norvin C. Duncan
 Prom., Pub. Dir.....Edna Seaman
 Film Director.....Charles Howard
 Chief Engineer.....W. E. Garrison
 Owners of: WFBC, AM-FM; WORD, Spartanburg.

WSPA-TV—Spartanburg—1956

Channel: 7 VHF..AP: 144 Kw..VP: 257 Kw.
 Owned-Oper. By.....Spartan Radiocasting Co.
 Business Address.....123 N. Converse St.
 Tel.: 583-3621.....CBS
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Walter J. Brown
 Nat. Sales Mgr.....Roger Shaffer
 Film Mgr.....Larry Wilson
 Prom. Adv. Public Dir.....Bill Adams
 Program Dir.....Jim Hobbs
 Chief Engineer.....Bob Leach
 Owners of: WSPA, AM-FM.

Pop.: 684,000
 Families: 197,500

South Dakota

Television Homes: 142,000
 TV Stas. in State: 6

KXAB-TV—Aberdeen—1958

Channel: 9 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Operated By..N. Dak. Bcstg. Co. Inc.
 Address.....Country Club Road
 Tel.: BA 5-4350.....ABC-NBC-CBS
 Station Rep.....Masla
 President.....John W. Boler
 Station, Comm. Mgr.....Neal Edwards
 Program Dir.....Dick Dunne

KORN-TV—Mitchell—1960

Channel: 5 VHF..AP: 23.4 Kw..VP: 11.7 Kw.
 Owned By.....Mitchell Bcstg. Assoc. Inc.
 Address.....P. O. Box 735
 Tel.: WYman 6-5621.....NBC
 President, Gen. Mgr.....R. V. Eppel
 Commercial Mgr.....M. A. Johnson

SOUTH DAKOTA-TENNESSEE

Promotion Dir. G. Ayers
 Film Manager D. Arshem
 Chief Engineer J. Doherty

KOTA-TV—Rapid City—1955

Channel: 3 VHF . . . AP: 37.5 Kw. . . VP: 72.4 Kw.
 Owned-Oper. By . . . Duhamel Enterprises, Inc.
 Address Duhamel Bldg.
 Tel.: Fillmore 2-2000 ABC-CBS
 Station Rep. Bolling
 Pres., Gen. Mgr. Helen S. Duhamel
 Commercial Mgr. William F. Turner
 Program, Film Mgr. William Goodhope
 Operations Dir. Dan Lesmeister
 Chief Engineer Elmer Nelson
 Owners of: KOTA-AM; KDUH-TV, Hay Springs.

KRSD-TV—Rapid City—1958

Channel: 7 VHF . . . AP: 12.9 Kw. . . VP: 25.7 Kw.
 Owned Heart of Black Hills Stations
 Address 1438 Mt. View Drive
 Tel.: Fl 2-6050 NBC
 Station Rep. Masla
 Gen. Mgr., Ch. Eng. Eli Daniels
 Comm. Mgr. P. Freygang
 Station, Program Mgr. Truman Walrod

KELO-TV—Sioux Falls—1953

Channel: 11 VHF . . . AP: 123 Kw. . . VP: 220 Kw.
 Owned-Oper. By Midcontinent Bcstg. Co.
 Business Address Phillips Ave. & 13th St.
 Tel.: EDison 8-9631 ABC-CBS
 Station Representative H.R.: Evans
 President Joseph L. Floyd
 Gen., Comm. Mgr. Evans A. Nord
 Operations Mgr., Prog. Dir. Tom Sheeley
 Prom., Pub. Director Jack Townsend
 Technical Dir. Russ Artus
 Chief Engineer Les Froke
 Owners of: KELO-AM; Sioux Falls; WLOL-AM-
 FM, Minneapolis; WKOW-AM-TV, Madison;
 KSO, Des Moines.

KSOO-TV—Sioux Falls—1960

Channel: 13 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned By KSOO-TV, Inc.
 Address 8th St. & Phillips Ave.
 Tel.: EDison 4-5601 ABC-NBC
 Station Reps. Avery-Knodel; H. S. Hyett
 Pres., Gen. Mgr. Morton Henkins
 Vice President T. Barnes
 Commercial Mgr. W. Patterson
 Local Sales Mgr. Edward Starr
 Production Mgr. Al Fleming
 Technical Director M. Pierce

Pop.: 3,573,500
 Families: 982,000

Tennessee

Television Homes: 762,500
 TV Stas. in State: 14

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Chattanooga, Knoxville, Memphis, Nashville

WDEF-TV—Chattanooga—1954

Channel: 12 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By WDEF Broadcasting Co.
 Address 3300 Broad St.
 Tel.: AM 7-3392 CBS
 Representative Bramham
 President Carter M. Parham
 Station Mgr. Otis H. Segler
 Nat. Sales Mgr. Mrs. Marqo Bonney
 Program Dir. Morris Quave
 Promotion Dir. Joan Hamill
 Film Mgr. J. L. Smith
 Chief Engineer Robert Briscoe
 Owners of: WDEF, AM.

WRGP-TV—Chattanooga—1956

Channel: 3 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. By Mountain City TV, Inc.
 Business Address 1214 McCallie Ave.
 Tel.: OX 8-1505 NBC
 Representative H.R.
 President Jack Berkman
 General Manager Harry D. Burke
 Commercial Mgr. George P. Moore
 Film Manager Art Betchel
 Promotion Dir. Reg Stagmaier
 Chief Engineer B. B. Barnes
 Owners of: WBOY, AM-TV, Clarksburg; KODE,
 AM-TV, Joplin; WSTV, AM-TV, Steubenville;
 WSOL, Tampa; WPTT, Pittsburgh; KMLB, Mon-
 roe; WRDW, Augusta.

WTVC—Chattanooga—1958

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned Martin Theatres of Georgia, Inc.
 Business Address Hotel Patten
 Tel.: AM 6-4151 ABC
 Sta. Representative Young TV
 President E. D. Martin
 General Mgr. R. R. Owen
 Commercial Manager Joe Windsor
 Prog. Dir. Jack Sausman
 Promotion Director Conrad Alexander
 Ch. Eng. Leon Webb

WDXI-TV—Jackson—1955

Channel: 7 VHF . . . AP: 44 Kw. . . VP: 86.7 Kw.
 Owned-Oper. By Dixie Bcstg. Co.
 Business Address Williams Bldg.
 Tel.: 7-9611 ABC-CBS
 Representative Venard, Rintoul, McConnell
 President Aaron B. Robinson
 General Manager John E. North
 Prog. Dir., Film Mgr. James W. Hoppers
 Publicity Dir. Marqe Borg
 Chief Engineer James Thomas

WJHL-TV—Johnson City—Kingsport—1953

Channel: 11 VHF...AP: 156 Kw...VP: 316 Kw.
 Owned-Oper. By.....WJHL, Inc.
 Business Address.....137-145 W. Main St.
 Tel.: Walnut 6-2151.....ABC-CES
 Representative.....Pearson
 Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.
 Sales Mgr.....J. Will Hall
 Program Director.....Alfred Gregory
 Prom., Pub. Director.....Terry Sams
 Film Manager.....Vernita Wright
 Chief Engineer.....William C. Hunter

WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.WATE, Inc.
 Business Address.....612 S. Gay St.
 Tel.: 4-4651.....NBC
 Representative.....Avery-Knodel
 V.P., Gen. Mgr.....W. Henry Linebrough
 Comm. Manager.....J. T. McCloud
 Film Buyer.....J. H. Reese
 Chief Engineer.....Fred M. Andrews

WBIR-TV—Knoxville—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WMRC, Inc.
 Business Address.....1513 Hutchison Ave.
 Tel.: 5-8101.....CBS
 Representative.....Katz
 General, Sta. Mgr.....John P. Hart
 Prom., Pub. Dir.....Robert Wilson
 Prog. Dir., Film Mgr.....Neal Branch
 Chief Engineer.....J. Rex Horton

WTVK—Knoxville—1953

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....So. Central Bcstg. Co.
 Business Address.....P. O. Box 1388
 Tel.: Mutual 7-2313.....ABC
 Representative.....Pearson
 President, Gen. Mgr.....J. Engelbrecht
 Comm. Program Dir.....W. E. Eckstein
 Sales Promotion.....Florence Woodford
 Chief Engineer.....Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.
 Owned-Oper. By.....RKO General, Inc.
 Address.....Hotel Chisca
 Tel.: BR 2-3441.....ABC
 Representative.....H-R
 President.....Thomas F. O'Neil
 Gen. Mgr.....D. A. Noel
 Local Sales Mgr.....Alex Bonner
 Nat. Sales Mgr.....Gordon Lawhead
 Program, Prom. Mgr.....Gene Roper
 Chief Engineer.....Roy Welton
 Owners of: WHBQ-AM; WNAC-AM-FM-TV, Boston; KHJ-AM-FM-TV, Los Angeles; KFRC, San Francisco; WOR-AM-FM-TV, New York; CKLW-AM-TV, Detroit-Windsor; WGMS, Washington, D. C.; WHCT, Hartford.

WMCT—Memphis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw
 Owned-Operated.....WMC Bcstg. Co.
 Address.....1960 Union Ave.
 Tel.: Broadway 4-8515.....NBC
 Newspaper Affil.....Commercial Appeal
 Representative.....Blair TV
 President.....Mark Ferree
 General Manager.....H. W. Slavick
 Station, Comm. Mgr.....Earl Moreland
 Program, Film Mgr.....James Ferguson
 Prom., Publicity Dir.....Jack Agnew
 Chief Engineer.....E. C. Frase, Jr.
 Owners of: WMC, AM-FM.

WREC-TV—Memphis—1956

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....WREC Bcstg. Service
 Business Address.....Hotel Peabody Bldg.
 Tel.: JA 5-1313.....CBS
 Representative.....Katz
 President, Gen. Mgr.....Hoyt B. Wooten
 Commercial Mgr.....Charles B. Brakelield
 Program, Prom. Mgr.....Jack Michael
 Chief Engineer.....Wilson Raney

WLAC-TV—Nashville—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.WLAC-TV Inc.
 Address.....159 Fourth Avenue North
 Tel.: CH 2-4331.....CBS
 Representative.....Katz
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
 Ass't to Mgr.....Ruth C. Talley
 Gen. Sls. Manager.....R. M. Reuschle
 Operations Mgr.....Roy A. Smith
 Chief Engineer.....Ralph L. Hucaby

WSIX-TV—Nashville—1953

Channel: 8 VHF...AP: 109 Kw...VP: 316 Kw.
 Owned-Oper. By.....WSIX Inc.
 Business Address.....Nashville Trust Bldg.
 Tel.: AL 5-5431.....ABC
 Station Rep.....Peters, Griffin, Woodward
 President.....Louis R. Draughon
 Sta., Gen. Mgr.....E. S. Tanner
 Commercial Manager.....J. McMurry
 Operations Director.....Robert L. Chaudoin
 Prom., Pub. Dir.....W. A. Jones
 Chief Engineer.....C. R. Duke
 Owners of: WSIX, AM-FM.

WSM-TV—Nashville—1950

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....WSM, Inc.
 Address.....7th & Union
 Tel.: AL 4-5656.....NBC
 Representative.....Petry
 President.....John H. DeWitt, Jr.
 V.P., Gen. Mgr.....Irving Waugh
 Comm. Manager.....Hi Bramham
 Operations Mgr., Film Mgr.....Brad Crandall
 Prom. Dir.....Charlie Cash
 Chief Engineer.....Aaron Shelton

FORT WORTH - DALLAS



6th U. S. MARKET

Sales Management, July 10, 1960 . . .

WBAP-TV

NBC — 5

. . . tops in news, weather, color

WBAP-820

50,000 WATTS — NBC

the sociable station —
gay & interesting talk features

WBAP-570

5,000 WATTS — ABC

radio refined where music
does the talking

WBAP-FM 96.3

non-duplicated schedule
of work-along music

**WBAP REACHES
1,086,600 people in
FORT WORTH - DALLAS**



. . . an
outstanding
record
of
public
service

WBAP • AM • FM • TV

FORT WORTH — 3900 BARNETT . . . DALLAS — 1900 NORTH AKARD

Ask any Colonel: Peters - Griffin - Woodward, Inc.

Pop.: 9,669,000
Families: 2,845,500

Texas

Television Homes: 2,325,000
TV Stas. in State: 43

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Amarillo, Dallas, Fort Worth, Houston, San Antonio

KPAR-TV—Abilene— Sweetwater—1956

Channel: 12 VHF.. AP: 72.5 Kw.. VP: 145 Kw.
Owned-Oper. By..... Texas Telecasting, Inc.
Bus. Address. 7400 College Ave., Lubbock, Tex.
Tel.: SH 4-2345..... CBS
Representative..... Branham
President..... W. D. Rogers
Vice President..... W. H. Shipley
V.P., Sta. Mgr..... Jimmie Isaacs
General Sales Manager. R. S. "Bud" Nielsen
National Sales Manager..... John Henry
Program Dir..... Ray Trent
Promotion Mgr..... John L. Cahill, Jr.
Film Dir..... Dick Knerr
Chief Engineer..... Rudy Starnes
Owners of: KDUB, AM-TV, Lubbock; EVER, AM-
TV, CLOVIS, KEDY, TV, BIG SPRING.

KRBC-TV—Abilene—1953

Channel: 9 VHF.. AP: 72.5 Kw.. VP: 14.5 Kw.
Owned-Oper. By..... Abilene Radio & TV Co.
Business Address..... 4510 So. 14th St.
Tel.: OW 2-4242..... NBC
Station Rep..... Bolling
President..... Dale Ackers
Station Mgr..... William C. Terry
Commercial Manager..... George Dixon
Program Director..... Normand Mann
Chief Engineer..... Troy Mallon

KFDA-TV—Amarillo—1953

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned & Oper. By..... Amarillo Bcstg. Co., Inc.
Address..... P. O. Box 1400
Tel.: EV 3-2226..... CBS
President..... Gene L. Cagle
Gen., Sta. Mgr..... John Tyler
Production Mgr..... Dick Hall
Film Mgr..... Edmund G. Belter
Publicity Dir..... Bill E. Cook
Chief Engineer..... Bill Smith

KGNC-TV—Amarillo—1953

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Globe News Publishing Co.
Business Address..... 2000 N. Polk St.
Tel.: EVergreen 3-3321..... NBC
Newspaper Affiliation..... News, Times, Globe
Representative..... Katz
President..... Parker Prouty
General Manager..... Bob Watson
Station, Comm. Mgr..... Bill Clarke
Prom. Dir..... John Banasik
Prod. Mgr..... Bud Pursley
Chief Engineer..... W. H. Torrey

KVII-TV—Amarillo—1957

Channel: 7 VHF.. AP: 100 Kw.. VP: 316 Kw.
Owned..... Southwest States, Inc.
Business Address..... P.O. Box 925
Tel.: FL 6-5241..... ABC
Station Representative..... Bolling
President..... Cecil Trigg
Gen. Mgr..... C. W. Keys
Asst. Manager..... Bill Bailey
Commercial Mgr..... Gene Lewis
Promotion Mgr..... Bill Harkins
Chief Engineer..... C. L. Sweet
Owners of: KOSA-TV, Odessa; KR0D-TV, El Paso.

KTBC-TV—Austin—1952

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... The L-B-J Co.
Address..... Box 1155
Tel.: GR 2-2424..... ABC-CBS-NBC
Representative..... Raymer
Pres., Gen. Mgr..... J. C. Kellam
V.P., Station Relations..... Warren Woodward
Gen. Sales Manager..... O. P. (Bob) Bobbitt
Program Director..... Dan Love
Program Dir..... Cactus Pryor
Promotion Mgr..... Larry Carothers
Chief Engineer..... Ben Hearn
Owners of: KTBC, AM-FM; KRGV, AM-TV, Wes-
laco.

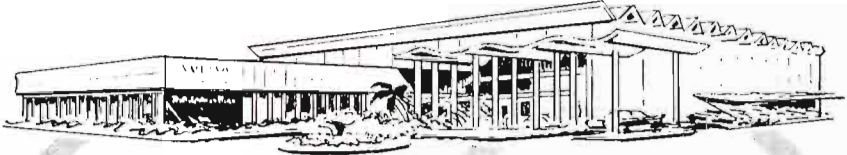
KFDM-TV—Beaumont—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Beaumont Bcstg. Corp.
Address..... 2955 Freeway W., T.V. Center
Tel.: TW 2-6622..... ABC-CBS
Representative..... Peters, Griffin, Woodward
President..... D. A. Cannan
General Manager..... C. B. Locke
Station Comm. Mgr..... Mott M. Johnson
Program Dir..... Bob McManus
Adv., Film Mgr..... M. M. Johnson
Publicity Dir..... J. DeBartolo
Chief Engineer..... Harold W. Bartlett
Owners of: KFDM-AM.

KEDY-TV—Big Spring—1956

Channel: 4 VHF.. AP: 6.3 Kw.. VP: 12.9 Kw.
Owned-Oper. By..... Texas Telecasting
Address..... 7400 College Ave., Lubbock, Tex.
Tel.: SH 4-2345 (Lubbock)..... CBS
Representative..... Branham
President..... W. D. Rogers
Vice President..... W. H. Shipley
Station Mgr..... Jack Wallace
Gen. Sales Mgr..... R. S. Nielsen
Nat'l. Sales Mgr..... John Henry
Promotion Dir..... John L. Cahill, Jr.
Chief Engineer..... Rudy Starnes
Owners of: KDUB, AM-TV, Lubbock; KVER, AM-
TV, Clovis; KPAR, Abilene.

"OUR NEW HOME"



WFAA RADIO

Your "Neighbor Of The Air" with the finest in variety programming.

820 NBC

570 ABC

DALLAS



WFAA TELEVISION

Serving over 2,000,000 Texans with quality television entertainment.

Channel 8

DALLAS



BROADCAST SERVICES OF
The Dallas Morning News

KBTX-TV—Bryan—1957

Channel: 3 VHF..AP: 30.2 Kw..VP: 60.3 Kw.
 Owned.....Brazos Bcstg. Co.
 Business Address.....Box 3237
 Tel.: VI 6-7777.....ABC-CBS
 Station Rep.....Venard, Rintoul, McConnell
 President, Gen. Mgr.....M. N. Bostick
 Sta. Mgr.....Harry Lee Gillam
 Prog. Dir.....Rod Whisenant
 Promotion Mgr.....Earl Greathouse
 Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcstg. Co.
 Business Address.....409 S. Staples St.
 Tel.: TU 3-6511.....ABC-NBC
 Representative.....Peters, Griffin, Woodward
 Pres., Gen. Mgr.....T. Frank Smith
 Commercial Mgr.....W. M. Eikner
 Film Mgr.....Miss Van Johnson
 Chief Engineer.....Jerry E. Smith

KZTV—Corpus Christi—1956

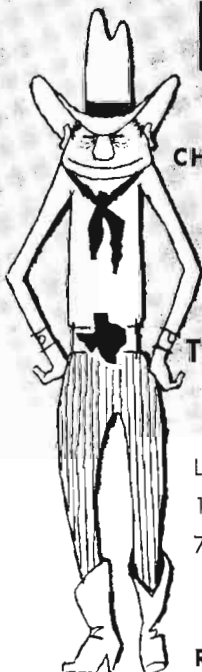
Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....KSIX-Television, Inc.
 Business Address.....Show Room Bldg.
 Tel.: Tulip 3-5415.....ABC-CBS
 Station Representative.....Branham
 Pres., Sta., Gen. Mgr.....Vann M. Kennedy
 Prom., Pub. Dir.....M. L. Kennedy
 National Sales Mgr.....Bob Payne
 Chief Engineer.....D. Taylor

KRLD-TV—Dallas—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned.....Times Herald Printing Co.
 Business Address.....Herald Square
 Tel.: RI 2-6811.....CBS
 Newspaper Affiliation...Dallas Times Herald
 Representative.....Branham
 President.....Clyde Rembert
 V.P., Gen. Mgr.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Asst. Gen. Mgr.....Ves Box
 Prom., Pub. Director.....J. W. Axtell
 Program Dir.....Fritz Kuler
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt
 Owners of: KRLD, AM-FM.

WFAA-TV—Dallas—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address...3000 Harry Hines Blvd.
 Tel.: RI 1-3315.....ABC
 Newspaper Affiliation.....Morning News
 Station Rep.....Petry
 President.....Joseph M. Dealey
 Station Manager.....Mike Shapiro
 Asst. Mgr., Comm. Mgr.....Dick Drummy
 Program Director.....Tommy Thompson
 Prom., Pub. Dir.....Casey Cohlma
 Film Manager.....Mary Gay Blackburn
 Chief Engineer.....George Krutilek



KRLD-TV

CHANNEL

4

TEXAS' BIG PICTURE

Reaching an area comprising 30% of Texas retail sales.*

*SRDS Consumer Market Data, July, 1960

Low-band channel, with maximum power, tower stands 1,685 feet above average terrain . . . reaches more than 700,000 TV Homes.

Clyde W. Rembert, President

Represented Nationally By The Branham Company



C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations—every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment—that's the *one* modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

KPRC-TV

HOUSTON, TEXAS CHANNEL 2

"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

KELP-TV—El Paso—1956

Channel: 13 VHF...AP: 15.8 Kw...VP: 26.6 Kw.
 Owned-Oper. By.....KELP TV Corp.
 Business Address.....4530 Delta St.; Box 105
 Tel.: KE 3-5911.....ABC
 Representative.....Young TV
 President.....Norman Alexander
 General Manager.....Gene Roth
 Commercial Mgr.....Ira Hartsfield
 Prom Dir.....Jack MacElrath
 Program Dir.....Jerry Baker
 Film Mgr.....Dub Harlline
 Publicity Dir.....Otto Goessi
 Ch. Eng.....Michael Gaglio

KROD-TV—El Paso—1952

Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By.....Southwest States, Inc.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....CBS
 Sta. Rep.....Bolling
 Chairman of Board.....Jack C. Vaughn
 President.....Cecil L. Trigg
 Nat. Sales Mgr.....George Collie
 Program Dir.....Bernie Bracher
 Promotion Dir.....Jim Gorman
 Film Manager.....Frank Jordan
 Chief Engineer.....Edward P. Talbott
 Owners of: KROD, AM; KRNO, San Bernardino;
 KOSA-TV, Odessa; KVH-TV, Amarillo.

KTSM-TV—El Paso—1953

Channel: 9 VHF...AP: 90 Kw...VP: 45 Kw.
 Owned-Operated By.....Tri-State Bcstg. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....NBC
 Representative.....Hollingbery
 President, Gen. Mgr.....Karl O. Wyler, Sr.
 Exec. V.P., Comm. Mgr.....Karl O. Wyler, Jr.
 Asst. V.P., Program Dir.....Jack Rye
 Prom., Publicity Dir.....Virginia Crippen
 Chief Engineer.....Kenneth J. Walton
 Owners of: KTSM, AM.

KTVT-TV—Fort Worth—1955

Channel: 11 VHF...AP: 107 Kw...VP: 210 Kw.
 Owned-Oper. By.....NAFI Telecasting, Inc.
 Address.....4801 West Freeway
 Tel.: PE 8-1951.....Independent
 Station Rep.....Blair
 President.....A. G. Flanagan
 General Mgr.....John Hopkins
 Gen. Sales Mgr.....Bill Andrews
 Program Mgr.....Arno W. Mueller
 Promotion Director.....M. Brush
 Business Mgr.....H. C. Hornburg
 Chief Engineer.....W. E. Kessel

WBAP-TV—Fort Worth—1948

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Tel.: JE 6-1981.....NBC
 Newspaper Affiliation.....Star-Telegram

Representative.....Peters, Griffin, Woodward
 President.....Amon Carter, Jr.
 V.P. & Director.....Harold V. Hough
 Gen., Sta. Mgr.....Roy Bacus
 Commercial Manager.....Jack Rogers
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Phil W. Wygant
 Film Manager.....Lynn Trammell
 Chief Engineer.....Rupert Bogan
 Owners of: WBAP, AM-FM.

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenito Bcstg. Co.
 Address.....P. O. Box 711
 Tel.: GA 3-4880.....ABC-CBS
 Representative.....Venard, Rintoul, McConnell
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Commercial Mgr.....Joe Yowell
 Program Dir.....Mal Kasanoff
 Chief Engineer.....Al Beck

KHOU-TV—Houston—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Address.....P. O. Box 11
 Tel.: JA 9-4811.....CBS
 Representative.....H. R. Television
 President.....C. Wrede Petersmeyer
 General, Sta. Mgr.....James C. Richdale, Jr.
 Comm. Manager.....Robert O. Paxson
 Film Mgr., Prog. Dir.....B. Calvin Jones
 Prom. Dir.....Roland Brazier
 Publicity Dir.....James Everhart
 Advertising Mgr.....Roland Brazier
 Chief Engineer.....Art Biggs
 Owners of: WISH-AM-TV, Indianapolis, Ind.;
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,
 Okla.; KNTV, Sacramento, Calif.

KPRC-TV—Houston—1950

Channel: 2 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Oper. By.....Houston Post Co.
 Address.....Box 1234
 Tel.: MA 3-9271.....NBC
 Newspaper Affiliation.....Post
 Representative.....Petry
 President.....Mrs. Oveta Culp Hobby
 V.P., Gen. Mgr.....Jack Harris
 Sta., Comm. Mgr.....Jack McGrew
 Production Mgr.....Ridge Radney
 Prom., Adv. Mgr.....Kirt Harriss
 Film Mgr.....Earl Corridon
 Publicity Dir.....Ednah Forester
 Chief Engineer.....Paul Huhndorfi

VITAL

BUY IN HOUSTON

a
14 of the TOP 20*

b
41.1 PRIME
TIME
SHARE *

c
HOMES DELIVERED*

9 a. m. to midnight - Sunday thru Saturday

A
41,300

B
38,100


44,400

KTRK-TV

abc basic

* ARB - Nov. 1960

KTRK-TV—Houston—1954

Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.
 Owned-Oper..Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Tel.: JA 6-1313.....ABC
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingbery
 President.....John T. Jones, Jr.
 Exec. V.P., Gen. Mgr.....W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Program Mgr.....Howard Finch
 Film Mgr.....M. B. Johnson
 Publicity Dir.....Lila Gordon
 Advertising Dir.....Paul Montague
 Chief Engineer.....Tom Hiner

KGNS-TV—Laredo—1956

Channel: 8 VHF...AP: 3 Kw...VP: 6 Kw.
 Owned By.....Southwestern Operating Co.
 Business Address.....820 Convent Ave.
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC
 Station Rep.....Bolling
 President.....Donald W. Reynolds
 Comm., Station Mgr.....Roy Bowman
 Prom. Dir.....Frisco Aguillar
 Program Director.....Dave Leyen
 Film Manager.....Ernie Ramirez
 Chief Engineer.....Irven Simpson
 Owners of: KPSA-TV, Ft. Smith; KOLQ-TV, Reno;
 KLMF-TV, Las Vegas.

KCBD-TV—Lubbock—1952

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Bryant Radio & TV Inc.
 Business Address.....5600 Ave. A.

Tel.: SH 4-1414.....ABC-NBC
 Representative.....Raymer
 Pres., Gen. Manager.....Joe H. Bryant
 Asst. Gen. Manager.....Robert L. Snyder
 National Sales Mgr.....Ray Poindexter
 Comm. Manager.....George L. Tarter
 Program Director.....Bill Taylor
 Production Mgr.....Everett George
 Film Mgr.....Leon Feazell
 Publicity Mgr.....Joan Prigmore
 Chief Engineer.....Frank Lee
 Owners of: KCBD, AM.

KDUB-TV—Lubbock—1952

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Texas Telecasting, Inc.
 Bus. Address.....7400 College Ave.
 Tel.: SH 4-2345.....CBS
 Representative.....Branham
 Pres., Gen. Mgr.....W. D. (Dub) Rogers
 Vice President.....W. H. Shipley
 Gen. Sales Mgr.....R. S. "Bud" Nielsen
 National Sales Manager.....John Henry
 Program Dir.....Ray Trent
 Film Director.....Dick Knerr
 Promotion Mgr.....John L. Cahill, Jr.
 Chief Engineer.....Rudy Starnes
 Owners of: KDUB, AM; KVER, AM-TV, Clovis;
 KPAR, Abilene; KEDX, Big Spring.

KTRE-TV—Lufkin—1955

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.
 Owned-Oper. By...Forest Capital Bcstg. Co.
 Business Address.....P. O. Box 701
 Tel.: NE 4-7771.....NBC-CBS-ABC
 Sta. Rep. Venard, Rintoul, McConnell; Milville
 President.....R. W. Wortham, Jr.

1 BUY....

4 STATIONS

The West Texas Television Network serves the CBS signal to a 70 county area (62 of which are unduplicated by any W.T.T.N. stations),

"Sales Management," July 10, 1960

PEOPLE
1,140,500

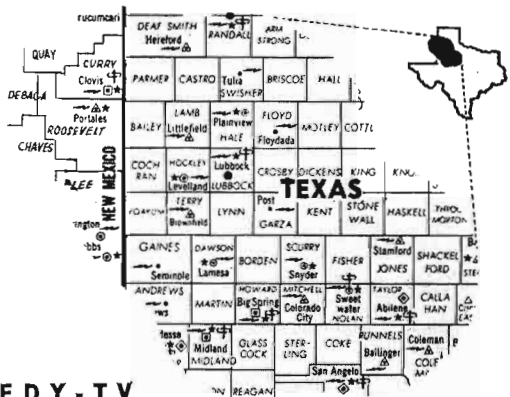
RETAIL SALES
\$1,429,728,000

BUYING INCOME
\$2,043,234,000



KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER

KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO



west texas television network

TEXAS

Gen., Sta. Mgr. Richman Lewin
Director of Sales Royce Christenson
Film Mgr. David Allen
Program Dir. Bill Carter
Prom., Publicity Dir. Pat Mathews
Chief Engineer Fred Clinton Hill
Owners of: KTRE, AM.

KMID-TV—Midland—1953

Channel: 2 VHF .. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Midessa Television Co., Inc.
Business Address P.O. Box 2758
Tel.: MU 2-7321 NBC
Rep. Venard, Rintoul & McConnell, Brown
President. J. C. Dunagan
General Manager Roy Herndon
Chief Engineer Bill Buford

KVKK-TV—Monahans—1958

Channel: 9 VHF .. AP: 10 Kw... VP: 5 Kw.
Owned By Tri-Cities Bcstg. Co.
Address Drawer K
Tel.: WI 3-3231 ABC
Sta. Rep. Melville; Masla
General, Comm. Mgr. J. Ross Rucker
Promotion Mgr. Pat Cullum
Film Mgr. Glenn White
Chief Engineer Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF .. AP: 9.12 Kw... VP: 16.6 Kw.
Owned-Oper. By G. P. Scoggins
Business Address Box 248
Tel.: LOgam 4-4181 ABC
Pres., Gen. Mgr. Lee Scarborough

KOSA-TV—Odessa—1956

Channel: 7 VHF .. AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By Southwest States, Inc.
Bus. Address 1211 N. Whitaker
Tel.: FE 7-8301 CBS
Representative Bolling
Pres., Gen. Mgr. Cecil L. Trigg
Station Manager John Vacca
Sales Manager Ed Costello
Promotion Mgr. George Gallivan
Film Dir. George Duesler
National Sales Manager George Collie
Chief Engineer Bill Schock
Owners of: KROD, AM-TV, El Paso; KRNO, San
Bernardino; KVII-TV, Amarillo.

KPAC-TV—Port Arthur—1957

Channel: 4 VHF .. AP: 50 Kw... VP: 100 Kw.
Owned Texas Goldcoast TV Inc.
Address Box 1059
Tel.: YUkon 5-5557 NBC-ABC
Station Rep. Bolling
Pres., Gen. Mgr. Julius Gordon
Sls. Mgr. Mack Newberry
Operations Mgr. John Stegall
Publicity Dir. Adeline Salter
Chief Engineer D. Daniels

KCTV—San Angelo—1953

Channel: 8 VHF .. AP: 13.5 Kw... VP: 27.5 Kw.
Owned-Oper. By... Westex Television Co., Inc.
Business Address Box 1941
Tel.: 7183 CBS
Rep. Melville, Venard, Rintoul & McConnell
President. B. P. Bludworth
Gen., Sta. Mgr. J. Harley Hubbard
Prog. Dir. A. Cobb
Advertising Mgr. Jerry Burns
Film Manager Charles Cathey
Chief Engineer Larry Charlesworth

KENS-TV—San Antonio—1950

Channel: 5 VHF .. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By Express Publ. Co.
Business Address Ave. E & 4th St.
Tel.: CA 5-7411 CBS
Representative Peters, Griffin, Woodward
Newspaper Affil. Express & News
President. Frank G. Huntress, Jr.
General Mgr. Wayne Kearn
Chief Engineer William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF .. AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By Mission Tcstg. Corp.
Business Address 1408 N. St. Mary's St.
Tel.: CA 6-7611 ABC
Station Representative Katz
President Bob A. Roth
Gen., Sta. Mgr. James M. Brown
Program Director Perry Dickey
Prom., Pub. Dir. Katie Ferguson
Film Manager Sam Rocco
Dir. of Engineering George Ing
Chief Engineer Larry Beckmann

KUAL-TV—San Antonio—1955

Channel: 41 UHF .. AP: 8.2 Kw... VP: 16.4 Kw.
Owned By Cortez Industries, Inc.
Business Address 111 Martinez St.
Tel.: Capital 7-4141 Independent
President. Raoul A. Cortez, Sr.
General Mgr. Nathan Safir
Dir. Engineering Marvin Fiedler

WOAI-TV—San Antonio—1949

Channel: 4 VHF .. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Southland Industries, Inc.
Address 1031 Navarro St.
Tel.: CA 7-4221 NBC
Representative Petry
Board Chairman Hugh Halff, Jr.
Pres., Gen. Mgr. James M. Gaines
Manager. Edward V. Chevot
Prog. Director Robert Reed
Promotion Dir. Charles Larkins
Film Manager Faye Leavitt
Chief Engineer Charles Jeffers

KCEN-TV—Temple-Waco
1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
 Owned-Oper. By.....The Bell Publishing Co
 Business Address.....17 S. 3rd St
 Tel.: PR 3-6868.....NBC
 Newspaper Affiliation.....Telegram
 Representative.....Blair TV Assoc.
 President.....Frank W. Mayborn
 General Manager.....Burton Bishop
 Asst. Manager.....Doug Thompson
 Film Mgr.....John Schreiber
 Promotion Mgr.....Bob Gates
 Publicity Dir.....Drew Flora
 Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953

Channel: 6 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Oper. By.....KCMC, Inc.
 Address.....Summerhill Road
 Tel.: 33-1133.....ABC-CBS
 Newspaper Affil.....Gazette & Daily News
 Rep.....V. R. McC; Ayers, Melville
 President.....Walter E. Hussman
 General Manager.....Walter M. Windsor
 Local Sales Mgr.....Mack S. Walker
 Program Dir.....Les Eugene
 Promotion Director.....Herb Hester
 Film Manager.....George McDonell
 Chief Engineer.....Edward Covington

KLTV—Tyler—1954

Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw.
 Owned-Oper. By.....Channel 7 Co.
 Business Address.....Box 957
 Tel.: LY 2-3873.....NBC-ABC-CBS
 Station Rep.....Bolling
 General Manager.....Marshall H. Pengra
 Sales Mgr.....John Lenox
 Program Director.....Bonnie Lenox
 Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.
 Owned-Operated By...KWTX Broadcasting Co.
 Address.....P.O. Box 7128 Triangle Station
 Tel.: PL 6-4451.....ABC-CBS
 Station Rep.....Venard, Rintoul & McConnell
 President, Gen. Mgr.....M. N. Bostick
 Commercial Manager.....Pete McNeie
 Prom. Dir.....Ralph G. Webb
 Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....The LBJ Co.
 Business Address.....309 S. Missouri Ave.
 Tel.: WO 8-3131.....ABC-NBC
 Representative.....Paul H. Raymer
 Pres., Gen. Mgr.....J. C. Kellam
 Station, Adv. Mgr.....Charles L. Brooks
 Sales Manager.....T. Marshall Weaver
 Prom., Pub. Dir.....Hank Page
 Operations Director.....Fred Noble
 Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF...AP: 70 Kw...VP: 100 Kw.
 Owned.....Wichtex Radio & TV Corp.
 Address.....Box 2040
 Tel.: 692-4530.....NBC
 Representative.....Raymer
 President.....Darrold A. Cannan
 V.P., Comm. Film Mgr.....Howard H. Fry
 V.P., Prom., Pub. Dir.....D. A. Cannan, Jr.
 Chief Engineer.....John Adams

KSVD-TV—Wichita Falls—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....KSVD-TV Co., Inc.
 Bus. Address...Seymour Hwy. & 9th; Box 2130
 Tel.: 322-6957.....CBS
 Representative.....Blair TV
 Pres., Gen. Mgr.....Syd Grayson
 Commercial Mgr.....Lambert Cain
 Film, Prog. Dir.....Stuart W. Klein
 Prom., Pub. Dir.....Mrs. Mary K. Norwood
 Chief Engineer.....Herb Wiley
 Owners of: KSVD-AM.

Pop.: 902,000
 Families: 255,000

Utah

Television Homes: 232,000
 TV Stas. in State: 5

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Salt Lake City

KVOG-TV—Ogden—1959

Channel: 9 VHF...AP: 12.5 Kw...VP: 25 Kw.
 Owned By.....United Telecast R & TV Co.
 Address.....P.O. Box 325
 Tel.: EXport 2-7535.....Independent
 Station Rep.....Grant Webb
 President, Gen. Mgr.....A. G. Webb
 Program Dir.....G. Rowan
 Chief Engineer.....D. O. Nielsen

KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 88 Kw...VP: 176 Kw.
 Owned By.....Beehive Telecasting Corp.
 Address.....P.O. Box 44
 Tel.: FRanklin 3-2951.....Independent
 Sta. Rep.....Forjoe
 Pres., Gen. Mgr.....S. B. Nissley
 Film Mgr.....Wallace E. Broberg
 Chief Engineer.....Kenneth J. Hacking

UTAH-VERMONT-VIRGINIA

**KCPX-TV—Salt Lake City
1946**

Channel: 4 VHF.. AP: 14.5 Kw.. VP: 27.1 Kw.
Owned By..... Columbia Pict. Electronics Corp.
Business Address..... 130 Social Hall Ave.
Tel.: DA 2-5681..... ABC
Representative..... Katz
V.P., General Sta. Mgr..... Norman Louvan
Commercial Mgr..... Harold Woolley
Film, Program Dir..... Dan Rainger
Publicity, Adv. Dir..... Ted Anderson
Chief Engineer..... Allan Gunderson
Owners of: KCPX, AM-FM.

KSL-TV—Salt Lake City—1949

Channel: 5 VHF... 18.2 Kw... VP: 33.1 Kw.
Owned-Oper. By... Radio Service Corp. of Utah
Business Address..... 145 Social Hall Ave.
Tel.: EL 5-4641..... CBS
Newspaper Affil..... Desert News-Telegram

Station Rep..... Blair TV
President..... Arch L. Madsen
V.P. Gen. Mgr..... D. Lennox Murdock
Gen. Sales Mgr..... Lloyd E. Cooney
Prom. & Pub. Dir..... Emanuel A. Floor
Program Film Mgr..... Duane C. Hill
Chief Engineer..... Vincent E. Clayton
Owners of: KSL, AM-FM.

KUTV—Salt Lake City—1954

Channel: 2 VHF.. AP: 25.1 Kw.. VP: 45.7 Kw.
Owned-Operated By..... KUTV, Inc.
Business Address..... 179 Social Hall Ave.
Tel.: DA 2-2550..... NBC
News Affil... Trib: Ogden Standard-Examiner
Representative..... Avery-Knodel
General, Sta. Mgr..... Brent H. Kirk
Nat. Sales Mgr..... Robert Smith
Program Superv..... Kay Dimas
Prom., Pub. Dir..... Keith Nicholson
Film Manager..... Jack Ivers
Chief Engineer..... B. R. Carpenter

Pop.: 391,500
Families: 111,000

Vermont

Television Homes: 100,000
TV Stas. in State: 1

WCAX-TV—Burlington—1954

Channel: 3 VHF.. AP: 9.5 Kw.. VP: 18.3 Kw.
Owned-Oper. By..... Mt. Mansfield TV, Inc.
Address..... 100 Market Sq
Tel.: UN 2-5671..... CBS

Representative..... Weed
Pres., Gen. Mgr..... S. T. Martin
Comm. Manager..... J. A. Dobson
Publicity Dir..... Charles S. Lewis
Film Manager..... A. Sherman Rutter
Chief Engineer..... J. W. Tierney

Pop.: 3,956,000
Families: 1,045,000

Virginia

Television Homes: 864,000
TV Stas. in State: 11

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Lynchburg, Norfolk, Portsmouth, Richmond, Roanoke

WCYB-TV—Bristol—1956

Channel: 5 VHF.. AP: 42.7 Kw.. VP: 85.4 Kw.
Owned-Oper. By... Appalachian Bcstg. Corp.
Business Address..... P.O. Box No. 1009
Tel.: NOrth 9-4161..... ABC-NBC
Station Rep..... Bolling
Pres., Gen. Mgr..... Robert H. Smith
Comm., Adv. Mgr..... J. Fey Rogers
Program Dir..... Art Countiss
Production Mgr..... James G. Evans
Chief Engineer..... Russell V. Robinson

Prog. Director..... Robert E. Lee
Promotion Mgr..... Tony Winn
Production Mgr..... Jim MacNeil
Chief Engineer..... Tom Jones

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF.. AP: 4.17 Kw.. VP: 8.32 Kw.
Owned-Oper. By... Shenandoah Valley Bcstg.
Address..... Rawley Pike
Tel.: 4-4431..... ABC-CBS-NBC
Newspaper Affil..... Wash. Eve. Star
Sta. Representative..... H-R
Pres., Sta. Mgr..... Hamilton Shea
Asst. Gen. Mgr..... Warren L. Braun
Commercial Mgr..... Richard H. Johnson

WLVA-TV—Lynchburg—1953

Channel: 13 VHF.. AP: 138 Kw.. VP: 316 Kw.
Owned-Operated By... Lynchburg Bcstg. Corp.
Address..... 2320 Langhorne Rd.
Tel.: Victor 5-1242..... ABC
Representative..... Hollingbery
Pres., Gen. Mgr..... Philip P. Allen
Comm. Adv. Mgr..... Thomas L. Turner
Prog., Film Mgr..... Warren Uttal
Chief Engineer..... John T. Orth

WAVY-TV—Norfolk—1957

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.
Owned..... Tidewater Teleradio, Inc.
Address..... 214 W. York St.
Tel.: MA 7-2345..... NBC
Representative..... H-R

Pres., Gen. Mgr. J. Glen Taylor
 V.P., Comm. Mgr. Edward J. Hennessy
 Prom., Pub. Dir. Richard Paul
 Program Mgr. Van Cantfort
 Chief Engineer. Andrew Jackson
 Owners of: WAVY, AM.

WTAR-TV—Norfolk—1950

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By. WTAR Radio-TV Corp.
 Business Address. 720 Boush St.
 Tel.: MA 5-6711. CBS
 Newspaper Affil. Norfolk Newspapers, Inc.
 Representative Petr 7
 Bd. Chairman Campbell Arnoux
 President, Gen. Mgr. Robert M. Lambe
 V.P., Operations John C. Peffer
 Program Director. Harold Soldinger
 Prom., Pub. Dir. James W. Evans
 Film Manager Harry Nicholas
 Chief Engineer. Richard Lindell

**WVEC-TV—Norfolk-Hampton
 1953**

Channel: 13 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By. Peninsula Bcsig. Corp.
 Address. 110 Third St., Norfolk
 Tel.: MA 7-7605. ABC
 Station Rep. Katz
 Pres., Gen. Manager. Thomas P. Chisman
 V.P., Sales Director Harrol A. Brauer, Jr.
 V.P., Operations Mgr. L. W. Kliewer
 V.P., Chief Engineer. William C. King, Jr.
 Commercial Mgr. C. L. Coker
 Promotion Dir. H. L. Foiles

WXEX-TV—Petersburg—1955

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By. Petersburg Television Corp.
 Address 124 W. Tabb Street
 Tel.: RE 3-7876. NBC
 Station Reps. Select: Young TV; Ayers
 President. Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr. Irvin G. Abeloff
 Comm. Mgr. Lawrence Slon
 Program Dir. Robert I. Grossman
 Film Mgr. Vernon Winn
 Promotion Mgr. Robert J. Heller
 Chief Engineer. George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF. AP: 156 Kw. VP: 316 Kw.
 Owned-Oper. By. Richmond TV Corp.
 Business Address. 5710 Midlothian Pike
 Tel.: BE 3-5461. ABC
 Reps. Harrington, Righter, Parsons
 President. C. T. Lucy
 General Manager. Barron Howard
 Commercial Mgr. James D. Clark, Jr.
 Program Director. Samuel S. Carey
 Prom., Pub. Dir. John L. Stone, Jr.
 Chief Engineer. S. T. Terry, Jr.

WTVR—Richmond—1947

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By. Havens & Martin, Inc.
 Address. 3301 W. Broad St.
 Tel.: ELgin 5-8611. CBS
 Representative Blair TV
 Pres., Gen. Mgr. Wilbur M. Havens
 Commercial Mgr. William Kemple
 Advertising Mgr. Walter A. Bowry, Jr.
 Prog. Director. John Shand
 Prom., Pub. Dir. W. J. Filer
 Film Manager. Conrad G. Rianhard
 Chief Engineer. James Kyle
 Owners of: WMBG, AM, Richmond; WCOD, FM,
 Richmond.

WDBJ-TV—Roanoke—1955

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Operated By. Times-World Corp.
 Address 201 Campbell Ave.
 Tel.: DI 3-8031. CBS
 Newspaper Affiliation. Times; World-News
 Representative. Peters, Griffin, Woodward, Inc.
 President. M. W. Armistead, III
 V.P., Broadcasting. Ray P. Jordan
 V.P. TV. John Harkrader
 Commercial Mgr. Blake Brown
 Asst. Mgr., Program. Paul E. Reynolds
 Program Mgr. Charles A. Ballou
 Promotion Mgr. Boone Boggs
 Sales Prom. Mgr. Frank C. Martin, Jr.
 Film Editor Jack Gee
 Operations Mgr. Wendell H. Siler
 Chief Engineer. J. E. Newman
 Owners of: WDBJ, AM-FM.

WSLS-TV—Roanoke—1952

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By. Shenandoah Life Stations
 Address. Church Ave., at 3rd St.
 Tel.: DI 4-9226. ABC-NBC
 Station Rep. Avery-Knodel
 President. James H. Moore
 V.P., Manager. Horace S. Fitzpatrick
 Program Dir. Melvin Linkous
 Commercial Manager. A. S. Trevillian, Jr.
 Promotion Director. C. R. Garrison
 Asst. Mgr. for Eng. J. P. Briggs
 Owners of: WSLS-AM.

**FOR STATION
 REPRESENTATIVES
 SEE PAGE 237**

Pop.: 2,877,000
Families: 919,000

Washington

Television Homes: 789,500
TV Stas. in State: 12

BROADCAST ADVERTISERS REPORTS, INC.
Audited Markets: Seattle, Spokane, Tacoma

KVOS-TV—Bellingham—1953

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.
Owned-Oper. By..... Wometco Enterprises
Business Address..... 1151 Ellis St.
Tel.: RE 3-4567..... CBS
Station Reps..... Forjoe; Stovin-Byles
President..... Rogan Jones
Executive Vice President..... David Mintz
Commercial Manager..... Fred Elsethegan
Chief Engineer..... John Price

KBAS-TV—Ephrata—1957

Channel: 16 UHF... AP: 12 Kw... VP: 20 Kw.
Owned & Operated By..... Cascade Bstg. Co.
Address..... Radio and TV Center
Tel.: GLEncoufrt 2-9111..... CBS-NBC
Station Rep..... Young
President..... T. C. Bostic
General Manager..... Jack Reber
Station Manager..... James Schroeder
Chief Engineer..... Howard Hammond

KING-TV—Seattle—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... King Bcstg. Co.
Business Address..... 320 Aurora
Tel.: MUtual 2-3555..... NBC
Representative..... Blair-TV
President..... Dorothy S. Bullitt
V.P., Business Div..... Henry B. Owen
Station Mgr., V.P. Broad Div..... Otto P. Brandt
Sales Manager..... James D. Neidigh
Program, Film Mgr..... Lee Schulman
Prom., Pub. Director..... Eric Bremner
Merchandising Mgr..... D. W. Parker
Sales Service Mgr..... Del Loder
Chief Engineer..... Robert A. Ferguson
Owners of: KGW AM-TV, Portland, Ore.; KING-
FM; KREM AM-FM-TV, Spokane, Wash.

KIRO-TV—Seattle—1958

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned..... Queen City Bcstg. Co.
Address..... 1530 Queen Anne Ave.
Tel.: AT 3-9800..... CBS
Representative..... Peters, Griffin, Woodward
Pres., Gen. Mgr..... Saul Haas
Exec. V.P..... Lincoln W. Miller
Commercial Manager..... William A. Exline
Prom., Pub. Dir..... Frances Pierce
Film Manager..... Eugene Wecker
Chief Engineer..... C. R. Morris

KOMO-TV—Seattle—1953

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Fisher's Television Co.
Business Address..... 100 4th Ave. N.
Tel.: MA 4-6000..... ABC

Sta. Representative..... Katz
President..... O. D. Fisher
Exec. V.P. & Gen. Mgr..... W. W. Warren
Nat. Sls. Mgr..... Reg Miller
Mgr. Programming..... Dave Crockett
Program Manager..... Tom Rogstad
Film Editor..... Arden Skoog
Sales Promotion Manager..... Eddi Hanna
Auditor, Prom. Mgr..... Margaret Hagerly
Sales Manager..... Bill Hubbach
Pub. Rel. Mgr..... Arthur Gerbel
Merchandising Manager..... F. W. Hagerly
Chief Engineer..... C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF... AP: 60 Kw... VP: 100 Kw.
Owned..... J. C. McCaw
Business Address..... 5534 N. 35 St., Tacoma
Tel.: SKYline 2-3544, Tacoma..... Independent
Station Rep..... Clarke Brown
President..... J. Elroy McCaw
General Manager..... James Hawkins
Program Director..... John Jarstad
Chief Engineer..... Ken Williams

KHQ-TV—Spokane—1952

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... KHQ, Inc.
Address..... S. 4202 Regal St.
Tel.: KEystone 4-0511..... NBC
Representative..... Katz
Pres., Gen. Mgr..... R. O. Dunning
Commercial Mgr..... J. Birney Blair
Program, Film Mgr..... John Fahey
Promotion, Publicity Dir..... Irving Smith
Chief Engineer..... Dee Waymlre

KREM-TV—Spokane—1955

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned..... KREM Bcstg. Co.
Address..... 4103 S. Regal
Tel.: KE 4-0423..... ABC
Representative..... Petry
President..... Mrs. Scott Bullitt
Station Mgr..... Robert Temple
Commercial Mgr..... Ted Richeson
Program Dir..... Walt Schaar
Chief Engineer..... Edward P. Antosyn
Owners of: KREM, AM-FM.

KXLY-TV—Spokane—1953

Channel: 4 VHF... AP: 27 Kw... VP: 48 Kw.
Owned-Oper. By..... KELP TV Corp.
Address..... 315 W. Sprague Ave.
Tel.: MAdison 4-4291..... CBS
Representative..... H-R
President..... Norman Alexander
General Manager..... James Agostino
Commercial Mgr..... Robert V. Weitze

WASHINGTON-WEST VIRGINIA

Program Dir. Terry Mason
 Promotion Dir. Jack Lantry
Chief Engineer Dave Green
 Owners of: KELP-TV, El Paso.

KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Operated By... Tribune Publishing Co.
 Business Address... S. 11th & Grant Sts.
 Tel.: FP 3-2561
 CBS
 Newspaper Affil. Tacoma News Tribune
Representative Weed
 Station Mgr. Max H. Bice
 Commercial Mgr. Herchel Cary
 Program, Film Mgr. Dell Spencer
 Chief Engineer. Dick F. Engh

KIMA-TV—Yakima—1953

Channel: 29 UHF... AP: 115 Kw... VP: 191 Kw.
 Owned-Oper. By... Cascade Bestg. Co., Inc.
 Business Address... Box 702

Tel.: GL 2-9111... CBS-NBC
 Station Rep. Young TV: Art Moore
 President. Thomas C. Bostic
 General Mgr. Jack Reber
 Commercial Mgr. William F. Grogan
 Program Director. James W. Nolan, Jr.
 Promotion Director. Robert H. Horn
 Film Manager. June Neel
 Chief Engineer. M. E. Burrill
 Owners of: KIMA, AM: KEPR, AM-TV, Pasco:
 KWIQ, Moses Lake; KLEW-TV, Lewiston:
 KBAS-TV, Ephrata.

KNDO—Yakima—1959

Channel: 23 UHF... AP: 19.9 Kw... VP: 11.6 Kw.
 Owned By... Yakima Valley TV Co.
 Address... 23 S. First St.
 Tel.: CH 8-2300... ABC
 President... Ralph Tronsrud
 General, Sta. Mgr. Hugh Davis
 Comm. Film Mgr. Leo Lyon
 Program, Publicity Mgr. Ed Morrissey
 Chief Engineer... Warren Brown

Pop.: 1,867,500
 Families: 500,000

West Virginia

Television Homes: 393,000
 TV Stas. in State: 9

BROADCAST ADVERTISERS REPORTS, INC.
 Audited Markets: Charleston, Huntington, Wheeling

WHIS-TV—Bluefield—1955

Channel: 6 VHF... AP: 28.8 Kw... VP: 50 Kw.
 Owned-Oper. By... Daily Telegraph Ptg. Co.
 Business Address... Municipal Bldg.
 Tel.: DA 7-7115... NBC
 News. Affil. Daily Telegraph, Sunset News
 Representative Weed
 President, Gen. Mgr. H. I. Shott
 Station Manager. John C. Shott
 Prog. Dir. Orland C. Young
 Prom., Pub. Dir. Janie M. Lambert
 Film Manager. Cecil Surratt
 Chief Engineer. Kenneth Dick
 Owners of: WHIS, AM.

WCHS-TV—Charleston—1954

Channel: 8 VHF... AP: 94 Kw... VP: 158 Kw.
 Owned & Oper. By... WCHS-TV Inc.
 Address... 1111 Virginia Street East
 Tel.: DI 6-5358... ABC
 Representative... P, G & W
 President... O. Wayne Rollins
 Gen. Mgr. John T. Gelder, Jr.
 V.P.'s... Mrs. M. Copley, H. B. Tippie
 V.P., Dir. of Sales... G. Barenbregge
 Program Director... D. Martin
 Promotion Director... H. M. Brawley
 Publicity Dir... Tim Crow
 Engineering Dir... G. Russell Chambers
 Chief Eng... G. Brick
 Owners of: WCHS-AM; WGEE-AM, Indian, Ind.;
 WEAR-TV, Mobile, Ala.; WPTZ-TV, Platts-
 burgh, N. Y.; WAMS-AM, Wilmington, Del.;
 WJWL-AM, Georgetown, Del.

WBOY-TV—Clarksburg—1957

Channel: 12 VHF... AP: 275 Kw... VP: 137 Kw.
 Owned... WSTV, Inc.
 Business Address... 912 W. Pike St.
 Tel.: MA 4-7573... CBS-NBC
 Station Rep. Avery-Knodel
 President... Jack N. Berkman
 General Mgr. Roger Garrett
 Managing Dir. Robert O. Runnerstrom
 Commercial Mgr. Gene Kline
 Program Director... Robert Toothman
 Publicity, Promotion Dir... James Valentine
 Film Mgr. Carl Floyd
 Chief Engineer... Harry Brown
 Owners of: WSTV, AM-TV-FM, Steubenville:
 KODE, AM-TV, Joplin; WSOL, Tampa; WPTT,
 AM-TV, Pittsburgh; KMLB, AM-FM, Monroe;
 WRGW, Augusta; WRGP, Chattanooga.

WJPB-TV—Fairmont—1954

Channel: 5 VHF... AP: 100 Kw... VP: 50 Kw.
 Owned By... WJPB-TV, Inc.
 Address... 400 Quincy St.
 Tel.: Fairmont 8000... ABC-CBS
 Newspaper Affiliation... Mannington Times
 Station Rep... Gill Perna
 President, Gen. Mgr. J. Patrick Beacom
 Station, Prom. Dir... Robert C. Connelly
 Comm., Adv. Mgr. Eugene Adam
 Program Dir... N. C. Pelligrin
 Film Mgr... B. Ralph Snyder
 Publicity Dir... Ray Herst
 Chief Engineer... Edward Yerky

WEST VIRGINIA-WISCONSIN

WHTN-TV—Huntington—1955

Channel: 13 VHF..AP: 200 Kw..VP: 316 Kw.
Owned-Oper. By..... Reeves Broadcasting
Address 625 Fourth Avenue
Tel.: JA 5-7661..... CBS
V.P., Gen. Mgr..... O W. Meyers
Comm. Manager..... George Miller
Chief Engineer..... Chas. Prohaska

WSAZ-TV—Huntington—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned By..... WJR, The Goodwill Station
Address..... 201 Ninth St.
Tel.: JA 9-4127..... NBC
Newspaper Affil. Huntington Publishing Co.
Station Representative Katz
President Worth Kramer
V.P., Gen. Mgr..... C. Tom Garten
Sta. Mgrs..... Garten & J. L. Sinclair
Program Dir..... Richard C. Dreyfuss
Prom., Publicity Dir..... Jack M. Williams
Film Manager..... David S. Bond
Chief Engineer..... John P. Clay
Owners of: WSAZ, AM.

WOAY-TV—Oak Hill—1954

Channel: 4 VHF..AP: 68 Kw..VP: 100 Kw.
Owned-Oper. By..... Robert R. Thomas, Jr.
Business Address..... Box 251
Tel.: HO 9-3361..... CBS
Representative Pearson

Pres., Gen. Mgr..... Robert R. Thomas, Jr.
Comm Sta. Mgr..... Robert R. Brown
Program, Prom. Mgr..... A. Mechesnow
Chief Engineer..... Thomas Phillips

WTAP-TV—Parkersburg—1953

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper. By..... Zanesville Publishing Co.
Business Address..... 121 W. Seventh St.
Tel.: HU 5-4589..... ABC-CBS-NBC
Representative Pearson
President Clay Littick
Managing Dir..... Allan Land
General Mgr..... Gene P. Loffler
Commercial Mgr..... William Vianes, Jr.
Prog. Dir., Film Mgr..... Ronald W. Maines
Chief Engineer..... William A. Hunt, Sr.

WTRF-TV—Wheeling—1953

Channel: 7 VHF..AP: 156 Kw..VP: 316 Kw.
Owned-Oper. By..... WTRF-TV, Inc.
Business Address..... Ogden Bldg.
Tel.: CE 2-7777..... NBC
Newspaper Affil. Dix Newspapers
Representative Hollingbery
Exec. V.P., Gen. Mgr..... Robert W. Ferguson
Comm. Mgr..... H. Needham Smith
Prog. Director..... Garry Vorhees
Promotion Director..... James Knight
Publicity Director..... Mary Neal
Film Manager..... William Ney
Chief Engineer..... Howard Daubenmeyer

Pop.: 3,943,000

Families: 1,164,500

Wisconsin

Television Homes: 1,068,000

TV Stas. in State: 13

BROADCAST ADVERTISERS REPORTS, INC.

Audited Markets: Green Bay, Madison, Milwaukee, Superior

WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.
Owned-Oper. By..... Central Bestg. Co.
Business Address..... 2415 So. Hastings Way
Tel.: TE 2-3745..... ABC-CBS-NBC
President..... W. C. Bridges
Gen. Sta. Manager..... Leo Howard
Comm. Program Mgr..... Wayne McNulty
Chief Engineer..... T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..... Norbertine Fathers
Business Address..... 115 South Jefferson St.
Tel.: HE 2-3331..... CBS
Station Rep. Katz
General Manager..... Haydn R. Evans
Nat. Sales Mgr..... Earl H. Huth
Program Dir..... Greg McElrone
Promotion Dir..... Jim Tomlin
Film Mgr..... Don Bergner
Chief Engineer..... Wallace E. Stangel
Owners of: WBAY, AM-FM.

WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 100 Kw..VP: 50 Kw.
Owned-Oper. By..... WAVE, Inc.
Bus. Address..... Mason & Roosevelt Streets
Tel.: HE 7-5411..... NBC
Station Rep. Bolling
President..... George W. Norton, Jr.
General Manager..... Jack Gennaro
Film, Program Director..... Eldon Anspach
Commercial Mgr..... Roger Michlen
Adv., Prom. Dir..... Bill Vickery
Chief Engineer..... Harry Hill

WLUK-TV—Green Bay—1954

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper By..... M & M Broadcasting Co., Inc.
Address 306 Cherry St.
Representative Hollingbery
President..... Morgan Murphy
General Mgr..... Raymond W. Grandle
Program Dir..... Pat Kehoe
Publicity Dir..... Gladys Nashland
Chief Engineer..... Al S. Alexander

WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
 Owned & Oper. By...WKBH Television Inc.
 Address.....141 South 6th St.
 Tel.: 2-4678ABC-CBS-NBC
 Newspaper Affiliation.....Tribune
 Representative.....H-R
 Pres., Gen. Mgr.....Howard Dahl
 Comm. Mgr.....Robert Z. Morrison, Jr.
 Program Director.....Ray Scaron
 Promotional Director.....Leonard Anderson
 Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF..AP: 28.8 Kw..VP: 56.2 Kw.
 Owned-Oper. By.....TV Wisconsin, Inc.
 Bus. Address.....4801 W. Bellline Hwy.
 Tel.: CE 3-9791.....CBS
 News. Affiliation..Superior Evening Telegram
 Representative ..Peters, Griffin, Woodward
 General Manager.....Ralph O'Connor
 Commercial Manager.....Richard Nickeson
 Program Director.....Daniel Imhoff
 Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 162 Kw.
 Owned-Oper. Midcontinent Bcstg. Co. of Wisc.
 Business Address..215 West Washington Ave.
 Tel.: AL 7-2261.....ABC
 Station Rep.....Bolling
 Vice President.....Tony Moe
 Commercial Mgr.....Ben F. Hovel
 Program Dir.....Frank Bignell
 Film Mgr.....Bill Harman
 Prom., Pub. Dir.....James Roy Miller
 Chief Engineer.....Cloren Smith
 Owners of: WKOW, AM.

WMTV—Madison—1953

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.
 Owned-Oper. By.....Forward TV, Inc.
 Business Address..West Bellline Highway
 Tel.: CE 3-5381.....NBC
 Representative.....Branham
 President.....Herbert R. Ohrt
 General Mgr.....Merritt Mulligan
 Asst. Mgr.....Donald Harrer
 Film Mgr.....George Plenderleith
 Program Dir.....Jack Crowlet
 Promotion Mgr.....Wanda Montz
 Chief Engineer.....Stan Sadler

WISN-TV—Milwaukee—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Hearst Corp.
 Business Address.....759 N. 19th St.
 Tel.: DI 2-3000.....ABC
 Newspaper Affiliation.....Sentinel
 Representative.....Petry
 V.P., General Mgr.....Richard C. Goodnow
 Sales Mgr.....Richard D. Foerster
 Film Dir.....Ann Fitzsimmons
 Program Director.....Baylen Smith
 Prom., Pub. Dir.....Arthur H. Barnes
 Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Journal Co.
 Business-Trans. Address.....333 W. State St.
 Tel.: BR 1-6000.....NBC
 Newspaper Affiliation.....Journal
 Sta. Rep.....Harrington, Righter & Parsons
 General Manager.....George Comte
 Station Manager.....Robert J. Helss
 Adm. Asst.....L. W. Herzog
 Program Manager.....Sprague Vonier
 Promotion Mgr.....Bruce Wallace
 Film Manager.....James Fitzgerald
 Sales Mgr.....W. L. Snyder
 Mgr. AM & TV Engineer....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....5445 N. 27th St.
 Tel.: UP 3-1919.....ABC
 Station Rep.....Storer T.V. Sales
 Managing Director.....Roger W. LeGrand
 General Sales Mgr.....William J. Flynn
 Mgr. of Operations.....Dean McCarthy
 Promotion Mgr.....R. H. Van Roo
 Film Superv.....Dan Kunz
 Chief Engineer.....Robert Truscott
 Owners of: WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WIGB-AM-FM, Phila., Pa.; KGBS, Los Angeles.

WXIX-TV—Milwaukee—1959

Channel: 18 UHF..AP: 141 Kw..VP: 263 Kw.
 Owned-Oper. By.....WXIX-TV, Inc.
 Address.....509 W. Wisconsin Ave.
 Tel.: BR 2-1818.....Independent
 Sta. Representative.....Young TV
 President, Gen. Mgr.....Gene Posner
 Station Mgr.....Lawrence Turet
 Promotion Mgr.....Connie Kaye
 Film Mgr.....Thom Pigneguy
 Chief Engineer.....Gino Monaco

WSAU-TV—Wausau—1954

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.
 Owned-Oper. By..Wisconsin Valley TV Corp.
 Address.....Box 29
 Tel.: VI 2-1021.....ABC-CBS-NBC
 Newspaper Affil.....Record-Herald
 Representative.....Mecker Co.
 President.....George T. Frechette
 Gen. Comm. Mgr.....Richard D. Dudley
 Prom., Pub. Dir.....Tom Bolger
 Program Director.....Norbert Kellnhauser
 Film Manager.....Dan Ziebell
 Chief Engineer.....Roland W. Richard

Pop.: 332,000
Families: 99,500

Wyoming

Television Homes 77,500
TV Stas. in State: 4

KTWO-TV—Casper—1957

Channel: 2 VHF...AP: 35 Kw...VP: 71 Kw.
Owned-Operated By...Rocky Mt. TeleStations
Business Address...3900 E. Second St.
Tel.: 3-3771...ABC-NBC-CBS
Station Representative...Meeker
President...Burt Harris
Gen., Sta. Mgr....Lawrence Berger
Program, Prom. Dir....Paul Wickre
Film Manager...Chuck Beach
Chief Engineer...Marion L. Cunningham

Program, Prom. Mgr....William D. McCracken
Film Mgr....Don Wich
Owners of: KFBC-AM, KSAF, Scottsbluff.

KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 24.2 Kw...VP: 57.5 Kw.
Owned...M. & J. Ernst
Address...500 B'way, Thermopolis, Wyo.
Tel.: FI 7-2675...CBS-NBC-ABC
Representative...Gill-Perna
Gen. Mgr., Ch. Eng....Joseph P. Ernst

KFBC-TV—Cheyenne—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Frontier Bcstg. Co.
Business Address...2923 East Lincolnway
Tel.: 634-4461...ABC-CBS-NBC
Newspaper Affiliation...Eagle, Tribune
Representative...Hollingbery
President...Robert S. McCracken
Gen., Sta. Mgr....William C. Grove
Commercial Mgr....Doug Reeves

KTWX-TV—Sheridan—1960

Channel: 9 VHF...AP: 1.54 Kw...VP: 3.08 Kw.
Owned By...Rocky Mt. Tele Stations
Ad...1122 S. La Cienega Blvd., Los Angeles
Tel.: OL 2-4171...ABC-CBS-NBC
Station Rep...Meeker
President...Burt I. Harris
General, Sta. Mgr....Lawrence S. Berger
Chief Engineer...Marion Cunningham
Owners of: KTWO AM-TV, Casper; KKAR,
Pomona; KLFM, Long Beach.

**WHEN YOU CAN
HAVE THE BEST,
WHY BE SATISFIED
WITH LESS?**



Television Stations In Territories And Possessions

Guam

KUAM-TV—Agana—1956

Channel: 8 VHF. AP: 250 Kw. VP: 500 Kw.
Owned-Oper. By..... Radio Guam, Inc.
Address..... P. O. Box 368

Tel.: 7961..... ABC-CBS-NBC
Representative..... Intercontinental Services
Pres., Gen. Mgr..... Harry M. Engel
Chief Engineer..... E. R. Sibayan
Owners of: KUAM, AM.

Puerto Rico

WKBM-TV—Caguas—1960

Channel: 11 VHF. AP: 1.34 Kw. VP: 2.67 Kw.
Owned By..... American Colonial Brcstg.
Address..... P. O. Box 4189
Tel.: 3-0580..... Independent
Owner & Gen. Mgr..... R. P. Perry
Comm. Manager..... Felix Munoz
Program Dir..... Nilsa Gonzales
Chief Engineer..... E. Rivera

Sales Mgr..... Helena Martinez
Program Director..... F. R. Baez
Chief Engineer..... James Sims

WKAQ-TV—San Juan—1954

WORA-TV—Mayaguez—1955

Channel: 5 VHF. AP: 17.8 Kw. VP: 29.5 Kw.
Owned-Oper By..... Supreme Bcstg. Co., Inc.
Address..... Box 43
Tel.: 1151..... ABC-CBS
Station Rep..... Inter. American Public.
Pres., Gen. Mgr..... Alfredo R. de Arellano, Jr.
Comm., Station Mgr..... R. M. Dupont
Program Dir..... Israel A. Capiro
Film Mgr..... Rafael Lopez Sosa
Chief Engineer..... Rafael Cruz Rivera
Owners of: WKYN, Rio Piedras.

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By..... El Mundo Inc.
Bus. Address... Box 5096, Puerto de Tierra Sta.
Tel.: 3-3800..... CBS
Newspaper Affiliation..... El Mundo
Rep..... Inter-American Publications Inc.
Gen., Sta. Mgr..... H. McFadden
Promotion Mgr..... E. Tamayo
Chief Engineer..... Robert Beurket

WRIK-TV—Ponce—1958

Channel: 7 VHF. AP: .71 Kw. VP: 1.4 Kw.
Owned-Operated By... Ponce Television Corp.
Address..... Darlington Bldg.
Tel.: 2-0280..... ABC-CBS
Sta. Rep..... Inter-American Publ.
President..... George A. Mayoral
Gen., Sls. Mgr..... William Cortada
Chief Engineer..... J. A. Prather

WAPA-TV—San Juan—1954

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
Tel.: 3-3006..... ABC-NBC
Representative..... Caribbean Networks Inc.
President..... John G. Johnson
Gen. Manager..... H. Modestti

WSUR-TV—Ponce—1958

Channel: 9 VHF. AP: 1.3 Kw. VP: 2.7 Kw.
Owned..... American Colonial Bcstg. Corp.
Bus. Ad... 1000 Ponce de Leon Ave., Santurce
Tel.: 2-1278..... Independent
President, Gen. Mgr..... Ralph P. Perry
Chief Engineer..... E. Nunez

SEE PAGE 663
FOR PUERTO RICO ASSN. OF BROADCASTERS

Canadian Television Stations

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CBAFT-TV	Moncton, N. B.	830	CHEK-TV	Victoria, B. C.	829
CBFT	Montreal, Que.	833	CHEX-TV	Peterborough, Ont.	832
CBHT	Halifax, N. S.	831	CHLT-TV	Sherbrooke, Que.	834
CBLT	Toronto, Ont.	832	CHSJ-TV	Saint John, N. B.	830
CBMT	Montreal, Que.	833	CJBR-TV	Rimouski, Que.	833
CBOFT	Ottawa, Ont.	832	CJCB-TV	Sydney, N. S.	831
CBOT	Ottawa, Ont.	832	CJDC-TV	Dawson Creek, B. C.	829
CBUT	Vancouver, B. C.	829	CJFB-TV	Swift Current, Sask.	834
CBWAT	Kenora, Ont.	831	CJIC-TV	Sault Ste. Marie, Ont.	832
CBWFT	Winnipeg, Manit.	830	CJLH-TV	Lethbridge, Albita.	829
CBWT	Winnipeg, Manit.	830	CJON-TV	St. John's, Nfld.	830
CBYT	Corner Brook, Nfld.	830	CJSS-TV	Cornwall, Ont.	831
CF CJ-TV	Port Arthur, Ont.	832	CKBI-TV	Prince Albert, Sask.	834
CFCL-TV	Timmins, Ont.	832	CKBL-TV	Matane, Que.	833
CFCM-TV	Quebec City, Que.	833	CKCK-TV	Regina, Sask.	834
CFCR-TV	Kamloops, B. C.	829	CKCO-TV	Kitchener, Ont.	831
CFCY-TV	Charlottetown, P.E.I.	833	CKCW-TV	Moncton, N. B.	830
CFLA-TV	Goose Bay, Lab.	829	CKGN-TV	North Bay, Ont.	832
CFPL-TV	London, Ont.	831	CKMI-TV	Quebec City, Que.	833
CFQC-TV	Saskatoon, Sask.	834	CKNX-TV	Wingham, Ont.	832
CFRN-TV	Edmonton, Albita.	829	CKOS-TV	Yorkton, Sask.	834
CFSN-TV	Stephenville, Nfld.	830	CKRN-TV	Rouyn-Noranda, Que.	834
CHAB-TV	Moose Jaw, Sask.	834	CKRS-TV	Jonquiere, Que.	833
CHAT-TV	Medicine Hat, Albita.	829	CKSO-TV	Sudbury, Ont.	832
CHAU-TV	Carleton, Que.	833	CKTM-TV	Three Rivers, Que.	834
CHBC-TV	Kelowna, B. C.	829	CKVR-TV	Barrie, Ont.	831
CHCA-TV	Red Deer, Albita.	829	CKWS-TV	Kingston, Ont.	831
CHCH-TV	Hamilton, Ont.	831	CKX-TV	Brandon, Manit.	830
CHCT-TV	Calgary, Albita.	828			

Television Stations Of Canada

Alberta

CHCT-TV—Calgary—1954

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned By..... Calgary Television, Ltd.
 Address..... 955 Rideau Road
 Tel.: CH 3-3491..... CBC
 Sales Rep..... All-Canada TV, Weed

President..... F. R. Shaw
 General Mgr..... A. M. Cairns
 Commercial Mgr..... J. Norman Inkster
 Operations Mgr..... Ron Chase
 Prom., Publicity Mgr..... Ian Grant
 Film Manager..... Gordon Warner
 Chief Engineer..... Lee Crawley

CFRN-TV—Edmonton—1954

Channel: 3 VHF... AP: 90 Kw... VP: 180 Kw.
 Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.
 Business Address... 102 C.P.R. Bldg.
 Tel.: HU 9-2572... CBC
 Sta. Reps., TV Reps.: Young Canadian; Oakes
 Pres., Gen. Mgr.... G. R. A. Rice
 Station Mgr.... S. S. Lancaster
 Commercial Mgr.... Dan Kauffman
 Program Director.... George Kidd
 Film Manager.... Keith Neale
 Prom. Director.... Ross Langmaid
 Production Mgr.... Don C. Brinton
 Chief Engineer.... Ted Wadson

CJLH-TV—Lethbridge—1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
 Owned-Oper. By... Lethbridge TV, Ltd.
 Address... P. O. Box 1120
 Tel.: FA 7-1521... CBC
 Representatives... All-Canada TV; Weed
 President, Mgr. Dir.... N. Botterill
 Commercial Mgr.... L. Crittenden
 Promotion Director.... Gladys Palmer
 Technical Dir.... V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.
 Owned... Monarch Bcstg. Co. Ltd.
 Address... 520 First Ave., S. E.
 Tel.: LI 8-3533... CBC
 Sta. Rep.... Weed; All-Canada
 Gen., Sta. Mgr.... R. J. Buss
 Film Manager.... Cliff Dacre
 Chief Engineer.... Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 6.5 Kw... VP: 13 Kw.
 Owned... CHCA TV Limited
 Business Address... Box 668
 Tel.: 5525... CBC
 President, Gen. Mgr.... G. A. Bartley
 Asst. Mgr.... Mrs. A. Sole
 Commercial Mgr.... Doug Clarke
 Chief Engineer.... John Jonkman



CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: 106 Kw... VP: 212 Kw.
 Owned-Oper. By... Radio Sta. CJDC Ltd.
 Bus. Address... Second Ave. & 9th St.
 Tel.: STerling 2-3341... CBC
 Station Representative... Cooke
 Pres., Gen. Mgr.... H. L. Michaud
 Chief Engineer.... R. Messner

CFCR-TV—Kamloops—1957

Channel: 4 VHF... AP: 3.5 Kw... VP: .7 Kw
 Owned... Twin Cities TV Ltd.
 Business Address... 387 4th Ave.
 Tel.: 1021... CBC
 Pres., Gen. Mgr.... Ian G. Clark
 Comm. Mgr., Prom. Dir.... Walter Harwood
 Program Dir.... Frank Harris
 Film, Publicity Mgr.... Jean C. Ross
 Adv. Mgr.... Willie Schmidt
 Chief Engineer.... Kurt Reichenner

CHBC-TV—Kelowna—1957

Channel: 2 VHF... AP: 1.65 Kw... VP: 3.7 Kw.
 Owned... Okanagan Valley TV Co.
 Business Address... 342 Leon Ave.
 Tel.: PO 2-4535... CBC
 Representative... All-Canada TV, Weed
 President, Gen. Mgr.... Roy G. Chapman
 Adv., Comm. Mgr.... Dick Sharp
 Program, Film Mgr.... Russ Richardson
 Prom., Pub. Dir.... Norm Williams
 Chief Engineer.... Tom Wyatt

CBUT—Vancouver—1953

Channel: 2 VHF... AP: 25 Kw... VP: 47 Kw.
 Owned By... Canadian Bcstg. Corp.
 Address... 701 Hornby St.
 Tel.: MUTual 4-0246... CBC
 Program Dir.... W. Inglis
 Film Dir.... Stanley Fox
 Design Director.... D. J. S. Williams
 Technical Supervisor.... R. C. McDonald

CHEK-TV—Victoria—1956

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By... CHEK-TV, Ltd.
 Address... 3693 Epsom Drive
 Tel.: GRanite 7-1821... CBC
 President, Gen. Mgr.... David M. Armstrong
 Station Mgr.... Richard L. McDaniel
 Commercial, Film Mgr.... Douglas Taylor
 Prom., Publicity Dir.... Ken Hughes
 Chief Engineer.... Norman Bergquist



CFLA-TV—Goose Bay—1956

Channel: 8 VHF... AP: 174 Kw... VP: 438 Kw.
 Owned-Operated By... U. S. Armed Forces
 Address... U.S.A.A.F. Side, Goose Airport
 Tel.: Goose Bay... CBC
 C.B.C. Management Rep.... J. C. Puddester
 Technical Rep.... J. Tanton
 Chief Engineer.... M/Sgt. Nels Hallin

TV STATIONS OF CANADA

Manitoba

CKX-TV—Brandon—1955

Channel: 5 VHF... AP: 9.65 Kw... VP: 19.3 Kw.
Owned By... Western Manitoba Bcstrs. Ltd.
Address... 2940 Victoria Ave.
Tel.: PArkway 6-5393... CBC
Station Representative... All-Canada; Weed
Pres., Gen. Mgr... John B. Craig
Exec. Ass't, Sta. Mgr... Eric Davies
Comm. Manager... Archie Olson
Program Director... Stuart Craig
Promotion Director... Marvin Freeman
Chief Engineer... A. M. Gomez

CBWFT—Winnipeg—1960

Channel: 6 VHF... AP: 1.72 Kw... VP: 2.87 Kw.
Address... 541 Portage Ave.
Tel.: SPruce 4-2541... CBC
President... J. A. Ouimet
Director, Prairie Provinces... J. Finlay
Program Director... Dan Cameron
Public Relations Officer... J. Lusher
Regional Engineer... R. D. Calhoon

CBWT—Winnipeg—1954

Channel: 3 VHF... AP: 34.7 Kw... VP: 57.8 Kw.
Owned By... Canadian Bcstg. Corp.
Business Address... 541 Portage Ave.; Box 160
President... J. A. Ouimet (Ottawa)
Tel.: SP 4-2571... CBC
Dir. of Prairie Region... J. Finlay
Prairie Regional Prog Dir... D. Cameron
Director of TV... W. G. Carpentier
Sup. Info. Services... C. E. L'Ami
Public Rel. Officer... J. D. Lusher
Regional Engineer... R. D. Cahoon

New Brunswick

CBAFT-TV—Moncton—1959

Channel: 11 VHF... AP: 582 Kw... VP: 1.75 Kw.
Owned-Oper. By... CBC
Address... 232 St. George St.
Tel.: EV 4-3366... CBC
President... J. A. Ouimet
Station Mgr... Paul E. Carrier
Commercial Manager... Lavtie Redden
Sup. of Technical Operations... Nil D'EntreMont

CKCW-TV—Moncton—1954

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.
Owned-Oper. By... Moncton Bcstg., Ltd.
Address... Halifax St.
Tel.: EV 4-9601... CBC
Sta. Rep... Stovin-Byles; Young Canadian
Pres., Mgr. Dir... F. A. Lynds
General Mgr... Murray Goldsborough
Prog. Dir... J. S. Irvine
Prom., Publicity Dir... Murray Turner
Film Manager... Gwen MacDonald
Chief Engineer... Keith MacConnell

CHSJ-TV—Saint John—1954

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned By... New Brunswick Bcstg. Co., Ltd.
Address... 14 Church St.
Tel.: 3-3304... CBC
Gen. Mgr... George A. Cromwell
Chief Engineer... Jack Bishop

Newfoundland

CBYT—Corner Brook—1959

Channel: 5 VHF... AP: 0.32 Kw... VP: 0.64 Kw.
Owned-Oper. By... CBC
Address... Corner Brook
Tel.: Corner Brook... CBC
Station Rep... McGavren
Station Manager... C. V. Hierlihy
Sales Manager... C. Brown
Engineer... J. Parrott

CFSN-TV—Stephenville—1957

Channel: 8 VHF... AP: 174 Kw... VP: 490 Kw.
Owned-Oper... U. S. Armed Forces
Address... Stephenville
Tel.: Stephenville... CBC
President... J. A. Ouimet
G. M. Regional Broadcasting... C. Jennings
Dir. Newfoundland Regions... W. F. Galgay

CJON-TV—St. John's—1955

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.
Owned-Oper... Newfoundland Bcstg. Co., Ltd.
Business Address... Prince of Wales Street
Tel.: 7105... CBC
Newspaper Affiliation... Nfld. Sunday Herald
Station Rep... Stovin-Byles; Weed
President... Geoff Stirling
V.P., General Mgr... Don Jamieson
Sta. Mgr., Prog. Dir... Colin Jamieson
Commercial Mgr... Jack Baird
Promotion Dir... Miss Betty Piercey
Film Mgr... Nels Squires
Adv. Mgr... Charlie Pope
Chief Engineer... Oscar Herlihey

Nova Scotia

CBHT—Halifax—1954

Channel: 3 VHF AP: 33.8 Kw. VP: 56 Kw.
 Owned By..... Canadian Bcstg. Corp.
 Address..... 70 Bell Road
 Tel.: 2-8311..... CBC
 Director..... J. Simonsen
 Program Director..... Carl MacCaul
 Film Dir..... G. W. Hames
 Technical Dir..... C. G. Pottie

CJCB-TV—Sydney—1954

Channel: 4 VHF AP: 108 Kw. VP: 180 Kw.
 Owned By..... Cape Breton Bcstrs., Ltd.
 Business Address..... Mira Rd.
 Tel.: 2-5511..... CBC
 Station Representative..... All Canada; Weed
 Pres., Gen. Mgr..... J. Marven Nathanson
 Promotion Director..... J. C. McVicar
 Publicity Director..... C. M. Quinton
 Program Mgr..... Mrs. M. C. MacQuarrie
 Comm. Mgr..... Effie Williams
 Advertising Mgr..... J. A. MacDonald
 Film Mgr..... R. H. Demers
 Chief Engineer..... M. E. Bowles

Ontario

CKVR-TV—Barrie—1955

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By..... Ralph Snelgrove TV Ltd.
 Address..... P. O. Box 519
 Tel.: Parkway 6-6466..... CBC
 Station Rep..... Mulvihill; Young Canadian
 Pres., Gen. Manager..... Ralph T. Snelgrove
 Operations Manager..... Jack Mattenley
 Comm. Mgr..... Charles Tierney
 Production Director..... Joe Clark
 Program, Prom. Mgr..... Ev Smith
 Chief Engineer..... Harold Atkinson

CJSS-TV—Cornwall—1959

Channel: 8 VHF AP: 130 Kw. VP: 260 Kw.
 Owned By..... Cornwall Bcstg. Ltd.
 Address..... 237 Water St.
 Tel.: Wellington 2-5180..... CBC
 Station Reps..... Stovin-Byles; Weed
 General Mgr..... D. W. G. Martz
 Program, Film Mgr..... W. Ellison
 Promotion Dir..... B. McCadden
 Chief Engineer..... W. Still

CHCH-TV—Hamilton—1954

Channel: 11 VHF AP: 90 Kw. VP: 150 Kw.
 Owned By..... Niagara Television Ltd.
 Address..... 163 Jackson St. W.

Tel.: JA 2-1101..... ABC-CBS-NBC-CBC
 Sta. Rep..... All Canada; Adam Young
 President, Gen. Mgr..... Kenneth D. Soble
 Asst. Mgr..... S. J. Bibby
 Commercial Mgr..... Harold G. Burley
 Sales Manager..... R. M. Vansickle
 Prog. Manager..... J. S. Purvis
 Promotion Dir..... Hugh T. Trueman
 Production Mgr..... Jack O. Burghardt
 Film Manager..... D. Gale
 Chief Engineer..... W. E. Jaynes

CBWAT—Kenora—1959

Channel: 8 VHF AP: 247 Kw. VP: 493 Kw.
 Owned By..... CBC
 Address..... CBC, Ottawa
 Tel.: Kenora..... CBC
 Dir., TV Opera. Ont..... J. R. W. Graham

CKWS-TV—Kingston—1954

Channel: 11 VHF AP: 154 Kw. VP: 250 Kw.
 Owned By..... Frontenac Bcstg. Co. Ltd.
 Address..... 170 Queen St.
 Tel.: LI 2-4977..... CBC
 Sta. Representative..... Weed; All Canada TV
 President..... W. R. Davies
 Gen. Mgr..... Don Lawrie
 Station Mgr..... R. W. Hofstetter
 Commercial Mgr..... Tom Tomkow
 Program Dir..... Gord Shale
 Promotion Dir..... Mrs. Joy Villeneuve
 Chief Engineer..... Gord Backus

CKCO-TV—Kitchener—1954

Channel: 13 VHF AP: 160 Kw. VP: 325 Kw.
 Owned By..... Central Ontario TV, Ltd.
 Address..... 864 King St. W.
 Tel.: SH 2-4335..... CBC
 Station Representative..... Hardy; Hunt; Weed
 President..... Carl Pollock
 Exec. Director..... Eugene E. Fitzgibbons
 General Manager..... W. D. McGregor
 Program Dir..... Bruce Lawson
 Film Supervisor..... Lorne Cole
 Prom., Publicity Dir..... William Whiting
 Chief Engineer..... Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF AP: 195 Kw. VP: 325 Kw.
 Owned By..... London Free Press Printing Co.
 Address..... Commissioners Rd.
 Tel.: GE 4-2115..... CBC
 Newspaper Affil..... London Free Press
 Station Reps..... All-Canada; Weed
 President..... W. J. Blackburn
 General Mgr..... M. T. Brown
 Commercial Mgr..... W. Cliff Wingrove
 Station, Program Dir..... R. A. Reinhart
 Film Mgr..... Patricia Walker
 Prom., Market Dir..... W. T. Daley
 Chief Engineer..... G. Robitaille
 Owners of: CFPL, AM-FM.

TV STATIONS OF CANADA

CKGN-TV—North Bay—1955

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.
Owned-Oper. By... Northern Bcstg. Co. Ltd.
Address... P. O. Box 1000
Tel.: GR 2-9000... CBC
Sta. Rep... Young Canadian; Mulvihill; Hunt
President... Mrs. P. A. Campbell
Station Mgr... Harvey Freeman
Commercial Mgr... Jim Gibson
Program Dir... Dave Mee
Promotion Dir... Al Fogel
Film Mgr... Eleanor Barry
Chief Engineer... Gord Ballantyne
Owners of: CHEX, AM-TV, Peterborough; CKWS,
AM-TV, Kingston; CFCL, AM, CKGN-TV, North
Bay; CKGB, Timmins; CKRL, Kirkland Lake.

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 55 Kw... VP: 31 Kw.
Owned-Oper. By... Canadian Bcstg. Corp.
Address... Box 1045
Tel.: CE 6-7331... CBC
Station Mgr... Georges Huard
Technical Dir... J. H. Book

CBOT—Ottawa—1953

Channel: 4 VHF... AP: 26.7 Kw... VP: 50 Kw.
Owned By... Canadian Bcstg. Corp.
Address... Box 1045
Tel.: CE 6-7331... CBC
Operations Mgr... Georges Huard
Program Director... Pierre Notmandin
Supervisor Info. Services... R. G. Gordon
Technical Director... J. H. Book

CHEX-TV—Peterborough—1955

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.
Owned-Oper. By... Kawartha Bcstg. Co., Ltd.
Business Address... R.R. No. 10
Tel.: RI 2-0451... CBC
Newspaper Affil... Examiner
Reps... All-Canada TV; Weed
President... Sen. Rupert Davies
General Mgr... Donald Lawrie
Station Mgr... Keith Parker
Commercial Mgr... Robert Kinsman
Prom. Mgr... Donald Alexander
Publicity Dir... Eleanor McBrien
Advertising Mgr... Marnie McTeague
Film Mgr... Paul Devlin
Chief Engineer... Bert Crump

CF CJ-TV—Port Arthur—1954

Channel: 2 VHF... AP: 35 Kw... VP: 55 Kw.
Owned By... Thunder Bay Electronics Ltd.
Business Address... 87 N. Hill St.
Tel.: 4-9685... CBC
Station Representative... Weed; All-Canada
President... H. F. Dougall
Station Mgr... G. N. Conger
Commercial Mgr... Jack Masters
Chief Engineer... G. Buetow

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.
Owned-Oper. By... Hyland Radio-TV, Ltd.
Business Address... 119 East Street
Tel.: AL 6-7494... CBC-CBS-NBC
Representatives... All-Canada TV; Weed
President... Mrs. J. G. Hyland
Gen., Sta. Mgr... R. H. Ramsay
Commercial Mgr... E. W. Plouffe
Program Director... P. Fockler
Film Mgr... Beverly Kovacs
Chief Engineer... Dave Irwin

CKSO-TV—Sudbury—1953

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.
Owned By... CKSO Radio, Ltd.
Business Address... 336 Ash St.
Tel.: OS 4-0711... CBC
Representatives... Weed; All Canada TV
Chairman of Board... George M. Miller
President... W. J. Woodill
General, Sta. Mgr... Ralph Connor
Commercial Mgr... Ian Laidlaw
Program, Prom. Mgr... Wayne Cullum
Chief Engineer... Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned By... J. Conrad Lavigne Enterprises
Business Address... Box 620, Mont Sacre Coeur
Tel.: AM 4-4211... CBC
Station Representative... Mulvihill
President... J. Conrad Lavigne
General Mgr... Rene Barrette
Commercial Manager... Harry Charbonneau
Program Director... Jean DeVilliers
Promotion Director... Isabella Appleby
Film Manager... Mrs. Hazel Claremont
Chief Engineer... Rudy Fauteux
Owners of: CFCL, AM.

CBLT—Toronto—1952

Channel: 6 VHF... AP: 53.5 Kw... VP: 99.5 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 354 Jarvis St.
Tel.: WA 5-3311... CBC
Station Rep... McGavren
Station Manager... M. Hind Smith
Dir. Info. Services... R. S. Bryden
Technical Director... L. Horton

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX-TV—Wingham—1955

Channel: 8 VHF... AP: 100 Kw... VP: 180 Kw.
Owned-Oper. By... CKNX Ltd.
Address... Carling Terrace
Tel.: 158... CBC
Station Rep... All-Canada; Young Canadian
Pres., Gen. Mgr... W. T. Cruickshank
Comm. Mgr... C. R. Hamilton
Chief Engineer... Scott Reid

Prince Edward Island

CFCY-TV—Charlottetown—1956

Channel: 13 VHF... AP: 38.5 Kw... VP: 79 Kw.
 Owned-Oper. By... Island Radio Bcstg. Co., Ltd.
 Business Address... 85 Kent St.
 President... Mrs. K. Rogers
 Tel.: 7347
 Representatives... All-Canada TV; Weed
 General, Comm., Film Mgr... R. F. Large
 Promotion Mgr... M. E. Large
 Chief Engineer... J. G. Jay

Quebec

CHAU-TV—Carleton—1959

Channel: 5 VHF... AP: 100 Kw... VP: 52 Kw.
 Owned By... T. V. De La Baie Des Chaleurs Inc.
 Address... New Carlisle
 Tel.: 248 & 249
 Station Rep... CBC
 President... Hardy; Young
 General Mgr... J. Leo Hachey
 Commercial Mgr... Dr. C. H. Houde
 Chief Engineer... Pierre Stein
 Marcel Chabot

CKRS-TV—Jonquiere—1955

Channel: 12 VHF... AP: 21 Kw... VP: 42 Kw.
 Owned-Oper. By... Radio Saguenay Limited
 Address... 175 Sir Wilfrid Laurier St.
 Tel.: LI 2-4551
 Station Reps... CBC
 President... Hardy; Young Canadian
 Gen. Mgr., Prom. Dir... Henri Lepage
 Sta., Comm. Mgr... Tom Burham
 Film Manager... Paul J. Audette
 Eugene Michaud
 Program Dir... Claude Colbert
 Publicity Director... Maurice Petit
 Chief Engineer... Gerard Lemieux
 Owners of: CKRS, AM.

CKBL-TV—Matane—1958

Channel: 9 VHF... AP: 170 Kw... VP: 280 Kw.
 Owned By... Radiodiffusion de Matane Ltd.
 Business Address... 4 Rue St. Sacrament
 Tel.: 1100-1-2
 Station Rep... CBC
 Sta. Rep... Young Canadian Ltd.
 Pres., Gen. Mgr... Rene Lapointe
 Comm. Mgr... Octave Lapointe
 Station Mgr... Yvan Fortier
 Program Dir... Roger Bergeron
 Film Mgr... Jules Choulnard
 Promotion Dir... G. Lavole
 Chief Engineer... J. O. Thibeau
 Owners of: CKBL, AM.

CBFT—Montreal—1952

Channel: 2 VHF... AP: 55 Kw... VP: 31 Kw.
 Owned By... Canadian Bcstg. Corp.
 Business Address... P.O. Box 6000
 Tel.: UN 6-2571
 President... Alphonse Ouimet
 Program Director... Fernand Guerard
 Director of TV... Yves Vien
 Information Services... C. Thurber
 Film Mgr... J. Beaudoin
 Technical Dir... G. Fontaine
 Owners of: CBAFT, Moncton; CBOFT, Ottawa;
 CBWFT, Winnipeg.

CBMT—Montreal—1954

Channel: 6 VHF... AP: 26.2 Kw... VP: 43.8 Kw.
 Owned By... Canadian Bcstg. Corp.
 Address... Box 6000
 Tel.: UN 6-2571
 Station Rep... CBC
 Station Rep... CBC Comm. Services
 President... Alphonse Ouimet
 General Mgr... Gerald Lamarche
 Comm. Manager... Maurice Valiquette
 Program Dir... Kenneth Davey
 Film Mgr... Yvon Jean
 Publicity Dir... W. M. Davies
 Chief Engineer... Guy Fontaine

CFCM-TV—Quebec City—1954

Channel: 4 VHF... AP: 6.35 Kw... VP: 12.7 Kw.
 Owned By... Television De Quebec
 Address... 200 St-Jean Bosco, Ste. Foy, Que.
 Tel.: MURRAY 3-4985
 Station Rep... CBC
 Sales Rep... Weed; Hardy; Hunt
 President... Gaston Pratte
 Gen., Sta. Mgr... J. A. Pouliot
 Oper. Dir., Sales Mgr... Arthur P. Fitzgibbons
 Program Manager... Jacques Filteau
 Prom., Pub. Dir... J. P. Riopel
 Film Manager... Gerald Ross
 Chief Engineer... Gerard Fortin
 Owners of: CFCM, AM; CKMI-TV, Quebec.

CKMI-TV—Quebec City—1957

Channel: 5 VHF... AP: 2.8 Kw... VP: 5.6 Kw.
 Owned... TV de Quebec (Canada) Ltd.
 Add... 200 St-Jean Bosco, Ste. Foy, Que.
 Tel.: MU 3-4985
 Station Rep... CBC
 Station Rep... Weed; Hardy; Hunt
 President... Gaston Pratte
 General, Sta. Mgr... Jean A. Pouliot
 Oper. Dir., Sales Mgr... Arthur P. Fitzgibbons
 Program Director... George Lovett
 Prom., Pub. Dir... J. R. Riopel
 Film Manager... Gerald Ross
 Chief Engineer... Gerard Fortin
 Owners of: CFCM-TV, Quebec.

CJBR-TV—Rimouski—1954

Channel: 3 VHF... AP: 56.9 Kw... VP: 100 Kw.
 Owned By... Lower St. Lawrence Radio Inc.
 Address... 6 St. Jean St.
 Tel.: RA 3-2217
 Station Rep... CBC
 Sta. Rep... Stovin-Byles; Weed
 President... Jacques Brillant
 Gen. Sta. Manager... Andre Lecomte

TV STATIONS OF CANADA

P.R. Officer..... Harry A. Willsie
 Commercial Mgr..... L. P. Cliche
 Program Mgr..... Francois Raymond
 Promotion Dir..... Jean Chabot
 Film Mgr..... Denis Malenfant
 Chief Engineer..... Marcel Vallee

CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF... AP: 25 Kw... VP: 50 Kw.
 Owned..... Northern Radio-Radio Nord, Inc.
 Business Address..... Box 70, Rouyn
 Tel.: RO 2-7741..... CBC
 Station Reps..... Weed; Scharf
 Pres., Gen. Mgr..... David A. Gourd
 Operations Mgr..... Franco Capellari
 Film Manager..... Bob Montemurro
 Chief Engineer..... Jean-Guy Langevin

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF... AP: 186 Kw... VP: 316 Kw.
 Owned-Oper. By..... La Tribune, Ltd.
 Business Address..... 221 Dufferin St.
 Tel.: LO 9-2525..... CBC
 Newspaper Affil..... La Tribune
 Station Reps..... Allied Bcst.; Young TV
 President..... Paul Desruisseaux
 General Manager..... Alphee Gauthier
 Sta., Comm. Mgr..... Jean-Louis Gauthier
 Program Director..... Pierre Bruneau
 Promotion Director..... Georges L'Ecuyer
 Chief Engineer..... Leo Guilbeau

CKTM-TV—Three Rivers—1958

Channel: 13 VHF... AP: 42 Kw... VP: 84 Kw.
 Owned By..... TV St. Maurice, Inc.
 Address..... P.O. Box 277
 Tel.: FR 5-7311..... CBC
 Station Reps..... Stovin-Byles; Weed
 President, Gen. Mgr..... Henki Audet
 Commercial Mgr..... Louis Beliveau
 Program. Dir..... Claude Blain
 Film Mgr..... Albert Aubichon
 Chief Engineer..... Robert Bonneau

Saskatchewan

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF... AP: 100 Kw... VP: 53 Kw.
 Owned By..... Radio Station CHAB, Ltd.
 Address..... 127 Main St., N.
 Tel.: OX 2-6464..... CBC
 Sta. Rep..... TV Rep.; Young Canadian
 President, Gen Mgr..... Jack Moffat
 Commercial Mgr..... Joe Lawlor
 Program Director..... Terry McBurney
 Chief Engineer..... Merv Pickford
 Owners of: CHAB, AM.

CKBI-TV—Prince Albert—1958

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned By..... Central Bcstg. Co., Ltd.
 Address..... 10th St. West
 Tel.: RO 3-7421..... CBC
 Representatives..... All Canada; Weed
 Pres., Gen. Mgr..... E. A. Rawlinson
 Commercial Mgr..... Ian Robertson
 Prog. Dir., Film Mgr..... J. J. Cannon
 Chief Engineer..... Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2. VHF... AP: 53.5 Kw. VP: 100 Kw.
 Owned By..... Transcanada
 Address..... Box 2000
 Tel.: LA 3-6671..... CBC
 Newspaper Affil..... Leader Post
 Sales Rep..... Weed, All-Canada TV
 President..... Michael Sifton
 General Mgr..... H. A. Crittenden
 Asst. Mgr., Film Dir..... Lloyd Westmoreland
 Commercial Mgr..... Don Tunncliffe
 Program Dir..... H. Van Wiebe
 Technical Dir..... Lorne McBride
 Chief Engineer..... E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF... AP: 154 Kw... VP: 325 Kw.
 Owned By..... A. A. Murphy & Sons Ltd.
 Address..... 216 1st Ave. N.
 Tel.: CH 2-6611..... CBC
 Station Reps..... Young Canadian; Oakes
 President..... W. A. Murphy
 V.P., General Mgr..... G. Blair Nelson
 Sales Manager..... Will Klein
 Station Mgr..... Walter Romakow
 Program Dir..... Greg Barnsley
 Promotion Mgr..... Mrs. Jean Korchin
 Film Mgr..... Jim Salkin
 Chief Engineer..... Lyn Hoskin
 Owners of: CFQC, AM.

CJFB-TV—Swift Current—1957

Channel: 5 VHF... AP: 6.6 Kw... VP: 13.3 Kw.
 Owned..... Swift Current Telecasting Co. Ltd.
 Address..... Swift Current
 Tel.: PR 3-7266..... CBC
 Representative..... Forjoe-TV
 Pres., Gen. Mgr..... William D. Forst
 Comm. Adv. Mgr..... Walter S. Buffam
 Program. Prom. Mgr..... Julie Forst
 Chief Engineer..... J. Coulter

CKOS-TV—Yorkton—1958

Channel: 3 VHF... AP: 2.5 Kw... VP: 5 Kw.
 Owned By..... Yorkton TV Co., Ltd.
 Address..... 95 E. Broadway
 Tel.: 33-688..... CBC
 Reps..... Stovin-Byles Ltd.; Devney-O'Connell
 Pres., Prom. Mgr..... Norman Roebuck
 General Mgr..... Ronald Leigh Skinner
 Commercial Mgr..... Harold Olson
 Program Dir..... Kristin Olson
 Chief Engineer..... G. S. Skinner

The Use Of Economee Means Vitality And Economy

By PIERRE WEIS
V.P. & General Manager, Economee Television



MORE and more top stations are turning to Economee, the re-run division of Ziv-United Artists. That is the lesson of the past year in syndication.

As part of the new economics of success in local programming, a "pattern of use" has grown up among the majors, and the smaller stations, that makes Economee a flexible and almost unbeatable ally in the battle for audience and efficiency of operation.

The new use-pattern discovered by the top outlets calls for a solid run by an Economee series in Class A time, followed by an eventual "stripping" of the episodes.

Typical of the first phase of the pattern is the current programming by KABC-TV, Los Angeles, which is running Economee's "Men Into Space" on Saturday, 8-8:30 P.M. and "Man And The Challenge" on Wednesday, 7-7:30 P.M.

Among other top stations recently using Economee's productions are WCBS-TV and WABC-TV New York, WCAU-TV Philadelphia, KRON-TV San Francisco, KSD-TV St. Louis, WHDH-TV Boston, KNXT Los Angeles, WJBK-TV Detroit.

The history of Economee series such as these, is that they frequently succeed in topping their original syndication and network exposures, thus providing still fresh and quality shows to an expanded public at Economee cost to the station.

The second phase of the Economee use pattern is illustrated by a look at WGR, Buffalo. Programming Economee's "Highway Patrol" as a strip, 6-6:30 P.M., the station is regularly leading all competition in the time period with a Nielsen average of over 20 for the series.

The bases for the success of Economee

programming is clear. If a show in its first-run on a particular time period has enjoyed, say, a 25 rating, there still is 75 per cent of the audience which has not seen it. On another time slot, it will be a brand-new and pre-publicized show to this group.

Viewing only the major markets for the purposes of this limited review — but with the assurance that the pattern holds for smaller stations — here are more instances, in separate parts of the country, of the Economee impact in syndication:

At WJBK-TV, Detroit, "Highway Patrol," Saturday, 6-6:30 P.M. registers a 23.5 rating with a 43 per cent share of audience.

On WMAL-TV in Washington, D. C., "Science Fiction Theatre" for five years, in the Sunday, 6-6:30 P.M. time spot, has dominated the half-hour with a consistent rating pattern of between 18 and 20.

At KSTP-TV, St. Paul, Minnesota, Economee's "Mr. D.A." — 10:30-11:00 P.M., Wednesdays — has averaged a 20.6 rating over the years it has been shown there. "Harbor Command" on the same station at 10:30-11:00 P.M., Tuesdays, with a 50 per cent share of audience, is another example of a series which is faring better as an Economee re-run than it did in its first viewing on the station.

In Nashville, on WSIX-TV, Monday—Friday, 6-6:30 P.M., "Mr. D.A." records an average of 29.2 in the Nielsen tabulation.

The only true measure of a show is its vitality — not only in winning audience but in influencing sales. Economee shows, properly programmed, provide that vitality at lower cost.

In a phrase: there is now greater economy in vitality programming . . . because of the greater vitality of Economee programs.



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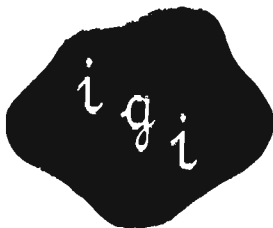
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Copy Chief.....David M. Hausdorff

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SecretaryKenneth N. Chantry
TreasurerJack Y. Berman

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Vice Pres., Prod.....J. Reid Rummage
Branch Office

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Vice Pres.....Benjamin S. Greenberg
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Phone: CRestview 4-5473

PresidentRay Anthony
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PresidentH. Arthur Schendorf
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ProducerEdmund Beloin
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Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab

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Asst. Gen. Manager, Radio..Oliver Gramling
Radio-TV News Editor..John A. Aspinwall

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Sec.-Treas.Harriet Dillion

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Sales Manager.....Jo Freuden
Talent & Promotion.....Bill Gildersleeve
Branch Office

119 West 47th St., New York 19, N. Y.

Executive-in-ChargeMiles Master
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Services Offered: Complete program building service; Package programs for radio and TV jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

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Phone: DOBbs Ferry 3-3578

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Sec. Treas.....Melvin Stack
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President.....A. Maxwell Hage

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Sec.-Treas.....Doris Erickson

Music Dir. & Prod.....Maury B. Allen

Services Offered: Complete production service, including writing, musical arrangements and directing, from idea conception to finished recording or sound film.

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 Creative Dir.....Morris M. Winer
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V.P. in Ch. Los Angeles Of.... Dick Hyland
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Coordinator of Club Activities.. Gay C. Allen

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Phone: 6297W

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1401 Peachtree St., N.E. Atlanta, Ga.
Phone: TR 4-7290

Sales, Southeast..... Marty White

39 Peachtree Circle, Columbia, S. C.

Phone: SU 7-4174

Sales, Southeast Dave Campbell
1605 Francis Pl., Monroe, La.
Phone: FA 5-5510

Sales, Southwest Ray Baker
10651 Mississippi Blvd., Coon Rapids, Minn.
Phone: HA 1-7387

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AFTRA Associate Adeleine Maneery
Business Manager Mary L. Davis
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Director Mac Davis
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Phone: MU 8-3950

President Phil Davis
V.P. Mus. Dir. Earl Paul
Secy-Treas. Loretta H. Davis
Prod. Mgr. Joe Rhodes
Copy Dir. E. C. Redding
Exec. Sect. Renee Strum

Services Offered: Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

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(See *Commercial Producers*)

ALEX DAYBREAK PRODUCTIONS

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Phone: ES 3-5236

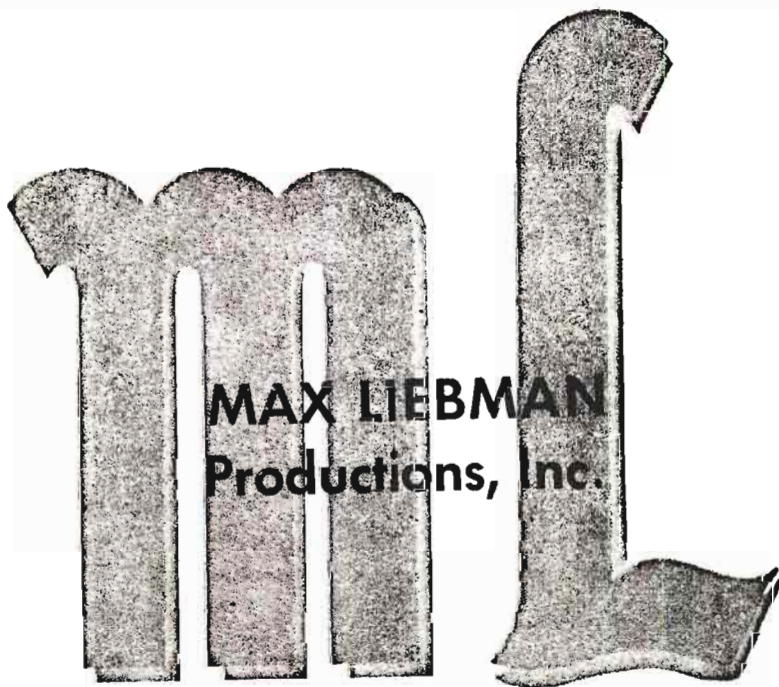
President Alex Daybreak
Services Offered: Producers of radio & TV programs, specializing in childrens TV shows, variety shows.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-2495

President Emanuel H. Demby
Client Relation Mimi Reichert
Dramatic Programs Betty Jeffries
Creative Supervisor Allen Swift

Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.



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Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, World in Space, Cavalcade of Music, etc.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.

Phone: MUrray Hill 5-6415

Contact Alfred Dixon
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

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

Phone: COlumbus 5-7035

Manager J. Knight
Services Offered: Live Talent, package shows and transcriptions, Video tapes.

DURGOM-KATZ ASSOCIATES

40 W. 55th St., N. Y. C. 19

Phone: JU 2-4900

Partner Raymond Katz
 Partner George Durgom
 Vice President Tino Barzie
 Office Manager Livia Cersosimo

Branch Office

8782 Sunset Blvd., Los Angeles 46, Cal.

Phone: OLYmpia 7-2430

Partner George Durgom
Services Offered: Production & packaging of live & transcribed 1 & 5 minute syndicated radio programs, and live and filmed TV programs.

DYNAMIC FILMS INC.

405 Park Ave., New York 22, N. Y.

Phone: PLaza 1-7447

President Nathan Zucker
 Executive V.P. Walter Lowendahl
 Pres., Medical

Dynamics, Inc. Sol S. Feuerman
 Sec., Contoller. Gerald Carrus
 Sound Supervisor. James Townsend, Jr.
 Ed. Supvr. Donald Finamore
 Program Director. Eileen Hunneston

Branch Office

573 N. Melrose, Elgin, Ill.

Phone: SH 2-0866

Executive-in-Charge Mal Middlesworth
Services Offered: Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies—Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

Productions: The Later Years, Silent Witness, Indianapolis 500, Fast 50's, Auto USA, Hypoxia, Victory Circles 1960, Corticosteroid Therapy, Performance Evaluation, Nurse Corps, USN, The Only Good Customer, For Homemakers Only, Family Centered Maternity Care.

EADE ENTERPRISES, INC.

1742 Church St., N.W., Washington 6, D.C.

Phone: ADams 2-5548

President Edith Cockrill
 Secretary Dorothy Looker
 Treasurer Evelyn Davis

Services Offered: Live TV programs, video tape, films, special consultants.

EAST-WEST TV, INC.

2221 Fern Dell Place, Hollywood 28, Calif.

Phone: HOLlywood 7-2371

President John S. Daggett

Vice President Frank Fox

Services Offered: Program producers, scripts, films for television & movies.

ECONOMEET TELEVISION PROGRAMS

(Div. of Ziv-United Artists Inc.)

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

Phone: MU 8-4700

V.P., General Manager Pierre Weis

Div. Mgrs. Dick Lawrence Ken Joseph

Services Offered: Distribution of TV Films.

Productions: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor, Comedy Theatre, Meet Corliis Archer, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theater, Doctor Christian, West Point, Men of Annapolis, Harbor Command, New Adventures of Martin Kane, Man Called X, The Man & The Challenge, Men Into Space.

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New Merritt Enterprises Inc.

500 5th Ave BR 9-4288

TV PRODUCERS

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Producing

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FUNNY MANN'S

STARRING CLIFF NORTON

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 . . studio supervisor pete welsh . . . the product
 on supervisor art rosenblum . . . senior editor
 ken collins . . . editors joanne mcgarrity red
 montier yoshi kishi dan indjian yogi cohen . .
 lso production assistants barbara horn paul
 picard scott brinker . . . bernie bennett our pu
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 awthorne edna picard . . . musicians allen hanlo
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PROGRAM PRODUCERS 

EDUCATIONAL FILM ENTERPRISES, INC.

500 N. Wilcox Ave., Los Angeles 4, Cal.
 Phone: HO 7-2806
 President, General Mgr. George Rony
Services Offered: Television programs; all phases of prod. of films of any kind; film library of historical films; producers & distributors of "Background to Battle."

ROBERT J. ENDERS, INC.

M-G-M Studios, Culver City, Calif.
 Phone: UPTon 0-3311
 President Robert J. Enders
 Vice President Stanley S. Bass
 Vice President James W. Bellah
 Secretary Melvin A. Bank
Services Offered: Television producers & packagers, features for theatrical release, industrials, documentaries.

ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.
 Phone: PLaza 1-0320
 President Jules Alberti
Services Offered: Endorsements & testimonials, live & TV.

ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.
 Phone: SPring 7-5766
 Pres., Exec. Prod. Bernard Estes
 Secretary-Treasurer Hazel Estes
 Associate Producer Jack Sheldon
 Photography Director Jack Estes
Services Offered: Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
 Phone: LAckawanna 4-3544
 Manager Edwin Fadiman
Services Offered: Production, Package Shows.

FAMOUS ARTISTS CORP.

9441 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CR 4-7433
 610 Fifth Ave., New York, N. Y.
 TV Dept. Thomas D. Tannenbaum
 David Geaber, Martin Sperger
 Syndication Sales Harold Goldman

FELIX THE CAT CREATIONS, INC.

355 Lexington Ave., New York 17, N. Y.
 Phone: YU 6-5161
 President Pat Sullivan
 Vice President Joe Oriolo
 Sec.-Treas. E. W. Poindexter
Services Offered: Producers of animation films for television.

Productions: Felix The Cat (260), Albert (39).

FREDDIE FIELDS ASSOCIATES, LTD.

410 Park Ave., New York 22, N. Y.
 Phone: MU 8-2020

President Freddie Fields
 Vice President Robert S. Groban
 Production Asst. Jeff Hand
 Secretary Robert Chuck
Service Offered: Management & production consultants to performing & creative artists & independent production companies.

THE FIRTH CORPORATION

69 Newbury St., Boston 16, Mass.
 Phone: COmmonwealth 6-4310
 President, Treas. Julian J. Smith
 Production Dir. Robert F. Friedmann
 TV Station Liaison Leslie Arries
Services Offered: Producers of Fashion Firsts, live tape or kinescope, color or B&W TV program.

FKB ENTERPRISES

9134 Sunset Blvd., Los Angeles 46, Cal.
 Phone: BR 2-0837
 President Robert Young
 Vice Pres. Eugene B. Rodney
Services Offered: Producers of TV films.

FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 W. 57th St., New York 19, N. Y.
 Phone: ClRcle 6-9131
 Pres., Treas. Gene Forrell
 Vice President Edward Thomas
 V.P., Secy. Jim Polack
 Dir. of Sales & Prod. R. M. Bradshaw

PUBLIC SERVICE WITH PROFIT



Fifteen World-Famed Newsmen at Your Service With

- SIGNED OPINION COLUMNS
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A. Maxwell Hage, President
 WORLD PRESS CENTER BUILDING
 54 WEST 40th STREET
 NEW YORK 18, N. Y.

PROGRAM PRODUCERS

Business Manager Eleanor Fogelson
Services Offered: Creation and production of radio and TV commercials. Jingles, film scores & humorous spots. Original scoring for TV, industrial and institutional films.

FOUR i PRODUCTIONS

510 Madison Ave., New York 22, N. Y.
Phone: El 5-5633

Partners.....Donald Kurz, Jay Weitzner
Services Offered: All types of TV production.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
Oxford 7-3322

Executive Producer.....Walt Framer
Promotion & Publicity.....Alan Framer
Service Offered: Package producers of live, tape, film TV shows & radio shows.

Productions: The Big Payoff, On the Square, How To.....Whose Is It, Fun On the Street, Futures Unlimited.

FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

GENERAL ARTISTS CORP.

640 Fifth Ave., New York 19, N. Y.
Phone: CIRCLE 7-7543

9025 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 1-8101

8 S. Michigan Ave., Chicago, Ill.
Phone: STate 2-6288

PresidentL. W. Kanaga
Executive V.P.....M. W. Krasny
Vice Pres., Gen Mgr.....Buddy Howc
V.P., Sales Mgr.....Herman Rush
V.P., West Coast.....Bill Weems

Services Offered: Program Production, development & sales rep. (film & live), Artists representatives.

Productions: The Perry Como Show, The Pat Boone Show, The National Guard Show, The Patti Page Show, Dave King Show, Captain Kangaroo Show, Father Knows Best Show, Ginger Rogers Show, My Friend Flicka, Many Loves of Dobie Gillis, Tate, Innocent Jones, Now Is Tomorrow, Nat King Cole Show, Ringling Bros. Circus Spec., The Chase, Happy, The Weapon Offbeat.

GBA PRODUCTIONS

(Gallucci Bros. & Assoc.)

Lake Rd., East Hampton, Conn.
Phone: ANDrew 7-9092

PresidentJoe Gallucci
General Manager.....N. T. Gallucci
Sales Manager.....Lou Gallucci
Assoc. Producer.....C. G. Harries
Assoc. Producer.....Jack Sheehan
Assoc. Director.....Lloyd Hurd
Assoc. Director.....Dick Felker

Services Offered: Special feature program.

HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.

Phone: VI 8-9444

Owner-Manager.....Harold R. Gingrich
Music Director.....Vicki Stevens
Talent Director.....Lee Raleigh
Script Director.....Bill Browne
Services Offered: Radio-Television advertising, counseling and ideas.

GIRARD-LEWIS PRODUCTIONS, INC.

5451 Marathon St., Hollywood 38, Calif.
Phone: HO 9-2411

PresidentBernard Girard
Vice President.....Robert Lewis
Sec.-Treas.Paul P. Schreiberman
Services Offered: Producers of television films.

GOLD MEDAL ENTERPRISES, INC.

550 Fifth Ave., New York, N. Y.
Phone: PLaza 7-4636

President.....Martin H. Poll
Vice-President.....C. Edwin Knill
Secretary-TreasurerSelma Tamber
Asst. Secy.-Treas.Martin Leichter
Board of Directors.....Martin H. Poll,
Alfred W. Schwalberg, Selma Tamber, C.
Edwin Knill.

Services Offered: Producers of TV programs.

GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131

President.....David P. O'Malley
Vice-PresidentGeorge Gobel
Services Offered: Television production (live and film).

Productions: The George Gobel Show, Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131

President & Gen. Mgr.....Harry S. Goodman
Vice Pres., Sales Mgr...Everett F. Goodman
Asst. to Pres.....Ralph Arlin
Traffic ManagerM. Middleton
Radio-TV Director.....Stuart Wilson

Services Offered: 1 & 5 minute radio programming features, station jingles, dramatic shows, open-end spots & kid shows for TV.

Productions: (short featurettes) Boating Tips, Cal Tinney Time, Dear Shirley, Guide to Good Health, Home Handyman, How Come, Miracle Gardening Tips, Pardon My Bloopers, Simple Science, Sport Shorts, Woman's World, Young Hollywood, Your Child & You, Your Money & You; Allen Funt's Candid Mike.

MARTIN GOODMAN PROD., INC.

36 Central Pk., South, N.Y.C. 19
Phone: PLaza 1-3555

Executives.....Geo. Spota, Arthur Willi,
Billie Biederman

Services Offered: Personal management of TV personalities and packaging.

PROGRAM PRODUCERS

GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-0600

Partner Mark Goodson
Partner William S. Todman
Executive V.P., N.Y. Bud Austin
Exec. V.P., Calif. Harris Katleman
V.P., Bus. Affairs. Howard F. Todman
Exec. Prod's. Gil Fates, Bob Stewart,
Frank Heller, Ira Skutch, Jean Kopelman,
Bob Rowe

Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 4-7357

Services Offered: Producing and packaging live and filmed TV programs for national, regional and spot sales.

Productions: Beat the Clock, What's My Line, The Price Is Right, To Tell The Truth, Play Your Hunch, The Rebel.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUDson 6-5577

President Herbert M. Moss
Exec. Vice Pres. Robert M. Volkell
Vice Pres., Prod. Fred Hertz
Vice Pres., Sales. Leonard Lawson
Services Offered: Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

GOTHAM RECORDING PRODS., INC.

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577

Producer Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

ABNER J. GRESHLER

Sunset Towers W., 8400 Sunset, Hollywood 46
Phone: OL 4-5960

Services Offered: Program producers; industrial films; commercials.

PAUL HANCE PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.
(See AM-TV Comm. Prod.)

HANNA-BARBERA PRODUCTIONS

3501 Cahuenga Blvd., Hollywood 28, Calif.
(See Commercial Producers)

BYRON HARRIOTT TV SOUND FILMS PRODS.

5075—37th St. N., St. Petersburg 14, Fla.
Phone: HE 6-8411

Producer Byron Harriott
Assoc., Dramatics & Audio. Jim Harriott
Assoc., Script Spvsr. Jack Harriott
Services Offered: S.O.F. & taped radio programs; documentaries; films produced from still fotos.

HARVEY CARTOON STUDIOS, INC.

1860 Broadway, New York 23, N. Y.
(See Producer-Distributors)

ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,
New York 17, N. Y.
Phone: PLaza 5-7145

Producer, Writer Arthur Henley
Services Offered: Packages, for TV live & film, and for radio; production and writing services. Program consultants.

HERTS-LION INTERNATIONAL CORP.

845 N. Seward St., Hollywood, Calif.
Phone: HO 4-6121

President Kenneth Herts
Exec. Vice President. Leo Guild
Treasurer Sid Felson
Services Offered: Producers of TV & motion picture films.

Productions: Unsolved, La Femme, Tales of the Unexplained, Beverly Hills Is My Beat, Never Marry A Ranger, Road Block.

SANDY HOWARD PRODUCTIONS

8782 Sunset Blvd., Hollywood 46, Calif.
Phone: OLYmpia 7-2430

President Sandy Howard
Services Offered: Producers of live & filmed TV programs, motion pictures.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-5877

Owner Bernard Howard
Services Offered: Producers of programs & commercials.

H-R PRODUCTIONS, INC.

17 E. 45th St., N. Y. C. 17
Phone: OXFord 7-0725

President Herbert Rosen
Services Offered: Producers of complete films to order, package shows, full-length feature films, mood & bridge music library svc. for TV & 16mm productions, sound effect records.

IDEES GRANDES, INC.

524 West 57th St., New York, N. Y.
Phone: CLrele 5-1612

Owners. Jackie Gleason, Jack Philbin
Services Offered: Producers of TV packages and ideas.

IMPA PRODUCTIONS, LTD.

660 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 2-9200

Producers, Owners. Irving Mansfield,
Peter Arnell
Services Offered: TV & Radio Programs;
Production, Package.
Productions: Celebrity Talent Scouts, Take A Good Look.

INTERNATIONAL GOOD MUSIC, INC.

1151 Ellis St., Bellingham, Wash.
Phone: REgent 3-5466

President Rogan Jones
Vice President John D. Tuttle
Sec.-Treas. Catherine W. Jones

Branch Office

28 W. 44th St., New York 36, N.Y.
Phone: LO 3-2942

Manager Igor Kipnis
Services Offered: Programming & production of syndicated taped programs for FM broadcasting.

THE JAFFE AGENCY, INC.

8555 Sunset Blvd., Los Angeles 46, Calif.
Phone: OLYmpia 7-2711

New York Phone: CIRCLE 6-5740

President Philip Gersh
Services Offered: Representation of Artists, Actors, Actresses, Directors, Producers and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

200 W. 57th St., New York 19, N. Y.
Phone: CIRCLE 5-2400

President Henry Jaffe
Vice President Norman Lessing
Secretary-Treasurer Marvin B. Meyer
Services Offered: Creation & production of live & film TV Shows.

Productions: The Chevy Show, Dinah Shore Chevy Show, Bell Telephone Hour.

JEWELL RADIO AND TELEVISION PRODUCTIONS

612 N. Michigan, Chicago 11, Ill.
Phone: MOhawk 4-5757

President James E. Jewell
Vice-President W. Ralph Jewell
Secretary M. P. Casey
Editor James Lawrence

Branch Offices

Landmark Productions, 1040 N. Las Palmas
Hollywood, California
Phone: HOLlywood 7-3111

Manager Michael Baird
Director Lewis Foster
3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 3-0617

Exec.-in-Charge W. Ralph Jewell
Services Offered: Produce industrial, educational & TV films; radio & TV programs, commercial spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

Productions: The Silver Eagle-Mounty, Pressure, Carnival of Youth, Starmaker Theater.

J & L PRODUCTIONS, INC.

122 Edgewood Dr., Florham Pk., N. J.
Phone: WYman 2-3939

President Ted Johnson

Vice President Gary Lesters
Commercial Manager Martin Greene
Services Offered: Production & packaging of Radio & TV spot commercials & full programs; consultants for agencies, independent packagers, Radio & TV stations & private industry.

STACY KEACH PRODUCTIONS

12240 Ventura Blvd., Studio City, Calif.
Phone: POplar 2-0966

President Stacy Keach
Associate Ernest Newton
Exec. Sec. Miss Frankie Newton
Services Offered: Write direct & produce shows for TV, radio, motion pictures & stage; commercials & industrial shows; sales & training films, slide films.

ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8618

President Bob Keeshan
Vice President Marvin Josephson
Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228

Director Maxine Keith
Office Manager Eric L. Stone
Services Offered: Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

Productions: From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-0890

Pres., Exec. Prod. James Sonny Kendis
Services Offered: TV-Radio programming; musical advisors to the industry.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUDson 6-5700

President John D. Langlois
Vice-Pres. C. O. Langlois, Jr.
Vice Pres., Sales Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations. Program syndication.

JERRY LAYTON ASSOCIATES

1040 Park Ave., New York, N. Y.
Services Offered: Live & film production. TV.

Productions: "?", ABC Films; "True Story," NBC-TV Live; "Colonel Flack,"—CBS Films; "Brothers Brannigan," CBS Films.

PROGRAM PRODUCERS

LEONARDO TELEVISION PROD. INC.

500 Fifth Ave., New York 36, N. Y.
Phone: OXford 5-0335

President.....Peter M. Piech
Vice President.....Robert A. Travis
Secretary.....Charles Haydon
Services Offered: Producers of King Leonardo & His Short Subjects Theatre, color cartoon series.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083

Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS

130 West 56th St., New York, N.Y.
Phone: PLaza 7-6533

President.....Max Liebman
Services Offered: TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607

Exec. Director.....Jack Lloyd
Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

ARTHUR LODGE PRODUCTIONS, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUDson 2-5477

President.....Arthur J. Lodge, Jr.
Services Offered: Producers of motion pictures; chiefly industrial, documentary & public relations, also filmed news releases. Stock footage library.

JACK LONDON PRODUCTIONS, INC.

245 W. 55th St., New York 19, N. Y.
Phone: JUDson 6-8920

President.....Barnett Glassman
Secretary.....Herbert Friedman
Services Offered: Producers of live and filmed TV packages.

Productions: Smokey Below, owners of Jack London library-TV series Captain David Grief.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUNkirk 4-4191

President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

Productions: C. P. MacGregor Show, Heartbeat Theatre.

MADISON PRODUCTIONS, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 8-2780

President.....Gerry Gross
Vice-President, Treasurer...Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet
Services Offered: Package & produce Radio & TV Shows, live & film commercials.
Productions: The Will to Win, Baseball Central, Football Scoreboard, The Bill Stern Show, Frontier Judge.

MAGIC CIRCLE PRODUCTIONS (MAGIC CIRCLE THEATRE)

7027 Pacific View Dr., Hollywood 28, Calif.
Phone: HOLlywood 4-0818

Producers...Sam R. Sebby, Frances Price
Services Offered: Live public svc. & commercial TV productions.

MAGNA FILM PRODUCTIONS, INC.

55 Berkeley St., Boston, Mass.
Phone: HUBbard 2-5580

President.....Robert Berman
Vice President.....A. J. Schneider
Services Offered: Producer of TV features, business & educational films, film & live commercials, monochrome & color TV slides.

MARK VII, LTD.

4024 Radford Ave., N. Hollywood, Calif.
(See TV Prod.-Dist.)

THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.
Phone: MURray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Film Syndication Div.
V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
VP. Chg. of N. Y. office.....Wynn Nathan
V.P. Chg. of Chicago office.....Frank Brill
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office....Bob Greenberg
V.P. Intl. Sls. Div.....T. J. McManus
V.P., Director of Sales.....Hal Golden
Branch Offices

258 Park Sq. Bldg., Boston 16, Mass.
9370 Santa Monica Blvd., Beverly Hills, Calif.
1371 Peachtree St., N.E., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan

105 Montgomery St., San Francisco, Calif.
 1415 Northwestern Bank Bldg., Minn., Minn.
 530 Sixth Ave., Pittsburgh, Pa.
 721 Olive St., St. Louis 22, Mo.
 101 Jones Bldg., Seattle, Wash.
 519 East Trade St., Charlotte, N. C.
 139 Piccadilly, London, W1, England
 49 bis Ave Hoche Paris, France
 180 University Ave., Toronto 1, Ontario, Can.
 Offices also in Rome, Munich, Mexico City,
 Sydney, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, Mickey Spillane's Mike Hammer, Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-0695

President Charles Michelson
 Treasurer Aaron Michelson
 Manager Marcia Dick
Services Offered; U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, Speedy-Q, E.M.I. mood music & Standard sound effect libraries.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
 Phone: JUdson 6-5100

Exec-in-Chg. of TV-Radio, Wallace S. Jordan
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
 Phone: CEntal 6-4144

President Morton Jacobson
Services Offered: Syndicated radio shows.
Productions: This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

MUNDELL PRODUCTIONS, CORP.

417-1416 Commerce, Dallas 1, Tex.
 Phone: RIVerside 8-3021

President Jimmie Mundell
 Vice President Elizabeth J. Erwin
 Secretary Jeff Mundell
Services Offered: TV news service and sports films for television.

MUSIC PRODUCTIONS OF AMERICA, INC. (M.P.A.)

25 West 56th St., New York 19, N. Y.
 Phone: PLaza 7-8589

President, Creat. Dir. Joe Feagins
 Musical Dir. Elliot Lawrence
 Technical Dir. Harold Dreeben
Services Offered: Creators and producers of radio-TV live-taped programs, documentary & transcribed features; commercials, background music, copy; complete recording and production facilities & creative staff; special music for radio & TV. Producers of Sesac "Drummers" albums.

MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.
 (See Transcription-Recording)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.
 (See TV Prod.-Dist.)

NATIONAL TELEFILM ASSOC., INC.

1481 Broadway, New York 36, N. Y.
 Phone: LO 3-1122

President George K. Gould
 Vice-President Alfred Markim
Services Offered: Complete videotape & kinescope facilities & services for commercial & program production.

Productions: Kelloggs, Noxema, Newport, Reynolds Aluminum, Thom McAn, Sealtest, Westelox.

NATIONAL FILM STUDIOS, INC.

105 Eleventh St., SE, Washington 3, D.C.
 Phone: LIncoln 6-8822

President Harold A. Keats
 Vice President Stanley Allen
 Vice President Edward W. Alfriend, IV
 Sec.-Treas. F. William Hart
 Director Fred N. Maloof
 Director Jay Clark, IV
Services Offered: Completely equipped studio, sound stage, equipment & personnel for studio or location prod., 35 & 16mm motion picture prod., sound recording.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
 Phone: SUPerior 7-5080

President Wm. H. Wood
 Vice President Robert Stone
 Editorial Dir. Milton Paule
 Copy Dir. Genevieve Smith

Branch Office

424 North 3rd St., Burlington, Iowa
 Phone: PLaza 2-5415

Services Offered: Broadcast Editorial Idea Library—a monthly exchange of broadcast editorials used by leading stations throughout the country. Radio Campaigns—a monthly service of sales, program & continuity ideas and suggestions.

NATIONAL TIME SALES

(Subsidiary of Pan American Bestg. Co.)
 122 E. 42nd St., New York, N. Y.
 Phone: MU 2-4500

PROGRAM PRODUCERS

NATIONAL VIDEO TAPE PROD. INC.

36 West 44th St., New York 36, N. Y.
(See Transcription-Recording Cos.)

NEW MERRITT ENTERPRISES INC.

500 Fifth Ave., New York, 36, N. Y.
Phone: BR 9-4288

President.....E. Roger Muir
V.P. & Treasurer.....Robert Nicholson
Services Offered: TV producers.
Production: The Funny Manns.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent.

NORTHWESTERN INC., MOTION PICTURES & RECORDING

411 Southwest 13th Ave., Portland, Ore.
Phone: CApitol 3-4107

PresidentRobert M. Lindahl
Vice President.....Sheldon Goldstein
Services Offered: Producers of TV programs & commercials, industrial & business films, sound slide films, radio transcriptions; sound stage, 16 & 35mm cameras, mono & stereo recording, recording synchronous motion picture, music & sound effects libraries, editing facilities, art, animation & storyboards.

PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4500

Exec. V.P.....Eugene Bernald
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PATHE NEWS

(See Jack London Prod., Inc.)

PATRICIAN PRODUCTIONS, INC.

14 E. 60th St., New York 22, N. Y.
Phone: PLaza 2-4477

President.....Patricia B. Kurland
Exec. Dir.....John F. Struthers, Jr.
Services Offered: Package producers of live & transcribed radio shows and live & film TV shows.

PHILIP J. PERLMAN ASSOCIATES

141 E 55th St., New York 22, N. Y.
Phone: MU 8-4831

OwnerPhilip J. Perlman
Radio-TV Dept.Roy Baxter
Services Offered: Producers & packagers of radio & TV live & film programs.

PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.
Phone: JU 6-7633

PresidentDavid Cooper
Vice President.....Lillian Jones
Services Offered: A creative, editorial, and production service for TV, theatrical and commercial motion pictures.
Productions: The Lonely Years, High Adventure, Arthur Godfrey Special.

PIPER TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.
Phone: OXford 5-0335

PresidentPeter M. Piech
Vice President.....Robert A. Travis
SecretaryCharles Haydon
Services Offered: Producers of Pip The Piper.

JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill
Phone: ANdover 3-1422
New York Address: 9 East 75th St.
Phone: LE 5-8580

PresidentJules Power
General Manager.....Daniel Wilson
Services Offered: Production of live local and network television programs and commercials.
Production: Time For Fun.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.
Phone: CR 4-5488

OwnerHarold Jovien
Services Offered: Representation of artist and programs for TV, radios, records. Also writers, directors, producers for TV.

PRODUCERS ASSOCIATES OF TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.
Phone: OXford 5-0335

President.....Peter M. Piech
Vice President.....Robert A. Travis
SecretaryCharles Haydon
Services Offered: Producers of Rocky And His Friends cartoon series.

PROJECT-O-FEX, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler
Services Offered: Semi-animated film, spot and institutional films.

PROGRAM PRODUCERS

PUBLIC AFFAIRS RADIO, INC.

150 Broadway, N. Y. C. 38
Phone: BArcley 7-6563

President.....Guthrie E. Janssen
Vice President.....Justin J. Bayer
Secretary-Treasurer.....Philip R. Leeds
Services Offered: Voiced program service of news & public affairs.

PUNCH FILMS, INC.

155 Fifth Ave., New York, N. Y.
(See Commercial Producers)

PYRAMID PRODUCTIONS, INC.

445 Park Ave., New York, N. Y.
Phone: PL 2-4100

President.....S. F. Rubin
Services Offered: Producers of live and film programs.
Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy, Deadline.

QM PRODUCTIONS

1041 N. Formosa, Hollywood, Calif.
Phone: HO 7-5111

President, Treas.....Quinn Martin
Exec. Vice Pres.....Arthur Fellows
Vice Pres., Sec.....Eli Parker
Services Offered: Television & motion picture production.

PETER RACHTMAN PRODUCTIONS

149 West 48th St., New York 36, N. Y.
Phone: Circle 6-3184

President.....Peter Rachtman
Sec.-Treas.....Sheila Schwartz
Services Offered: Producers and packagers of syndicated radio programs.
Productions: The Oscar Brand Show, Sound of Jazz.

RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.
Phone: LExington 2-1717

President.....William Cayton
Vice President.....Fred Ladd
Secretary.....D. R. Roberts
Services Offered: Packaging & production of TV film series, industrials, TV cartoons & commercials.
Productions: Jungle, Cartoon Classics Serial.

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.
Phone: SOrange 3-1044
New York Phone: YUkon 6-5700

Executive Producer.....W. H. Bertenshaw
Secy., Bus. Mgr.....Betty Janeway
TV Director.....David Holm
Services Offered: Producers of local and syndicated radio and TV programs & packagers of bus., med., indust., agric., science, educational & musical program drops & features.

Productions: Report From U. S. Rubber, Focus On Fashion, It's a Funny World, Radio USA, Music USA, Prod. of all sports, music & special events for WHBI radio, Farm & Home Show, Fun With Pop.

RADIOZARK ENTERPRISES, INC.

1121 S. Glenstone, Springfield, Mo.
Phone: UNiversity 2-4422

Managing V.P.'s.....E.E. Siman, Jr., John B. Mahaffey
Services Offered: Production-syndication of quarter-hour program features, network, programs, jingles, transcribed commercials.
Productions: Tennessee Ernie Ford Show, Smiley Burnette Show, Red Foley Show.

RCA VICTOR CUSTOM RECORD SALES DIVISION

155 East 24th St., New York 10, N. Y.
(See Transcription Companies.)

THE REBEL CO.

Fen-Ker-Ada

(Goodson-Todman Enter.)

9460 Wilshire Blvd., Beverly Hills, Calif.
Phone: CO 4-7357

President.....Mark Goodson
V.P.'s.....William S. Todman, Harris Katleman, Bud Austin
Treas.....Howard Todman
Producer.....Andrew J. Fenady
Director.....Irving Kershner
Services Offered: TV production.
Production: The Rebel.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 2402 New York 20, N. Y.
Phone: CI 6-7300

President.....Lloyd Marx
Vice-President.....Ted Mack
Services Offered: Producers of "The Original Amateur Hour."

RICHARD S. ROBBINS CO., LTD.

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568

President.....R. S. Robbins
Vice President.....Edward E. Finch
Services Offered: Radio and Television merchandise prizes.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President.....Janet Taylor
Services Offered: Complete packages, radio, TV and film.

RODNEY YOUNG ENTERPRISES

9134 Sunset Blvd., Hollywood 28, Calif.
CRestview 7-4174

President.....Robert Young
V.P., Chg. of Prod.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Services Offered: Producers of television series.

PROGRAM PRODUCERS

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
Phone: Rlverside 9-3647

Bd. Chairman.....Maurice Roffman
President.....Richard H. Roffman
Vice Pres.....Sophie S. Roffman
Services Offered: Radio and TV production, public relations, publicity, promotion.

ROSS-DANZIG TV, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllwood 2-6464

President.....Bart Ross
Vice Pres., Sec.....Frank K. Danzig
Producers.....Al Burton,
Margaret Coffey, Bud Widom
Services Offered: Package production of live & filmed television programs.
Productions: Danger Zone, Beat The Genius, Wink Martindale Show, Regulars at Large, Chopsticks.

R-TV ENTERPRISES

225 W. 96th St., New York City 24
Phone: SUsquehanna 7-2161

President.....Amy W. Muentz
Executive Producer.....Jules Evan Baker
Prom. Consultant.....Alan J. Levine
Services Offered: Broadcast promotions & productions; live & filmed commercial & public service programs & spots, Shop-A-Thon; Billboard TV (BBTV).

SANDE & GREENE, INC.

8400 Sunset Blvd., Los Angeles 46, Calif.
(See Commercial Producers)

ALAN SANDS PRODUCTIONS

565 Fifth Ave., New York 17, N. Y.
Phone: OXford 7-6135

Manager.....Alan Sands
Producer-Writer.....Cecile Diamond
Services Offered: Producer & packager of syndicated radio-TV series.

Productions: Your Child & You, Top 10 Dance Party, Amy Vanderbilt.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

President.....James L. Saphier
Services Offered: Radio and TV productions, sale of package programs and talent.
Productions: The Bob Hope Show, Celebrity Golf.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.
Phone: EL 5-1434

Owner.....Allen Savage
Manager.....James Burke
Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.
Productions: Adequate Wiring in the Home, Home Selector Guide.

BERNARD L. SCHUBERT, INC.

505 Park Ave., New York 22, N. Y.
Phone: Murray Hill 8-0940

Treasurer.....Leonard Bogdanoff
Services Offered: TV film distribution talent, production, radio and TV package management.
Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. North, TV Reader's Digest, Parole, Diver Dan.

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-4392

New York Address: 527 Madison Ave.
New York 22, N. Y.
Phone: ELdorado 5-4616

President.....Walter Schwimmer
Vice-Pres. in Chg. of Sales.....Bernie Crost
V.P. in Chg. of Prog.....Arthur Pickens, Jr.
N.Y. Manager.....Jack Arden
Services Offered: TV and radio package productions.

Productions: Championship Bowling, Championship Bridge, Tello-Test, Tune-Test, Top Fro Golf, Championship Tennis.

SCREEN GEMS, INC.

711 Fifth Ave., New York 22, N. Y.
(See TV Film Prod.-Dist.)

SELMUR PRODUCTIONS, INC.

4451 Prospect Ave., Hollywood 27, Calif.
Phone: NO 3-3311

President.....Selig J. Seligman
V.P., Admin. & Bus. Affairs.....Leon I. Mirell
V.P., Chg. Pgmng.....Peter G. Robinson
Services Offered: Production of TV programs & series, film, tape & live.

SESAC, INC.

10 Columbus Circle, New York 19, N. Y.
Phone: JUDson 6-3450

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....George Jellinek
Station Relations Dir.....W. F. Myers
Pub. & Prom.....Alice J. Heinecke

Services Offered: Licensing the use of copyrighted music; LP Service including catalog of over 8500 bridges, moods and themes and "Drummers"; syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

1000 S. Federal, Ft. Lauderdale, Fla.
Phone: JA 2-6774

319 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010

President.....Fletcher Smith
Vice President.....Arthur J. Davis
Secretary-Treasurer.....Mrs. Frances Burns
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large animation staff.

PROGRAM PRODUCERS

SOUTHILL PRODUCTIONS, INC.

313 East 51st St., New York 22, N. Y.

Phone: PLaza 3-1228

President.....Richard L. Linkroum
Vice President.....Henry Denker
V.P., Sec.-Treas.....Verna Linkroum
Services Offered: Production & packaging of TV programs.

Productions: Divine Adventures, New York, New York.

THE SOUVAINE ASSOCIATES INC.

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

Phone: TR 3-1158

Producer.....Geraldine Souvaine

Services Offered: Producers of radio and TV programs.

SPENCER PRODUCTIONS, INC.

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

Phone: OX 7-5895

President.....Jeanne Allgeier
Office Manager.....Alan Abel

Services Offered: Producer of TV series, pilot films for television.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.

Phone: MUrray Hill 2-0117

President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Vice-President.....Clifford Evans
Secretary-Treasurer.....Thomas J. Schilling
V.P., Video Tape Op.....Anthony M. Hennig
Vice Pres., Sales.....Jack D. Bozarth
V.P., Engineering.....Charles A. Voso

Comptroller.....William Hyland
Services Offered: Technical facilities include studio, Mobile Camera units & Mobile video tape units available for commercials, programs & closed circuits.

SPORTS PROGRAMS, INC.

Time & Life Bldg., Rockefeller Center,
New York, N. Y.

Phone: CI 6-3730

President.....Edgar J. Scherick

Services Offered: Producers of sports programming for TV.

STARS INTERNATIONAL, INC.

5420 Melrose Ave., Hollywood 38, Cal.

Phone: HOLlywood 2-6027

1271 Ave. of the Americas,

New York 20, N.Y.

Phone: PLaza 7-2197

President.....Peter Frank
Exec. Vice Pres.....Will Scott
Vice President.....Mann Scharf
Program Director.....Mel Ryan

Services Offered: Big Sound radio production package.

WILBUR STARK

10202 W. Washington, Culver City, Calif.

Phone: UPTon 0-3311

527 Lexington Ave., N.Y.C.

Phone: PL 2-3940

President.....Wilbur Stark

Services Offered: Live and filmed TV.

MIKE STOKEY ENTERPRISES

4202 Benedict Canyon Drive, Sherman Oaks,
Calif.

Phone: STate 4-0458

President.....Mike Stokey

New York Office

515 Madison Ave.

Phone: PLaza 8-2072

Manager.....Frank Barone

Services Offered: Package producers of live and filmed TV shows.

Productions: Pantomine Quiz, Author!-Author!

TALENT ASSOCIATES LTD.

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

Phone: PLaza 3-1030

President.....Alfred Levy

Exec. Vice Pres.....David Susskind

V.P.....Robert Costello

TELTON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.

Phone: COlumbus 5-4111

President.....Stephen F. Temmer

Services Offered: Packaged radio shows; foreign language radio shows.

Production: Rendezvous in Vienna.

TELEVENTURE, INC.

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

Phone: MU 5-5357

President.....Soren Christensen

Exec. V.P.....Graham Young

V.P., Prod.....Thomas Orchard

V.P., Sales Prom.....Art Foley

Branch Office

Arno Studios, 497 Vesterport—

1 Meldahlsgada, Copenhagen, Denmark
Chief Executive.....Graham Young

Services Offered: Factual adventure, documentary and special purpose films.

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

Managing Dir.....J. H. Macdonnell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

PROGRAM PRODUCERS

TELEVISION BROADCASTING SERVICE, INC.

91 Central Pk. W. New York 23
Phone: TRafalgar 7-2372

President.....William R. Riddle
Vice Pres., Sec.....Edith L. Riddle
Treasurer.....William K. Riddle

Branch Offices

1444 Bewick Ave., Detroit 14, Mich.
Phone: VALley 2-0092

Dist. Sales Mgr.....Rodney B. Hersey
12 Maple St., Hensonville 1, N.Y.
Phone: Windham 241-251

Dist. Sales Mgr.....Jack Averill
39 Academy Rd., Caldwell 1, N.J.
Phone: CALdwell 6-4272

Regional Sales Mgr.....Orwyn L. Werfel
100 N. Irving Blvd., Los Angeles 4, Calif.
West Coast Rep.....Mrs. L. H. Lincoln
Services Offered: Live TV & film programs, package producer of features, commercials & training films, scripts, videotape & kinescope facilities.

TRAND ASSOCIATES, INC.

13 E. 53rd St., New York, N. Y.
Phone: PL 9-5250

President.....Dudley C. Andrews, Jr.
Dir. of Sta. Opera.....Lucio Sorre
Dir. of Prog. Sla.....Morton Catok
Dir. of Pub. & Prom.....Larry Penzell
Prod. Dir.....John Savage
Services Offered: Packagers of radio & TV programs.

Productions: Ladies First, At Home with Virginia Graham, Teen Talk.

TRANS ARTISTS PROD., INC.

731 N. La Brea, Los Angeles, Calif.
(See Producer-Distributors)

TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, Ohio
Phone: BALdwin 2-3773

President.....J. P. Williams
Vice President.....Alexander Buchan
General Manager.....Gerhard Joseph
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

RICHARD H. ULLMAN, INC.

1271 Ave. of the Americas,
New York 20, N. Y.
Phone: PLaza 7-2197

President.....Peter Frank
Exec. Vice Pres.....Marvin A. Kempner

Branch Office

5420 Melrose Ave., Hollywood 38, Calif.
Phone: HOLlywood 2-6027

Services Offered: Distributors of the Big Sound radio program & production service; IMN jingles & target jingles.

VAVIN, INC.

236 East 46th St., New York 17, N. Y.
(See TV Prod.-Dist.)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIRCLE 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered: Sound effects records, transcriptions, background music for TV and radio.

VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXFord 7-6960

President & Sales Mgr....Vic Lindeman, Jr.
Producer-writer.....Alan Sands
Station Relations.....Peggy Seager
Services Offered: Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.
Productions: Top Ten Dance Party.

VIDEOCRAFT PRODUCTIONS, INC.

116 East 30th St., New York 16, N. Y.
Phone: OREGon 9-6030

President.....Arthur Rankin, Jr.
V.P., Treas.....Jules Bass
V.P., Sales.....Jerry Liddiard
Exec. Art Dir.....Antony Peters
Services Offered: Production & distribution of animated film programs.

Productions: New Adventures of Pinocchio, Wizard of Oz, Wonderland, Willy McBean & His Magic Machine.

VIKING FILMS INC.

45 West 45th St., New York 19, N. Y.
Phone: CIRCLE 5-8858

President.....Israel M. Berman
Exec. Producer.....Richard A. Weaver
Services Offered: Producer of TV features, public relations & educational films.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President.....Bill Murphy
Vice-President.....Charlotte Morgan
Radio-TV Dir.....Helen McCausland
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

Productions: Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Eleanor Monroe
Services Offered: Package producers, program production, TV programs, live and film.

WBC PRODUCTIONS

205 East 67th St., New York, N. Y.
Phone: UN 1-3000

President.....D. H. McGannon
Exec. Prod.....Ben Park
Services Offered: Radio & TV programs.

PROGRAM PRODUCERS

WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

PartnerEdward Wolf
PartnerHerbert Wolf
Producers.....Jack Rubin, Alan Gilbert
Dir. of Sales.....Paul Ross

Services Offered: Radio-TV, live program productions.

Productions: Masquerade Party, Keep Talking.

THE WORLD OF FASHION

8 W. 56th St., N. Y. C.
Phone: MU 2-2444

President.....Murray E. Stern
Executive Producer...Alfred Davidson, Jr.

Services Offered: Interviews, reviews, pre-views, & news about fashion.

Production: The World of Fashion.

ZIV UNITED ARTISTS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

PresidentJohn L. Sinn
Exec. V.P. Chg. of Sales..Maurice J. Rifkin
Exec. V.P. Chg. of Prod....Maurice Unger
V.P., Chg. Chicago Office..Edward Broman
V.P., Synd. Sales.....Len Firestone
V.P., Nat. & Reg. Sales.....James Shaw
Sales Mgr. Reg. Div.....Ray McGuire
Sales Mgr. Synd. Div.....Don Brogdon
Sales Mgr. No. East. Div.....Jerry Kirby
Sales Mgr. N.Y. Div.....Joe Kotler

Branch Offices

7324 Santa Monica Blvd.,
Los Angeles 46, Calif.

Sales Mgr. West. Div.....Allen Martini
520 N. Michigan Ave., Chicago 11, Ill.

Sales Mgr. No. Central Div.....Bob Reis
Sales Mgr. Chicago Div.....Jim Packer

Southland Center Bldg., Dallas 1, Tex.
Sales Mgr. So. Central Div.....Jack Puter

1529 Madison Rd., Cincinnati 6, O.
Sales Mgr. Mid Central Div...Mike Kievinan

805 Peachtree St., E., Atlanta, Ga.
Sales Mgr. So. East. Div.....John Davidson

Services Offered: Custom-built films for national & regional release, & syndicated shows; studio facilities, TV commercials.

Productions: The Aquanauts, Klondike, Bat Materson, The Case of the Dangerous Robin, Miami Undercover, Sea Hunt, Lock Up, Tombstone Territory, This Man Dawson, Bold Venture, Mackenzies Raiders, Rough Riders, Dial 999, Target.

**MAURICE H. ZOUARY
TV-FILM PROD.**

333 W. 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary
Services Offered: Live package radio & TV programs.

Production: Poem for A Day.

IMPA

PRODUCTIONS LTD.
660 MADISON AVE., NEW YORK 21, N. Y.

IRVING MANSFIELD — PETER ARNELL

TEmpleton 2-9200

400

Sound Recording Studios, Inc.

(FORMERLY RCA FILM RECORDING STUDIOS)

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Dubbing

Complete Transfer Facilities

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1961

**TRANSCRIPTION
AND RECORDING
COMPANIES**



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BRANCH OFFICES
SERVICES OFFERED**

Transcription And Recording Companies

ABC-PARAMOUNT
(See AM-PAR Record Corp.)

**ALL-CANADA RADIO
& TELEVISION LIMITED**

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

President.....J. Stuart MacKay
General Manager.....Reo. C. Thompson
Mgr., Radio Sls. Time Div.....Robert A. Tait
Mgr, TV Time Sls. Div.....Ross A. McCreath
Mgr., Best. Svc. Div.....Peter N. Harricks
Services Offered: Canadian representatives
and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 9-5811

President.....D. K. Broadhead
Vice Pres. of Mfg.....Sam Salzman
V.P., Gen. Admin.....John F. Wegner
V.P., Sales.....Ned R. Herzstam
Vice Pres.....C. Dean Olson
Sec.-Treas.....H. Glenn Olson
227 Main St., Belleville 9, N. J.
Phone: PLYmouth 9-0700

General Manager.....Peter M. Rogers
Services Offered — Phonograph records,
radio transcriptions, tape duplication.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.
Phone: LONgacre 3-4222

President.....Samuel H. Clark
Vice President.....Harry Levine
Treasurer.....Simon B. Siegel
Services Offered: Recording and distribut-
ing of phonograph records.

**ARIZONA RECORDING
PRODUCTIONS**

834 N. Seventh Ave., Phoenix, Ariz.
Phone: ALpine 2-1718

Owner-Manager.....Raymond Boley
Services Offered: Facilities for commercial
& personal sound recordings. Radio & TV
jingles, master & pressing service, dubbing,
multiple recording, sound for motion pic-
tures & slide films.

ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.
Phone: FL 3-6767

Owner.....Bill L. Godden
Services Offered: TV and radio air checks,
TV sound production, tape recorder rentals,
phonograph masters and pressings.

**ASSOCIATED PROGRAM SERVICE
(Div. of Muzak Corp.)**

229 Park Ave. S., New York 3, N. Y.
Phone: OREGon 4-7400

Sales Mgr.....Edward Hochhauser, Jr.

Services Offered: A transcription library
exclusively comprising radio music, jingles
for advertisers, time, weather, dollar-day spots
and shopping-days-til-Christmas jingles. Also
TV production music library and special
transcription library for industrial slide film
producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXFord 7-0725

President.....Herbert Rosen
Service Offered: Transcriptions; mood and
bridge music library; three speed record and
transcription players.

AUDIO TECHNIQUES, INC.

247 West 46th St., New York 36, N. Y.
Phone: JUDson 6-2619

President.....Lawrence J. Kreeger
Vice President.....Howard M. Lawrence
Sec.-Treas.....John H. Beaumont
Services Offered: Sound recording services
for film & video tape prod.; sound transfer
to magnetic & optical media; studio record-
ing; tape editing; playback discs; slide film
sound recording, disc mastering & pressing.

AURA RECORDING, INC.

136 W. 52nd St., N. Y. C. 19
Phone: JU 2-8105

President.....Herbert Kaplan
Vice President.....Benjamin Stern
Services Offered: Recording facilities for
advertising agencies and record companies;
studios, mixing rooms, cutting and mastering
channels.

BASS FILMS INC.

200 Park Ave., S., New York 3, N. Y.
Phone: GRamercy 5-0648

President.....Roger Bass
Vice President.....Robert Bass
Vice President, Sales.....Harry Landon
Services Offered: Off the air TV record-
ings (kinescope) on 16mm motion picture
film, sound & video.

BELL SOUND STUDIOS, INC.

237 W. 54th St., New York 19, N. Y.
Phone: JU 2-4812

President.....Allen Weintraub
Vice-Pres.....Daniel Cronin
Services Offered: Complete services for
tape, disc and film recording with studio pro-
duction facilities. Masters (standard and
microgroove). Westrex stereo discs, & 2- &
3-channel stereo tape recordings.

BRITISH BROADCASTING CORP.

630 Fifth Ave., New York 20, N. Y.
Phone: CI 7-0656

Representative in U. S.....Derek Russell
Transcription Asst.....Marion Moss
Services Offered: Topical taped programs;
long-playing disc transcriptions of BBC pro-
grams.

BROADCAST SERVICES, INC.

206 San Francisco St., El Paso, Tex.
Phone: KEystone 2-6978

President.....Jack R. McVeigh
 Exec. V.P.....Mrs. Billie McVeigh
 Vice President.....William E. Branch
 Dir.....Angel H. Rojas, Robert F. Cummins, Jack R. McVeigh, Jr.

Services Offered: Complete recording facilities.

CADENCE RECORDS INC.

119 West 57th St., New York 19, N.Y.
Phone: CIrcle 5-1550

President.....Archie Bleyer
 Sales Manager.....Don Sanders
 Promotion Manager.....Budd Dolinger
 Production Manager.....Bob Mack
 Treasurer.....William Lazarow
Services Offered: Phonograph record producers.

CAEDMAN RECORDS, INC.

277 Fifth Ave., New York 16 N.Y.
Phone: MU 6-3722

President.....Barbara Holdridge
 Vice President.....Marianne Mantell
Services Offered: Literary phonograph records.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 2-2103

President.....S. W. Caldwell
 Vice President.....G. F. Keeble

Radio Sales.....Paul S. MacDonald
 Recording Engineer.....Mel Lovell
 Promotion Director.....Walter Shean
Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.

Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.
Phone: HOLlywood 2-6252
 151 West 46th St., New York 36, N. Y.
N. Y. Phone: JUdson 2-8040

President.....Glenn Wallichs
 V.P., Mfg. & Eng.....James Bayless
 V.P., Adm., Finance.....D. C. Bonbright
 Director.....George R. Jones
 Nat'l Sales Manager..William B. Tallant, Jr.

Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITOL TRANSCRIPTIONS, INC.

620 Eleventh St., N.W., Washington 1, D. C.
Phone: EXecutive 3-1246

President.....H. Edward Behre
 V.P.....C. Edward Behre
 Secy.-Treas.....Doris Erickson
 Music Dir. & Prod.....Maury B. Allen

Services Offered: Complete recording services, Commercial & Industrial Accounts;

**THE BEST
 IN RECORDED ENTERTAINMENT
 MONAURAL & STEREO**



HIT SINGLES

HIT ALBUMS

**CREATE
THE RIGHT MOOD
EVERY TIME**

with the

**MAJOR MOOD
MUSIC LIBRARY**

Major offers you a full thirty hours of mood music for titles, bridges, background — for scoring, editing, recording and dubbing music for your video-tape productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and radio commercials.

Major specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

IMPORTANT: Major owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Records available on a “per selection” or “unlimited use” arrangement.

**WRITE FOR FREE
CATALOGUE
to THOMAS J. VALENTINO, INC.**

Established 1932

150 West 46th Street
New York 36, N. Y.

*Also available Free catalogue of complete
sound effects library*

RD-1

TRANSCRIPTION-RECORDING

Tape, Disc, Pressings; Slide-Film sound tracks, subsonic control tones; live music sessions; remotes; Conference & Convention reporting; message repeater cartridge specialists; jingle production & arrangements.

CARLTON RECORD CORP.

345 West 58th St., New York 19, N. Y.

Phone: CIrcle 5-1240

President & Sec. Joseph R. Carlton
Vice Pres. & Treas. Norman J. Walter
Vice President Don Genson
Adv. & Prod. Mgr. Cyrus M. Carlton
Sales Manager George Gayles
Promotion Manager George Furness

Services Offered: Manufacturer & distributor of phonograph records.

COAST SOUND SERVICE, INC.

*(Subsidiary of Trans Artists
Productions, Inc.)*

1223 N. Highland Ave., Hollywood, Calif.

Phone: WEbster 1-1639

President Gerald J. Rappoport
Secretary-Treas. Samuel Singer
V.P., Chief Eng. Charles Knight
V.P. Louis Himmelstein

Branch Offices

1776 Broadway, New York, N. Y.

Phone: PLaza 1-4352

731 N. La Brea, Los Angeles, Calif.

Phone: WE 1-1639

Services Offered: Fully equipped sound studio, magnetic & optical film recording, editing, dubbing, cutting rooms, music & sound effect library; 35 & 16mm projectors, portable field equipment, equipment including generators.

COED RECORDS, INC.

1619 Broadway, New York 19, N. Y.

Phone: JUDson 2-3050

President George Paxton

Vice President Marvin Cane

Services Offered: Record producers.

COLUMBIA RECORDS

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

Phone: CIrcle 5-7300

President Goddard Lieberson

Exec. V.P. Notman Adler

V.P., Gen. Mgr. Columbia LP

Record Club Neal Keating

V.P. Research & Devel. William Bachman

V.P. Chg. of Admin. Albert B. Earl

V.P., Business Affairs Alfred Lorber

V.P. Sales Mgr. Wm. P. Gallagher

Services Offered: Records and record accessories, tape recordings, electrical transcriptions.

**COLUMBIA RECORD
PRODUCTIONS**

**(A Custom Service of Columbia
Records)**

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

Phone: CIrcle 5-7300

Director Calvin Roberts

Director, Sp. Prod. Albert E. Shulman

National Sales Mgr. Floyd Glinert

TRANSCRIPTION-RECORDING

Branch Offices

630 N. McClurg Court, Chicago, Ill.

Phone: WH 4-6000

ManagerRichard Hutter

8723 Alden Dr., Los Angeles 48, Calif.

Phone: OL 2-6029

ManagerMichael Coolidge

Services Offered: Custom record pressing, recording, tapes, premiums.

COMMUNITY CLUB AWARDS, INC.

431 East State St., Westport, Conn.

(See Program Producers)

CORELLI-JACOBS FILM MUSIC, INC.

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

Phone: JUdson 6-6673

PresidentFred Jacobs

Vice PresidentAlfonso Corelli

Services Offered: Complete editing of music & sound effects scores for films, slide-films & radio programs from music library on disc, tape & film.

CUE RECORDINGS, INC.

117 W. 46th St., N. Y. C. 36

Phone: PLaza 7-3641

PresidentSholom Rubinstein

Vice PresidentMel Kaiser

Secretary-TreasurerBernard Rubinstein

Services Offered: Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication.

PHIL DAVIS MUSICAL

ENTERPRISES, INC.

59 East 54th St., N. Y. 22

Phone: MU 8-3950

PresidentPhil Davis

V.P., Mus. Dir.....Earl Paul

Secy.-Treas.....Loretta H. Davis

Prod. Mgr.....Joe Rhodes

Copy Dir.....E. C. Redding

Exec. Secy.....Renee Strum

Services Offered: Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.

(See Commercial Producers)

DECCA RECORDS, INC.

445 Park Ave., New York 22, N. Y.

Phone: PLaza 2-1600

National Sales Mgr.....Claude Brennan

Sales Prom. Mgr.....Louis J. Sebok

Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring

Sales & Promotion.....Marion I. Waring

Services Offered: Steinway piano, Ampex

*For the Best In
Motion Picture Sound
— it's Magno Sound*

Mixing
Transfers
Dubbing



To and From Any
Film or Tape Medium

MAGNO SOUND, INC.

723 Seventh Avenue

New York 19, N. Y.

CI 7-2320-1-2



A complete station record service



Developed with the cooperation of every major label!

Record and album selections made by the Record & Music Staff of "The Billboard."

"Spotlight" Singles

"Hot 100" — 10 new records each week

"Easy Listening" — 6 new records each week

"Country" — 5 new records every two weeks

"Spotlight" Albums

"Popular" — 10 new albums each month

"Jazz" — 5 new albums each month

"Classical" — 10 new albums each month

Already, over 600 stations subscribe to one or more RSI services. Write for the full story.

Record Source, Inc.

833 East 46th Street, New York 17, N. Y.
Hal B. Cook, Executive Director

TRANSCRIPTION-RECORDING

tape machines, Scully lathe, synchronous motor, Fairchild pic-syne generator.

DISNEYLAND RECORDS

(Also Buena Vista Records)

500 S. Buena Vista St., Burbank, Calif.

Phone: VICTORIA 9-3411

Exec. V.P. James A. Johnson
477 Madison Ave., New York, N. Y.

Phone: PLAZA 9-3880

National Sales Manager... Philip Sammeth
Services Offered: Custom recordings both classical & popular; producer, distributor.

DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.

Phone: HO 2-3141

N. Y. Phone: Circle 6-8220

President Randy Wood
V.P. Sales..... Christine Hamilton

V.P. Album Repertoire..... Tom Mack

Dir. Adv. & Sls. Prom..... Norman Greer

Dir. International Div..... J. N. Bailey

Services Offered: Production, manufacturing & distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

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

Phone: YUKON 6-5700

President & Treasurer... Helen D. Kelleher

Vice-President Arthur Lubo

Secretary..... John Hughes Dwyer

Services Offered: Tape—Disc recording Studios—Remote work, Production—Talent.

411 SOUND RECORDING STUDIOS, INC.

411 Fifth Ave., New York 16, N.Y.

Phone: MU 3-7611

President Pat Sullivan

Vice President Joseph Oriolo

Sec. Treas..... Emmett W. Poindexter

Asst. to Pres..... Anthony Oriolo

Services Offered: Complete facilities for motion picture recording & re-recording; music stage; automatic voice cueing; 35 & 16mm RCA opt. V.A. recording; RCA 35-32mm opt. recording; 35, 16 & 17½mm & ¼ inch magnetic recording; portable equipment for location recording.

FIDELITY SOUND INC.

1427 Landon Ave., Jacksonville 7, Fla.

Phone: FL 9-6084

President Robert E. Woolf

Vice President..... Wallace A. Ybanez

Treasurer Fransis Woolf

Services Offered: High speed tape duplicating, pressings, instantaneous discs, packing & mailing, studio facilities.

GLOBE RECORDING STUDIO, INC.

420 Broad St., Nashville 3, Tenn.

Phone: ALPINE 5-7645

President, Gen. Mgr..... Jim Maxwell

Vice Pres., Prod. Mgr..... Bill Connor

Services Offered: Transcription-recording; jingle producer; disc recording, duplicating, E. T.'s, air checks.

TRANSCRIPTION-RECORDING

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President.....Harry S. Goodman
Vice President.....Everett F. Goodman
Asst. to President.....Ralph Arlin
Radio Director.....M. Middleton
TV Director.....Stuart Wilson
Secretary.....H. D. Knuth
Services Offered: Jingle library for stations; 1 & 5 minute library shows. Taped or transcribed radio programs.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Exec. V.P.....Robert M. Volkell
V.P. Chg. Engineering....Jason B. Windwer
V.P., Prod.....Fred Hertz
V.P., Sales.....Leonard Lawson
Services Offered: Recording studio, 3 tract stereo; Radio & TV creative facilities: scripts to pressings. Programs, filmed commercials, etc. Writing & production staff available. Three editing areas, mastering, pressing, dubbing, etc. 24-hour radio & TV aircheck service.

GRAYHILL RECORDING STUDIO

1223 S. Harvard, Tulsa 12, Okla.
Phone: WE 2-1224

ManagerClaude H. Hill
Production DirectorLarry Lehr
Music DirectorRobert Thomas
SecretaryDiane Hill
Services Offered: Complete facilities for studio and remote recording, including stereo. Tape recorder rentals, duplicating, etc.

GREY ADV. COMMERCIALS

(Lanny & Ginger Grey)

108 E. 96th St., N. Y. C. 28
Phone: ENright 9-7777

PresidentLanny Grey
Vice-Pres.Ginger Grey
Services Offered: Producers and packagers of programs, singing commercials & phonograph recordings; vocalists.

IMPERIAL RECORDS, INC.

6425 Hollywood Blvd., Los Angeles, Cal.
Phone: HO 9-2135

President.....Louis R. Chudd

JAY-GEE RECORD CO., INC.

318 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-8570

PresidentSteve Blaine
Sales, Prom. Manager.....Noel Wallis
Services Offered: Manufacturers and distributors of Jubilee, Josie, Fame, Jane, Port, and Dana records.

KAPP RECORDS, INC.

136 East 57th St., New York 22, N. Y.
Phone: PLaza 9-8500

PresidentDavid Kapp

Asst. to Pres.....Michael Kapp
Sales ManagerJay Lasker
SecretaryMorton Miller
ControllerNathaniel March

Branch Office

14-31 Astoria Blvd., L.I.C. 2, N. Y.
Phone: YE 2-1515

PresidentDavid Kapp
Services Offered: Producers of Kapp, Medallion & Leader records.

KAY-TEE PRODUCTIONS INC.

5035 Brookfield Lane, Clarence, N. Y.
Phone: NF 3-5132

President.....Preston L. Taplin
Vice President.....Edith M. Taplin
Services Offered: Radio continuity service, transcribed weather service, specialty cards & forms for radio.

LANG ELECTRONICS, INC.

507 Fifth Ave., N.Y.C.
Phone: MUrray Hill 2-7147

PresidentLouis Lang
Sec.-Treas.Thelma Lang
Services Offered—Dealers in master recording equipment; servicing.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois

FOR
THE
RECORD-
THE
FINEST
IN
SOUND...



TRANSCRIPTION-RECORDING

Vice President.....C. O. Langlois, Jr.
 Vice Pres. Sales.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio
 Hucksters and Airlifts—Musical commercials
 plus "Airlifts" for station sound and indi-
 viduality. Tailor-made commercials and spe-
 cial local station promotion. Transcribed
 Music Service for radio and television sta-
 tions. Program syndication.

LIBERTY RECORDS, INC.

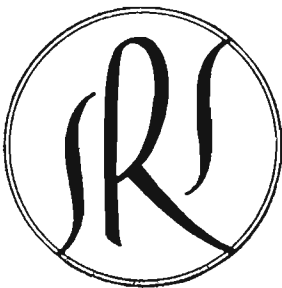
6920 Sunset Blvd., Los Angeles, Cal.
Phone: HOLlywood 4-8101
 N. Y. *Phone:* Circle 6-3010
 Board Chmn.....Si Waronker
 President.....Al Bennett

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607
 Executive Director.....Jack Lloyd
Services Offered: Creation and production
 of unusual commercials and musical jingles
 for advertising agencies and stations. Pack-
 aging of transcribed radio programs (dram-
 atic, comedy, musical, audience participa-
 tion); from the idea to finished recording.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
 N. Y. *Phone:* Dunkirk 4-4191
 President.....C. P. MacGregor
 General Manager.....E. H. Lowry
 Studio Manager.....Robert W. McKenzie



Reeves Sound Studios

DIVISION OF REEVES BROADCASTING
 & DEVELOPMENT CORPORATION

304 EAST 44th STREET
 NEW YORK 17, N. Y.
 ORegon 9-3550

*The Largest Sound
 Service Organization in the World.*

RCA Licensee Western Electric Licensee

Services Offered: Transcription library
 productions; music library service, dramatic
 and musical programs; recording studios.
 Complete packaging.

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.
Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.
 V.P., Prog. Dir.....Joseph F. Hards
 Sales Manager.....A. J. Kendrick
Services Offered: Magne-Tronics motiva-
 tional music: tape-recorded background
 music program service transmitted via FM
 Multiplex and leased lines by exclusive,
 authorized franchises. Program service on
 magnetic tape for main channel use.

MAGNO SOUND, INC.

723 Seventh Ave., New York 19, N. Y.
Phone: CI 7-2320

Services Offered:—Motion picture sound
 recording, transfers from and to tape &
 film medium; miking; dubbing; post sync
 recording; tracks supplied; 35mm negative;
 16mm neg. or positive; 35 & 16mm magnetic;
 17½ magnetic; ¼" tape pic sync rangertone;
 ¼" sprocket tape.

MASTERTONE RECORDING STUDIOS, INC.

130 West 42nd St., New York 36, N.Y.
Phone: WI 7-2940

Recording Spvrs.....Gene Sayet
 Chief Engineer.....Sid Feldman
Services Offered: Professional recording
 services: editing, studio, mono & stereo;
 acetate mastering, mono & stereo.

METROPOLITAN SOUND SERVICE, INC.

120 West 42nd St., New York 36, N. Y.
Phone: Wisconsin 7-9907

President.....C. Langlois, Jr.
 Secretary.....Ted Rosen
Services Offered: Transfer, dubbing, edit-
 ing mixing & recording.

M G M RECORDS

1540 Broadway, New York 36, N. Y.
Phone: JUDson 2-2000

President.....Arnold Maxin
 Nat'l Sls. Mgr.....Leon Schachere
 V.P., Chg. of Oper.....Sid Brandt
 Advertising Manager.....Sol Handwerger
 Dir. of Creative Services....Harry Anger, Jr.
Services Offered: MGM popular and class-
 ical records, custom recording. Metro, Metro
 Jazz, Cub, Lion records.

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695

President.....Charles Michelson
 Treasurer.....Aaron Michelson
Services Offered: Distributors of tran-
 scribed radio program series; syndicated TV
 film series; EMI, Gennet-Speedy-Q; Stand-
 ard Sound effect record libraries.

M-J PRODUCTIONS

2899 Templeton Road, Columbus 9, O.
Phone: BElmont 5-8043

Co-ownerBob Geis
Co-ownerMary-Jo Cobbs
Services Offered: Producers of taped radio programs & recorded radio spots.

MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.
Phone: ORegon 4-7400

Board Chairman.....Jack D. Wrather, Jr.
President.....Charles C. Cowley
Sr. V.P., Treas.....John R. Andrus
V.P. & House Counsel.....Leonard Scholl
V.P. & Dir. of Marketing..Joseph W. Roberts
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, airplanes, trains, buses, ships, and other public business areas.

NATIONAL MUSITIME CORP.

770 Lexington Ave., New York 21, N. Y.
Phone: TE 8-8483

PresidentChas. E. Rynd
Vice President.....Jerome K. Levy
Services Offered: National background music service through radio station franchise network. Music tape programming and duplicating services.

**NATIONAL VIDEO TAPE
PROD., INC.**

36 West 44th St., New York 36, N. Y.
Phone: MU 2-3627

President.....Richard E. Bailey
V. P.'s.....Jack D. Bozarth, Clifford Evans,
Anthony Hennig, Roylance Sharp, Thomas
Schilling, Charles Voso
9-11 Sta. Sq., Rutherford, N. J.

Ch. Exec.R. E. Bailey
Services Offered: All phases of video tape production.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300

Manager.....Charles L. Bennis
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400
3000 W. Alameda Ave., Burbank, Calif.
Phone: TH 5-7000

Services Offered: Recording, service, tape & disc.

**NOLA PENTHOUSE SOUND
STUDIOS**

111 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-1417

Owner.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PL 1-0890

President.....Richard B. Olmsted
Vice President.....Arthur Shaer
Services Offered: Transcription, film sound, stereo recording & mastering.

PLAZA SOUND STUDIOS

55 West 50th St., New York, N. Y.
Phone: PLaza 7-6111

President.....Warren E. Jenkins
V.P., Sales.....Gregory W. Raffa
V.P., Admin.....John H. Jackson
Services Offered — Recording studios, screening room, full mastering facilities, film services.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135

Secy.-Treas.....S. M. Lauch Price
Services Offered: Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

**PROGRAMATIC BROADCASTING
SERVICE**

(Division of Muzak Corp.)

229 Park Ave. S., N. Y. C. 3
Phone: ORegon 4-7400

General Manager.....John Esau
Branch Offices

Anderson Lane, Madison, Tenn.
Eastern Sales Rep.....Robert Prater
9714 Champa Drive, Dallas, Tex.
Mid-States Sales Rep.....Robert E. Fender

Big Bands

Foreign Language

Instrumentals

Background

**FOR THE BEST IN
MUSICAL PROGRAMMING**

Write for Free Catalog

REQUEST RECORDS, INC.

443 West 49th Street

New York 19

CI 7-3632

TRANSCRIPTION-RECORDING

5149 Castle Road, La Canada, Calif.
 Western States Sales Rep. B. H. Mitchell
Services Offered: Complete integrated package of automatic programming consisting of equipment and tape recordings.

QUE RECORDING CO.

6233 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 4-8351

President Normand Houle
 Sales Manager Dick Romaine
Services Offered: Sound studios for radio & TV commercials; sound services for film. 16mm-17½ & 35mm dubbing & transfers; acetates, masters & pressings.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York
 Executive Director Oliver W. Nicoll
 Assoc. Dir. of Svcs. Sandra Munsell
 Mng. Dir. of Prod. J. H. MacDonell
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RCA VICTOR CUSTOM RECORD SALES DEPARTMENT

155 East 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

Mgr., Custom Records Ralph C. Williams
 Sales Mgr. Carl Reinschild

Mgr., Custom, Artist and
 Repertoire Ben Selvin
Custom Record Sales Section

Chicago Mgr. William F. Reilly
 Hollywood Mgr. A. E. Hindle

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager A. B. Sambrook
 Western Sales Rep. William C. Gartland
 Northeastern Sales Rep. George Field
 Southwestern Sales Rep. John Alves
 Southeastern Sales Rep. Wallace D. Cochran
 Central Northeast Sales

Rep. (Chicago) Warren Peterson
 Central Northwest Sales Rep. Jack Nadeau

Services Offered: Thesaurus (musical program service); RCA Syndicated Programs (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.
Phone: MUrray Hill 9-7200

445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215

1510 N. Vine St., Hollywood 88, Calif.
Phone: OLdfield 4-1660

1121 Rhodes Haverly Bldg., Atlanta 3, Ga.
Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas
Phone: FL 2-3911

300 17th Ave. South, Nashville, Tenn.
Phone: ALpine 5-6691

RECORD SOURCE, INC.

333 East 46th St., New York 17, N.Y.
Phone: YUkon 6-0155

President Hal B. Cook
Service Offered: Provide phonograph records and albums purchased from manufacturers to radio stations for broadcast purposes, on a subscription basis.

REEVES SOUND STUDIOS

(Div. of Reeves Bstg. & Dev. Corp.)
 304 East 44th St., New York 17, N. Y.
Phone: OREgon 9-3550

President Chester L. Stewart
 Mgr.—Film Div. Richard Vorisek
 Asst. Gen. Mgr. John Vorisek
 Manager, Video Dept. R. Byloff
 Chief Engineer Lyman J. Wiggan
Services Offered: Video & sound recording for motion pictures and television, transcriptions.

REQUEST RECORDS, INC.

43 West 49th St., New York 19, N. Y.
Phone: CI 7-3632

President C. H. Lowenstein
 Vice President M. Linz
 General Mgr. H. J. Lengsfelder
Services Offered:—Recording Transcriptions, specializing in foreign language and instrumentals. Background music for TV productions.

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(See Commercial Producers)

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Recording Mgr. Doug Nelson
Secretary Pat Seely
Services Offered: Client or JSA supervised; voice recording, dubbing, tape transfer, mixing, re-recording, editing and assembly.

SESAC, INC.

10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 6-3450

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Secretary-Treasurer R. C. Heinecke
Asst. to President E. S. Prager
Prod. Manager George Jellinek
Station Relations Dir. W. F. Myers
Publicity & Prom. Alice Heinecke

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115 W. 45th St., N.Y.C.
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V.P. & Treas. Harold H. Oppenheimer
V.P. & Sec. Gerhard M. Behrendt
Services Offered: Distributors of sound & recording equipment.

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8508 Sunset Blvd., Hollywood 46, Calif.
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Services Offered: Phonograph record manufacturer.

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Sales Manager Rolf Johnson
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(See *Producer-Distributors*)

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Services Offered: Open end transcriptions -- quarter hour and five minute programs.

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Vice President Lucius Del Guercio
National Sales Mgr. Irv Stimler
National Promotion Mgr. Basil Bova
Service Offered: Record manufacturer.

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Phone: PLaza 7-2197

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Exec. V.P. Marvin A. Kempner
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Dir. Recording Thomas Tait
Chief Engineer John Madaris
Services Offered: Studios, air/line checks (AM-FM-TV), remotes, tape, disc, sync 1/4" tape, 16mm tape, custom built audio equip.

UNIVERSAL RECORDING CORP.

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President A. B. Clapper
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THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
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President Thomas J. Valentino
Vice-President Michael T. Valentino
Secretary Elsie F. Valentino
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WARNER BROS. RECORDS, INC.

4000 Warner Blvd., Burbank, Calif.
Phone: HOLlywood 9-1251

N. Y. Phone: CIrcle 6-1400

President James B. Conkling
International Dir. Robert B. Weiss
Rec., Engr. Dir. Lowell Frank
Services Offered: Producers of phonograph records, all categories of music.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811

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Services Offered: Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals.

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Suburban Station Bldg., Philadelphia 3, Pa.
Phone: LOcust 8-4100

President Paul F. Harron
Sect.-Treasurer Lawrence D. Biele
General Manager Robert A. Monroe
Vice President Frank Knight
National Sales Dir. Richard Crane
Services Offered: Complete sales & sales promotional service for radio stations, including commercial jingles, i.d.'s, production aids, news, time, weather intros, themes, backgrounds, interludes, sounds, etc.

'Nowness' Quality Of Television Programming Meets Public Need

By BILL TODMAN
Goodson-Todman Production



TOO many members of the broadcasting fraternity have an inferiority complex. They cringe whenever critics of the industry bark. Instead of standing up and defending what is good and original in television, they assume a defensive pose and merely mutter that they will try to do better.

What these defensive broadcasters fail to realize is that attackers of TV themselves are frequently illogical. Their criticism condemns shows as a type rather than on individual merit. Certain critics invariably prefer poor documentaries to good westerns, or bad public service programs to well-executed audience participation shows.

This attitude represents a prejudicial judgement which is harmful to the industry and the public. You would never hear a Broadway reviewer claim that the trouble with the theatre is that there are too many musicals; his brief would be that there are not enough good musicals.

I believe the same criteria should be applied to TV. When we produce a bad program, please let us know about it. But don't condemn an important type of programming because it is not to your taste.

Critics to the contrary notwithstanding, I feel that a type of programming most frequently under fire — the audience participation, game and panel show — makes a valuable contribution. In a sense, these programs represent TV at its live best.

TV's finest hours come in presentations of reality, when the quality of "nowness" is present. Reality may be imparted through both information and entertainment programs. The information area covers such live programming as sports events, political conventions, press conferences, newscasts, etc.

In the entertainment area featuring "nowness," audience participation, game and panel shows are outstanding. Here, people

are presented as they really are. A genuine human drama is played out while viewers are given an opportunity to participate vicariously in their homes. These shows are the only original contributions of broadcasting.

I know it's fashionable to rap game shows as intellectually unstimulating. But the mail we receive at Goodson-Todman reflects the public feeling and seems to refute that argument. We consistently hear from a variety of obviously intelligent men and women — ranging from supreme court justices to leaders of industry — telling us that the only programs they watch are game shows, sporting events and/or news interviews.

What these people are telling us is that they appreciate the quality of immediacy, the "nowness" of TV. That's why I maintain that this kind of programming satisfies a genuine need.

Even the lesson of the quiz show scandals has been twisted. After they broke, some critics tried to equate all audience participation shows with overtones of corruption. The canard was simply not true.

Because there is a public need for game shows, they outlasted their critics. As we predicted, they are now making a comeback on daytime video, and I believe they will have a resurgence on nighttime TV as well.

Big money for prizes probably will not be a factor. Money alone will not make a show if the game itself is not interesting and intriguing. In any event, there will be no question of "rigging" because the public is so skeptical that the slightest hint of control would make the show a failure.

We in the industry needn't be apologetic about this phenomenon of the game show. We should defend it for what it is . . . a bastion of reality on television and a unique entertainment form native to the medium.

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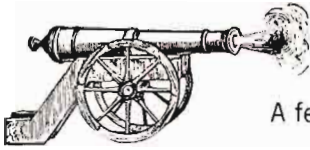
1961

**TV FILM
PRODUCERS
AND
DISTRIBUTORS**



KEY PERSONNEL
BRANCH OFFICES
CURRENT PRODUCTIONS
THE WHO'S WHO OF TOP
LEVEL EXECUTIVES

(SEE PAGE 968)



CHARGE!

A few years ago, Flamingo challenged the stale concepts of tv film distribution. We rejected Hollywood's pot-boilers and called for the programming of distinguished international features. With confidence in the growing demand for quality, we introduced the exciting Critics' Award and Festival Packages. Our courage and foresight were rewarded with success. Today, in the same fine tradition, we offer the regal Imperial Package. Our days of pioneering are over. Flamingo is the established leader of an expanding field.

We are a dynamic organization dedicated to superior programming. Not content with past victories, Flamingo hurls the challenge anew.

The imaginative Nutty Squirrels Tales is the most attractive property in the cartoon market. And let competition beware... Flamingo distributes the top-rating favorite Superman, which reaffirms our standard: the very best entertainment for every age and taste.



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TV Film Producers and Distributors

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1501 Broadway, New York 36, N. Y.
Phone: LA 4-5050

President.....Henry G. Plitt
V.P., Charge of Sales...Howard B. Anderson
Dir., West Oper.....John Tobin
Eastern Div. Sls. Mgr....Albert G. Hartigan
Central Div. Sls. Mgr....Michael G. Gould
Southeastern Sales Dir.....J. Delaney
Canadian Sales Dir.....Wm. Hannah
Western Sales Mgr.....Donald Jones
Mgr., Film Op.....Gilbert Cohen
Ad. & Promotion Dir.....Irving Paley
Controller.....Raymond C. Fox
Services Offered—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

Productions—One Step Beyond; Man With A Camera; Counterthrust; 26 Men (78); Adventures of Jim Bowie (76); Sheena, Queen of the Jungle 26; The People's Choice (104); Douglas Fairbanks, Jr. Presents (117); The Playhouse (52); Herald Playhouse (52); Kieran's Kaleidoscope (104); The Three Musketeers 26; Meet McGraw (42); Court of Last Resort.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7471

President.....Samuel Sawelson
Sec'y, Office Manager....David Christopher
V.P. Superv. Opera.....Melvin G. Sawelson

Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services; video tape transfer facilities.

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President.....Patrick Shanahan
Services Offered: 16, 35 mm. films for television rental.

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOLlywood 4-7571, 4-3414

141 E. 55th St., N. Y. 22

Phone: PLaza 5-5266

President.....Arthur Alexander
Vice Pres.....Max Alexander
East. Rep.....Larry Stern

Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows, cartoons and comedies.

All-Canada Radio & TV Ltd.

1000 Yonge St., Toronto, Ont., Can.

Phone: WALnut 5-9361

President.....J. Stuart MacKay
General Manager.....Reo Thompson
Mgr. Radio Sales Time Div...Robert F. Tait
Mgr. Program Div.....Dana S. Murray
Mgr. TV Time Sales Div...Ross A. McCreath

Mgr. Best. Svcs.....Peter N. Harricks
Sec.-Treas.....Eric M. Williams

Branch Offices

Taylor, Pearson & Carson Bldg.,
Calgary, Alberta.

Phone: AM 2-7691

Manager.....Jack Cavanaugh
922 Dominion Sq. Bldg., Montreal, Que.

Phone: UN 1-5656

Manager.....Ken Baker
706 Electric Railway Bldg., Winnipeg, Man.

Phone: WH 2-6861

Manager.....Bruce Pirie
1161 Melville St., Vancouver, B.C.

Phone: MU 4-7461

Manager.....J. E. Baldwin

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Distributors of—Aquanauts, Bold Venture, Boston Blackie, Harbor Command, Harbor Master, Highway Patrol, 1 Led 3 Lives, Lock-Up, Man Called X, Martin Kane, Mr. D. A., Peter Gunn, Sailor of Fortune, Sea Hunt, Dr. Christian, The Unexpected, Favorite Story, Target, Man & the Challenge, Men Into Space, Science Fiction Theatre, Aggie, Dayton Allen Show, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Cisco Kid, Rough Riders, Mackenzie's Raiders, Tombstone Territory, Col. Bleep, Jeff's Collie, also sports, news, special & feature films.

All-Scope Pictures, Inc.

(Commercial Film Division,
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Leonard Anderson Associates Inc.

200 W. 57th St., New York 19

Phone: PLaza 7-4162

President.....Leonard Anderson
Vice-Pres.....Barbara Anderson
Prod. Mgr.....Marc Anderson
Secy., Off. Mgr.....Lillian Ortner

Services Offered—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

Productions—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes; Little Julius; The Eagles Strength; USIA; Indiana Motor Truck Assoc.

(Continued on Page 878)



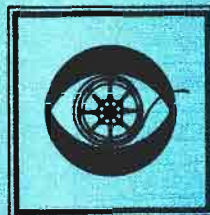
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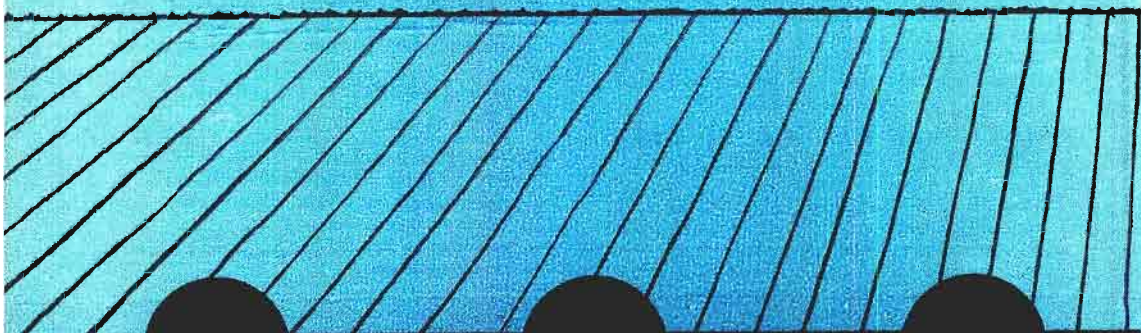
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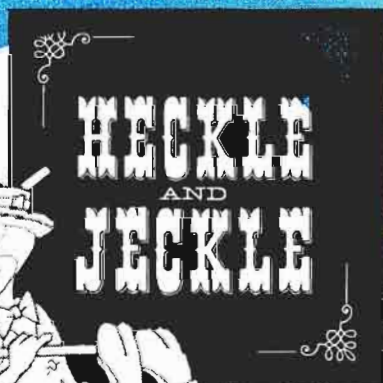
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TV FILM PROD.-DIST.

(Continued from Page 875)

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347 Madison Ave., New York 17, N. Y.
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Exec. V.P., Treas.....A. L. Frederick
V.P., Adv. & Prom. Dir.....R. W. Bucher
V.P., Opera.....R. D. Mitchell
Vice Pres.....R. S. Evans
Vice Pres.....R. M. Finehout

Branch Offices

561 Hillgrove Ave., La Grange, Ill.
Phone: FLcetwood 4-0576

Manager.....M. G. Weiland
Broad at Elm, Ridgefield, N. J.
Phone: WHitney 3-8200

Manager.....E. H. Johnson
799 Stevenson St., San Francisco, Calif.
Phone: UNderhill 1-5305

Manager.....W. O. Siler
1108 Jackson St., Dallas, Tex.
Phone: RIverside 8-8759

Manager.....C. Stahl
Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films; physical handling service.

Astor Pictures, Inc.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

Chairman of Board.....F. F. Bruder
Secretary.....George Foley
Treasurer.....Anthony Tarell
Services Offered—Producers and distributors of feature films.

Atlantic Television, Inc.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

Chairman of Board.....F. F. Bruder
President.....Alfred H. Morton
Secretary.....George F. Foley
Treasurer.....Anthony Tarell
General Sales Mgr.....Harry Goldstone
Services Offered—Producer and distributor of 200 features and 36 westerns.

Atlas Television Corp.

209 E. 56th St., N. Y. 22
Phone: ELdorado 5-7943

President.....Henry Brown
Services Offered—American features; half and full hour westerns.
Productions—Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

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, sound effects.

George Bagnall & Associates Inc.

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: OL 2-8050

President.....George L. Bagnall
V.P., Gen. Sales Mgr.....J. J. O'Loughlin
Vice President.....W. L. Anthony
Secretary.....Fred C. Lindquist

Branch Office

452 Hoodridge Dr., Pittsburgh, Pa.
Phone: LOcust 1-4661

Vice President.....W. L. Anthony

Services Offered—Distribution of the following films for television: Features—Forbidden Jungle, New Orleans, Timber Fury, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, On Our Merry Way, Buffalo Bill Rides Again, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Voice in the Wind. Half-hour Shows — 26 episodes, A Scene with a Star, 5-Minute Show — 5-Minute Comic Strip, Clutch Cargo.

Bil Baird's Marionettes

59 Barrow St., N.Y.C. 24
(See Commercial Producers)

Jerome Balsam Films, Inc.

33 W. 42nd St., N. Y. 36
Phone: PE 6-1432

Pres., Gen. Sales.....Jerome Balsam
Vice President.....Alexander Beck
Services Offered—Producers and distributors to TV of syndicated shows, features and cartoons.

Banner Films, Inc.

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-4811

President.....Charles McGregor
Services Offered—Production and distribution of films for TV.

Productions—Night Court U.S.A., 78 one-half hour episodes.

Distributing—Bold Journey, Speedway International, I Search For Adventure, Judge Roy Bean, Jungle, Big Game Hunt, Tarzan Features, Pine Thomas Features, Debbie Drake.

Banner Productions, Inc.

5420 Melrose Ave., Hollywood 38, Calif.
Phone: HO 9-8366

President.....Sy Weintraub
Sect.-Treas.....Ben Hecht
Exec. Sect.....Louise Griswold
Services Offered—TV and motion picture producers.
Productions—Tarzan TV Series, Our Town Series.

Thomas J. Barbre Productions

2130 S. Bellaire St., Denver 22, Colo.
Phone: SKYline 6-8383

Producer.....Thos. J. Barbre
Assistant Manager.....Anita T. Barbre
Dir. of Photography.....H. J. Anderson
Dir. of Sound.....Paul F. Emrich
(Continued on Page 880)

A Family Is A Lot Of People And MGM-TV Meets Their Tastes

By JOHN BURNS
V. P. in Charge of TV Sales, M-G-M-TV



CALL it what you will, a cycle or a trend, it's in the air and on the airwaves that the great American family is coming into its own again. The great American family is multi-millioned, the school-goers, the church-goers, the solid workers, the substantial business people, and they've got the biggest pocketbook, population-wise, of all of our citizens.

Metro-Goldwyn-Mayer Television, in its new streamlined 1960-61 programming, covers all possible tastes. It's apparent that Leo the M-G-M Lion has sensed the ever-growing hunger for TV subjects with whole-family appeal and has made available for America's greatest cross-section of TV-users a rich entertainment menu to satisfy their insistent wishes. Three of its current offerings are entertainments ideally suited for whole-family viewing, and two are straight action and excitement.

The showmanship instinct which has ever been the heritage of the world's greatest Studio is evident in its approach to its TV series. True to its reputation of "star builder," M-G-M seeks to present and develop new personalities in each of its entertainments.

One of the offerings tailor-made for the vast family trade, "National Velvet," has already made its mark, with 32 episodes already completed. As we go to press its ratings are far out-stripping a long-time famed competitor. This is the first TV series to win a citation from Parents Magazine Publications' "Calling All Girls." It also garnered the Los Angeles Critics' Award for the "outstanding family television show." Its leading lady, Lori Martin, is building into a top-flight popular favorite. In early April she achieved the cover and an article in TV Guide about her series. "National Velvet"

will be with us for a long time over NBC-TV on Sunday nights.

A second series that's perfect for the entire family is "Dr. Kildare," now headed for renewed fame when it premieres next September over NBC-TV on Thursday nights. The prediction is already being made that the young actor who plays the role of "Dr. Kildare" will capture the hearts of practically every female. The role of Dr. Gillespie is played by Raymond Massey.

In "Father of The Bride", MGM-TV presents another new-star candidate in the person of Myrna Fahey. This series is a natural to fill the current yearning for entertainment designed to win whole-family popularity. The cast includes Leon Ames, Ruth Warrick and others. "Father of The Bride" will have its premiere on September 29, over CBS-TV on Fridays.

In the field of straight drama and suspenseful staccato action series, MGM-TV is already in full stride with "The Asphalt Jungle." Waiting for its fall premiere is "Cain's Hundred."

"The Asphalt Jungle" is seen over ABC-TV on Sunday nights. At press-time, although a new series in a new time slot, it has come up to expectations in audience response and in trade paper appraisal. It stars Jack Warden, Arch Johnson and Bill Smith.

September will also see the inaugural of a new MGM-TV dramatic series, "Cain's Hundred," from which great things are anticipated. This series in which ex-gangland lawyer Nicholas Cain has as his quarry the 100 leaders of organized crime in America today, will be shown over NBC-TV on Tuesdays. MGM-TV has cast Mark Richman in the principal role. The first episode confirms the advance forecasts that he will be one of next season's talked about TV favorites.

TV FILM PROD.-DIST.

(Continued from Page 878)

Services Offered—Complete motion picture production services: scripts, photography, editing, sound recording, stage, mobile units, theater. Producing business films and TV commercials for national accounts.

Productions—TV film commercials: Bold Action Furniture Sales, Inc.; Adolph Coors Company; Gates Rubber Company.

BBC TV Promotions

630 Fifth Ave., New York 20, N. Y.
Phone: CI 7-0656

TV Representative.....Dennis Seuse
Services Offered—Producers and distributors of TV programs and series.

Productions—An Age of Kings, Inspector Maigret.

B. C. G. Films, Inc.

405 Lexington Ave., New York 17, N.Y.
Phone: MU 7-0870

President.....Nat Gassman
Vice President.....Charles C. Carson
Treasurer.....Peter D. Murray
Services Offered— Television & theatrical film distribution.

Biograph Studios, Inc.

807 East 175th St., Bronx 60, N. Y.
Phones CYprus 9-5500

President.....Ben Gertner
Treasurer.....Nathan Stolper
Services Offered—Rental of stages for TV & motion picture studios.

Fritz Blocki Productions

1343 N. Fuller Ave., Hollywood 46, Calif.
Phone: HOLlywood 2-8971

Producer.....Fritz Blocki
Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
Phone: JUDson 6-1030

President.....Chester M. Ross
Exec. Vice Pres.....Emanuel Kandel
Vice Pres., Treas.....Ira S. Stevens
Vice Pres. Agency Sales.....Wade Barnes
General Sales Mgr.....Alex Leslie

Branch Offices

8290 Santa Monica Blvd., Hollywood, Calif.
V.P., chg. of Operations....Stanley Halperin
1301 S. Wabash Ave., Chicago, Ill.

Manager.....John Krutzler
443 Jarris St., Toronto, Ont., Can.
V.P., General Mgr.....Alan Mills

Services Offered—Shipping, expediting and servicing of TV film, print procurement.

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

President.....Thomas J. Brandon
Secretary.....Lillian W. Brandon
Services Offered— Source of International feature films in French, Italian, German, Japanese, also ballet, folk dance, art, music.

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Bernard S. Brody & Associates

9034 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-1334

Owner.....Bernard S. Brody
Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions—Danny Thomas Show, My Three Sons.

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Canada
Phone: WALnut 2-2103

President.....S. W. Caldwell
Exec. Vice President.....G. F. Keeble
V.P., Production.....Sydney Banks
V.P. Sales.....Kenneth Page
Lab. Manager.....Russ Smith
Recording Supervisor.....Murray Marshal
Montreal Br. Mgr.....J. E. DeBow
Vancouver Br. Mgr.....Florence Ward

Services Offered— Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad. Kinescope air checks and allied services.

Calhoun M. P. Producers

264 E. 78th St., N. Y. 21
Phone: LEhigh 5-2120

President.....Brian Calhoun
Vice President.....Paul Goldschmidt
Secretary-Treas.....Dietlinde Ruber
Prod. Mgr.....Fred Carley
Sales Mgr.....C. P. Gennell

Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales

California National Productions, Inc.

(Subsidiary of NBC)

663 Fifth Avenue, New York 22, N. Y.
Phone: CIRCLE 7-8300

Chairman of the Bd.....Alfred R. Stern
V.P., Gen. Mgr.....Herbert S. Schlosser
V.P., Programs.....Carl E. Lindemann, Jr.
V.P., Treasurer.....Aaron Rubin
Secretary.....Thomas E. Ervin
Assistant Secretaries.....T. W. Sarnoff,
John B. Shute

Ass't Treas.....Joseph L. Kubin
Dir. of Bus. Affairs.....James A. Jurist
Dir. of Sales.....Daniel M. Curtis
Dir. of Prom., Adv., Press....Arthur Perles
Services Offered—TV film program sales and syndication.

Sales Offices

NBC Television Films:
663 Fifth Ave., New York 22, N. Y.

(Continued on Page 885)

When They Know You By Your Shows — Watch Out

By JEROME HYAMS
V.P. & General Manager, Screen Gems, Inc.



IN THIS AGE of specialization, television has found that specialization is the most dangerous habit into which it can fall.

I know there are production houses whose current success gives the lie to this assertion. But I don't envy any company whose reputation has been built by its knack for any one kind of format. Times change, especially in television, and unless you're in a diversified position you'll have difficulty changing with them.

Screen Gems is lucky in this respect. Our first full-scale series was a dramatic anthology, "Ford Theater." This gave us experience in almost every possible format, and identified us with no single one. Almost everything we've done since then has tended to diversify our experience even further.

That was a good time to get started, eight to ten years ago. In those days the dramatic anthology was considered a basic of the business. Three of the four largest production companies currently represented on the nighttime network schedule were deeply involved with anthologies at that time.

But not everyone was that lucky, or smart. In the scramble to get a toe hold on the business, certain companies felt impelled to follow up on their strongest effort and make a specialty of it.

In those days, if you'd been around the business for awhile, you didn't have to read the credits to find out which studio produced certain shows. All you had to do was to listen to the sound track for five minutes.

But, sad to say, those producers who'd become so specialized that they left their hallmark on their every production were actually drafting their epitaphs, whether they knew it or not. One producer who'd struck pay dirt with happy shows unhappily went bankrupt. The leader of the swash-buckling trend quickly rode it into the

ground, and had to retreat to another line of specialization.

That could happen again.

To maintain a diversified position you have to keep coming up with new, original, different shows and methods. That's not easy. Perhaps only the professionally creative people know how difficult it is to be truly original. Usually, the trend is against it.

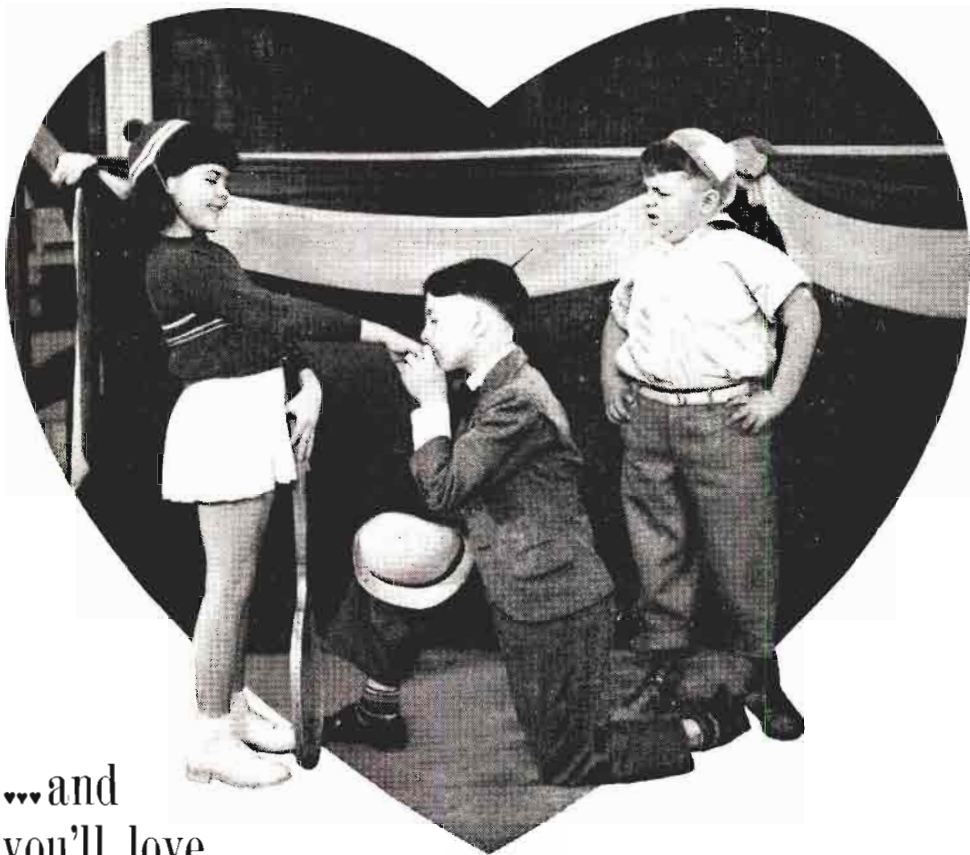
It's the responsibility of the top management of the production and distribution companies, and of the networks to see to it that new fires are constantly being lighted. A help in this cause is to keep the door always open to independent creative talent. If Screen Gems had not been so disposed in 1957, Bill Hanna and Joe Barbera, for instance, might still not be in television. Aside from the fact that their success is profitable, it also gives us the satisfaction of knowing we'd been right when there was no trend to confirm it.

Screen Gems' most recent move by way of diversification was to associate with independent producers for the development of live programs.

Coming after our 10 years of making film shows, and when the film tide is running high, this surprised many. But there's hardly a better time to start something than when the tide is against it, because that means that tide is about to turn. When Screen Gems first entered the TV market 10 years ago, TV was basically a live medium, but that tide turned.

We think we will have something fresh to offer in live programming, both specials and series, dramatic and musical, game and panel shows. Of course, nobody can tell when we'll be able to get our live properties on the air. But the opportunity will arise sooner or later. And when it does, we'll be ready.

Youngsters Love..... OUR GANG COMEDIES

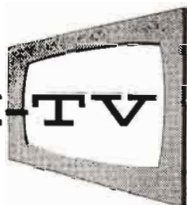


and
you'll love
those high, heart-warming OUR GANG ratings!

Fellas, it's been love at first sight... in each and every one of the 75 markets now showing those hearty, hilarious OUR GANG COMEDIES. Stations are happy. We're happy. All in all, a howling success. But take heart—perhaps your market is one of the rapidly dwindling number still available. Check us now. And if not—check us, anyhow! We still may be able to have a heart-to-heart chat about all those memorable M-G-M CARTOONS. Or those rib-tickling, viewer-snatching PETE SMITH SPECIALTIES. Let's talk

MGM-TV

Division of Metro-Goldwyn-Mayer, Inc.

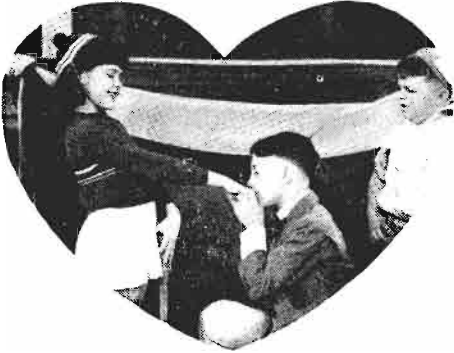


GET THE FACTS

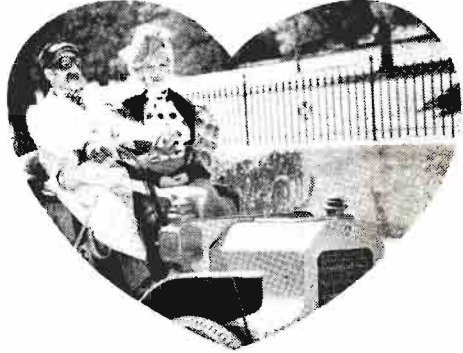
Straight from the heart!

Maybe all of these outstanding M-G-M Shorts Series are still available in your market.

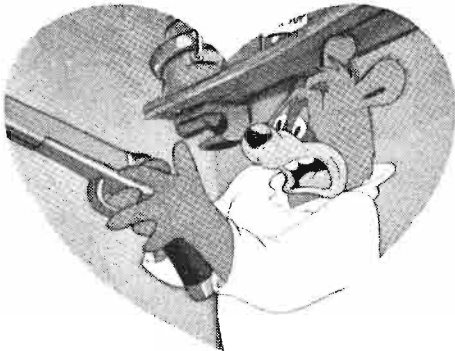
To get more info in a hurry, check the shows in which you are interested—then tear out this ad and mail it to M-G-M TV.



OUR GANG COMEDIES—rich in laughter and ripe in memories—Incomparable!



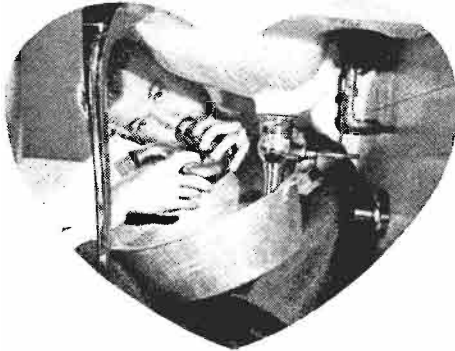
JOHN NESBITT'S PASSING PARADE—Provocative, stranger-than-fiction—human interest gems.



M-G-M CARTOONS—M-G-Masterpieces all—unforgettable! A laugh-a-second guaranteed.



CRIME DOES NOT PAY—Except when you program these suspenseful documentaries.



PETE SMITH SPECIALTIES—The happy choice in short comedy material—family favorite!



M-G-M TV Division of Metro-Goldwyn-Mayer, Inc.
1540 Broadway, New York 36, N. Y.

NAME _____
 POSITION _____
 STATION _____
 ADDRESS _____
 CITY _____ ZONE _____
 STATE _____



for your EVERY
programming need...
for YOUR
station's budget!

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DR.
BROTHERS

COUNTERTHRUST

EXCLUSIVE!
MAN WITH
A CAMERA

THE
PEOPLE'S
CHOICE

JIM BOWIE

COURT
OF
LAST RESORT

26
MEN

HIGH
ROAD
MEET
MCGRAW

For complete information see your ABC Films Sales Rep or call:

ABC FILMS INC.
1501 Broadway • New York 36, N. Y.
Telephone LA 4-5050

(Continued from Page 880)

Phone: Circle 7-8300

Dir. of Nat. & Reg. Sls...Jacques Liebhenguth
 Eastern Sls. Mgr.Bill Breen
 Merchandise Mart, Chicago 54, Ill.

Phone: MOhawk 4-6565

Central Sls. Mgr.....Edward A. Montanus
 Sunset and Vine, Hollywood 28, Cal.

Phone: THornwall 5-7000

Western Sls. Mgr.....Clifford Ogden
 Victory Program Sales
 663 5th Ave., New York 22, N. Y.

Phone: CI 7-8300

ManagerJack Arbil
 Canadian Distributor:

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont.

Phone: WALnut 4-9635

ManagerRalph Ellis
 NBC Television Films — The Blue Angels,
 Jim Backus Show, Pony Express, R.C.M.P.,
 The Silent Service, Danger Is My Business,
 The Life of Riley, Flight, Not For Hire, Law-
 less Years, Philip Marlowe.

Victory Program Sales—Adventure of the
 Falcon, Captured, Crunch and Des, Danger-
 ous Assignment, Frontier, The Great Gilder-
 sleeve, Gumby, His Honor Homer Bell, Hopa-
 long Cassidy, Inner Sanctum, It's A Great
 Life, The Lilli Palmer Show, Medic, Para-
 gon Playhouse, Steve Donovan Western Mar-
 shall, Victory at Sea, The Visitor, Watch The
 World, Cameo Visitor, Panic!, The Adventu-
 res of Hiram Holiday, The Californians,
 Boots and Saddles, Cameo Theatre, Union
 Pacific, My Favorite Brunette, Road to Rio,
 Crazylegs.

**Lars Colonius Prod.
 Inc.**

45 West 45th St., New York 36, N. Y.
 (See Commercial Producers)

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.
 Phone: BRyant 9-6734

President.....David B. Dash
 Services Offered—Distribution and produc-
 tion of TV films.

Carson-Stempel Enterprises

9034 Sunset Blvd.

Los Angeles 46, Calif.

Phone: CRestview 4-8343

Partners.....Jack Carson & Frank Stempel

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.
 Phone: WEBster 8-2101

Pres., Gen. Mgr.....Jack Miles
 Services Offered—Sound stage facilities for
 lease. Completely equipped; for motion pic-
 ture and TV film production.

**Cavalcade Television
 Programs**

7904 Santa Monica Blvd., Hollywood 46, Calif.
 Phone: OLdfield 4-4144

PresidentHarvey Pergament
 Vice Pres.Earl M. Robins
 Sec.-Treas.Esther Pergament
 Services Offered — Producers representa-
 tive, distribution of motion picture films, ex-
 porter of TV programs. Distributing 36 Span-
 ish dialogue features; Famous Guests, Unk
 & Andy Art Adventures, Huespedes Famosos
 (Spanish).

Cavalier Productions, Inc.

9134 Sunset Blvd., Los Angeles 46, Calif.
 (See Program Producer)

**Campus Film Productions,
 Inc.**

20 E. 46th St., N. Y. 17, N. Y.
 (See Commercial Producers)

CBS Films

485 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-2345

President.....Merle S. Jones
 Administrative V.P.....Sam Cook Digges
 V.P., Programming.....Robert F. Lewine
 V.P., Terrytoons.....William M. Weiss
 Dir., Synd. Sales.....James T. Victory
 Eastern Sales Mgr.....James McCormick
 Dir., Oper.....Fred J. Mahlstedt
 Merchandising Mgr.....Walter Scanlon
 Sales Prom. Mgr.....Eugene Moss
 Contracts Manager.....Gloria Lesser
 Publicity Director.....Robert Fuller
 Inter. Bus. Rel. Dir.....Howard L. Kany
 Inter. Sls. Dir.....Ralph M. Baruch
 Int. Sls. Mgr.....Willard Block
 Licensing Dir.....Murray Benson
 Bus. Affairs Dir.....Joseph B. Irwin
 Mgr., Domestic Sls. Svc.E. K. Cooper
 Mgr., Intl. Sales Svc.....Stanley Moldow
 Dir. CBS Europe.....Michael Burke
 Mgr. Chicago Sales.....Henry Gillespie
 Mgr. San Francisco Sales.....Edward Hewitt
 Mgr. Los Angeles Sales...William Perkinson
 Mgr. Atlanta Sales.....James Thrash
 Mgr. Dallas Sales.....Carter Ringlep
 Mgr. St. Louis Sales.....George Diederich
 Mgr. Boston Sales.....H. Roy Marks
 Mgr. Detroit Sales.....Barr Sheets
 Pres., Canada (Caldwell TV Film Sls.)

S. W. Caldwell

Sales Mgr., Terrytoons.....John Heffernan
 Prod. Mgr., Terrytoons.....Frank Schudde
 Bus. Mgr., Terrytoons.....William Boyd

Services Offered—Worldwide distribution
 & production facilities. Finances, produces &
 distributes films & video tapes for TV.

Productions—Annie Oakley (81), Amos 'n'
 Andy (77), Mama (26), Rendezvous (39),
 Our Miss Brooks (120), Eve Arden Show
 (26), Colonel Flack (39), The Gray Ghost
 (39), San Francisco Beat (183), Terrytoons
 (200), Phil Silvers (138), Buffalo Bill Jr.
 (42), The Brothers (26), Files of Jeffrey
 Jones (39), Cases of Eddie Drake (13), The
 Whistler (39), Navy Log (104), Brave
 Eagle (26), You Are There (39), The Honey-
 mooners (39), Gene Autry Show (91), Ad-

TV FILM PROD.-DIST. 

ventures of *Champion* (26), *U. S. Border Patrol* (39), *Sunrise Semester* (75), *Mr. Adams & Eve* (39), *Whirlybirds* (111), *Air Power* (26), *My Favorite Husband* (13), *Robert Herridge Theater* (26), *The Brothers Brannagan* (39), *Trackdown* (71), *Life With Father* (26), *Assignment Foreign Legion* (26), *Deputy Dawg* (26 ½-hours, 104 cartoons).

Champion Enterprises, Inc.

10000 Riverside Dr., N. Hollywood, Calif.
Phone: POplar 9-1451

President Armand Schaefer
Vice Pres., Treasurer..... M. J. Hamilburg
Secretary Ina Autry
Assistant Treasurer..... Philip S. Cobey
Services Offered—Production of TV films and commercials.

Productions—See *Flying A Prodn.*

Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.
Phone: Wlsc. 7-9244

Branch Office

30 Rue Chalgrin, Paris, France
President Bruce Chapman
V.P. & Treas..... Edna Chapman
Dir. of Research..... Mary Hurcheson
Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.
(See Commercial Producers)

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.
Phone: UPton 0-6136

Services Offered—Producers, distributors of films.

Christensen-Kennedy Productions

2824 Harney St., Omaha 31, Nebr.
(See Commercial Producers)

Cinema Research Corp.

716 N. LaBrea Ave., Hollywood 38, Cal.
Phone: WEbster 3-9301

President Harold Scheib
Vice President..... Ernest Arcella, Jr.
Services Offered—Service organization to film producers in 35mm or 16mm optical printing, art titles, animation, registration contact printing, stage inserts & Matte shots. 70mm reductions, 16 to 35mm blowups.

Cinema Service Corp.

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

President Joseph Seiden
Cameraman..... Harold H. Seiden
Sound Department..... Herbert C. Bloom

Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

Cinema-Vue Corporation

245 W. 55th St., New York 19, N. Y.
Phone: JUdson 6-1336

President..... Joseph P. Smith
Exec. Vice Pres..... Arthur J. Steel
Sect. Gen. Counsel..... Harry M. Pimstein
Mgr. Corp. Opera..... Bernard J. O'Rourke
Branch Office

11693 Laurelwood Dr., Los Angeles, Calif.
Phone: POplar 6-8734

V.P. Sls. Mgr..... Francis D. Smith
Services Offered—Producers and distributors of filmed and taped TV programs.

Productions—Adventures of Danny Dee, Jingle Dingle Christmas Party, The Mickey Rooney Show, Secret Files U. S. A., Washington at Valley Forge, 104 Tom Puss, Animated Color Cartoons, Milestones of the Century, Adventure Theatre Features, Musical Parade of Stars.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood
(See Commercial Producers)

Clairmont Films

2136 Nichols Canyon Blvd.,
Hollywood 46, Calif.
Phone: OL 4-2170

Owner Leonard Clairmont
Services Offered: Motion picture production and photography.
Productions: Tiare Tahiti.

Cluster Enterprises, Inc.

2229 N. Charles St., Baltimore 18, Md.
Phone: CHesapeake 3-3630

President..... Bertram H. Cluster
Sales Manager..... Lee N. Baker
Production Manager..... Ken Calfee
Services Offered—Producers and distributors of "Strikes 'n Spares," "Pin Busters," "It's in the Name," and "Duckpins & Dollars."

Coast Sound Service, Inc.

1223 N. Highland Ave., Hollywood, Calif.
(See *Transcription-Recording Cos.*)

Color Telefilms of America

521 Fifth Ave., New York 17, N.Y.
Phone: YUkon 6-1960

President..... David A. Bader
Vice Pres., Treas..... Thomas W. London
Services Offered — Producers & distributors of TV films.

Colorama Features Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-5992

President..... Jules B. Weil
Vice President..... Carroll L. Puciato
(Continued on Page 889)

ZIV-UA Means Business With 'Quality In Quantity'

By LEN FIRESTONE
V.P., Syndication Sales, Ziv-United Artists, Inc.



THE business of television is more than business at Ziv-UA. Here we believe that it is our obligation to put more into our present production in order to increase our yield to the public in the future.

In reverse, we believe that quality is not only good TV, it is also good business. In fact, we have discovered that quality is actually the parent of quantity. Good shows that won't die are the difference between a warehouse and a library. We have the greatest library of its kind in the world.

Between this catalog and its steady output of at least a half dozen first-run series a year, we have become the largest and only consistent source of continuing supply of syndicated programs in TV today.

In short, Ziv-UA means business in the best sense of the word, in a chain that includes the station, advertiser and consuming public, whose buying power is the vital link that completes the circle.

Ziv-UA's complete and expertly researched sales plans are the product of time and people and rich experience that make them unrivalled in their field. They include built-in merchandising and promotion opportunities that have been tested in action, as have the men who are sent to put the plans into practice for our clients.

"Your Ziv-UA man" is more than a designation. It describes a carefully picked executive whose grasp and personality measure up to a standard of service that has been built up over the years through contact with the needs of advertisers and stations. His "theatre of operations" takes in national spot and regional advertisers, as well as local sponsors and stations; and his arsenal consists of some of the top-caliber productions in syndication, headed by some of the brightest stars in the theatre.

Included in Ziv-UA's 12 year cavalcade of hits are what are recorded in the industry as the three crowning successes of the syndication business: "Highway Patrol," "Sea Hunt" and "I Led Three Lives."

"Highway Patrol" anticipated by several seasons the popularity of the law-enforcement program in TV; out-living still, almost all its imitators. It is currently among the top-rated and best product-selling shows in syndication.

Companions to "Highway Patrol" in the field of "quality that sells" are, "Men of Annapolis," "Science Fiction Theatre," "Mr. District Attorney," "Mackenzie's Raiders" and "Favorite Story."

"Sea Hunt," starring Lloyd Bridges and produced by Ivan Tors, represents in some ways, the peak of American syndication. The freshest idea in TV at its inception, it bucked every trend and prophecy to become the longest-running and most distinguished top-rated series in the market-by-market arena today.

New Ziv-UA successes are "Case of the Dangerous Robin," "Tombstone Territory" and "Lock Up." Other best-sellers include "Harbor Command," "Dr. Christian," "Bold Venture" and "This Man Dawson."

And yet the listing here only begins to scratch the depth of Ziv-UA "quality in quantity;" just as the names of some of its stars are only part of the sound of success at Ziv-UA: Lloyd Bridges, Brod Crawford, Macdonald Carey, Lee Bowman, Richard Carlson, Keith Andes, Dane Clark, Adolphe Menjou, Rick Jason, Pat Conway, among many more.

The sum of all of this is that there is business in quality . . . and quality in business. And by those terms, Ziv-UA means business —more and more business for its clients.

NTA

(Continued from Page 886)

Productions — Producer and Distributor, "Uncle Tom's Cabin", "Forbidden Paradise", "Song of Sister Maria", "I Was A Parish Priest", and 22 Pine-Thomas-Paramount features.

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.
(See Commercial Producers)

Commonwealth Film & Television, Inc.

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

President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Sales Mgr.Leo Gottlieb
Services Offered—TV producers and distributors.

Confession, Inc.

1501 Broadway, N. Y.
Phone: LOngacre 4-5592

Exec. Prod.....Jules B. Weill
Prod. Moderator.....Jack Wyatt
Services Offered—Product for regional and national sponsorship.

Co-ordinated Marketing Agency, Inc.

575 Lexington Ave., New York 22, N. Y.
(See Program Producers)

Frank Cooper Associates

9145 Sunset Blvd., Los Angeles 46, Cal.
Phone: CRestview 4-5971
N. Y. Phone: PLaza 1-0725

PresidentFrank Cooper
V.P. Chg. L. A. Office...Dick Irving Hyland
V.P. Chge. of N. Y. Office.....Sy Fischer
Executives.....Joel Cohen, Robt. Goldfarb,
Wm. Cooper, Robert Eisenbach, Michael
Gruskoff, Robert Mayberry, Martin Rosen,
B. D. Shamberg, John B. Genung, Perry
Leff, Edward Rosen.
Services Offered: TV packages; literary
& actors' agent.

Coronet Films

(Div. of Esquire, Inc.)
65 E. South Water St., Chicago 1, Ill.
Phone: DEarborn 2-7676

PresidentJohn Smart
Exec. Vice Pres.A. L. Blinder
V.P.'s.....J. M. Abraham, E. C. Dent
Secretary.....A. D. Elden
TreasurerLester Patchaft
Services Offered—Short, 16mm sound sub-
jects in B&W or color, individually or in
series.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

PresidentTom Corradine
Vice President.....Kyle C. Thomas
Sales Manager.....Eugene B. Duncker
Secretary.....Robert J. Meeker

Services Offered—National and regional
representatives for sale of half-hour syndi-
cated and television packages, 425 feature
films, and 135 westerns, 4 cartoon series.

Currently Distributing—The Ruggles,
Holiday U.S.A., Rendezvous With Adventure,
I Married Joan, Public Defender, Little Ras-
cals, Divorce Hearing.

Criterion Film Laboratories, Inc.

33 W. 60th St., New York 23, N. Y.
Phone: COLUMbus 5-2180

President.....Fred G. Todaro
Production Manager.....Ernest Todaro
Sales Manager.....Irving Schecter
Services Offered—Developing and printing
of B & W and color film.

Crosby-Brown Productions

8721 Sunset Blvd., Hollywood, Calif.
Phone: Oldfield 2-7106

Chairman of Broad.....Victor Muscat
PresidentMarcus Lipsky
V.P., Gen. Mgr.....Burton Rosen
Branch Office

612 N. Michigan Ave., Chicago, Ill.
Phone: WH 4-5438

ManagerKarl Von Schallern
Services Offered—National distribution of
film and tape TV shows for national, regional
and syndicated release.

Productions—Adventure Tomorrow, Danger
Zone, Global Zobel, Hollywood Legion
Wrestling, Michael's of Africa, People's
Court, The Pioneers, Post '48 features, Squad
Car, Treasure, Vagabond, Wanderlust, Won-
ders of the World, You Asked For It, 105
features, 130 5-minute Dayton Allen Shows.

Cummings Productions, Inc.

4 West 56th St., New York 19, N. Y.
(See Commercial Producers)

Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N. Y. 22, N. Y.
(See Commercial Producers)

Daystar Productions, Inc.

Box 900, Beverly Hills, Calif.
Phone: CR 6-2211

Chief Exec.....Leslie Stevens
Services Offered—Complete creative ser-
vices in connection with films for TV.

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
(See Commercial Producers)

(Continued on Page 891)

57



LATE RELEASE
FEATURES
for immediate release

LOCK USTERS



**FIRST
TIME
ON
TV**

A truly great package
of late release—full
length features
assembled by Jayark,
produced by major
studios and featuring
the biggest stars
in the business



OZO

THE
Capitol
CLOWN

Sold in 163
markets. One of the most popular
cartoon features of the day.

Available in black & white or color

Write or phone for availabilities.

JAYARK FILMS CORPORATION

Reub Kaulman, President

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636



(Continued from Page 889)

Peter DeMet Productions

1317 W. Belmont Ave., Chicago 13, Ill.
Phone: WELLington 5-3737

Executive Producer.....Peter DeMet
Associate Producer.....Milton T. Raynor
Prod.-Dir.....Sidney C. Goltz
Services Offered—Producers of "Sportaculars" for TV Productions—All Star Golf, Championship Bowling, Come Out Fighting.

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HO 4-8331

President.....Jack Denove
Vice-President.....Dick Denove
Services Offered — Produce film commercials, dramatic half-hour TV shows and industrial films. Also tape commercials.
Productions — Christopher films, Lucky Strike commercials, It's Golf Time, Gallo Wine, Pacific Telephone, Goodrich.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
(See Commercial Producers)

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

Derel Producing Associates, Inc.

68 William Street, New York 5, N. Y.
Phone: BOwling Green 9-1550

President.....Jerry Feldman
Exec. Producer.....Gene Feldman
Services Offered—Packagers of filmed TV shows.
Productions — Crime Club, Bellvue Is My Home, Exclusive (Overseas Press Club).

Louis deRochemont Associates, Inc.

380 Madison Ave., New York 9, N. Y.
Phone: OXford 7-0350

President.....Louis deRochemont
Associates.....F. Borden Mace, Lothar Wolff, Martin J. Maloney, Louis deRochemont III
Services Offered—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.
Productions: Man on a String, The March of Todd-AO.

Desilu Productions, Inc.

780 N. Gower, Hollywood 38, Calif.
Phone: HO 9-5911
N. Y. Phone: PL 2-1393

Pres. & Director.....Desi Arnaz
V.P. & Director.....Lucille Ball Arnaz
Vice Pres., Admin. & Finance. Edwin E. Holly

V.P. & Director.....W. A. Nelson
Vice President.....Jerry Thorpe
George Murphy, Bernard Weitzman
Resident Counsel.....Dixon Q. Dern
Publicity Director.....Ken Morgan

Services Offered—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 35 sound stages and extensive back lot.

Productions — Own productions—Untouchables, Desilu Play House, Lucille Ball-Desi Arnaz Show, Whirlybirds, U. S. Marshall, Grand Jury, Rory Calhoun Show, The Texan, Harrigan & Son, Guestward Ho, Ann Sothern Show, Filming for others—Andy Griffith Show, Angel, Danny Thomas Show, The Millionaire; Lassie; One Happy Family; Miami Undercover; Wyatt Earp, Real McCoy, Jack Benny Show, Barbara Stanwyck Show, My Three Sons.

Walt Disney Studio

500 So. Buena Vista, Burbank, Calif.
Phone: TH 5-3141

Executive Producer.....Walt Disney
President.....Roy Disney
V.P.-Adv. & Sales.....E. Cardon Walker
Vice-President.....Donn B. Tatum
Treasurer.....Lawrence E. Tryon
V.P., Studio Prod. Mgr.....W. H. Anderson
Publicity Head.....Dick McKay
Public Relations.....Joe Reddy

Productions — Walt Disney's Wonderful World of Color—NBC.

Dougfair Corporation

6772 Hollywood Blvd., Los Angeles 28
Phone: HOLlywood 5-6164

President.....H. Alexander MacDonald
V.P., Treas.Fred W. Hoar
Services Offered — Producer filmed TV series.

Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-5690

President.....Sherman H. Dryer
Services Offered—Custom productions & general packages in TV, films, radio & for the stage.
Productions—World of Medicine, The Balance, Project: Security.

W. C. Duennhaupt Film Prod.

1908 Florida Ave., Wash., D. C.
(See Commercial Prod.)

(Continued on Page 893)

*Distributors of the
World's Finest TV Programs
in International Markets*

FREMANTLE *International* **INC.**

366 Madison Avenue, New York

**THE PIONEER "OVERSEAS"
PROGRAM DISTRIBUTOR**

Serving International Markets for 14 Years

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TALBOT TV, LTD.
LONDON

FREMANTLE ITALIANA, S.R.L.
ROME

FREMANTLE INTERNATIONAL, INC.
SYDNEY

(Continued from Page 891)

Durham Telefilms, Inc.

521 Fifth Ave., New York 17, N. Y.
Phone: YUkon 6-1960

President.....David A. Bader
Chairman.....William C. Durham
V.P., Sec.-Treas.Norman Carnegie

Services Offered: International sales organization in films for TV.

Dynamic Films, Inc.

405 Park Ave., New York City 22
(See Commercial Producers)

Economee Television Programs

(A Div. of Ziv-United Artists TV Co.)
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

V.P., General Manager.....Pierre Weiss
Div. Spot Sales Mgrs.....Dick Lawrence,
Ken Joseph

Services Offered—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Men of Annapolis, West Point, Harbor Command, The New Adventures of Martin Kane, Science Fiction Theatre, Man Called X, Dr. Christian, Adventure at Scott Island.

Educational Films Corp. Of America

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
TreasurerEverett Rosenthal
Asst. Treas.....L. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
(See Commercial Producers)

Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D.F. (7)
Phone: 25-01-53

President.....M. B. Ponce
Manager.....C. G. Villamil
Secretary.....B. M. Ortega
Sales Manager.....James B. Stanton

Services Offered—Production, distribution of short films.

Productions—Mexican Newsreel, Camara.

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Distributes various features and shorts for TV.

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Monty Raphaelson
Services Offered—Motion picture films for TV, feature and half hour length.

Faillace Productions, Inc.

59 E. 54th St., New York 22, N. Y.
(See Commercial Producers)

Jerry Fairbanks Productions of California

1330 N. Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
Administration.....William M. Sterling
Production Manager.....John McKennon
Studio Manager.....Robert Scrivner
Film Director.....Robert Larsen
Head, Creative Dept.....Leo S. Rosencrans

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Productions—Commercials for Max Factor, Union Oil, Bell & Howell, Carnation, Mattel Toys, Oldsmobile, Cool Beer, Wilson Meat, Helene Curtis, Gallo Wine, Armstrong Cork Co., National Car Rental, Mayheline, Strohs Beer, Marx Toys.

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Cal.
Phone: HO 2-1317

Pres., Prod.Rev. Patrick Peyton, C.S.C.
Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.
Prod. Super.....Rev. Philip Higgins, C.S.C.

Services Offered—Production and presentation of two weekly dramatic broadcasts over Mutual Network. Production and distribution, free of charge, of religious films for public-service TV presentation.

(Continued on Page 895)

TOP-RATED!



**WRESTLING
CHAMPIONS**

... featuring the current
WORLDS and UNITED STATES
Heavyweight Champions as
recognized by the National
Wrestling Alliance.

**...NOW!
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SHOWS ON
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★ Milwaukee	26.	★ Detroit	24.
★ Indianapolis	20.6		
★ Cincinnati	18.8	★ Ft. Wayne	23.8

(Continued from Page 893)

Don Fedderson Productions

780 N. Gower St., Hollywood 38, Cal.
Phone: HOLlywood 9-5911

New York Phone: YUkon 6-3535

PresidentDon Fedderson
Vice President.....Fred Henry
Assoc. Prod. Story Ed.....Milton Merlin
Dir. Publ.-Prom.....Les Kaufman
N. Y. Manager.....Art Stark

Productions — The Millionaire, Who Do You Trust? My Three Sons.

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
119 W. 57th St., N. Y. 19, N. Y.
(See Commercial Producers)

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
(See Commercial Producers)

Film Classic Exchange

1977 S. Vermont Ave., Los Angeles 7
Phone: REpublic 1-3854

Manager.....Charles H. Tarbox
Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

Productions—The Living Past, Tales of Mt. Idy.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum
Production Manager.....Jack C. Lacey
Supervising Ed.....Norman Colbert
Services Offered—Create, film and produce television programs, commercials. Studio Facilities.

Productions — Groucho Marx "The Groucho Show", and commercials for agencies.

Film Effects of Hollywood, Inc.

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: HOLlywood 9-5808

PresidentLinwood Dunn
General ManagerDon W. Weed
Services Offered — Specialized laboratory services in 16 mm. and 35 mm., color and B & W, including 16 mm. color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.

Filmercial Productions

4150 Radford, N. Hollywood, Calif.
(See Commercial Producers)

Film Graphics, Inc.

369 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Film Images, Inc.

1860 Broadway, New York, N. Y.
Phone: Circle 7-1877

PresidentRosalind Kossoff
Services Offered—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

Film Originals

6536 Roberston Drive, Boise, Idaho
Phone: 4-3602

Owners.....G. O. Smith, Helen S. Smith
Services Offered—Film subject production & distribution.

Productions—Lost Hunter, Winter World; other information & educational films.

The Filmmaker Group, International, Inc.

4024 Radford Ave. (Republic Studios),
No. Hollywood, Calif.
Phone: TRiangle 7-9689

Pres., Exec.-Prod.....Charles E. Skinner
V.P., Exec. Creat. Dir.....Martin Seifert
Services Offered — Business & industrial films, TV commercials, dramatic TV & feature productions.

Productions — The North Country.

Filmaster, Inc.

650 N. Bronson, Hollywood 4, Calif.
Phone: HO 6-1681

Bd. Chmn., Pres.....Robert W. Stabler
V.P. Dir.Glenn N. Cook
V.P., Programming.....Nat Perrin
V.P., Sales.....H. Weller Keever
V.P., Comm. Film..William H. FitzSimmons
Exec. Prod.....John W. Murphy
Dir.'s.....E. Baumgarten, James Fallon
N.E. Sales Dir.....Andrew Jaeger
Middle East Sales Dir.....J. Lievenguth
West. Region Dir.....James Strain
Sec.-Treas.....Clifford E. Enger

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone: JU 6-1404

707 Nicolet Ave., Winter Park, Fla.

Services Offered—Production of all types of TV and industrial films.

Productions — The Beachcomber, Death Valley Days, Our Town, The Big E, Touch-down.

Films of the Nations Distributors, Inc.

62 W. 45th Street, New York 36, N. Y.
Phone: MUrray Hill 2-0040

PresidentMaurice T. Groen
Exec. Director.....Ronald T. Groen
Asst. TV Manager.....Bert H. Cohen
Services Offered—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

(Continued on Page 898)

**OUR MAGIC CORNER TV series
starring DOUG ANDERSON is
being released to TV stations.**

**OUR MEET THE CIRCUS series
starring KOKOMO THE CLOWN
promises to be a hit.**

**OUR THIS IS AMERICA series
with HARRY STANTON will be a
must.**

**Three solid programs from peo-
ple who came to us with ideas —
won't you forward yours?**

**P. R. and Ad Agencies — don't
forget to ask for our newsreel
service —**

FREDRIC STOESSEL, INC.

119 West 57th, N. Y. C., N. Y.

JU 2-6978

Syndication Upbeat In Non-Network Markets

By HERBERT S. SCHLOSSER
V.P. & General Manager, California National Productions



PRIMARY emphasis in programming for television is on network schedules. The entire spectrum of the broadcast industry is absorbed in the constant shifting and alterations in the program agendas. Shop talk fills the air with program grosses and nets, above and below-the-line costs, and the innumerable problems involved in getting a show airborne. As an invaluable vehicle for advertising the goods and services of their national clientele, no one questions the continuing prosperity of network operations.

Yet, all too often, the importance of non-network program distribution in the nation's economy is ignored. Here, for example, is some arithmetic derived from CNP's own impressive contributions in TV: Currently, CNP has 35 program series, averaging 39 half-hours each, over 374 stations in the U. S. alone. These provide for some 175,000 sponsor messages per annum — millions upon millions of commercial impressions.

Here, obviously, is an important medium of the communications arts that has taken its rightful place in TV, and must continue to grow within it.

Despite this, the past year has witnessed a tendency to over-emphasize the difficulties faced by syndicators, rather than to examine their growth potentials. The trade press often has carried statements of industry spokesmen predicting the imminent demise of the industry. They have cited lack of sufficient station time periods for new product, an excess of program series, increases in production costs without counterbalancing advances in sales prices, etc.

Close examination reveals these dire comments make sense only when applied to a segment of syndication that, for all practical purposes, has already stopped breathing. I refer to program distribution on a market-

by-market basis in advance of obtaining regional or sizeable multi-market sales. That way lies disaster — and every syndicator worth his salt knows it. The day has long passed when a distributor would invest large sums in hopes of putting together enough single market sales to emerge with a profit.

However, the story is different if a program's distribution is initiated with a sale to one of the major regional advertisers. The market areas of these advertisers are carved out of large, populous sections of the country. They require TV quality worthy of their high acceptance by the consumers. The key to success in program distribution lies with these large regional buyers.

Advantages of the regional sale are obvious. For the distributor, they are strong proof of his program's acceptance; the momentum thus generated sparks added sales in other cities; station time periods become more easily available; even before the general sales effort is launched, the program takes on the look of a hit.

For the regional advertiser, it brings sponsor identification, contrasted with the shortcomings of spot purchases; he can avail himself of inherent merchandising possibilities; he may utilize the star's popularity for traffic-building personal appearances and original commercials; there's no waste coverage — he buys only those cities that fit his marketing pattern.

At CNP, we are firmly convinced that, as part of the expanding national economy and of TV in particular, non-network program distribution will continue to play an important part in TV advertising. We recognize viewers' tastes have matured and that the public demands quality programming—good scripts, performed by talented actors under the supervision of experts. This is precisely what we intend to deliver in 1961.

(Continued from Page 895)

Filmvideo Releasing Corporation

333 West 52nd St., New York 19, N. Y.
Phone: JUDson 2-6185

President.....Maurice H. Zouary
Services Offered—Stock Footage of 35 mm motion picture film, servicing major film companies. Producer of features. Art and Title Dept.

Film Vision Corp.

M. C. Pictures, Inc.
1501 Broadway, N. Y., N. Y.
Phone: PE 6-1432

Executive V.P.....Jerome Balsam
Services Offered—Distributors of features and westerns.

Filmways, Inc.

18 E. 50th St., N. Y. 22, N. Y.
(See Commercial Producers)

Filmways, TV Productions Inc.

1040 N. Las Palmas Ave., Hollywood 38, Cal.
Phone: Hollywood 9-9011

President.....Al Simon
Vice President.....Martin Ransohoff
Treasurer.....L. D. Nolan
Secretary.....John H. Nicolaides
Services Offered—Filmed TV programs.
Productions—Mr. Ed, Warbirds.

F. K. B. Enterprises

9134 Sunset Blvd., Hollywood, Calif.
Phone: CO 4-6174

Partners.....Robert Young,
Eugene B. Rodney
Services Offered—Produce & distribute TV films.
Production—Father Knows Best.

Flamingo Films, Inc.

445 Park Ave., New York, N.Y.
Phone: PLaza 2-4100

President.....Ira Gottlieb
Exec. V.P.....C. P. Jaeger
Asst. to President.....Walter Kaufman
Dir. Adv. & Publicity.....Marilyn Gold
Services Offered—Distribution of TV film programs.

Productions — Citizen Soldier, Deadline, Beulah, Country Show, Cowboy G-Men, O.S.S., Feature Films: Critics Award Package (60), Festival Package (30), Imperial Package (52); Nutty Squirrels Tales Cartoons.

Flying A Productions & Flying A Pictures, Inc.

10000 Riverside Dr., N. Hollywood, Calif.
Phone: POplar 9-1451

President.....M. J. Hamilburg
Exec. V.P.....Armand Schaefer
Secretary.....Ina Autry
Assistant Treasurer.....Philip S. Cobey

Services Offered—Production of TV films & filmed commercials.

Productions—Annie Oakley, Buffalo Bill, Jr., Range Rider, Adventures of Champion, Gene Autry.

Fortune Features, Inc.

1501 Broadway, New York, New York
Phone: LOngacre 4-5592

President.....Jules B. Weill
Sales Manager.....Monty Raphaelson
Services Offered—Distribution of 70 features for TV.

Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena, Cal.
Phone: SYcamore 6-2649

New York Associate: Lakeside TV Co.
1465 Broadway, New York 36, N. Y.
Phone: LOngacre 5-4582

Chairman of the Board.....John I. Bolen
President.....Richard D. Pearsall
Sec'y-Treas.....Eldon L. Eby
Services Offered—Production and distribution of non-denominational religious films.

Four Star Films, Inc.

Four Star Television

4030 Radford Ave., N. Hollywood, Calif.
Phone: POplar 6-4151

President.....Dick Powell
Exec. V.P.....Tom McDermott
V.P. & Treas.....Charles Boyer
V.P. & Sec.....David Niven
Production.....Jack Sonntag
Asst. Treas.....S. A. MacSween
Asst. Sec.....A. Morgan Maree III
Business Affairs.....Charles Bole
Producers.....Arthur Gardner, Jules Levy, Arnold Laven, Mike Meshekoff, Sy Gomberg, Aaron Spelling, Peter Kortner, Vincent Fennelly, Hy Averbach, Sam Peckinpah, Anthony Ellis, William Friedberg.

Services Offered—Creation & production of filmed television for network.

Productions — Zane Grey Theatre, The Rifleman, Wanted Dead or Alive; Dante; June Allyson Show; Tom Ewell Show; Law & Mr. Jones; Peter Loves Mary; Stagecoach West; The Westerner; Michael Shayne.

Peter Frank Organization

5420 Melrose Ave., Hollywood 38, Calif.
Phone: HO 2-6027

President.....Peter Frank
New York Office
1271 Ave. of Americas, N.Y. 20
Phone: PL 7-2197

Frazen Productions, Inc.

1040 No. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Fremantle de Mexico S. A.

Niza 6-205, Mexico 6, D.F., Mexico
Phone: 11-55-00

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ITC's 'New Frontiers' In '61 Aimed At Growth Markets

By ABE MANDELL

V.P., Sales and Administration, Independent Television Corp.



THE rising costs of production make it impossible for the average producer to introduce new product with the hope of recovering his costs the first time around. The high residual costs plus competition for available syndication time slots, make the prospect of cost recovery on subsequent runs or off-network telecasts even less appealing. Indeed, series which only receive one year of network exposure are becoming drugs on the syndication market, because of the stigma attached by buyers to series which do not receive network renewal. Add to this the pressure of networks for one hour programming, half-hour programs cable-fed but locally sold, network campaigns for one-minute spot sales on national programs, the long-standing competition of feature length movies for available time slots and sponsor's money, and you have a situation that can literally spell disaster for the standard television film distributor.

Through its access to world markets and world distribution, ITC can bring top quality product to the U. S. markets with a needed return from domestic sales that can withstand the market conditions prevailing today. Based on this situation, ITC can count on a minimum of four new series a year, (half-hour or one hour), to meet the needs of the U. S. market.

Under the guidance of Leslie Harris, who is in charge of our international production, ITC will be taking advantage of talent and facilities everywhere in the world. We intend to bring more producers and creativity to our production setup. We will, before long, have established a production alliance here in the States, so that we will have production for network, syndication, etc., both here and abroad. Our mobile tape facilities have already been used by such network programs as Jack Paar, Person To Person, Leon

ard Bernstein, NBC News, CBS News, etc.

ITC recently sold the Danger Man series to the CBS network. Similarly, full production in the Whiplash series has just been concluded in Australia, and will bring the same high values to U. S. television screens.

We have sold a one-hour spectacular—A Night at the London Palladium — to NBC, to be aired this Fall as the first in a projected series of one-hour musical variety spectacles, using the format of the London Palladium. A series of 13 one-hour specials starring Jo Stafford, and featuring guest stars, will be produced this summer.

We have added a sports division which is offering exciting and informative series like Magic Moments in Sports starring Leo Durocher; Golf Tips of the Day starring Dow Finsterwald; and the 30-minute series, Campy's Corner with Roy Campanella.

We have just concluded a successful sales campaign on the Best of the Post series, bringing top quality product produced in color to the syndication markets. The sales figures indicate that quality production will bring results.

Diver Dan, a series of 104 puppet cartoon episodes, filmed in color, has been introduced by ITC for world-wide sale. A new concept based upon an electronic puppet device will form the basis of a half-hour children's show — "Mike Mercury and Supercar," which will shortly be introduced.

The substantial increase in world markets has caused us to expand our activities more firmly than ever in this area. This is all part of our pattern of immediate adaptability which we intend to keep fresh and vital on a current basis.

This adds up to one conclusion—1961 will find ITC stronger than ever as it pushes forward its new frontiers in the television industry.

TV FILM PROD.-DIST.

President Rene Anselmo
 Sales Manager Isaias Medina
Services Offered — Distribution of U. S. Filmed shows in Mexico and Central America.

Productions—Spanish-dubbed versions of: Silents Please, Steve Canyon, R.C.M.P., Felix The Cat, Cartoons Classics, EBF, Hopalong Cassidy, etc.

Fremantle International, Inc.

366 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-4343

President Paul Talbot
 Vice President..... Miss Freda Rothe
 London Office: Axtell House, Warwick St.
 Phone: GErrard 2673

Manager Angela Cuthbertson
 Rome Office: Piazza Di Spagna 20
 Phone: 68-10-34

Manager Lionello Torossi
 Sydney, Australia Office:
 95 Whale Beach Rd., No. Avalon,
 Sydney, N.S.W.

Manager Robert Laphorne
Services Offered — Distributors in world markets outside the U. S.

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont., Canada
 Phone: WA 4-9635

1396 Ste. Catherine St., Montreal, Que., Can.
 Phone: UN 1-0279

Board Chairman..... Paul Talbot
 President Ralph Ellis
 Manager (Montreal)..... Henri Tremblay
Services Offered—Canadian distributors for Calif. Nat'l. Productions (NBC Films) etc.

Productions—Silent Service, Medic, Flight, Gumby, Panic, Frontier, Hopalong Cassidy, It's a Great Life, etc.

Galaxy Management Corp.

375 Park Ave., New York 22, N. Y.
 Phone: PL 1-0330

President..... Milton A. Gordon
Services Offered—TV & feature film production; independent productions financed for network TV & feature films.

William J. Ganz Co., Inc.

(Div. of Inst. of Visual Comm. Inc.)
 40 East 49th St., New York 17, N. Y.
 Phone: EL 5-1443

President William J. Ganz
 Production Mgr. Martin Andrews
 Distribution Mgr. Vincent J. Capuzzi
Services Offered—Producer and distributor of 16 & 35mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

Gateway Productions, Inc.

1859 Powell St., San Francisco, Cal.
 Phone: SUtter 1-8464

President..... Alvin J. Gordon
Services Offered—Distributor of 16mm.

educational films.

General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.
 Phone: HOLlywood 2-6171

President..... G. Carleton Hunt
 Vice President..... W. E. Gephart
 V.P. Central Div..... Neal Keehn

Branch Office

Power & Light Bldg., Kansas City, Mo.
 Phone: GRand 1-0044

Services Offered—Complete film laboratory services for TV; in black & white or color in 35 mm. & 16 mm. video tape to film transfer; magnetic striping.

W. J. German, Inc.

Jane St., Fort Lee, N. J.
 Phone: N. J. WIndsor 4-5100
 N. Y. Phone: LOnacre 5-5978

President..... William J. German
 Executive Vice-Pres. M. B. Reilly
 Vice-Pres..... Louis A. Bonn
 Treas. & Secy..... M. B. Reilly
 Ass't Treas. T. F. Ross
 Ass't Secy..... A. C. Nugent

Chicago Office

6040 North Pulaski Rd., Chicago 30, Ill.
 Phone: Irving 8-4064

Vice Pres..... John H. Maynard
Services Offered—Agent for the sale and distribution of Eastman professional motion picture and TV films.

W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood, Calif.
 Phone: HOLlywood 4-6131

President..... William J. German
 V.P. & Gen. Mgr..... J. L. Courcier
 V.P. & Sales Mgr..... John A. Pistor
 Vice Presidents... E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt, John A. Pistor.

Treas., Asst. Secy..... Ronald Olney
 Secretary..... M. B. Reilly
Services Offered—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.
 Phone: CRestview 4-4049

Owner Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

Harry S. Goodman Productions, Inc.

19 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 5-6131

General Manager..... Harry S. Goodman
 Sales Mgr..... Everett F. Goodman
 Asst. Gen. Mgr..... Ralph Arlin
 Secretary H. D. Knuth
 TV Director..... S. M. Wilson
 Radio Dir..... M. Middleton
Services Offered—15 and 30 minute filmed shows for TV.