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	Call		
Location	Letters	Frequency	Owner
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.		1520	Radio Emisora Queretana
Queretaro, Qro.	XENA	1450	Ramon Rodriguez Familiar
Queretaro, Qro.	XENA	1520	Ramon Rodriguez Familiar
Quertaro, Que.	XEDI	1570	Hamon Houngael Famma
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	15 nacio maganon
Rio Bravo, Tam.	XEFL	1110	
Rosarioto, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	manour country, one.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	moerto Darragan Degomado
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	Anneolo Bruto Turguo
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	r og fan hiter i tarro
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XEBM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi	XEPO	1400	Alejandro Espinosa Pitman
San Luis Potosi	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tia Quepaque, Jal.	XESP	1400	Herminio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay,	XEEF	620	
Satillo, Coah.	XEKS	1330	Elfrain Lopez
Tala Jal	XEAF	550	
Tampico, Tam,	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam,	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico Tam	XETO	1370	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam,	$\mathbf{X}\mathbf{E}\mathbf{I}\mathbf{U}$	980	Impuls. Moderna Del Radio, S.A.
Tampico Tam	XETU	1460	Impuls. Moderna del Radio
Tampico, Tam.	XELE	1300	
Teapa, Tab.	. XEUI	1320	
Tanachula, Chis,	XETS	630	Napolean Correa
Tecate B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	$\mathbf{XEFG}$	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	.XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nav.	XERK	1380	Dario Mondragon
Tepic, Nav.	XERK	1450	Dario Mondragon
Tepic, Nav.	.XEXT	980	State Government
Tuxtla, Gutierrez, Chia.	. XEON	710	Enrique Valero Arambula
Teziutlan, Pue.	. XEFJ	680	T . T D1
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
		701	

Call

	Call		
Location	Letters	Frequency	Owner
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
	XEBE	800	CIT I ALLER MAILTING COMPANY
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana. B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Forn. Fed. Ferrei
	XECH	1490	Rodolfo Llamas
	XEBP	1310	La Voz de la Laguna S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah	XETB	1350	Radio Laguna, S.A.
	XEOB	1490	
Torreon, Coah.	XETC	1240	
	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.		1360	Bittiget Balero triatinoun
Urupan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Uruapan, Mich.	XEUF	610	Ignacio Navarro
	XEVH	1310	
Veracruz. Ver.	XECW	1490	
	XEHV	1310	Suers, de Juan A. Palavicini
Veracruz, Ver.		1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
		1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna Coah	XEAE	1600	
Villa Acuna, Coah. Villa Acuna. Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERE	1570	Cia Radio-Dif. de Coahuila, S.A.
Villahermosa. Tab	XEUS	1080	on mano bit, at countina, bit.
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEIIH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu. Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac	XELK	1280	Macia y Acevedo
Zacatecas, Zac	XEXZ	1450	Manuel Llamas Felix
Zacatecas, Zac. Zamora, Mich.	XFGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zamora, Mich.		760	Ba voz der contereto de Zantora
Zapopan, Jal. Zapopan, Jal.	XEDV	700	
Zapopali, Jal.	XFS?	1450	
Zihuatanejo, Gro. Zitacuaro, Mich.	XELY	1460	
Zitacuaro, Mich.	YETA	810	Gabriel Sacuz Gutierrez
Zitacuaro, Milch.	ALIM	010	CADATCI SOCON CHUICH LGN

STATIONS OF CUBA

Location		Call Letters	Frequency	Owner
Artemisa		CMAD	1240	Manuel Domingues Motolongo
Artemisa		CMAR	1170	Manuel Diaz Autran
Bayamo		CMKX:	1390	Aistides Gervet Villafanc
Cabaiguan		CMHP	1250	Borgos Enriquez
Camaguey		CMJE.	680	Satellite CMBC Havana
Camaguey	· · · · · · · · · · ·	CMJF	1340	Radio Camaguey
		CMJC	1270	Cadena Camagueyana de Radio
0 0		CMJW	1440	Andres Moran Cisneros
Camaguey		CMJA	1060	Rafael Valdes Jiminez

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	Call	1.11.11.020.003	
Location	Letters	Frequency	Own <b>er</b>
Camaguey	CMJR	1030	Org. Insular de Radio S.A.
Camajuani		1020	Jose Fernandez Aleman
	CMJG	1000	Cadena Oriental de Radio S.A.
Camaguey		960 880	RHC Cadena Azul S.A. Union Radio S.A.
Camaguey		850	Union Radio S.A.
Camaguey		1160	Jones, Castrillon y Cia
Cardenas		1470	Genaro Sabater Fox
Ciego de Avila		1370	Luis Marauri Mendoza
Ciego de Avila		1190	Union Radio S.A.
Ciego de Avila		800 760	Simeon Ferro Martinez Cadena Oriental de Radio S.A.
Ciego de Avila		580	Cadena Oriental de Radio 5.A.
Ciego de Avila		1080	RHC Cadena Azul S.A.
Ciego de Avila		1580	
Ciego de Avila		1470	Bonifacio Idelfonso Morales
Cienfuegos		720	Modesto Vasquez Gonzales
Cienfuegos		$\begin{array}{c}1130\\1350\end{array}$	Modesto Vasquez Gonzales Union Radio S.A.
Cienfuegos		1480	Eugenio Perez Mena
Colon		1440	
Cruces		1220	Virgilio Villanueva Bravo
Cruces	-	1210	Virgilio Villanueva Bravo
Encrucijada Florida		$1090 \\ 1400$	Virgilio R. Diaz Quintanilla Dr. Osvaldo Moran Artega
Guantanamo		1250	Cadena Oriental de Radio S.A.
Guantanamo		1140	Cadena Oriental de Radio S.A.
Guantanamo		1130	Luis Coronado Estrada
Guantanamo		1110	Union Radio S.A.
Guantanamo		1070 900	Union Radio S.A.
Guantanamo		690 690	Candido S. von Suarez Radiodif Progesso S.A.
Havana		1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana		1460	Cia. Transradio Columbia S.A.
Havana	CMCQ CMBX	$1420 \\ 1390$	Andres Martinez Alberto Alvarez Ferrera
Havana	CMBG	1490	Aberto Alvarez Ferrera
Havana	C'MCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
	. CMK	1190	Faust Montiel
Havana		$\frac{1150}{1120}$	Radio Publicidad Tropico S.A. Pages y Cia.
Havana	CMBY	1090	Enrique Artalejo Fernandez
	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana		980 960	Cia. Radiodif. COCO y CMCK S.A
Havana Havana		950	RHC Cadena Azul S.A. Radio Universal S.A.
Havana		920	Circuito CMQ S.A.
Havana		920	Circuito CMQ S.A.
Havana		910	J. Ulloa y Cia.
Havana		890 860	Union Radio S.A. Badio Cadona Superitor
Havana Havana	CMBL CMAN	840	Radio Cadena Suaritos RHC Cadena Azul S.A.
Havana		830	Manuel y Guillermo Salas
Havana		790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
	CMCD	760	La Voz del Aire
Havana	CMKJ CMCD	$740 \\ 740$	Circuito CMQ S.A. La Voz del Aire
Havana Havana	CMCD	730	Radio Publicidad Tropico S.A.
Havana	CMW	350	A. Gil y M. Troncoso
	CMCY	590	RHC Cadena Azul S.A.
		500	

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Location	Call Letters	Frequency	Owner
Havana		630	Cirquito CMQ S.A.
Havana		1290	Gilb. y Mario Lavin Dominguez
Havana		660	Radio Garcia Serra S.A.
Havana		840	Radio Garcia Sci <mark>ra</mark> 5.11.
Holguin		1150	
Holguin		1400	
Holguin		1290	Cadena Oriental de Radio S.A.
Holguin		1220	Manuel Angulo Ferran
Holguin		1050	Manuel J. de Gongova
Holguin		970	Cadena Oriental de Radio
Holguin		730	Circuito CMQ S.A.
lolguin	CMKP	670	Satellite CMBC Havana
Holguin		600	RHC Cadena Azul S.A.
Holguin		560	Union Radio S.A.
Aantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo		1590	
Marianao		1520	Luis Perez Garcia
Matanzas		1100	Ramon A. de Zayas Lopez
Matanzas		1240	RHC Cadena Azul S.A.
Matanzas		1100	Ramon A. de Zayas Lopez
	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas		1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAN	1300	RHC Cadena Azul S.A.
	CMAU	1340	Radioccidenta S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Pinar del Rio Pinar del Rio	CMAR	800	Pedro Redondo Fernandez
	CMRV	760	Simeon Ferro Martinez
Puerto Padre Sagua La Grande	CMHR	$1350 \\ 1560$	Pedro Zacca Cheda
Sagua La Grande	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis		1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camagu
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	850	Circuito CMQ S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
	CMKN	930	RHC Cadena Azul S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba		1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara		570	RHC Cadena Azul S.A.
Santa Clara		640	Cirquito CMQ S.A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara		780	Union Radio S.A.
Santa Clara		810	RHC Cadena Azul S.A.
Santa Clara		970	Cadena Oriental de Radio S.A.
Santa Clara		1040	Jose Fernandez Aleman
Santa Clara		1130	Cadena Oriental de Radio S.A.
Santa Clara		1410	
Santa Clara	CMHC	1480	a '''
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	Designed Theory in a set
Victoria do las Trunss		1490	Ramon Espinosa Perez
Victoria de las Tunas Victoria de las Tunas Victoria de las Tunas	CMDQ	540 1240	Humberto Anteres Pena

# STATIONS OF HAITI

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Location		Call Letters	Frequency	Owner
Port-au-Prince Port-au-Prince	· · · · · · · ·	4VW 4VGM	$\begin{array}{c} 1300\\ 1470 \end{array}$	Ricardo Widm Frank C. Magl

# STATIONS OF DOMINICAN REPUBLIC

	Call		
Location	Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	. H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	~ ~	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo		620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	774000	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	~ ~	1230	Joacquin C. Pellicer

# STATIONS OF BAHAMAS & JAMAICA

	rs Frequency	Owner
BAHAMAS NassauZN JAMAICA	S 1540	Bahamas Government
Kingston		Jamaica Bestg. Co.

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# Radio Programas de Mexico, S.A.

Head & General Offices: Bucareli 109 Phones: Head Office: 35-13-73-12-72-34 General Offices: 36-29-01-12-65-44-13-91-14

> P. O. Box 1324 Mexico City, Mexico

#### -PERSONNEL-

President & General Manager	Clemente Serna Martinez
Vice President	Antonio Eufracio Ontiveros
Vice President	
Publicity Manager	



#### -PERSONNEL

President and General Manager	
Commercial Manager	José Horacio Septién
General Auditor	Eduardo Martinez Celis
Control Manager	Jesús Amor D.
Sales and Recording Manager	Héctor Ventura de Castro
Accounting	Raquel Burgos Romero
International Division	

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# Radio Cadena Nacional, S.A. Member Stations

	Call	Frequency		Call	Frequency
Location	Letters	Kes.	Location	Letters	Kcs.
Acapulco, Gro.	XEBB	600	Merida, Yuc.		600
Acapulco, Gro.		1400	Merida, Yuc.		1240
Aguascalientes, Ags.		1490	Merida, Yuc.		1400
Agua Prieta, Son.		1310	Mexicali, B. C.		1050
Agua Prieta, Son		1490	Monterrey, N.L.		990
Apatzingan, Mich.		1340	Monterrey, N.L.		1420
Celaya, Gto.		1360	Monterrey, N.L.		1280
Cd. Acuna, Coah.		1570	Monterrey, N.L.		1050
Cd. Camargo, Chih		580	Morelia, Mich.		1300
Ciudad Juarez, Chih.		970	Nogales, Arizona		1340
Ciudad Juarez, Chih.		1490	Nuevo Casas Grande		1040
Ciudad Juarez, Chih.		1420	Chih.		1400
Ciudad Juarez, Chin.		1240	Nuevo Laredo, Tam		960
Ciudad Mante, Tamps.		1450	Nuevo Laredo, Tam		1090
Cd. Miguel Aleman.	ALCIN	14.00	Parral, Chih.		1150
	XEHI	1470	Parral, Chih.		1520
Ciudad Obregon, Son		1290	Piedras Negras, Coa		920
Cd. Obregon, Son.		1460	Poza Rica, Ver		1480
Coatzacoalcos, Ver.		840	Puebla, Pue.		1170
Cordoba, Ver.		580	Reynosa, Tamps.		1390
Cuautla, Mor.		1400	Sahuayo, Mich.		1450
Culiacan, Sin,	XECQ	1300	Salamanea, Gro.		1560
, , , , , , , , , , , , , , , , , , , ,	XEBW	1280	San Luis Potosi, S.L.		1310
Chihuahua, Chih.		1390	San Luis Potosi, S.L.		1340
Delicias, Chih.		1340	San Luis Rio Colora	1.11	1340
Durango. Dgo,		860	Son.		1450
		1240	Santa Ana, Son.		1400
Empalme, Son. Gomez Palacio, Dgo.		1400	Santa Barbara, Chil		1400
			Tampico, Tamps.		810
Guadalajara, Jal.		1010	Tampico, Tamps.		1370
	XESP	1400	Tepic, Nay.		980
Guadalajara, Jal		840	Tijuana, B.C.		1550
<b>b</b> 1	XEJE	1310	Tijuana, B. C.		1470
Guadalajara, Jal.		1150	Tijuana, B.C.		1420
Hermosillo, Son.		$1250 \\ 1580$	Tlaquepaque, Jal.		1420
Hermosillo, Son. Iguala, Gro		1360	Torreon, Coah.		1350
Irapuato, Gto.		970	Torreon, Coah.		1490
Jalapa, Ver		1270	Uruapan, Mich.		1130
Jimenez, Chih.		1320	Veracruz, Ver.		1250
Leon, Gto.		1240	Veracruz, Ver.	XELL	1430
Los Mochis, Sin.		1470	Zacatecas, Zac	XEXZ	1450
Magdalena, Son		1450	Zacapu, Mich.		1270
	XECS	1400 970	Zamora, Mich Zamora, Mich.		650
Matamoros, Tamps Matamoros, Tamps		1340	Zamora, Mich Zapopan, Jal	XEGT XEDV	$\frac{1490}{700}$
Matehuala, S.L.P.		1490	Zihuatanejo, Gro.		1450
Mazatlan, Sin .	XERJ	1320	Leon, Gto		680
					000

### INTERNATIONAL STATIONS IN THE UNITED STATES AND CANADA

Livensee and Location	Call Letters	Power
The Associated Broadcasters, Inc., San Francisco, Calif	KWID-1	100 kw.
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y	-2 WDSI-1 -2	50 kw. 50 kw. 50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J	-3 -4 WDS1-5	50 kw. 10 kw. 50 kw.
Columbia Broadcasting System, Inc., Delano, Calif	-6 KCBR-1 -2	50 kw. 200 kw. 30 kw.
	-3 -4 -5	50 kw. 100 kw. 100 kw.
The Crosley Corporation, Mason, Ohio	WLWO-1 -2	75 kw. 50 kw.
The Crosley Corporation, Bethany, Ohio The Crosley Corp., Cincinnati, O	- -4 -5	200 kw. 1 kw. 200 kw. 200 kw.
General Electric Company, Schenectady, N. Y.	-6 -7 -8 WGEO-1	200 kw. 200 kw. 200 kw. 100 kw.
General Electric Company, Belmont, Calif	-2 -3 KGEI-1	50 kw. 25 kw. 50 kw.
National Broadcasting Co., Inc., Bound Brook, N. J	-2 WRCA-1 -2 -3 -4 -5	100 kw. 50 kw. 50 kw. 50 kw. 50 kw. 50 kw.
National Broadcasting Co., Inc., Dixon, Calif	-6 -6 KRCA-1 -2 -3 -4	50 kw. 50 kw. 50 kw. 50 kw. 200 kw. 100 kw.
World Wide Broadcasting Corp., Scituate, Mass	-5 WRUL-1 -2 -3	100 kw. 50 kw 50 kw. 50 kw.
	-4 -5	20 kw. 7 kw.

#### CANADIAN INTERNATIONAL STATIONS

Licensee and Location	Call	Power in
	Letters	Watts
Canadian Marconi Co., Montreal, Que	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto		1,000
Voice of the Prairies Ltd., Calgary, Alta		100
Maritime Broadcasting Co. Ltd., Halifax, N. S	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1.000
Transcanada Communications Ltd., Winnipeg, Man	CKRO	2.000
Transcanada Communications Ltd., Winnipeg, Man	CKRX	2.000
Western Broadcasting Co. Ltd., Vancouver, B. C	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta	VE9AI	200



### Video in Latin America: The Outlook for 1954

By FRANK FOUCE President Pan American Television Corporation

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TELEVISION while in existence some three and a half years now, can, nevertheless, be considered as being in its infancy in Latin America. At the present time there are six stations operating in three markets in Mexico; eight stations operating in five markets in Cuba; one station in the Dominion Republic; two stations in Venezuela; five stations operating in three markets in Brazil; one station in Argentina and C.P.'s issued for several of the other countries in Latin America.

The reason for so few stations is due to the fact that receiving sets are not being delivered as yet in sufficient guantities to allow existing stations to raise their basic time rates, and since these stations form the nucleus for further expansion, they must obviously be on a paying basis in order for the other principal cities in each country to obtain stations. The chief difficulty at the present time is that receiving sets cost a great deal more than they do in the United States, due to such factors as freight, duties, and so forth, combined with the fact that the per capita income in these countries, in most instances, is much less than in the United States or Great Britain, where sets are manufactured.

#### $\sim$

For the present only Cuba can afford a micro-wave relay network system and it is highly doubtful that any other country will have such **fa**cilities, at least on a national basis, for many years to come.

With these thoughts in mind, Pan American Television Corporation was formed to supply filmed and kinescoped programs throughout Latin America. We have arranged to obtain from the leading motion picture producers in Latin America all of their backlog together with their current and future production, guaranteeing them ample protection for their theatrical playdates. At the present time our catalogue shows many thousands of hours of feature productions. In addition, we are constantly receiving short subjects and complete series in Spanish for the Stations.

For the present, it is not economically feasible to dub English product into Spanish, unless a Sponsor demands it and is willing to contract for a sufficient number of stations to cover the cost involved.

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With the interchange of programming between the various countries, I feel certain that each country's culture will be much more easily assimilated by other countries than in the past, resulting in a greater understanding of each other's problems. However, most countries rely on the local type comic for their comedy and variety formats.

 $\checkmark$ 

The future of live television in Latin America is dependent upon the technical advances made by the Scientists of the industry in devising some means of long distance transmission such as we now have in AM radio. Of course, this is the answer to world-wide television and we find ourselves in the same position exactly as almost all other countries with the possible exception of the United States, insofar as national or regional telecasting is concerned.

In conclusion, our major problems then can be met by lowering the price of the receiving sets to the ultimate consumer and by the technical advancements of long distance transmissions or relay and faith in the future of our markets.

### GERRY GROSS-NORMAN BAER PRODUCTIONS

4 West 58th Street New York, New York MU 8-8882 1680 North Vine Street Hollywood 28, California HO 2-6343

Production Radio and Television

**PROGRAM PRODUCERS** 

•

TRANSCRIPTION COMPANIES

## **GEORGE F. FOLEY, INC.**



Television

and

Motion Picture

Producer

1000

### 625 MADISON AVE., NEW YORK 22. N. Y. PLAZA 1-1860

# RADIO-TELEVISION PROGRAM PRODUCERS

#### ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y. Phone: CIrcle 5-6873

President......Charles A. Alicoate Secy. & Treas.....F. E. Miles Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

#### AFFILIATED PROGRAM SERVICE INC.

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

President.....Paul F. Adler Services Offered: Syndicated films, animated spots.

#### NICHOLAS T. AGNETA

1270 6th Ave., New York 19, N.Y. Phone: COlumbus 5-0232

Manager .....Nicholas T. Agneta Services Offered: Recording, Production, Scripts, Talent.

#### AIR FEATURES, INC.

347 Madison Ave., New York 17. N. Y. Phone MUrray Hill 9-5900

President.....I. S. Becker

Sales Mgr.....Gil Johnston

Comptroller.....Andy Subbiondo Services Offered: Radio-TV packaged pro-

grams, live, film and transcribed. *Current Productions*: Mr. Keen, Helen Trent, Our Gal Sunday, Backstage Wife. Just Plain Bill, Front Page Farrell, Young Widder Brown, Stella Dallas, Lorenzo Jones.

#### ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS

825 W. 187th St., New York 33, N. Y. Phone LOrraine 8-3100

Manager .....Lottie Ritter Services Offered: Recording, Scripts. Package Programs, Production.

#### AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y. Phone: JU 6-7600

General Manager......Robert A. Bories Services Offered: Production, scripts, talent for food merchandising.

#### AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill. Phone: Financial 6-2255

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.

Asso. Producer ......Jean Gendon Asso. Producer.....Phyllis F. O'Brien Admin. Asst. .....Allis Aflen Admin. Asst. .....Dan D. O'Brien

Services Offered: Live, film shows & commercials.

#### AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)

17 East 42nd St., New York 17, N. Y. Phone MUrray Hill 2:0810

President.....Guy Bolam Services Offered; Sales agency for Radio Luxembourg.

#### CHARLES R. ANDREWS AFFILIATES, INC.

19 E. 53rd St., New York 22, N. Y. Phone: MU 8-7589

President.....Charles R. Andrews

*Productions:* "Jolly Gene and his Fun Machine."

#### PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y. Phone: PLaza 5-2145

#### ASSOCIATED BROADCAST ADVERTISING CO.

1001 No. Western Ave., Los Angeles 29, Calif. Phone: HO 5-0580

Partner, Advg. Mgr. & Publicity

Dir.....Irwin T. Porter Partuer, Program Mgr. & Dir. Research

Dept.....Gertrude T. Porter Script Dept.....Jean Norab

Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

#### ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y. Phone: PLaza 7-1111

General Manager.....Frank J. Starzel Asst. General Manager ....Oliver Gramling

Serices Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

#### **A-V TAPE LIBRARIES, INC.** 730 Fifth Ave., New York 19, N. Y. Phone: PLaza 7-3091

President.....Charles E. Rynd

# ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF --- EXECUTIVE PRODUCER

COMPLETE  $\star$  RADIO,

**★** TELEVISION AND

**★** FILM PACKAGES



Vice-Pres.....Joseph F. Hards V. P.-Treas.....Richard S. Rynd Services Offered: Music on tape for commercial use, available for dealers and dis-

tributors. Program material on tape created and produced for specialty uses.

#### ANN BARBINEL

54 Riverside Dr., New York 24, N. Y. Phone: ENdicott 2-4351

President ......Ann Barbinel Services Offered: Creating - producing - directing custom built package shows for radio and TV.

#### BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y. Phone: TEmpleton 2-8600

President .....Jack Barry Vice-President .....Dan Enright V.P. in Chg. Sales...Edwin S. Friendly, Jr. Executive Producer...Myron Oppenheimer Producers.....Ann Lawton, Jack Farrem, Fred Settner

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

**Productions:** Juvenile Jury, Winky Dink and You, Life Begins At 80. Back That Fact. Oh, Baby.

#### BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y. Phone: MUrray Hill 2-8877

Sales Manager......Charles J. Basch, Jr. Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

#### ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y. Phone: MUrray Hill 9-4175

Owner.....Zach Baym Services Offered: Distribution of films for TV. 1-hour features & westerns; half, quarter-hour documentary-travel series; baseball series; animated cartoon series; Christmas films.

#### IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y. Phone: PL aza 3-8940

Owner..... Irene Beasley Services Offered: Program production; package programs.

#### V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 36, N. Y. Phone: LUxemburg 2-1040 Owner......Viola S. Becker

Owner......Viola S. Becker Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

#### GEORGE R. BENTEL & ASSOCIATES

5617 Hollywood Blvd., Hollywood 28, Calif. Phone: HOllywood 7-8608

Director .....Carl Coolidge Services Offered: Scripts.

#### WALTER BIDDICK CO. (Radio Programs Div.)

1151 S. Bway., Los Angeles 15, Calif. Phone: RI 6184

Traveling Rep.....Glenn Biddick Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged <sup>1</sup>/<sub>2</sub>-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

#### ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y. Phone: COlumbus 5-2760

President ...... Albert Black V.P., Secy., Treas....... Michael Lippert

Exec. Director.....Julicn Roffman Services Offered: Live and film package

shows; commercials for television; radio shows, transcriptions.

#### FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y. Phone: CIrcle 7-2236

President ......Ford Bond Services Offered: Specializing in open-and transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

#### THE BORIES ORGANIZATION

608 Fifth Ave., New York, N. Y. Phone: JU 6-7600

President ......Bob Bories Services Offered: Radio and TV package producer.

#### BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y. Phone: OXford 7-0725

President ......Herbert Rosen Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

#### WILLIAM F. BROIDY PRODUCTIONS, INC.

5545 Sunset Blvd., Hollywood 28, Cal. Phone: HEmpstead 6844 age shows.

| PresidentW                | Villiam F. Broidy               |
|---------------------------|---------------------------------|
| V.P. & Secry              | Edward J. Kny                   |
| Production Mgr            | A. R. Milton                    |
| Adv. Dir                  | J. L. Kaufman                   |
| Services Offered: Studios | for renta <mark>L Pack</mark> - |

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y. Phone: PLaza 3-6930 President.....Edward A. Byron Services Offered: Package programs.

#### BRUCE CHAPMAN COMPANY

55 West 42nd St., New York 36, N. Y. Phone: WIsconsin 7-9244 President ......Bruce Chapinan Branch Offices: 30 rue de Gramont, Paris 2, France Phone: RIchelieu 80-04 22 Davies St., London W. 1. England Phone: MAyfair 1037 Manager.....Frank Byers 9-10 am Park, Berlin, Schoneberg, Germany Phone: 71-64-69 Manager ......Rolf Brede Services Offered: Production of radio & TV programs in U. S. and Europe.

#### CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif. Phone: HOllywood 94580

General Manager .....Bob Reichenbach President.....Harry V. Cheshire

Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

#### CINEFFECTS, INC.

(For complete listing see TV Film Producers)

#### TED COLLINS CORP.

500 Fifth Ave., New York, N. Y. Manager ......Ted Collins

Services Offered: Talent, Production.

#### COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif. Phone: CRestview 4-2023

Pres. & Exec. Prod......Walter White, Jr. Services Offered: Program production. syndicated transcriptions, scripts, package programs, talent.

#### FRANK COOPER ASSOCIATES AGENCY

6277 Selma Ave., Hollywood 28, Calif. Phone: IIO 4-7258 N. Y. Phone: VAnderbile 6-5661 President ......Frank Cooper

### GOODSON-TODMAN PRODUCTIONS

Creative Programming For Radio, Television and Television Films

### 41 East 57th Street New York 22, N. Y.

MARK GOODSON

BILL TODMAN

V.P. Chge. of N. Y. Office......Sy Fischer Head of Sales-Calif. Off...Martin Sperber Executive Secretary......Gloria Farrier

Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

Productions: Man Against Crime, Strike It Rich, First Nighter, The Chase, Second Chance, Wanted By Washington. Those Manning Girls, Glamour Girl.

#### LOUIS G. COWAN, INC.

575 Madison Ave., New York 22, N. Y. Phone: PLaza 9-3700

President.....Louis G. Cowan

8 S. Michigan Ave., Chicago 3, Ill.

Phone: RAndolph 6-2022

Vice-Pres.-in-Charge ......John Lewellen Vice-Pres......R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

#### DAMON RECORDING STUDIOS, INC.

117 W. 14th St., Kansas City 6. Mo. Phone: VIctor 2585

President ......Vic Damon Vice President......Robert Damon Treasurer .....Alice Damon Secretary......Harry A. Morris Chief Engineer.....Roger Webb

Services Offered: Commercial, personal and audition recordings on tape, discs at all speeds, Radio-TV shows, spots TV film sound track, air checks; masters, portable recordings. Public address installations, sales-rental service.

#### FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y. Phone: PLaza 5-3638

Dircotor......Frederic Damrau, M. D. AFTRA Associate.....Adeline Maneery Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

#### MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y. Phone: Nevins 8-4374

Director ......Mac Davis Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

#### GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y. Phone: ORegon 9-3595

Writer, Composer ......Gordon M. Day Director .....Carol Bulkley



### WILBUR STARK-JERRY LAYTON, INC.

Radio and Television Productions 270 Park Avenue, New York

#### CURRENT

— TV —

#### "ROCKY KING DETECTIVE"

Starring ROSCOE KARNS Featuring TODD KARNS

#### "COLONEL HUMPHREY FLACK"

Starring ALAN MOWBRAY Featuring FRANK JENKS

#### --- RADIO ---

"MODERN ROMANCES" "HOLLYWOOD STARWAY"

#### — AVAILABLE —

#### Dramatic

"ROOKIE COP" "THE SERGEANT AND THE LADY" "MISTER FEATHERS" "AMAZING MRS. TUPPER" "RENDEZVOUS" "WOMAN'S DECISION"

> Daytime Series "LADIES CHOICE"

#### Panel

"WHAT'S THE GAG"

Audience Participation "WIN FOR HIM" "THREE TO WIN" "SPIN THE PICTURE"

#### 🔶 🔶 PROGRAM PRODUCERS 🔶 🔶

Production Mgr......Edith Adelson Treasurer....Leo L. Reich Services Offered: Package programs, radio-TV department service to advertising ageneies, creating and producing custombuilt musical jingles and spots of all kind.

#### DEMBY PRODUCTIONS, INC.

34 E. 51 St., New York 22, N. Y. Phone: PLaza 9.2495

Services Offered: Radio and TV programming, spot announcements. Public relations and merchandising for radio and TV shows. Asian and Latin-American representation for films and press. Films for TV, sales training and public relations.

#### JERRY DEVINE PRODUCTIONS

6331 Hollywood Blyd., Hollywood 28, Calif. Phone: HU 2-1228

Owner .....Jerry Devine Services Offered: Packaged radio programs,

#### ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y. Phone: MUrray Hill 5-6415

President-Owner......Alfred Dixon Casting and production.....Lynn Masters Asst. Dir. and Coaching.....Norma Burton 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.

#### DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y. Phone: TRafalgar 3-6221

| President                                   |
|---------------------------------------------|
| Treasurer Nathan Zucker                     |
| Exec, ProLee R. Bobker                      |
| Editorial ChiefLester Becker                |
| Sound EngineerJohn De Blau                  |
| Film Dist                                   |
| Services Offered: Film producer-open end    |
| films and commercials made specifically for |
| TV; amusement and dramatic shorts; educa-   |
| tional and industrial shorts; marionette    |
| shorts; spot news and special event cover-  |
| age; video transcriptions; complete sound   |
| recording and sound stage facilities; film  |
| consultants.                                |
|                                             |

#### W. M. ELLSWORTH

Suite 203, 159 E. Chicago Phone: MOhawk 4-7050 Owner......W. M. Ellsworth Services Offered: Folk artists, entertainers for radio-TV-records and transcriptions.

#### EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y. Phone: PLaza 9-4500

President......Itclen D. Kellcher Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

#### ENDORSEMENTS, INC.

500 Fifth Ave., New York 36, N. Y. Phone: CHickering 4-7257

Services Offered: Endorsements and testimonials live and film for TV.

#### ESTES NEWS AND FEATURE SERVICE

6 Peter Cooper Rd., New York 10, N. Y. Phone: SPring 7-5766

President .....Bernard Estes Secretary-Treasurer.....Hazel Estes

Associate Producer.....Jack Sheldon Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout 11. 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.

#### FILM ASSOCIATES, INC.

4600 S. Dixie Ave., Dayton 9, 0, Phone: WAlnut 2164

| President-TreasurerE. | Raymond Arn, Jr.  |
|-----------------------|-------------------|
| Vice-President        |                   |
| Secretary             | Clement V. Jacobs |
| General Manager       |                   |
| Office Manager        | Becky Ann Howe    |

Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, cleetrical transcription facilities. Complete laboratory service for producers. Model agency.

#### FISHER PRODUCTIONS

347 East 52nd St., New York, N. Y. Phone: PLaza 3-5443

#### GEORGE F. FOLEY, INC.

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

President.....G. F. Foley Services Offered: Package programs, talent representative, production consultant.

#### WALT FRAMER PRODUCTIONS

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

Producer.....Walt Framer Associate Producers....Joe Gottlieb, Joe Cates, Art Stark, Gary Stevens

Production Supervisors....Mervyn Framer,

Production Supervisors. Mervyn Framer, Sid Tamber, Estelle Citron, Paul Kaczander, Vivian Roberts

Business Manager......Henry Schmerzer Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

*Current Productions*: Strike It Rich, The Big Payoff, Double or Nothing.

#### FREMANTLE OVERSEAS RADIO, INC.

366 Madison Ave., New York 17, N. Y. Phone: MUrray Hill 7-4344

President......Paul Talbot Asst. to Pres.....Lee Volker

Mgr. (Mexico City)......Rene Anselmo

Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

#### ALLEN A. FUNT PRODUCTIONS

100 Central Park South, Room 11-C, New York 19, N. Y. Phone: JUdson 6-5227

President.....Allen A. Funt

Production ......Al Slep Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

#### GAINSBOROUGH ASSOCIATES

207 East 30th St., New York 16, N. Y. Phone: ORegon 9-2720

President......Mitchell Jablons VP and Gen. Mgr.....Josephine Sacoca VP in chg. Sales.....Martin Seligson Casting Director.....Arlene Shelley Gaines Publicity Director.....Shirley Graf Director of Media Research....Aaron Settle NY Office Mgr.....Susan M. Gaines Offices

Services Öffered: Radio & TV package producers, Program consultants to new and existing radio and TV stations, Fund raising campaigns on radio and TV. Talent management and personal representation. Current Productions: "The Editors Speak." "Harlem Serenade." "Buddy Rogers Show." "Revistas del Mediodia."

#### GALE, INC.

48 W. 48th St., New York 19, N. Y. Phone: PLaza 7-7100

President ......Moc Gale Services Offered: Talent, management and production.

#### GBA-GALLUCCI BROS. & ASSOCIATES

727 Meriden Rd., Waterbury 63, Conn. Phone: Waterbury 3-5272

President .....Joe Gallucci Box 1224, Denver, Colo.

General Manager.....N. T. Gallucci Services Offered: Package programs.

#### HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, III. Phone: FRanklin 2-1022

Director.....Harold R. Gingrich Musical Director.....Jack Wonnell

Research Director.....Jessica Petrie Services Offered: Transcriptions and films, package program and counsellor service.

#### GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y. Phone: CIrcle 7-7543

President......Thomas G. Rockwell V.P., Chg. Radio-TV Dept.. Milton W. Krasny V.P., Chge. Prod......Harry Auger Services Offered: Program production, package shows, artists' representatives.

#### JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y. Phone: PLaza 7-5959

President .....John Gibbs Writers Department.....Francis Head Talent Department......Bob Ferres

Services Offered: Radio and TV production. Talent representation.

#### GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif. Phone: HOllywood 9-4580

General Manager......Bob Reichenbach Executive Producer.....Grace Gibson Parr Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.

#### HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y. President-Gen. Mgr......Harry S. Goodman



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Vice-Pres.-Charge Sales.Everett F. Goodman Vice-Pres.-Charge TV....Daniel R. Goodman Secretary ......H. D. Knuth Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

#### GOODSON-TODMAN PRODUC-TIONS

41 E. 57th St., New York 22, N. Y. Phone: PLaza 1-0600

| Partner                                     |
|---------------------------------------------|
| PartnerMark Goodson                         |
| Business ManagerHoward F. Todman            |
| Exec. Dir. of ProgramsGil Fates             |
| Script EditorEugene Burr                    |
| Sales CoordinatorDavid Wear                 |
| Production ManagerMitchell Leiser           |
| Services Offered: Producing and packag-     |
| ing live and transcribed radio and live and |
| finished TV programs.                       |

#### GOTHAM RECORDING CORP.

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

| President           | Herhert M. Moss       |
|---------------------|-----------------------|
| Vice Pres           | Stephen F. Tenimer    |
| Gen. Manager        | Harry F. Landon       |
| Comptroller         | Robert M. Volkell     |
| Services Offered:   | Recording (tape and   |
| disc), program proc | luction and packages. |
| Transcriptions.     | • -                   |

#### GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill. Phone: WHitehall 4-0818

General Manager....Lewis G. Green Services Offered: Production Spots, TV shows, film.

#### JOHN GUEDEL RADIO PRODUCTIONS

8321 Beverly Blvd., Los Angeles 48, Calif. Phone: YOrk 6291

Vice-Pres, & Exec, Producer....John Guedet Services Offered: Radio and television packaging and producing.

#### LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y. Phone: PLaza 9-2210

President .....Laurence Hammond Vice-Pres.....Merikay Howard

Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

#### SUE HASTINGS MARIONETTES. INC.

3825 Bryan St., Dallas 4. Texas Phone: Tenison 8158 President .....Linnea Roberts



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Art Director......W. Higgins Film & Program Director.....R. A. Green Services Offered: Marionette productions

for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

#### ARTHUR HENLEY PRODUCTIONS

Shelton Hotel, 49th St. & Lexington Ave. New York, N. Y.

Phone: PLaza 5-7145

Producer .....Arthur Henley

Production Asst......Charline Mernon Services Offered: Creative programming for radio and television. Complete packages and production. writing and consultation services.

Current Production: Make Up Your Mind.

#### WEST HOOKER, INC.

853—7th Ave., New York, N. Y. Phone JUdson 2-3026

President ......West Hooker Services Offered: Program production and programs, Talent, Artists' Representative.

#### HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, III, Phone: MIchigan 2-0128

Owner .....Bernard Howard Services Offered: All creative phases of Radio-TV-ideas, writing, production-including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

#### RICHARD W. HUBBELL & ASSOCIATES

1300 Knox Ave., Easton, Pa. Phone: 3-8493

Chairman......R. W. Hubbell Branch Office

120 Broadway, New York, N. Y. Phone: BArclay 7-7760

#### INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif. Phone: MUtual 2759

General Manager.....Gustavo Faist Moran Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs.

#### INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y. Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan Secretary ......George Blake Board of Directors:....Patrick E. Shanahan, George Blake, Julia Cooke.



**72**2

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orehestras.

#### THE JAFFE AGENCY, INC.

8553 Sunset Blvd., Hollywood 46, Calif. Phone: CRestview 6-6121 N. Y. Phone: PL 7-0100

Dir. of Radio-TV......Mary Baker Services Offered: Artists' representatives; TX and Radio package producers.

#### JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois Phone: Fluancial 6-4474

| President             | James E. Jewell         |
|-----------------------|-------------------------|
| Vice President        | W. Ralph Jewell         |
| Manager               | Charles P. Flynn        |
| Nat'l. Sales Rep      | Carl Wester             |
| Treas.                | Lincoln Douglass        |
| Musical Dir           | Richard Dix             |
| Services Offered:     | A complete radio and    |
| television production | service. Scripts, Copy. |

Music, Direction, Transcribed Package Shows, Spots.

#### KAGRAN CORPORATION

4 W, 58th St., New York 19, N. Y. MUrray Hill 8-0585

Merch. Acct. Execs......Milton P. Kayle, Daniel G. Forbes

- Asst. to Prod.....Joseph Clair. Jerome Coopersmith
- Pub. & Prom. Dir.....Murray Benson Services Offered: Merchandising and TV and Radio package producers.

Current Productions: Howdy Doody, Johnny Jupiter, Gabby Hayes. Author Meets Critics, Jackie Robinson.

#### MAXINE KEITH

234 W. 44th St., New York, N. Y.

Manager ......Maxine Keith

#### SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y. Phone: VAnderbilt 6-0890

Pres., Exce. Prod.....James Sonny Kendis Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production. talent. sales. Personal management of top talent.

#### JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif. Phone: CRestview 45403

- President .....Jack M. Kurtze Vice-President .....Lulu Mae Kurtze
- Vice President.....John Graves Executive Producer.....Guy Cooper Services Offered: Specialized services to

advertisers and advertising agencies, produc-



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tion, direction and casting facilities for TV, Radio and motion pictures.

#### LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-5700

| PresidentC. O. Langlois      |
|------------------------------|
| SecretaryJohn D. Langlois    |
| TreasurerC. O. Langlois, Jr. |
| Vice-PresidentW. O'Keefe     |

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

#### LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.

JUdson 6-5700

| President          | C. O. Langlois      |
|--------------------|---------------------|
| Secretary          | John D. Langlois    |
| Treasurer          | C. O. Langlois, Jr. |
| Vice President     | W. O'Keefe          |
| Stations Relations | Addison C. Amor     |
| West Coast Mgr     | Hugh S. Allen       |

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed. HERBERT S. LAUFMAN & COMPANY

646 No. Michigan Ave., Chicago 11, 111. Phone: WHitehall 4-2370

of TV programs, supervision of production for TV film commercials.

#### LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif Phone: HOllywood 4.0101 N. Y. Phone: PL 9-4422

President .....Jerome Lawrence Vice-President.....Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

#### LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill. Phone: FRanklin 2-2100

President .....Les Lear Services Offered: Radio, TV and film production. Personal management.

#### LESTER LEWIS ASSOCIATES

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

Partner .....Lester Lewis Services Offered: TVI package shows, personal management.

On Television: Theatricol Releases Through: LES PAUL & MARY FORD SHOW (Series) (Writer-Director thru Fordel Films Inc.) RKO-RADIO PICTURES, Inc. GREATEST STORY EVER TOLD (Series) TWENTIETH-CENTURY FOX FIGHTS FOR FREEDOM (Series) (In Preparation) "MISSING PERSONS" & "The COWBOY-DETECTIVE" "ADVENTURE WITH LEE DICKENS" The Charles E. Skinner Productions Producers · Adapters · Consultants TELEVISION - MOTION PICTURES - RADIO STUDIO FACILITIES 1600 Broadway (Suite 312) New York---Miami Beach---Hollywood Circle 6-6915-6 & Detroit Cantract Producing for Package Producers Producers of Sponsored Sales Influence, Commercial Films NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution Formerly TV and film Creatar of the Adopter — DIRECTOR FILM --- LIVE INTEGRATION (Pall Moll Cigarettes) Method for TV THE BIG STORY

#### PHILLIPS H. LORD, INC.

| -501 | Madison | Ave., New  | York     | 22, | N. | Υ. |
|------|---------|------------|----------|-----|----|----|
|      | Pho     | one: PLaza | 5 - 2211 |     |    |    |
|      |         |            |          |     |    |    |

| President                 | Phillips H. Lord     |
|---------------------------|----------------------|
| Manager                   | Dorothy E. Levy      |
| <b>Program Supervisor</b> | Leonard L. Bass      |
| Services Offereds         | Radio and TV package |
| shows.                    |                      |

#### THE FREEMAN LUSK COMPANY

1618 No. Argyle Ave., Hollywood 28, Calif. President ......Freeman Lusk Sec.-Treas. ......Elsey V. Horner Services Offered: Moderator and producer of discussion programs in the public interest; news reporting and commentary; actor.

#### C. P. MacGREGOR

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

President.....C. P. MacGregor Manager.....George R. Jones 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.

> MARK VII, LTD. (For full listing see TV Film Producer-Distributors)

#### ARNOLD MARQUIS PRODUC-TIONS, INC.

717 N. La Cienega, Hollywood 46, Cal. Phone: CRestview 6-8796

President ......Arnold Marquis Services Offered: Write, direct, produce and package radio and television programs and spots.

#### MARSHALL—HESTER PRODUCTIONS, INC.

521 Fifth Ave., New York 17, N. Y. Phone: MUrray Hill 7-2722-3-4

President.....A. W. Marshall Vice-President ......Harriet Hester Legal Representative......Gerald Dickler

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.

#### MASTERSON, REDDY & NELSON

10 E. 49th St., New York 17, N. Y. Phone: PLaza 9-1120

| Partner  |                                         | .John Masterson |
|----------|-----------------------------------------|-----------------|
| Partner  | • • • • • • • • • • • • • • • • • • • • | John Reddy      |
| Partner  |                                         | John Nelson     |
| Director | •                                       | Ed Leftwich     |
| Produce  | er                                      | Jerry Bowne     |
| Producti | ion Supvr                               | Ruth Kyle       |

"If you have a problem that has to do

with a radio or television show . . .

maybe we have the answer."

# ROUNTREE-PRESBREY, INC.

Tel.: PLaza 5-7770

#### ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill. Phone: RAvenswood 8-9010

Owner ......Alexander McQueen Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for humaninterest stories on sponsor's product.

#### CHARLES MICHELSON, INC.

15 W. 47th St., New York 19, N. Y. Phone: PLaza 7-0695

| PresidentCharles         | Michelson  |
|--------------------------|------------|
| SecretaryA               | Michelson  |
| Divisional Sales Manager |            |
| Traffic Manager          | R. Mantell |
| Export ManagerMarti      | n Diamond  |

Services Offered: Producers and distributors of open end quarter hour and half hour radio and television programs. Radio Transcription feature of mystery shows for local station use and TV film series on 16 m.m. motion picture film.

#### MILVERNE PRODUCTIONS. INC.

 Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

#### MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y. Phone: CIrcle 6-0006

President .....John Mole Services Offered: Production of packaged shows for Radio and TV.

#### WILLIAM MORRIS AGENCY, INC.

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

Exec.in-Chge. of Radio., Wallace S. Jordan Services Offered: Production of packaged shows for radio and TV, also talent reps.

#### CARLTON E. MORSE ENTERPRISES, INC.

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

Owner.....Carlton E. Morse Services Offered: Recording, program production, scripts, package programs.

#### MORTON RADIO PRODUCTIONS. INC.



#### 🚯 🚯 PROGRAM PRODUCERS 🚯 🚯

Services Offered: Syndicated Radio & TV shows.

#### HERBERT M. MOSS PRODUCTIONS

#### MUSIC CORPORATION OF AMERICA MCA Artists, Ltd.

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

139 Piccadiffy, W1, London, England

430 N. Michigan Ave., Chicago, III.

9370 Santa Monica Blvd., Beverly Hills, Cal.

105 Montgomery St., San Francisco, Cal.

2102 N. Akard St., Dallas, Texas

837 Book Tower, Detroit, Mich.

45 Newbury Street, Boston, Mass.

1048 Northwestern Bank Bldg., Minneapolis. Minn.

Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

#### MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

#### THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, III. Phone: SUperior 7-5080

#### NATIONAL PRODUCTIONS, INC.

1001 Connecticut Ave., N. W. Washington 6, D. C. Phone: STerling 3-2222

| President          | Robert J. | Enders |
|--------------------|-----------|--------|
| Vice-Presidentl    | foward A. | Enders |
| Executive Producer | Robert L. | Friend |
| Coordinator        | Mary Cri  | Gin Le |

Coordinator......Mary Griffin, Jr. Services Offered: Radio and television complete production. Transcriptions and films; program consultants; producers of motion pictures for television and industry. Commercials, animation, packagers of programs for local sponsorship.

#### NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 17, N. Y. Phone: MUrray Hill 6-5862

President ......Raymond E. Nelson Secy. Treas......Betty Nelson Services Offered: Production-direction on retainer or free-lance basis, package produc-

tion, consultation to agencies and clients.

LES LEAR



RADIO, TELEVISION, FILMS, PUBLIC RELATIONS, SPECIAL EVENTS, PRODUCT REPRESENTATION

### Procter & Gamble's WELCOME TRAVELERS

starring TOMMY BARTLETT

NBC) Radio — 7th Year NET{ TV — 2nd Year

### LES LEAR PRODUCTIONS Hotel Sherman Chicago 1, III. Phone: FRanklin 2-2100

 $\bullet \bullet \bullet$ 

time buying, filmed commercials, research.

Current Productions: Little Lady Storytime, Rod & Gun Club of the Air (TV) Rod & Gun Club of the Air (AU).

#### OLIVER W. NICOLL PRODUCTIONS

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

Phone: JUdson 2-5130

Cable Address: ARREFFAY Newyork Producer-Dir.,

Executive-Dir.....Oliver W. Nicolt 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. Members of NSTP--National Society of Television Producers.

#### OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

#### PALLADIUM RADIO PRODUCTIONS, INC.

#### PAN AMERICAN BROADCASTING CO.

17 E. 42nd St., New York 17, N. Y. Phone: MUrray Hill 2-0810

Program Director.....Leo Shore Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

#### PETERSON RADIO PRODUCTIONS

1457 Broadway, New York 36, N. Y. Phone: WIsconsin 7-0069

Owner ......Donald Peterson Services Offered: Recording, program production (religious, economic).

#### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif. Phone: Globe 6-2135

President.....George Logan Price Sales Manager.....S. M. Lauch Copy and Production....George L. Price, Jr.

Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

#### PROCKTER TELEVISION ENTERPRISES, INC.

221 West 57th St., New York, N. Y.



<sup>728</sup> 

Phone: JUdson 6-6800 President .....Bernard J. Prockter

#### RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

#### RADIO CITY PRODUCTIONS, INC.

525 Lexington Ave., New York 17, N. Y. Phone: MU 8-6745

Pres. & Sales Mgr..... Morton D. Catok V.P. & Prog. Dir....Raymond R. Chambers

General Manager.....Frank Scott Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.

Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Ifenrich Show."

#### REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y. Phone: MUrray Hill 7-7979 President .....Lou Goldberg Vice-President ......Ted Mack Secretary .....Lloyd Marx Services Offered: Producers of "The Origi-

nal Amateur Hour," starring Ted Mack.

#### STU REYNOLDS PRODUCTIONS

1416 LaBrea Blvd., Los Angeles 28, Calif.

President ......Stuart Reynolds Services Offered: Specializing in the pro-duction and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also produc-tion and sale of radio programs.

#### R. S. ROBBINS

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

President ......R. S. Robbins Mgr. of Prize Promotion. Edward E. Finch Services Offered: Radio and Television package producers and merchandise prizes.

#### **BOB L. ROBERTS PRODUCTIONS**

152 W. 54th St., New York 19, N. Y. Phone: PLaza 7-4314-5

President......Bob L. Roberts Services Offered: A-Radio and TV live and film productions. B-Specialized publicity and promotion.

#### RICHARD H. ROFFMAN ASSOCIATES

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

President ......Richard H. Roffman Services Offered: Package programs and production, Talent, Public Relations. Guest



and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

#### ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa. Phone: WA 2.6800

President ......W. P. Robinson Recording Engineers.....W, W. Jost, Chas. Metz

Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

#### ROCKHILL PRODUCTIONS, INC.

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

President.....Stanley J. Wolf Services Offered: Complete packages, radio, TV and film.

#### JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HE 7178

| PresidentJack Rourke                     |
|------------------------------------------|
| TreasurerJoan Lane Rourke                |
| Production ManagerDick Wendelken         |
| Office Mgr                               |
| Musical Dir                              |
| Services Offered: Live and transcribed   |
| radio and TV programs; spot announcement |



Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade."

#### LESLIE ROUSH PRODUCTIONS. INC.

333 W. 52nd St., New York 19, N. Y. Phone: COlumbus 5-6430

| Presid | lent. |      |         |   |  |   |  |  |   | 1 | L | e | $\mathbf{sl}$ | ie | 9 | ] | M | I. |    | R  | oush | ) |
|--------|-------|------|---------|---|--|---|--|--|---|---|---|---|---------------|----|---|---|---|----|----|----|------|---|
| Vice-F | Pres. |      |         |   |  |   |  |  |   |   |   |   |               | ., | J | u | k | s  |    | Si | ndia | e |
| Gen.   | Mgr.  | <br> | <br>. , | , |  | , |  |  | • | • |   | • |               | •  | • | • | J | o  | hı | n  | Fox  | 6 |

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

Productions: TV Comm'ls: Canada Dry Ginger Ale; Shredded Wheat; Fig Newtons; Vanilla Wafers; White Rose Tea & Coffee; Benrus Watch Co. Comm'l Mot. Pix: "Whv Nuts & Bolts" (Bethlehem Steel); "Ichabod—The Headless Man" (Assoc. Amer. Railroads): various films for U. S. Navy.

#### BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa. Phone: Kingsley 5-6063

Production Manager.....Barnard L. Sackett Services Offered: Complete television service for video stations and advertisers, live



and film productions, commercials, minute spots, custom-built shows, television consultants, personal radio-television representation, concert management.

#### JAMES L, SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif. Phone: CRestview 1-7231
6 East 45th St., New York, N. Y. Phone: MUrray Hill 7-8370

President.....James L. Saphier Mgr. of New York Office....James Schulke Services Offered: Radio and TV produc-

tions, sale of package programs and talent.

#### KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

443 W. 50th St., New York 19, N. Y. Phone: JU 6-1496-7

#### BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y. Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert Services Offered: Talent, production radio and TV package management.

### FROM HARRISCOPE

the finest

in TV sports programming

- Wrestling
- Galopy Racing

Frank Leahy Presents:

- Football
- Baseball
- Tennis
- Golf

For complete information, write

Harriscope Inc.

355 North Beverly Dr. Beverly Hills, Calif. SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

#### WALTER SCHWIMMER PRODUC-TIONS, INC.

#### SESAC, INC.

475 Fifth Ave., New York 17, N. Y. Phone: MUrray Hill 5-5365

President .....Paul Heinecke Secretary-Treasurer.....R. C. Heinecke Asst. to Pres..........E. S. Prager

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

#### CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York, N. Y. Phone: CI 6-6915 Executive Producer.....Charles E. Skinner Associate Producer.....Robert Sloan



Film Music Editor.....Alphonse Corelli Musical Director..... Skitch Henderson Set Designer.....Charles Carlotti Gen. Production Supervisor.... William Toth Camera Directors.....Joseph Burn, George Webber, Drummond Drury General Business Mgr.....Melville Ruick

Assoc, Prod., West Coast Rep., Albert Kelley

Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors: adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres. U. S. and foreign. Production facilities New York. Florida. Hollywood.

#### FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y. Phone: MUrray Hill 5-6626

President ......Fletcher Smith Vice-President ..... Charles Schettler Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

#### SONG ADS. INC.

5927 Sunset Blvd., Hollywood 28, Calif. Phone: HOllywood 5-6181



| V.PCi | ceative | : Di | r |     |  |  |  | ., | Del Porter   |
|-------|---------|------|---|-----|--|--|--|----|--------------|
| V.PM  | usic    | Dir. |   | • • |  |  |  |    | Larry Greene |
| Vocal | Direc   | tor. |   |     |  |  |  |    | Ray Linn     |

Services Offered : Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industry, government and service organizations.

#### THE SOUVAINE COMPANY

119 W. 57th St., New York, N. Y. Phone: CIrcle 6-6100

Services Offered: Producers of radio and TV programs.

#### STAR ENTERTAINMENT CORP.

214 W. 42nd St., New York 18, N. Y. Phone: LA 4-3450

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

#### RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y. Phone: REgent 7-9608 Partners......Richard Stark, Jane Troxell Fashion Photog. Consultant....J. T. Stark Design ......George Shealy

Since 1936

Combining Showmanship

With Salesmanship

### **DEMBY PRODUCTIONS. Inc.**

#### TV. Motion Pictures, Radio

#### Hotel Plaza

1 West 58 Street Suite 1751 New York 19, N.Y.

PLaza 9-2495

nish talent.

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

#### WILBUR STARK-JERRY LAYTON, INC.

270 Park Avenue, New York 17, N. Y. Phone: PL 3-1742

President......Wilbur Stark V.P.-Treas.....Jerry Layton Services Offered: Programs and personalities for television and radio.

#### RICHARD STROUT PRODUCTIONS

Box 614. Hollywood 38, Calif. Phone: HOllywood 4-0277

President ......Richard A. Strout Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

#### TV PROGRAMS, INC.

10 Washington Place, New York 3, N. Y. Phone: GRamercy 7-0123

President.....Edward Roberts, Jr. Director of Sales.....Leonard Beckman Services Offered: Package producers of live shows for TV. Also represent and fur-

#### HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill. Phone: FInancial 6-5450

President .....Ilal Tate S. W. Caldwell, Ltd.

Simcoe House, 150 Simcoe St., Toronto, Canada Phone: PL, 8727

> THE TEE VEE CO. (See TV Film Producers)

#### TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y. Phone: TRafalgar 4-1999 Owner-Musical Consult. Frank J. Novak, Jr. Manager, Charge of Radio/TV Formats G. Kane Campbell Radio/TV Producer......John Gunn Writers......Paul Davis. Laura McGhee Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC. (See TV Film Producers)

#### TELEVISION AND RADIO FEATURES OF AMERICA

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

Cable Address: ARREFFAY, Newyork

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell Production Unit, Hotel New Weston,

Madison Ave. at 49th St., New York 22, N. Y. Phone: PLaza 3-4800

Managing Dir....J. H. Macdonnell Program Coordinator.....Eileen Ellis

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

#### TOWER PRODUCTIONS

11541 Landale, North Hollywood, Cal. Phone: HO 4-5752

Services Offered: Production and sale of television package shows. Now featuring radio and television production of "Space Patrol."



#### TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y. Phone JUdson 2-3530

Services Offered: Program productions, syndicated transcriptions, scripts, package programs,

#### TRANSCRIPTION SALES, INC.

117 W. 11igh St., Springfield 35, O. Phone: 2-4974

President.....J. P. Williame Office Manager.....B. Deck

Services Offered: Open-end transcribed programs, 5 and 15 minute shows featuring top talent.

#### TRANSFILM, INC.

(For complete listing see TV Film Producers)

#### TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y. Phone: PLaza 5-9800

President.....John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.



Producers and Distributors

#### "LITTLE THEATRE"

#### **"INVITATION**

**PLAYHOUSE**"

"CAMERA'S EYE"

117 Quarter Hours in the Can Produced expressly for Television

#### The TEEVEE Co.

211 So. Beverly Drive, Beverly Hills, Cal.

Beverly Bills • Hollywood • New York • "the house of quarter hour shows"

#### TRENDLE-CAMPBELL-MEURER INC.

28 West Ave., Detroit 26, Mich. Phone: WOodward 2-9184

President ......George Trendle V. Pres. & Gen. Mgr. ... H. Allen Campbell Secy. & Gen. Counsel....Raymond J.Meurer Services Offered: Radio-TV production.

#### RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y. Phone: CL 2066

| President           | Richard H. Ullman   |
|---------------------|---------------------|
| Vice-President      | .Edward H. Kavinoky |
| Treasurer           | Minna Thorn         |
| Production Manager. | Bill Jacobs         |

**Productions:** Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Beatrice Kay Show, 78 quarter-hour variety transcriptions, Barbershop Harmonies, 156 quarter-hour transcriptions, Tune-O-Musical, giveaway show.

#### ELY LANDAU INC.

509 Madison Ave., New York 22, N. Y. Phone: MU 8-4800

Pres. .....Ely Landau Sec. ......Harold Kovner Services Offered: Producers of TV programs on film.



#### UNITED FILM & RECORDING STUDIOS, INC.

301 E. Erie St., Chicago 11, 111. Phone: SUperior 7-9144

President ......William L. Klein Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

#### UNITED PRESS ASSOCIATIONS

#### UNITED ARTISTS TELEVISION

(See TV Film Producers)

#### 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 |
| Vice-President    | Elsie F. Valentine    |
| Gen. Mgr., Secy   | Peter J. Riolo        |
| Samian Offered. S |                       |

Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

#### VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y. Phone: MUrray Hill 7-1668

President.....Julienne (Judy) Dupuy Services Offered: Live TV programs, radio programs, TV commercials, consultants; specializing in children's shows.

#### V. I. P.

35 W. 53rd St., New York 19, N. Y. Phone: PLaza 7-0130

President ......Bill Murphy Vice-President .....Charlotte Morgan

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out?of-towners with reservations in hotels, theatre tickets and travel accommodations.

#### VIDEO PICTURES, INC.

(For complete listing see TV Film Producers)

#### CHICK VINCENT CO.

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

Director Producer.....Chick Vincent

Assoc. Pro. .....Norman Schwartz Services Offered: Package producers, program production. TV programs, live and film.

#### W. L. S. ARTIST BUREAU

1230 Washington Blvd., Chicago, Ill. Phone: MO 6-9700

Co-Partners. George Ferguson, Earl Kurtze Services Offered: Representing the artists on Radio Station WLS plus others.

#### WOLF ASSOCIATES, INC.

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

| ľ | 'resident, | Gen, Mgr. | <br>Edward | Wolf |
|---|------------|-----------|------------|------|
|   |            |           |            |      |

Vice-President ......Herbert Wolf Exec. Producer-Dir....Jack Rubin

Services Offered: Radio-TV package production,

#### FRANK WRIGHT NATIONAL CORPORATION

995 Market St., Rm. 332, San Francisco, Calif. Phone: DOuglas 2-5470

| Manager    | Frank Parke Wright              |
|------------|---------------------------------|
| Treasurer  | Sylvia C. Wright                |
| V.PSales   | Perry Hatlen                    |
| Vice Pres. | Aphic Tavernas                  |
|            | Offered: Merchandised advertis- |
| ing in the | food products field.            |

#### WYNN WRIGHT ASSOCIATES

17 West 57th Street. New York 19, N. Y. Phone: PLaza 3-4417-8

Producer ......Wynn Wright

Producer-Manager.....Charles Granzow

Current Productions: Squad Room, Official Detective, Crime Fighters, Under Arrest, Farm Quiz.

#### FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O. Phone: PLaza 1323

President ......Frederic W. Ziv Services Offered: Network and transcribed programs.

#### ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y. Phone: MUrray Hill 8.4700

| i monte. Montay initi 0-4100        |    |
|-------------------------------------|----|
| Chairman of the BoardFrederic W. Z  | iv |
| PresidentJohn L. Si                 |    |
| Vice-PresidentM. J. Rifk            |    |
| Tracurar & Countrollon Locard I Mee |    |

Treasurer & Comptroller...Joseph L. Moore Services Offered: Film programs. Productions: "Fourrite Story" "The Up

Productions: "Favorite Story," "The Unexpected," "Boston Blackie," "The Cisco Kid," "Your TV Theatre," "Story Theatre," "The Living Book," "Yesterday's Newsreel," "Sports Album."

# TRANSCRIPTIONS

PRESSINGS

All sizes, all speeds from three inch to sixteen inch, from 16 rpm to 78 rpm.

- WORLD'S FINEST ENGINEERS
- PROMOTIONAL IDEA SERVICE
- COMPLETE PACKAGING FACILITIES

Art Work Jackets Individual Packing Mailing Service

- SCRIPT, MUSIC, PRODUCTION AND CASTING SERVICE
- COAST-TO-COAST FACILITIES Studios Engineering **Pressing Plants**

### COLUMBIA TRANSCRIPTIONS A DIVISION OF COLUMBIA RECORDS INC.

#### New York

799 Seventh Ave. CI-5-7300 Gil McKean, Director Al Shulman, National Sales Manager

#### Chicago

410 N. Michigan Ave. Whitehall-4-6000 Jerry Ellis, Manager

#### Hollywood

8723 Alden Dr. Crestview 6-1034 Al Wheeler, Manager

"Columbia" Reg. T. M. U.S. Pat. Off. Marca Registrada


PERSONNEL

ADDRESSES

SERVICES OFFERED

737







Any way you figure



# **RCAVICTOR** Transcriptions serve buyers best!

Transcriptions of every description — Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs — 10" and 12" microgroove: 12" and 16" standard groove...

Complete facilities, strategically located — Recording and re-recording, processing, pressing, shipping and handling are all part of RCA Victor service. Script-writing and complete radio production also available. And you get the benefit of the country's best-equipped studios and plants, the world's top engineers.

Fast service: large order or small — You can count on a delivery cycle timed to your orders. Regardless of size, every transcription order gets full attention and prompt handling every step of the way.

It adds up ! Finest quality at a low, competitive price—The best of materials and most advanced methods team up with RCA Victor skill, to bring you a product that leads the industry in sound, uniformity, high-fidelity and appearance. All this is yours at a competitive price! Check with an RCA Victor Custom Record Sales office for electrical transcription service at its best!

TMAG (R)



RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Ave. Dept. D-10 New York 20, N. Y. JUdson 2-5011

445 N. Lake Shore Dr. Dept. D-10 Chicago 11, 111. WHitehall 4-3215

1016 N. Sycamore Ave. Dept. D-10 Hollywood 38, Calif. HOLlywood 38, Calif.

# TRANSCRIPTION COMPANIES

#### AFFILIATED PROGRAM SERVICE, INC.

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

President.....Paul F. Adler Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

#### ALL-CANADA RADIO FACILITIES, LTD.

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

| President                                     |  |
|-----------------------------------------------|--|
| General ManagerG. F. Herbert                  |  |
| Asst. Gen. Mgr Stuart MacKay                  |  |
| ManagerRobert Tait                            |  |
| Services Offered: Canadian representatives    |  |
| and distributors for transcription companies. |  |

#### ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif. Phone: HOllywood 9-5107 619 W. 54th St., New York 19, N. Y. Phone: Hidson 2,3791

| rnone: jUdson 2.5791                          |  |
|-----------------------------------------------|--|
| PresidentD. K. Broadhead                      |  |
| Vice Pres. of MgfrSam Salzman                 |  |
| ComptrollerJ. S. Van Leer                     |  |
| Sales ManagerJohn F. Wegner                   |  |
| New York Div. MgrK. R. Smith                  |  |
| New York Div. Asst. Mgr Hal G. Neely          |  |
| Wash., D. C. Mgr. & Contr. Dir., W. S. Adams  |  |
| Services Offered: Processing and pressing     |  |
| electrical transcriptions and phonograph rec- |  |
| ords. All types, sizes, and speeds. Complete  |  |
| recording facilities available.               |  |

#### AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 5th Ave., New York 21, N. Y. Phone: JUdson 6-7600

General Manager............Robert A. Bories Services Offered: Production of programs for food merchandising for TV and radio.

#### ARTISTS RECORDING STUDIOS 15 West 10th St., Kansas City 6, Mo.

Phone: HA 6109 Owner.....Bill L. Godden

Engineer-Operator.....Bill L. Godden Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

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

221 Fourth Ave., New York 19, N. Y. Phone: ORchard 4-7400 Vice-Pres. & Gen. Mgr.

Edward Hochhauser, Jr. Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollarday 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 54th 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-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y. Phone: PL 7-3091

President.....Charles E. Rynd Vice-Pres.....T. J. Merson Vice-Pres., Treas......Richard Rynd Sales Manager......Ray Rand Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities transcription and phonograph records, mass tape duplication for radio, educational, religious and industrial programs: complete program production service.

#### A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.

Phone: PLaza 7-3091 President.....Joseph F. Hards Services Offered: Full library of recordings on tape, recording, program production.

#### AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y. Phone: COlumbus 5-2517

- Owners....Raymond Scott. Dorothy Collins, Leonard Wolf
- Officers....Raymond Scott, Dorothy Collins, Leonard Wolf, Bob Briody

General Manager......L.eonard Wolf Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

# LOCAL RADIO IS HE

## MORE THAN

# **1000 STATIONS**

## NOW SUBSCRIBE TO



Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!

M-M-M-M-M MORE AND MORE FOR '54! The pot's boiling now with World's biggest, bright-

dr

# ALTHIER THAN EVER!

Stronger ... sturdier ... this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level, where it hits hardest and produces the best is booming ... setting new business records in market after market!

## RADIO DAILY REPORTS:

WORLD BROADCASTING SYSTEM HITS RECORD IN SUBSCRIBERS

"As another indication of the continually broadening scope of local radio, World Broadcasting System has hit a history-making record in the radio transcription industry with over a thousand station subscribers to its



INCINNATI

#### BROADCASTING REPORTS:

"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions."

- hour telephone quiz series ... stars, excitement, prizes. "FOOTBALL TIME", 1/4 hour shows with scores, predictions, songs, thrills: Sales-making jingles series gives advertisers the
- effectiveness of commercials on network shows. Booming sales with World's annual package of Christmas programming including ½-hour, openend drama starring Charles Coburn.

#### 488 Madison Avenue New York 22, N.Y.

Please rush all the facts on your money-making program and sales service. No obligation.

americanradiohistory.com

#### PROCESSING

Better in dozens of ways, because of scientific testing at every step.

#### PRESSING

YEARS

RECORD

SERVICE

OF

Proved better by hundreds of satisfied clients all over the world.

#### TAPE DUPLICATION

Guaranteed broadcast quality-now used in broadcasts everywhere.

#### SHIPPING

Allied's cross checking controls assure on-time delivery under any circumstance.

# ALLIED RECORD

619 W. 54th STREET NEW YORK, NEW YORK 1041 N. LAS PALMAS HOLLYWOOD, CALIFORNIA

#### BELL SOUND STUDIOS, INC.

112 W. 89 St., New York 24, N. Y. Phone: TR 3-4328-9

#### S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5. Ontario. Canada Phone: Kingsdale 2103

President......Spence W. Caldwell Services Offered: Syndicated transcriptions, package programs.

#### CAPITOL RECORDS DISTRIBUTING CORP.

#### Studio and Rec. Sales Services Div.

5515 Melrose Ave., Hollywood 38, Calif. Phone: HOllywood 3-7114

- 151 West 46th St., New York 36, N. Y. N. Y. Phone: COlumbus 5-4758
- Vice-President...........Walter S. Heebner Western Sales Rep.......Gene J. Becker Eastern Sales Mgr......Herbert I. Sachs
- Production Mgr.....John Seely

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

#### CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif. Phone: ROckwell 9-1593

Sr. Partner.....James B. Keysor Plant Manager.....James B. Keysor, Jr. Sales Manager.....Richard B. Keysor

Services Offered: Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

#### COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y. Phone: CIrcle 6-3900

Managing Director.....Arthur Shaer Services Offered: Complete recording and transcription service - sound effects library. Hanmond organs, celeste, Steinway grands. A complete staff for foreign transcriptions. Ampex tape recording.

#### COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 19, N. Y. Phone: Circle 5-7300

President.....James B. Conkling Executive Vice-Pres....Goddard Lieberson Vice-Pres. Chg. Research

& Development ..... James 11, Hunter

#### Vice-Pres. Chg. of

#### COLUMBIA TRANSCRIPTIONS

#### (A Division of Columbia Records, Inc.) 799 Seventh Ave., New York 19, N. Y.

Phone: CIrcle 5-7300

Director......Gilbert S. McKean

N. Y. Acet, Exce.....Carl Reinschild

Natl. Sales Manager..... Albert S'ulman Manager, Chicago Office.....Girard D. Ellis

410 N. Michigan Ave., Chicago, Ill.

8723 Alden Dr., Los Angeles 47, Calif.

Mgr. L.A. Office.........William A. Wheeler Services Offered: Studio facilities and manufacturing plants New York, Chicago, Hollywood, all speeds, all size records and transcriptions. Complete package from idea to finished jacketed recording.

#### COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif, Phone: CRestview 4-2023

Pres. and Exce. Prod.....Walter White, Jr. Associate Prod......Bill Heath Production Mgr.....Vernon Keays Coordinator ......Eleanor Payne Casting Director......Miriam Powers Film Editor....Robert Warwick, Jr. (a.e.e.)

Art Director.....James Sullivan Services Offered: Hopalong Cassidy, 104 episodes transcribed open-end for radio ½ hr.; "The Clyde Beatty Show," radio; trancrihed open-end shows ½ hr.; TV 13 ½ hr. films in color; "Strolling Tom" 156 – 15 min, episodes; "Down Our Way" 25 – 30 min, episodes.

#### GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y. Phone: ORegon 9-3595

Writer-Composer......Gordon M. Day Producer-Director .....CaroJ Bulkley Production Manager.....Edith Adelson Treasurer....Leo L. Reich

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV department for advertising agencies.

#### DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y. Phone: Columbus 5-2300

Mgr., Special Service......Edward Strauss Services Offered: Studio rental; records pressed.

# IN 1954 ... RCA's Thesaurus will



#### because Thesaurus gives you planned programming and sales aids such as --

Big-name talent in complete shows . . . Exclusive singing Jingl-Library...Special feature program signatures Tailored sound effects for sponsor identification . . . Sales-clinching audition discs . . . Sponsor-selling brochures . . . Exclusive Monthly Marketing Bulletin ... Sponsor success stories'

to more profits!

#### because Thesaurus cuts operating costs!

Only with Thesaurus do you get so many exclusive services that save valuable staff time and reduce your sales expense: Big weekly continuity service ... Specially prepared marketing research . . . Time and money-saving sales packages that produce peak sales with minimum time and minimum effort on your part!

## to more listeners!

#### because Thesaurus gives you top shows, popular big names and plenty of promotion aids!

You can build audiences faster . . . and keep them . . . with these popular, bigname Thesaurus shows. Plenty of the kind of promotion you need to sell --mats, photos, press releases, tune-in announcements - to keep folks in your area talking about . . . and tuning in . . . your station!

#### Only with Thesaurus do you get so many exclusive door openers!

### BASIC LIBRARY OF BIG-NAME SHOWS:

Look at that Thesaurus talent roster! Not just big names ... but big-name shows complete with full continuity, open-end for local announcements. The basic library has a minimum of 52 new musical selections added each month!



Here's a really thrifty way to save staff research time. Marketing Bulletin gives you the latest information on what are the "hot items" for the coming month . what to promote, who is your likeliest prospect. And, it's exclusive with Thesaurus!

## EXCLUSIVE JINGL-LIBRARY:

The world's largest collection of singing jingles! More than 1800 jingles, for every kind of product, for every situation . . . something to hit the mark with every prospect. Open-end for local tie-in.

## **ONTINUITY SERVICE:**

Every week you get expertly written continuity for 31 different shows. In addition the library includes production aids such as voice tracks, theme music, tie-ins, cross-plugs, sound effects ... plus signatures for sports, news and feature programs.



Thesaurus provides you with sales aids - sponsor-selling brochures, salesclinching audition discs, testimonials, case histories, success stories, publicity and promotion kits, advertising assistance . . . the works!

#### No other Library offers all these features

And no other service opens doors to more profits, more sponsors and more listeners the way Thesaurus does. Get in touch with a Thesaurus representative today for all the profitable details.

RCA's Thesaurus ... the library that pays its own way!



Radio Composition of America RCA 9-crop Diverse www.americanradiohistory.com 630 Fifth Avenue, New York 20, N. Y.

- TUdson 2-5011 445 N. Lake Shore Drive, Chicago 11, 11, WHitehall 4-3530
- 1016 N. Sycamore Ave., Hollywood 38, Calif. HOllywood 4-5171

- 522 Forsyth Bldg., Atlanta 3, Ga. LAmar 7701
- 1907 McKinney Ave., Dallas 1, Tev. Riverside 1371

# open more doors for you!

THIS IS YOUR TALENT LIST WITH THESAURUS...

The Hour Charm

Phil Spitoiny's All-Girl

Orchestra and Choir -

Magic Violin ... half-hour show —

An all-star, quarter-

hour musical round-up of

Western and

at its best

weekly.

... five times

Cowboy music

SONS OF THE

PIONEERS

the FREDDY

MARTIN

Freddy Martin and his Orchestra

Arnold and the Martin Men

. . quarter-hour show

-three times weekly

with Mery Griffin, Murray

Show

once a waek

featuring Evelyn and her

The Sammy Kaye Show The Hour of Charm The Wayne King Serenade Music by Roth Music Hall Varieties Concert Hall of the Air Men Behind the Melody

Norman Cloutier The Freddy Martin Show Date in Hallywood Sons of the Pioneers The Tex Beneke Show Hank Snow Music of Manhattan Church in the Wildwood Fran Warren Sings A Festival of Waltzes The Singing Americans Vincent Lopez Music in March Time

I Hear the Southland Singing Music to Dream By Slim Bryant and his Wildcats Here's June Christy Organairs Old New Orleans Claude Thornhill Artie Shaw Ray McKinley Jumpin' Jacks

www.americanradiohistorv.com



Starring Eddie Fisher and Gloria de Haven with Hugo Winterholter and his Orchestra... quarter-hour show three times weekly.



Starring Sammy Kaye and his Orchestra with Peggy Powers, Jeffrey Clay, the Kaydets and the Kaye Chair ... quarterhour show three times a week.





The "Waltz King" and his Orchestra with Harry Hall, Gloria Van, Jacqueline James and the Wayne King Chorus...halfhour show—once a week.



#### ♦ ♦ TRANSCRIPTIONS

#### DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ontario, Canada Phone: Empire 3-3383

#### EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y. Phone: PLaza 9-4500

#### FINE SOUND, INC.

[71] Fifth Ave., New York 22, N. Y. Phone: PLaza 3-5400

President.....C. R. Fine Operations V.P.....Seymour Moses Rec. Super.....G. Piros Services Offered: Equipped for all media. Complete engineering for disc, tape and film including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35mm and 16mm facilities.

#### FULTON RECORDING CO.

80 W. 40 St., New York 18, N. Y. Phone: LAckawanna 4-7187

General Manager......Thomas E. Farrell Chief Engineer.....Robert Doherty Serrices Offered: Sound recording, tapes, dises. Ampex tape recorders; Separate facilities for eutting of masters and tape editing. Western Electric magnetic and optical film recorders.

#### MITCHELL GERTZ AGENCY, INC.

210 S. Beverly Dr., Beverly Hills, Calif. Phone: CR 4-5491

#### HARRY S. GOODMAN PRODUCTIONS

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

President-Gen. Mgr......Harry S. Goodman Vice-Pres.-Charge Sales. Everett F. Goodman Vice-Pres.-Charge TV...Daniel R. Goodman Secretary.......H. D. Knuth Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

#### GOTHAM RECORDING CORP.

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

President......Herbert M. Moss Vice-President.....Stephen F. Temmer Comptroller-Treas.....Robert M. Volkell General Manager.....Harry F. Landon Services Offered: Six medium and large

Services Offered: Six medium and large studios available—12 Ampex tape machines Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

#### GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa. Phone: GRant 1-3696

| PresidentGeorge 1           | Heid  |
|-----------------------------|-------|
| V.P., Treas Margaret H      | Heid  |
| Chief EngineerJoseph P. Gea | nring |
| Musical DirectorEverett N   | Veill |

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

#### MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y. *Phone*: PLaza 8-2910

Owner ......Mary Howard Chief Engineer.....L. MacDonald Office Manager.....Gretchen C. Howard

Office Manager......Gretchen C. Howard Services Offered: Ampex Tape, Scully Lathe, Pic-Sync Generator for synchronizing tape to film—Studio, live, off-the-air recordings; Microgroove recordings, pressings.

#### FLORRIE JAYE

48 West 48th St., New York 36, N. Y. *Phone*: JUdson 6-9734

Services Offered: Custom-built Radio & TV jingles, recordings.

#### ESTELLA H. KARN

49 West 45th St., New York 49, N. Y. Phone: JUdson 2:2170

Owner......Estella II. Karn Services Offered: Recording, program production and packages.

#### KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Hl. Phone: State 2-6303

| President (Dir.)Sidney J. Wolf         |
|----------------------------------------|
| Vice-President (Dir.)Joseph Bayer      |
| Vice-PresidentNoel A. Rhys             |
| Vice-PresidentEdwin R. Peterson        |
| Vice-President                         |
| Secretary-Treasurer (Dir.) Arthur Wolf |
| 580 Fifth Ave., New York, N. Y.        |
| Phone: PLaza 7-1460                    |

Mood Music for TV FILMS INDUSTRIAL **DOCÚMENTARY FILMS** and FEATURE **Motion Pictures** Five complete recordings of the following libraries: PAXTON — BOSWORTH BRULL --- ODEON ---AND FRANCIS DAY & HUNTER Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on MAJOR RECORDS SEND FOR FREE CATALOGUE THOMAS J. VALENTINO, INC. Established 1932 150 West 46th Street Dept. RD New York 36, N. Y. Music Clearance on Above Catalogues Arranged by Our Firm

111 W. Washington St., Chicago, III. Phone: State 2-6303

| President                | Sidney J. Wolf    |
|--------------------------|-------------------|
| Vice-President           | Edwin R. Peterson |
| Secretary-Treasurer      | Arthur Wolf       |
| Dir. of Station Relation | isBlanche Stein   |
| Traffic Manager          | Kay Krause        |
| Program Director         |                   |
| 1330 Wilshire Blvd.,     |                   |
| Phone: DUn               |                   |
| V' D that                |                   |

Phone: SUtter 1-7440

Account Executive......Don Kerwin Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in these Keystone markets. based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary of 59 KBS stations for which the Nielson reports were not available. therefore, the total radio homes within the primary area of Keystone represents a total of 18,653,850,



748 www.americanradiohistory.com

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule. Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions. KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

#### LANG-WORTH FEATURE PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y. Phone: JUdson 6-5700

| President             | C. O. Langlois      |
|-----------------------|---------------------|
| Secretary             | John D. Langlois    |
| Treasures             | C. O. Langlois, Jr. |
| Vice-President        | W. O'Keefe          |
| Mgr. of West Coast Of | erHugh S. Allen     |
| Station Relations     | Addison C. Amor     |

Services Offered: Music scoring for television, documentary or industrial pictures live or from film sound track or magnetic tape libraries. Original music for commercial spots. Transcribed library recorded especially for television stations.

#### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif. N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor Manager.....George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

#### MASTERPIECE RECORDING CO.

1 E. 54th St., New York 22, N. Y. Phone: PL 5-9760

.....Nat Levy Owner-Mgr. Services Offered: Disc, tape and film recording. Studio and remote facilities. Microgroove and standard masters and pressings.



FULL RANGE RECORDING

The Penthouse Studios JUdson 6-0040 113 WEST 57th STREET New York 19, N.Y.

Nola Studios, Inc., WMCA Building 1657 Broadway, New York 19. N. Y. + Plaza 7-4870

Auditions, AM. FM and TV air checks, Expert tape editing.

#### FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif. Phone: Globe 6-2135

Sales Manager......George L .Price Services Offered: 156 five-minute transcribed spots, Miracles of Faith, open in middle and at each end. 78 miracles of religious origin; 78 pertaining to political. social, and economic advancement of mankind.

#### M G M RECORDS

701 Seventh Avenue, New York, N. Y. Phone: CIrcle 5-4820

General Manager......Frank B. Walker Advertising & Promotion...Sol Handwerger Artist & Repertory......Harry Meyerson Services Offered: Popular and classical

records, original movie-cast albums—78, 45. 33 1/3 r.p.m.'s.

#### CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y. Phone: PLaza 7-0695

President ......Charles Michelson Divisional Sales Mgr.....Ray Linton Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

#### MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, III. Phone: FI 6-4183

Owner.....Edwin M. Webb Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

#### MORTON RADIO PRODUCTIONS, INC.

6‡ E. Lake St., Chicago 1, 411. Phone: CEntral 6-41-14

#### MUSICOMMERCIALS

341 W. 72 St., New York 23, N. Y. Phone: TRafalgar 4-1999

| President                                       |
|-------------------------------------------------|
| Radio-TV ProducerJohn Gunn                      |
| Mgr., WriterLewis Reid                          |
| Associate ProducerBetty Marshall                |
| Promotion ManagerRichard Davis                  |
| Services Offered: Creators of live or tran-     |
| scribed radio and television spots and jingles. |
| Overall production including talent, mu-        |
| sicians and all mechanicals for the conveni-    |



ence of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

#### MUZAK CORPORATION

221 Fourth Ave., New York 3, N. Y. Phone: ORchard 4-7400

| President              | .Harry E. Houghton  |
|------------------------|---------------------|
| Exec. Vice-Pres        | Charles C. Cowley   |
| Vice-Prcs. & Treas     | John R. Andrus      |
| Vice-Pres. Nat'l Sales | . Nils W. Hillstrom |
| Vice-PresSpec. SvcsA   | lexander B. Motenko |

#### Wired Music Div.

229 Fourth Ave., New York 3, N. Y. Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper.....Ethel W. Maclean Vice-Pres. Chg. of Sales...Curt II. Pfenniger

Promotion Mgr......Roger L. Thaxter

Associated Program Service Div.

221 Fourth Ave., New York 3, N. Y. Phone: ORchard 4-7400

V.P. & Gen. Mgr....Edward Hochhauser, Jr.

Technical Research and Engineering Div.

#### NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y. *Phone:* PL 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y. *Phone*: JU 6-0040

#### To Our Many Friends . . .

Thanks for all your help in making our first year such a successful one.

As we enter our second year, we further dedicate ourselves, to produce the finest in recorded entertainment.

> Cordially. Leonard Wolf GENERAL MANAGER

Hear Your Favorite DOROTHY COLLINS and RAYMOND SCOTT Recordings

78 RPM 45 RPM 33 1/3 RPM



President.....Vincent J. Nola Vice-President .....V. Thomas Nola Chief Engineer.....Stanley Bumbly Mgr. Film Prod. Facilities.....Peter Wilde

Services Offered: Film-Tape-Disc transcriptions for TV, Radio, Industry and Education-Studio and Location. Shooting facilities – Masters – Processing and pressings – Tape Duplication. Air and Line checks.

#### PALMETTO BROADCASTING SYSTEM

1 Martin St., Anderson, S. C. Phone: LD14

President......Wilton E. Hall General Manager.....Glenn P. Warnock

Director .....Jimmy Scribner Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings, Uncle Remus, the Johnson Family and Doggon Dawn.

#### PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y. Phone: PLaza 7-1111

President.....Frank J. Starzel Vice-Pres. Mgr.....Oliver Gramling Services Offered: Sports Star Special-a

15-minute interview and dramatization of personalities who are the "who's who" of the



sports world; Special Assignment—a 15minute dramatization of the exciting or unusual experiences of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

#### GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif. Phone: Clobe 6-2135

President......George Logan Price Sales Manager.....S. M. Lauch

Services Öffered: Radio transcriptions of morale-building, constructive, open-end 15and 30-minute programs, Scripts, ideas, commercial tic-ins, production, and advice on talent availabilities, (Not a talent agency.)

#### RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y. Phone: JUdson 2-5011

Manager. D. J. Finn Chicago Manager. A. E. Hindle Hollywood Manager. R. C. Bucholz N. Y. Mgr. Orders & Service

Richard E. Bylandt



N, Y, Sales Rep. (Phonograph)

Chicago Sales Rep..... Geoffrey B. Bennett Services Offered: Recording, processing,

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RCA Recorded Program Services

Sales Manager.....A. B. Sambrook Central Northeast

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Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety,

nusical shows). TV film distributor.

Studios and Regional Offices 630 Fifth Ave., New York 20, N. Y. Phone: JUdson 2-5011

145 North Lake Shore Drive, Chicago 11, Ill. Phone: WHitehall 4-3530

1016 No. Sycamore Ave., Hollywood 38, Calif. Phone: HOllywood 4-5171

522 Forsythe Bldg., Atlanta 3, Ga. Phone: Lamar 7703

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7000 Santa Monica Blvd., Hollywood 38, Cal. Phone: 11011ywood 3-3382

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Services Offered: Transcribed library including many categories: jazz. American folk, barbershop, hill billy, concert, Spanish, novelties, band, religious. Script service including specal continuities for holidays. Bridges, moods and themes. Saleable shows built from the library, production and sales aids.

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General Manager......Norm Bart Services Offered: A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

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tape recordings. Also film recordings.

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754 www.americanradiohistory.com

Vice-Press-GenI, Sales......Wm, Scott, Sr. TV Oper, Mgr......Wm, E. Scripps Univ. Bestg. of Canada. John Batson, Mgr. University Broadcasting of France

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150 W. 46th St., New York 36, N. Y. Phone: CIrcle 6-4675

President......Thomas J. Valentino' Vice-Presidents......Michael T. Valentino, Elsie F. Valentino

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6000 Sunset Blvd., Hollywood 28, Calif. Phone: 110 3-6811

Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

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Treas. & Comptroller.....Joseph L. Moore Services Offered: Network and transcription productions; package shows.

### WHY IS **AP** THE BEST?

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



# Gains of AWRT Emphasized As Membership Grows

B<sub>1</sub> BETTY ROSS

Director of Large in National All WK and Periodent of Illinois Visibiles

GIGNIFICANT strides in both size and stature were made in 1953 by the industry's professional women's organization, American Women in Radio and Television, Inc., with membership now nearing 900, more than double the initial number at our organizing con-vention just two short years ago. The majority are active members, those who are full-time employed in the radio and television industry or its related fields; and about one-sixth are Associate members, those whose work partially involves radio and TV activities. The entire membership is selected on the basis of professional standing, either in creative program and production work or in administrative and executive functions at the various stations, networks, agencies, service organization, trade associations, and business concerns.

#### Through the fine stewardship of our national president, Doris Corwith, the counsel of our immediate past president, Edythe Meserand, and the able assistance of our executive secretary, Betty Chapin, our Association has made significant strides during its organizing years.

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On the credit side of the ledger for 1953 certainly would be the work and accomplishments of AWRT's Chapters. These are city, state, or regional groups which formed because of their enthusiasm and strong belief in the purposes of AWRT and the important value of women serving in the industry. To give recognition to these Chapters the national office was proud this year to prepare and issue "Certificates of Organization" to eleven AWRT Chapters—New York City, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, Western New York, New England, "Heart of America" including Iowa, Kansas, Missouri, Nebraska, North Dakota, and South Dakota, and "Deep in the Heart of—Texas! These Chapters hold regular meetings, transact business, devise projects, and translate into action at the local area level the objectives and interests of the national organization.

And. AWRT is not without its "Proj-ects." Two such projects have been adopted nationally for consideration by women broadcasters and telecasters across the country. The first was on "Civil Defense" in an attempt to arouse our nation's citizenry to the danger of aggression and attack and inform them of defensive measures which could be taken to protect the home and family. Rather than the usual approach based on fear and destruction, this project stressed the positive side of woman's natural, far-reaching influence in the home. A second project of AWRT was "Woman and her Money." This was undertaken to help women understand their role in our national economy and the importance of their actions in buying, investing, will-making, and handling a major portion of the nation's wealth.

So with these statistics and for this year's work-in substantial increase in membership, in the high personal standands and attractive qualities of its women members, in its projects of national influence, in its monthly publication of "AWRT News and Views," in its good public and community relations, in its advice and counsel to young people contemplating careers in the industry, in its constant attunement to listener and viewer preferences, in its spirited interest in its own endeavors, and mostly in its firm belief and support of the American system of broadcasting and telecasting - we, the American Women in Radio and Television, submit our "Statement of the Year" and let our record stand, knowing full well that any true balance of accounts comes through the new challenge of every year and the results of each day's work; for it is through the concerted effort of all members in the industry that significant progress can be made.

# ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS GUILDS — ASSOCIATIONS — RADIO-TV GROUPS

A A STATE

#### ACADEMY OF TELEVISION ARTS AND SCIENCES

Hollywood Athletic Club, 6525 Sunset Blvd., Hollywood 28, Calif. HO 3-8942

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A non-profit organization dedicated to the ad-vancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

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45 W. 47 St., New York 36, N. Y. PLaza 7-7660

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25 West 45th Street, New York 36, N. Y. JUdson 2-1520

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A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

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An organization of advertising clubs, national advertising groups and companies interested in adver-tising to:

To help make advertising increasingly more effective. To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

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To further scientific practices and promote greater effectiveness in advertising and marketing through objective and impartial research.

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The national organization of the advertising agency business. Aims: To protect, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

#### AMERICAN COMMUNICATIONS ASSOCIATION

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Independent Union, Broadcast Department devoted to organization of oll employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

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15 W. 44th St., New York 36, N. Y. VAnderbilt 6-1810

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Union atfiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

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276 W. 43 St., New York 18, N. Y. LOngacre 5-7508

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American Women in Radio and Television, Inc., is a self-supporting, non-profit organization open to all a self-supporting, non-profit organization open to an women professionally engaged in creative and admin-istrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

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FUNCTIONS

Associated Music Publishers, Inc. is a publisher and distributor of serious music in the United States and represents many of the principal serious music catalogs of Europe.

#### ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario EMpire 3-8046

#### OFFICERS AND DIRECTORS

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This association was incorporated in March 1917. For 38 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promation of good advertising.

#### ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y. ORegon 9-4940

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| SecretaryPeter W. Allp            | ort |
| Chairman of the BoardB. R. Donald | son |
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|                                   |     |

... Guy Berghoff Vice-Chairman Pittsburgh Plate Glass Co.

FUNCTIONS

Promotes the most effective and prafitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

#### ASSN. OF RADIO NEWS ANALYSTS

| 24 East 39th St., New York 16, N. Y.     |
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| FUNCTIONS                                |

To maintain the independence and prestige of the profession and ta improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

#### THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

| 6 E. 39 St., New York 16, N. Y.   |  |
|-----------------------------------|--|
| MUrray Hill 9-4950                |  |
| President                         |  |
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National business organization of authors in the publication field.

#### THE AUTHORS LEAGUE OF AMERICA, INC.

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| The nat    | ional business organization of authors and |

tional business organizati dramatists.

759

#### BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y. PLaza 9-8425 OFFICERS

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Conducts a national program of educational activity, to get across to the public the tremendous importance of brand responsibility and free choice of brands.

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630 Fifth Ave., New York 16, N. Y. Circle 7-0656

#### OFFICERS

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|--------------------------|-----------------|
| Program Director         | Alec Sutherland |
| Program Assistant        | Lillion Long    |
| Transcription Assistant. | Marian Mass     |
| Chief Engineer           | Arthur S. Toby  |
| RDANCH OFFICES           |                 |

BRANCH OFFICES United Nations Office Room C-309, United Nations, N. Y. PLaza 4-1234, Ext. 3121, Bernard Moore, U. N. Correspondent.

Natl. Press Bldg., Washington, D. C. Phone: Execu-re 3-1465. Christopher Serpel, Washington correstive pondent.

pondent. FUNCTIONS Activities of the North American offices of the British Broadcasting Corporation cover two interre-lated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

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270 Park Ave., New York 17, N Y MUrray Hill 8-4020

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The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium,

#### BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y. ORegon 9 2968

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5746 Sunset Blvd., Hollywood 28, Calif. Phone: Hillside 7464. George Heimrich, Diirector of Radio & TV

FUNCTIONS The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

#### BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y. PLaza 7-1800

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FUNC TIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of

affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

#### THE BUREAU OF BROADCAST MEASUREMENT

85 Richmond Street West, Toronto 1, Ontario, Canada

EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto. Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto. Executive-Secretary: Charles J. Follett, Assoc of Canadian Advertisers, Toronto.

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FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and par-ticularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broad-

casting station coverage, and/or the listening house of the public. Ta prepare reports, charts and other forms of pub-licity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as afaresaid.

#### CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont. 3-4036

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|                                                         |

BRANCH OFFICE 373 Church St., Toronto, Ont. Phone: EM. 4-8244. Director of Adv. & Research......Patrick Freeman FUNCTIONS The Canadian Accounts

The Canadian Association of Broadcasters is a voluntary trade organization of 120 privately owned (independent) broadcasting stations in Canada.

#### CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.

Circle 6-5566

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| FUNCTIONS                                         |
| Control and howevertant anomalouting which states |

Social and benevolent organization which strives

to care for the spiritual and physical needs of members of the profession, regardless of creed. In par-ticular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

#### CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y. ENdicott 2-0412 OFFICERS

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| Executive Secretary Eleanor M. Tuc | ker |  |
| FUNCTIONS AND ACTIVITIES           |     |  |

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

#### COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada Phone: M. 8457

OFFICERS

...... Sir Ernest MacMillan, B.A., President. 

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public perfor-mances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries

#### THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA. INC.

| 6 E. 39 St., New York 16, N. Y. |
|---------------------------------|
| MUrray Hill 9-4950              |
| President                       |
| Vice-PresGeorge S. Kaufman      |
| Secretary                       |
| Exec. Sec                       |
| FUNCTIONS                       |

The national business organization of dramatists.

#### EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y. MUrray Hill 5-2927

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COUNCIL Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Black-burn, Sidney Blackmer, Mrs. Milo Boulton, Leo G. Car-roll, Margaret Dale, Mrs. Owen Davis, J. Colville Dann, Carl M. Eckstrom, Boris Karloff, Tesso Costa, Thais Lawton, Horry McNaughton, Reginald Mason, Raymond Massey, Carmen Mathews, Margery Maudo, John Morley, Kate Oglebay, Helen Ormsbee, Basil Rothbone, Mrs. Chas. M. Richter, Cornelia Otis Skin-ner, George Sonnes, Frances Starr. FUNCTION The Guild ministers to actors of all reliaious faiths.

The Guild ministers to actors of all religious faiths.

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#### FUNCTIONS

To promote the proper administration of the Com-munications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial inter-course among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

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Room 1500, 173 W. Madison St., Chicago 2, III. Donald P. MacDonald, Attorney in Charge, Financial 6-0790

Room 133, Federal Office Bldg., San Francisco 2, Calif. Clarence T. Sadler, Attorney in Charge. KLon-dike 2-2350.

Room 81), U. 5. Court House, Seattle 4. Wash. Walter W. Harris, Attorney in Charge, MUtual 3300. Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott. Attorney in Charge, CAnal 3481,

#### FUNCTIONS

Under several laws designed to promote tree and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors af-fecting the competitive economy.

#### THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y. REgent 4-1501

| ingent a iset               |                   |
|-----------------------------|-------------------|
| Director                    | Pierre Cremesse   |
| Ass't. Dir                  | Alice Lewitin     |
| Manager                     | .Suzanne Welitman |
| Prog. Dir. & Pub. Relations | Jacqueline Landry |
| FUNCTIONS                   |                   |

#### FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, four the purpose of strengthening the good will and understand-ing between France and the U.S., it distributes to in-dependent stations all over the country English lan-guage programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French isteners informed of all events taking place in America today.

#### INSTITUTE FOR EDUCATION BY **RADIO-TELEVISION**

Ohio State Univ., Columbus 10, O. UN. 3148 Ext. 280

#### FUNCTIONS

Specifically, the Institute acts as sponsor for an An-nual Exhibition of Educational Radio and Television Programs, witcoming entries from stations and organi-zations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

#### THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N.Y. LEhigh 5-5100

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#### FUNCTIONS

An incorporated non-protit organization having as its object the odvancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

#### INTERCOLLEGIATE

#### BROADCASTING SYSTEM

2808 Eric St., S.E., Washington 20, D. C Victor 7210

706 Sanders Avc., Schenectudy 2, N. Y. Schenectady 3-6028

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FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

#### JEWISH THEATRICAL GUILD

1564 Broadway, New York 36, N.Y.

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Non-sectarion theatrical assistance agency.

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1785 Massachusetts Ave., N. W.,

. Dr. David D. Henry, Vice-Chairman American Council on Education

JCET MEMBERS

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FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professional-ly in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the col-lection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

#### LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass. KEnmore 6-6522

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| Dir., Community Relations. | Ann Doyle               |
| F11.107.10                 |                         |

#### FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tuffs College, cooperate in the countries of two compared to the technology for in the operation of non-commercial educational sta-tion WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

#### MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.

1270 Sixth Avenue, New York 20, N. Y.

| C | Ο. | 5 | -7 | 3 | 6 | 2 |
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Lucky Wilber, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director. FUNCTIONS

Labor Union

#### MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y. Circle 6-3084

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#### NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal. Whitney 4245

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| FUNCTIONS                   |                     |

To co-ordinate the interest of civic, religious, edu-cational, business and labor organizations and indidividuals for the purpose of encouraging the presenta-tion of radio and television programs of high standards

#### NATIONAL ASSOCIATION OF **RADIO & TELEVISION** BROADCASTERS

(For Complete Listing See NARTB Section)

#### NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

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

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Hollywood Council. CORRESPONDING OFFICES Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durhom, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Mil-waukce, Wis.; Minneapolis-St. Paul, Minn.; New Or-leans, La.; Nortolk, Va.; Omaha, Ncb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Roches, Schencetady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y. FUNCTIONS

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television indus-try, organized on behalf of their respective mem-berships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their working therapter coincide mutual interests coincide.

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14 Gregory Hall, Univ. of Ill., Urbana, Ill.

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2500 Municipal Bldg., New York 7, N. Y. WH 3-3600, Seymour N. Sicgal, Past President

#### FUNCTIONS

Representing non-commercial, educational AM, FM ond TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

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630 Fifth Ave., New York 20, N. Y. Circle 7-8194

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FUNCTIONS

To obtain moral and pecuniary rights of performing ortists in the commercial uses of such performances

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NATRED is an organization dedicated to the service of agriculture, station monagement and the atvertiser.

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#### FUNCTIONS

This organization assists the public, advertisers ond publishers to avoid false and deceptive advertising. It cooperates with law enforcement ogencies in this work

#### NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y. MUrray Hill 2-8877 Room 504

#### WEST COAST OFFICE

7063 Sunset Blvd., Hollywood 28, Calif. Granite 6930

#### FUNCTIONS

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

#### NAT. TELEVISION FILM COUNCIL 1501 Braadway, New York 36, N. Y.

LO 4-8234

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#### NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y. COlumbus 5-0956

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#### FUNCTIONS

The function of National Voriety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

#### NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N.Y. Circle 5-4343

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FUNCTION

To help indigent performers

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#### PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION

| 2043 Locust | St., | Philadelphia | 3, | Pa.    |
|-------------|------|--------------|----|--------|
| LO 4-0886   | -    |              |    |        |
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To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

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FUNCTIONS

Charitable and Benevolent Organization.

#### RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y. PLaza 7-7600

Central Broadcasting Headquarters, 3 Englischer Garten, Munich, Germany

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Radio Free Europe, a private organization supported by contributions to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Rumania and Bul-garia. In its programs, written and broadcast by freedom loving exiles, R. F. E. brings the captive peoples behind the iron curtain news of the free world and their own countries, knowledge that they are not forgotten, and hope for their liberation.

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270 Park Ave., New York 22, N. Y. PLaza 1-2720

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A membership corporation whose object is to pro-

mote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Memebrship is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc.

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580 Fifth Ave., New Yark 19, N. Y. PLaza 7-1800

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#### FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall the network of the resultant exchange of information would make a valuable contribution to the public interest.'

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

#### RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.

PLaza 3-4300, Ext. 214

#### OFFICERS

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#### **EUNCTIONS**

A national organization to advance, foster, promote

and benefit the interests of directors, associate direc-tors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

#### RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

420 Lexington Ave., New York 17, N. Y. LExington 2-3988

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#### FUNCTIONS

 To create a lasting fraternity of persons profes-sionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members.
 To provide a forum for the exchange of ideas and discussions of the black of the text of tex of text of text of text a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or useful-ness and to promote higher standards for the radio and television industry as a scientific, literary, informa-tional, entertainment, and cultural medium. 3. To pro-vide and sponsor the dissemination of information pervide and sponsor the dissemination of information per-taining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete ac-complishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

#### RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

#### RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada EM 3-1531

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| FUNCTIONS                               |         |

This Association is a non-profit and co-operative organization to promote the interests of the radio. manufacturing industry in Canada.

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FUNCTIONS

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

#### RADIO-TELEVISION PROGRAM MATERIALS

U. S. Office of Education, Washington 25, D. C. EXecutive 6300, Ext. 2897

... Franklin Dunham Chief Radio-TV Education Specialist Gertrude C, Broderick FUNCTIONS

The exchange is designed to promote more effective The exchange is designed to promote more effective local broadcsating by educational and civic organiza-tions and radio and television stations by serving as a clearing house for selected television educational scripts, kinescopes and production aids, and as a source of all kinds of information pertaining to the field of educational radio and television.

#### THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

2 East 23rd St., New York 10, N. Y. GRamercy 7-9190

#### OFFICERS

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#### FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for broadcasting.

#### SCREEN ACTORS GUILD, INC.

7046 Hollywood Blvd., Hollywood 28, Calif.

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475 Fifth Ave., New York 17, N. Y. MUrray Hill 5-5365

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#### FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, in-cluding extensive catalog of bridges, moods and themes, and scripts.

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40 West 40th St., New York 18, N. Y. LOngacre 5-0172

**OFFICERS** 

..... Herbert Barnett

76to

President

FUNCTIONS The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

#### SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y. Circle 6-2536

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#### FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Asso-ciation, and between them and corporations, firms ar individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

#### SOUTHERN CALIFORNIA BROADCASTERS' ASSN.

6047 Hollywood Blvd., Hollywood 28, Colit. HOllywood 9-7254

OFFICERS

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| Assistant | Louise Sanders           |

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#### FUNCTIONS

FUNCTIONS Represents 59 member stations and networks, lo-cated in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast in-dustry as a whole in that area. Acts as central source of research, information, public service, promo-tion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

#### SPORTS BROADCASTERS ASSOCIATION

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|----------|-------|---------|----|------|------|------|-----|------|------|----|------|
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To develop the use and increase the sale of National Spot Radio and Television Advertising.

#### ULTRA HIGH FREQUENCY TV ASSOCIATION

400 DeSales Building, Washington 6, D. C. NAtional 8-0032

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#### UNITED NATIONS-RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.

#### PLaza 4-1234 OFFICERS

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Moscow, Prague, London, Paris, Geneva, Copen-hagen, Belgrade, Cairo, Terheran, Karachi, New Delhi, Shanghai, Sydney, Monrovia, Washinigton, Rio de Janeiro, Buenos Aires, Mexico City. Bangkok, Djakarta, Los Angeles, Manila and Santiago.

#### FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and prepa-ration of UN coverage.

#### U. S. INFORMATION AGENCY BROADCASTING SERVICE

Voice of America 251 West 57th Street, New York 19, N. Y. JUdson 6-2000 Washington Headquarters: 1778 Pennsylvania Avenue, Room 920 Washington 9, D. C. REpublic 7-8340, Extension 3634

#### OFFICERS

FUNCTIONS To submit evidence to the people of other nations of the objectives and policies of the United States. More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours, are broadcast daily in 34 language services.

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Allen B. Du Mont Laboratories, Inc., Clifton, N. J.

elevision--1954

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

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

Nr

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

T O the many sources of information who have contributed to this volume we express our gratitude. Their contributions have made this year's edition of the Television Year Book the most comprehensive reference volume yet produced in the interest of the video art.

> JACK ALICOATE Editor-in-Chief



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







of the NARTB



#### Now Zenith completes your "home entertainment center"

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

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





Backed by 65 Years of Leadership in Radionies Evelusively ALSO MAKERS OF FINE INFARING AIDS Zenith Radio Corporation + Chicago 39, Illacois

#### Zenith gives you History-Making Pitch and Tempo Control!

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

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



"Lazy Bones" Remote control let's you "click" on the station you want, without getting out of your chair, Optional.

#### Now Even Better! Invest More in Savings Bonds!
# THE TELEVISION CODE OF THE NARTB

#### PREAMBLE

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

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

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

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

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

(Continued on Page 776)



tor's Flair! PRODUCED WITH A

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

BEYOND BELIEF!

ALL THRILLINGLY NEW TO TELEVISION !

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

Sales and

Thrill to television's greatest dramatic achievement!

Exciling:

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ZIV TEREVISION PROGRAMS, INC.



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

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

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

4. In furthering this realization, the television broadcaster:

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

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

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

#### ACCEPTABILITY OF PROGRAM MATERIAL

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

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

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

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

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

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

#### www.americanradiohistory.com

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

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

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

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

e) Illicit sex relations are not treated as commendable.

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

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

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

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

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

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

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

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

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

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

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

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

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

(Continued on Page 781)



AIDS

TO THE BROADCASTER

#### CONTINUITY

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

- ACCORDING TO THE RECORD (five minutes, daily)
- THE BOOK PARADE (quarter hour, weekly)
- MUSIC AND SPORTS (quarter hour, 3 times weekly)
- MILESTONES (half hour, periodically)

#### CONCERT MUSIC

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

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

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

#### PIN UP SHEETS

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

#### **COPYRIGHT RESEARCH**

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

#### NEWSLETTER

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

#### MUSIC MEMO

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

#### MEET THE ARTIST

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

#### CHECK LIST

Digest of trade press ratings of the newest record releases.

#### HOLIDAY MUSIC

Timely suggestions of appropriate music for seasonal and holiday occasions.

#### MUSIC DISTRIBUTION

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

#### PERFORMINDEX

Ilandy, time-saving catalog of most-performed BMIlicensed titles.

#### CATEGORICAL INDEX

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

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



## PRODUCT and SERVICE REACH A NEW HIGH!

 $\checkmark$ 

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

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

BM1 Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music . . . ballrooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

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

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

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



☆



### **CONSOLIDATED FILM INDUSTRIES**

## NEW 16mm LAB

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

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



In Every Field, One Name Stands Out. In Film Laboratories, It's . . . CFI

### CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, Calif. • HO 9-1441 1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700

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

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

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

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

w) The exposition of sex crimes will be avoided.

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

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

#### RESPONSIBILITY TOWARD CHILDREN

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

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

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

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

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

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

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

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

#### DECENCY AND DECORUM IN PRODUCTION

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

# GOOD PROGRAMS SELL GOOD PRODUCTS

\*\*\*\* THE NEW KEN MURRAY SHOW "WHERE WERE YOU?"

- \*\*\*\* CROWN THEATRE WITH GLORIA SWANSON
- \*\*\*\* ROYAL PLAYHOUSE
- \*\*\*\* COUNTERPOINT
- \*\*\*\* THE CHIMPS
- \*\*\*\* GENERAL ELECTRIC THEATRE\*

Bing Crosby Enterprises, Inc. TELEVISION # DIVISION

9028 Sunset Blvd., Los Angeles 46, Califarnia

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

782

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

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

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

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

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

#### COMMUNITY RESPONSIBILITY

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

#### TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and wellbalanced.

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

3. Commentary and analysis should be clearly identified as such

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

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

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

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

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

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

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

The standard of quality wherever films are used

### EASTMAN PROFESSIONAL MOTION PICTURE FILMS THE EASTMAN 16mm PROJECTOR, MODEL 250 THE EASTMAN TELEVISION RECORDING CAMERA

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

Motion Picture Film Department
EASTMAN KODAK COMPANY

Rochester 4, N. Y.



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

#### **Public Events**

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

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

#### Controversial Public Issues

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

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

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

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

#### Political Telecasts

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

#### **Religious Programs**

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

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

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

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

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

d) Religious programs should place emphasis on broad religious

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

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

#### PRESENTATION OF ADVERTISING

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

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

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

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

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

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

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

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

#### ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

#### General

1. A commercial television broadcaster makes his facilities available

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

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

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

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

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

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

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

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

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

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

#### ADVERTISING OF MEDICAL PRODUCTS

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

• •

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

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

#### Contests

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

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

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

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

#### Premiums and Offers

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

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

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

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

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

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

#### Time Standards for Advertising Copy

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



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

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

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

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

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

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

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

 $\diamond$   $\diamond$   $\diamond$ 

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

#### Dramatized Appeals and Advertising

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

#### Sponsor Identification

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

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#### REGULATIONS AND PROCEDURES

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

#### Ι

#### Name

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

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#### Purpose of the Code

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

#### III

#### Subscribers

Section 1. Eligibility

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

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

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

#### Section 2. Certification of Subscription

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

#### Section 3. Duration of Subscription

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

#### Section 4. Suspension of Subscription

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

Section 5. Additional Procedures

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

Section 6. Amendment and Review

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

Section 7. Termination of Contracts

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

#### IV

#### Rates

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

#### V

#### The Television Code Review Board

\* Section 1. Composition

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

\* Amended February 4, 1953.

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

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

#### Limitation of Service

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

#### Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided. Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

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

#### A. Delegation of Powers and Responsibilities

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

#### B. Meetings

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



### Film's Place in Color TV As Viewed by Producer

By JOHN L. SINN President Ziv Television Programs, Inc.

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

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

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

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

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

As a result, we now have the proof positive that color film made under the proper conditions is perfectly adaptable to the color television system. This is the resounding affirmative answer to the question you have heard so many times during the past two years — "Will color film work in color television?"

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

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

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

elevision Networks

EXECUTIVE PERSONNEL

MAPS

ARTICLES



## Major Steps Taken For Audience-Sponsor Approval

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By ALEXANDER STRONACH, JR. Vice-President in Charge ABC-TV Network

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

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

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

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

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To help guide its course unfailingly toward an ever expanding horizon, ABC acquired the services of such brilliant executives as George T. Shuppert to head up ABC's newly formed Film Syndication Division as Vice President; and John Daly, Vice President in charge of Television News, Special Events and Public Affairs.

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

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

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

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

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

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

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

### A. B. C. TELEVISION NETWORK

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

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



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

WEITMAN

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

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



SHUPERT

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

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

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

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



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

ABRY

# AMERICAN BROAD



www.americanradiohistorv.com

# CASTING COMPANY



### A M E R I C A N BROADCASTING COMPANY, INC.

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

R.C.A. Bldg., 7 West 66th Street, New York 23, N.Y. (Telephone Number: SUsquehanna 7-5000)

#### OFFICERS

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

#### TELEVISION

| Alexa | inder Stronach, Jr | Vice President in     |
|-------|--------------------|-----------------------|
|       | Charge of          | of Television Network |
| lohn  | Mitchell           | Gen. Mgr. WABC        |

#### Engineering & General Services

| Frank MarxVice President in Charge             |
|------------------------------------------------|
| Thomas F. FoyPurchasing Agent                  |
| Richard Hamilton. Supervisor of Communications |
| Clure OwenAdministrative Assistant             |
| John Preston Director of Engineering           |
| Facilities & General Services                  |
| Lawrence RuddellRecording Director             |
| Joseph J. Spagnola Office & Studio Services    |
| Director                                       |
| William Trevarthen Director of Engineering     |
| Operations                                     |

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

#### FINANCE, PERSONNEL

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

#### Legal

| Geraldine B. Zorbaugh | Secretary &                                                           |
|-----------------------|-----------------------------------------------------------------------|
| Omar Elder            | General Counsel<br>Assistant Secretary &<br>Assistant General Counsel |

#### Labor Relations

Mortimer Weinbach. Director of Labor Relations

#### Program

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

#### Services

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

#### Programming

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