

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

WBNS-TV

COLUMBUS—1949—CBS

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

WLW-C

COLUMBUS—1949—NBC

Channel: 4 VHF...AP: 13 Kw...VP: 26 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Phone Number.....Jefferson 5441
 Air Time.....19 hours daily
 News Service.....UP, INS
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Commercial Mgr.....James G. Burgess
 Program Director.....Walter S. Jacobs
 Promotion Director.....Donald H. Edgemon
 Dir. of News & Spec. Events...David Nichols
 Film Manager.....Nicholas Luppino
 Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6 VHF...AP: 10.0 Kw...CP: 19.8 Kw.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Address.....753 Harmon Ave.
 Phone Number.....Fletcher 5801
 Air Time.....13 hours daily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB
 President.....Hulbert Taft, Jr.

Exec. Vice-President.....Kenneth Church
 General Manager.....J. W. McGough
 Sales Manager.....Edwin G. Richter, Jr.
 Program Director.....William T. Wagner
 Promotion Dir.....Beatrice Caldron
 Director of News.....William Palmer
 Film Manager.....Richard McKinney
 Chief Engineer.....Marvin Ingerson

WHIO-TV

DAYTON—1949—ABC-CBS

Channel: 7...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business Address.....45 S. Ludlow St.
 Phone Number.....ADams 2261
 Representative.....Hollingbery
 President.....James M. Cox, Jr.
 Managing Director.....J. Leonard Reinsch
 General Manager.....Robert H. Moody
 Asst. to Gen. Mgr.....Harvey R. Young, Jr.
 Program Director.....Don R. Lyons
 Chief Engineer.....Ernest L. Adams

WIFE

DAYTON—1953—ABC-DuM

Channel: 22 UHF...AP: 132 Kw...VP: 254 Kw.
 Owned-Oper. By.....Skyland Bcstg. Corp.
 Business Address.....380 West First St.
 Phone Number.....Michigan 6501
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Ronald B. Woodyard
 Nat. Sales Manager.....C. J. Thonquest
 Commercial Mgr.....Louis G. Froelich
 Program Director.....Paul Kane
 Chief Engineer.....Joseph P. Gill

WLW-D

DAYTON—1949—NBC

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Business-Studio Address...4595 S. Dixie Hwy.
 Phone Number.....Walnut 2101
 Air Time.....17½ hours daily
 News Service.....UP, INS
 Representative...WLW Offices, New York.
 Chicago, Hollywood

Membership.....NARTB
 Station Manager.....H. Peter Lasker
 Commercial Manager...Wm. J. Williamson
 Program Manager.....Robert Head
 Prom. Pub. Dir.....Dorothy A. Sanders
 Dir. of News & Spec. Events...Omar Williams
 Film Manager.....Mary Lou Myers
 Production Manager.....Ray E. Brosseau
 Chief Engineer.....Lester Sturgill

WLOK-TV

LIMA—1953—NBC

Channel: 73 UHF...AP: 8.3 Kw...VP: 20 Kw.
 Owned-Oper. By.....WLOK, Inc.
 Business Address.....1424 Rice Ave.
 Phone Number.....6-3411
 News Service.....UP
 Representative.....H.R.

Membership **NARTB**
President..... **L. A. Pixley**
Exec. Vice-Pres...... **Robert O. Runnerstrom**
Natl. Sales Manager..... **Lawrence Webb**
Program Director..... **William Huffman**
Promotion Dir...... **Peggy Miller**
Director of News..... **Joe Rex**
Chief Engineer..... **Darrel Hunter**
Consulting Engineer..... **Craven, Lohnes & Culver**

WSTV-TV

STEUBENVILLE—1953—CBS

Channel: 9 VHF... **AP:** 70 Kw... **VP:** 140 Kw.
Owned-Oper. By..... **WSTV, Inc.**
Business Address..... **Exchange Realty Bldg.**
Phone Number..... **2-6265**
Representative..... **Avery-Knodel**
Vice-Pres., Gen. Mgr...... **John J. Laux**
Commercial Mgr...... **Joseph M. Troesch**
Prod. Mgr...... **Robert E. Holt**
Prog. Dir...... **Harry Birrell**
Director of News..... **Scott McMurray**
Chief Engineer..... **Charles Shepherd**

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF... **AP:** 12.3 Kw... **VP:** 24.5 Kw.
Owned-Oper. By..... **Storer Bdcstg. Co.**
Business-Studio Address..... **136 Huron St.**
Phone Number..... **Adams 3175**
Representative..... **Katz**
Membership..... **TBA, NARTB, BAB**
President..... **George B. Storer**
Commercial Manager..... **W. F. Shannon**
Gen., Sta. Mgr...... **Allen L. Haid**
Program Director..... **Al Ruhfel**
Production Manager..... **John Saunders**
Film Director..... **Elaine Phillips**
Chief Engineer..... **William Stringfellow**

WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 73 UHF... **AP:** 89 Kw... **VP:** 175 Kw.
Owned-Operated By..... **Vindicator Printing Co.**
Address..... **101 W. Boardman Street**
Phone Number..... **3-4121**
Newspaper Affil...... **The Youngstown Vindicator**
Representative..... **Headley-Reed**
Pres., Gen. Mgr...... **William F. Maag, Jr.**
Comm. Mgr...... **Leonard E. Nasman**
Program Director..... **Ronald Richards**
Film Manager..... **Alan Suthmayd**
Chief Engineer..... **Frank A. Dieringer**
(See Page 900)

WKBN-TV

**YOUNGSTOWN—1953—ABC-CBS
DuM**

Channel: 27 UHF... **AP:** 9.5 Kw... **VP:** 15.8 Kw.
Owned-Operated By..... **WKBN Bcstg. Co.**
Address..... **3930 Sunset Blvd.**
Representative..... **Raymer**
Station Manager..... **J. L. Bowden**
Chief Engineer..... **B. T. Wilkens**

WHIZ-TV

ZANESVILLE—1953

ABC-CBS-NBC-DuM

Channel: 50 UHF... **AP:** 38 Kw... **VP:** 70.8 Kw.
Owned-Oper. By..... **Southeastern Ohio TV System**
Business Address..... **Lind Arcade Bldg.**
Phone Number..... **2-5431**
Air Time..... **8½ hours daily**
News Service..... **UP**
Representative..... **Pearson**
Membership..... **NARTB, BAB**
President..... **Clay Littick**
Gen., Sta. Mgr...... **Vernon A. Nolte**
Comm. Mgr...... **Nate Miller**
Program Director..... **Robert D. Maley**
Promotion Dir...... **Robert Cromwell**
Director of News..... **Allan Land**
Production Dir...... **Edward Fisher**
Chief Engineer..... **William A. Hunt**
Consulting Engineer..... **Craven, Lohnes & Culver**

OKLAHOMA

TV HOMES 320,000

POPULATION 2,280,000

STATIONS IN STATE 7

KSWO-TV

LAWTON—1953

Channel: 7 VHF... **AP:** 4.8 Kw... **VP:** 9.6 Kw.
Owned-Operated By..... **Oklahoma Quality Bcstg. Co.**
Address..... **P. O. Box 1385**
Representative..... **Everett-McKinney**
Phone Number..... **7777**
Air Time..... **9 hours daily**
News Service..... **UP**
Membership..... **NARTB**
President..... **R. H. Drewry**
Gen., Sta. Mgr...... **Paul N. Goode**
Commercial Mgr...... **L. W. Ozier, Jr.**
Program Director..... **Henry Mattison**
Promotion Dir...... **Beverly Whitener**
Director of News..... **William McReynolds**
Production Mgr...... **B. J. Wheatley**
Film Manager..... **W. J. Evans**
Chief Engineer..... **Willard Cochran**
Consulting Engineer..... **William Buford**

KMPT

OKLAHOMA CITY—1953—DuM

Channel: 19 UHF... **AP:** 89 Kw... **VP:** 178 Kw.

Owned-Oper. By.....KLPR Television Inc.
Business Address.....128 W. Commerce
Phone Number.....Central 2-1341
Air Time.....8 hours daily
News Service.....UP
Representative.....Bolling
Membership.....NARTB
General Manager.....Fred Farha
Program Director.....Douglas Carruth
Director of News.....Grant Ladd
Film Manager.....Phyllis Lewis
Chief Engineer.....Jacob A. Davis

KTVQ

OKLAHOMA CITY—1953—ABC-CBS
Channel: 25 UHF..AP: 141 Kw..VP: 275 Kw.
Owned-Oper. By.....Republic TV & Radio Co.
Business Address.....Northwest Station
Phone Number.....Jackson 8-4151
Air Time.....8½ hours daily
News Service.....AP
Representative.....H.R.
President.....John Esau
Gen., Sta. Mgr.....J. Harry Abbott
Commercial Mgr.....Raymond Ruff
Prog., Prom. Dir.....Bill Sadler
Director of News.....Jack Sherman
Film Manager.....Wayne Taylor
Chief Engineer.....Harold L. Coomes
Consulting Engineer.....Vandivere, Cohen,
Wearm

KWTW

OKLAHOMA CITY—1953—CBS
Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Oklahoma Television Corp.
Business Address.....Box 8788
Phone Number.....Victor 3-6641
Representative.....Avery-Knodel
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Film Manager.....David Hunt
Director of News.....Bruce Palmer
Program Director.....Russ Severin
Chief Engineer.....Morris W. Thomas

WKY-TV

**OKLAHOMA CITY—1949
ABC-NBC**

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Studio Address.....500 E. Britton Rd.
Phone Number.....TRinity 8-2161
Air Time.....17½ hours daily
News Service.....AP, UP
News, Affil.....Oklahoman, Times
Representative.....Katz
Membership.....NARTB
President.....E. K. Gaylor
Manager.....P. A. Sugg
Asst. Manager.....Hoyt Andres
Program Director.....Robert Olson
Promotion Director.....Dallas Wyant
Dir. of News & Spec. Events.....Grant Foster

Production Manager.....Robert Doty
Adm. Assistant.....Eugene B. Dodson
Natl. Sales Director.....Kieth Mathers
Chief Engineer.....H. J. Lovell
Consulting Engineer.....A. D. Ring Co.

KCEB

TULSA—1953—NBC

Channel: 23 UHF..AP: 95 Kw..VP: 180 Kw.
Owned-Oper. By.....Elfred Beck
Business Address.....1606 Natl. Bank of Tulsa
Phone Number.....4-4044
Representative.....Bolling
Membership.....NARTB
President.....Elfred Beck
General Manager.....N. Ray Kelly
Asst. to Manager.....Valeria O'Neal
Commercial Mgr.....John Howley
Program Director.....William G. McLaren
Chief Engineer.....Richard W. Pickard
Consulting Engineer.....George Davis

KOTV

**TULSA—1949
CBS-NBC**

Channel: 6....AP: 60.3 Kw....VP: 100 Kw.
Owned-Oper. By.....Wrather-Alvarez, Inc.
Business Address.....302 S. Frankfort St.
Phone Number.....2-9233
Station Representative.....Petry
President.....Jack D. Wrather, Jr.
Gen., Sta. Manager.....Maria Helen Alvarez
Commercial Manager.....John B. Hill
Program Director.....Don Thompson
Asst. Gen. Mgr.....Robert Freeland
Chief Engineer.....George Jacobs

OREGON

TV HOMES 187,000

POPULATION 1,854,000

STATIONS IN STATE 4

KBES-TV

**MEDFORD—1953
CBS-ABC-NBC-DuM**

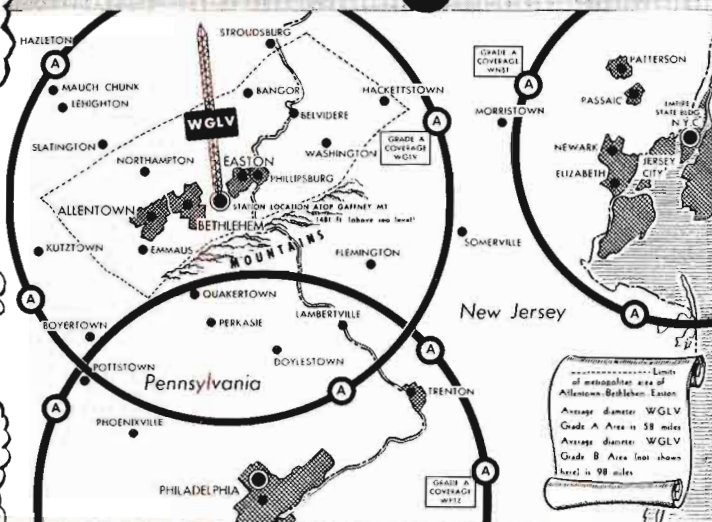
Channel: 5 VHF..AP: 15.8 Kw..VP: 28.9 Kw.
Owned-Oper. By.....Southern Oregon Ecstg. Co.
Business Address.....Box 1189
Phone Number.....Gold Hill 5-9333
Representative.....Blair
President.....Amos Voorhies
Vice-Pres., Sta. Mgr.....Ed A. Malone
Vice-Pres., Business Mgr.....Everett A. Faber
General Manager.....William B. Smullin
Advertising Manager.....John Burr

HOW! ONLY 1 TV STATION

Blankets the ENTIRE GREATER LEHIGH VALLEY AREA

PENNSYLVANIA'S 3RD MARKET

W
G
L
V



"This map shows Grade A, or reliable coverage areas as published by strongest stations in New York, Philadelphia, and Allentown-Bethlehem-Easton area (44th market in U.S.)"

CHANNEL 57
100,000 WATTS
AT 1481 FEET

ALLENTOWN-BETHEHEM-EASTON METROPOLITAN DISTRICT

POPULATION	RETAIL SALES	AVG. FAMILY INCOME
A —566,197	A —\$729,496,000	A—\$5,725
A & B—3,069,700	A & B—\$4,750,396,000	B—\$5,692

45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

*UHF SETS IN USE
July 1, 1953 3,000 est.
October 1, 1953 41,343
November 15, 1953 51,944
January 1, 1954 65,098
February 1, 1954 72,340
*Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.



WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa.
J. L. Stackhouse, President
Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

Represented by Headley-Reed TV

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • ATLANTA • PHILADELPHIA

KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF... AP: 28 Kw... VP: 56 Kw.
Owned-Oper. By... Mt. Hood Radio & TV Bcstg.
Corp.
Business Address... 140 S.W. Columbia St.
Phone Number... Atwater 6412
Representative... Avery-Knodel
President... Ted Gamble
Vice-Pres., Manag. Dir... C. Howard Lane
Program Director... Ted W. Cooke
Film Director... Ted M. Williams
Production Mgr... Roy Rector
Film Director... T. M. Williams
Chief Engineer... Louis Bookwalter

KPTV

PORTLAND—1952—CBS-DuM
NBC

Channel: 27 UHF... AP: 44 Kw... VP: 88 Kw.
Address... 735 S.W. 20th Pl.
Owned-Operated By... Empire Coil Co.
Representative... NBC Spot Sales
President... Herb Mayer
Commercial Mgr... Charles White
Chief Engineer... Wm. McAlister
Program Manager... Eugene Ragle

KPIC

SALEM—1954

Channel: 24 UHF... AP: 8.87 Kw... VP: 16.4 Kw.
Owned-Oper. By... Lawrence A. Harvey
Business Address... 321 S. Beverly Dr.,
Beverly Hills, Calif.
President... Lawrence A. Harvey
Vice-President... Joseph Brenner
Chief Engineer... Harold W. Jury

PENNSYLVANIA

TV HOMES 2,375,000

POPULATION 11,223,000

STATIONS IN STATE 28

WFBG-TV

ALTOONA—1953—NBC-ABC-DuM

Channel: 10 VHF... AP: 160 Kw... VP: 316 Kw.
Owned-Operated By... The Gable Co.
Address... Gable Arcade
Representative... H.R. Reps
President... G. P. Gable
General Manager... Jack Snyder
Film Manager... B. Harley Shook
Consulting Engineers
Craven, Lohnes & Culver

WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF... AP: 2.24 Kw... VP: 2.24 Kw.
Owned-Oper. By... Associated Bcstrs. Inc.
Business Address... 801 Hamilton St.
Phone Number... Hemlock 4-6278
Air Time... 9 hours
News Service... UP
Representative... Meeker
Membership... NARTB
General Manager... Clair R. McCollough
Station Manager... Thomas R. Nunan, Jr.
Nat'l. Sales Manager... J. Robert Gulick
Program Director... Richard Getz
Chief Engineer... J. E. Mathiot

WCHA-TV

CHAMBERSBURG—1953—CBS-DuM

Channel: 46 UHF... AP: 10.5 Kw... VP: 21 Kw.
Owned-Oper. By... Chambersburg Bcstg. Co.
Business Address... Craft Press Bldg.
Phone Number... 1110
Air Time... 7 hours daily
News Service... AP
Representative... Forjoe
Membership... NARTB
Gen., Sta. Mgr... John S. Booth
Commercial Mgr... Richard J. Koba
Program Director... Allan Saunders
Film Manager... Robert Glessner
Chief Engineer... James McCurdy

WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF... AP: 49.89 Kw... VP: 100 Kw.
Owned-Oper. By... Easton Publishing Co.
Business Address... 30 N. 4th St.
Phone Number... 3-8371
Representative... Headley-Reed
President... J. L. Stackhouse
General Manager... Richard W. Hubbell
Business Manager... Nelson Rounsley
Sales Manager... Nevin S. Paskow
Program Manager... Alice O'Hare
Promotion Mgr... William H. Youry
Film Manager... Percy E. DeWitt
Chief Engineer... Charles R. Thon

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12... AP: 15 Kw... VP: 30 Kw.
Owned-Oper. By... Dispatch Incorporated
Bus.-Trans. Address... 3515 State St.
Phone Number... 4-5021
Air Time... 18 hours daily
Representative... Petry
President... Edward Lamb
General Manager... Ben McLaughlin
Program Director... Dan Lick
Film Director... John W. Cook
Commercial Mgr... Karl Nelson
Prom. Dir... Jack Schumacher
Chief Engineer... Michael Csop

W C M B - T V

HARRISBURG—1954

Channel: 27 UHF..AP: 49.5 Kw..VP: 98.9
 Owned-Oper. By.....Rossmoyne Corp.
 Business Address.....230 Court St.
 Phone Number.....4-3005
 News Service.....INS
 Representative.....Cooke
 Membership.....NARTB
 President.....Edgar T. Shepard, Jr.
 General Manager.....Ed K. Smith
 Commercial Mgr.....Rudolph O. Marcoux
 Chief Engineer.....J. Howard Bair
 Consulting Engineer.....Frank McIntosh

W H P - T V

HARRISBURG—1953—CBS

Channel: 55 UHF..AP: 126 Kw..VP: 253 Kw.
 Owned-Oper. By.....WHP, Inc.
 Business Address.....216 Locust St.
 Phone Number.....4-3211
 Air Time.....9½ hours daily
 News Service.....UP
 Representative.....Bolling
 General Manager.....A. K. Redmond
 Program Director.....Dick Redmond
 Promotion Dir.....Beatrice Potteiger

Director of News.....Joseph Harper
 Production Mgr.....Edgar Gauli
 Publicity Director.....Frank Noto
 Film Manager.....Charles Baddorf, Jr.
 Chief Engineer.....E. Daniel Leibensperger

W T P A

HARRISBURG—1953—NBC

Channel: 71 UHF..AP: 9.3 Kw..VP: 17.5 Kw.
 Owned-Oper. By.....Harrisburg Bcstrs. Inc.
 Business Address.....3235 Hoffman St.
 Phone Number.....Harrisburg 8-7171
 Air Time.....15½ hours daily
 Newspaper Affiliation.....Patriot-News
 News Service.....UP
 Membership.....NARTB
 President.....Donald Newhouse
 Gen.. Sta. Mgr.....David J. Bennett
 Commercial Mgr.....Alan Solada
 Program Director.....Donald D. Wear
 Promotion Mgr.....Gladys Swift
 Director of News.....Roy Nassau
 Production Mgr....."Mac" McCauley
 Film Manager.....Edward J. McGinnis
 Chief Engineer.....Paul Gross
 Consulting Engineer..Craven, Lohnes & Culver

BEST BUY

in Southwestern Pennsylvania

WJAC-TV JOHNSTOWN

3 Market Coverage for the Price of 1!

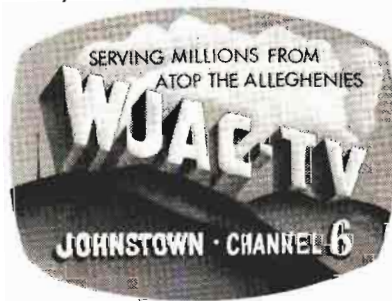
YOUR BUDGET GETS A BREAK, and your sales coverage a real bonus, when you choose WJAC-TV in Johnstown. Based on latest Hooper standings, WJAC-TV proves its audience appeal, not only in the Greater Johnstown Market, but in Pittsburgh and Altoona as well! One buy covers three . . . when you use WJAC-TV!

1st in Johnstown

2nd in Pittsburgh

1st in Altoona

Get full details from your KATZ man!



WARD-TV

JOHNSTOWN—1953—CBS-DuM
ABC

Channel: 56 UHF.. AP: 10 Kw.. VP: 20 Kw.
Owned-Oper. By..... Rivoli Realty Co.
Business Address..... First Natl. Bank Bldg.
Phone Number..... 81-216
Representative..... Weed
General Manager..... Robert R. Nelson
Chief Engineer..... Millard Coleman

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 6 VHF.. AP: 35 Kw.. VP: 70 Kw.
Owned-Operated By..... WJAC, Inc.
Business Address..... 329 Main St.
Phone Number..... 9-1965
Air Time..... 14½ hours daily
Newspaper Affiliation.. The Johnstown Tribune
News Service..... UP
Representative..... Katz
Membership..... NARTB
President..... Walter W. Krebs
Gen., Sta. Mgr..... Alvin D. Schrott
Sales Manager..... John H. Hepburn
Prog. Dir., Film Mgr..... Frank P. Cummins
Chief Engineer..... Theodore Campbell
Consulting Engineer..... McNary

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 8 VHF.. AP: 7.2 Kw.. VP: 3.6 Kw.
Owned-Operated By..... WGAL, Inc.
Business-Transmitter Address.. 24 S. Queen St.
Phone Number..... 5246
Studio Address..... 24 S. Queen St.
Air Time..... 116 hours weekly
News Service..... UP
Representative..... Meeker
Membership..... NARTB
President..... Clair R. McCollough
Station Manager..... Harold E. Miller
Gen. Sales Mgr..... J. Robert Gulick
Program Director..... Paul Rodenhauser
Technical Director..... J. E. Mathiot

WLBRTV

LEBANON—1953

Channel: 15 UHF.. AP: 69.2 Kw.. VP: 129 Kw.
Owned-Oper. By..... Lebanon Television Corp.
Business Address..... 8th & Cumberland Sts.
Phone Number..... 2-4646
Air Time..... 6 hours daily
Newspaper Affiliation.. Lebanon Daily News
News Service..... UP
Representative..... Pearson
Membership..... NARTB
President..... Lester P. Etter
Station Manager..... Arthur H. Simmers
Program Director..... Arthur H. Simmers

Commercial Mgr..... Phillip J. Reilly
Promotion Dir..... Jack Schropp
Director of News..... Hy White
Film Manager..... Gene Dyssinger
Public Service..... Henry Homan
Chief Engineer..... Leonard Savage
Consulting Engineer..... A. D. Ring

WKST-TV

NEW CASTLE—1953—DuM

Channel: 45 UHF.. AP: 10.5 Kw.. VP: 20.8 Kw.
Owned-Oper. By..... WKST, Inc.
Business Address..... Cathedral Bldg.
Phone Number..... Oliver 4-5501
Air Time..... 3 hours daily
News Service..... UP
Representative..... Everett-McKinney, Inc.
Pres., Gen. Mgr..... S. W. Townsend
Sta., Comm. Mgr..... Art Graham
Program Director..... Harry Reith
Promotion Dir..... Al Francis
Director of News..... Crory Pitzer
Chief Engineer..... Donald Dout

WCAU-TV

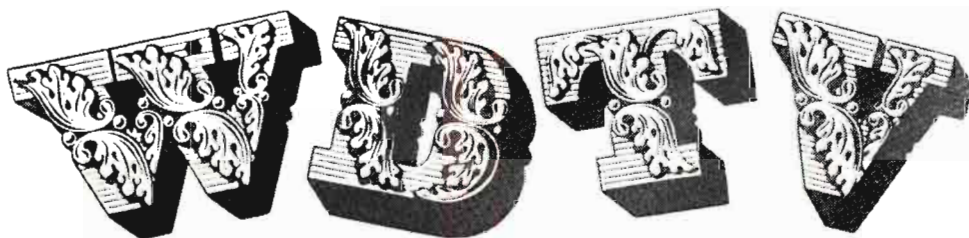
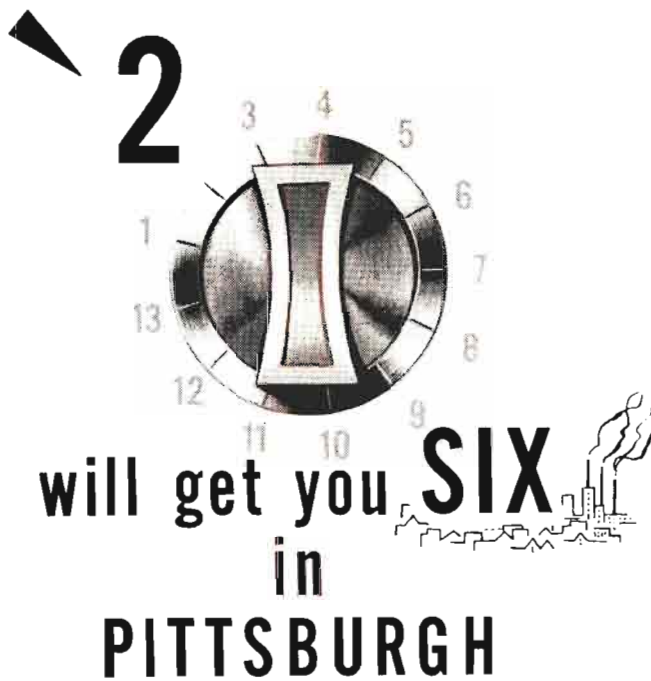
PHILADELPHIA—1947—CBS

Channel: 10 VHF.. AP: 14 Kw.. VP: 25 Kw.
Owned-Operated By..... WCAU, Inc.
Address..... City Ave. & Monument Ave.
Phone Number..... GR 7-8300
Air Time..... 16 hours daily
Newspaper Affiliation.. The Evening Bulletin
News Service..... AP, UP
Representative..... CBS TV Spot Sales
Pres., Gen. Mgr..... Donald W. Thornburgh
V.P., Asst. Gen. Mgr..... Joseph L. Tinney
V.P. & TV Director..... Charles Vanda
Commercial Manager..... Robt. McGredy
Program Director..... John McClay
V.P. & Prom. & Pub. Dir..... Robert N. Pryor
Dir. News & Spec. Events..... Charles Shaw
Production Manager..... Richard Schlegle
V.P. & Technical Director..... John G. Leitch

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Triangle Publications Inc.
Business Address..... 46th & Market Sts.
Phone Number..... Evergreen 2-4700
Air Time..... 16 hours daily
Newspaper Affiliation.. Philadelphia Inquirer
News Service..... UP
Representative..... Katz
Membership..... NARTB
General Manager..... Roger W. Clipp
Commercial Mgr..... Kenneth W. Stowman
Program Director..... Jack Steck
Promotion Director..... Joe Zimmermann
Director of News..... Charles Harrison
Publicity Director..... John Hyland
Film Manager..... Ralph Goldstein
Chief Engineer..... Henry Rhea



Want to capture the nation's sixth largest metropolitan market? Then tune your sales to WDTV—Channel 2—in Pittsburgh! Every day in over 800,000 homes in the Pittsburgh district, your customers are tuned

to Channel 2. They prefer WDTV with programs geared to Pittsburgh people, Pittsburgh habits and tastes. Use DuMont's WDTV, Pittsburgh's first television station—and you'll sell Pittsburgh!

Pittsburgh's *first* Television Station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.

HAROLD C. LUND, General Manager

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Westinghouse Radio Sta. Inc.
Business Address... 1600 Architects Bldg.
Phone Number... LOcust 4-5500
Air Time... 19 hours daily
News Service... UP, INS
Station Representative... Free & Peters
Membership... NARTB
Gen. Mgr... Rolland V. Tooke
Comm. Mgr... Alexander W. Dannenbaum, Jr.
Program Manager... Stan Lee Broza
Pub., Prom. Dir... John J. Kelly
Chief Engineer... Raymond J. Bowley

WDTV

PITTSBURGH—1949
ABC-CBS-NBC-DuM

Channel: 2... AP: 8.3 Kw... VP: 16.6 Kw.
Owned-Oper. By... Allen B. Du Mont
Laboratories, Inc.
Business Address... Chamber of Commerce
Bldg.
Phone Number... Express 1-3000
Air Time... 19 hours daily
News Service... UP
Representative... DuMont Network
Membership... NARTB
President... Dr. Allen B. Du Mont
Gen. Mgr... Harold C. Lund
Sales Dir... George Baren Bregge
Publ. Dir... Dick Fortune
Program Manager... Byron H. Dowty
Director of News... Bill Burns
Film Manager... Richard Dreyfuss
Chief Engineer... Raymond Rodgers

WENS

PITTSBURGH—1953—ABC

Channel: 16 UHF... AP: 106 Kw... VP: 200 Kw.
Owned-Oper. By... Telecasting, Inc.
Business Address... 947 Aliver Bldg.
Phone Number... Atlantic 1-4300
Air Time... 9 hours daily
News Service... INS, UP
Representative... Petry
Membership... NARTB
President... Thomas P. Johnson
Managing Director... A. Donovan Faust
General Manager... Larry H. Israel
Commercial Mgr... Donald Menard
Program Director... David C. Murray
Director of News... Dan Mallinger
Production Mgr... Thomas Borden
Publicity Director... Peter Thornton
Film Manager... Jay Gould
Chief Engineer... Fred M. Eames, Jr.

WKJF-TV

PITTSBURGH—1953—NBC

Channel: 53 UHF... AP: 11.59 Kw... VP: 19.28 Kw.

Owned-Oper. By... Agnes J. Reeves Greer
Business Address... 1715 Grandview Ave.
Phone Number... Hubbard 1-2626
Air Time... 14 hours daily
Newspaper Affiliation... Dominion News &
Morgantown Post
News Service... UP
Representative... Weed
Membership... NARTB
Owner... Agnes J. Reeves Greer
Gen., Sta. Mgr... F. G. Raese
Commercial Mgr... Joseph Jenkins
Promotion Dir... Harold Stark
Director of News... Harrison Eagles
Production Mgr... John Ziegler
Film Manager... Donald Redinger
Chief Engineer... Peter E. Pappas

WEEU-TV

READING—1953—ABC-NBC

Channel: 33 UHF... AP: 87 Kw... VP: 167 Kw.
Owned-Oper. By... Hawley Bcstg. Co.
Business Address... 433 Penn St.
Phone Number... 6-7335
Air Time... 10½ hours daily
Newspaper Affiliation... Eagle-Times
News Service... UP
Representative... Headley-Reed
Membership... NARTB, BAB
President... Hawley Quier
Vice-Pres., Gen. Mgr... Thomas E. Martin
Asst. Manager... K. Richard Creitz
Program Director... George Carroll
Promotion Dir... Jeanne Thompson
TV Sales Director... Ewart M. Blain
Production Mgr... Roy V. Swinamer
Film Manager... Daniel W. Shields
Chief Engineer... David J. Miller Jr.

WHUM-TV

READING—1953

Channel: 61 UHF... AP: 135 Kw... VP: 260 Kw.
Owned-Oper. By... Eastern Radio Corp.
Address... Skyline Drive
Phone Number... 4-4805
Air Time... 14 hours daily
News Service... INS, AP
Representative... H R Television, Inc.
Pres., Gen. Mgr... Humboldt J. Greig
Program Director... Howard Davis
Film Manager... Alan Lane
Dir. of News & Spec. Events... John Deegan
Production Mgr... Robert Bostian
Sales Manager... Frank Elliott
Chief Engineer... Louis E. Littlejohn
(See Page 910)

WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF... AP: 152 Kw... VP: 256 Kw.
Owned-Oper. By... Union Bcstg. Co.
Business Address... 333 Madison Ave.
Phone Number... Diamond 3-245
Air Time... 8½ hours daily
News Service... UP

We've Got Reading WHUMming!



In One of the Nation's Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined ... Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives

RepresentativeHollingbery
 MembershipBAB
 President.....Martin F. Memolo
 Gen., Sta. Mgr.....William M. Dawson
 Commercial Mgr.....Sam M. Feigenbaum
 Program Director.....Joseph Salsburg
 Promotion Dir.....Donald S. Preven
 Director of News.....John Von Bergen
 Chief Engineer.....Roswell J. Parker
 Consulting Engineer.....Jansky & Bailly

WGBI-TV

SCRANTON—1953—CBS

Channel: 22 UHF..AP: 114 Kw..VP: 215 Kw.
 Owned-Oper. By.....Scranton Bcstrs. Inc.
 Business Address.....1000 Wyoming Ave.
 Phone Number2-0296
 Air Time.....8½ hours daily
 News ServiceAP
 RepresentativeBlair
 President.....M. E. Megargee
 General Manager.....George D. Coleman
 Station Manager.....R. E. McDowell
 Promotion Dir.....Douglas Holcomb
 Chief Engineer.....K. R. Cooke
 Consulting Engineer.....George C. Davis

WTVU

SCRANTON—1953

Owned-Oper. By.....Appalachian Co.
 Channel: 73 UHF..AP: 8.42 Kw..VP: 12.84 Kw.
 Business Address.....First Natl. Bank Bldg.
 RepresentativeEverett-McKinney
 Phone Number7-3334
 Exec. Vice-President.....Charles W. Stone
 General Manager.....Jan King
 Sales Manager.....John E. Karabin
 Chief Engineer.....Chas. F. Halle

WBRE-TV

WILKES-BARRE—1953—NBC

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned-Operated By.....Louis G. Baltimore
 Address.....62 S. Franklin St.
 RepresentativeHeadley-Reed
 Owner.....L. G. Baltimore
 General Manager.....David Baltimore
 Program Director.....F. D. Coslett
 Chief Engineer.....Franklin D. Coslett

WILK-TV

WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF..AP: 87 Kw..VP: 170 Kw.
 Owned-Oper. By.....Wyoming Valley Bcstg. Co.
 Business Address.....88 North Franklin St.
 Phone Number4-4666
 Representative.....Avery-Knodel Inc.
 Exec. Vice-President.....Roy E. Morgan
 General Manager.....Thomas P. Shelburne
 Sales Manager.....Malcolm Dale
 Program Director.....Hal Berg
 Director of News.....Thomas Bigler
 Film Manager.....Francis Lee
 Chief Engineer.....Theodore French

WNOW-TV

YORK—1953—DuM

Channel: 49 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Broadcast Division, Helm
 Coal Co.
 Business Address.....25 So. Duke St.
 Phone Number.....27-821
 Air Time.....10 hours daily
 News ServiceAP
 RepresentativeHollingbery
 MembershipNARTB, BAB
 General Manager.....Lowell W. Williams
 Commercial Mgr.....John O. Border
 Program Director.....William Whitaker
 Promotion Dir.....Ed Schwalm
 Director of News.....Wilbur Groff
 Production Mgr.....Richard Gillespie
 Film Manager.....John Clouser
 Chief Engineer.....Glen Winter
 Consulting Engineer.....John H. Mullaney

WSBA-TV

YORK—1952—ABC

Channel: 43 UHF..AP: 86 Kw..VP: 170 Kw.
 Owned-Operated By.....Susquehanna Bcstg. Co.
 Address.....53 N. Duke St.
 RepresentativeRadio-TV Reps
 President.....Louis J. Appell, Jr.
 Program Director.....Fred Shaffer
 Sales Manager.....Philip Eberly
 Director of News.....O. B. Morse
 Film Manager.....Tom Miller
 Chief Engineer.....Llewellyn Jones
 Consulting Engineer.....George C. Davis

RHODE ISLAND

TV HOMES 230,000

POPULATION 816,000

STATIONS IN STATE 2

WJAR-TV

PROVIDENCE—1949

ABC-NBC-DuM

Channel: 10.....AP: 113 Kw..VP: 225 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address.....176 Weybosset St.
 Phone Number.....Gaspee 1-8255
 Air Time.....120 hours weekly
 News Service.....AP, INS
 RepresentativeWeed
 MembershipNARTB, BAB
 Program Manager.....Seymour Horowitz
 Gen., Comm. Mgr.....Norman Gittleson

Production Coordinator.....Manning Tesser
Film Director.....William Cooper
Chief Engineer.....Thomas C. J. Prior

WNET

PROVIDENCE—1953—ABC-DuM

Channel: 16 UHF..AP: 11 Kw..VP: 22 Kw.
Owned-Oper. By...Channel 16 of Rhode Island,
Inc.

Business Address.....Box 1533
Phone Number.....Union 1-3100
News Service.....UP
Representative.....Raymer, Bannan
President.....Harold C. Arcaro
Vice-Pres., Gen. Mgr.....John R. Porterfield
Promotion Dir.....Violette B. Marks
Film Manager.....Robert Dykeman
Chief Engineer.....Herbert F. Evans
Consulting Engineer.....George C. Davis

SOUTH CAROLINA

TV HOMES 195,000

POPULATION 2,181,000

STATIONS IN STATE 7

WAIM-TV

ANDERSON—1953—CBS

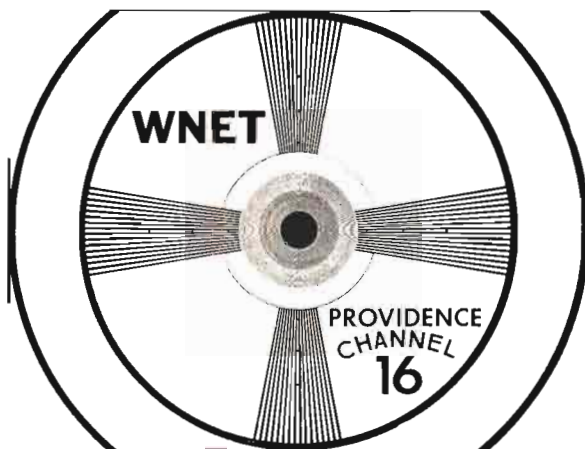
Channel: 40 UHF..AP: 8.3 Kw..VP: 16.6 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....Box 806
Phone Number.....3800
Representative.....Burn-Smith, Dora-Clayton
General Manager.....Glenn P. Warnock
Sales Manager.....Adam C. Welborn
Production Dir.....Jimmy Scribner
Chief Engineer.....John Willis

WCSC-TV

CHARLESTON

ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 15.5 Kw..VP: 31 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Phone Number.....3-8371
Air Time.....9 hours daily
News Service.....UP
Representative.....Free & Peters
President.....John M. Rivers
Station Manager.....Roland Weeks
Commercial Mgr.....Ralph Thornley
Program Director.....Russell D. Long
Promotion Dir.....Alma D. Davis
Director of News.....Harry Gianaris
Production Mgr.....Charlie Hall
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Wilbur R. Albee



SERVING THE NATION'S 14th
MARKET AREA

WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF.. AP: 7.9 Kw... VP: 15.7 Kw.
Owned-Oper. By..... Radio Columbia, Inc.
Business Address..... Cornet Arms Bldg.
Phone Number..... 2-2177
Air Time..... 9 hours daily
News Service..... AP
Representative..... Head'ey-Reed
President..... Charles W. Pittman
Station Director..... Stewart Spencer
Program Director..... Blair McKenzie
Commercial Mgr..... Law Epps
Chief Engineer..... Robert Lambert
Consulting Engineer..... George C. Davis

WIS-TV

COLUMBIA—1953—NBC

Channel: 10 VHF.. AP: 53 Kw... VP: 106 Kw.
Owned-Oper. By..... WIS-TV Corp.
Business Address..... 1111 Bull St.
Phone Number..... 3-8356
Air Time..... 8½ hours daily
News Service..... UP
Representative..... Free & Peters
Membership..... NARTB
President..... G. Richard Shaffo
Managing Director..... Charles A. Batson
Commercial Mgr..... Thomas F. Daisley
Program Director..... Adrian Munzell
Promotion Director..... Greenville Seibels
Production Mgr..... Dixon Lovvorn
Publicity Director..... James Jackson
Film Manager..... Robert Donly
Chief Engineer..... Herbert G. Eidson, Jr.

WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF.. AP: 47 Kw... VP: 93.5 Kw.
Owned-Oper. By..... Palmetto Radio Corp.
Business Address..... Box 5307
Phone Number..... 3-9401
Representative..... Raymer
General Manager..... H. Moody McElveen, Jr.
Nat'l. Sales Manager..... W. C. Bochman
Program Manager..... David M. Campbell
Chief Engineer..... Donald E. Willoughby

WFBC-TV

GREENVILLE—1953—NBC

Channel: 4 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... WMRC, Inc.
Business Address..... 19 E. North St.
Phone Number..... 5-9653
Representative..... Weed
General Manager..... Beverly T. Whitmire
Asst. Manager..... Norvin C. Duncan
Program Director..... Frank Opra
Production Dir..... Col. L. J. I. Barrett
Sales Manager..... Robert Q. Glass, Jr.

WGVL

GREENVILLE—1953—ABC-DuM

Channel: 23 UHF.. AP: 8.51 Kw... VP: 17 Kw.
Owned-Oper. By..... Greenville Television Co.
Business Address..... Box 2344
Phone Number..... 5-0471
Air Time..... 9 hours daily
News Service..... AP
Representative..... H-R, Ayers
President..... Edgar M. Norris
General Manager..... Ben K. McKinnon
Prog., Prod. Mgr..... Ben Greer
Prom., Pub. Dir..... L. Herbert Porter
Film Manager..... Bill Banner
Chief Engineer..... Emil A. Sellers

SOUTH DAKOTA

TV HOMES 18,500

POPULATION 666,000

STATIONS IN STATE 1

KELO-TV

SIoux FALLS—1953—ABC-CBS
NBC

Channel: 11 VHF.. AP: 33 Kw... VP: 55 Kw.
Owned-Oper. By..... Midcontinent Bcstg. Co.
Business Address..... 8th St. & Phillips Ave.
Phone Number..... 4-5841
Representative..... Raymer
President..... Joe Floyd
General Manager..... Evans A. Nord
Production Mgr..... Dane Dedrick
Chief Engineer..... Les Froke

TENNESSEE

TV HOMES 391,000

POPULATION 3,424,000

STATIONS IN STATE 7

WJHL-TV

JOHNSON CITY—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF.. AP: 30 Kw... VP: 60 Kw.
Owned-Oper. By..... WJHL, Inc.

Business Address.....145 W. Main St.
 Phone Number.....2780
 News Service.....UP
 Representative.....Pearson
 President.....W. H. Lancaster, Sr.
 Gen., Sta. Mgr.....W. H. Lancaster, Jr.
 Program Director.....Walter Heeb
 Promotion Dir.....William Shell
 Director of News.....Michael Blacard
 Production Mgr.....Miss Pat Smithdeal
 Chief Engineer.....O. K. Garland

WROL-TV

KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF..AP: 4.1 Kw..VP: 8.2 Kw.
 Owned-Oper. By.....Mountcastle Bcstg. Co., Inc.
 Business Address.....612 S. Gay St.
 Phone Number.....2-7111
 News Service.....UP
 Representative.....Avery-Knodel
 President.....Paul Mountcastle, Sr.
 Gen., Comm. Mgr.....W. H. Linebaugh
 Program Director.....John H. Reese
 Prom., Pub. Dir.....H. W. Hudson
 Production Mgr.....Bill Hubbard
 Chief Engineer.....Fred M. Andrews

WTSK-TV

KNOXVILLE—1953—CBS-DuM

DuM

Channel: 26 UHF..AP: 10.5 Kw..VP: 21 Kw.

Owned-Oper. By.....Television Services of
 Knoxville
 Phone Number.....5-2113
 Business Address.....530 S. Gay St.
 Representative.....Pearson
 Vice-Pres., Gen. Mgr.....Harold B. Rothbrock
 Production Mgr.....Jay Miller
 Program, Film Mgr.....Jerry Danziger
 Commercial Mgr.....Guy L. Smith III
 Publicity Director.....Marie Hogan
 Chief Engineer.....Joy Broyles

WHBQ-TV

MEMPHIS—1953—CBS

Channel: 13 VHF..AP: 60 Kw..VP: 120 Kw.
 Owned-Oper. By.....Harding College
 Business Address.....Hotel Chisca
 Phone Number.....5-0825
 Air Time.....15 hours daily
 News Service.....UP
 Representative.....Blair
 Membership.....NARTB, BAB
 President.....Dr. George S. Benson
 General Manager.....John H. Cleghorn
 Operations Manager.....W. H. Grumbles
 Sales Manager.....L. O. Dobson
 Program, Film Mgr.....Gordon A. Lawhead
 Prom., Pub. Dir.....Les Birchfield
 Director of News.....Gene Roper
 Production Mgr.....Wilson Northcross
 Chief Engineer.....Welton M. Roy
 Consultation Engineer.....Frank H. McIntosh

telecasting on **channel 8**

to
**Middle Tennessee,
 Southern Kentucky
 and portions of
 North Alabama . . .**

POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 136,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

wsix-tv

NASHVILLE 3, TENNESSEE



CBS BASIC AFFILIATE
 SUPPLEMENTARY AFFILIATE
 ABC and DuMont

WMCT

MEMPHIS—1948—ABC-DuM

Channel: 5...AP: 60 Kw...VP: 100 Kw.
Owned-Operated...Memphis Publishing Co.
Business-Studio Address...Goodwyn Institute
Bldg., P. O. Box 311
Phone Number8-7464
RepresentativeBranham
PresidentEnoch Brown
Gen. Station Mgr.....H. W. Slavick
Commercial Manager.....Earl Moreland
Program Director.....Wilson Mount
Prom., Pub. Dir.....Walter E. Frase
Dir. of News & Spec. Events....Edwin White
Production Manager.....Tim Kiely
Chief Engineer.....E. C. Frase, Jr.

WSIX-TV

NASHVILLE—1953

ABC-CBS-DuM

Channel: 8 VHF..AP: 45 Kw..VP: 90 Kw.
Owned-Oper. By.....WSIX-TV
Business Address.....Nashville Trust Bldg.
Phone Number5-5431
News ServiceAP
RepresentativeHollingbery
Air Time14½ hours daily
MembershipNARTB
Owner & Gen. Mgr.....Louis R. Daughon
Operations Director.....Shelton Weaver
Commercial Dir.....E. S. Tanner
Production Mgr.....Jim Kent
Publicity Director.....Martha Ferguson
Chief Engineer.....Charles Duke

WSM-TV

NASHVILLE—1950

ABC-CBS-DuM-NBC

Channel: 4...AP: 11.9 Kw...VP: 23.8 Kw.
Owned-Oper. By.....WSM, Inc.
Business Address.....14th & Compton Aves.
Phone Number6-7181
RepresentativeEdward Petry
ChairmanE. W. Craig
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving Waugh
Public Relations.....William R. McDaniel
Chief Engineer.....Aaron Shelton

TEXAS

TV HOMES 1,129,000

POPULATION 8,986,000

STATIONS IN STATE 28

KRBC-TV

ABILENE—1953—ABC-NBC

Channel: 9 VHF..AP: 14.7 Kw..VP: 29.5 Kw.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Fulwiler Bldg.
Phone Number4-8557
Air Time5 hours daily
News ServiceAP
RepresentativePearson
PresidentDale Ackers
Gen., Sta. Mgr.....Howard Barrett
Commercial Mgr.....Robert Scott
Prog., Prod. Mgr.....John Renshaw
Prom., Pub. Dir.....Robert Nash
Director of News.....Dub Bowlus
Chief Engineer.....W. E. Kessel

KFDA-TV

AMARILLO—1953—ABC-CBS

Channel: 10 VHF..AP: 30.4 Kw..VP: 56.5 Kw.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business Address.....Box 1400
Phone Number4-5343
Air Time8 hours daily
News ServiceAP, UP
RepresentativeBranham
PresidentWendell Mayes
General Manager.....Stan Wilson
Commercial Mgr.....Ed Moore
Program Director.....Kindred Raley
Production Mgr.....Buck Long
Chief Engineer.....Bill Spiller

KGNC-TV

AMARILLO—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Plains Radio Bcstg. Co.
AddressBox 751
Phone Number4-4601
Air Time9½ hours daily
News. Affil.....Globe-News Publ. Co.
News Service.....AP, UP
MembershipNARTB, BAB
President.....B. E. Walker
Gen., Sta. Mgr.....Tom Kritser
Commercial Mgr.....Bud Thompson
Prog. Dir., Dir. of Rem.....Kelly Maddox
Promotion Director.....Marianne Johnson
Dir. of News & Spec. Events.....Bob Izzard
Film Manager.....Joan Jamison
Chief Engineer.....W. H. Torrey
Consulting Engineer.....A. Earl Cullum

KTBC-TV

AUSTIN—1952

ABC-CBS-NBC-DuM

Channel: 7 VHF..AP: 50 Kw..VP: 00 Kw.
Owned-Operated By.....Texas Bcstg. Corp.
AddressP. O. Box 717
RepresentativeRaymer
PresidentClaudia Johnson
General Manager.....J. C. Kellam
Consulting Engineer.....A. Earl Cullum, Jr.

XELD-TV

BROWNSVILLE—1951

NBC-DuM

Channel: 7 VHF...AP: 1.4 Kw...VP: 3 Kw.
Owned-Oper. By...Television de Metamoros
S.A.

Address...1014 E. Washington St.
Phone Number...Brownsville 6-6953
Representative...Adam Young
General Mgr...Monte Kleben
Comm. Mgr...L. W. Smith
Traffic Manager...Belva Younkman
Chief Engineer...Juan Suarez

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By...KRLD Radio Corp.
Business Address...Herald Square
Phone Number...Randolph 6811
Newspaper Affiliation...Dallas Times Herald
Representative...Branham
Chairman...J. W. Runyan
President...Clyde W. Rembert
Comm. Mgr...William A. Roberts
Program Dir...Ves Box
Dir. of News & Spec. Events...Jay Hogan

Film Director...Nick Mueller
Chief Engineer...B. B. Honeycutt

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF...AP: 13.5 Kw...VP: 27 Kw.
Owned-Operated By...A. H. Belo Corp.
Business Address...Young & Houston
Phone Number...Riverside 3315
Air Time...17 hours daily
Newspaper Affiliation...Morning News
News Service...UP
Representative...Petty
Membership...NARTB
President...E. M. (Ted) Dealey
Sup. of Radio & TV...Martin B. Campbell
Station Manager...Ralph W. Nimmons
Prog. Remotes Dir...Jay Watson
Promotion Dir...Jack Saunders
Dir. of News & Spec. Events...Michael Hinn
Prod., Film Mgr...Howard Anderson
Publicity Director...Lois Jean Cooper
Chief Engineer...William C. Ellis
Technical Supervisor...George E. Krutilek
Consulting Engineer...A. Earl Cullum

**Selling the SOUTHWEST'S LARGEST
METROPOLITAN AREA—over a MILLION**

KRLD-TV

Channel 4

NORTH CENTRAL
TEXAS' ONLY STATION

with
MAXIMUM POWER

100,000 WATTS VIDEO
50,000 WATTS AUDIO

KRLD^{Radio}

SATURATES MARKET
EQUAL TO 68 SECONDARY
STATIONS WITHIN
**KRLD'S 0.5 MILLIVOLT
LINE!**

50,000 WATTS

**EXCLUSIVE OUTLET FOR CBS TELEVISION AND RADIO
NETWORK PROGRAMS IN DALLAS AND FORT WORTH**

The Biggest Buy in the Biggest Market in the Biggest State

THE TIMES HERALD STATIONS . . . DALLAS, TEXAS

John W. Runyan, Chairman of the Board

Clyde W. Rembert, President

The BRANHAM CO., Exclusive Representative

K R O D - T V

EL PASO—1952—CBS-DuM-ABC

Channel: 4 VHF... AP: 28 Kw... VP: 56 Kw.
Owned-Oper. By..... El Paso Times, Inc.
Address..... 2201 Wyoming St.
Representative..... Branham
General Manager..... Val Lawrence
Sales Manager..... Dick Watts
Promotion Mgr..... Ken McClure
Chief Engineer..... E. P. Talbott

K T S M - T V

EL PASO—1953—NBC

Channel: 9 VHF... AP: 33.1 Kw... VP: 55.1 Kw.
Owned-Operated By..... Tri-State Bcstg. Co.
Address..... 801 N. Oregon St.
Representative..... Hollingbery
General Manager..... Karl O. Wyler
Commercial Mgr..... Roy T. Chapman
Program Manager..... Jack B. Chapman
Production Mgr..... Jack Rye
Chief Engineer..... Kenneth Walton

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF... AP: 8.2 Kw... VP: 16.4
Owned-Oper. By..... Carter Publications, Inc.
Business Address..... 3900 Barnett St.
Phone Number..... Lockwood 1981
Air Time..... 11 hours daily
Newspaper Affiliation..... Fort Worth Star-
Telegram

News Service..... AP
Representative..... Free & Peters
Membership..... NARTB
Chairman..... Amon Carter
President..... Amon Carter, Jr.
General Manager..... George Cranston
TV Director..... Harold Hough
Commercial Mgr..... Roy Backus
Prom., Publ. Dir..... Howard Fisher
Program Director..... Robert Gould
Film Manager..... Lynn Trammell
Production Mgr..... Robert Grammer
Director of News..... James A. Byron
Chief Engineer..... R. C. Stinson

K G U L - T V

GALVESTON-HOUSTON—1953

CBS

Channel: 11 VHF... AP: 125 Kw... VP: 235 Kw.
Owned-Oper. By..... Gulf Television Co.
Business Address..... 2002 45th St.
Phone Number..... 3-1607
Air Time..... 14 hours daily
News Service..... AP
Representative..... CBS Television Spot Sales
President..... Paul E. Taft
Station Manager..... Raymond E. Jones
Program Director..... Thomas J. Thompson
Promotion Dir..... William D. Evans, Jr.

IN EL PASO'S

Fabulous Southwest

YOU'LL

SELL

MORE

ON

CHANNEL

4

Because

MORE PEOPLE WILL SEE CHANNEL 4

WHY?

1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivalled studio facilities
6. Maximum investment in finest equipment
7. Unequalled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's ...

K R O D - T V

RODERICK BROADCASTING CORP.

Dorance D. Roderick, Chairman
Val Lawrence, President
Dick Watts, Sales Manager

NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY

Director of News.....Henry B. Williamson
Film Manager.....Bud Johnson
Chief Engineer.....William S. Sloat

KGBT-TV

HARLINGEN—1953—CBS-ABC

Channel: 4 VHF...AP: 6.9 Kw...VP: 13 Kw.
Owned-Oper. By...Harbenito Bcstg. Co., Inc.
Business Address.....Box 711
Phone Number.....3500
Representative.....Pearson
General Manager.....Troy R. McDaniel
Commercial Manager.....I. S. Roberts
Program Director.....Fred Folk
Chief Engineer.....Al Beck

KNUZ-TV

HOUSTON—1953—DuM

Channel: 39 UHF...AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....KNUZ Telyevision Co.
Business Address.....Box 2631
Phone Number.....Keystone 6666
Air Time.....8 hours daily
News Service.....UP
Representative.....Forjoe
Membership.....NARTB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David H. Morris
Commercial Mgr.....Jack Healy
Program Director.....Roger Van Duzer
Promotion Director.....George Johnson
Director of News.....Bill Crawford
Production Mgr.....Chauncy Brown
Publicity Director.....George Johnson
Film Manager.....Glenn Armstrong
Chief Engineer.....O. C. Crossland
Consulting Engineer.....Weldon & Carr

KPRC-TV

**HOUSTON—1950
ABC-CBS-NBC-DuM**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Business Address.....2318 Polk Ave.
Phone Number.....Madison 9271
Representative.....Petry
General Manager.....Jack Harris
Commercial Mgr.....Jack McGrew
Program Director.....Bert Mitchell
Promotion Mgr.....Kirt Harris
Film Manager.....Earl Corridon
Publicity Director.....Edna Forester
Traffic.....Pat Breech
Chief Engineer.....Paul Huhndorff

KTVE

LONGVIEW—1953

Channel: 32 UHF...AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....A. James Henry
Business Address.....Box 1232
Phone Number.....6690
Air Time.....7 hours daily
News Service.....UP

Representative.....NARTB
Pres., Gen. Mgr.....A. James Henry
Commercial Mgr.....W. M. Morrow, Jr.
Program Director.....Lawrence Birdsong, Jr.
Director of News.....Herschel McClure
Production Mgr.....Harold Miller
Film Manager.....Barre Monigold
Chief Engineer.....Wm. H. Dixon
Consulting Engineer.....Irven Simpson

KCBD-TV

LUBBOCK—1953—ABC-NBC

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Bryant Radio & TV Corp.
Business Address.....Box 1507
Phone Number.....4-1414
News Service.....AP, UP
Representative.....Pearson
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Joe H. Bryant
Business Manager.....Robert L. Snyder
Commercial Mgr.....George L. Tarter
Program Director.....John Devine
Promotion Dir.....Jack Tippit
Director of News.....Choc Hutchison
Film Manager.....Hulen Penney
Chief Engineer.....Frank Lee
Consulting Engineer.....Weldon & Carr

KDUB-TV

LUBBOCK—1952—CBS-DuM

Channel: 13 VHF...AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address.....7400 College
Phone Number.....4-2345
News Service.....INS
Representative.....Avery-Knodel, Inc.
Pres., Gen. Mgr.....W. D. (Dub) Rogers
Sta., Comm. Mgr.....Mike Shapiro
Program Director.....Ray Trent
Prom., Pub. Dir.....Johnny Williams
Director of News.....Jimmie Isaacs
Production Mgr.....Vernon Poerner
Film Manager.....Sidney Smith
Chief Engineer.....Rudy Starnes
Consulting Engineer.....Frank McIntosh

KMID-TV

MIDLAND—1953—NBC-ABC-DuM

Channel: 2 VHF...AP: 13.8 Kw...VP: 26.3 Kw.
Owned-Oper. By...Midessa Television Co., Inc.
Business Address.....Box 2758
Phone Number.....2-7322
Representative.....Venard Inc.
General Manager.....Sid Grayson
Commercial Mgr.....Bob Cain
Program Director.....Bill Richie

KTXL-TV

**SAN ANGELO—1953—CBS-NBC
DuM**

Channel: 8 VHF...AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By.....Westex Television Co.

Business Address.....1015 East 28th St.
Phone Number.....7677
Air Time.....9 hours daily
Representative.....Taylor
Membership.....NARTB
President.....Armistead D. Rust
Gen., Sta. Mgr.....John A. Kelly
Commercial Mgr.....E. O. Thomesen
Prog., Film Mgr.....Willia G. Black
Prom., Pub. Dir.....Kenneth E. Markel
Director of News.....Dean Chrysler
Production Mgr.....Hal Black
Chief Engineer.....Robert Benson
Consulting Engineer...Craven, Lohnes & Culver

K G B S - T V

SAN ANTONIO—1950

ABC-CBS-DuM

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address.....Transit Tower
Phone Number.....Garfield 8151
Air Time.....15 hours daily
News Service.....UP
Representative.....Katz
Membership.....NARTB
President.....George B. Storer
Commercial Manager.....W. E. Kelley
Managing Director.....George B. Storer Jr.
Program Director.....Ed Uhler
Prom., Pub. Dir.....Ardyce Planstiel
Dir. of News & Spec. Events...Robert Farrar
Film Manager.....Betty Patton
Chief Engineer.....William Jackson

W O A I - T V

SAN ANTONIO—1949—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
Air Time.....18 hours daily
News Service.....AP, INS, UP
Representative.....Petry
President.....Hugh A. L. Halli
General Manager.....James M. Gaines
Comm. Mgr.....Edward V. Cheviot
Promotion Mgr.....M. E. Grossman
Program Manager.....W. Perry Dickey
Film Manager.....Edward D. Hyman
Publicity Director.....Imogene Stanley
Director of Engineering.....C. L. Jeffers
Consulting Engineer.....A. D. Ring

K C E N - T V

TEMPLE—1953—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....118 W. Avenue A
Phone Number.....3-6868
Air Time.....7¼ hours daily
Newspaper Affiliation..Temple Daily Telegram
News Service.....UP
Representative.....Hollingbery

President.....Frank W. Mayborn
General Manager.....Harry Stone
Program Director.....Jim Bentley
Film Manager.....Mrs. Gay Hoess
Chief Engineer.....Wm. Crusinberry
Consulting Engineer.....A. Earl Cullum, Jr.

K C M C - T V

TEXARKANA—1953

CBS-ABC-DuM

Channel: 6 VHF..AP: 15 Kw..VP: 28 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....317 Pine St.
Representative.....Venard Inc.
President.....C. E. Palmer
General Manager.....Frank O. Myers
Sales Manager.....William F. Guy
Director of News.....Tom Speer
Chief Engineer.....Harvey Robertson

K E T X

TYLER—1953—NBC-DuM-CBS

Channel: 90 UHF..AP: 141 Kw..VP: 270 Kw.
Owned-Oper. By.....Jacob A. Newborn Jr.
Business Address.....Box 686
Phone Number.....2-0801
Representative.....Pearson
Manager.....Jacob A. Newborn Jr.
Station Manager.....E. R. Norris

K A N G - T V

WACO—1953—ABC-DuM

Channel: 34 UHF..AP: 10 Kw..VP: 18.6 Kw.
Owned-Oper. By...Central Texas Television
Inc.
Business Address.....4811 Bosque Blvd.
Phone Number.....31525
Air Time.....7 hours daily
News Service.....UP
Representative.....Pearson
Membership.....NARTB
President.....Clyde Weatherby
Station Manager.....Bob H. Walker
Program Director.....Iris Wadley
Prom., News Dir.....King Bridges
Production Manager.....Frank Matthews
Chief Engineer.....J. H. Smith
Consulting Engineer.....Weldon & Carr

K R G V - T V

WESLACO—1954—NBC

Channel: 5 VHF..AP: 14.5 Kw..VP: 28.8 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....Box 626
Phone Number.....375
Representative.....Raymer
President.....O. L. Taylor
General Manager.....Byron W. Ogle
Commercial Mgr.....Allan Page
Program Director.....Millman Rochester
Production Dir.....Jim Cook
Director of News.....Brad Smith
Chief Engineer.....Lewis Hartwig

KFDX-TV

WICHITA FALLS—1953

Channel: 3 VHF...AP: 36 Kw...VP: 60 Kw.
Owned-Operated By: Wichtex Radio & Tele. Co.
Address: 801 Scott St.
Phone Number: 2-8668
President: Darrold A. Cannan
General Manager: Howard H. Fry
Station Manager: Henry Davis
Commercial Mgr.: Mott Johnson
Program Director: Warren Silver
Prom., Pub. Dir.: W. P. Hood
Director of News: Mike Henry
Production Mgr.: William Angel
Film Manager: Gene Jones
Chief Engineer: John Adams
Consulting Engineer: George C. Davis

KWFT-TV

WICHITA FALLS—1953—CBS

Channel: 6 VHF...AP: 11.7 Kw...VP: 23.4 Kw.
Owned-Operated By: Wichita Falls Tele., Inc.
Address: P. O. Box 420
Phone Number: 3-4181
Air Time: 10 hours daily
News Service: UP
Representative: Blair-TV
President: Kenyon Brown
Commercial Manager: Blaine Cornwell
Prog., Prod. Mgr.: Cecil Sansbury
Prom., Pub. Dir.: A. L. Pierce
Director of News: Ed Hamlyn
Film Manager: Tom Sugars
Chief Engineer: Herbert T. Wiley

UTAH

TV HOMES 121,000

POPULATION 724,000

STATIONS IN STATE 2

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. By: Intermountain Bcstg. & TV Corp.
Business Address: 128 Social Hall Ave.
Phone Number: 5-2991
Air Time: 14 hours daily
Station Representative: Blair-TV
News Service: UP
Membership: NARTB, BAB
President: G. Bennett Larson
Commercial Mgr.: Douglas R. Clawson
Program Director: Dan Rainger

Director of News: Jack Goodman
Publicity Director: Del Leeson
Film Manager: James E. Chubb
Chief Engineer: Allan Gunderson
Consulting Engineer: George C. Davis

KSL-TV

SALT LAKE CITY—1948
ABC-CBS-DuM

Channel: 5 VHF...17.8 Kw...VP: 28.5 Kw.
Owned-Oper. By: Radio Service Corp. of Utah
Business Address: 145 Motor Ave.
Phone Number: 5-4641
Air Time: 14 hours daily
News Service: UP
Representative: CBS TV Spot Sales
Membership: NARTB
Exec. Vice Pres.: Ivor Sharp
Comm. Mgr.: Edward B. Kimball
Gen., Sta. Mgr.: D. Lennox Murdoch
Program Director: Wayne Richards
Promotion Director: A. Richard Robertson
Director of News: Paul Alexander
Production Manager: Scott R. Clawson
Publicity Director: A. Richard Robertson
Film Director: Richard V. Thriot
Chief Engineer: Vincent Clayton
Consulting Engineer: A. Ring

VIRGINIA

TV HOMES 512,000

POPULATION 3,452,000

STATIONS IN STATE 9

WBTM-TV

DANVILLE—1954—ABC

Channel: 24 UHF...AP: 12 Kw...VP: 22.5 Kw.
Owned-Oper. By: Piedmont Bcstg. Corp.
Business Address: 710 Grove St.
Phone Number: 2350
Representative: Hollingbery
President: L. N. Dibrell
General Manager: Edward G. Gardner Jr.
Commercial Mgr.: John Holland III
Program Director: Milton N. Adams
Chief Engineer: Lyle C. Motley

WVEC-TV

HAMPTON-NORFOLK—1953—NBC

Channel: 15 UHF...AP: 6 Kw...VP: 12 Kw.
Owned-Oper. By: Peninsula Bcstg. Corp.
Business Address: 1490 Pembroke
Phone Number: Hampton 6332
Air Time: 17 hours daily
News Service: AP

Representative Rambeau
 Membership NARTB, BAB
 President Thomas P. Chisman
 Sales Director Hariol A. Brauer Jr.
 Program Director L. W. Duff Kliever
 Prom., Pub. Dir. Georgia McCarty
 Director of News Bob Drill
 Production Mgr. Harry Middleton
 Film Manager Gordon Walsh
 Chief Engineer William C. King Jr.
 Consulting Engineer Lynn C. Smeby

WSVA-TV

HARRISONBURG—1953
 CBS-DuM-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.
 Owned-Oper. By...Shenandoah Valley Bcstg.
 Business Address.....Rawley Pike
 Phone Number 4-4431
 Air Time..... 12 hours daily
 News ServiceUP
 RepresentativeDevney
 MembershipNARTB, BAB
 Pres., Gen. Mgr. Frederick L. Allman
 Commercial Mgr. Robert B. Harrington
 Program Director..... Richard H. Johnson
 Director of News..... Charles R. McGinley
 Production Mgr. Robert E. Lee
 Chief Engineer Warren L. Braun
 Consulting Engineer..... Kear & Kennedy

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF..AP: 14 Kw..VP: 28 Kw.
 Owned-Operated By...Lynchburg Bcstg. Corp.
 Address.....925 Church St.
 RepresentativeHollingbery
 PresidentEdward Allen
 General Manager..... Phil Allen
 Sales Manager..... Joseph F. Wright
 Program Director..... Warren Uttal
 Chief Engineer..... John T. O'ith

WACH

NEWPORT NEWS-NORFOLK—1953

Channel: 33 UHF..AP: 10.5 Kw. VP: 20.9 Kw.
 Owned-Oper. By..... Eastern Bcstg. Corp.
 Business Address..... 114 24th St.
 Phone Number Avery-Knodel Inc.
 General Manager..... Frederic F. Clair
 Commercial Manager..... Eloyse Patterson
 Operating Mgr..... Thomas O. Bradshaw Jr.
 Chief Engineer..... Frederic F. Clair

WTAR-TV

NORFOLK—1949
 ABC-CBS-DuM

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.
 Owned-Operated By..... WTAR Radio Corp.
 Business Address..... 720 Boush St.
 Phone Number 56711
 Air Time..... 17 hours daily

Newspaper Affiliation...Norfolk Newspapers, Inc.

News ServiceAP, INS
 RepresentativePetry
 MembershipNARTB, BAB
 Pres., Gen. Mgr. Campbell Arnoux
 Commercial Mgr. Robert M. Lambe
 Prod., Pgm. Dir. Harold Soldinger
 Promotion Dir. Robert M. Davis
 Public Rel. Dir. Joel F. Carson
 Director of News..... Gilbert McLeod
 Fil'm Director..... Harry L. Nicholas
 Film Buyer..... P. C. Arnoux
 Chief Engineer..... Dick Lindell
 Consulting Engineer..... Jansky & Bailey

WTOV-TV

NORFOLK—1953—ABC-DuM

Channel: 27 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By...Commonwealth Bcstg. Corp.
 Business Address..... 812 West 21st St.
 Phone Number 4-7786
 Air Time..... 10 hours daily
 News ServiceUP
 RepresentativeForJoe
 Exec. Vice-Pres., Gen. Mgr.... Robert Wasdon
 Production Mgr. Dan Durniak
 Program Director..... Robert Drepperd
 Promotion Dir. Tom Matthews
 Director of News..... Dick Harvey
 Film Manager..... Art Ross
 Chief Engineer..... Jim Robertson
 Consulting Engineer..... John Creutz

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..... Havens & Martin, Inc.
 Address..... 3301 W. Broad St., P. O. Box 5229
 Phone Number 5-8611
 Air Time..... 17 hours daily
 News ServiceUP
 Station Representative..... Blair TV
 MembershipNARTB
 Pres., Gen., Sta. Mgr. Wilbur M. Havens
 Program Director..... John V. Shand
 Film Manager..... G. Conrad Rianhard, Jr.
 Prom., Pub. Dir. Walter A. Bowry, Jr.
 Dir. of News & Spec. Events..... Jack Tucker
 Chief Engineer..... James Kyle
 Consulting Engineer..... James C. McNary

WSLS-TV

ROANOKE—1952—NBC-ABC

Channel: 10 VHF..AP: 125 Kw..VP: 250 Kw.
 Owned Operated By
 Shenandoah Life Stations
 Address..... 301 1st St.
 Representative Avery-Knodel
 President P. C. Buford
 Exec. Vice-President..... J. H. Moore
 Promotion Dir. Fred Corstaphney
 Commercial Manager..... H. Fitzpatrick
 Program Director..... George Chernault
 Chief Engineer..... J. P. Briggs

WASHINGTON

TV HOMES 411,500

POPULATION 2,814,000

STATIONS IN STATE 9

KVOS-TV

BELLINGHAM—1953—DuM

Channel: 12 VHF...AP: 17 Kw...VP: 34 Kw.
Owned-Oper. By.....KVOS Inc.
Business Address.....1321 Commercial
Phone Number.....790
Air Time.....5½ hours daily
News Service.....UP
Representative.....ForJoe
President.....Rogan Jones
General Manager.....Jack Clarke
Commercial Manager.....Fred Elsethagen
Prog., Prom. Dir.....David Mintz
Director of News.....Bert Jackson
Chief Engineer.....Ernest Harper
Consulting Engineer.....William Foss

KING-TV

SEATTLE—1948—ABC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....King Bstg. Co.
Business Address.....320 Aurora
Phone Number.....MUTual 3555
Air Time.....14 hours daily
News Service.....UP
Representative.....Blair-TV
Membership.....NARTB, BAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events.....Charles Herring
Production Mgr.....Thomas Dargen
Publicity Director.....Melvin Anderson
Program Director.....Lee Schulman
Dir. of Engineering.....James L. Middlebrooks
Consulting Engineer.....Craven, Lohnes & Culver

KOMO-TV

SEATTLE—1953—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Blend Station, Inc.
Business Address.....100 4th Ave. N.
Phone Number.....Seneca 6000
Representative.....Hollingbery
President.....O. W. Fisher
Vice-Pres., Gen. Mgr.....W. W. Warren
Commercial Mgr.....Ray Baker
Program Director.....Dave Crockett
Production Mgr.....Tom Rogstad
Chief Engineer.....S. D. Bennett

KHQ-TV

SPOKANE—1952—NBC-ABC

Channel: 6 VHF...AP: 55 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Representative.....Katz
General Manager.....R. O. Dunning
Program Director.....William A. Neilson
Commercial Mgr.....John Pindell
Prom., Pub. Dir.....J. B. Blair
Director of News.....P. J. Cullen
Consulting Engineer.....George C. Davis

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.
Owned-Operated By.....KXLY-TV
Address.....315 W. Sprague
Phone Number.....Madison 1218
Representative.....Walker
General Manager.....Richard E. Jones
Chief Engineer.....Dave Green

KMO-TV

TACOMA—1953—NBC

Channel: 13 VHF...AP: 57 Kw...VP: 95.5 Kw.
Owned-Oper. By.....KMO Inc.
Business Address.....Box 1651
Phone Number.....Fulton 1581
Air Time.....8 hours daily
News Service.....UP
Representative.....Branham
President.....Carl E. Raymond
Gen., Sta. Mgr.....Jerry Geehan
Commercial Mgr.....Earl Willhite
Program Director.....Dick Weeks
Prog., Pub. Dir.....Gene Dryden
Director of News.....Dan Seymour
Production Mgr.....Gordon Tuell
Film Manager.....Howard Perkin
Chief Engineer.....John Boor

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF...AP: 63 Kw...VP: 125 Kw.
Owned-Operated By.....Tribune Publishing Co.
Address.....711 St. Helens Ave.
Representative.....Weed
President.....Frank S. Baker
Chief Engineer.....Max Bice

KVAN-TV

VANCOUVER—1954

Channel: 21 UHF...AP: 62 Kw...VP: 107 Kw.
Owned-Oper. By.....KVAN, Inc.
Business Address.....Box 610
Phone Number.....Oxford 4-3325
ReRpresentative.....Bolling
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Sales Manager.....Russell Coughlin
Chief Engineer.....Leo Erickson

KIMA-TV

YAKIMA—1953

ABC-CBS-NBC-DuM

Channel: 29 UHF...AP: 7.5 Kw...VP: 15 Kw.
Owned-Oper. By...Cascade Bcstg. Co., Inc.
Business Address...Radio & Television Center
Phone Number...6104
Representative...Weed
Membership...NARTB
President...A. W. Talbot
Gen., Sta. Mgr...Thomas C. Bostic
Commercial Mgr...H. R. Cary
Program, Flm. Mgr...James Nolan
Promotion Director...Joe Ryan
Director of News...John Knievel
Production Mgr...Tom Ewing
Chief Engineer...J. Barry Watkinson
Consulting Engineer...Frank McIntosh

WEST VIRGINIA

TV HOMES 233,500

POPULATION 2,086,000

STATIONS IN STATE 5

WKNA-TV

CHARLESTON—1953—ABC-DuM

Channel: 49 UHF...AP: 12 Kw...VP: 22.5 Kw.
Owned-Oper. By...Joe L. Smith Jr. Inc.
Business Address...804 Kanawha Blvd.
Phone Number...25-153
Pres., Gen. Mgr...Joe L. Smith Jr.
Sales Manager...George J. Gray
Program Director...Don O. Hays
Film Manager...Ted McKay
Chief Engineer...A. J. Ginkel

WJPB-TV

FAIRMONT—1952—ABC-NBC-DuM

Channel: 35 UHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By...Fairmont Bcstg. Co. Inc.
Business Address...108 Gaston Ave.
Phone Number...Fairmont 5000
Representative...Headley-Reed
President...J. Patrick Beacom
Gen., Sta. Mgr...Robert Drummond
Commercial Mgr...J. F. Watkins
Prog., Prod. Mgr...Robert Frazier
Prom., Pub. Dir...Robert Ice
Director of News...Robert L. Mitchell
Chief Engineer...Richard McBride
Consulting Engineer...A. D. Ring

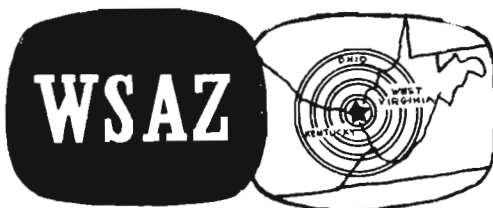
WSAZ-TV

HUNTINGTON—1949—NBC

Channel: 3 VHF...AP: 42 Kw...VP: 84 Kw.

WHAT'S OUR BIGGEST PRODUCT?

• SERVICE



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Huntington - Charleston, West Virginia

TO 3,892,300
VIEWERS
AND 987,300
FAMILIES

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POWER \$4,064,724,000
IN

114 COUNTIES OF
W. VA., OHIO, KY., VA., TENN.

CHANNEL 3 — 100,000 WATTS

NETWORKS: NBC — ABC — CBS — Dmt

Lawrence H Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency



Owned-Operated By.....WSAZ, Incorporated
 Address.....201 Ninth St.
 Phone Number.....4-4126
 Air Time.....15 hours daily
 Newspaper Affiliation.....Huntington Advertiser
 News Service.....AP
 Station Representative.....Katz
 Membership.....NARTB
 President.....Col. J. H. Long
 V.P., Gen. Mgr.....Lawrence H. Rogers, II
 V.P., Tech. Dir.....Leroy E. Kilpatrick
 Program Director.....J. H. Ferguson
 Promotion Dir.....Charles W. Dinkins
 News Director.....Nicholas A. Basso
 Production Mgr.....Bert Shimp
 Natl. Sales Manager.....R. E. White
 Film Mgr.....Ned R. Brooke

WTAP

PARKERSBURG—1953—ABC-DuM

Channel: 15 UHF..AP: 9.45 Kw..VP: 19.5 Kw.
 Owned-Oper. By.....West Virginia Enterprises
 Inc.
 Business Address.....121 W. Seventh St.
 Phone Number.....7-4589
 Representative.....Forjoe
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Theodore Eilan
 Commercial Mgr.....James F. Cox
 Prog., Prom. Dir.....Don Painter
 Director of News.....Jack See
 Film Manager.....Shirley L. Radiken
 Chief Engineer.....George W. DeBlieux

WTRF-TV

WHEELING—1953—ABC-NBC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Tri-City Bstg. Co.
 Business Address.....1329 Market St.
 Phone Number.....Wheeling 1177
 Air Time.....10 hours daily
 News Service.....UP
 Representative.....Hollingbery
 President.....Thomas M. Bloch
 General Manager.....Robert W. Ferguson
 Commercial Mgr.....H. Needham Smith
 Program Director.....Judy Lawton
 Promotion Dir.....Gregg Van Camp
 Director of News.....George Diab
 Production Mgr.....Gene Ryan
 Film Manager.....William Ney
 Chief Engineer.....Howard Daubenbeyer

WISCONSIN

TV HOMES 568,500

POPULATION 3,607,000

STATIONS IN STATE 9

WEAU-TV

EAU CLAIRE—1953—ABC-NBC-DuM

Channel 13 VHF..AP: 29.53 Kw..VP: 59.05 Kw.
 Owned-Oper. By.....Central Bstg. Co.
 Business Address.....2415 So. Hastings Way
 Phone Number.....6149
 Air Time.....5½ hours daily
 News Service.....UP
 Membership.....NARTB
 Representative.....Hollingbery
 President.....W. C. Bridges
 General Manager.....H. S. Hyett
 Station Manager.....Richard Keplei
 Commercial Mgr.....Robert Burnham
 Film Manager.....Zara Guenard
 Chief Engineer.....T. O. Jorgenson

WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM

Channel: 2 VHF..AP: 50 Kw..VP: 109 Kw.
 Owned-Oper. By.....St. Norbert College
 Business Address.....115 South Jefferson St.
 Phone Number.....Hemlock 2-3331
 Air Time.....10 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB
 General Manager.....Haydn R. Evans
 Station Manager.....Burkett Farquhar
 Commercial Mgr.....Robert C. Nelson
 Promotion Dir.....Robert Meister
 Director of News.....Clair Stone
 Production Mgr.....Bill Manschot
 Film Manager.....Jim Krause
 Chief Engineer.....Wallace Stangel

WKOW-TV

MADISON—1953—CBS

Channel: 27 UHF..AP: 8.49 Kw..VP: 16.98 Kw.
 Owned-Oper. By.....Monona Bstg. Co.
 Business Address.....215 West Washington Ave.
 Phone Number.....7-2261
 Air Time.....7 hours daily
 News Service.....UP
 Representative.....Headley-Reed
 President.....Stewart Watson
 Gen., Sta. Mgr.....Michael Henry
 Commercial Mgr.....Robert E. Loomer
 Program Director.....Audrey Bland
 Director of News.....Jerry Harper
 Production Mgr.....Jack Hanson
 Film Manager.....Bill Harman
 Chief Engineer.....V. A. Vanderheiden

WMTV

MADISON—1953—ABC-DuM

Channel: 33 UHF..AP: 9.6 Kw..VP: 17 Kw.
 Owned-Oper. By.....Bartell Television Corp.
 Business Address.....West Beltline Hwy.
 Phone Number.....3-5381
 Air Time.....10 hours daily
 News Service.....UP

Representative Meeker
 Pres., Gen. Mgr. Gerald A. Bartell
 Sta., Comm. Mgr. Morton J. Wagner
 Program Director Joyce Wickware
 Promotion Dir. Joyce Jaeger Bartell
 Director of News Michael Griffin
 Production Mgr. Roderick MacDonald
 Publicity Director Mary Hunter
 Film Manager Leon Jenkins
 Chief Engineer Earl W. Fessler
 Consulting Engineer Ralph Evans

WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 22 Kw.
 Owned-Oper. By Midwest Bcstg. Co.
 Business Address 723 N. Third St.
 Phone Number Broadway 6-2154
 News Service UP
 Representative Rosenman
 President Lou Poller
 Program Director Dean McCarthy
 Promotion Dir. Mort Rosenman
 Director of News Kal Ross
 Production Mgr. Bud Marino
 Publicity Director Burt Levine
 Film Manager Ralph Andrews
 Chief Engineer Walter Wesley
 Consulting Engineer Russel P. May

WOKY-TV

MILWAUKEE—1953—DuM

Channel: 19 UHF... AP: 12 Kw... VP: 18.5 Kw.
 Owned-Oper. By Bartell Bcstrs. Inc.
 Business Address 704 West Wisconsin
 Phone Number Broadway 1-8480
 Air Time 9 hours daily
 News Service UP
 Representative H-R
 President Gerald A. Bartell
 General Manager Lee B. Bartell
 Program Director Sheldon Kaplan
 Film Manager Art Whitaker, Jr.
 Chief Engineer William Armstrong

WTMJ-TV

MILWAUKEE—1947—ABC
 NBC-DuM

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By The Journal Co.
 Business-Trans. Address 333 W. State St.
 Phone Number B'way 1-6000
 News Service AP
 Air Time 16 hours daily
 Representative Harrington, Righter &
 Parsons, Inc.
 Membership NARTB
 V.P. and Gen. Mgr. of Radio and TV.
 The Journal Co. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Station Mgr. George Comte
 Asst. Sta. Mgr. George Nicoud
 Res., Devel. Co-ordinator L. W. Herzog

Sales Mgr. Neale V. Baake
 Program Manager James Robertson
 Mgr. Radio & TV Engng. Phillip Laeser
 News Editor Jack Krueger

WNAM-TV

NEENAH-APPLETON-MENASHA

1953

Channel: 42 UHF... AP: 8.3 Kw... VP: 15.5 Kw.
 Owned-Oper. By Neenah-Menasha Bcstg. Co.
 Business Address Box 602
 Phone Number 2-6471
 News Service UP
 Representative George W. Clark
 Membership NARTB
 Pres., Gen. Mgr. Don C. Wirth
 Station Manager Stephen Pozgay
 Chief Engineer Harry W. Hill
 Consulting Engineer Walter Kean

WOSH-TV

OSHKOSH—1953—ABC

Channel: 48 UHF... AP: 7.24 Kw... VP: 13.8 Kw.
 Owned-Oper. By Oshkosh Bcstg. Co.
 Business Address 1235 Bowen St.
 Phone Number Stanley 4580
 Representative Headley-Reed
 Pres., Gen. Mgr. William F. Johns Jr.
 Station Manager Clark Hogan
 Chief Engineer Donald Zuehlke

WYOMING

TV HOMES 7,500

POPULATION 308,000

STATIONS IN STATE 1

KFBC-TV

CHEYENNE—1953—CBS-DuM

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By Frontier Bcstg. Co.
 Business Address 2923 East Lincolnway
 Phone Number 4-4461
 Newspaper Affiliation Wyoming Eagle &
 Wyoming Tribune
 News Service UP
 Representative Hollingbery
 President Robert S. McCracken
 Gen., Sta. Mgr. William C. Grove
 Commercial Mgr. C. P. Cahill
 Program Director Mae Sunada
 Promotion Dir. D. W. Young
 Director of News Kirk Knox
 Chief Engineer R. C. Pfannenschmid

TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS



ALASKA

KFIA

ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF..AP: 8.32 Kw..VP: 13.8 Kw.
Owned-Oper. By.....Kiggins & Rollins
Business Address.....Box 939
Phone Number.....5-3871
Representative.....Weed, Moore-Lund
Air Time.....5 hours daily
News Service.....AP
President.....Keith Kiggins
General Manager.....James G. Duncan
Treasurer.....Richard R. Rollins
Comm., Prom. Mgr.....Phil Howarth
Prog., Film Mgr.....Bard Melton
Prod., Pub. Dir.....Frank Freeman
Chief Engineer.....James G. Duncan

KTVA

ANCHORAGE—1953—NBC-DuM

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
Owned-Oper. By.....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Phone Number.....5-4321
News Service.....INS, UP
Representative.....Hugh Feltis
Air Time.....5 hours daily
Pres., Gen. Sta. Mgr.....A. G. Hiebert
Comm., Prom. Mgr.....C. M. Conner
Director of News.....Walt Welch
Production Mgr.....Janet Conner
Film Mgr.....Phil Schatz
Chief Engineer.....Jack M. Walden

HAWAII

KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw..VP: 104 Kw.
Owned-Operated By.....Hawaiian Bcstg. Syst., Ltd.
Address.....1534 Kapiolani
Phone Number.....9-2011
Air Time.....7½ hours daily
News Service.....UP
Representative.....Free & Pelters
President.....J. Howard Worrall
General Manager.....C. Richard Evans

Station Manager.....Wayne Kearl
Program Director.....Robert Costa
Promotion Director.....Faye Johnson
Dir. News & Spec. Events.....Wayne Collins
Production Director.....Sheridan Reid
Merchandising Dir.....Donald Frink
Chief Engineer.....Dan Hunter

KONA

HONOLULU—1952—DuM-NBC

Channel: 11 VHF..AP: 74 Kw..VP: 12.5 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address.....1071 Bishop St.
Phone Number.....6-2366
Air Time.....9 hours daily
News Service.....INS, UP
Representative.....NBC Spot Sales
Membership.....NARTB
Pres., Gen. Mgr.....John D. Keating
Station Manager.....Jack Irvine
Chief Engineer.....Larry Trombly

PUERTO RICO

WKAQ-TV

SAN JUAN—1954—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....Box 1072
Phone Number.....2-2000
Air Time.....6 hours daily
Representative.....Inter-American Publications
Inc.
Membership.....NARTB
President.....Angel Ramos
General Manager.....R. Delgado Marquez
Commercial Manager.....David H. Polinger
Program Director.....Fernando Cortes, Jr.

WAPA-TV

SAN JUAN—1954—NBC-DuM

Channel: 4 VHF..AP: 33.9 Kw..VP: 56.2 Kw.
Owned-Oper. By.....Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Phone Number.....3-3000
Representative.....Caribbean Networks Inc.
General Manager.....Charles E. Bell
Sales, Prom. Mgr.....Cal de Mier
Program Director.....Jose E. Franco
Production Dir.....Pepe Gonzalez Cordova
Chief Engineer.....Jose Arzuaga

TV Outside of United States

(TV stations in operation; or under construction (Cp) as of January 1, 1954. Prepared by Research Division, Allen B. Du Mont Laboratories, Inc.)



Location	Call Letters		Licensee or Grantee	Carrier Visual	Freq. Aural	Lines/Pix and Fields/Sec
— CANADA —						
Hallfax, N. S.	CBHT	CP	Canadian Broadcasting Corp.	61.25	65.75	525/60
Hamilton	CHCH-TV	CP	Niagara Television Ltd.	199.25	203.75	525/60
London	CFPL-TV	CP	London Free Press Printing Co.	193.25	197.75	525/60
Montreal	CBFT		Canadian Broadcasting Corp.	55.25	59.75	525/60
Montreal	CBMT	CP	Canadian Broadcasting Corp.	83.25	87.75	525/60
Ottawa	CBOT		Canadian Broadcasting Corp.	67.25	71.75	525/60
Quebec	CFCM-TV	CP	Television de Quebec Ltd.	67.25	71.75	525/60
Regina, Sask.	CKCK-TV	CP	Trans-Canada Communications, Ltd.	67.25	71.75	525/60
Rimouski, Ont.	CJBR-TV	CP	Lower St. Lawrence Radio, Inc.	61.25	67.75	525/60
St. John, N. B.	CHSJ-TV	CP	New Brunswick Broadcasting Co.	67.25	71.75	525/60
Sudbury, Ont.	CKSO-TV	CP	CKSO Radio Ltd.	77.25	81.75	525/60
Sydney, N. S.	CJCB-TV	CP	Cape Breton Broadcasters, Inc.	67.25	71.75	525/60
Toronto	CBLT		Canadian Broadcasting Corp.	187.25	191.75	525/60
Vancouver, B. C.	CBUT	CP	Canadian Broadcasting Corp.	187.25	191.75	525/60
Windsor, Ont.	CKLW-TV	CP	Western Ontario Broadcasting, Ltd.	187.25	191.75	525/60
Winnipeg, Man.	CBWT	CP	Canadian Broadcasting Corp.	67.25	71.75	525/60
— CUBA —						
Camaguey		CP	Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey		CP	Radiotelevision El Mundo	55.25	59.75	525/60
Camaguey	CMJL-TV		Circuito CMQ	83.25	87.75	525/60
Ciego de Avila		CP	Cadena Azul de Cuba	193.25	197.75	525/60
Havana	CMA-TV		Radiotelevision El Mundo	55.25	59.75	525/60
Havana	CMQ-TV		Circuito CMQ	83.25	87.75	525/60
Havana	CMBF-TV		Radio Universal	175.25	179.75	525/60
Havana	CMUR-TV		Union Radio Television, S. A.	67.25	71.75	525/60
Havana	CMTV	CP	Television del Caribe	199.25	203.75	525/60
Havana		CP	Television del Caribe	61.25	65.75	525/60
Havana		CP		211.25	215.75	525/60
Holguin		CP	Cadena Azul de Cuba	193.25	197.75	525/60
Holguin	CMKJ-TV	CP	Circuito CMQ	67.25	71.75	525/60
Holguin		CP	Union Radio Television	205.25	209.75	525/60
Matanzas	CMGC-TV		Circuito CMQ	187.25	191.75	525/60
Matanzas		CP	Radiotelevision El Mundo	211.25	215.75	525/60
Santa Clara	CMNQ-TV		Union Radio Television	61.25	65.75	525/60
Santa Clara	CMHQ-TV		Circuito CMQ	77.25	81.75	525/60
Santa Clara		CP	Cadena Azul de Cuba	181.25	185.75	525/60
Sancti de Cuba	CMKN-TV		Circuito CMQ	55.25	59.75	525/60
Sancti de Cuba		CP	Cadena Oriental de Radio	175.25	179.75	525/60
Sancti de Cuba		CP	Union Radio Television	199.25	203.75	525/60
Sancti de Cuba		CP	Cadena Azul de Cuba	211.25	215.75	525/60
— MEXICO —						
Acapulco		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara		CP	Emilio Azcarraga	193.25	197.75	525/60
Guadalajara		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Guanajuato		CP	Emilio Azcarraga	61.25	65.75	525/60
Guanajuato		CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Hermosillo		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	XECZ-TV	CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Juarez	XECI-TV	CP		77.25	81.75	525/60
Juarez	XEDI-TV	CP		199.25	203.75	525/60
Matamoros	XELI-TV		Compania Mexicana de Television	175.25	179.75	525/60
Merida		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali	XED-TV	CP	Television de Mexico	67.25	71.25	525/60
Mexicali	XERC-TV	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali		CP		199.25	203.75	525/60
Mexico City	XEW-TV		Emilio Azcarraga	55.25	59.75	525/60
Mexico City	XIITV		Television de Mexico	67.25	71.75	525/60
Mexico City	XHGC-TV		Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City		CP	Romulo O'Farrill, Sr.	175.25	179.75	525/60
Mexico City	XEQ-TV		Emilio Azcarraga	187.25	191.75	525/60
Mexico City		CP	University of Mexico	199.25	203.75	525/60
Monterrey		CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey		CP	Emilio Azcarraga	83.25	87.75	525/60
Nogales	XENS-TV	CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Nuevo Laredo	XELN-TV	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Piedras Negras	XEPN-TV	CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Reynosa	XERD-TV	CP	Romulo O'Farrill, Sr.	187.25	191.75	525/60

◆ ◆ ◆ TV OUTSIDE UNITED STATES ◆ ◆ ◆

Location	Call Letters	Licensee or Grantee	Me. Carrier Visual	Freq. Aural	Lines/Pix and Fields/Sec	
— MEXICO —						
Reynosa	XERA-TV	CP	205.25	209.75	525/60	
Tampico		CP	83.25	87.75	525/60	
Tampico		CP	61.25	65.75	525/60	
Tijuana		CP	55.25	59.75	525/60	
Tijuana	XFTV		83.25	87.75	525/60	
Tijuana	XETC-TV	CP	205.25	209.75	525/60	
Torreon		CP	61.25	65.75	525/60	
Veracruz		CP	83.25	87.75	525/60	
Veracruz		CP	193.25	197.75	525/60	
— ARGENTINA —						
Buenos Aires	LR3-TV		Radio Belgrano y Primera Cadena Argentino de Broadcasting	175.25	179.75	625/50
Buenos Aires	LR1-TV	CP	Radio El Mundo	77.25	81.75	625/50
— BRAZIL —						
Belo Horizonte		CP	Emissoes Associadas City of Rio de Janeiro	67.25	71.75	525/60
Rio de Janeiro	PR-5-TV		Emissoes Associadas	55.25	59.75	525/60
Rio de Janeiro	PRE-8-TV		Emissoes Associadas	83.25	87.75	525/60
Rio de Janeiro		CP	Televisao Rio	211.25	215.75	525/60
Sao Paulo	PRF-3-TV	E	Emissoes Associadas	61.25	65.75	525/60
Sao Paulo		CP	Radio Televisao	77.25	81.75	525/60
Sao Paulo		CP	Radio Record	175.25	179.75	525/60
— DENMARK —						
Copenhagen (Exp.)		Danish State Radio		62.5	67.5	625/50
— DOMINICAN REPUBLIC —						
Ciudad Trujillo	HIT-TV		La Voz Dominicana	67.25	71.75	525/60
— FRANCE —						
Lille			Adm. de la Radiodiffusion et de la Television	183.25	174.1	819/50
Lyon		CP	Adm. de la Radiodiffusion et de la Television	63.5	59.0	819/50
Lyon		CP	Adm. de la Radiodiffusion et de la Television	212.85	201.70	819/50
Marseille		CP	Adm. de la Radiodiffusion et de la Television	183.55	175.1	819/50
Paris			Adm. de la Radiodiffusion et de la Television	16.0	12.0	111/50
Paris			Adm. de la Radiodiffusion et de la Television	185.25	174.1	819/50
Strasbourg			Adm. de la Radiodiffusion et de la Television	59.0	54.5	819/50
Strasbourg		CP	Adm. de la Radiodiffusion et de la Television	161.0	175.15	819/50
— GERMANY, EAST —						
Berlin (East Sector)	Govt.			(approx 99 Mc)	625/50	
— GERMANY, WEST —						
Berlin (West Sector)			Northwest German Radio	182.26	187.76	625/50
Berlin (West Sector) (Exp.)			Allied High Command	196.25	201.75	625/50
Bremen		CP	Northwest German Radio	67.25	71.75	625/50
Cologne			Northwest German Radio	196.25	201.71	625/50
Frankfurt (Feldberg)			Hessian Radio	196.25	201.75	625/50
Frankfurt (Exp.)		CP	Allied High Command	(174-216 Mc)		625/50
Hamburg			Northwest German Radio	175.25	180.75	625/50
Hannover			Northwest German Radio	182.25	187.75	625/50
Hannover			Northwest German Radio	210.25	215.75	625/50
Hannover		CP	Northwest German Radio	189.25	194.75	625/50
Köln			Northwest German Radio	193.21	201.71	625/50
Langenburg		CP	Northwest German Radio	196.25	201.75	625/50
Langenburg			Northwest German Radio	182.21	187.71	625/50
Weinbied (Mannheim- Heidelberg)			Southwest Radio	210.25	215.75	625/50
— GREAT BRITAIN —						
Aberdeen		CP	British Broadcasting Corp.	61.75	58.25	105/50
Belfast		CP	British Broadcasting Corp.	15.0	11.5	105/50
Birmingham (Sutton- Caldfield)			British Broadcasting Corp.	61.75	58.25	105/50
Brighton			British Broadcasting Corp.	56.75	53.25	105/50
Cardiff (Wenyoe)			British Broadcasting Corp.	66.75	63.25	105/50
Edinburgh (Kirk O'Shotts)			British Broadcasting Corp.	56.75	53.25	105/50
London (Alexandria Palace)			British Broadcasting Corp.	15.0	11.5	105/50
Manchester (Holme- Moss)			British Broadcasting Corp.	51.75	48.25	105/50

TV OUTSIDE UNITED STATES

Location	Call Letters	Licensee or Grantee	Me Carrier Freq. Visual	and Aural	Lines/Pix and Fields/Sec
— GREAT BRITAIN —					
Newcastle (Ponlop Pike)	CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth	CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge	CP	British Broadcasting Corp.	56.75	53.25	405/50
— ITALY —					
Alessandria (Piedmont) (Exp.)	CP	Radio Italiana, R.A.I.			625/50
Como (Lombardy) (Exp.)	CP	Radio Italiana, R.A.I.			625/50
Genoa	CP	Radio Italiana, R.A.I.			625/50
Milano		Radio Italiana, R.A.I.	201.25	206.75	625/50
Monte Penice	CP	Radio Italiana, R.A.I.	62.25	67.75	625/50
Rome	CP	Radio Italiana, R.A.I.			625/50
Turin		Radio Italiana, R.A.I.	82.25	87.75	625/50
Turin (Exp)		Radio Italiana, R.A.I.			525/60
— JAPAN —					
Nagaya	CP	Broadcasting Corp. of Japan			525/60
Osaka (Exp.)		Japanese Broadcasting Corp.			525/60
Tokyo	JOAK-TV	Broadcasting Corp. of Japan	103.25	107.75	525/60
Tokyo	JOKR-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV	Nippon TV Network Corp.	171.25	175.75	525/60
Tokyo (Ichigaga Heights)	CP	Radio Regulatory Commission			525/60
— MOROCCO, FRENCH —					
Casablanca	CP	Adm. de la Radiodiffusion et de la Television	171.1	185.25	810/50
— NETHERLANDS —					
Amsterdam (Utrecht-Lapik)		Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2	Philips Ltd.	48.25	53.75	625/50
Eindhoven	PAB-3	P.T. & T. Adm.	63.25	57.75	625/50
Kootwijk	PAB-4	P.T. & T. Adm.	41.25	46.75	625/60
— PHILIPPINE ISLANDS —					
Manila	DZBC-TV	Bollman Electronic Corp.	61.25	65.75	525/60
— POLAND —					
Warsaw		Communications Inst.	89.57		625/50
Lodz	CP	Communications Inst.			625/50
— SAAR —					
Saarbruchen (Exp.)	Govt.				
— SPAIN —					
Barcelona	CP	Radiodifusion Nacional			625/50
Bilboa (Exp.)		Radiodifusion Nacional			625/50
Madrid (Exp.)		Radiodifusion Nacional	18.25	53.75	625/50
Madrid	CP	Radiodifusion Nacional			625/50
— SWEDEN —					
Stockholm (Exp.)		Swedish Board of Trade	62.25	67.75	625/50
Stockholm (Exp.)		Swedish Board of Trade	175.25	180.75	625/50
— SWITZERLAND —					
Basel	CP				625/50
Lusanne (Exp.)			62.25	67.75	625/50
Zurich (Exp.)		Swiss Gen. Post Office	55.25	60.75	625/50
— TURKEY —					
Istanbul (Exp.)		Tech. University of Istanbul	62.25	67.75	625/50
— U.S.S.R. —					
Kharkov (Exp.)	Govt.				300/?
Kiev	Govt.		77.25	83.75	625/50
Leningrad	Govt.		59.25	65.75	625/50
Moscow	Govt.		19.75	56.25	625/50
— VATICAN CITY —					
Vatican City	HJV	Radio Vatican	185.25	171.1	819/50
— VENEZUELA —					
Caracas	YVLV-TV	Television Venezolana	67.25	71.75	625/50
Caracas	YVKA-TV	Ministero de Comunicaciones	77.25	81.75	525/60
Caracas	YVKS-TV	Radio Caracas	175.25	179.75	525/60
— YUGOSLAVIA —					
Belgrad	YZO	Radiodifusion Belgrad	42.5	47.0	625/50

NEW TV STATIONS SET FOR OPENING IN 1954

On this page, and the pages following, we list geographically the television station organizations planning to begin operations in 1954, together with channel numbers and, where possible, date for start of broadcasting.

City	Call Letters	Licensee	Channel	Expected Date On The Air
ALABAMA				
Birmingham	WJLN-TV	Johnson Bestg. Co.	48	*
Birmingham	WSGN-TV	Jemison Bestg. Co., Inc.	42	*
Decatur	WMSL-TV	Tennessee Valley Bestg. Co.	23	*
ARKANSAS				
Little Rock	KARK-TV	Arkansas Radio & Eqpt. Co.	4	March
Little Rock	KETV	Great Plains Television Prop.	23	*
CALIFORNIA				
Corona	KCOA	KOWL Bestg. Co.	52	*
Los Angeles	KBHC-TV	John Poole Bestg. Co.	22	*
Merced	KMER	Merced Tele. Corp.	31	*
Sacramento	KBIE-TV	John Poole Bestg. Co.	46	*
San Bernardino	KITO-TV	KITO, Inc.	18	*
San Diego		E. L. Cushman	21	*
San Francisco	KSAN-TV	S. H. Patterson	32	*
San Jose	KVIE	J. A. Victor, Jr.	48	*
Yuba City	KAGR-TV	John Stevenon	52	*
COLORADO				
Grand Junction	KFXJ-TV	Western Slope Bestg. Co.	5	*
CONNECTICUT				
Bridgeport	WSJL	Harry L. Liffitt	49	*
Hartford	WGTH-TV	General-Times Television Corp.	18	*
New Haven	WELI-TV	Conn. Radio Foundation, Inc.	59	*
New London	WNLC-TV	Thames Bestg. Corp.	26	*
Stamford	WSTF	Stamford-Norwalk Television Corp.	27	*
DELAWARE				
Dover	WHRN	Hollins Bestg., Inc.	10	*
Wilmington	WILM-TV	Delaware Bestg. Co.	83	*
FLORIDA				
Clearwater		Pioneer Gulf Tele. Bctrs.	32	*
Jacksonville	WOBX-TV	Southern Radio & Eqpt. Co.	39	*
Miami	WMBE-TV	WMBE-TV, Inc.	27	*
Miami		Miami Biscayne Tele. Corp.	33	*
Orlando	WDBO-TV	Orlando Bestg. Co., Inc.	6	April
West Palm Beach	WJNO-TV	Palm Beach Tele., Inc.	5	June
GEORGIA				
Atlanta	WQXI-TV	R. W. Rounsaville	36	June
Augusta	WRDW-TV	Radio Augusta, Inc.	12	*
Thomasville	WCTV	E. D. Rivers, Sr.	6	*
Valdosta	WGOV-TV	WGOV-TV, Inc.	37	*
IDAHO				
Boise	KTVI	Idaho Bestg. & Tele. Co.	9	*
Idaho Falls	KIFT	Idaho Falls Tele., Inc.	8	*
Nampa	KFXD-TV	Frank E. Hurst & Sons, Inc.	6	*
Pocatello	KISJ	Tribune-Journal Co., Inc.	6	*
Pocatello	KWIK-TV	Eastern Idaho Bestg. & Tele. Co.	10	*
Twin Falls	KLIK-TV	Southern Idaho Bestg. & Tele. Co.	11	May
ILLINOIS				
Champaign	WCUI	Champaign-Urbana Tele., Inc.	21	*
Chicago	WHFC-TV	WHFC, Inc.	26	*
Chicago	WIND-TV	WIND, Inc.	20	*
Evansston	WLE	Northwestern Tele. Bestg. Co.	32	June
Joliet	WJOL-TV	Joliet Tele., Inc.	48	*
INDIANA				
Indianapolis	WJRE	Marion Bestg. Corp.	26	*
Marion	WMRI-TV	Chronicle Pub. Co., Inc.	29	*
Terre Haute	WTHI-TV	Wabash Valley Bestg. Corp.	10	*
Waterloo	WINT	Tri-State Tele., Inc.	15	March
IOWA				
Cedar Rapids	KEYC	Hawkeye Tele. Corp.	20	*
Des Moines	WIO-TV	WIO-TV, Inc.	13	*

* Information not available.

NEW TV STATIONS SCHEDULED

City	Call Letters	Licensee	Channel	Expected Date On The Air
Mason City	KGLO-TV	Lee Radio, Inc.	3	*
Sioux City	KCTV	Great Plains Tele. Prop.	36	*
KANSAS				
Topeka	KTKA	Alf M. Landon	42	*
KENTUCKY				
Ashland	WPTV	Polan Industries	59	*
Lexington	WLAP-TV	American Bestg. Corp.	27	March
Louisville	WLOU-TV	Robert Rounsaville	41	*
Newport	WNOP-TV	Tri-City Bestg. Co.	74	*
Paducah	WTLK	Paducah Tele. Corp.	43	*
LOUISIANA				
Alexandria	KALB-TV	Alexandria Bestg. Co., Inc.	5	*
Alexandria	KSPI	Barnet Brezner	62	*
Baton Rouge	KBTB	Capital Tele. & Bestg. Co.	40	*
Lafayette	KLFY-TV	Camella Bestg. Co., Inc.	10	*
Lafayette	KVOL-TV	Evangeline Bestg. Co., Inc.	10	*
Lake Charles	KPLC-TV	Cateston Bestg. Co.	7	*
New Orleans	WCKG	CKG Television Co.	26	*
New Orleans	WCNO-TV	Community Tele. Corp.	32	June
New Orleans	WTLO	New Orleans Tele. Co.	20	*
MAINE				
Poland	WMTW	Mt. Washington TV, Inc.	8	September
MARYLAND				
Baltimore	WITH-TV	WITH-TV, Inc.	60	*
Baltimore	WSD-TV	United Bestg. Co. of E. Md., Inc.	18	*
Cumberland	WTRB-TV	Maryland Radio Corp.	17	*
Salisbury	WBOC-TV	Peninsula Bestg. Co.	16	March
MASSACHUSETTS				
Boston	WBOS-TV	E. Anthony & Sons, Inc.	50	*
Boston	WHDW	J. D. Wrather, Jr.	41	*
Brockton	WHEF-TV	Trans-American Enterprises, Inc.	62	*
Lawrence	WGLM	General Bestg. Co.	72	*
New Bedford	WTEV	E. Anthony & Sons, Inc.	28	*
Pittsfield	WBEC-TV	Western Massachusetts Bestg. Co.	61	*
Worcester	WAAB-TV	Wilson Enterprises, Inc.	20	April
MICHIGAN				
Battle Creek	WBCK-TV	Michigan Bestg. Co.	58	*
Benton Harbor	WHFB-TV	Polladium Pub. Co.	42	*
Detroit	WCIO-TV	UAW-CIO Bestg. Corp.	62	*
Muskegon	WTVM	Versluis Radio & TV, Inc.	35	*
Saginaw	WSBM-TV	Booth Radio & TV Sta., Inc.	51	June
Traverse City	WPBN-TV	Midwestern Bestg. Co.	7	May
MINNESOTA				
Duluth	KDAL-TV	Rew River Bestg. Co., Inc.	3	March
Duluth-Superior	WDSM-TV	WDSM Television Co.	6	March
St. Paul	WCOW-TV	WCOW Telecasting Co.	17	*
MISSISSIPPI				
Columbus	WCBI-TV	Birney Ives, Jr.	28	*
Gulfport	WGCM-TV	WGCM Television Corp.	56	*
Jackson	WSLI-TV	Standard Life Bestg., Inc.	12	March
MISSOURI				
Cape Girardeau	KFVS-TV	Hirsch Bestg. Co.	12	*
Cape Girardeau	KGMO-TV	KGMO Radio Television, Inc.	18	*
Clayton	KFFO-TV	Lutheran Church-Missouri Synod	30	*
Joplin	KSWM-TV	Air Time, Inc.	12	July
Kirksville	KBIZ-TV	KBIZ, Inc.	3	May
St. Louis	WIL-TV	Missouri Bestg. Corp.	42	*
MONTANA				
Billings	KRHT	Rudman-Hayutin Tele. Co.	8	*
Great Falls	KFBB-TV	Buttrey Broadcast, Inc.	5	*
Great Falls	KMON-TV	Montana Farmer, Inc.	3	*
Missoula	KGOV-TV	Mosby's, Inc.	13	June
NEW HAMPSHIRE				
Keene	WKNE-TV	WKNE Corp.	45	*
NEW JERSEY				
Atlantic City	WOCN	Matta Enterprises	52	*
New Brunswick	WBHN	Home News Pub. Co.	47	*
Trenton	WTTM-TV	People's Bestg. Corp.	41	*
NEW MEXICO				
Clovis	KNEH	Telepolitan Bestg. Co.	12	*
NEW YORK				
Albany	WPTR-TV	Patroon Bestg. Co., Inc.	23	*
Bloomington	WIRY-TV	Great Northern Tele., Inc.	5	*

* Information not available.

NEW TV STATIONS SCHEDULED

City	Call Letters	Licensee	Channel	Expected Date On The Air
Ithaca	WHCU-TV	Cornell University	20	*
Jamesstown	WJTN-TV	James Bestg. Co., Inc.	58	*
Poughkeepsie	WEOK-TV	Mid-Hudson Bstrs., Inc.	21	*
Rochester	WCRF-TV	Star Bestg. Co., Inc.	15	*
Rochester	WRNA-TV	Genesee Valley Tele. Corp.	27	*
Utica	WFRB	Richard H. Balch	19	*
Watertown	WWSV-TV	Brockway Co.	18	*
NORTH CAROLINA				
Asheville	WLOS-TV	Skyway Bestg. Co.	13	*
Durham	WCIG-TV	T. E. Allen & Sons, Inc.	16	*
Goldsboro	WTVN	Goldsboro Tele. Corp.	31	*
Mt. Airy	WPAQ-TV	Ralph D. Epperson	55	*
Wilmington	WMFD-TV	WMFD-TV, Inc.	6	*
NORTH DAKOTA				
Valley City	KXJB-TV	North Dakota Bestg. Co.	1	July
OHIO				
Cleveland	WERE-TV	Cleveland Bestg., Inc.	65	*
Cleveland	WHK-TV	United Bestg. Co.	19	*
Lima	WLMA-TV	Northwestern Ohio Bestg. Corp.	35	*
Massillon	WMAC-TV	Midwest TV Co.	23	April
Youngstown	WUTV	Polan Industries	21	*
OKLAHOMA				
Ada	KEOK	Eastern Okla. TV Co.	10	May
Enid		Streets Electronics, Inc.	5	June
Miami	KMIV	Miami Tele Co.	58	*
OREGON				
Eugene	KVAL-TV	Eugene Television Inc.	13	*
Salem	KSLM-TV	Oregon Radio, Inc.	3	*
PENNSYLVANIA				
Allentown	WFMZ-TV	Penn Allen Bestg. Co.	67	*
Allentown	WQCY	Queen City Tele. Co., Inc.	39	*
Erie	WSEE	Great Lakes Tele. Co.	35	March
Erie	WLEU	Commandore Perry Bestg. Serv., Inc.	66	*
Harrisburg	WCMB-TV	Rossmoyne Corp.	27	March
Hazleton	WAZL-TV	Hazleton Tele. Corp.	63	*
Lancaster	WWLA	Harold C. Burke	21	*
Lewistown	WMRF-TV	Lewistown Bestg. Co.	38	*
Philadelphia	WIBG-TV	Daily News Television Co.	23	*
Philadelphia	WIP-TV	Pennsylvania Bestg. Co.	29	*
Pittsburgh	WTVQ	Golden Triangle TV Corp.	17	*
Williamsport	WRAK-TV	WRAK, Inc.	36	*
RHODE ISLAND				
Providence	WPRO-TV	Cherry & Webb Bestg. Co.	12	*
SOUTH CAROLINA				
Aiken	WAKS-TV	Aiken Electronics Adv. Corp.	51	*
Camden	WACA-TV	Camden Bestg. Corp.	11	*
Florence	WPDV	Jefferson Standard Bestg. Co.	8	*
Greenwood	WCRS-TV	Greene, Inc.	21	*
Spartanburg	WORD-TV	Spartan Radiocasting Co.	7	*
Spartanburg	WSCV	Sterling Telecasting Co.	17	*
TENNESSEE				
Chattanooga	WOUC	Chattanooga TV, Inc.	19	*
Chattanooga	WTVT	Tom Polter	13	*
Jackson	WDXL-TV	Dixie Bestg. Co.	9	*
Nashville	WLAC-TV	Life & Casualty Ins. Co.	5	*
TEXAS				
Amarillo	KLYN-TV	Plains Empire Bestg. Co.	7	*
Beaumont	KBMT	Television Bstrs., Inc.	31	*
Corpus Christi		H. J. Hunt	13	*
Dallas	KDTX	UHF Television Co.	23	*
Dallas	KLIF-TV	Trinity Bestg. Corp.	29	August
Fort Worth	KTCO	Tarrant County Tele. Co.	20	*
Houston	KTVF	UHF Television Co.	23	*
Houston	KXYZ-TV	Shamrock Bestg. Co.	29	*
Lubbock	EFYO-TV	Globe News Pub. Co., Inc.	5	*
Lufkin	KTRE-TV	Forest Capital Bestg. Co.	9	*
Marshall	KMSL	Marshall Tele. Corp.	16	*
San Antonio	KALA	Alamo Television Co.	35	*
Sherman	KSHM	Sherman Television Co.	16	*
Sweetwater	KPAR-TV	Texas Telecasting, Inc.	12	*
Victoria	KNAL-TV	KNAL Television Co.	19	*
UTAH				
Provo	KOVO-TV	KOVO Bestg. Co.	11	*
Salt Lake City	KUTV	Utah Bestg. & Tele. Corp.	2	*

* Information not available

NEW TV STATIONS SCHEDULED

City	Call Letters	Licensee	Channel	Expected Date On The Air
VIRGINIA				
Charlottesville	WCHV-TV	Barham & Barham	61	*
Marion	WMEV-TV	Mountain Empire Bestg. Corp.	59	*
Richmond	WOTV	Winston-Salem Bestg. Co., Inc.	29	*
WEST VIRGINIA				
Beckley	WBEX	Appalachian Tele. Corp.	21	*
Wheeling	WLTW	Polan Industries	51	
WISCONSIN				
LaCrosse	WKBT	WKBH Television, Inc.	8	
LaCrosse		LaCrosse Television Corp.	38	
Marinette	WMGB-TV	M&M Bestg. Co., Inc.	11	July
WYOMING				
Casper	KSPR-TV	Donald Lewis Hathaway	2	
ALASKA				
Fairbanks	KFIF	Kiggins & Rollins	2	*
HAWAII				
Honolulu	KULA-TV	Pacific Frontier Bestg. Co., Ltd.	4	March

* Information not available.

Radio-TV Receiver Production in 1953

Washington—A month-by-month breakdown of 1953 production of television and radio receivers, showing a total production for the year of more than 7.2 million TV's and 13.3 million radio receivers, as released by the Radio-Electronics-Television Manufacturers Assn., follows:

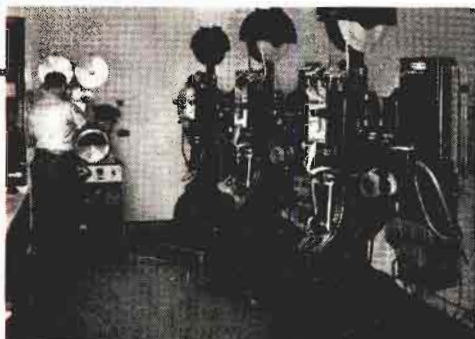
	Television	Home Sets	Portables	Auto	Clock	Total Radio
January ..	719,234	361,921	93,962	447,667	189,592	1,093,142
February .	730,597	402,742	87,711	491,062	210,924	1,192,439
March (5 weeks).	810,112	442,101	177,656	654,367	275,079	1,549,203
April	567,878	286,974	201,476	483,092	198,394	1,158,936
May	481,936	278,156	204,065	497,379	129,391	1,108,991
June (5 weeks) ..	524,479	287,724	239,189	505,774	131,144	1,163,831
July	316,289	172,197	78,434	336,208	87,620	674,459
August ...	603,760	299,939	145,460	376,937	169,301	991,637
Sept. (5 weeks) ..	770,085	529,427	147,355	357,326	182,417	1,216,525
Oct.	680,433	370,178	135,009	358,076	189,230	1,052,493
Nov.	560,197	457,151	127,316	309,962	171,356	1,065,785
Dec. (5 weeks) ..	449,787	514,428	103,931	365,084	117,672	1,101,115
TOTAL	7,214,787	4,402,938	1,741,564	5,182,934	2,041,120	13,368,556

PERFECT TV PRODUCTION REQUIRES

Precision Prints

**STEP PRINTING
ELIMINATES
CONTACT SHIFTS**

The sharpness of a print depends on close contact between original and print stock. In step printing at Precision, the two films are absolutely stationary during exposure. Timing and effects are produced without notching original. One-to-one optical sound printing assures broadcast quality.



YOUR ASSURANCE OF BETTER 16_{mm} PRINTS

15 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

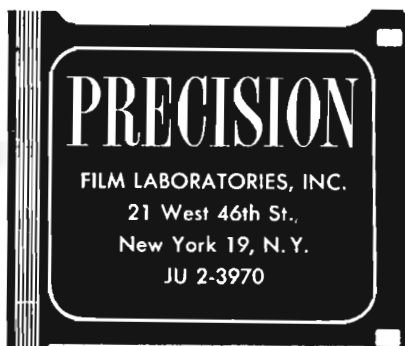
Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery

enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry—including exclusive **Maurer**-designed equipment—your guarantee that only the *best* is yours at Precision!

Precision Film Laboratories—a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.



TV FILM PRODUCERS AND DISTRIBUTORS

ABC Film Syndication

7 West 66th St., New York 23, N. Y.
V.P. in Chg.....George T. Shupert
Sales Mgr.....Donald L. Kearney

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: Mlchigan 2-0128
Pres. & Dir. of Pro.....Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films; animations; TV consultant to agencies.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOLlywood 4-7471

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President.....Patrick Shanahan
Services Offered — Films for television rental.

A. F. Films, Inc.

180 E. 60th St., New York 19, N. Y.
Phone: MU 8-1370
Pres.Rosalind Kossoff
Services Offered — Distribution of short films internationally produced. TV films for distribution in U. S. and Canada.

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437
President.....Harry M. Popkin
V.P., Assoc. Producer....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Producer.....Harold Helvenston
Director.....Erle C. Kenton
Production Mgr.....William Persons
Services Offered — Producer of films in series form for TV.

Alexander Film Co.

Alexander Film Bldg., Colorado Springs, Colo.
Phone: MAin 3-1771
N. Y. Phone: PEnnsylvania 6-3028

President.....J. Don Alexander
V.P. in Chg. Prod.....Don M. Alexander
V.P.....Don Alexander, Jr.
Sec'y-Treas.....E. B. Foster
V.P. in Chg. Sales.....M. J. McInaney
Production Mgr.....James Anderson
Dir. Advtg., Pub. Rel.....R. H. Geddy
Services Offered—Producer of TV commercials.

M & A Alexander Productions, Inc.

6040 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-3414
President.....Arthur Alexander
Vice-President.....Max Alexander
Services Offered!—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128
President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: STate 9-4952
Pres., Exec. Producer.....William Lava

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr.....George E. Allen
Services Offered—TV package programs.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WALnut 2-1800
Mgr.Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915
Executive Producers.....Robert Gross,
Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....Frank Madden
Services Offered—Sponsored motion pic-



Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

From Maine to Texas



...MUSIC STRANGELY SWEET

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times," says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235" dissolving shutter, automatic fade control, view finder, sun-shade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, inc.

37-01 31st Street, Long Island City 1, New York
1167 South Robertson Blvd., Los Angeles 35, California

Cable Address: JAMAURER

**16mm
maurer**

maurer means *finer motion pictures!*

ture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

●
American National Studios, Inc.

7321 Santa Monica Blvd., Hollywood, Calif.
Phone: HOLLYWOOD 2-6281

Services Offered—Complete production facilities for the making of motion pictures for television.

●
Animated Productions Inc.

1600 Broadway, New York, N. Y.
Phone: COLUMBUS 5-2942

President Al Stahl
Vice-President Irwin Stahl
V.P. in Chg. Production Jack Weisberg
Services Offered—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures, 35mm and 16mm, black and white, or color.

●
Animation Service Co.

1750 Broadway, New York 19, N. Y.
Phone: CIRCLE 5-4832

Manager A. L. Simon
Chief Animator Abe Blashko
Art Director William Steinel
Administration Muriel Friedman
Services Offered—All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

●
Evan J. Anton Productions, Ltd.

60 W. 46th St., New York 36, N. Y.
Phone: CIRCLE 6-0113

President Evan J. Anton
Vice-Pres. Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

●
Arrow Productions, Inc.

7324 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HOLLYWOOD 4-3118
N. Y. Phone: PLaza 7-2765

President Milton Gordon
Vice Pres. Edward Small
Secy-Treas. Leon Fromkes
Services Offered: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

●
Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIRCLE 6-4347
812½-14 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882

President Louis Goldstein
Vice President Bob Seidelman

Treasurer Jerome S. Hyams
Services Offered—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kipps," "Inspector Hornleigh," and others.

●
Associated Program Service

(Division of Muzak Corp.)

237 West 54th St., New York 19, N. Y.
Phone: PLaza 7-7700

V.P.-Gen. Mgr. Edward Hochhauser, Jr.
Services Offered—Exclusive TV distributor of Encyclopaedia Britannica Films. Lease of individual films and film packages.

●
Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MURRAY HILL 5-8573

President J. R. Bingham
Treasurer A. L. Fredrick
Director Adv. & Prom. Robert Finehout
Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 140 industrial (free-loan) films, 60 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

●
Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUXemburg 2-1287

Pres.-Treas. Robert M. Savini
Exec. V.P. Jacques Kopfstein
Secretary Fred Bellin
Adv. Mgr. Cy Eichman
Comptroller Anthony Tarrell
Services Offered—Producer and distributor of films for TV.

●
Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUXemburg 2-1287

President R. M. Savini
Exec. V.P., Sls. Mgr. Jacques Kopfstein
Services Offered—Producer and distributor of features and short subjects.

●
Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr. L. P. Mominee
V.P. Chg. Sales. Edward Schager
V.P. Chg. Adv. & Prom. Frederick K. Barber
V.P. & Dir. of TV. Norman C. Lindquist
V.P., Prod. Mgr. Albert S. Bradish
Services Offered—Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

RAMAR of the jungle

starring Jon Hall



It's the *only* show of its kind in all television! No chance of sponsor *mis-identification* with RAMAR, because there's no other show like it on the TV screens.

It's a show for children—with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.



for station operators...

THE EDWARD SMALL FEATURES

28 full-length feature films people like to watch... stations like to run... advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impresario whose sensitivity to public likes have given his productions a gross of more than \$100,000,000.

Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!



YOUR* STAR SHOWCASE

with your host, **Mr. Edward Arnold**



Here's a successful, *tested* program — that's *first-run* in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

YOUR* STAR SHOWCASE is a weekly parade of marquee names, sparkling scripts, tight direction and lavish production. It can be *the* showcase for your product.

*Advertiser or brand name

television Programs of America, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

coming soon...

THE ADVENTURES OF ELLERY QUEEN

starring **Hugh Marlowe**



A brand new half-hour series with a tradition of outstanding success — in every medium.

The Ellery Queen books have sold over 50 million copies. The radio series was a leading hit for years. Now, with Hugh Marlowe in the title role, a series of 52 never-before seen or heard adventures are being filmed in Hollywood for May release.

Reserve your markets now. It's like putting money in the bank.

TWO PROVEN HITS

...top-rated
as network
shows...
now offered
locally!

RACKET SQUAD:

First run in over 110 markets — Second run in all others. A successful network show with a ready-and-waiting audience... combining fast-paced entertainment with public-service appeal... at just a fraction of its original cost!

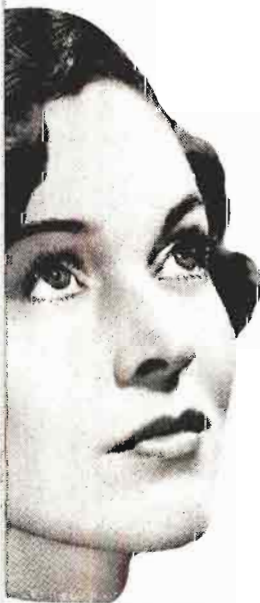
THE PLAYHOUSE:

First run in over 150 markets — Second run in all others. This star-studded series has a big-time, network quality that you couldn't duplicate for many times the cost to you. And you can use the famous names to spark a sales campaign!

Want more information? Each of these shows has an outstanding history of success and it's yours for the asking... call our office nearest you (see list at bottom).

RACKET SQUAD

98 episodes
starring Reed Hadley
as "Captain Braddock"



The Playhouse

52 famous dramas, with famous
Broadway and Hollywood stars

ABC Film Syndication

In New York: Don L. Kearney, 7 West 66th Street, SU 7-5390

In Chicago: John Burns, 20 North Wacker Drive, ANdover 3-9800

In Los Angeles: Bill Clark, ABC Television Center, NErmandy 3-3311

Atlas Television Corp.

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

Phone: MU 7-5535

President.....Henry Brown
Div. of East Sales.....Jackson E. Dube
Div. of Mid-West Sales.....Pete Rodgers
Dir. of West. Sales.....Chas. Kennedy
Div. of Southwest Sales.....Wm. Dubensky
Booker.....Mitchell Sacks

Services Offered—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Audio Master Corp.

17 East 45th St., New York 17, N. Y.

Phone: OXford 7-0725

President.....Herbert Rosen
Services Offered—Library of mood and bridge music.

Audio Pictures, Ltd.

310 Lake Shore Rd., Toronto, Ont.

Phone: CLifford 1-5211

President.....Arthur Gottlieb
Vice Pres.....Gladys Glad Gottlieb
Asst. to Pres.....Murray Briskin
Sec'y-Treas.....Clem Williams

Services Offered—Producers of films for TV.

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.

Phone: Columbus 5-6771

President.....Frank M. Speidell
Vice Pres.....Herman Roessle
Treas.....Lawrence W. Fox, Jr.
Sec'y.....Peter J. Mooney

Services Offered—Producer of TV commercials.

George Bagnall & Associates, Inc.

109 North La Cienega Blvd., Beverly Hills, Calif.

Phone: CR 15133

President.....George L. Bagnall
V.P.-Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist

Services Offered—Producer of films for TV.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: Hillside 7949

President.....Albert R. Bailey
Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder

Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

THE FILM NETWORK VOTED TOPS BY THE STATIONS*

Here's How The "Film Network" Can Work For You. You select 300 hours of programming from our more than 500 hours available. You pay a reasonable hourly rate based on the size of your market. Since top commercial shows are included in the package, selling them gives you the whole package practically free. For details and prices, contact

*BILLBOARD MAGAZINE'S
Annual Poll Placed Sterling
Tops with best library and/
or "station starter" plan.

STERLING TELEVISION CO., INC.

205 East 43rd Street

New York

OXford 7-2520

Hollywood

There is an MPTV branch office
with a complete "on hand" film
selection in your area.
Consult your nearest
branch manager at any time
without obligation.



MPTV

***leader in the field,
offers you the largest
selection of feature
films in television***

MOTION PICTURES FOR TELEVISION, INC.
Feature Film Division

NEW YORK, 655 Madison Ave., TEmpleton 8-2000 E. H. Ezzes, Gen'l Mgr.

BOSTON, 216 Tremont St., Hancock 6-0897 Fred Yardley

CHICAGO, 155 E. Ohio St., Whitehall 3-2600 Dick Feiner

DALLAS, 3905 Travis St., Logan 2628 Irv Feld

DETROIT, 2211 Woodward Ave., Woodward 1-2560 Marv Lowe

LOS ANGELES, 9100 Sunset Blvd., Crestview 1-6101 John Cole

TORONTO, (MPTV Canada Ltd.) 277 Victoria St., Empire 8-8621 Alex Metcalfe

Tom Bailey Productions, Inc.

722 North Fourth Ave., Tucson, Arizona

Phone: 21907

Pres., Exec. Producer.....Tom Bailey
Vice-President.....William Freytag
Secretary.....Jay Fuller
Treasurer.....Paul M. Arend, Jr.
Associate Producer.....Walter Kimmell
Dir. of Photography.....Albert Runkle

Barnett International Forwarders

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

Phone: Circle 5-6080

President.....William Barnett
V.P., Sec'y.....Norman Barnett
Treas.....Alan Barnett

Services Offered: International film forwarders, packers and custom brokers.

Basch Radio & Television Productions

(See Program Producers.)

Beacon Television Features Inc.

420 Boylston St., Boston 16, Mass.

President.....J. Leonard Sanderson
Treasurer.....Barbara G. Keane

Services Offered—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc.

Blinkey Productions Inc.

106 West End Ave., New York 23, N. Y.

Phone: SU 7-4429

Producer-DirectorMurray King
Technical Director.....Lucille Emerick
Production Supervisor.....Sydney Parker

Services Offered — Film producers, open-end films, TV series, video film commercials, package programs produced.

Fritz Blocki Productions

1152 No. Curson Ave., Hollywood 46, Calif.

ProducerFritz Blocki

Services Offered — Live TV show formats for local and/or network use.

ESPECIALLY MADE FOR TV!

GOODMAN'S ORIGINAL PRIZE WINNING WEATHER FORECAST JINGLES

51 thirty-second spots covering every possible weather condition. On sound film with full-action marionettes. These prize-winning spots copped National kudos two years in a row.

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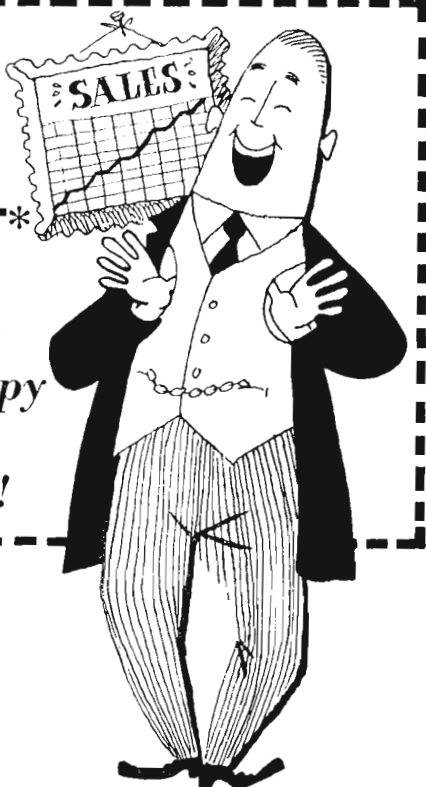
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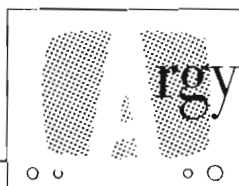
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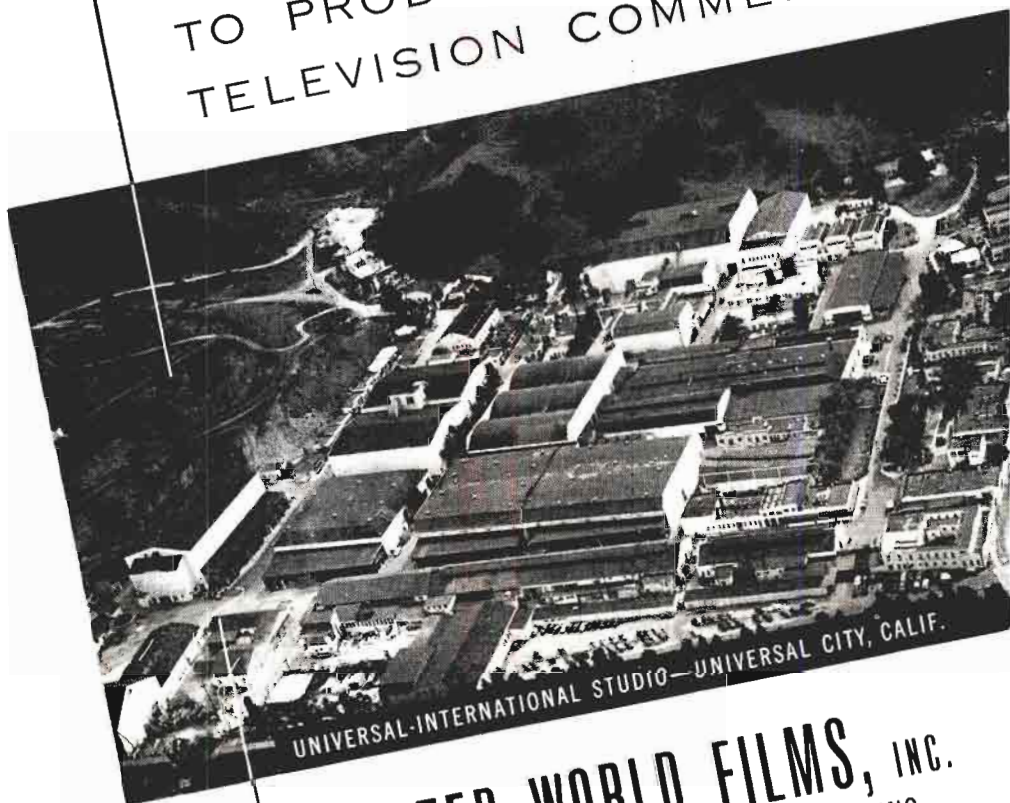
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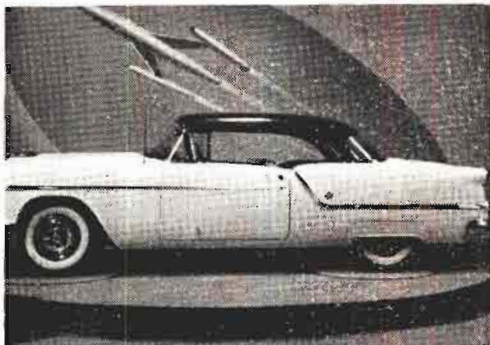


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SUSquehanna 7-4429



Vice-President.....Thomas S. Dignan
Services Offered—Producers of all types
 of Motion pictures for screen and TV.

Larry Kurtze

360 N. Michigan, Chicago 7, Ill.
 Phone: RAndolph 6-5246

Owner.....Larry Kurtze
Services Offered—Development of live or
 filmed TV shows. General copy and produc-
 tion services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
 Phone: ELdorado 5-1382

President and Production.....James A. Love
 Editor.....Bill Henry
 Script Dir.....Ardis Smith
 Sales.....C. Austin Love
Services Offered—TV spots and programs,
 also industrial films.

Productions—“Professor Yes ‘N’ No.” con-
 secutive 15-min. TV series.

(See Page 950)

Ely Landau, Inc.

101 W. 55th St., Suite 1-A, New York 19, N.Y.
 Phone: COlumbus 5-8646

President.....Ely A. Landau
Services Offered—Television programs on
 film for national, regional and local sponsor-
 ship.

Productions—“The Bill Corum Sports Life
 Program,” “The Passerby,” “Man’s Heritage.”

Albert Lang Productions

KTTV, Sunset Blvd., Hollywood 28, Cal.
 Phone: HU 2-7111

Pres., Gen. Mgr.....Albert Lang
 Vice-Pres., Sec’y.....Olga Haney
Services Offered: Writing, producing, dis-
 tributing TV commercial films.

Larchmont TV Studios

210 No. Larchmont Blvd., Los Angeles 4, Cal.
 Phone: HOllywood 9-2895

Manager.....Jack Miles
Services Offered: Large TV film sound
 stage. Every service available for 16mm &
 35mm producer. Specialize in TV film
 commercials.

Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine,
 Hollywood 28, Calif.
 Phone: HIllside 0101

President.....Jerome Lawrence
 Vice-President.....Robert E. Lee
Services Offered—Production consultants.

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
 Phone: JUdson 2-5242

President.....Robert L. Lawrence

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Theatricals

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tele-pictures

846 Seventh Ave., New York

Circle 6-2508

V.P. Studio Operations.....Louis Mucciolo
V.P. Sales.....Mickey Dubin
Casting Director.....Barbara Cooper
Treasurer.....Philip Kornblum
Chief Film Editor.....Henry Trainman
Services Offered—Film—to order—television commercial announcements and television package programs.

Leichter, Mitchell

6811 Hollywood Blvd., Hollywood 28, Calif.
Pres., Head of Prod.....Mitchell Leichter
General Mgr.....Dick Peterson
Services Offered—Producer, distributor of films for television.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287

Producer-Director.....Gene Lester
Chief Technician.....Robert Ernst
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber
Sound.....Robert Ernst
Services Offered—TV film packages and commercials.

Productions—"Hollywood on the Line."
"Assignment Unknown" and others.

Lewis & Martin Films, Inc.

218 S. Wabash Ave., Chicago 4, Ill.
Phone: WEBster 9-6434

President.....Martin Schmidhofer

Vice-President.....Dick Lewis
Secretary-Treasurer.....Herschell Lewis
Production.....Rudy Bratt
Services Offered—Motion picture production, script-writing, sound recording, still photography, slide-films, package shows, animation, commercial story films.

Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 5-7960

President.....Miss Loy Lester
V.P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas.....M. Briese
Exec. Director.....C. Mandell
Exec. Prod. & Ch. Eng.....Charles M. McCoy
Producer.....John Leslie Hamilton
Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450

President.....Paul N. Robins
Manager.....Joan Raphael
Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts of all types; some domestic.

*for television
commercials*

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PRODUCTIONS**
1697 BROADWAY
NEW YORK 19

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Washington 4, D. C.

Phone REpublic 7-2382



Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-1780

President.....E. W. Hammons
Vice-President.....Robert M. Savini
Secretary-Treasurer.....T. Newman Lawler

Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Robert Longenecker Agency

8428 Melrose Place, Los Angeles 46, Calif.
President.....C. Robert Longenecker

Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
Phone: Circle 7-2366

Partners.....J. A. Norling & Wil Marcus, Hans Tiesler

Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures. Also 3D production specialists.

M A C Studios

Hollywood Roosevelt Hotel, Hollywood, Cal.
Phone: HOLlywood 3-7111

Vice-President.....Howard Grafman
Services Offered—Production of films for television and industry.

Magnetic TV Sound Company

111 South Washington St., Green Bay, Wisc.
Phone: Adams 2554

President.....James C. Gallagher
Services Offered—A magnetic TV sound system that permits TV stations to use magnetic sound with motion picture films in TV; allowing sound on the air an hour after development of film.

Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.
Phone: TEXas 0-2931

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990

President.....Irving Lesser
Vice President.....Seymour Poe

Services Offered—Distributors of feature length pictures half-hour Series and film shorts.

Marathon TV Newsreel Inc.

125 East 50th St., New York 22, N. Y.
Phone: MU 8-0985

President.....Konstantin Kaiser
Production.....Ken Baldwin
Services Offered—Public information films

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Steve Fitzgibbon

or Don Langan

Times Square Productions, Inc.

145 West 45th St. New York

Phone Circle 6-4443

produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups.

•
Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: RO 9-2461

Exec. Producer.....Stanley Meyer
Producer.....Michael Meshekoff
Director.....Jack Webb
Services Offered—Produce half-hour TV film & radio dramatic series—"Dragnet."

•
Arnold Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 16, Cal.
Phone: CR 6-8796

President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs; sales and service.

•
Robert Maxwell & Associates

1041 North Formosa Ave., Hollywood 16, Cal.
Phone: HOLlywood 7-5111

Producer.....Robert Maxwell
Director.....Les Goodwins
Photographer.....Harold Stine
Services Offered—Series of 39 half hour filmed television shows of "Lassie."

LEON FROMKESS

Executive Producer

"Ramar of the Jungle"

Medallion Productions

1570 North Gower St., Hollywood 28, Calif.
Phone: HOLlywood 2-3313

Production.....John A. Ettinger
Creation.....Robert A. Forrest
Services Offered—Production of film programming and commercials for television. Packaging of live programming, local and network.

•
Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOLlywood 5-1101

President.....V. E. Ellsworth
Vice-President.....D. L. Monahan
Sec.-Treas.....G. C. Cable
General Mgr.....Olivia Eastus
Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.

•
MCA, TV, Ltd.

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

V.P. in Charge.....David Sutton
Eastern Regional Mgr.....Kirk Torney
Branch Offices

Union Commerce Bldg., Cleveland, O.
Phone: CHerry 1-6010

Exec. in charge.....De Arv Barton

•
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200 West 57th St., New York 19, N. Y.

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Phone: DElaware 7-1100

Mid-West Sales Mgr. Raoul Kent
2102 N. Akard St., Dallas, Tex.

Phone: PRospect 7536

Exec. in charge. Pat Dunavan
105 Montgomery St., San Francisco, Calif.

Phone: EXbrook 2-8922

Exec. in charge. Maury Baker
9370 Santa Monica Blvd., Beverly Hills, Cal.

Phone: CRestview 6-2001

Exec. in charge. Bob Greenberg
Services Offered—Producer, distributor TV series.

Charles Michelson, Inc.

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

Phone: Plaza 7-0695

President Charles Michelson
Divisional Sales Mgr. Ray Linton

Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

President. Carlton E. Morse
Services Offered—TV film programs, production.

Morton Television Productions Inc.

64 E. Lake St., Chicago 1, Ill.

Phone: CEntal 6-4144

President Morton Jacobson
Services Offered—15 minute teleplays, vignette stories about history, science, art, literature, music, etc., O'Henry-type endings. Series called "This Is the Story."

Motion Picture Center Studios

846 N. Caluenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981

Pres., Gen. Mgr. Joseph Justman
Assistant-Secretary Joseph A. Schwalb
Studio Mgr. & Comptroller. John K. Brent

Services Offered—Television rental studio—9 stages and complete facilities.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif.

Phone: BRighton 0-4757

President. Harry O. Hoyt
Sales Manager. J. H. de la Chesnaye
Production. E. G. Hayter

Services Offered—Produce all kinds of 16mm motion pictures, preferably in color under contract with sponsors with the ac-

cent on the organization and presentation of material both for industry and TV.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.

Phone: MUrray Hill 6-3717

Dir. of National Sales. Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

Movietone News, Inc.

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

Phone: COlumbus 5-7200

President. W. C. Michel
Producer Edmund Reek
General Manager. Jack Haney
Commercial Dept. Mgr. Frank Barry
Editors. Harry Lawrenson, Louis Tetonie
Associate Prods. Jack Gordon, Jack Kuhne
Director of Scripts. Dan Doherty
Assignment Director. Burt Reinhart
Asst. Assignment Dir. Art Sorenson

Services Offered—Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

Owen Murphy Productions, Inc.

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

Phone: PLaza 7-8144

President Owen Murphy
General Manager. Elwood Siegel
Production Mgr. Charles L. Turner
Chief Editor. Edward F. Boughton
Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

President Irvin Shapiro
Services Offered—Feature films, streamliners.

National Productions, Inc.

1001 Connecticut Ave., N.W.,

Washington 6, D. C.

Phone: STerling 3-2222

President. Robert J. Enders
Vice-President. Howard A. Enders
Executive Producer. Robert L. Friend
Coordinator. Mary Griffin, Jr.

Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packers of programs for local sponsorship.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 6-5700

Adv., Publ. Director. Melvin L. Gold



Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.

Phone: CIRCLE 5-5147-8

Production Director.....Ted Nemeth
Art Dir.—Dir.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Stanley Neal Productions, Inc.

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

Phone: COLUMBUS 5-8335

President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
V.P. in Charge of Pub. Rel.....B. G. Kohn
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Services Offered—Producer of TV film; distributor.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.

Phone: CANAL 6-3284

Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.

Phone: PLaza 7-4870

President.....Vincent J. Nola
Vice-President.....V. Thomas
Chief Engineer.....Stanley J. Bumbly
Film Prod. Facilities Mgr.....Peter Wilde
Services Offered—Complete production facilities to the independent producer. Film-Sync Tape, ¼", 16mm, 17½mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

Norwood Studios

Warner Bldg., Washington, D. C.

Executive Producer.....Philip Martin
Production Chief.....Doug Baker
Sales.....Stan Moss
Exec. Secretary.....Alice B. Groff
Services Offered—Producers of theatrical, non-theatrical and TV films. Complete staff and equipment for production in 35mm and 16mm.

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 4-5491

Producer.....Mitchell Gertz
Secretary.....Harold Bernson
Services Offered—Producer of 5-minute film features.

Productions—Nothing New Under the Sun.

Official Films, Inc.

(Official Television Inc.)

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

President.....Harold L. Hackett
Chairman of the Board.....Michael Nidorf
Secretary.....Herbert J. Siegel
Sales Mgr. (Nat'l Sls.).....Bud Austin
Assistant to President.....Herman Rush
Treasurer.....Seymour Reed
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films.

Olio Video Television Productions, Inc.

115 Christopher St., New York 14, N. Y.

Phone: WAtkins 9-4508

President.....Harvey Cort
Treasurer.....Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.

Phone: WYoming 1491

President.....Harry Owens
Vice-President.....Homer O'Donnell
Services Offered—Motion picture productions.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.

Phone: GRant 1-4756

General Manager.....M. E. Fierst
Tech. Supervisor.....G. J. Mikalauskis
Services Offered—Program and news production; laboratory, studio and recording facilities.

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-8700

President.....Paul Raibourn
Vice-President.....Bernard Goodwin
Branch Office

5451 Marathon St., Hollywood 38, Calif.

Phone: HOLLYwood 9-6363

Vice-President.....Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Productions—"Wrestling from Hollywood," Erskine Johnson's "Hollywood Reel," "Mayfair Mystery House."



Jack Parker Productions

(See Television Film of America for personnel listing.)

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: HOLlywood 7-7774

Exec. Producer.....Paul Parry
Production Supervisor.....Betty Sinclair
Dir. of Photography.....Ray Foster
Services Offered—Production of **Commer-**
cials, program films, sales promotion and
training films.

Parsonnet TV Film Studios, Inc.

46-02 5th St., Long Island City, N. Y.

Phone: STillwell 4-6163-45

President.....Marion Parsonnet
Treasurer.....Walter Blake
Secretary.....Andrew Weinberger
Services Offered: Producer of films; pro-
duction facilities for rent; films for syndica-
tion.

Lindsley Parsons Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.

Phone: HUDson 2-7111

President.....Lindsley Parsons
Treasurer.....Sam Wallis
Secretary.....Leonard W. Herman
Associate Producer.....Warren Douglas
Services Offered—All types of TV films
including commercials.

Productions—"Files of Jeffrey Jones."

Pathescope Productions

(Pathescope Co. of America Inc.)

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-5200

President.....Edward J. Lamm
Production Manager.....James Pievel
Executive Producer.....William Nelson
Services Offered—Animation or live—spe-
cializing in use of rear screen projection.

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.

Phone: HU 2-6650

Exec. Producer.....Ray Patin
Asst. Producer.....Gus Jekel
Sls. & Studio Mgr.....Lee R. Blevins
Services Offered—Complete production of
animated television commercial films with
live action sequences.

Peerless Film Processing Corp.

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

Phone: PLaza 7-3630

President.....Kern Moyse
Vice-Pres., Treas.....R. S. Moyse
Asst. Secretary-Treasurer.....Barbara Holz

Eastern Sales Mgr.....Raoul J. Menendez
Mgr., Special Services.....Allan De Forest
West Coast Branch

959 Seward St., Hollywood 38, Calif.

Phone: HO 7-9223

Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steidle Krupa
Plant Manager.....Thomas E. Ayers
Mgr., Special Services.....Paul Krupa
Services Offered—Complete distribution
and servicing of TV films; distributor of
reels, cans, shipping cases. Peerless film
treatment to safeguard films against damage
and deterioration; Peer-Renu treatment to
stretch shrunken negatives; film cleaning
and inspection.

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: PEnnsylvania 6-3756

President.....J. Milton Salzburg
Chairman of the Board.....Frank Soule
V.P., Treasurer.....Hyman Rosner
Sales Manager.....David B. Dash
Advertising Manager.....S. J. Krumholz
Comptroller.....Paul Kern
Services Offered — Produce & distribute
features & shorts.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.

Phones: YOrk 8058; WEbster 3-4608

President.....Juan C. Hutchison
Vice-President.....Perry King
Services Offered—Complete production fa-
cilities; live action and animation, 16 and
35 mm.

Post Pictures Corp.

115 West 45th St., New York 36, N. Y.

Phone: JU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post
Services Offered—Packages of features and
short subjects. Film distributor film rental.

Princess Pictures Inc.

11 West 42nd St., New York 36, N. Y.

Phone: LOngacre 5-1535

President.....Burt Balaban
Vice-President.....Bernard Donnenfeld
Services Offered—Motion picture produc-
tion.

The Princeton Film Center, Inc.

270 Park Ave., New York 21, N. Y.

Phone: PLaza 5-0322

Carter Road, Princeton, N. J.

Phone: Princeton 1-3550

Executive Director.....Gordon Knox
Treasurer.....Albert Califano
Prod. Mgr.....L. H. Holton
Vice-President.....Sherman Price
Services Offered—Production and distribu-
tion facilities for television films of all types.

Producers Representatives Inc.

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

President.....Irving M. Lesser
Secy.-Treas.Seymour Poe

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

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson

Services Offered—Sport pictures and cartoons for rental to TV.

Reid Ray Television Productions, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393

President.....Reid H. Ray
Vice-President.....William H. Ringold
Sales.....R. V. Jeffrey
Vice-PresidentFrank Balkin
Vice-PresidentJohn Lang

Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

**RD-DR Corp.
(Reader's Digest—
deRochemont)**

35 W. 45th St., New York 36, N. Y.
Phone: JU 2-1410

Chairman of Board....Louis de Rochemont
PresidentBorden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney

Services Offered—Feature, commercial and educational film producers.

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart

Services Offered—Sound recording for motion pictures, TV, radio and transcriptions.

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877

PresidentMoe Kerman
Vice-Pres.Joe Felder

Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 2-0274

PresidentJoseph Schaeffer

Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: State 2-0460

PresidentCapico Kapps

Services Offered—Producers and distributors of live and filmed television programs.

Stuart Reynolds Productions

7324 Santa Monica Blvd., Los Angeles, Calif.
Phone: CRestview 1-6155

PresidentStuart Reynolds

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Exec. Vice-President.....Jay Bonafield
Treasurer.....James H. Herries
SecretaryJoseph Laub
ComptrollerGarrett VanWagner
Production Mgr.....J. Douglas Travers

Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

Hal Roach Studios, Inc.

3822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185
N. Y. Phone: CI 5-4135

President.....Hal E. Roach
Vice-Pres. & Gen. Mgr.S. S. Van Keuren

Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

R. S. Robbins

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

President.....R. S. Robbins
Mgr. of Prize Promotion....Edward E. Finch

Services Offered—Radio and television prizes.

Bob L. Roberts Productions

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

President.....Bob Levitt Roberts

Services Offered—Radio and TV live or film Package Productions.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOLlywood 7-7131

President.....J. Richard Westen
V.P. in Chge. Sales.J. Harry Ebbert

Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli

Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

**Frederick E. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 3183

General Manager.....Fred K. Rockett
 Production Supervision.....Alfred Higgins
 Photographic Department.....Jay Adams
 Editorial Dept.....Paul Lord
 Stage Mgr.....James Conley
 Electrical Department.....Frank Contardo

Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

Roy Rogers Productions

Samuel Goldwyn Studio

1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: GRanite 5111

Executive Producer.....Roy Rogers
 Producer.....Jack Lacey
 Director.....Donald McDougall
 Cameraman.....Joe Novak
Services Offered — Produces TV western films.

Rogell Productions Inc.

8949 Sunset Blvd., Los Angeles 46, Calif.

Phone: CR 45217

Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

Roland Reed Productions

3822 W. Washington Blvd., Culver City, Cal.

Phone: TExas 0-2761

President.....Roland D. Reed
 Vice-President.....Guy V. Thayer, Jr.
 Secy.-Treas.....Hazel Hall
 Production Manager.....Dick L'Estreng
 Casting Dir.....William Tinsman
Services Offered—Producers of commercial, industrial and television films.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 4-5401

President.....David Chudnow
 Vice-President.....Rosamond Chudnow
 Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 5-1085

Partner.....Frank K. Danzig
 Partner.....Bart Ross
 Exec. Asst.....Betsy Boyd
 Assoc. Prod.....Al Burton
Services Offered—Package production of live television programs.

Leslie Roush Productions, Inc.

333 W. 52nd St., New York 19, N. Y.

Phone: COLUMbus 5-6430

Studios: 130 Herricks Rd., Mineola, N. Y.

President.....Leslie M. Roush

Vice-President.....Jules K. Sindic

General Manager.....John Fox

Services Offered—Make TV films, commercials.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.

Phone: YOrk 2494

President & Owner.....Danny Rouzer

Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

Ruby Film Company

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

Phone: CIRCLE 5-5640

General Manager.....Edward Ruby

Production Mgr.....Sidney Nannes

Services Offered—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

Leo Russell & Alex Huberstroh

111 East 28th St., New York 16, N. Y.

Phone: MUrray Hill 9-2568

Partners.....Leo Russell & Alex Haberstroh

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack

Sales Manager.....Julius M. Sack

New York Office

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

Phone: JU 6-2258

Services Offered—Producers, distributors; representatives for independent producers.

Barnard L. Sackett Television Productions

(See Program Producers)

Sarra, Inc.

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

Phone: MUrray Hill 8-0085

President.....Valentino Sarra

Sales Prod. Mgr.....Jack Henderson

Branch Office

16 East Ontario St., Chicago 11, Ill.

Phone: WHItellall 4-5151

Dir. of Film Planning.....Joseph C. Betzer

Production Manager.....Harry W. Lange

Services Offered—TV film production.**Scandia Films, Inc.**

220 W. 42nd St., New York 36, N. Y.

Phone: WISconsin 7-7059

PresidentErnest Mattsson
Services Offered—Distributor and representative of foreign TV producers.

Sawyer-Wirth Associates, Inc.
 430 North Rodeo Drive, Beverly Hills, Calif.
 Phone: BRadshaw 2-2244
 745 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 8-1492

PresidentWayne Wirth
 Vice-PresidentStanley Sawyer
 SecretaryAlan L. Klehan
 TreasurerAlfred Zucker

Screencraft Pictures, Inc.
 341 West 44th St., New York 36, N. Y.
 Phone: ClRcle 6-8546

President.....J. S. Berkson
Branch Offices:
 5746 Sunset Blvd., Hollywood, Calif.
 Phone: HOLlywood 2-4448

Sales Representative.....Tom Corradine
 1109 Currie Ave. No., Minneapolis, Minn.
 Phone: LincolN 7013

Sales Representative.....Don Swartz
 1001 New Jersey Ave. N.W., Washington, D. C.
 Phone: REpublic 0776

Sales Representative.....Myron Mills
Services Offered—Distributor and syndicator of feature and western films. half-hour film packages for television.

Screen Gems, Inc.

(A subsidiary of Columbia Pictures Corp.)
 233 W. 49th St., New York, N. Y.
 Phone: ClRcle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn
 V.P. in Chge. Sales.....John Mitchell
 Business Manager.....Burton Hanft
 Dir. Advtg., Pub. Rel., Harry K. McWilliams
 Eastern Prod. Mgr.....M. Peter Keane
 Staff Prod.-Dir.....John Gilmour,
 Ben Berenberg

Casting Director.....Nancy Kassel
 Film Editorial Chief.....Dan Heiss
 West Coast: 1334 N. Beachwood St.,
 Hollywood 28, Calif.

V.P. Chge. Prod.....Irving Briskin
 Producers.....Michel Kraike, Irving Starr
 Production Executive.....Fred Briskin
 Story Editor.....Harry Fried
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Al Simon Productions

General Service Studios
 1040 N. Las Palmas, Hollywood 38, Calif.
 Phone: HO 7-3111

PresidentAl Simon
Services Offered—Productions of filmed shows and commercials.

Productions: Burns & Allen Show, I Married Joan.

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.
 Phone: WYoming 1491

Partners.....Leonard Clairmont & Homer O'Donnell
Services Offered—Complete motion picture productions and production services.

Skibo Productions, Inc.

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

President-Treas.....Patrick E. Shanahan
 Secretary.....George Blake
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.
 Phone: Cl 6-6915

Executive Producer....Charles E. Skinner
 Associate Producer.....Robert Sloan
 Production Manager.....Ray Rand
 Film Music Editor.....Alphonse Corelli
 Musical Director.....Skitch Henderson
 Set Designer.....Charles Carlotti
 Gen. Production Supervisor...William Toth
 Camera Directors.....Joseph Burn,
 George Webber, Drummond Drury
 General Business Mgr.....Melville Ruick
 Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.

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

PresidentStephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
 Phone: MUrray Hill 5-6626

PresidentFletcher Smith
 Vice-PresidentCharles Schettler
 Secretary-Treasurer.....Peter Caldera
Services Offered—Producers of programs and spots.

Snader Telecriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.
 Phone: CR 5-4451
 President.....Louis D. Snader
 DirectorDuke Goldstone



Casting Director.....Phil Bloom
Musical Director.....Bernard Brody
Production Manager.....Jesse Corallo

Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.
Productions—Liberace.

Soundac Productions Inc.

704 Elmwood Ave., Buffalo 22, N. Y.
Phone: Summer 6262

Pres., Sales Mgr.....Robert D. Buchanan
Production Dir.....Clarence Schleh, Jr.
Art Director.....Francis J. Noack, Jr.

Services Offered—Syndicated and tailored TV film commercial production; animation specialists; syndicated program production for TV.

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens
President.....Harold E. Wondsel
V.P., Sect.....F. C. Wood, Jr.
Treasurer.....Walter Kullberg
Services Offered—Producers of commercial spots and industrial films.

Sovereign Productions, Inc.

7324 Santa Monica Blvd., Hollywood, Cal.
President.....Stuart Reynolds
Producers.....David Hire, J. Siström
Secretary-Treasurer.....Rudolph Monter
Services Offered—Production of ½-hour dramatic films.

Productions—"Cavalcade of America," "Gen. Electric Theatre," "Jeweler's Showcase."

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

Sportvision, Inc.

233 Sansome St., San Francisco 4, Calif.
Phone: EX 2-3837

President.....William Parry, Jr.
Vice-Pres., Bus. Mgr.....Keith Alderson
Production Mgr.....Don Schwab
Services Offered—Sports films for television; weekly sportsreel of western sports; production and distribution.

Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y.
Phone: OSsining 2-2617
General Manager.....Donn Marvin
Production Mgr.....David Carpenter

Services Offered—Available for production of films of all types, produce and distribute own films for television.

Al Stahl Productions

1600 Broadway, New York 19, N. Y.
Phone: Columbus 5-2942

President.....Al Stahl
Vice-President.....Irwin Stahl
V.P. chge. of Prod.....Jack Weisberg

Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

Station Films, Inc.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-1279

President.....Robert H. Salk
Asst. to President.....Gloria Wilson
Services Offered—Film buying service for television stations.

Standard Television Corp.

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

President.....Irvin Shapiro
Services Offered—Major feature films and shorts.

Star Entertainment Corp.

211 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450

President.....Max Wolff
Vice-President.....Al Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.

40 East 51st St., New York 19, N. Y.
Phone: CO 5-1352

President.....M. M. Gettinger
Sales Director.....Jay Williams
Services Offered—Film production for TV; sales & distribution of package shows.

Stempel-Olenick Agency

717 No. La Cienega Blvd., Los Angeles 46, Calif.
Phone: CRestview 1-7141

Owners....Frank Stempel & Julian Olenick

Sterling Television Co., Inc.

205 East 43rd St., New York 17, N. Y.
Phone: OXford 7-2520

President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
V.P. chge. of Station Sales....Bernice S. Coe
Mgr. of Agency Sales....Richard Carlton
Branch Office
6715 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllwood 4-6111
Manager.....Lee Orgel

Services Offered—Producer and distributor of TV features, shorts and film series. TV stock shots. Distributor for independent producers.

Mike Stokey Productions

6123 Selma Ave., Hollywood 28, Cal.
Phone: Hollywood 2-1241

PresidentMike Stokey
Assoc. Producer.....Gene Colton
Assoc. Producer.....John Huener
Service Offered: Producers of live and filmed television productions. General television packaging.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUDson 2-3816

Owner.....Wilbur J. Streech
Client Relations.....J. Arthur West
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807

President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Directors....Hy Click, Howard McDonnell
Services Offered—Complete production of films for television.

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-2590

President.....S. A. Costello
Exec. Vice-President.....Ben Frye
Secretary.....Nina Lu Little
Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

Swift-Chaplin Productions, Inc.

4316 W. Jefferson Blvd., Los Angeles 16, Cal.
Phone: REpublic 2-4492

President.....Charles F. Chaplin
Vice-PresidentHoward Swift
Secretary-TreasurerHarry Hinkle
Production Manager.....Miles E. Pike
Services Offered — The production of custom-built television commercials.

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 3-1088

Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister
Services Offered: Specialize in westerns, outdoor, animal packages.
Productions: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

President.....Gifford Phillips
Asst. to Pres.....Ludlow Flower, Jr.
V.P., Gen. Mgr.....Marc Frederic
Services Offered—Producers, distributors.
Productions: "Little Theatre."

Telecast Films, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUDson 6-5480

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

Telemated Cartoons

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

Prod.-Dir.Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

Telemount Pictures, Inc.

P. O. Box 4555, Los Angeles 24, Calif.
President.....Henry B. Donovan

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUDson 6-2450

PresidentHerbert Scheftel
Exec. Vice President.....Alfred G. Burger
General Manager.....Charles N. Burris
Editor-in-chief.....Edward P. Genock
Production Manager.....Marshall Davidson
Chief Film Editor.....William Sofio
Dir. Comm. Film Dept....Robert W. Schofield
Adv. & Prom. Mgr.....Robert Kirsten
Services Offered—Producers of television news film, film commercials, film programs; film stock shot library.
Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

Telepix Corporation

Times Tower Bldg., 1475 Broadway,
New York 18, N. Y.

Phone: PENnsylvania 6-1821-2
President.....Albert G. McCarthy
Vice-PresidentRichard Freitas
SecretaryRita Fables
Services Offered—TV films.

Telerama Productions

(See Television Films of America for personnel listing.)



Telescene Film Productions Co.

237 First Ave., New York City, N. Y.
Phone: AL 4-8470

President Robert Tobias
Office Manager Arthur Blackman
Services Offered—Fifteen minute television film series, "Pulse of the City."

Telescene Films

4238 Mammoth Ave., Sherman Oaks, Calif.
Phone: STate 9-4952

Exec. Producer William Lava
Production Assoc. Rex Lipton
Services Offered—The production of pure entertainment films for television.

Television Exploitation Inc.

101 West 55th St., New York 19, N. Y.
President Milton M. Gettinger
Exec. Vice-President Oliver O. Unger
Sales Representative Harold Goldman
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3150
General Manager Paul N. Robins
Services Offered—Lease and/or sale of TV rights foreign countries, small amount of domestic rights available. Material includes serials, shorts of all types.

Television Films of America

Box 1006, Beverly Hills, Calif.
Phone: NOrmandy 2-2520
Exec. Producer Jack Parker
Exec. Director Ross Van Nibroc
Production Mgr. Ray Bond
Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

Television Programs of America, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-2765
Chairman of Board Edward Small
President Milton Gordon
Exec. Vice-President Michael M. Sillerman
Asst. Vice-President Kurt Blumberg
Treasurer Seymour Malamed

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President Charles J. Basch, Jr.
Treasurer Clarence Schmidt
Secretary Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary

films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngley 6-4140

Producer W. Wallace Orr
Director of Programming &
Sales George J. Kerrigan, Jr.
Director of Production Dan Wise
Film Editors Joe Arnold, Dan Endy,
Marvin Fisher, William Friel

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Ed McLemore "Texas Rasslin"

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173
V.P., Gen. Sales Mgr. Maurice Beck
Services Offered—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

Ed Thorgersen

245 West 55th St.
Phone: CIrcle 6-8935
Exec. Producer Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.
Phone: CIrcle 6-4443
President Chas. W. Curran
Vice-President Stephen E. Fitzgibbon
Production Assistant Diana Kembel
Associate Producer Fred Kelly
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

Productions: Fu Manchu.

Transfilm Inc.

35 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400
President William Miesegaes
Vice-Pres. William Burnham
Vice-Pres. Robert Klaeger
Exec. Vice-Pres. Walter Lowendahl
Secretary-Treasurer Peter A. Schlenker
Services Offered—Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, editors.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 8-1323

PresidentDoria Balli
Sales Manager.....Charlie Larrain
Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell
Services Offered—Series of half-hour, open-end TV films for children.

TV-Programs, Inc.

10 Washington Place, New York 1. N. Y.
Phone: GR 7-0123

Executive Producer.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman

TV-Unlimited Inc.

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

PresidentHerbert Rosen
Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.
Phone: CIRCLE 5-6000

Vice-Pres., Gen. Mgr.....F. A. Long
Asst. Gen. Mgr.....Robert Gaertner
Traffic Manager.....Sidney Dash
Mid-West Sales Rep.....Robert O'Brian
Division Sales Mgr.....Milton E. Olin
Services Offered — Distribution of television films.

United Press Associations (See Program Producers)

United Productions of America

4440 Lakeside Dr., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division—670 Fifth Ave.,
New York 19, N. Y.
Phone: PLaza 3-1672

Pres. & Exec. Produce.....Stephen Bosustow
Vice-PresidentRobert Cannon
N. Y. Office Mgr.....C. D. McCormick
V.P. in chge. Pub. Rel.....Charles Daggett
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

United Television Programs, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLLYwood 5-2195
N. Y. Phone: PLaza 3-4620

PresidentPhilip Krasne
Vice-PresidentJack Gross
Sales Manager.....Wynn Nathan
Services Offered—Sales distributors for TV film producers. Engaged in selling TV film programs to advertising agencies and TV stations.

Unity Television Corp.

1501 Broadway, New York 24, N. Y.
Phone: LONGacre 4-8234

President.....Arche A. Mayers
Sales Manager.....L. Firestone
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

Unity Television Corp. of Calif.

8051 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5693
N. Y. Phone: LONGacre 4-8234

ManagerConstance Lazar
BookerVincent Fiumano
Services Offered—Film producers, open-end films, feature films, educational shorts, cartoons, sport reels serials, etc.

United World Films, Inc. (Subsidiary of Universal Pictures)

445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000

P. O. Box 183, Universal City, Cal.
President.....J. M. Franey
V.P. in Chg. Sales.....N. E. Gluck
West Coast Production.....George Bole
N. Y. Prod. Dept.....Steve Alexander
Services Offered—Producer and distributor of programs and spot commercials.

Van Praag Productions

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857

Executive Producer.....William Van Praag
Production Chief.....Gilbert M. Williams
Art Director.....Sidney Kupfershmid
Chief Cameraman—Unit A....Sidney Zucker
Chief Cameraman—Unit B....Sol Roizman
Casting Director.....Joan Topper
Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326



President.....Henri E. Marcuse
 Partner.....Guy Calandreau
 Script Supervisor.....Charles Cinnamon
 Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for
 TV film series; script packages.

Video Pictures, Inc.

Executive & Sales Offices
 41 E. 50th St., New York 22, N. Y.
Phone: MUrray Hill 8-1162
STUDIO: Video Pictures, Inc.
 510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

President.....William R. Deering
 Vice-President.....Martin Henry
 Vice-President.....George W. Goman
 Secretary.....Elsie M. Rice
 Supervisor of Sales.....Frank B. Woodruff
Services Offered—Complete facilities for
 production of motion pictures, television,
 commercials, programs, industrial and other.

Video Pictures, Inc.

1515 No. Western Ave., Hollywood 28, Calif.
Phone: HU 2-3030

President.....Hank McCune
 Assoc. Producer.....Charles Maxwell
 Production Manager.....Jack Caldwell
 Merchandising & Promotion.....B. A. Babb
Services Offered—Producers of theatrical
 and commercial television subjects.

Video View, Inc.

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLlywood 3-1179

President.....Bradley Kemp
 Vice-President.....Marshall Taft
 Sales Director.....Kenneth Harp
Services Offered—New method of record-
 ing television programs, provide agencies and
 sponsors with low-cost, high-quality 16 mm
 sound-on-film records of television spots,
 exactly as they appear in the living room.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
Phone: MU 6-3310

President.....Alfred Justin
 Studio Chief.....William B. Shriner
 Staff Director.....James Rose

Visual Media, Inc.

21-29 45th Rd., Long Island City, N. Y.
Phone: STillwell 4-2941

President.....William M. Nelson
 Art Director.....Raymond Keane
 Advertising Consultant.....Weston Hill

Voeller Productions Inc.

1052 Carol Drive, Hollywood 46, Calif.
Phone: CRestview 4-6253

President.....Will H. Voeller
 Vice-President.....George Hughes
Services Offered—Production and distribu-
 tion of live and transcribed radio and tele-

vision programs, industrial films, commercial
 spots, animated spots and cartoons.

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 7-3111

President.....Robert Angus
 Vice-President.....James Banks
 Production Manager.....Edward Sacta
Services Offered—Producer of feature and
 commercial films for TV.

Vonna Productions, Inc.

General Service Studios, Hollywood, Calif.
Phone: HOLlywood 4-0814

President.....Eddison von Ottenfeld
Services Offered—Producers of governmen-
 tal and commercial radio transcriptions, cus-
 tom recordings, jingles, motion picture trail-
 ers, TV spots.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
Phone: CIrcle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, anima-
 tion, telops, balops, slides, commercial mo-
 tion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287

Producer.....Adrian Weiss
 Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization
 geared to produce all types of TV films
 from 20 second spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organiza-
 tion, geared to distribute all types of tele-
 vision shows throughout the country.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
Phone: CIrcle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film
 commercials, industrials, features and short
 subjects.

Wilding Picture Prods., Inc.

385 Madison Ave., New York, N. Y.
Phone: PL 9-0854

Vice Pres.....J. W. Inglefield

Frank Wisbar Productions Inc.

7324 Santa Monica, Los Angeles, Calif.
Phone: HUdson 2-2286

President.....Frank Wisbar
 Vice-President.....Benjamin H. Kline
 Assoc. Prod.....Sidney Smith

Dir. of Photo.....B. H. Kline
Services Offered — Film productions for TV.
Productions: "Fireside Theater."

Raphael G. Wolff Studios

5631 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 7-5126
N. Y. Phone: PLaza 5-5386
 Owner-Exec. Chairman...Raphael G. Wolff
 Exec. Dir., Creative Dept.

MacDonald MacPherson
Services Offered—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

World Video, Inc.

(See Program Producers)

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: LUXemburg 2-2216
 Owner, Exec. Producer....Emerson Yorke
Services Offered—Producer of TV and other types of films.

Workshop TV Distribution, Inc.

418 South Robertson Blvd., Los Angeles 48, Calif.
Phone: CReStview 5-4373
 PresidentPaul Garrison
 Vice-President.....Ernest Baumeister
 Secretary-Treasurer.....Edwin Gillette
Services Offered—Distribution of filmed TV programs, production facilities for rent,

production of filmed TV programs.

Zahler Productions, Inc.

113 South Robertson Blvd., Los Angeles 48, Calif.
Phone: CReStview 5-4373
 President.....Gordon R. Zahler
 Vice-PresidentMillard Jacobs
 TreasurerRose Zahler
Services Offered—Production of television films.

Ziv Television Programs, Inc.

188 Madison Ave., New York, N. Y.
Phone: MURray Hill 8-4700
 Chairman of the Board....Frederic W. Ziv
 President.....John L. Sinn
 V.P. in Chge. Sales.....Maurice J. Rifkin
 West Coast Office Mgr.....Maurice Unger
 Eastern Div. Sales Mgr.....Albert Goustin
 Central Div. Sales Mgr...Edward J. Broman
 Western Div. Sales Mgr...Valter Kingsley
Services Offered—Production, sales and distribution of television films for syndication.
Productions: Boston Blackie, Cisco Kid, The Unexpected, Favorite Story, Yesterday's Newsreel, Sports Album, Story Theatre, Your TV Theatre, The Living Book.

Zorro Productions

2100 West Alameda Ave., Burbank, Calif.
Phone: CHArleston 8-5559
 ProducerWilliam Cottrell
 Business Manager.....Nat Winecoff

**FOR LISTINGS OF
 IMPORTANT
 ADVERTISING AGENCIES
 AND
 PERSONNEL**

SEE PAGE 133



Films to Play Major Role in Television Broadcasting

By ARCHIE MAYERS

*President
Unity Television Corp.*

To forecast the responsibility and future use of films on television, one need not resort to the crystal ball. There is sufficient background, history and documentary evidence to furnish most of the answers regarding the part that film has played and will play in future telecasting. However, before looking into the future it may be well first to review the past.

In the so-called early days of television, assuming that 1946 would serve as a springboard, the motion picture as related to television was an orphan and stepchild; and quite often referred to as a 'dirty word' spoken of only in hushed tones. And why not? Wasn't television supposed to be the electronic transmission of live figures and live shows? And was it not the intention and hope of the commercial producers to substitute live television for mechanical devices, meaning in one instance motion pictures? This certainly was the basic aim of television but quite often theory is superseded by reality. In the minds of many of the producers and telecasters, reality represented that form of visual projection, regardless of whether it was "live" or on film.

To project this viewpoint to a conclusion of the present-day, facts and statistics prove that motion pictures are as great a reality as live shows, the only difference being that one is projected electronically from a live stage, whereas the other is transmitted mechanically. Thus, it poses the question "What Is The Difference?" Actually, there is no discernible difference. It takes a practical expert and one highly attuned to these respective arts to look at a screen and differentiate between "live" and film. Given a good positive print with intelligent understanding of the electronic arts, with proper timing and projection, a play on motion picture film serves the same purposes as a live show without any of the failures that quite often occur in live production — particularly when one con-

siders that a motion picture film may be edited, the rough spots removed and generally primed to perfection before it is projected.

During the past seven years, the usage of motion picture films on television has grown beyond anyone's conception. From 1946 to 1948, film being considered a stepchild, was mostly employed for program fillers and standby usage. But in 1949 its practical and economical values were "discovered." Most of the 108 stations on the air at that time developed an awareness that motion pictures were more than a substitute; it being divined that motion pictures were the real McCoy. This discovery was no mere accident; it was based upon:

- (1) Quick availability of many thousands of shows.
- (2) Public acceptance of predetermined values and star names.
- (3) Ease of handling and operations, and last but not least;
- (4) The economic aspect.

The latter had great significance to station operators, program directors, technicians and sponsors. They quickly saw and determined that motion pictures, having all of these qualifications, could be purchased at a fraction of the cost of live shows, could be obtained at a reasonable portion of the rate card—and furthermore, could be auditioned beforehand to determine acceptability for the respective markets. Also, a tremendous economical factor not to be ignored is the advantage of residuals, which may be enjoyed only through film production—and certainly not through live shows. Thus, the general idea of using motion pictures on television began to snowball, and in the year 1950 grosses realized by distributors and station time sales catapulted into substantial figures. So the momentum continued through 1951, 1952 and 1953, until the gross volume done through motion pictures totalled in excess of thirty or forty million dollars for 1953.

Television Personalities 1953-1954

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A PICTORIAL PARADE OF SOME
OF THE LEADERS OF TELEVISION
—FROM THE STATION, AGENCY,
NETWORK AND PRODUCTION
FIELDS—DURING THE PAST YEAR

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