

Index to Yearbook

(Continued from page 2)

G

Gallup & Robinson	268
Dixon Gayer Publ. Rel.	267
General Tire & Rubber Co.	23
Georgia Assn. of Broadcasters ..	48
Georgia, TV Stations	78
Germany, TV Stations	189
Globe Wireless Ltd.	265
Graham Research Service	268
Great Britain, TV Stations	189
Greensboro, N. C., TV Stations ..	136
Gross Billings, TV Networks ..	10
Group Ownership	23
Grand Rapids, Mich., TV Stations	111

H

Steve Hannagan	267
Hearst Radio Inc.	23
Highlights of 1951, Television ..	13
History of Television	12
Homes, U. S. Television	41
C. E. Hooper Inc.	268
Houston, TV Stations	172
Huntington, W. Va., TV Stations	184
Hutton Monitoring Service	266

I

Idaho Broadcasters Assn.	48
Identification of Station, FCC Rules	213
Illinois Broadcasters Assn.	48
Illinois, TV Stations	83
Indecent Language, FCC Rules ..	214
Index of Advertisers	291
Indiana Broadcasters Assn.	48
Indiana, TV Stations	89
Indianapolis, Ind., TV Stations ..	90
Industrial Surveys Co.	268
INS-Television Dept.	273
Institute of Radio Engineers ...	264
Intercollegiate Bcstg. System ..	267
International News Service	273
International Tel. & Tel. Corp. ...	265
Iowa, TV Stations	92
Italy, TV Stations	189

J

Jacksonville, Fla., TV Stations ..	74
Japan, TV Stations	247
Jay & Graham Research Inc.	268
Jefferson Standard Life Ins. Co. Stations	23
Johnstown, Pa., TV Stations	151
Joint Tech. Advisory Committee	264

K

Kalamazoo, Mich., TV Stations ..	112
Kansas City, Mo., TV Stations ..	118
Robert S. Keller Inc.	267
Kentucky Assn. of Broadcasters	48
Kentucky, TV Stations	96
John A. Kennedy Stations	23

A. Lewis King	265
Kriedt & Myers	267

L

Labor Groups in TV	276
Edward Lamb Stations	23
Lancaster, Pa., TV Stations	152
Lansing, Mich., TV Stations	114
Mark Larkin	267
Thomas S. Lee Enterprises Inc. Stations	23
Philip Lesly Co.	267
Austin C. Lescarboura & Staff ..	267
Peter R. Levin	265
Hal Leyshon & Assoc.	267
License Renewals, FCC Rules ..	210
Licensing Groups, Music	266
Edward C. Lobdell Assoc.	265
Los Angeles, TV Stations	52

Lotteries, FCC Rules Governing	214
Louisiana State Assn. of Broad- casters	48
Louisiana, TV Stations	100
Louisville, Ky., TV Stations	96

M

MacKay Radio & Telegraph Co.	265
Maine Broadcasters Assn.	48
Richard Manville Research	268
Maps—	
ABC Network	18
CBS Television Network	22
DuMont Television Network ..	24
NBC Network	27
Market Research	267
Market Research of Cleveland ..	268
Marketscope Research Co.	268
Maryland, TV Stations	101
Maryland-D. C. Broadcasters & Telecasters Assn.	48
Massachusetts, TV Stations	106
Howard J. McCollister Co.	267
Robert P. McCormick Stations ..	23
McKibben & Pelletier	265

McKinsey & Co.	265
George McKittrick & Co.	265
Penn McLeod & Assoc.	268
Media Records Inc.	268
Memphis, TV Stations	160
Meredith Publ. Co. Stations	23
Mexico, TV Stations	188
Miami, Fla., TV Stations	76
Michigan Assn. of Broadcasters	48
Michigan, TV Stations	108
Arthur H. Miller	267
Milwaukee, TV Stations	186
Minnesota Broadcasters Assn. ...	48
Minnesota, TV Stations	116
Minneapolis, TV Stations	116
Mississippi Broadcasters Assn. ...	48
Missouri Broadcasters Assn.	48
Missouri, TV Stations	118
Modifications, FCC Rules	213
Moffett Research Co.	268
Montana Broadcasters Assn. ...	48
Morocco, TV Stations	247
Multiple Ownership, FCC Rules	206
Music Licensing Groups	266
Music Publ. Protective Assn. ...	266

N

NARTB Television Code	269
Nashville, TV Stations	162
National Appliance & Radio Dealers Assn.	264
National Assn. of Educ. Bcstrs.	264
National Assn. of Manufacturers	264
Natl. Assn. Performing Artists ..	266
National Assn. of Radio News Directors	264
National Assn. of Radio Farm Directors	264
Natl. Assn. of Radio News Di- rectors Awards	275
National Assn. of Radio & Tele- vision Broadcasters	30, 264
Natl. Assn. of Radio & TV Sta- tion Representatives	264
National Better Business Bureau	264
National Broadcasting Co.—	
Executives & Staff	26
Map of Network	27
No. of Affiliates	41
Owned & Managed Stations ..	23
National Electrical Mfrs. Assn.	264
National Headliners Club Awards	275
National & Regional TV Adver- tisers	248
National Register Pub. Co.	265
National Retail Dry Goods Assn.	264

(Continued on page 6)



1952 Telecasting Yearbook Number

Executive, Editorial, Advertising and Circulation Offices
National Press Bldg. • Washington 4, D. C.
Telephone METropolitan 1022
SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
EDWIN H. JAMES, *Senior Editor*

J. Frank Beatty, Earl B. Abrams, *Associate Editors*; Fred Fitzgerald, *Assistant Managing Editor*; Dave Berlyn, *Assignment Editor*; Lawrence Christopher, *Technical Editor*. STAFF: John H. Kearney, Patricia Kieley, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, Hilda Toler, Nellie Youso; Gladys L. Hall, *Secretary to the Publisher*.

BUSINESS

MAURY LONG, *Business Manager*
Winfield R. Levi, *Assistant Advertising Manager*; George L. Dant, *Adv. Production Manager*; Harry Stevens, *Classified Advertising Manager*; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, *Treasurer*; Irving C. Miller, *Auditor and Office Manager*; Eunice Weston, *Assistant Auditor*.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*
Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker.

Contents Copyrighted 1952 by Broadcasting Publications, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Annual subscription for 52 weekly issues \$7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) \$9.00, or TELECASTING Yearbook (54th issue) \$9.00.
Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00. Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

Index to Yearbook

(Continued from page 4)

National Society of TV Prod...	264
Nebraska Broadcasters Assn. ...	48
Nebraska, TV Stations	122
Ted Nelson Assoc.	265
Netherlands, TV Stations	247
Networks, FCC Rules	208
Networks—	
ABC Executives & Staff	16
ABC Map	18
Affiliates, No.	41
CBS Television Executives & Staff	19
CBS Television Map	22
DuMont Television Network Executives & Staff	23
DuMont Television Map	24
Expenditures	10
Gross Billings	10
Nevada State Broadcasters Assn.	48
Newark, N. J., TV Stations ...	124
New Haven, Conn., TV Stations	66
New Jersey Broadcasters Assn.	48
New Jersey, TV Stations	124
New Mexico, TV Stations	124
New Orleans, TV Stations	100
New York, N. Y., TV Stations ..	126
New York, TV Stations	125
Newspaper Ownership, Stations Identified with	49
News Services	273
A. C. Nielson Co.	268
Edward J. Noonan Market Re- search Organization	268
Norfolk, TV Stations	178
North Carolina Assn. of Broad- casters	48
North Carolina, TV Stations	136
M. S. Novik	265
O	
O'Connor Survey Co.	268
Office of Research Inc.	268
Ohio Broadcasters Assn.	48
Ohio, TV Stations	138
Oklahoma Broadcasters Assn. ..	48
Oklahoma City, TV Stations	148
Oklahoma, TV Stations	148
Omaha, TV Stations	122
Operating Costs, TV	10
Operating Schedules, FCC Rules	206
Operator Requirements, FCC Rules Governing	208
Opinion Research Corp.	268
Oregon State Broadcasters Assn.	48
Ownership, Group Stations	23
Ownership of Stations by News- papers	49
P	
Package Program Firms	230
Fred A. Palmer Co.	266
B. J. Palmer Stations	23
Payroll, TV	10
George Foster Peabody Awards	275

Penn. Assn. of Broadcasters	48
Pennsylvania, TV Stations	150
Jack Perlis	267
Marlene E. Pew Assoc.	267
Philadelphia, TV Stations	154
Phoenix, Ariz., TV Stations	52
Pike & Fischer	266
Pittsburgh, TV Stations	158
Political Broadcasts, FCC Rules	213
Alfred Politz Research Inc.	268
Precision Frequency Service ...	266
Press Assn.	273
Press Wireless Inc.	265
Program Production Firms	230
Promotion Services	266
Proprietary Assn.	264
Providence, TV Stations	159
Psychological Corp., The	268
Public Relations Services	266
Publications, Relating to TV ...	274
Publicity Assoc. Inc.	267
Publishers Information Bureau	268
Pulse Inc., The	268

R

Radio Corp. of America	41
Radio Executives Club of N. Y. ...	264
Radio Pioneers	264
Radio Reports Inc.	266
Radio-Television Mfrs. Assn. ...	264
Radio-Television Mfrs. Assn. of Canada	264
RCA Communications	265
RCA Communications Inc.	266
Rebroadcasts, FCC Rules	213
Recording Equipment Mfrs.	191
Recording Services	230
Recordings, FCC Rules	213
Regional & National TV Adver- tisers	248
Regulations Governing Radio ..	206
Renewals, FCC Rules Governing	210
Reports, Filed, FCC Rules Gov- erning	210
Representatives of Stations	32
Research Co. of America	268
Research, Radio	267
Revocations, FCC Rules	213
Rhode Island, TV Stations	159
G. Ricordi & Co.	266
Richmond, TV Stations	180
Rochester, N. Y., TV Stations ..	131
Rock Island, Ill., TV Stations ..	88
Richard H. Roffman	267
Elmo Roper	268
N. C. Rorabaugh Co.	268
Rules Governing Television ...	206
Russia (USSR), TV Sta.	247

S

Salt Lake City, TV Stations	176
San Antonio, TV Stations	174
San Diego, Calif., TV Stations ..	60
San Francisco TV Stations	61
Schenectady, N. Y., TV Stations.	132
Merritt R. Schoenfeld & Co.	266
Schwerin Research Corp.	268
Schools, TV	289
Scripps-Howard Group	23
S-D Surveys Inc.	268
Seattle, TV Stations	182

Selvage & Lee	267
Services Related to Business of Telecasting	263
Services, Related to TV Program	230
SESAC Inc.	266
Set Production, TV, 1946-'51 ...	49
Sets in Use	11
Alfred P. Sloan Awards	275
Benjamin Sonnenberg	267
Southern California Broadcast- ers Assn.	48
South Carolina Broadcasters Assn.	48
South Dakota Broadcasters Assn.	48
Southwest Frequency Measure- ments	266
Spain, TV Stations	247
Sponsored Programs, FCC Rules	213
St. Louis, TV Stations	120
Standard Audit & Measurement Services Inc.	268
Daniel Starch & Staff	269
Howard Stark	266
State Broadcasters Associations	48
Station Identification, FCC Rules	213
Station License, How to Apply ..	28
Steinman Stations	23
Store Radio	267
Studio Location, FCC Rules	206
Surveys & Market Research	267
Suspensions, FCC Rules	213
Sweden, TV Stations	247
Pat Sweeney	267
Switzerland, TV Stations	247
Syracuse, N. Y., TV Stations	132

T

Telecasting, Related Services ..	263
Telenews Productions Inc.	273
Television—	
Advertising Analysis	9
Agencies, U. S.	277
Audience Analyses	11
Authorizations, FCC	44
Awards & Citations	275
Books Relating to	274
Broadcasters Associations ...	48
Consulting Engineers	42
Equipment Manufacturers ...	191
Film Distributors	218
Gross Billings	10
Highlights of 1951	13
History of	12
Homes	41
National-Regional Advertisers	248
News Services	273
Occupied Dwelling Units by Residence, U. S.	41
Operating Costs	10
Payrolls, TV	10
Production Firms	230
Schools	289
Services Related to	263
Set Production, 1951	49
Time Sales	10
Unions Dealing with	276
Television Stations—	
Allocations	206
Applications for	216
Authorizations	44
Experimental in U. S.	41
Identified with Newspapers ..	49
National Representatives	32
Under Group Ownership	23
U. S. by Call Letters	51
U. S. by States	51

Tennessee Assn. of Broadcasters	48
Tennessee, TV Stations	160
Texas Assn. of Broadcasters ..	48
Texas, TV Stations	164
Time Sales, Television Networks, 1949-1951	10
Toledo, O., TV Stations	147
Transcription & Recording Equipment Mfrs.	191
Transcription Services	230
Transmitter & Eqp. Mfrs.	191
Trade-Ways Inc.	266
Transcriptions, FCC Rules	213
Transfers, FCC Rules Governing	214
T & T Radio Measurements	266
Tulsa, TV Stations	148
Turkey, TV Stations	247
TV Film Distributors	218
TV Stations—	
Applications for, FCC file	216
By Call Letters	31
By City, U. S.	51
By State, U. S.	51
Classification of	206
Experimental, U. S.	41
Foreign	186
How to Apply for License ...	28
George R. Turpin & Assoc.	267

U

Unions Dealing with TV	276
United Press Associations	273
United Press Movietone Televi- sion News	273
U. S. Television Sta. by States ..	51
Uruguay, TV Station	247
U. S. Television Homes	41
U. S. Television Sta. by Call Let- ters	31
Utah State Assn. of Broadcasters	48
Utah, TV Stations	176
Utica, N. Y., TV Stations	185

V

Virginia State Assn.	48
Virginia, TV Stations	178

W

Washington, D. C., TV Stations	68
Washington State Assn. of Broadcasters	48
Washington, State, TV Stations	182
West Virginia Broadcasters Assn.	48
West Virginia, TV Stations	184
Western Assn. of Broadcasters ..	264
Western Union Telegraph Co. ...	265
White & Arnold	269
Martin R. Williams	266
Nathan Williams Frequency Measurements	266
Wilmington, Del., TV Stations ..	67
Wisconsin Broadcasters Assn. ...	48
Wisconsin, TV Stations	186

Y

Clifford Yewdall	266
John Orr Young & Assoc.	267
Yugoslavia, TV Stations	247