

RADIO

*Annual*

TELEVISION

*Year Book*

1955



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*Yearbook of radio & television*

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# Foreword

**K**EEPING pace with the era of broadcasting and its promise of vest pocket and wrist-watch radio receivers in an age of transistors and other electronic miracles, **Radio-Television Daily** is proud to present this stream-lined compact volume of facts and figures. Another year of the day-to-day advances of radio are chronicled in the pages of this volume which also record the predictions of electronic miracles in the year ahead.

**A**GAIN we are grateful to the men and women—the who's who of broadcasting—for their many contributions which have made this 1955 edition the most authoritative and complete reference volume ever published by the broadcasting industry. Page after page is replete with factual information gained from the storehouse of knowledge of many in the communications field. To them we dedicate this 1955 volume.

**JACK ALICOATE**  
Editor-in-Chief

**FOR WORLD-WIDE NEWS . . .**

**FOR CLEAR, COMPREHENSIVE**

**COVERAGE . . .**

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**A P**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



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1955

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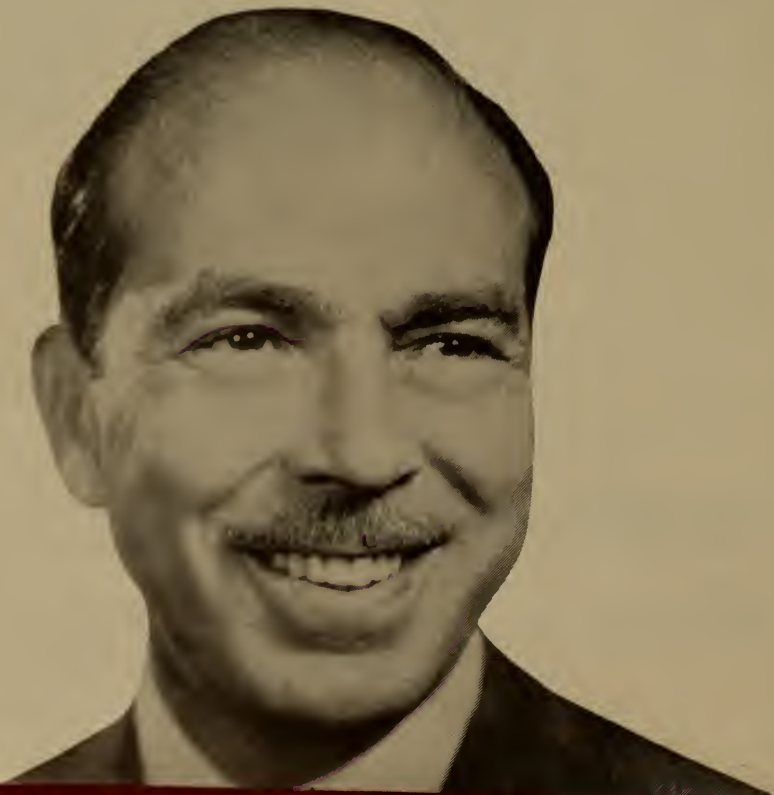
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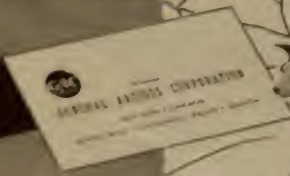
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*Chesterfield*

**CBS TV NETWORK**

**CBS RADIO NETWORK**



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**HARRY WISMER**

Broadcasting and Telecasting

**TOP SPORTING EVENTS**

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BASIC NEWS	World News Roundup	Weekdays, 8 times; Sun., 4 times
	The World in Brief	Weekdays, 13 times; Sun., 18 times
	United Press Headlines	Weekdays, 8 times; Sun., 4 times
SPORTS	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Great Moments in Sports	Manday through Friday
	Sizing Up Sports	Sunday
	Sports-at-a-Glance	Twice daily
FOR WOMEN	The Woman's Beat	Manday through Friday
	Mainly for Women	Manday through Friday
	Women in the News	Monday through Friday
HUMAN INTEREST	Your Home	Saturday
	Time Out	Monday through Friday
	In Your Neighborhood	Monday through Saturday
	In Mavieland	Saturday
	Flashback	Monday through Saturday
	United Press Almanac	Every day
	On the Record	Wednesday, Saturday
	Of Human Interest	Manday through Friday
FARMING	Daily Market Summary	Manday through Saturday
	Rural Roundup	Monday through Friday
	R.F.D. Review	Monday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	Monday through Friday
	Under the Capitol Dome	Manday through Friday
	United Press News Analysis	Monday through Friday
	Planes in the News	Manday through Friday
BUSINESS & SCIENCE	Weekly Business Review	Saturday
	Today in Science	Monday through Friday
	Calling All Drivers	Saturday

1550 stations from coast to coast receive from United Press an average of more than 45 news programs and news features every day — besides scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

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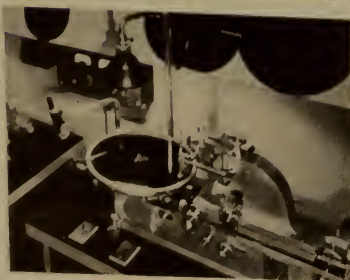
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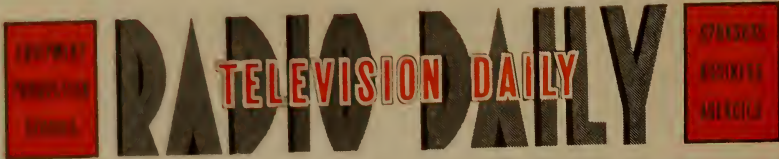


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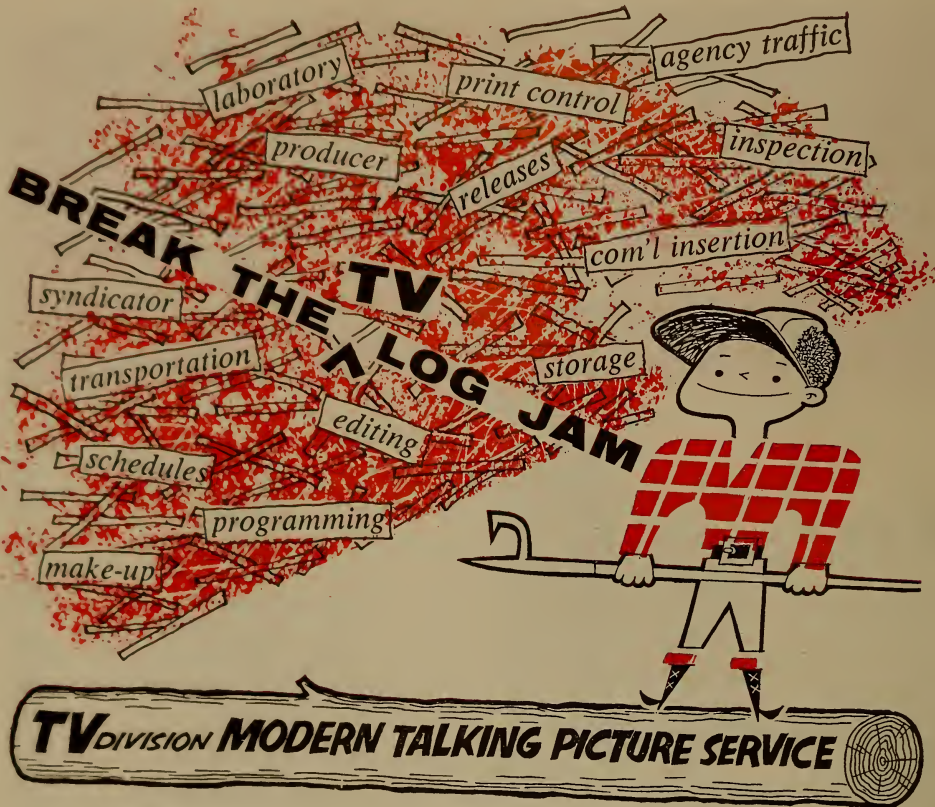
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**More Americans saw**  
**BULOVA ON TV**  
**than any other product**

**Thanks to America's Largest Spot Campaign  
and Your Fine Cooperation**

● Again in 1954, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA continued to depend upon spot television and spot radio as our principal advertising media. In fact, more than 260 TV stations carried BULOVA messages in 1954! And, we know that the success

of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you—our sincere appreciation. We look forward to many more years of pleasant and profitable association.

**BULOVA WATCH COMPANY, INC. • BULOVA PARK, FLUSHING 70, N. Y.**



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AD AGENCIES!

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PSYCHOLOGY**  
?

.....and what can it do for you?

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"ORIGINAL MUSIC SCORING SERVICE"

MITCH LEIGH

ART HARRIS

"EXPERTS IN MUSICAL PSYCHOLOGY"

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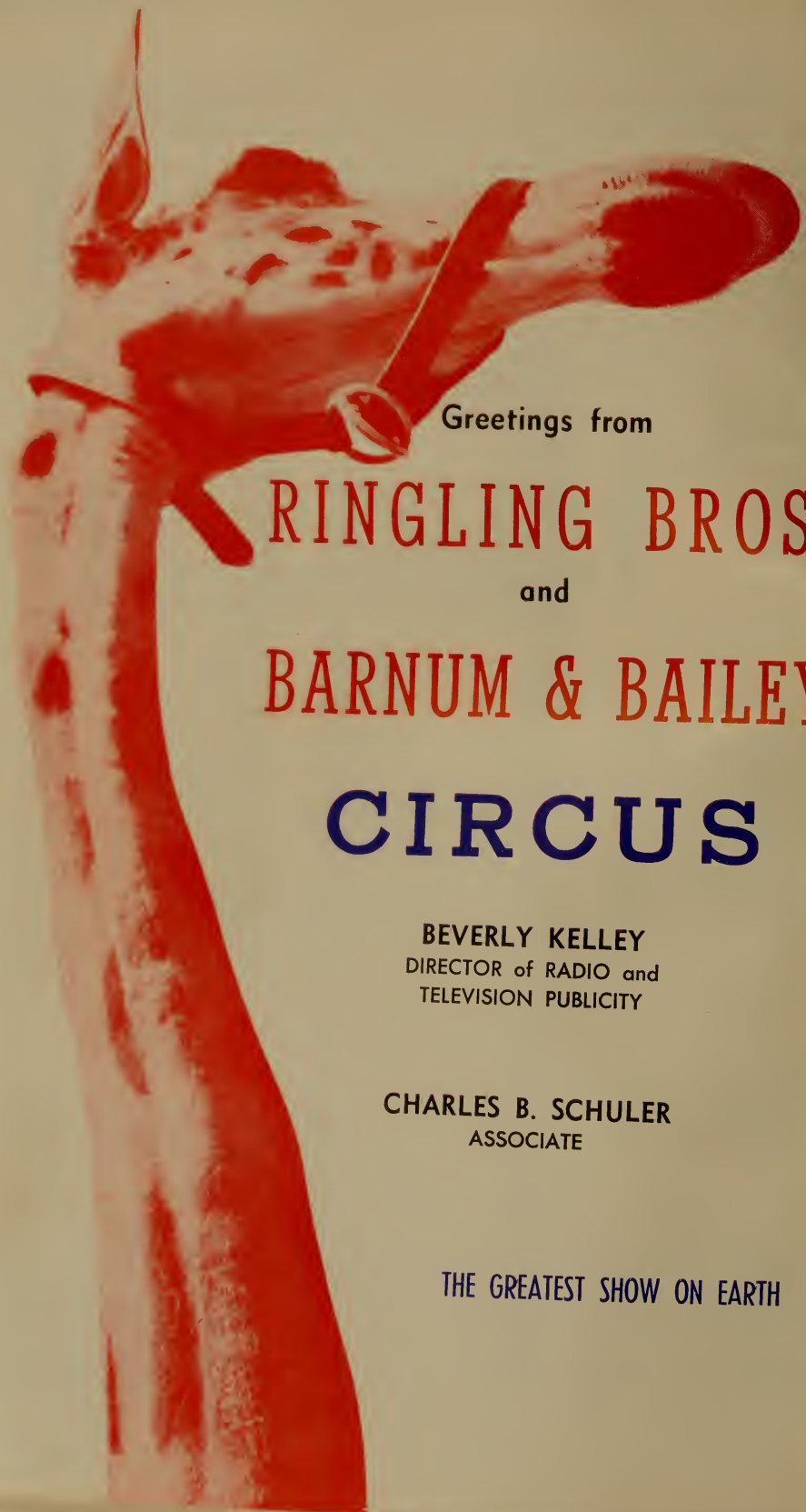
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**BEVERLY KELLEY**  
DIRECTOR of RADIO and  
TELEVISION PUBLICITY

**CHARLES B. SCHULER**  
ASSOCIATE

THE GREATEST SHOW ON EARTH

# Communications Growth Reflected By Increase of FCC Applications



For Fiscal Year Ended June 30, 1954



George C.  
McConnaughey  
Chairman

**S**POTLIGHTING the 20th anniversary year of the Federal Communications Commission is the fact that the Nation is now studded with and served by more than 700,000 radio transmitters; 50 different nonbroadcast services; and 11 categories of broadcast station authorizations nearing the 6,000 mark. Program service was being rendered by two types of aural stations plus an expanded video service to which compatible color had been added.



Statistically, broadcasting authorizations totaled 5,838 at the end of fiscal 1954, which was a net gain of 408 for the year. Broadcast applications received during the year totaled 8,200, which was 1,220 more than the previous year.

For television there was a net increase of slightly more than 100 broadcast station authorizations during the year as compared to the banner number of nearly 400 in fiscal 1953, which was the first year following the lifting of the temporary freeze. The result was that, as of the end of the fiscal year 1954, the Commission had granted construction permits to 603 TV broadcast stations. Of this number, 573 were for commercial operation and 402 such stations were on the air or authorized to go on the air. The total grants represented 340 VHF and 233 UHF stations, of which 265 VHF and 137 UHF stations had operating authorizations. They were bringing TV service to a vast audience over most of the United States and in Alaska, Hawaii, and Puerto Rico.



By the end of the fiscal year, all non-competitive applications which were in a position to be granted had been so acted upon by the Commission. Consequently, of the 200 still-pending commercial applications, 186 were in hearing status.

Action on TV applications was, in large measure, speeded by continued study and adjustment of the Commission's temporary processing procedure.

As adopted in April of 1952, it set up a priority system based upon the availability of TV service. After many grants had been made, the Commission felt that emphasis should be placed on local outlets rather than upon availability of outside service. Accordingly, on July 14, 1953, it gave primary consideration to cities which had no local TV stations.



The new rules for color do not specify a minimum number of hours during which TV stations must transmit color programs. However, the number of colorcasts has been increasing as more stations install color equipment and the telephone company extends its color relay facilities to additional cities and stations. Most of the color receivers produced initially had the equivalent of a 15-inch picture tube. But larger tubes are in production, and indications are that as more color sets become available there will be a resultant reduction in cost to the public.

During the year the Commission granted 142 additional AM authorizations, making a total of 2,697 such authorizations at its close. Most of the new AM assignments were to the smaller communities without local stations.



The year closed with 569 commercial FM authorizations outstanding. Authorizations were issued for 22 new stations while 54 authorizations were deleted, leaving a net loss for the year of 32 stations.

At the close of the fiscal year the number of construction permits granted for noncommercial educational TV operation had increased to 30, of which 14 were VHF and 16 UHF. Six educational TV stations were operating — three in VHF and three in UHF. While several shifts of educational reservations were made upon petition, and after rulemaking, the Commission continued to frown upon any effort to transfer educational channels to commercial use.



**GUY LOMBARDO**  
and his  
**Royal Canadians**  
**AMERICA'S NUMBER ONE BAND**

**TV — "LIVE"**  
WRCA-TV, N. Y.  
for  
**LINCOLN-MERCURY**

Hotel Roosevelt, N. Y.

**TV — "FILMED"**  
**"THE GUY LOMBARDO SHOW"**

Syndicated by  
M. C. A.

Decca Records



Publicity: **DAVID O. ALBER ASSOC., INC., Gene Shefrin**



# Advertising Outlay Scheduled In 1955 To Reach All-Time Mark

□ □ □ □ □ □

**By FRANK BURKE**

**Editor**

**Radio-Television Daily**

IT'S foolhardy to try to forecast what is in store for the broadcasting industry during 1955. However one thing is certain, with government agencies predicting a good year and the advertising outlay expected to reach a new all-time high, the radio and TV broadcasters should have a progressive and prosperous year.

The outlook in the advertising field is a pretty good barometer of the broadcasting business. The wise ones are predicting that this year's expenditures will pass the \$8,000,000,000 mark by a good margin. This is big money and already the radio and TV networks as well as the local stations are making their bid for a part of it.

□ □ □

Along with prospects for a banner year comes word that television worked wonders in 1954 and radio didn't fare so badly either. Gross TV billings were estimated at more than \$500,000,000 for time as compared to \$450,000,000 in 1953. Adding talent and production costs it is estimated that the figure was about \$900,000,000.

Radio billings for 1954 were estimated at \$415,000,000 by the Radio Advertising Bureau. The web billings were figured at \$142,000,000 as compared to \$144,600,000 in 1953 and the local advertising at \$273,000,000 as compared to \$257,300,000 in 1953.

□ □ □

The new year of advertising in both radio and television got off to a flying start with the regional and national spots and special programs bought by the automotive industry. The manufacturers, particularly General Motors, spent a great deal on the national and local level and indications are that their spot business and those of others will continue throughout the year.

Another aspect which brought optimism to both the radio and television fields was the increased use of spot business by national advertisers. Among these accounts are included drugs, home appliance, foods and cosmetics and

amounts of their billings has been steadily growing upward. The trend, according to one time buyer, seems to be toward the purchase of regional time with merchandising tie-ins.

□ □ □

An interesting development of the new year is the formation of the Quality Radio Group composed of 43 stations who are banked together to sell circulation as a package. The president of this group is Ward Quall of Crosley and William B. Ryan, formerly president of BAB, is executive vice-president and director. These stations, representing most of the clear channel outlets, have sales offices in both New York and Chicago and plan to open another on the west coast.

□ □ □

Television forges ahead at an accelerated clip with color TV fast taking over the spotlight from conventional black and white. RCA and NBC have led the field in the promotion of compatible color and have asked other networks and manufacturers to intensify their support. In the meantime the black and white TV service enjoys further station and circulation expansion and the battle of survival of UHF in many markets continues.

All in all the outlook for 1955 is most promising and both radio and TV networks should turn in a good business year. Some forecast the decline of nighttime radio network programming as we know it today, and others envision a new era in which midget transistor portable radios will revolutionize the business and bring new energy to the radio broadcasting industries. On the television side the coming year is certain to be the biggest ever and before year's end the schedule of color TV programming on networks will probably reach the proportions of competition for some black and white. However, the color TV audience is still limited, and it will be several years before the more than 34,000,000 black and white receivers are replaced.

# JACK BENNY



# TEN TOP RADIO-TV NEWS EVENTS OF 1954

RADIO-TELEVISION DAILY's selections of the top ten news events of 1954, covered by Radio and Television follow:

- 1—The Supreme Court decision on segregation in the public schools.
- 
- 2—The Army-McCarthy hearings and condemnation of the Senator.
- 
- 3—The shooting of five Congressmen by Puerto Rican Nationalists.
- 
- 4—The East Coast hurricanes.
- 
- 5—Roger Bannister breaks the four minute mile.
- 
- 6—The mid-term elections.
- 
- 7—Geneva conference-truce in Indo-China.
- 
- 8—Chinese Reds jail American airmen.
- 
- 9—Illness of Pope Pius XII.
- 
- 10—French agreement on rearming West Germany.
- 

## *Outstanding Broadcasts*

- ABC Radio-TV—The Army-McCarthy hearing.
- 
- CBS Radio—Man's Right to Knowledge.
- 
- CBS TV—"The Search" Series.
- 
- Du Mont Network—Pro Football Championship Game.
- 
- Mutual—World Series Coverage.
- 
- NBC TV—"Three, Two, One—Zero" Documentary.
- 
- NBC Radio—Coverage of Hurricanes.



**MR. TELEVISION**

# Favorites of 1954

As Selected by Nation's Radio-TV Editors

## RADIO

## TELEVISION

### — MAN OF THE YEAR —

JACK BENNY

CBS

JACKIE GLEASON

CBS-TV

### — WOMAN OF THE YEAR —

EVE ARDEN

CBS

LUCILLE BALL

CBS-TV

### — COMEDY SHOW OF THE YEAR —

JACK BENNY

CBS

GEORGE GOBEL

NBC-TV

### — DRAMATIC SHOW OF THE YEAR —

LUX RADIO THEATER

CBS

U.S. STEEL HOUR

ABC-TV

### — MUSICAL SHOW OF THE YEAR —

VOICE OF FIRESTONE

ABC

HIT PARADE

NBC-TV

### — COMMENTATOR OF THE YEAR —

EDWARD R. MURROW

CBS

EDWARD R. MURROW

CBS-TV

### — DOCUMENTARY OF THE YEAR —

CHURCHILL BIRTHDAY

SALUTES

"THREE, TWO, ONE—ZERO"

NBC-TV

### — QUIZ SHOW OF THE YEAR —

YOU BET YOUR LIFE

NBC

"WHAT'S MY LINE?"

CBS-TV

### — SPORTSCASTER OF THE YEAR —

BILL STERN

ABC

MEL ALLEN

NBC-TV

### — CHILDREN'S SHOW OF THE YEAR —

"LET'S PRETEND"

CBS

"DISNEYLAND"

ABC-TV

### — VOCALIST OF THE YEAR —

Male

EDDIE FISHER

MBS

Male

PERRY COMO

CBS-TV

Female

ROSEMARY CLOONEY

CBS

Female

DINAH SHORE

NBC-TV

### — SONG HIT OF THE YEAR —

"THIS OLE HOUSE"

BMI

"LET ME GO, LOVER"

BMI

# HOPE



1955

**GENERAL FOODS  
AMERICAN DAIRY ASSOC.**

# BROADCAST REVENUES CONTINUE SPIRAL TO NEW RECORD HIGH



**I**N the calendar year 1953, the grand total revenues of the broadcasting industry (radio and television) passed \$900 million, the highest on record. Total revenues, which comprise revenues derived from the sale of time, talent, and program materials to advertisers, were reported at \$908 million. Radio revenues increased from \$469.7 million in 1952 to \$475.3 million, in 1953, while aggregate TV revenues of \$432.7 million in 1953 were 33.5 percent greater than the \$324.2 million for 1952.

Broadcasting profits of \$123 million in 1953 were 6.4 percent greater than those of 1952. The industry reported a profit from television broadcast operations of \$68 million, 22.5 percent higher than in 1952. Earnings from radio AM and FM broadcast operations decreased by 8.4 percent from \$60.1 million in 1952 to \$55 million in 1953. All profit figures are before payment of Federal income tax.

The following tables show the comparable calendar year 1952-53 radio and television financial data for the radio and television broadcast industries:

ALL NETWORKS AND STATIONS, 1952-53


Item	1952	1953	Percent increase or (decrease) in 1953
	Millions	Millions	
<b>Total broadcast revenues</b> .....	<b>\$793.9</b>	<b>\$908.0</b>	<b>11.3</b>
<b>Radio</b> <sup>1</sup> .....	469.7	475.3	1.1
<b>Television</b> .....	324.2	432.7	33.5
<b>Total broadcast expenses</b> .....	<b>678.3</b>	<b>785.0</b>	<b>15.7</b>
<b>Radio</b> .....	409.6	420.3	2.6
<b>Television</b> .....	268.7	364.7	35.7
<b>Broadcast income (before Federal income tax)</b> .....	<b>115.6</b>	<b>123.0</b>	<b>6.4</b>
<b>Radio</b> .....	60.1	55.0	(8.4)
<b>Television</b> .....	55.5	68.0	22.5

<sup>1</sup> Radio includes AM and FM broadcasting.

NOTE:—1953 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,434 AM and AM-FM and 45 independent FM stations. 1952 data are for the same networks and 2,324 AM and AM-FM and 56 independent FM stations. 1953 TV data cover the operations of 4 networks and 334 stations; 1952 data are for the same networks and 122 stations.

\* Reproduced from advance release of Federal Communications Commission 20th Annual Report for fiscal year ended June 30, 1954.



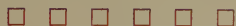
*Liberace*  




*George Liberace*  
*Musical Director*



# Electronics Industry Advances Nation's Economy and Welfare



**By BRIG. GENERAL DAVID SARNOFF**

**Chairman of the Board**

**Radio Corporation of America**

TELEVISION in 1954 — its eighth year as one of the country's fastest growing industries — established new records in retail sales of TV receivers and widened the scope of programming, especially in color. These accomplishments and advances in related fields once again mark the electronics industry as a leader in advancing the nation's economy and welfare.



Some of the major developments during 1954 were:

- **Compatible Color Television:** NBC's "Introductory Year" during which it broadcast many types of programs in color and featured "Spectacular" shows, dramatically revealed the potential scope of color TV.

- **Color TV Tube and New Set:** The RCA 21-inch color tube and a new TV color receiver using this tube, were placed on the market and production will be increased in 1955.

- **RCA's Magnetic TV Tape Recorder:** Brought to commercial design stage. NBC will commence, early in 1955, field tests in both black-and-white and color television tape recording.

- **Electronic Light Amplifier:** When further developed, this will have important applications in television, and other fields. In television, for example, techniques used in the light amplifier will eventually make it possible to see a TV picture in black-and-white or in color on a thin, flat TV screen that can be framed and hung on the wall like a picture.



During 1954 basic progress was made in carrying all these developments forward. New knowledge was gained through research and experimentation in these fields at RCA Laboratories. The results achieved will have a profound effect on further progress during 1955.

For 1955, industry production of television receivers is estimated around 6,000,000. This will lift the total of TV receivers in the United States to approximately 38,000,000 by the end of the year.

Television is destined for new advances, both in technical design and in programming. An outstanding development in 1954, the RCA 21-inch color tube, operating with the magnetic equalizer which maintains color purity to the very edges of the picture, is now in production. It is certain to stimulate production of color sets by others in the industry as well, and will lift color TV "off the ground" and into the market.



Magnetic tape recording for black-and-white and color television, demonstrated by RCA at the end of 1953, was developed further during 1954 and will make its debut during the coming year as a new tool for the broadcasting industry.

The electronic light amplifier, which uses the principle of electronic light, under development in RCA Laboratories during 1954, will glow more brightly during 1955. Light amplification by this means has been achieved experimentally in ratios of more than 20 to 1; when that figure reaches 100 to 1, a practical amplifier of light will mark a significant step forward in the science of illumination and television.

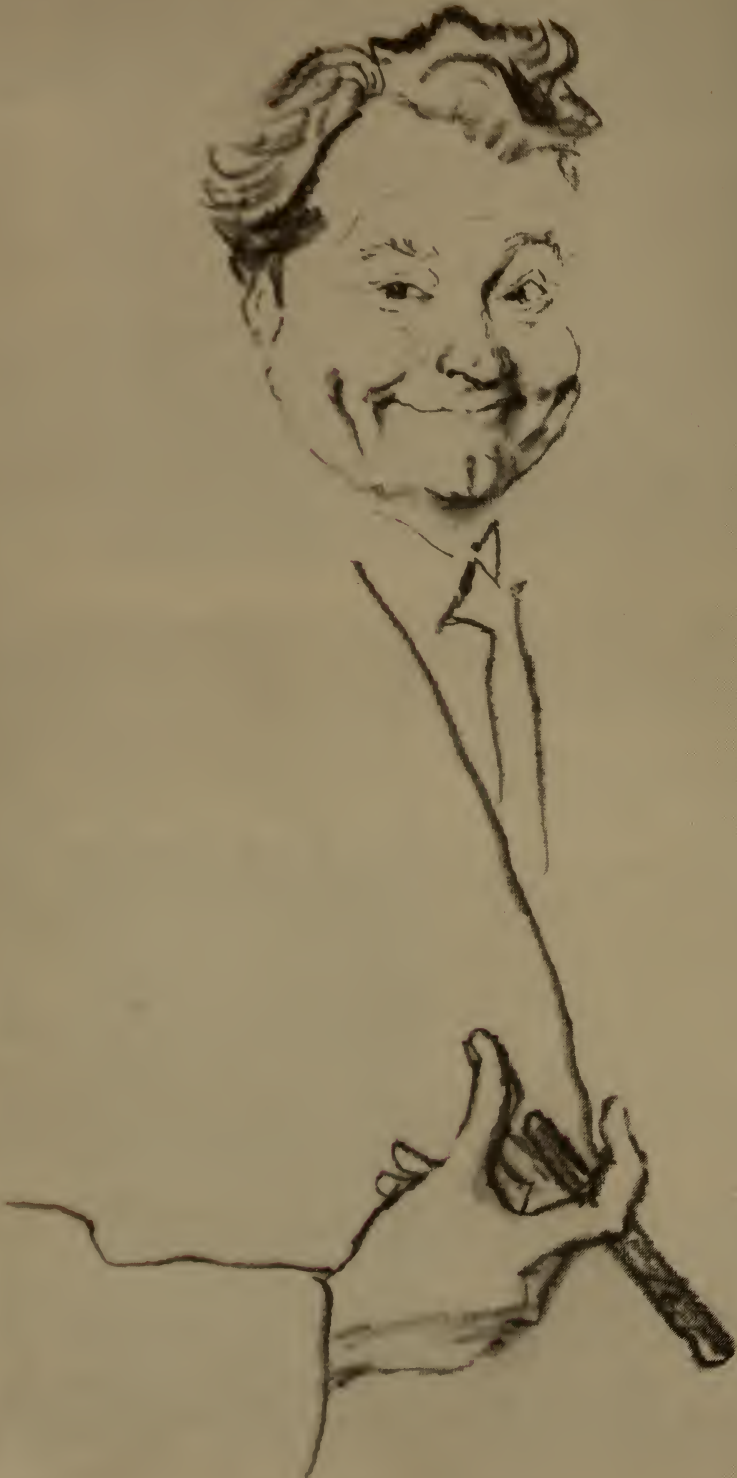
In television, this new form of light amplification will bring bigger and brighter pictures; it will revolutionize television as we know it today.

It is estimated that more than 10,000,000 new radio sets, including auto radios, will be sold at retail during the coming year, increasing the total of radios in the United States to more than 125,000,000.



Achievements in science, art and industry during 1954 marked the year in radio-television and electronics as one of progress, and the advances augur well for even greater accomplishments in 1955.

The new and promising developments of the Electronic-Atomic Age open the way for the creation of new businesses, new jobs, and higher standards of living.



R. Risonhé.



# SONG HITS OF 1954

January 1, 1954 to January 1, 1955



*The 35 song hits with the largest radio and television audiences listed below in order of total ACI points received in the ACI SURVEYS during 1954. (Songs in stage or film productions are indicated; songs currently active are marked with an asterisk; songs whose activity began on the ACI SURVEYS during the Fall of 1953 are noted by the 1953 date.)*

SONG TITLE, PRODUCTION AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS ON ACI SURVEY
Secret Love (1953) (Calamity Jane) (Remick).....	44,184	30
Young at Heart (Sunbeam).....	41,009	34
*Hey There (Pajama Game) (Frank).....	37,765	31
Stranger In Paradise (1953) (Kismet) (Frank).....	33,624	32
Wanted (Witmark).....	33,378	27
Make Love to Me (Melrose).....	31,018	31
*If I Give My Heart to You (Miller).....	28,528	28
*Hernando's Hideway (Pajama Game) (Frank).....	27,706	31
Three Coins in the Fountain (Same Title) (Robins).....	27,462	25
*Count Your Blessings (Instead of Sheep) (White Christmas) (Berlin).....	27,404	18
Little Things Mean a Lot (Feist).....	26,893	34
Answer Me My Love (Bourne).....	26,273	31
I Get So Lonely (Melrose).....	25,660	29
High and the Mighty (High and the Mighty) (Witmark).....	25,594	27
*I Need You Now (Miller).....	22,794	22
*Papa Loves Mambo (Shapiro-Bernstein).....	22,151	17
That's Amore (1953) (The Caddy) (Paramount).....	20,225	16
Heart of My Heart (1953) (Robbins).....	19,127	20
Little Shoemaker (Bourne).....	19,064	26
*This Ole House (Hamblen).....	18,715	22
Oh My Papa (1953) (Shapiro-Bernstein).....	18,709	21
Cross Over the Bridge (Laurel).....	18,189	23
*Mister Sandman (E. H. Morris).....	16,156	12
Happy Wanderer (Sam Fox).....	16,044	28
Green Years (Harms).....	15,024	21
Changing Partners (1953) (Porgie).....	14,023	16
*Teach Me Tonight (Hub-Leeds).....	13,391	13
*Man That Got Away (A Star Is Born) (Harwin).....	13,222	25
Sh-Boom (Hill & Range).....	12,939	25
Sway (Peer).....	12,341	23
I Love Paris (1953) (Can Can) (Chappell).....	12,078	26
I Speak to the Stars (Lucky Me) (Witmark).....	11,947	27
If You Love Me (Really Love Me) (Duchess).....	11,815	26
Man with the Banjo (Mellin).....	11,595	21
Skokiaan (Shapiro-Bernstein).....	11,513	19

(Copyright, 1955, Office of Research, Inc.)



**PICTURES — TELEVISION — RADIO — RECORDS  
AND  
JIMMY DURANTE MUSIC PUBLISHING CO., INC.**

**MANAGEMENT:  
WILLIAM MORRIS AGENCY  
NEW YORK — CHICAGO — HOLLYWOOD**

# 1954 NETWORK NEWS SELECTIONS



The networks' evaluations of the top ten news stories follow:

## — ABC —

- 1—Condemnation of Senator McCarthy.
- 2—Democrats regain control of Congress.
- 3—London Conference: key to West German re-armament.
- 4—Fanatics shoot five Congressmen.
- 5—The Oppenheimer case.
- 6—Fall of Dien Bien Phu, including the important Geneva Conference.
- 7—Supreme Court outlaws segregation.
- 8—Hurricane Hazel.
- 9—Japanese fisherman H-bomb victim.
- 10—Guatemala Red regime overthrown.

## — CBS —

- 1—The Army-McCarthy Hearings and subsequent censure of Sen. McCarthy.
- 2—Supreme Court Decision on segregation.
- 3—Public concern over power of hydrogen bomb.
- 4—Struggle over rearming of West Germany.
- 5—Armistice in Indochina.
- 6—Chinese Reds jail 11 American airmen.
- 7—Illness of Pope Pius XII.
- 8—Shootings in House of Representatives by Puerto Rican Nationalists.
- 9—Roger Bannister breaks four-minute mile.

## — DU MONT —

- 1—Return of POW's from Korea.
- 2—Shooting of Congressmen by Puerto Rican Nationalists.
- 3—McCarthy-Army Inquiry.
- 4—Roger Bannister Runs Mile in 3:59.4
- 5—Fall of Dien Bien Phu.
- 6—Death of Emilie Dionne.
- 7—Vishinsky Dies.

- 8—Radio Peiping Announces Prison Sentences Passed on Thirteen Americans Accused of Espionage in Red China.
- 9—Senate Censures Senator McCarthy by Vote of 67-22.
- 10—Sheppard Trial.

## — MUTUAL —

- 1—Sen. Joseph R. McCarthy.
- 2—Democratic Party gains control of Congress.
- 3—West Germany rises towards sovereignty.
- 4—Armistice reached in Indo-China; Reds press against Formosa; but lost Guatemala.
- 5—Supreme Court ends segregation in public schools.
- 6—Puerto Rican Nationalists attempt assassinations, wound five Congressmen.
- 7—Financial scandals exposed in Federal Housing.
- 8—Hurricanes sweep East Coast; drought grips Midwest; unusual weather staggers Europe.
- 9—President Eisenhower proposes plan to share atomic energy with other nations.
- 10—Sheppard found guilty in Cleveland murder trial.

## — NBC —

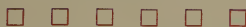
- 1—Supreme Court segregation decision.
- 2—McCarthy hearings; censure, break with the Administration.
- 3—The hurricanes.
- 4—Geneva conference; the Indo-China truce.
- 5—Paris agreements on the re-armament of Germany.
- 6—Shooting in the House of Representatives.
- 7—Revoking of the Oppenheimer security clearance.
- 8—The rise of Mendes-France.
- 9—The mid-term elections.
- 10—American prisoners held by Red China.



**RED BUTTONS**



# Color Television Will Spurt 1955 Industry Dollar Volume



By JAMES D. SECREST

Executive Vice President

Radio-Electronics-Television Manufacturers Association

THE radio-television industry continued to mark up new production and sales records in 1954 although the total dollar volume of business, except for retail sales of TV sets, was slightly under that of 1953.

Among the records achieved in 1954 were new peaks for weekly and monthly television receiver production, a new high for retail sales of TV sets, and the first commercial manufacture and sale of color television receivers. Toward the end of the year the manufacturing industry was operating at peak capacity and turning out television sets at the rate of 11 million a year.



Preliminary tabulations of the RETMA Statistical Department indicated retail sales of television receivers in 1954 were about 7,000,000 units with production closely paralleling this figure. The previous highest retail level was 6,370,500 TV sets in 1953, while the highest production was 7,463,800 in 1950.

Radio set sales in 1954 were down sharply from 1953 despite a growing public interest in high fidelity. Home and portable radio retail sales were about 6,250,000 compared with 7,000,000 in 1953, while auto set purchases were approximately 4,000,000 representing a decline of 1,000,000 units under the previous year.



Sales of transmitting equipment and accessories were off about 20 per cent due to a slowdown in the construction of television stations.

By the end of the year there were about 32.5 million television receivers and over 100 million radios in use. Approximately 88 per cent of the nation's homes are in TV areas and practically all are available to radio.

While only 25,000 color television receivers were manufactured in 1954, considerable progress was made in the technological development of a large screen color tube.

Although uncertain factors prevent

accurate forecast of color set production, the industry generally expects color to begin a steady rise toward volume production in 1955 and thereafter to go upward sharply. Many more manufacturers are expected to get into color, and production is estimated at several hundred thousand.



The transition from black and white to a mixture of color and monochrome will be accomplished smoothly and without any obsolescence of present monochrome receivers.

Further strides were made in industrial and commercial uses of electronics, and all indications are that this phase of the business is just beginning. The development of computers for department stores, manufacturers, and other business organizations opens a huge market for this electronically operated device.

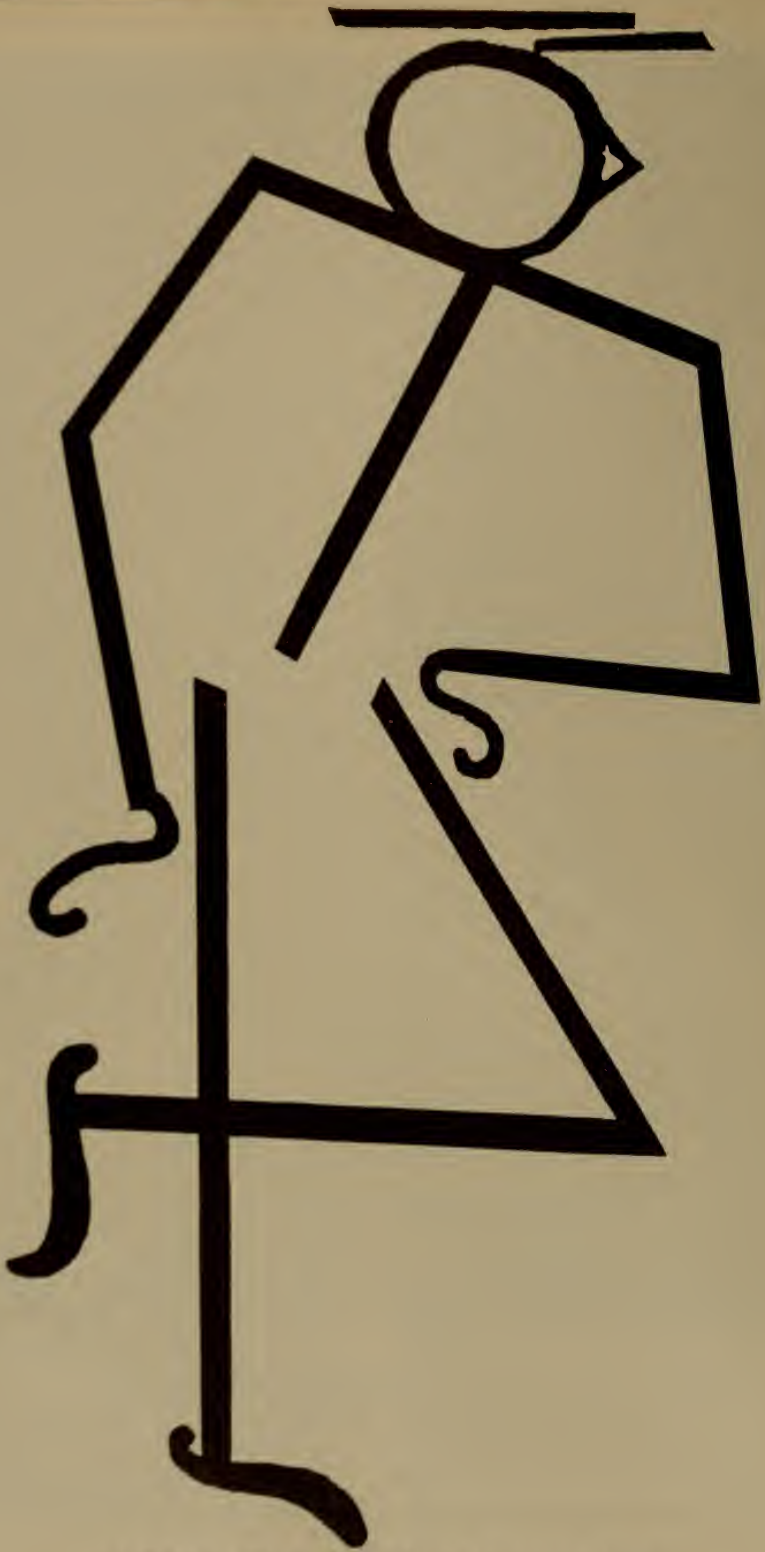
Capital investment in the electronic industry, largely through the purchase of smaller manufacturing concerns by large non-electronic corporations seeking diversity of operations, continued to rise in 1954.



The outlook for the radio-television-electronics industry in 1955 is excellent. While some decline in TV set production and sales is expected, any substantial output of color receivers will more than offset a loss in monochrome receiver sales because of the 4-to-1 price advantage of color.

Radio receiver sales are expected to remain steady in 1955 with probable increases in auto sets, paralleling the rise in new car purchases, and a continued growth in radio-phonograph demand in the high fidelity field.

From a long range point of view the industry looks forward with confidence to a steady rise in its total dollar volume and production capacity as color television hits its stride and industrial and military uses of electronics increase.



JACKIE GLEASON ENTERPRISES



## **JACK LESCOULIE**

announcer for

JACKIE GLEASON  
DAVE GARROWAY  
BUICK

*Best Wishes*

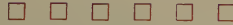


**DEAN & JERRY**





# Advertising's 'Philadelphia Story' Points Up Main TvB Function



By **OLIVER TREYZ**

President

Television Bureau of Advertising

RECENTLY, I addressed the Television Association of Philadelphia. This occasion marked my first official appearance on behalf of the Television Bureau of Advertising. The event occurred exactly three days after TvB itself was officially launched as a going concern.



The purpose of this get-together was to explain the general objectives of TvB and to relate them to the Philadelphia television story, and in doing the research for my talk one salient fact came to light that, more than anything else, pointed up the 'raison d'etre' for the Bureau. While it is true that the Philadelphia fact is strictly a local one, it can — and does — happen elsewhere. This is the rather startling item: national advertisers spend three dollars in TV for every dollar they spend in newspapers; local advertisers in Philadelphia spend five dollars in newspapers for every dollar they invest in television.

The Philadelphia market is a big one, one of the biggest in the country and the spending accordingly is giant-sized. Let's see just how much in terms of actual expenditures. Total television spending in Philadelphia for 1954 amounted to \$43,500,000. This represents what advertisers laid out for time, talent, and production. Of this amount, \$36,000,000 came from national sources of which \$28,000,000 was network and \$8,000,000 was national spot. Local advertisers spent \$7,500,000 in the medium.



Now let's look at the other side of the picture. Total newspaper expenditures amounted to \$50,000,000, of which national sources contributed \$12,500,000 and local "put it on the barrelhead" for a resounding \$37,500,000.

Why? Who's right, national or local? To discover ('uncover' would be more appropriate) the pros and cons of the national vs. the local advertisers' positions is, I believe, one good reason for

the Bureau's existence. That, and what to do about it.

We can suspect the reason for the local advertisers' attitude, their apparent shyness of the medium. Conversely, we believe we can put our finger on the lack of resistance to TV that the national advertisers show. But the Bureau doesn't function according to suspicions, hunches or guesstimates.



We "suspect" that the local advertisers have never been told the true story about TV; we "believe" they've never given it a fair chance to prove itself; we "have a hunch" their approach to the use of the medium is basically unsound; we "feel" they've never researched-out their full market potentialities properly. Our ideas on the subject are compounded of a bit of slight research tinged with a light smattering of metaphysics. They may or may not be the facts. TvB will DIG for the facts and there lies the crux of the Bureau's operation . . . to dig.



TvB was set up for the sole purpose of selling and promoting television, without doubt the greatest tool for mass selling ever devised.

We believe the best method is to take a specific problem, turn an expert (or team of experts) loose on that problem, gather the facts, analyze them and come up with an answer. Then, present that answer in a lucid, intelligent and dramatic manner without benefit of blue-sky, hocus-pocus or promise of miracles.

TvB knows of no better way whereby reluctant advertisers can be brought out of their shells. In the final analysis, an advertiser is a business man. He'll buy TV if he can be shown that the medium, properly used, soundly backstopped with research, his case authoritatively documented, is the way to make sales for him.

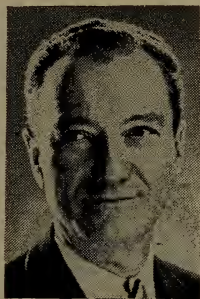
TvB's basic job is to function as the guidepost.



Regards from Robert Q. Lewis

*Exclusive Representative:*  
TED ASHLEY ASSOCIATES

*Press Relations:*  
SOLTERS-O'ROURKE ASSOCIATES



# Prosperous Co-Existence Marks 1955 Radio-TV Interim Report

□ □ □ □ □ □

*By* BEN DUFFY

President and Chairman Executive Committee  
Batten, Barton, Durstine & Osborn, Inc.

SUPPOSE we leave the latest television statistics to other parts of this book and sum them all up now in a rather obvious manner:

As an advertising medium, television in 1955 will surpass one's fondest expectations. And it will achieve for many succeeding years what may now seem improbable.

It has been my happy experience in the past thirty-five years to take an active part in the growth of every major medium of advertising. What surprises me most is that whenever we arrive at that point in our history where a great new carrier appears—then grows and prospers—it is not at the fatal expense of another. Our standard of living seems eager to make room for it.

□ □ □

And I am definitely one of the number who insists that the outlook is not at all dark for radio in 1955. A marked readjustment of thinking on the parts of the advertisers, agencies and networks as regards radio's present values has been the vital key to saving radio as a major medium. Flexibility of planning has been called for more than once in this business to get the most sales per dollar. And now that we see radio in a new light—and know new ways to buy it and use it—it is ours to profit by. I haven't met a consumer yet who's thrown away his radios (see the figures on projected radio sales for 1955) nor an advertiser who dares to erase it from his mind.

□ □ □

Granted, television is riding higher and higher. Never before has the copywriter behind the typewriter ventured so close to the consumer behind the set. They are now as intimate as they ever will be without touching each other. If ever there came to one man or woman the opportunity of influencing millions on a personal basis, television is affording that opportunity now to the copywriter. Television advertising is doing big things—building new businesses, enlarging others,

and keeping still others abreast in a hot competitive race.

It is difficult to try to figure when this adolescent monster is going to stop growing. When I reflect, I suddenly realize that we in advertising, being sort of parents to this oversized fireball, are faced with a few man-sized responsibilities.

□ □ □

There is always much noise where television is concerned, and noise breeds confusion and confusion breeds looking for the easy way out. As with radio, successful TV programs tend to be imitated. Ingenious, new commercial techniques remain new and ingenious today only so long as it takes for production of a carbon copy by another advertiser. The more sameness of technique in commercials, the less attention on the part of the viewer. More tragic, the less sales for the advertiser. Never was the virtue of pure creativeness and a willingness to adventure more important on the part of a copywriter.

□ □ □

So long as television continues to entertain and inform in new and fresh methods, it will never overstay its welcome in the American home. But for the sake of all its advertisers, who pay to make it possible, stations and networks have the greatest responsibility of all in making certain that the advertiser's efforts will not be neutralized by two or three twenty or ten second spots following his program.

And now a new chapter—color television. Projected figures for color set ownership in the years directly ahead are astonishing but credible since we are talking television and TV is the kind of a medium that surprises. Our experience with it to date has already justified our planning efforts we have put behind color. Many advertisers are waiting for it . . . the automobile industry this year has styled its models with color in the forefront . . . the advertiser and the advertising agency are ready.



**JIMMY NELSON**  
**DANNY O'DAY**

and  
**HUMPHREY HIGSBY**

*PERSONAL MANAGEMENT*

**LOUIS W. COHAN**

1776 BROADWAY

203 N. WABASH AVE.

NEW YORK, N. Y.

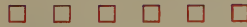
CHICAGO, ILL.



**FARFEL**



# Broadcasting Industry Realizes Necessity Of Aggressive Selling



By HAROLD E. FELLOWS

President and Chairman of the Board  
National Association of Radio and Television Broadcasters

PERSONALLY, I liked 1954 and I hope 1955 does as well by the broadcasting industry.

In 1954, the television station population increased from 334 stations to 434 stations.

In the same year, the radio station population increased from 2509 stations to 2650 stations.

It is true, of course, that some television stations, faced by uncertainties growing out of set circulation problems, closed their doors.



On the other hand, those TV operations thus beset by circulation problems which have found ways of staying on the air now can look forward to a brighter future. More programs are becoming available; manufacturers are recognizing the necessity for all channel tuning; the Federal Communications Commission appears to be liberalizing its regulations in such a way as to encourage the strong, economic development of "community" stations.

In radio, that perennial marvel of mass communications, growth was still the order of the day. More stations were added—and one need only examine the vast promotion put behind the development of new types of radio receivers to appreciate the confidence of manufacturers in the sturdy health of the medium.

Of course, none of these pleasant and profitable developments could be reported had not the radio and television media realized the necessity for aggressive selling in today's highly competitive market.



Two evidences of this trend toward more informed selling is the growing strength of the Broadcast Advertising Bureau (which became the Radio Advertising Bureau on January 1st) and the organization of the Television Bureau of Advertising. Both of these groups were fostered by The National Association of Radio and Television Broadcasters—

and I mention this fact in order to make a point, and a significant one, about the distribution of leadership in the broadcasting industry.



That will be one of my treasured memories about 1954—a year in which more and more broadcasters not only contributed financially to the support of their sales organizations and their national business association, but contributed their energies and talents as well.

Believe me, it was this kind of contribution which made it possible for us to demonstrate our sincerity of purpose before the Senate Subcommittee on Juvenile Delinquency. So well was this demonstrated by the Television Code Review Board and by the Code subscribers that Senator Hendrickson, chairman of the Committee, publicly praised the broadcasters.



And 1954 will be remembered, too, for the hearings on the Bryson Bill, which sought to outlaw or limit the advertising of alcoholic beverages on radio and television. As broadcasters, we met the issue squarely by defending our case intelligently—and by promising to give the Committee such industry statistics as it needed to arrive at an honest decision.

The survey which led to the development of that statistical information represents a new milestone in broadcasting.

We end this year with nearly all of the 48 states having state associations, a development which bolsters the strength of broadcasters.

In the last twelve-month period, over 350 new members—including radio and television stations, networks and associates—have joined NARTB.

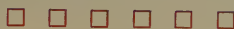
Generally, then, it would seem to me that we can look at 1955 as a year which promises further progress—and upon 1954 as a good friend that it was nice to be with.



MEL ALLEN



# Improved Products Should Spark Outstanding 1955 Sales Volume



By **FRANK M. FOLSOM**

President

Radio Corporation of America

NEW and improved products in virtually all lines of radio and TV — coupled with continued vigor in merchandising that proved so successful during the past year — should spark an outstanding sales volume in the next twelve months.



Volume should be particularly good in black-and-white television receivers, TV transmitting equipment, radio sets, "Victrola" phonographs and records, also industrial TV. Development of color television into its commercial phase in 1955 will move ahead. Advances in color TV demonstrated by RCA in 1954 and incorporated in production models of RCA Victor's 21-inch color sets will contribute importantly to the transition over the next few years to a nation-wide color television service, with a steadily increasing demand for color sets.



In a forecast a year ago, I said I believed that sales opportunities for electronic products and services during 1954 would be excellent. I pointed out that American merchandising had reached a significant turning point — that the 14-year-old sellers' market had been supplanted by a buyers' market, necessitating extra hard work and careful sales planning to maintain volume.

My estimate a year ago was that 1954 could be good for business. This most certainly has proven true for the companies in the industry that heeded the changing trends and new challenges of the buyers' market.



Television attained new heights of service in 1954 as more than 90 additional stations went into operation and consumer demand for receivers led to the seven-million-plus boom in set sales. For RCA Victor, unit production and sales of TV sets surpassed the top year of 1950.

Engineering advances, which provided continuously larger screen sizes in the six-year span since 1948, have been par-

alleled by production efficiencies providing lower priced units without sacrifice of quality. In 1954, 95 per cent of RCA Victor TV sales were of receivers of 21 inches or larger, as compared with the 96 per cent average of 10-inch sets in 1948. Sets of 24 inches are increasing in popularity.



Opening of new television service areas and the trend to multiple TV sets in homes, will give added impetus to sales in the years ahead. In fact, estimated retail sales of black-and-white and color receivers during the next five years is expected to exceed 33 million units, thus exceeding by more than a million units sales during the past five years.

The phonograph record industry continued its impressive growth in 1954 and showed a rise of nearly 20 per cent in record sales. During 1955, record sales are expected to increase an additional 15 per cent.



Acceptance of the 45-rpm recording system, introduced by RCA in 1949, can be measured by 200 million "45" records that have been sold in five years. Today, more than 50 per cent of all records sold are in the 45-rpm speed, and "Victrola" phonographs of three speeds are increasingly popular in acceptance.

The coming year is expected to produce a substantial upward trend in radio set sales, with business in portables and clock radios exceeding by a good margin the volume in 1954.



Growth of the radio-television and electronics industry, at its present rapid rate, is highly significant. The record of progress shows that the increasing usage of electronic products and services represent a strong and stimulating factor in the growth possibilities of industries employing these modern scientific devices and technical advances. Because of this broadening horizon of usefulness the sales outlook for electronics grows steadily brighter.



SID CAESAR



**CARL REINER**



**HOWARD MORRIS**

**ROBERT MONTGOMERY**

**Presents**

**THE AMERICAN TOBACCO THEATRE**

**and**

**THE JOHNSON'S WAX PROGRAM**

**NBC - TELEVISION**

**MONDAYS 9:30 - 10:30 PM EST**



# Mexican TV Developments Act As School For Latin America



By **EMILIO AZCARRAGA**

President

Inter-American Association of Broadcasters

AMERICANS interested in television who come to Mexico and try honestly to judge our TV, cannot adjust themselves to our peculiar conditions and they get out of focus. For a man who deals with or enjoys TV programs with a cost of 100,000 dollars, our TV is still in the bushes.

When we succumbed to the lure of this harassing business, somebody in New York said: "What about American kines? We can find more than one way to pass them on to you." Well, we thought that might be an idea. We were beginning and had lots of empty time to sell. So we tried as hard as we could to sell American kines of the best programs. And very soon we found that here in Mexico nobody wanted to see Mister Godfrey, no matter how popular he is north of the Rio Grande, or "I Love Lucy" unless it were 100 per cent in Spanish.



Beginning from scratch, because we decided not to bring in foreign experts so as to give our men a chance to learn by themselves, we are now, in our third year of operation, fairly well satisfied with what we show on the little screen. Our TV programming has, step by step, adjusted itself to our psychology, our habits, beliefs and traditions. Our theatre, our panels, sports events, musicals, newscasts and our children's programs are well received by the audience. We also have access to about one thousand Mexican, Spanish and Argentinian long feature pictures. We have very good and plentiful theatrical talent—as good and plentiful as anywhere else. We have 3,000 actors from all Spanish speaking countries, and we use this talent in the type of theatre that appeals to our national taste and our Spanish-Indian heritage.



With only about 150,000 sets in a country of low national income, the only way to get out of the red (and we are almost out by now) is to have many

spots. We are perhaps running twice as many in the breaks as you do in the United States. Usually we fill two minutes between programs, but instead of running two or three long spots, we run from five to seven short ones. Of course we do not like it and we know the audience does not like it, but we make it our business to tell the people that they have to be tolerant with commercials for some time if they want to have TV. Within the programs we allow from 10 to 12 per cent of the total time for commercials.



Our TV set designing is very good, in fact we are proud of it. One of our set designers discovered that painting with chalk, in colors, was faster and cheaper than the use of water colors, oil or any other painting process. So today all our sets are painted with chalk. Our engineers can prove that this type of painting gives more depth to the image on the screen. Audio and illumination are well under control.

One thing we can say, so far as operation is concerned—engineering, production and maintenance—we are now out of danger. We feel that after close to three years of experience, we have today full control of the abstruseness in the technical, economic and artistic fields. So even if we operate with small money, there is nothing in sight to stop us. We feel pretty sure about the future.



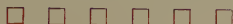
What we have achieved in Mexico has been achieved or bettered, in Cuba. We think that Mexican and Cuban television will be the school for Latin America. So far Venezuela, Colombia, Argentina, Peru, Santo Domingo and Puerto Rico are on the starting line, ready to go. It is our contention that the exchange of kines, showing the talent peculiar to each country will, if we know how to develop it in the next two or three years, help to establish and make fast TV in Latin America, and will also yield reasonable profits.



CBS TELEVISION

PLaza 9-2954

# Walt Disney Views His First TV Season as Most Challenging



By **WALT DISNEY**  
Chairman of the Board  
Walt Disney Studios

WHEN the "Disneyland" TV series begins its second season on ABC in September, the premiere show will come from the 160-acre "Disneyland" near Anaheim in Orange County, California.

This is an event all of us at the studio are looking forward to because it marks the merger of two long-standing dreams-come-true. "Disneyland" the park fulfills a 20-year-old dream of a place for people to find happiness and knowledge. The "Disneyland" television productions fulfill a more recent dream of a video series combining entertainment and information.



Whoever said the first year is the hardest could have been reading a TV producer's mind. If our first season wasn't the hardest, it surely will remain among the most challenging to us.

Happily, the four realms that we envisioned for "Disneyland" the park—Frontierland, Tomorrowland, Adventureland and Fantasyland—gave us the general format for the television series. Our job then was to develop programs from those realms. This was more than met the eye. We had to produce 21 hour-long shows—the equivalent of 10 full length motion pictures—in a matter of months. It takes us about three years to complete one feature length cartoon film.



Our staff met the challenge admirably. As an example, in September a production unit headed by Bill Walsh and director Norman Foster travelled to Tennessee and there began shooting the first of three programs based on the life of Davy Crockett. "Davy Crockett, Indian Fighter" was televised in December, with prints having been delivered to ABC two weeks earlier.

This same gratifying response occurred on all levels of the "Disneyland" television operation, both at the studio and the network. It has never diminished.

Our full scale entry into TV led to a good many surprises, not the least of which was the discovery that our creative

staff was amazingly versatile. As ideas for programs hardened into shooting scripts and finally into scheduled productions, most of our TV force began doubling in brass. Artists revealed unsuspected skill as writers, writers as directors. And almost everybody who was called upon did very well at acting.



Ideas for the "Disneyland" shows, something that we wrestled with at the start of our opening season, have been strongly defined for the next series. There will be three programs emanating from "Disneyland" itself; four from Tomorrowland; four from Frontierland; four from Adventureland; and 11 from Fantasyland. We are going into our second year on television prepared well in advance to produce 26 instead of 21 new shows.

Foremost among them will be a realistic depiction of an expedition to Mars and a rocket flight around the moon. We also are planning a program illustrating the development of atomic energy and the constructive uses to which it may be put. These are informative subjects. We know, however, that people like to be informed, especially if they are being entertained at the same time. We learned this from the public reaction to our True-Life Adventure films, which have been among the most successful of our theatrical attractions and which will continue to be features of our television series.



The most obvious result of our baptism into continuous television production has been an increased tempo and excitement at the studio. This is stimulating to everyone concerned with the "Disneyland" series—about 85 per cent of the overall staff at this point. The fact that such a high percentage of personnel is working on the TV project right now does not mean that we are abandoning in any way our motion picture activities. On the contrary, we are expanding them in many directions to create a fully-rounded entertainment program.



# GROWTH OF BROADCASTING REVEALED IN FCC TABLES



*Editor's note: In its 20th annual report to Congress, released late in 1954, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. Following chart shows Commission's statistics from 1949 to 1954:*

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	101	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
<b>COMMERCIAL FM</b>								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
<b>EDUCATIONAL FM</b>								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
<b>COMMERCIAL TV</b>								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
<b>EDUCATIONAL TV</b>								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30

THE STATLER HOTEL  
IN LOS ANGELES  
CONGRATULATES  
GEORGE GOBEL ON THE  
FABULOUS SUCCESS OF  
HIS RECENT ENGAGEMENT  
IN ITS TERRACE ROOM





# Independent Regulatory Body Urgently Sought by CARTB



By E. FINLAY MacDONALD

President

Canadian Association of Radio and Television Broadcasters

THE Canadian Association of Radio and Television Broadcasters, in its 30th year of existence, now has a membership of 124 radio and 18 television broadcasting stations. These figures indicate that this has been a year of growth for the CARTB but it has also been a year of stabilization and consolidation necessary and valuable at this stage of The Association's development.



The Sales and Research office in Toronto has kept up a steady flow of statistics, research material and information to agencies, advertisers, reps and stations designed to give the maximum assistance in selling broadcast time and aid advertisers and their agencies in securing the best possible results from it. This year the Association has witnessed the growth and establishment of the comprehensive analytical survey of accounting and operating costs begun in 1953. The system, inaugurated by the CARTB to act as a basis against which the member stations can compare their sales figures and operational costs with those of other units similar in size, area coverage and power, has been widely adopted by the stations. It has been used in adapting the stations' existing accounting system, or obtaining the optimum working figures for operational costing and as a yard-stick of revenue potentials.



The CARTB met in 1954 with the Prime Minister of Canada and a group of his senior Cabinet colleagues, urging the enactment of legislation to ameliorate the now out-dated situation in which the Government-owned Canadian Broadcasting Corporation is both competitor with, and regulator of, the non-government broadcasting stations. The brief presented at that time, an annual endeavor of the CARTB, stresses two major points vital to the cause of broadcasting in Canada—that there be established an independent governing body to regulate both the Government directed

and controlled CBC and the independent privately-owned stations, and secondly, that television stations operated by private enterprise be allowed to open in areas serviced at present only by the CBC television set-up. The long-sought institution of an independent regulatory body to direct the activities of both the CBC and the private stations is of great importance to the welfare of Canadian broadcasting. In the existing situation, the CBC not only acts as competitor for the same business and audience, while being subsidized by the Government, but also acts in the capacity of judge and jury in decisions concerning the licensing and operating of non-CBC stations and controls the only national networks allowed in Canada.



In the field of legal representation, the Association this year carried an appeal to the Supreme Court of Canada against a judgment on copyright fees rendered in 1954 by the Copyright Appeal Board. The judgment upheld the power of that Board to give CAPAC (the Canadian equivalent of ASCAP) the right to assess stations for performance fees on a percentage-of-gross basis, with permission to inspect the stations' books to determine the gross. The CARTB prepared, previous to the decision of the Supreme Court, a brief to the recently appointed Royal Commission on Patents, Copyrights, Trade Marks and Industrial Designs. The Ilsey Commission on Copyright, as it is known, was established as a result of the concern expressed by members of the Government of Canada and many other groups directly affected by it, over the situation now existing in the field of copyright legislation. As a result of the adverse decision of the Supreme Court to the Association's appeal the CARTB was able to add further recommendations to the brief concerning amendments to the present powers of the Copyright Appeal Board and the complete brief will be presented to the Royal Commission this year.



**THE FRANKIE LAINE SHOW — TV**

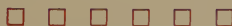
Syndicated Nationally

Starred in "Bring Your Smile Along" — Columbia Pictures

**COLUMBIA RECORDS**



# United Nations Radio Provides World With Impartial Information



By **MICHAEL HAYWARD**  
Chief, English Language Service  
United Nations Radio

**T**HE United Nations is ten years old this year. For the last nine of these years there has been a United Nations Radio, one of the instruments of the Department of Public Information set up to inform the peoples of the world about what this world organization does and what it stands for.



Throughout this time many broadcasting organizations have served the public interest by devoting a considerable portion of time and talent to originating programs about the United Nations. Many stations, of course, have been hampered in covering the United Nations because they are far from U.N. Headquarters and because they are limited in budget and staff. As a service, U.N. Radio has supplied them with prepared programs (which are described below).

These programs, produced for rebroadcast, are distributed by transcription and by short wave transmitters leased from various national and commercial services. In the United States and Canada, all major networks and many independent stations are tied by radio line and, frequently, by coaxial cable to U.N. Headquarters.



From this center, the impact of U.N. Radio production has steadily increased, so that today its program, produced daily in 25 languages, are relayed regularly in 48 member states and in 20 other countries and territories. With the United States, Australia, Canada, New Zealand and South Africa rebroadcasting programs nationwide on a regular basis, and with at least some coverage wherever English is spoken, the English Language Service of United Nations Radio is one of the most significant English broadcasting services in the world.

Readers of this *Annual* may be particularly interested in U. N. Radio services available to United States broadcasters:

• **U.N. Radio Review:** a daily fifteen-minute review of United Nations news

and features carried by the Mutual Broadcasting System, the Don Lee Network and a number of independent stations.

• **U.N. on the Record:** a weekly, fifteen-minute program featuring candid interviews with leading world figures, carried by CBS Radio.

• **U.N. Assignment:** a weekly fifteen-minute feature describing the work of men and women building for peace, carried by NBC.

• **U.N. Story:** a weekly fifteen-minute dramatized human story of the impact on peoples' lives of the United Nations and the Specialized Agencies affiliated with it, distributed by platter to 600 stations.

• **U.N. Radio Newsreel:** a five-minute summary of the day's news with recorded excerpts from meetings, press conferences, etc., fed to ABC, CBS and MBS for integration into network news programs.

• **U.N. in Action:** a daily TV program covering the sessions of the General Assembly, with Winston Burdett as commentator, presented by CBS-TV.

United Nations Radio hopes to continue its steady growth during 1955, with each of the four major American Radio Networks carrying a U.N. series.

In addition to its regular series U.N. Radio also produces programs to commemorate special occasions, such as Human Rights Day — December 10th, United Nations Day — October 24th, etc. The year 1955 will see many special projects to mark the Tenth Anniversary of the United Nations.

The growing years of United Nations Radio have been successful — essentially because the story it has to tell is your story, the story of your United Nations. This story has thrilled many at times, disappointed some a times — but the changing story of man's effort to live in peace and good will with his neighbors is, after all, *your* story.

U.N. Radio wishes to express its appreciation to all the radio systems which have made it possible to tell this story to the peoples of the world.

ERNIE KOVACS



# Radio Broadcasting Will Deliver New Effectiveness Peak in 1955



By RALPH N. WEIL

Executive Vice President, WOV

RADIO broadcasting, I say, is going to hit a new peak of effectiveness in 1955. And I am not committing a dramatic prognostication to print with that statement. On the contrary, judging by the ever fresh energy with which alert radio men have kept the medium toned up, and judging by the performance of my own station over the years, it is a logical analysis of the situation. Whenever and wherever specialized broadcasting is the rule—and the rule is diligently followed—the prognosis for radio in '55 (and in '56 and '65) is excellent.



WOV's own case history shows long use of specialization and concomitant increase in appeal and effectiveness. More recent converts to specialization have found it works for them too. In fact, only the pioneers and the recent converts have radio operations of sufficient stature to boast about. The laissez-faire, aim-for-a-cross-section group of broadcasters were left by the wayside several years back . . . weeded out by the dual challenges of specialized broadcasting and the novelty of TV. Local or network (and nowadays the format is well indistinguishable) the harvest has been great where the planting was specific.



At WOV for example, where our specialties break down to two major categories (Italian language and Negro-appeal) we know '55 is going to be big because we have only to glance over the record for '54. A Pulse Study of Negro listenership in the metropolitan New York area (conducted in October, 1954) showed that at any given time during our 6-hour long nightly broadcasting direct from Harlem we were in the number one position. Why? I feel it is because we're being specific. We specifically chose our audience. This is an evening audience . . . primarily devoted to entertainment. We keep posted on their current musical tastes and given them great quantities

of the music they want. We also give advertisers a bright showcase and top personalities to do their selling.



Lest this lead-off example of evening broadcasting sounds as though music and evening broadcasting combined to make the only prime, let me correct the impression fast. All broadcasting time can be prime. That is one of the qualities of specialized broadcasting. Direct yourself to a specific audience, program for that audience according to time of day and you'll end up doing a great job.

Now we come to daytime radio. For WOV that means a 10½ hour Italian language day. At no period in the station's long and successful history have overall ratings been higher! As specialists we're not surprised, for the Italian language WOV is a firmly entrenched habit with housewives and shopkeepers. News, drama, comedy, originated-in-Italy programs, phone quizzes and music are carefully developed into a harmonious whole. Incidentally, as the only U. S. station with full—and flourishing—studios in Italy, WOV produces ten features a day which are used by Italian language stations in other U. S. cities.



The prescription then for a bumper radio year in '55 is:

a) Aim for one particular community segment at a time; b) please its tastes and serve its specialized community interests; c) Replace a good feature with a better one as often as possible. (Obviously it must be in mood and substance an evolvment which will whet fresh interest within the specialized framework.)

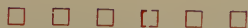


So, on behalf of my fellow specialized-broadcasters who are carefully following the prescribed course, I can unequivocally deliver a 1955 prognosis. It is simply this: "Excellent."





## Continuing Strength of Radio Hinges On Programming Concept



By **FREDERIC W. ZIV**

President

Frederic W. Ziv Company

THE key to the continuing strength and prosperity of radio lies in one word—programming. But this concept of programming is far removed from that of the heyday of network radio. This is programming aimed directly at the local advertiser and the local audience . . . the area of radio's greatest strength.

This concept of programming provides for depth and continuity. It means transcribing radio programs with top names, not on a once-a-week basis, but on a five-day-a-week, across-the-board basis. This is the key to our 1955 plans in radio as we launch our most ambitious plans to date, the Eddie Cantor Show—five full half-hours across the board for 52 weeks.



It is programming of this type that will build up loyal and devoted audiences at the local level, audiences that will continue to demand the respect not only of the local and the regional advertiser but of the national advertiser as well.

That this type of programming is a success can be demonstrated by the fact that sales of the Frederic W. Ziv Company in 1954 ran a full 31 per cent higher than in 1953, which had been one of the best years in our history.

A good measure of this record sales volume must be attributed to the heavy sales during 1954 of two programs which were produced with this type of depth and continuity, the Hour of Stars, starring Ginger Rogers, Peggy Lee, Tony Martin and Dick Powell, and the Red Skelton Show.



Introduced late in 1953, the Hour of Stars is a full hour, five-day-a-week, across-the-board program, while the Skelton Show is one half hour a day, five-day-a-week, across-the-board program.

Both of these programs offer advertisers an opportunity to purchase quarter hour segments, participating spot announcements or full programs.

Both advertisers and stations are well aware of the value of this type of pro-

gramming. Advertisers have been so quick to demand time on these programs, and to demand new programs with this depth and continuity, that it is an immediate tribute to the efficiency of this type of advertising vehicle.



The success we have had with these programs in depth has led us to produce the biggest and most ambitious radio program ever to be produced by a radio transcription company. The Eddie Cantor Radio Show. This program, starring one of the greatest names in show business, is also produced with our concept of depth programming. Five full hour programs a week, 260 programs a year. This one program alone provides stations with the opportunity of selling 30 full commercials a week, plus opening and closing sponsor identifications.



It is programming of this nature that is the prime source of radio's strength. Programs like The Eddie Cantor Show, The Red Skelton Show and The Hour of Stars, with their top names, with their quality production and their depth and continuity, have the power to attract and hold the listener.

Advertisers do not want to talk about radio as an advertising vehicle. They want to talk about the kind of shows and showmanship that will deliver constant audiences and will pull sales responses.

Programs of the caliber of Ziv's new properties are the answer to this demand. These programs are more than radio. They are top quality, instant appeal programs, which will attract big audiences the moment they hit the airwaves. They are the answer to radio's need and the advertiser's demand.

To drive home radio's great selling strength in 1955, we have set up a quarter million dollar budget for advertising, promotion and development of radio sales plans on behalf of our products and the stations and advertisers we serve.

# *Best Wishes*



*Martha*





# Puerto Rican Station Profits By Errors of U. S. Television



By **JOSE RAMON QUINONES**

President

WAPA-WAPA-TV, San Juan, P. R.

TELEVISION in Puerto Rico, in comparison with television in the United States, is still an infant industry. At this writing, we still have less than one year of actual on the air "know how" in this newest and greatest medium of mass communication.

We have had the advantage of profiting by the mistakes and experience of the pioneers in the industry in the U. S., which has helped us make long strides toward as near perfect production as the present state of the art permits, in a very short time. Yet, we have had to overcome a number of obstacles not faced by the average U. S. television station.



Staffing of WAPA-TV, in the beginning, posed a serious problem since relatively few people in Puerto Rico had ever even seen television, much less worked with it. However, by carefully choosing from among a substantial number of local people who foresaw the possibilities in this field, and who had sought to educate themselves by attending schools in the U. S., and working, in many cases, in apprenticeship training in the U. S. stations, we were able to secure a nucleus with which to begin. We have to draw in addition from experienced U. S. personnel but in less than a year we have managed to put together a working organization that is today producing television programs in our own studios which compare favorably with the best being produced anywhere in the world. For this success we can thank the people making up our staff who are so fired with enthusiasm in this new and potent medium.



Approximately 85 per cent of our programming is done in the Spanish language. This means that much of the material in English from which we might otherwise draw is of no value. We are, therefore, compelled to operate using the rather limited supply of Spanish language film material and local live production. In this connection local talent

has not been readily available in large quantities and we, like many other stations in virgin territories, are having to seek out and develop local people to fulfill our requirements in the production of live entertainment.



WAPA-TV is affiliated with NBC, ABC and DuMont television networks and we are carrying a number of kinescope recordings from each of these. The problems of language difference has been partially overcome by programming in segments wherein several English language programs are presented consecutively. This technique is applied primarily in the case of Sunday evenings when WAPA-TV might almost be considered a continental station.

It is obvious to all of us in the industry here that television in Puerto Rico offers an opportunity to present educational material which, based upon our limited experience, is apparently readily accepted and actually in demand by our population. We shall, therefore, give serious consideration in expansion of our educational TV activities in the future.



We have approximately 50 thousand receivers in our service area and the number is growing daily. It is estimated that this year (1955) we will approach the one hundred thousand mark, which makes our primary area by no means a small television market.

And just so that no one will conclude that we are "youngsters" in the business just because we are barely getting started in black and white transmission, let me say that already we are seriously considering the advent of color transmission, so much so, in fact, that we have seen fit to include at least basic color equipment in our present transmitter so that when the demand for color becomes compelling, we will be ready with little loss of time to meet the demand.



**ROY ROGERS**  
**"King of the Cowboys"**  
**AND TRIGGER**

Radio—NBC Coast-to-Coast  
 Sponsored by the  
 Dodge Division of Chrysler Corp.

Television—NBC Coast-to-Coast  
 Sponsored by Post Cereals  
 A Division of General Foods

Recordings—Bell Label and Little Golden Records

*Exclusive Management*  
 ART RUSH, INC.

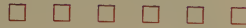
*Public Relations*  
 A. L. RACKIN

*Commercial Tie-Ups*  
 ROY ROGERS ENTERPRISES

1418 North Highland Avenue — Hollywood — California



# WQXR Power Increase to 50 Kw Signpost of Good Music Trend



By **ELLIOTT M. SANGER**  
Executive Vice President, WQXR

GOOD music will, for the first time, join the "big time" in 1955. Before the summer of that year WQXR hopes to have its 50,000-watt transmitter on the air, and thereby hangs a tale.



The idea of a commercial good-music station goes back to the year 1936 when WQXR, then known experimentally as W2XR, went on the air for a couple of hours each day. The very idea of broadcasting good music in those days was regarded as hopeless. People who knew a lot more about radio than we did said that the station would not last six months, and there were many times when John Hogan and I, who owned the station then, thought that they might be right. Although we always managed to pull through, there were many paydays when we didn't know where the money was coming from for the next week's operations. There did not seem to be any demand for good music, but nonetheless we felt it was a sleeping lion and that someday it would break out with a roar. In 1936 the sales of good-music recordings hardly made a dent. It was a time when a person who listened to symphonic or operatic music was considered either a highbrow or an impecunious standee at the opera. When we talked about the advantages of high fidelity, only a few laboratory technicians even knew what it was, and the general opinion was that going to Carnegie Hall or the Metropolitan was something for the rich, but not for the masses.



Not only did the broadcast experts discourage us, but it was almost impossible to get any serious consideration from the advertiser or the agency. It took a lot of talking and promotion to prove over the years that the audience for good music as broadcast by WQXR was increasing rapidly and that those who liked good music were just as responsive to advertising as any other people. Fortunately, a few open-minded

sponsors tried us out and they all discovered that the "cost per thousand" on WQXR made their advertising profitable.



Those are all things that come to mind at this time when we look back over the years and realize that in 1936 good music was not the national institution that it is today. A lot of other things have happened since 1936, including a World War, a cold war and the Atomic Age, all of which may have something to do with the desire of millions of people to take refuge in the best in music. That is probably the most outstanding change in the taste of the American people in the past generation. Today the figures prove that more Americans pay admission to musical events than attend baseball games, strange as that may seem. This is a nation-wide development and not restricted to New York and other large cities. In almost every part of the country one finds that this radical change in culture has taken music out of the longhair class. It is the result of a series of developments which expose them to important network musical programs such as the New York Philharmonic on CBS, the NBC Symphony, heard over NBC until last year, the Telephone Hour, and the truly staggering increase in sales of classical-music records, particularly since the introduction of the LP and other microgroove discs.



The year 1955 is going to be very important to WQXR because we will be spreading our service area materially. The recent astounding growth of the suburbs of New York City has made this expansion of our facilities more important than ever, and in this way thousands of more homes in the New York area and neighboring states will hear more of the good music they want. We hope that our analysis of the demand for our kind of programs is just as correct now as it was back in 1936.



**TENNESSEE ERNIE FORD**

says

*Hi Peapickers*

Monday — Friday

NBC TV

Monday — Friday

CBS Radio

Everyday

Capitol Records

*Personal Management*  
CLIFFIE STONE

**MCA**

*Publicity*  
MICKEY FREEMAN



# Radios in 99% of Farm Homes According to NATRFD Figures



By **FRANK ATWOOD**

President

National Association of Television and Radio Farm Directors

RADIO farm directors look to Frank Mullen, who was later to become executive vice-president of the National Broadcasting Company, as the founder of farm broadcasting. It was 1922 when Mullen went on the air over KDKA, Pittsburgh, with the first farm program. He opened the station, before dawn, rang a few bells to attract attention of sleepy listeners and then proceeded to read the market reports, talk about the weather and summarize the day's farm news.

It was a local operation, but KDKA, with comparatively little competition on the air, was widely heard, and letters of appreciation came to Pittsburgh from all parts of the country.



The NATRFD, which has now added a "T" for television to its name, has grown in the years since 1944, the year it was organized, and also has grown up. Membership runs around 400 now, with 250 of these listed on-the-air radio or television farm broadcasters, and 150 as associate members.

The annual convention in Chicago, at the time of the international Livestock Exposition, is a three-day meeting, with programs that start at breakfast and are packed solid with discussion of farm radio and television, how they can best serve farm and city listeners, and how they can be commercially successful.



A Spring Meeting of the NATRFD is held at various locations around the country, and in 1955 is scheduled at Washington, D. C., Dallas, St. Louis, Detroit and Omaha have been host cities for the RFD's in recent years.

There is a regional organization also, with eight regions in this country and a ninth that includes all of Canada. Regional meetings are held in many of them, frequently as joint conventions with the Association of Agricultural College Editors.

On the commercial side, the change in farm broadcasting has been tremendous.

Farm radio now is pulling its full share of the load, and on many stations it is doing a lot better than that. During the recent period when total revenue from radio time sales was dropping, stations with strong farm departments saw their revenue from farm program sponsorship increase.



Across the country, farm radio and television are the favorite daily source of information on farm matters for the farmer and his family. Surveys indicate that members of farm families spend 25 per cent more time listening to the radio than do people in the city. As least one radio set is found in 99 per cent of the nation's farm homes, and actually we have many more farm radios than we have farms. In a typical farm home there is a radio or a TV set in the living room, more radios in the bedrooms, in the dairy barn, in the car, in the truck and even on the tractor.



The NATRFD has carried on an active program of sales promotion since 1953. Two regional and two national farm sales clinics have been held, with management backing, for agency people and potential advertisers. The farm director recognizes that his primary job is putting on a good farm service program, but he has found that there need be nothing inconsistent between farm service and commercial sponsorship.

The typical farm director is liked and respected by the farm community in which his voice and personality are known. He is a worker, frequently out in the field with a tape recorder and a camera to keep his program alive, up-to-date and full of interest.

He may still, as Frank Mullen did at Pittsburgh, open the station with a "Chanticleer" or a "Modern Farmer" show before the sun is up, but he or his assistant will be back on the air during the noon hour with the market news, and more than likely in the evening, once a week, on television.

## **I LOVE LUCY**

starring **Lucille Ball and Desi Arnaz**  
A **DESILU PRODUCTION**  
CBS-TV—Monday 9:00 PM  
PHILIP MORRIS CIGARETTES  
PROCTER & GAMBLE

## **MAKE ROOM FOR DADDY**

starring **Danny Thomas**  
Filmed by **D.P.I.** — ABC-TV—Tuesday 9:00 PM  
Pall Mall cigarettes and Dodge Automobiles

## **THE RAY BOLGER SHOW**

starring **Ray Bolger**  
Filmed by **D.P.I.** — ABC-TV—Friday 8:30 PM  
LEHN & FINK PRODUCTS CORP.

## **OUR MISS BROOKS**

starring **Eve Arden**  
Filmed by **DESILU PRODUCTIONS INC.**  
CBS-TV—Friday 9:30 PM  
GENERAL FOODS

## **DECEMBER BRIDE**

starring **Spring Byington**  
A **DESILU PRODUCTION**  
CBS-TV—Monday 9:30 PM  
GENERAL FOODS

## **LINEUP**

Filmed by  
**DESILU PRODUCTIONS INC.**  
CBS-TV—Friday 10:00 PM  
VICEROY CIGARETTES

## **WILLY**

starring **June Havoc**  
A **DESILU PRODUCTION**  
CBS-TV—Saturday 10:30 PM  
GENERAL MILLS

### **ADDITIONAL PRODUCTIONS:**

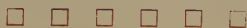
"Christmas Carol" — one hour in color (CBS)  
First Jimmy Durante Film Show (NBC)  
"The Aldrich Family" — pilot (CBS)  
"The Web" — pilot (Goodson-Todman)  
George Gobel — test film (NBC)  
PLUS:

Four pilot films for Desilu Productions, Inc.  
and Commercials

**Desilu  
Productions  
Inc.**



# Central American Broadcaster Seeks Furtherance of Freedoms



By **FERNANDO ELETA**

President

Regional Organization IAAB's Central American Associations;  
RPC Network of Panama

AT times, and specially of late, it is easy to forget that one of the strongest motivating forces behind the emancipating movements throughout this American Continent was the innate and common desire of all countries alike, whether from North, Central or South America, to gain the right to free speech. Some of our countries have been fortunate enough to attain, and maintain, such an elusive though fundamental privilege and, in so doing, have neglected, for various and complex, although not always valid reasons, to foster the enjoyment of such privilege by less fortunate neighbors.



It is needless to elaborate on the premise that free speech, together with free enterprise, are medular to that system of government which we care to call our own. Quite evident and elementary; and yet so very little is being done about it in a great many of our countries.



Our idea of grouping local associations into Regional Organizations dates back to 1951 when, at the Second General Assembly of IAAB held in Sao Paulo, Brazil, those instrumental in drawing up the revised by-laws of IAAB included a provision for the creation of such Regional Organizations. Latter, and at the Third General Assembly of IAAB gathered in San Juan, Puerto Rico, on April, 1953, a motion was approved to proceed with the organization of a Regional Organization for Central America. Still later, in Chicago, May, 1954, and during the meetings of the Board of Directors, Don Emilio Azcarraga, of XEW-Mexico City, and president of IAAB, suggested that a get together of Central American broadcasters be held in Mexico City, to implement the decision taken at San Juan.

The meeting on the tenth of September last, in the presence of such international broadcasting figures as Goar Mestre, of CMQ, Cuba, and ex-president of IAAB; Gilmore Nunn, NARTB repre-

sentative to IAAB; Malcom Neill, representing the Canadian Broadcasting Association; José Ramón Quiñonez, of WAPA, San Juan, Puerto Rico, first vice-president of IAAB; and others including, of course, IAAB's president Don Emilio Azcarraga and Jose Luis Fernandez, its director general.



Within its very short life quite a great deal has been accomplished. Let us take the case of Guatemala, for instance. Previous governments had not allowed the legal organization of a National Association of Broadcasters but, on the 16th of October, the Government decreed the new "Asociación Particular Guatemalteca de Radiofusión" as a legal entity. Up to the present, licenses to operate broadcasting stations were issued for one year only, hardly permitting their normal and proper development, but now, and by Resolution No. 3375 of the Ministry of Communications, licenses shall be issued on a permanent basis. Next in the program is to decommercialize the local government owned station which has been unfairly competing with privately owned commercial stations. There is a good reason to believe that the recent visit of the members of the Board of IAAB, together with the backing of the new Regional Organization, will again help significantly the very active and judicious intervention of the local Association in fulfilling its purpose. Last, and most important of the immediate goals in the agenda of the Guatemalan Association, is to have the Guatemalan Congress promulgate a new radio legislation based on the principles of free speech and free enterprise.



These are a few highlights of the joint efforts and activities of IAAB, and its new Regional Organization of IAAB's Central American Associations, in backing, wherever and whenever feasible and advisable, the aims and needs of the local broadcasters associations of Central America.

*To the Many People Who Have Helped . . .*

*Thanks! Especially . . . UNC*

MARK STEVENS



# Award System Should Initiate Category for Special Events



□ □ □ □ □ □

By JOHN DALY

Past President

Overseas Press Club

IN ALL businesses and professions, awards are a wonderful stimulus. Certainly, that is true for the broadcasting and telecasting business. Some awards have greater value than others, but all are an added incentive to networks, producers and talent to aim for the best in their category. And for those that have arrived, it is a pat on the back.

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However, when a system of awards tends to ignore the thing television handles best—public service special events—there must be something wrong with the award system. Generally these special events are eliminated from consideration because they are not regularly scheduled programs. This shouldn't be.

Perhaps the most important, the longest and best program of the year, the Army-McCarthy hearings, was not considered for an award since it fell in the realm of special events.

To bring this dramatic piece of history in the making to the American people, the American Broadcasting Company went to a great deal of effort and expense.

ABC-TV carried the whole story—186½ hours of it—on a network ranging from 55 to 79 stations. The actual out-of-pocket expense for the 36 days was well over \$300,000, and does not take into account loss of revenue from programs pre-empted.

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Despite the financial burden ABC believes the series fulfilled the highest promises of the new medium's capacity to present history in the making to the American people. As was often pointed out during the hearings, the viewing public was the real jury, regardless of what the Committee decided. Thus it stands to reason the jury—the American people—were entitled to get the testimony complete in its physical setting and dramatic form at the time it was given.

The only medium that could do this visually was television. By the very nature of TV this is the thing it does best. Therefore, it becomes a responsibility

that cannot be passed off. That brings up another point. Since the people are entitled to see major events first hand, the networks should be permitted to seek sponsors to help bear the tremendous expense. True, in the case of the Army-McCarthy hearings, permission for sponsorship was granted. However, it wasn't given until 15 days after the hearing began. Had permission been given a few weeks before the hearings were scheduled to start, as should be the case in future hearings of this nature, the network in all probability would have been able to find some interested advertisers.

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There is no doubt about the public's interest and that's what advertisers are interested in. The hearings on ABC-TV topped all daytime competition by 72.6 per cent according to the Nielsen Ratings for the two week period ending May 8.

Getting back to the subject of awards. Without a doubt this was THE television event of the year.

While it is true that ABC did not "produce" this event, it went to great lengths and expense to present it in its entirety. Through the outstanding work of ABC director Ed Scherer, the American people at home often saw and heard a great deal that even those present at the hearings missed. And the work of the commentators who handled the audio portions without interrupting the hearings themselves demonstrated the scope and value of spot TV reporting.

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The intent of these remarks is not fault-finding about recognition of a past event, but to suggest that in the future the givers of awards set aside a special category for outstanding public service coverage of a significant event—as rendered by any network and by any individual station.

I believe it would aid materially in the desire and practicability of radio-TV to go further and even greater service to the backbone of the industry—and of the country—the viewers and the listeners



## **SAMMY KAYE**

RADIO: Serenade Room — ABC  
Sunday Serenade — ABC

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

MANAGEMENT: David Krengel

607 Fifth Avenue      New York City      Plaza 3-2636  
Direction—MCA



# Television Giant Among Canadian Consumer-Goods Manufacturing

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By **JULES LAROCHELLE**

Canadian Correspondent  
Radio Television Daily

**T**ELEVISION, a six-year-old industry in Canada, has become a giant in the field of consumer-goods manufacturing.

Today there are some 1,400,000 sets in use or a set in one of every five Canadian homes and only one other consumer product, the automobile, attracts more buying dollars. Canada's national percentage of homes having a television set more than doubled in 1954 to 22 per cent, compared with 10 per cent in 1953. Twenty-eight per cent of Quebec homes have TV sets. Ontario tops this with 37 per cent and British Columbia has 14 per cent. By way of comparison, 96 per cent of Canadian homes have radios, 69 per cent have telephones, 71 per cent have refrigerators and 55 per cent have automobiles.

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Production and sales of TV sets in 1954 continued to record substantial increases over the previous year and at the same time, the industry made inroads in its inventory the demand developing so rapidly.

In the past year a total of 612,000 units were sold, according to officials in the industry, having a nominal retail value of \$198,000,000, and indications are that the industry will manufacture and sell from 610,000 to 625,000 sets in 1955, at about the same dollar value as in 1954. It is stated that possibly some color television sets will be sold in the last quarter of the year, although no provision has yet been made by the Canadian broadcasting industry to broadcast color programs.

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The radio set sales for the home did not fare as well as TV, due to the impact and competition of television. Even so, a total of 450,000 radio sets were marketed at an average retail value of \$75 each or a total of \$33,750,000, thus giving a total of both TV and radio sales for the year 1954 of \$231,000,000.

There are 23 companies in the field of producing television and radio sets and

about 25,000 workers are employed in the industry.

Of the 24 stations operating in Canada, seven are owned by the government agency, the CBC and 17 by private broadcasters. Four additional stations will be put on the air early this year and it is the hope of the industry, now that a Canadian system has been established, that licenses will be issued for additional stations, particularly in the large centers where programming time for sponsors is becoming difficult to obtain.

However, according to A. D. Dunton, chairman of the board of governors of CBC, it is the policy of the government to develop a coast-to-coast national system before duplication is allowed. The CBC has announced the Prairie Provinces will be linked by microwave system to Ontario and Quebec within two years and that the coast-to-coast system will be completed within three years.

The job will cost millions of dollars and take several years to complete but already work is under way on the toughest and longest link in the chain—the 1,250-miles between Toronto and Winnipeg. Bell Telephone Co. of Canada and the Manitoba Telephone are cooperating to bring microwave to Winnipeg by late 1956. Currently, microwave facilities exist between Quebec and London. There are also partial networks in Eastern Canada.

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It is pointed out that the recording of black and white and color television programs on magnetic tape is rapidly approaching commercialization and will greatly simplify the production and distribution of television programs for broadcasting stations.

Anyway, closer to the present, manufacturers are working to capacity in order to build up inventories which were greatly depleted by the great demand in closing month of 1954 and all companies count on a substantial share of the some 600,000 to 625,000 sets estimated to be sold in 1955.



**BARRY SISTERS**  
**MERNA            CLAIRE**  
*TV'S NEW SINGING SENSATIONS*

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# Freedom of Radio-Television Information RTNDA Objective



By **RUSS VANDYKE**  
President

Radio-Television News Directors Association

WHEN the Radio-Television News Directors Association holds its annual convention in Denver in the fall of 1955, it will be marking its 10th anniversary. That makes ours a comparatively young organization — representing a rather young profession. Both have proven to be rather husky youths.



Many today can remember when radio news required only a scissors, a paste-pot and the latest edition of the newspaper. Those were the days when press wires for radio did not exist, when each brief sustaining newscast was followed with the admonition "see your local paper for full details."

Few today would deny that radio news, plus its new sister television news, has become a dominant factor in mass communication. And, growing up, it has had to learn its responsibilities, explore its possibilities and try to fulfill its capabilities. With that in mind a small group of news directors called the first meeting to form our organization in Cleveland some ten years ago.



At that time it was known as the National Association of Radio News Directors. But in a few years television entered the picture, and as with news itself, our membership spread across national boundaries to include nearly three dozen members from Canada and one from Australia. To recognize both television and the enlarged scope of our membership, the name was changed to that of Radio-Television News Directors. The members of RTNDA represent the working newsmen of both individual stations and networks, as well as those in closely allied fields such as the press associations, schools of radio and television journalism, and trade publications. RTNDA provides each member with an ever expanding list of contacts in his own field for the exchange of ideas, information and news reports. It is not uncommon for one member to provide broad-

cast "feeds" to half a dozen other members in all parts of the country—giving each an on-the-scene direct report on a big story.

Through the years our annual conventions have attracted leaders from every level of the government and industry—giving our members a more intimate knowledge of the news they report daily. Through seminars conducted jointly with the Medill School of Journalism at Northwestern University, and through workshop sessions at the annual conventions, there has been a wide exchange of the methods and the tools needed to better our work.



During this past year there have been heartening examples where hearings, legislative functions and court proceedings have been opened to microphones and cameras both on the national and on the local levels. In each case democracy benefited through the greater insight of her citizens into the workings of her government.

All such efforts must be supported and encouraged by RTNDA, not alone within our membership, but throughout the industry. We must also, in good conscience, oppose those who would deny to us free access and deny to the public the freedom to see and hear. Working with other groups of radio, television, the press, the legislative and the legal professions, we must strive for a mutually acceptable code of conduct to utilize electronics communication for the good of all.



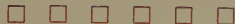
We of RTNDA hope that great progress can be made during this coming year—through the Freedom of Information Committee; through our officers; through the board of directors; and through the office of the president, the Radio-Television News Directors Association offers its cooperation and help to all who share our desire to extend to the fullest the three Freedoms—the Freedom to Speak; the Freedom to Hear; and the Freedom to See.



**MONICA LEWIS**



# Scholarship Fund Outstanding As AWRT Enters Fourth Year



By JANE DALTON

President  
American Women in Radio and Television

JANUARY 1, 1955 — after four years of proud and steady growth, AWRT again presents its credentials to the industry.



Emerson once said "The one base thing in the Universe is to receive favors and render none." AWRT in 1955 is proud not only of its thousand members drawn from all over America and its 15 strong chapters scattered from Texas to California to New England (four new ones within the past six months) — but proud-est of all of the new annual AWRT scholarship initiated by the membership during the past year "to encourage the entrance of unusually able young women in the Broadcasting and Telecasting Industry."



This AWRT scholarship, to be awarded in 1955 for the first time, came about when the members attending the National Convention held in Kansas City last April voted to set up a \$500.00 scholarship to be awarded annually to an outstanding young woman in her Junior year of college, majoring in radio or television — the scholarship to be used for academic study in radio and/or television or for necessary expenses incurred in on-the-job training. Doris Corwith, past president of AWRT, heads the scholarship committee. Judges for this year's scholarship are: Leo Martin of Boston University, President of the University Association for Professional Radio Education; G. Richard Shafto, general manager, WIS, Columbia, S. C., member, TV Code Review Board; Mrs. Douglas Horton, member of the Board of Directors of the National Broadcasting Company; Mrs. Dorothy Lewis, United Nations and Honorary member of AWRT; and Harold Fellows, President of NARTB. The winner of the 1955 scholarship will be presented at the AWRT National Convention to be held in Chicago May 5-8.

The AWRT 1955 convention to be held in Chicago will be characterized by three

intensive days of fine workshops, top speakers and general high purpose. Opening speaker at the AWRT convention will be Mildred McAfee Horton, member of the Board of Directors of NBC, former president of Wellesley College and war-time head of the WAVES; Harold Fellows, President of NARTB, will sound the keynote on his Friday address at the Convention, and Bea Adams, Vice President of the Gardner Advertising Company, will speak on WOMAN'S ROLE IN THE INDUSTRY.



AWRT as an organization, continues to grow — with a net membership increase of 15 percent during the past year and the addition of four new strong AWRT chapters; the Sooner Chapter in Oklahoma (which grew from three to 31 members in seven months), the Ohio Chapter, Pittsburgh-Gateway Chapter and Maryland Chapter — making a total of 15 strong, active chapters — women engaged in radio and television from Maine to California.



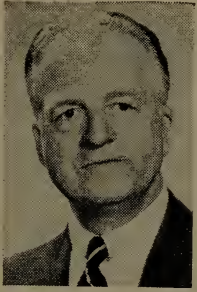
During the past year AWRT continued the publication NEWS & VIEWS with Alice Heinicke of SESAC as Editor. The magazine published monthly contains news of the industry, news of AWRT members, success stories, sales ideas, book lists, job information and information designed to keep AWRT members alert and informed. (Subscription to NEWS & VIEWS is included in the annual dues.)

AWRT has a thousand members — drawn from all facets of the industry — 18 are station owners, 13 are sales department heads, three are industry consultants, 66 are producers, 68% of the members are at stations or networks. The largest percentage of the members are broadcasters or telecasters — active on the air or before the cameras — but all are joined together with a common purpose — to work as women to make a real contribution to the Radio and Television Industry — and to the country.



**"THE IGOR CASSINI SHOW"**





# Soviets Spending More to "Jam" Than Voice Is Spending to Operate



**By J. R. POPPELE**

**Assistant Director for Radio and Soviet Orbit  
U. S. Information Agency**

THE year 1954 was marked by the move of the Voice of America, the overseas radio service of the U.S. Information Agency, from New York City to Washington and the formal opening on December 1 of its new specially designed studios in the Nation's Capital.



From Washington, the Voice is now originating 75 daily programs in 38 languages as part of the Agency's responsibility of explaining to peoples everywhere the policies and objectives of the United States. Because radio is the only medium available to the Government to reach the enslaved peoples behind the Iron and Bamboo curtains, more than three-quarters of the Voice of America broadcasts are directed to Eastern Europe and Communist-controlled areas of the Far East.

Other parts of the U. S. Information Agency share the responsibility with the Voice of America in carrying out the program's objectives in the free nations of the world. The Agency operates 213 posts in 77 countries of the world, maintains libraries and information centers in foreign cities and supplies news, pamphlets, films and exhibits explaining various aspects of American policy and objectives. Other informational projects are carried out in the free world through the work of the Agency's Office of Private Cooperation with various business, civic and public groups in the United States.



The new Washington facilities of the Voice of America include 14 modern studios, a recording center capable of handling 40 recordings simultaneously and a master control designed to transmit 26 programs at one time to all parts of the world.

Increased efforts by the Kremlin to drown out the Voice by "jamming" our broadcasts testify to the effectiveness of our efforts. We estimate that the Soviet

Union is spending more each year in an attempt to "jam" the Voice than we spend in our world-wide broadcasting operations. During the last year, three new Soviet jamming techniques were introduced. They are: (1) the "ice box," a piece of equipment that looks like an ice box, plugs into an ordinary wall socket and can be shifted as the Voice shifts the direction of its signals; (2) the "vodka pump," a jamming signal that sounds like a choking gurgle, and (3) the "hot rod," a special antenna rigged to a receiving set so that when the set is turned on, it creates interferences affecting the other radio sets in the locality.



We are countering the Soviet "jamming" through new and expanded transmitting facilities. In Europe, our Munich, Germany Radio Center includes a million watt long wave transmitter and in the Far East, we have two million watt medium wave broadcasting transmitters—both 20 times more powerful than the highest power broadcast station in use in the United States today. These facilities are part of our network of 78 transmitters in all parts of the world.



As television facilities abroad are expanded, the Agency is stepping up its program to distribute news and feature programs overseas. As 1954 ended, we were supplying 29 stations in 21 countries of Europe, Latin America, and the Far East and Africa with material supporting American policies and objectives.

In our international broadcasting, we have received the complete cooperation of the United States broadcasting industry. Our coverage of many special events has been enhanced through the help of the American networks and individual stations in all parts of the country. With the continued support of the industry, we will continue to transmit the American story by radio and television to all parts of the world.



LEE GRAHAM

STAR OF

"LETTER TO LEE GRAHAM"

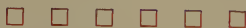
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# ARNA Maintains High-Level Standards Without Fan-Fare



By JOHN MacVANE

President

Association of Radio News Analysts

ARNA—the Association of Radio News Analysts—enters its fourteenth year of existence with a strong representative membership and an increased sense of its responsibilities to the profession.

At the annual business meeting and Christmas get-together in December, ARNA announced election of four new members, Martin Agronsky, ABC; Walter Cronkite, CBS; James Fleming, NBC, and Allen Jackson, CBS.



Officers elected for 1955 were: President, John MacVane; Vice-Presidents, William Costello, Ned Calmer; Executive Committee, H. V. Kaltenborn, George Fielding Eliot, Leon Pearson; Secretary, Merrill Mueller; Treasurer, Cesar Saerchinger; Assistant Secretary-Treasurer, John W. Vandercook.

It was on March 13, 1942 that a group of leading commentators for the four networks assembled under H. V. Kaltenborn and organized the Association. A few months later, one of ARNA's first two vice-presidents, Elmer Davis, became Director of War Information. During the war and in the years that have followed, ARNA with its carefully chosen membership has exerted a quiet but definite influence in maintaining the standards of the profession.



During these years, without publicity or fanfare, ARNA has entertained upwards of two hundred guests chosen from the most prominent American and foreign statesmen. Names such as Winston Churchill, Dwight D. Eisenhower, Dean Acheson, Field Marshal Montgomery, General Marshall, foreign ministers, and members of past and present Cabinets would have to be included.

During 1954, ARNA held a total of eighteen meetings and entertained at its headquarters, the Williams Club, 24 East 39th Street, New York, twelve major guests of honor and perhaps as many others of lesser importance. They included men in such varying fields as Dag Hammarskold, UN Secretary General; George Meany, President of the AF of L;

Agriculture Secretary Benson; and French Minister of Justice, Guerin de Beaumont, a close associate of Prime Minister Mendes-France.



Since all its members are under individual contracts with networks, ARNA can never resemble a labor union. Perhaps a better comparison would be something like the American College of Surgeons with its efforts to eliminate such medical evils as the "ghost surgeon" or fee-splitting. With a membership of only about fifty men, who come from all networks and who are known personally to one another, ARNA can exert a good deal of influence in its field without the necessity for public statements, although it has always been quick to publicize action on behalf of its own members, as happened last year when ARNA member Edward Murrow came under attack by Senator McCarthy.



Because it must necessarily remain small—in fact the idea of restricting membership to thirty-five was once discussed—ARNA cannot presume to represent all in the radio news analyst's field. Many men across the country undoubtedly would qualify for membership, but from its beginning new members have been selected from those known well by several ARNA members which almost limits membership to New York and Washington, main communication centers, with a scattering of men working abroad or in other big cities.

When the ARNA Constitution was written, the founders provided that two blackballs could exclude a candidate from membership; nor could the commentator be admitted if more than one-third of the members wrote "Don't Know" on the ballot. The provisions still apply. So the time will probably never come when the news analyst is identified on the air to public or sponsor with the initials ARNA. Yet members are as proud of their membership as the surgeon is of becoming FACS or a Diplomat of the Surgical Boards.



JEAN MARTIN  
NBC  
SINGING STAR



# Membership, Activity Upward Trend Highlights RTES Report



By **ROGER PRYOR**  
President

Radio and Television Executives Society

**B**EARING in mind that the RTES was formed only a little over two years ago by the uniting of the membership in the Radio Executives Club of New York and the American Television Society, its accomplishments are noteworthy. Even more so are its continual seeking of means of carrying out its objectives.



The activities of our personnel clearing house, the Listening Post, cannot be measured by mere statistics. While it is possible to trace the direct placement on an average of more than four persons a week and listing the nearly three times as many who have come to the Listening Post for interviews, it is not possible to estimate the values to these applicants of the willing ear, the interested discussions and the objective suggestions.



The word forum was probably used by both of the parent organizations and continues to be applicable to the monthly luncheons. In the year 1954, we were hosts to the former President of the United States, Harry S. Truman, in November to New York's Governor-Elect, W. Averell Harriman and, in May, to New York's Mayor, Robert F. Wagner. FCC chairman, George C. McConaughy; Harold E. Fellows, president of the NARTB; and Thomas F. O'Neil, president of Mutual Broadcasting System were amongst the Industry leaders heard. The Peabody Awards Luncheon in April, once again, was a highlight in this brilliant series of meetings.



The monthly Workshop meetings, which since Spring have been luncheon meetings, continue to fulfill their function of affording an opportunity, to those in the Industry, of shirt-sleeve discussions. Topics ranged from analysis of TV commercials, through most of the phases of sales, self regulation and various types of special production, news, color, etc. The extremely important session on color television was completely

recorded by NBC and a full transcript published and disseminated at the annual AAAA's convention. The joint luncheon in connection with the National Association of Educational Broadcasters, in October, started out to be a Workshop session and ended up with the NAEB and the RTES being hosts to the new FCC Chairman, several other members of the Commission and an exceptional representation of Industry leaders.



The new project launched in the Fall also under the category of promoting higher standards for the Industry was the Time Buying and Selling Seminar. This session of thirteen weekly luncheon sessions was planned particularly for the junior element in the Industry but has been exceptionally supported by many veterans. A registration in the neighborhood of three hundred fifty and an attendance average well above the anticipated confirms the opinion that such a course would fill a need. The readiness of top flight people in advertising and broadcasting to serve on the "faculty" for the panel discussions was also gratifying.




One word about our annual Christmas party which in 1954 topped even the record breaking affair of 1953 in raising money for our Welfare Fund. The Fund makes it possible for the RTES to operate properly the Listening Post and to contemplate other means of serving the individual in the broadcasting fields.



Two publications of the Society should be mentioned since they are the strong cement which helps to hold the Membership together. The first is the monthly RTES News bringing to the members notes on the over-all program of the Society. The other is the annual Membership Roster or Yearbook.

Through these many activities, the RTES feels it is achieving its purpose and fulfilling its desire to be of service to the Industry, and to its people.



And so they were married  
A significant magazine series  
a forward-looking radio network

The Result  
is radio at its compelling best

**Companion**

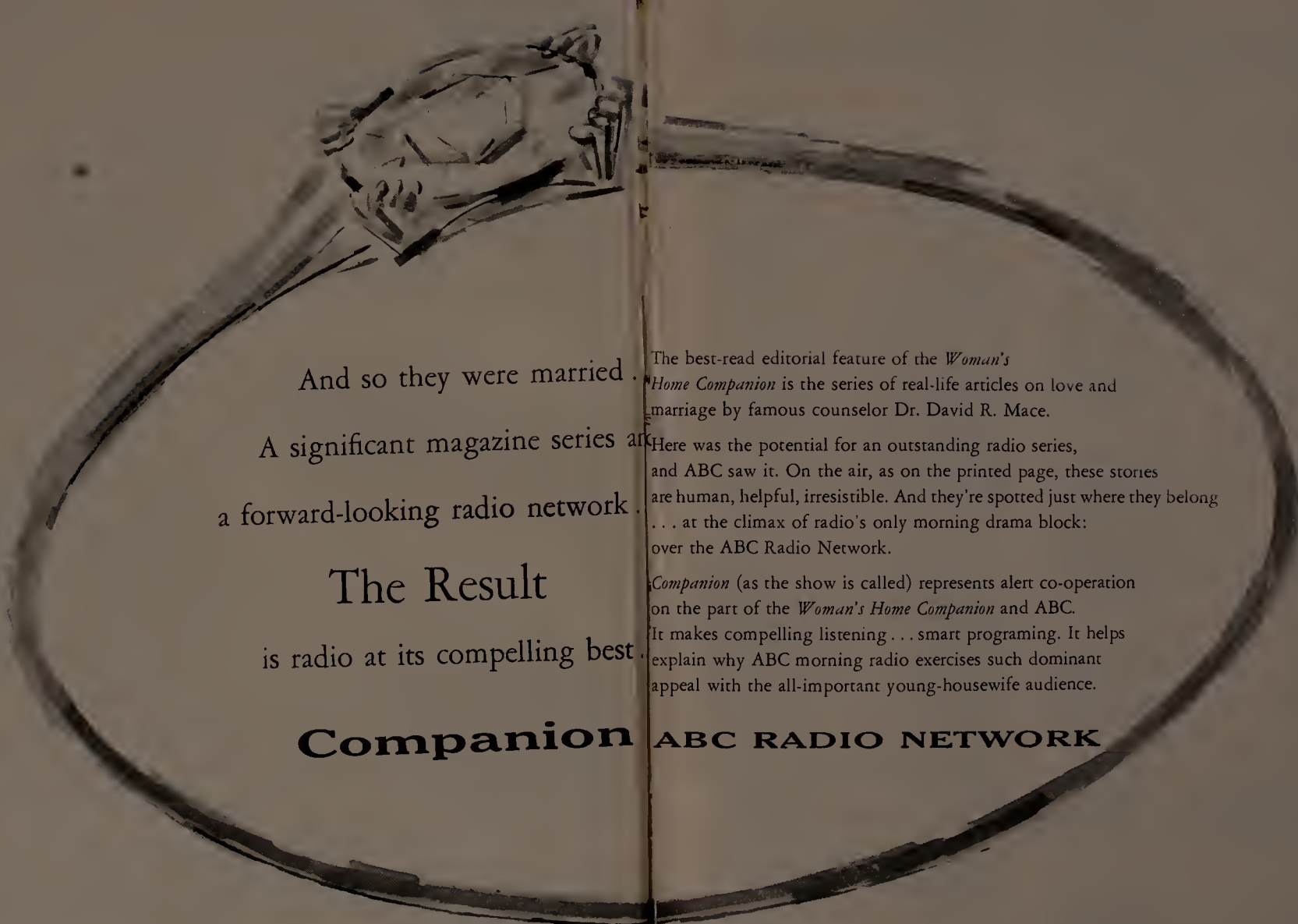
The best-read editorial feature of the *Woman's Home Companion* is the series of real-life articles on love and marriage by famous counselor Dr. David R. Mace.

There was the potential for an outstanding radio series, and ABC saw it. On the air, as on the printed page, these stories are human, helpful, irresistible. And they're spotted just where they belong . . . at the climax of radio's only morning drama block: over the ABC Radio Network.

*Companion* (as the show is called) represents alert co-operation on the part of the *Woman's Home Companion* and ABC.

It makes compelling listening . . . smart programing. It helps explain why ABC morning radio exercises such dominant appeal with the all-important young-housewife audience.

**ABC RADIO NETWORK**



And so they were married.

A significant magazine series and  
a forward-looking radio network.

The Result  
is radio at its compelling best.

**Companion**

The best-read editorial feature of the *Woman's Home Companion* is the series of real-life articles on love and marriage by famous counselor Dr. David R. Mace.

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**ABC RADIO NETWORK**





# Radio and Television

# TELEPHONE NUMBERS

## in New York

### AM Radio Stations

WABC	SUSquehanna	7-5000
WBXX	MELrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WTAS	White Plains	9-6400
WG8B	FReport	9-1400
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WTNS	BRyant	9-6000
WKBS	OYster Bay	6-2500
WL1B	ORegion	9-2720
WACA	Circle	6-2200
WMGM	MURray Hill	8-1000
WRCA	Circle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitehall	3-3600
WOR	LONgacre	4-8000
WOV	Circle	5-7979
WQXR	LAKawanna	4-1100
WWRL	NEwton	9-3300

### FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	1-2345
WTAS-FM	White Plains	9-6400
WG8F-FM	LEXington	2-4927
WG8R	New Rochelle	6-0800
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LONgacre	4-8000
WQXR-FM	LACKawanna	4-1100

### TV Stations

WABC-TV	SUSquehanna	7-5000
WABD	MURray Hill	8-2600
WATV	BARclay	7-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	Circle	7-8300
WOR-TV	LONgacre	4-8000
WPIX	MURray Hill	2-6500

### National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
DuMont Television Network	MURray Hill	8-2600
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	LONgacre	4-8000
National Broadcasting Co.	Circle	7-8300

### Station Representatives

ABC Spot Sales	SUSquehanna	7-5000
Avery-Knodel, Inc.	JUDson	6-5336
Hil F. Best	LEXington	2-3783
John Blair & Co.	MURray Hill	2-6900
Blair-TV, Inc.	MURray Hill	2-5644
Guy Bolam	MURray Hill	2-0810
The Bolling Co., Inc.	PLaza	9-8150
The Brotham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124

CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	ELdorado	5-5666
Clark-Wondless-Mann, Inc.	MURray Hill	4-1910
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc.	JUDson	6-3100
Free & Peters, Inc.	PLaza	1-2700
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MURray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	MURray Hill	7-5047
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Rayment Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
The Walker Representation Co., Inc.	MURray Hill	3-5830
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PLaza	9-1810

### Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3719
Ted Bates & Co.	JUDson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
The Biow Co., Inc.	PLaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Bryan Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9840
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cecil & Presbrey, Inc.	MURray Hill	8-1234
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegion	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WOrth	4-0700
Dawd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	LEXington	2-8700
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	MURray Hill	8-5000
Albert Frank-Guenther Law	COrrlandt	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grant Advertising	TEmpleton	8-9393
Grey Adv. Agency, Inc.	PLaza	1-3500
Hirshon-Garfield, Inc.	MURray Hill	8-8900
Charles W. Hoyt Co., Inc.	MURray Hill	2-2000
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	8-1223
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700

Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-3221
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	JUDson	6-3400
Mail Mogul Co., Inc.	JUDson	2-5200
Morey, Humm & Johnstone, Inc.	LONGacre	4-2240
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Peck Adv. Agency, Inc.	PLaza	3-0900
Fletcher D Richards, Inc.	JUDson	6-5400
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Street & Finney, Inc.	WATkins	4-8510
St. George & Keys	PLaza	5-1180
Sullivan, Stauffer, Colwell & Bayles	ORegon	9-2500
J. D. Torchert Co., Inc.	MURray Hill	8-1234
Tatham-Laird	PLaza	3-7057
J. Walter Thompson Co.	MURray Hill	3-2000
J. Franklin Viola	CHickering	4-3254
Geoffrey Wade	PLaza	5-4156
Warwick & Legler, Inc.	MURray Hill	4-5800
William H. Weintraub & Co., Inc.	PLaza	1-0900
Weiss & Geller, Inc.	PLaza	3-4070
Young & Rubicam, Inc.	MURray Hill	9-5000

### Publications

Advertising Age	PLaza	5-0404
Advertising & Selling	LONGacre	5-3320
Billboard, The	PLaza	7-2800
Broadcasting-Telesharing	PLaza	5-8354
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	MURray Hill	3-6500

### RADIO-TV DAILY... Wisconsin 7-6336

Radio & Television Weekly	WAlker	5-2576
Sales Management	LEXington	2-1760
Sponsor	MURray Hill	8-2772
Standard Rate & Data Service	MURray Hill	9-6620
Television Magazine	PLaza	3-3671
Tide	MURray Hill	3-7700
Variety	JUDson	2-2700

### News Associations

Associated Press	PLaza	7-1111
International News Service	MURray Hill	7-8800
Press Association, Inc.	PLaza	7-1111
Reuters	BRyant	9-8558
United Press Associations	MURray Hill	2-0400

### Talent Agencies

Affiliated Artists	PLaza	3-1862
Columbia Artists Management, Inc.	CRcle	7-6900
Consolidated Concerts Corp.	COLUMbus	5-3580
Frank Cooper Associates	VANderbilt	6-5661
Fanchon & Marco, Inc.	CHickering	4-3956
Gale, Inc.	PLaza	7-7100
William McCaffrey Agency	ELdorado	5-1076
Management Corp. of America	PLaza	9-7500
Music Corp. of America	PLaza	9-7500
Marjorie Morrow	CHickering	4-0644
William Morris Agency, Inc.	JUDson	6-5100
National Concert & Artists Corp.	PLaza	9-6000
Robbins Bros.	MURray Hill	7-2033
Shaw Artists Corp.	MURray Hill	8-2230

### Organizations, Unions and Government Agencies

Actors' Equity	PLaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980

American Communications Assn.	CORtland	7-1374
American Federation of Musicians	PLaza	8-0600
AFTRA	VANderbilt	6-1810
ASCAP	MURray Hill	8-8800
AMP	PLaza	9-8470
Broadcast Music, Inc.	PLaza	9-1500
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORtland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	CRcle	6-3084
NAPA	CRcle	7-8194
Professional Music Men, Inc.	COLUMbus	5-7362
Writer's Guild of America	PLaza	7-8319
SESAC, Inc.	MURray Hill	5-5365
Song Writers' Protective Assn.	CRcle	6-2536
Station Representatives Assn.	MURray Hill	5-4141

### Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	CRcle	5-6873
Affiliated Program Service, Inc.	MURray Hill	7-1881
Air Features	JUDson	6-8500
Alton Alexander Productions	PLaza	9-3277
American Institute Food Products	JUDson	6-7600
Audio-Video Recording Co.	PLaza	7-3091
Barry, Enright & Friendly, Inc.	TEMPleton	2-8600
Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advtg. Service	JUDson	2-1040
Ford Bond Radio Productions, Inc.	CRcle	7-2236
The Bruce Chapman Co.	WISCONSIN	6-5277
Cineffects, Inc.	CRcle	6-0951
Coastal Recording Co.	CRcle	6-3900
Louis G. Cowan, Inc.	PLaza	9-3700
Frederic Damrau, M.D.	PLaza	5-3638
Gordon M. Day Productions	OREgon	9-3595
Decca Records, Inc.	COLUMbus	5-2300
Roy DeGroot, Consultants, Inc.	MURray Hill	7-6865
Empire Broadcasting Corp.	PLaza	9-4500
Allen A. Funt Radio Productions	JUDson	6-5700
Gale, Inc.	PLaza	7-7100
General Artists Corp.	CRcle	7-7543
John E. Gibbs & Co.	PLaza	7-5959
Harry S. Goodman Radio Productions	PLaza	5-6131
Arthur Henley Productions	PLaza	5-7145
Hummert Radio Features	JUDson	6-8500
International 16mm Corp.	PLaza	7-2265
Keystone Broadcasting System, Inc.	PLaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Phillips H. Lord, Inc.	PLaza	5-2211
Charles Michelson, Inc.	PLaza	7-0695
William Morris Agency, Inc.	JUDson	6-5100
Motion Picture Stages, Inc.	PLaza	3-4840
Music Corp. of America	PLaza	9-7500
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	CRcle	7-8300
National Concert & Artists Corp.	PLaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
Prockter Productions, Inc.	JUDson	6-6800
Radio Artists Corp.	MURray Hill	8-0940
Radio Features of America	JUDson	2-5130
Reemack Enterprises, Inc.	MURray Hill	7-7979
Reeves Sound Studios, Inc.	OREgon	9-3550
Rockhill Radio	PLaza	9-7979
Bernard L. Schubert, Inc.	MURray Hill	8-0940
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	TRafalgar	3-1158
Richard Stark & Co.	REgent	7-9608
Television Screen Productions, Inc.	MURray Hill	2-8877
Transcribed-Radio Shows	JUDson	2-3530
Transfilm, Inc.	JUDson	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino, Inc.	CRcle	6-4675
Chick Vincent Co.	ELdorado	5-0734
Von Baumann Studio	RHinelander	4-5508
Roger White Productions	PLaza	5-3560
Wolf Associates	PLaza	5-2050
World Broadcasting System, Inc.	MURray Hill	8-4700
Wright, Wynn Associates	PLaza	3-4417
Frederick W. Ziv Co., Inc.	MURray Hill	8-4700

# Radio and Television

# TELEPHONE NUMBERS

## in Chicago

### AM Radio Stations

WAAJ	RAndolph	6-1932
WAIT	Franklin	2-0660
WBDM	Whitehall	4-6000
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEAW	AMbassador	2-1128
WEDC	CR	7-4100
WGCS	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WHND	WHitehall	4-2170
WJJD	STate	2-5466
WMAQ	MONroe	6-9700
WMBI	SUperior	7-8300
WNMP	MIchigan	2-1570
WSBC	SHeldrake	3-1590
	MONroe	6-9060

### FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	NEvada	2-2240
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

### Television Stations

WBMM-TV	Whitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	SUperior	7-0100
WNBQ	SUperior	7-8300

### National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	Whitehall	4-6000
DuMont Television Network	SUperior	7-0100
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	Whitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

### Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	Whitehall	3-2040
The Branham Co.	CEntal	6-5726
Burn-Smith Co.	CEntal	6-4437
Copper Publications	CEntal	6-5977
CBS Radio Sales	Whitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forloe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingsbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntal	6-7343
Joseph Hershey McGillvra, Inc.	STate	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CEntal	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494

John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Rayer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

### Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	CEntal	6-0870
Bozell & Jacobs, Inc.	ANdover	3-6611
Buchanan & Co., Inc.	CEntal	6-5959
Leo Burnett Co., Inc.	CEntal	6-1946
Campbell-Ewald Co.	DElaware	7-7553
Campbell-Mithun Inc.	DElaware	6-4700
Dancer-Fitzgerald-Sample	Financial	2-4674
W. B. Doner & Co.	DEarborn	6-9132
Doremus & Co.	CEntal	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	7-6747
Goodkind, Joyce & Morgan, Inc.	SUperior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntal	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntal	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olan Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon.	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntal	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	Financial	6-0750

### Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	Whitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntal	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	Financial	6-4474

# Radio and Television

## TELEPHONE NUMBERS

### in Chicago



Herbert S. Laufman.....	RAndolph	6-4086
Jules Power Prod.....	DElaware	7-7422
Les Lear Productions Corp.....	FRanklin	2-7840
Modern Recording Studio.....	FINancial	6-4183
Monogram — Chicago.....	ANdover	3-7169
Morton Radio Productions, Inc.....	CEntral	6-4144
Music Corp. of America.....	DElaware	7-1100
NBC Radio Recording Division.....	SUperior	7-8300
RCA Manufacturing Co.....	WHitehall	4-4600
Standard Radio Trans. Service, Inc.....	STate	2-5322
Hal Tate Radio Productions.....	FINancial	6-5450

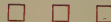
### News Agencies and Ass'ns.

Associated Press.....	STate	2-7700
International News Service.....	DE	2-0427
Press Associates, Inc.....	SUperior	7-0907
<b>RADIO-TV DAILY... RAndolph</b>		<b>6-3088</b>
United Press.....	RAndolph	6-4172
City News Bureau.....	STate	2-8100
Community News.....	RAndolph	6-0002

# Radio, Television and Government

## TELEPHONE NUMBERS

### in Washington



### Federal Departments and Agencies

American National Red Cross.....	REpublic	7-8300
Archives, National.....	REpublic	7-7500
Capitol, U. S. (Senate, House of Reps.).....	NATIONAL	8-3120
Census, Bureau of The.....	LUdlow	4-3000
Commerce, Department of.....	STERling	3-9200
Copyright Office, Library of Congress.....	STERling	3-0400
Court of Customs and Patent Appeals.....	NATIONAL	8-4696
Defense, Department of.....	LIBerty	5-6700
Defense Mobilization, Office of.....	EXecutive	3-3300
Executive Mansion (White House).....	NATIONAL	8-1414
Federal Communications Commission.....	EXecutive	3-3620
Federal Trade Commission.....	EXecutive	3-6800
Government Printing Office.....	STERling	3-6840
Interior, Department of The.....	REpublic	7-1820
Justice, Department of.....	REpublic	7-8200
Labor, Department of.....	EXecutive	3-2420
National Labor Relations Board.....	STERling	3-7373
Department of Defense.....	LIBerty	5-6700
Air Force, Department of The.....	LIBerty	5-6700
Army, Department of The.....	LIBerty	5-6700
Navy, Department of The.....	LIBerty	5-6700
Business and Defense Services Administration.....	STERling	3-9200
National Research Council.....	EXecutive	3-8100
Patent Office.....	STERling	3-9200
Post Office Department.....	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....	NATIONAL	8-3120
State, Department of.....	REpublic	7-5600
Supreme Court of the United States.....	EXecutive	3-1640
United States Information Agency.....	REpublic	7-8340
White House.....	NATIONAL	8-1414

### Non-Governmental

Clear Channel Broadcasting Service.....	EXecutive	3-0255
National Association of Radio and TV Broadcasters.....	DEcatur	2-9300
National Press Club.....	REpublic	7-2500

### RADIO-TV DAILY... EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association.....	NATIONAL	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Dic.).....	DIstrict	7-1260
Westinghouse Radio Stations.....	STERling	3-0903

### AM Radio Stations

WARL.....	JAckson	7-7800
WEAM.....	JAckson	7-7100
WFAN.....	REpublic	7-8000
WFAX.....	JEfferson	2-0900
WGAY.....	JUniper	9-1050
WGMS.....	EXecutive	3-8676
WINX.....	POplar	2-4357
WMAL.....	KEllogg	7-1100
WOI.....	HObart	2-9300
WOOK.....	REpublic	7-8000
WPIK.....	OVerlook	3-3000
WRC.....	ADams	4-5400
WTOP.....	EMerson	2-9300
WWDC.....	STERling	3-3800

### FM Radio Stations

WASH-FM.....	DIstrict	7-1356
WBUZ.....	REdwood	6-8000
WCFM.....	REpublic	7-8688
WGAY-FM.....	JUniper	9-1050
WGMS-FM.....	EXecutive	3-8676
WMAL-FM.....	KEllogg	7-1100
WOOK-FM.....	STERling	3-7265
WRC-FM.....	ADams	4-5400
WTOP-FM.....	EMerson	2-9300
WWDC-FM.....	STERling	3-3800

### Television Stations

WMAL-TV.....	KEllogg	7-1100
WRC-TV.....	ADams	4-5400
WTOP-TV.....	EMerson	2-9300
WTTG.....	STERling	3-5300

### News Services

Associated Press.....	DIstrict	7-1500
International News Service.....	NATIONAL	8-1733
United Press.....	EXecutive	3-3430

### Networks

ABC.....	REpublic	7-6013
CBS.....	EMerson	2-9300
MBS.....	METropolitan	8-1551
NBC.....	ADams	4-5400
DuMont.....	STERling	3-5300

# Radio and Television

# TELEPHONE NUMBERS

## in Los Angeles

### AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBBG	HOLLYwood	3-3205
KABC	HOLLYwood	2-3141
KFAC	WEBster	0161
KFI	DUNkirk	2-2121
KFOK	DUNkirk	5-2927
KFYD	DUNkirk	8-2345
KFWB	HOLLYwood	3-5151
KGER	MADison	5-2551
KGFJ	HOLLYwood	4-0201
KGIL (Sherman Oaks)	STANley	7-3467
KMJ	HOLLYwood	2-2133
KIEV (Glendale)	CHAPman	5-2388
KLAC	HOLLYwood	2-7271
KMPC	HOLLYwood	9-5341
KNX	HOLLYwood	9-1212
KOWL (Santa Monica)	EXBROok	4-6761
KRKC	MADison	5-2121
KUSC	RIChmond	6-362
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

### FM Radio Stations

KUTE (Glendale)	CITrus	4-1414
KFWB-FM	HOLLYwood	3-5151
KHJ-FM	HOLLYwood	2-2133
KNX-FM	HOLLYwood	9-1212
KFOX (Long Beach)	DUNkirk	5-2927
KNOB (Long Beach)	Long Beach	8-5519
KECA	HOLLYwood	2-3141
KFAC-FM	WEBster	0161
KNX-FM	HOLLYwood	9-1212
KRKC-FM	MADison	5-2121
KUSC	RIChmond	6-362
KWKW-FM (Pasadena)	RYan	1-6744
KCBW	CRestview	1-8124

### Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLLYwood	2-7311
KHU-TV	HOLLYwood	2-2133
KRCA	HOLLYwood	9-6161
KNXT	HOLLYwood	9-1212
KBIC-TV	HOLLYwood	3-3205
KTLA	HOLLYwood	9-3181
KTTV	HOLLYwood	2-7111

### Networks

American Broadcasting System (Television Center)	NOrmandy	3-3311
American Broadcasting System (Radio Center)	HOLLYwood	2-3141
Columbia Broadcasting System	HOLLYwood	9-1212
CBS-Radio	HOLLYwood	9-1212
CBS Television—Television City	WEBster	8-3011
Mutual-Don Lee Broadcasting System	HOLLYwood	2-2133
National Broadcasting Company	HOLLYwood	9-6161

### Station Representatives

American Jewish Broadcasting	HOLLYwood	2-2748
AM Radio Sales Co.	HOLLYwood	5-0695
Affinson Co.	DUNkirk	8-8158
Avary-Knodell, Inc.	WEBster	3-9583
Walter Biddick Co.	RIChmond	6184
John Blair & Co.	DUNkirk	7-1333

Blair-TV, Inc.	DUNkirk	1-3811
Bolling Company, Inc.	Dunkirk	8-8158
The Branham Co.	WEBster	1-1551
Burn-Smith Co., Inc.	DUNkirk	2-3200
CBS-Radio Spot Sales	HOLLYwood	9-1212
Forjoe & Co.	MADison	6-8329
Free & Peters	HOLLYwood	9-2151
W. S. Grant Co.	MADison	9-2653
Headley-Reed Co.	HOLLYwood	4-7738
H-R Representatives, Inc.	HOLLYwood	7-1480
The Katz Agency	TUCKer	8167
Kimball, Maurice A., Co., Inc.	DUNkirk	8-6178
Tracy Moore	HOLLYwood	2-2351
NBC-KRCA Spot Sales	HOLLYwood	9-6161
Oakes, Harlan G., Associates	DUNkirk	2-3200
Lee F. O'Connell Co.	CRestview	5-2022
Paschall, Benton, Co.	HOLLYwood	2-2323
John Pearson Co.	DUNkirk	7-4388
Edward Petry Co.	MICHigan	9227
Radio TV Representatives, Inc.	BRADshaw	2-6738
Wm. G. Rameau Co.	HOLLYwood	4-0388
Paul H. Raymer	HOLLYwood	2-2376
Walker Co.	DUNkirk	2-3200
Weed & Company	HOLLYwood	4-8611
Western Radio Sales	HOLLYwood	5-1755
Young, Adam J., Jr.	HOLLYwood	9-0965

### Advertising Agencies

Abbott Kimball Co. of Calif.	DUNkirk	7-7305
Action in Advertising	DUNkirk	3-3115
Ad Associates	WEBster	3-7501
Advertisers Production Agency	PROspect	7761
Alber, R. H., Co.	HOLLYwood	9-8273
Allen & Marshall Adv., Agency	DUNkirk	7-5163
Allen, Martin, Co.	WEBster	3-0734
Allied Advertising Agency	DUNkirk	7-7331
Altman, Bruce, Adv. Agency	WEBster	1-1761
Anderson-McConnell Adv. Agency	WEBster	1-1761
Arnold, Rupert, Adv. Agency	DUNkirk	2-0896
Asay, Wm. F., Agency, (Long Beach, California)	LB	7-2429
Associated Advertising Agency	CRestview	1-7227
Atchison, R. B., Adv. Agency	PROspect	2404
Atherton Advertising Agency	WEBster	3-8488
Ayer, N. W., & Son, Inc.	HOLLYwood	3-4871
Baldwin, Ben, Adv. Agency	CRestview	5-5146
Ball, Ted H., & Co.	HOLLYwood	7-2966
Banning Co.	DUNkirk	8-3456
Barnes Chase Co.	DUNkirk	4-1193
Barnes, John, & Assoc.	HOLLYwood	3-0387
Baron, Richard, Co.	PL	1-4748
Bates, Ted., & Co.	HOLLYwood	9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLLYwood	9-7337
(Los Angeles)	WEBster	1-1234
Beaumont & Hohman, Inc.	MADison	9-2676
Beckman, Hamilton & Associates	WEBster	0106
Bejach, Leo Adv.	CRestview	4-4555
Bennett, Harry, Adv. Agency	DUNkirk	7-8371
Benton & Bowles, Inc.	HOLLYwood	4-9151
Berghoff Associates, Inc.	CRestview	5-6151
Besel Advertising	AN	3-5121
Biow Co., Inc.	CRestview	4-7641
Bishop & Assoc. Inc.	NOrmandy	2-1158
Block Advertising Agency	HOLLYwood	2-5668
Bogarts, The	HOLLYwood	3-6871
Boyd, John R., Co.	LOGan	1644
Bozell & Jacobs, Inc.	BRADshaw	2-2081
Brand, Michael, Assoc.	CRestview	6-2991
Brisacher, Wheeler & Staff	HOLLYwood	9-2197
Broadcasting Advertising	BRADshaw	2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUTual	8154
Brooks Advertising Agency	HOLLYwood	4-1158

RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES

Brown, Byron H., & Assoc. . . . . DUnkirk 7-1226  
 Buchanan & Co., Inc. . . . . CRestview 5-5231  
 Bull, Frank & Co. . . . . HOLLYWOOD 5-4195  
 Burnett, Leo, Co., Inc. . . . . HOLLYWOOD 4-7347  
 Buwald, Bill & Associates . . . . . HOLLYWOOD 9-1161  
 Buxton, Erwin . . . . . SYLVAN 4-7896  
 California Adv., Agency . . . . . HOLLYWOOD 3-3189  
 Calkins, Holden, Carlock, McClinton  
 & Smith, Inc. . . . . YORk 5145  
 Calvert, J. Russel . . . . . ARIZONA 8-4253  
 Campbell-Ewald Co. . . . . HOLLYWOOD 5-4136  
 Caples Co., The . . . . . DUnkirk 7-4255  
 Carlson, Milton, Co. . . . . DUnkirk 8-9466  
 Carson-Roberts Inc. . . . . BRADshaw 2-8366  
 Case, Jack, Adv. Counselor . . . . . NORmandy 1-1820  
 Case, Roger T., Assoc. . . . . Long Beach 7-4474  
 Castor & Assoc. . . . . CRestview 5-2292  
 Cecil & Presby, Inc. . . . . HOLLYWOOD 3-2324  
 Cinema Advertising Agency . . . . . HOLLYWOOD 4-6146  
 Citizen Advertising Agency, Inc. . . . . VAndyke 2463  
 Clark, Darwin H., Co. . . . . MADison 9-1661  
 Cloward, Velma, Advertising . . . . . DUnkirk 4-2558  
 Collard, Clark, Adv. Agency . . . . . DUnkirk 7-3388  
 Columbian Advertising Agency . . . . . YORk 7151  
 Cole, Val Advertising Agency . . . . . CRestview 5-8462  
 Compton Advertising, Inc. . . . . HOLLYWOOD 9-8107  
 Consolidated Adv. Directors . . . . . CRestview 6-4012  
 Craig & Reed Agency . . . . . HOLLYWOOD 4-8218  
 Crank Chef, Co. . . . . HOLLYWOOD 3-5128  
 Crossley & Jeffries, Inc. . . . . CLEVELAND 7-8271  
 Culbertson, Robert C. Adv. . . . . BRADshaw 2-2344  
 Culp, Earl R. Co. . . . . DUnkirk 7-8406  
 Cunningham & Walsh, Inc. . . . . HOLLYWOOD 2-6131  
 Dancer-Fitzgerald-Sample, Inc. . . . . HUDSON 3-3256  
 D'Arcy Adv. Co. . . . . DUnkirk 8-3462  
 Davis, Charlie, Advertising . . . . . AXminster 3-5508  
 Davis-Harrison-Simmons, Inc. . . . . HOLLYWOOD 3-7101  
 Degner & Assoc. . . . . DUnkirk 7-2273  
 Donald, Dick, Adv. . . . . DUnkirk 8-2371  
 Dozier & Eastman Adv. . . . . PROspect 7091  
 Durstine, Roy S., Inc. . . . . DUnkirk 8-3411  
 Ebberts, Dan, Adv. Serv. . . . . JE 4241  
 Edwards, Adv. Agency, The . . . . . BRADshaw 2-5616  
 Ehlers, Grace . . . . . MADison 6-2227  
 Eisenberg, Ralph, Advertising . . . . . VAndyke 0439  
 Eiseman-Johns, Advertising . . . . . CRestview 1-5196  
 Enterprise Adv. Agency . . . . . MADison 9-1477  
 Erwin, Wasey, & Co., Ltd. . . . . WEBster 1-1211  
 Ewell & Thurber Assoc. . . . . HOLLYWOOD 9-4994  
 Factor, Breyer, Inc., Agency . . . . . DUnkirk 8-8131  
 Fagan, O. K. Advertising Agcy. . . . . VAndyke 2192  
 Fehلمان, Warren P. Adv. Co. . . . . KImball 9296  
 Fennell Adv. Agency . . . . . HOLLYWOOD 9-8351  
 Foote, Cone & Belding (Hollywood) . . . . . HOLLYWOOD 9-6265  
 Foote, Cone & Belding (Los Angeles) . . . . . MADison 9-3611  
 Freiburg, John, & Co. . . . . NORmandy 3-2111  
 Gardner, H. M., & Assoc. . . . . DUnkirk 5-1474  
 Geissinger, W. B., & Co. . . . . WEBster 3-7178  
 General Advertising Agency, Inc. . . . . HOLLYWOOD 3-5128  
 Geyer Adv. Agency . . . . . HOLLYWOOD 7-6114  
 Gill Clifford Agency . . . . . CRestview 6-1606  
 Glasser-Gailey, Inc. . . . . DUnkirk 4-2141  
 Glenn Advertising, Inc. . . . . WEBster 3-9369  
 Goldstone, Nat C. Agency . . . . . CRestview 6-1071  
 Goodman, Mort Advertising . . . . . WEBster 8-3993  
 Gonda, Francis D., Adv. Agency . . . . . DUnkirk 7-6126  
 Goodman, Kent . . . . . HOLLYWOOD 5-8821  
 Grant Advertising, Inc. . . . . HOLLYWOOD 9-5371  
 Grant, Will, Adv. Agency . . . . . DUnkirk 7-3361  
 Gregory-House, Inc. . . . . HOLLYWOOD 4-7511  
 Gregory, Willard G. & Co. . . . . TRinity 0531  
 Guerin-Johnstone Advertising . . . . . DUnkirk 5-1788  
 Hadlock & Associates . . . . . HOLLYWOOD 2-6731  
 Harrington-Richards . . . . . WEBster 3-5577  
 Harvey, William W., Inc. . . . . HOLLYWOOD 2-0874  
 Hauser, Dave & Associates  
 (Long Beach, Calif.) . . . . . Long Beach 2-4308  
 Heintz & Co., Inc. . . . . MADison 9-3181  
 Hicks & Griest . . . . . DUnkirk 5-1721  
 Hill, Don . . . . . MI 5149  
 Hilton & Riggio, Inc. . . . . HOLLYWOOD 2-6343  
 Hixson & Jorgensen, Inc. . . . . DUnkirk 8-3121  
 Hoel, John D., Adv. Agency . . . . . RYAN 1-7131  
 Houston Adv. Services Co. . . . . DUnkirk 9-4171  
 Howard, Bob Advertising Agcy. . . . . WEBster 3-5701  
 Hubleby Adv. Agency . . . . . MADison 6-0555  
 Hunt, W. H. & Associates . . . . . BRADshaw 2-8293

Hunter & Wilhite Advertising . . . . . HOLLYWOOD 4-4191  
 Irwin Co., Inc. . . . . BRADshaw 2-5455  
 Irwin, Howard & Associates . . . . . DUnkirk 8-1219  
 Jaffee & Jaffee Adv. Agency . . . . . CRestview 1-6211  
 Jimmy Fritz & Associates . . . . . HOLLYWOOD 3-3251  
 Johnson, J. Howard . . . . . MADison 8044  
 Jordan Co., The . . . . . DUnkirk 2-2248  
 Juneau, C. B., Inc. . . . . WEBster 3-7131  
 Kaufmann, Hans E., & Co. . . . . HOLLYWOOD 3-3800  
 Keane, Raymond, Adv. Agcy., Inc. . . . . WEBster 3-9221  
 Kellogg, Edward S., Co. . . . . DUnkirk 7-5213  
 Kelso, M. H., & Co. . . . . DUnkirk 2-2072  
 Kenyon & Eckhardt, Inc. . . . . HOLLYWOOD 3-2101  
 Killingsworth Co., Inc. . . . . BRADshaw 2-7649  
 Klittent, Martin R., Co., Inc. . . . . DUnkirk 7-8396  
 Landsdale, The Company . . . . . DUnkirk 5-2007  
 Lannen & Sanders, Inc. . . . . HOLLYWOOD 9-1681  
 Lawrence Co., The . . . . . BRADshaw 2-5820  
 Laws, Robert F., Adv. Agcy. . . . . HOLLYWOOD 9-3109  
 Lennen & Newell, Inc. . . . . CRestview 1-7221  
 Lenz, J. M., Advertising . . . . . YORk 1682  
 Little & Co. . . . . DUnkirk 9-1267  
 Logan, Dudley L., Adv. . . . . DUnkirk 2-8471  
 Mack-Wharton, Advertising . . . . . WEBster 8-5187  
 MacManus, John & Adams, Inc. . . . . WEBster 3-9569  
 Mann Advertising Co., Inc. . . . . DUnkirk 2-1179  
 Martha's Adv. Service . . . . . MADison 6-4897  
 Marto, Walter, Adv. Agcy. . . . . SYcamore 6-2239  
 Matthews, Anne D., Adv. Agency . . . . . SYcamore 2-3816  
 Mayers Co., Inc., The . . . . . DUnkirk 8-2111  
 Mayne, Charles H., Co. . . . . WEBster 3-8261  
 Mays & Co., Advertising . . . . . TRinity 8534  
 McCann-Erickson, Inc. (Los  
 Angeles) . . . . . HOLLYWOOD 4-8268  
 McCarthy Co., The . . . . . PROspect 7011  
 McElroy Advertising Agency . . . . . PROspect 2047  
 McHugh, Phil D., Co. . . . . MADison 6-7186  
 McKee, Burns Advertising . . . . . HOLLYWOOD 7-4218  
 McLain, W. R. & Associates . . . . . NORmandy 3-8209  
 McNeill & McCleery . . . . . HOLLYWOOD 4-7252  
 Meany, Phillip J., Co., Adv. . . . . MICHigan 3601  
 Mechl, Michael, Adv. . . . . KI 5241  
 Mercury Adv. Agency, Inc. . . . . CRestview 5-8502  
 Meyerhoff, Arthur A., Agency . . . . . CRestview 4-6863  
 Miner, Dan B., Co. . . . . DUnkirk 8-3301  
 Moeller & Shedd, Inc. . . . . WEBster 8-2686  
 Moody, Thomas, & Associates . . . . . DUnkirk 2-0544  
 Moogé-Privett, Inc. . . . . YORk 7243  
 Morgan, Raymond R., Co. . . . . HOLLYWOOD 3-4194  
 Mottl & Siteman Adv. Agcy. . . . . WEBster 8-6288  
 Nathan, Edw. N., Adv. Agency . . . . . PROspect 1767  
 Neale Advertising Association . . . . . MICHigan 2149  
 Needham, Louis & Brorby, Inc. . . . . HOLLYWOOD 2-2391  
 Nelson Advertising Service . . . . . DUnkirk 7-8368  
 Newman, Mike, & Assoc. . . . . REPUBLIC 2-6211  
 Newman, N. J., Adv. Agency . . . . . HOLLYWOOD 3-3251  
 Noble Advertising Co. . . . . MADison 6-5359  
 Noel, Lent & Associates . . . . . HOLLYWOOD 5-4171  
 O'Connell, Robert, Adv. Agency . . . . . STATE 7-2534  
 Olen, David Advertising . . . . . BRADshaw 2-3241  
 Pardee Co., The . . . . . HOLLYWOOD 2-7306  
 Patch & Curtis, Adv. Agcy., Inc.  
 (Long Beach, Calif.) . . . . . LB 6-1259  
 Patton, George Advertising . . . . . HOLLYWOOD 2-0841  
 Perrett Co., The . . . . . MUTUAL 2388  
 Porter, Wesley H., Adv. . . . . AXminster 3-0400  
 Productive Advertising . . . . . DUnkirk 8-2251  
 Raymond, J. W. Adv. Agcy. . . . . RICHmond 7-5391  
 Raymond, Larry Co. . . . . YORk 8125  
 Rhodes & Davis . . . . . MICHigan 2396  
 Rich, Henry Agency . . . . . BRADshaw 2-7823  
 Ringer, Lee, Advertising . . . . . DUnkirk 7-8131  
 Robinson, Elwood J., Adv. . . . . MUTUAL 6293  
 Roche-Eckhoff & Lee . . . . . HOLLYWOOD 9-5363  
 Ross, Charles, Adv. Agency . . . . . HOLLYWOOD 2-1184  
 Ross, Ellsworth, Inc. . . . . DUnkirk 8-3608  
 Ross, Roy, Inc. . . . . HOLLYWOOD 9-6263  
 Ross, W. B., Assoc., Adv. . . . . DUnkirk 8-1107  
 Ruthrauff & Ryan, Inc. . . . . DUnkirk 8-0571  
 Scholtz Advertising Service . . . . . MICHigan 2396  
 Schurrer, Lou, Adv. . . . . HOLLYWOOD 3-3800  
 Scott, M. B. Inc., Advertising . . . . . CRestview 4-5301  
 Sebrell, J. B. Adv. Agcy. . . . . MADison 6-9397  
 Seeds, Russell M., Co., Inc. . . . . CRestview 4-7613  
 Seidel Advertising Agency . . . . . HOLLYWOOD 4-0255  
 Shane, Leonard, Agency, The . . . . . WEBster 8-3535  
 Sheldon, Lisle Adv. . . . . HOLLYWOOD 3-2366



Shelley, James P.	Webster	8-2077
Shore Assoc.	Hollywood	4-8201
Snack N. Charles, Inc. Ltd	BRadshaw	2-6403
Snowman, Dea	Webster	1-1311
Snowman Co.	WAlnut	2753
Snowman Co.	MUtual	5336
Soniley, Levitt & Smith	Hollywood	3-9239
Smith, T. Tyler, Adv. Agcy	Hollywood	9-8234
Smith & Ganz, Inc. Adv.	Richmond	7-9626
Spicer Advertising Agency	Hollywood	2-7344
Spohl, Charles N. Adv. Agency	TRInity	8821
Strobins, Barton A. Adv.	PRospect	5317
Strobins, Hal Inc	DUnkirk	7-5377
Styller, Miller & Lester, Inc.	BRadshaw	2-7835
Strider-Rouse Adv.	Hollywood	9-7163
Striplin Adv.	DUnkirk	3-5072
Strout, J. M. & Co.	DUnkirk	5-2211
Strumberger, LaVane & McKenzie	REpublic	4-2117
Strubler Co.		
Sullivan Strauter Colwell & Bayles, Inc.	Hollywood	4-2119
Swofford & Co.	BRadshaw	2-2784
Tappart & Young	Webster	3-8108
Thompson, J. Walter, Co.	Webster	3-7201
Tills & Cantz Advertising	Hollywood	2-1157
Tullis Co. Inc., The	Hollywood	2-6333
Universal Advertising Agency, Inc.	Hollywood	4-8218
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203
Van-Scott, Inc.	DUnkirk	9-2300
Victor, A. J. Company	AXminster	4-7555
Wade, Geoffrey Adv. Agency	Hollywood	4-7457
Waldman, Harvey & Associates	TUcker	8185
Warwick & Legler, Inc.	DUnkirk	3-1141
Webster, R. W., Adv.	MAdison	9-2283
Weinberg, Milton, Adv. Co.	Webster	8-3811
Welsh, Hollander & Coleman	DUnkirk	9-1171
Wenland, Adolphe & Associates	CRestview	4-5241
Wessels, George M., Company	YOrk	7668
West-Marquis Inc.	MAdison	9-2214
Western Advertising Agency	Webster	8-2681
Westwood, Tom Adv. Agcy.	CH	5-5051
Whyte, Evans, Agency	DUnkirk	2-2188
Wilder, Alvin	Webster	8-4624
Williams, Dallas & Sons	BRadshaw	2-8729
Willis, Harry G., & Assoc.	CHapman	5-3325
Woolf, Len	DUnkirk	8-2361
Wyne-Alexander Advertising Agency	PY	1-2319
Young, M. M., Adv.	DUnkirk	7-3265
Young & Rubicam, Inc.	Hollywood	9-2731

Music City	Hollywood	9-8211
Patin, Ray, Productions	Hollywood	2-1147
RCA, Victor Division	Hollywood	4-5171
Radio Recorders, Inc.	Hollywood	3-3282
Reynolds, Stuart Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	Hollywood	4-3183
Rocket Pictures, Inc.	Hollywood	7-7131
Ross, Jack	Hollywood	9-4019
Rourke, Jack, Productions	Hollywood	3-7178
Rubens Productions	Hollywood	7-6930
Sande, Robert	Hollywood	5-6181
Screen Gems, Inc.	Hollywood	2-3111
Snader Telescriptions Corp.	CRestview	4-6651
Song Ads	Hollywood	5-6181
Steffner, Wayne, Prods.	Hollywood	3-4173
Stevens, J. G., Inc.	Hollywood	4-8361
Stokey, Mike, Productions	Hollywood	2-1241
Studio & Artists Recorders	Hollywood	4-8241
Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Telefilm, Inc.	Hollywood	9-7205
Telepic Corp.	Hollywood	4-7391
TV Spots	Hollywood	5-5171
TeeVee Co., The	CRestview	5-1076
Television Guild Productions	Hollywood	9-2895
Thomas Co., The	Hollywood	4-6564
Tuchman, Harris, Productions	YOrk	7189
Universal Recorders	Hollywood	9-8282
Vitapix Corporation	CRestview	1-7191
WRS Recording Lab.	Hollywood	5-1454
Wendelken, Dick Productions	Hollywood	5-9207
Western Recorders	Hollywood	3-6811
Wilding Picture Prods. of California	Webster	0183
Wiley, Fletcher, Prods.	Hollywood	9-1212
Williams-Nickolas Animated Productions	Hollywood	9-8948
World Broadcasting System	Hollywood	3-5121
Wright, Carter, Enterprises, Inc.	Hollywood	9-0944
Zlv, Frederic W.	Hollywood	3-5121

### Radio and TV Artists Agencies

Affiliated Artists' Agency	CRestview	4-2697
Ainsworth, Helen	CRestview	62062
Allied Casting	Hollywood	3-7124
Alvarado, Carlos	CRestview	57203
American Copyright	CRestview	60369
American Federation of Radio and Television Artists	Hollywood	4-5125
Artigue, Louis	CRestview	6-4652
Artists Management Co.	CRestview	4-4963
	or BRadshaw	2-4531
Artists, Ltd.	CRestview	67015
Auer, Miles	Hollywood	9-1691
Bagwell, M. D., Agency	Hollywood	4-0211
Bender-Ward	CRestview	17247
Bergerman, Stanley, & Co.	CRestview	6-4124
Jernle, Herman	CRestview	50117
Bloom, Phil, Agency	CRestview	6-1339
Bradfield, Robert C. Agency	BRadshaw	2-3655
Brandies, Bob, Agency	Hollywood	5-6978
Business Administration Co.	CRestview	67071
Candelario's, (Sante Fe, N. Mex.)		2-1391
Charney, William B.	Hollywood	9-1131
Columbia Artists Management	MAdison	62327
Cooper, Ray	CRestview	69769
Cordier, Genevieve	WH	9883
Darrow, Agency	ARizona	30951
Demling, Gus	CRestview	12161
Deuser, Lewis J.	CRestview	19134
Doaks, Virginia	BRadshaw	2-6211
Douglas, Donald	Hollywood	4-8106
Draesmer, Isabelle, Agency	Hollywood	4-1782
Edington-Cloutman Agency	CRestview	4-5141
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FOR MUTUAL



# Exciting Expansion Predicted For 1955 International Television

□ □ □ □ □ □

By PAUL TALBOT

President

Fremantle Overseas Radio & TV, Inc.

THE year 1955 will be to International Television what the first "post freeze" year of 1952 was to the U. S. industry. The long heralded commercial service in Great Britain becomes a reality in the fall and for the first time, there will be competition for product in the world's second largest TV market—a market with almost four million licensed receivers. Important to American producers is another English language market, Australia, which will initiate video service late this year. On the European continent, schedules which have been extremely limited are being expanded particularly in Italy, France and Western Germany. At least three new TV markets will become active in Latin America, to make a total of eleven countries and 29 stations in that part of the world. Japan is manufacturing its own receivers and the plants are now geared up to permit lower priced sets and thus increase the audience. Also in the Far East, Malaya and Siam are planning stations.

□ □ □

One of the most exciting prospects in the future of International broadcasting, is the micro-wave TV relay between Miami and Cuba which is expected to be in operation this year. This is likely to be the first link in an international network which will eventually reach into South America.

Our lawmakers are aware of the potential of International Television and recently Senate Joint Resolution 96 was passed, setting up a commission to study the subject. The commission is to make its report by December, 1955.

□ □ □

Mindful of the vital role which export plays in the theatrical film release set-up—up to 50 per cent of a Hollywood film's income is earned overseas—many U. S. TV film producers have looked for a similar pattern in video; and with increasing production costs, the foreign market may well become an economic necessity for them. But the job of penetrating foreign TV markets presents

quite a different set of problems from those faced by theatrical distributors.

Firstly, because of the intimacy of the medium, far more attention must be paid to local tastes and customs than is the case with theatrical films. A movie patron goes perhaps once or twice a week to see a picture. If it is a film of American origin, he usually knows this in advance and the choice of seeing it or not is his. But TV entertainment comes into the home for several hours a day, seven days a week. The overseas viewer will certainly enjoy seeing a good U. S. show on occasion, but it is not difficult to appreciate how he might feel about the product of another country dominating his entire TV fare and thus, in a sense, his life.

□ □ □

In order to become an integral part of the local TV scene, our company, which specializes in international programming, has set up production offices in all important foreign television markets. Through these offices, American product is adapted to local needs. Where required, foreign language tracks are added to TV film shows. Complete packages, made up in part of U. S. film and part "live" local talent, are produced for sponsors and agencies in the particular foreign market.

□ □ □

As of December, 1954, FORTV had 17 regularly scheduled weekly TV programs and 20 weekly radio programs running in eleven countries throughout the world. Seventy per cent of our TV shows employ U. S. film product. These shows are in addition to feature film and shorts libraries which have been placed by us with almost all overseas TV stations.

During 1955, the increased activity in International markets will require a large amount of additional film. And by continuing our system of local adaptation, coupled with on-the-spot selling, we are confident that much of this need for film will be filled by product from the United States.

More top performers  
in entertainment and  
business stand behind  
our microphone than  
anywhere else in radio.  
And as a logical result,  
the biggest audiences  
are tuned to the CBS



Radio Network



**JIM WYLER**  
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General Manager.....Frank J. Starzel  
Asst. General Manager for Radio.....Oliver Gramling  
Secretary.....Lloyd Stratton  
Radio News Editor.....John A. Aspinwall

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New York—235 East 45th Street.....MUrray Hill 7-8800

### **Executives**

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Editor-In-Chief.....Barry Faris  
King Features Sales.....Frank J. Nicht  
Business Manager.....Robert W. Brown  
Managing Editor.....Philip G. Reed

## **Press Association, Inc. (Associated Press)**

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V.P.....Oliver Gramling  
Radio News Editor.....John A. Aspinwall

## **Reuters**

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Editor.....A. W. V. King  
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North American Service Editor.....Charles B. Lynch

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Radio News Manager.....John J. Madigan  
V.P., Mgr. Movietonews.....William C. Payette  
V.P. & General Sales Manager.....Leroy Keller

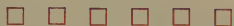


RICHARD BOONE

star of  
"MEDIC"



# Ziv Doubles Production Plans As Video Film Business Booms



By JOHN SINN

President

Ziv Television Programs, Inc.

AS 1954 drew to a close two important factors dominated the television film industry. The first was the fully expected but extremely rapid rate of the growth of television film as an important part of station programming. The second was the increasing number of stations interested in featuring regular colorcasts of filmed programs.

The growth of the television film industry and its expanding market reflected itself in the number of new films produced, marketed, and sold to local and regional advertisers last year.



ZIV alone produced three of these new shows, each of which was sold in close to 200 markets, and in addition continued production on three other top selling features. These new series include "Mr. District Attorney," starring David Brian; "Meet Corliss Archer," with Anne Baker and Mary Brian, and "The Eddie Cantor Comedy Theatre." Continued in production were "I Led Three Lives," with Richard Carlson; "Favorite Story" with Adolph Menjou, and "Cisco Kid."

The first of these programs, "Mr. District Attorney" reached saturation distribution in almost 200 cities within nine months after it was put on the market.



"Meet Corliss Archer" was purchased in more than 175 markets in only six months. The third of these programs, "The Eddie Cantor Comedy Theatre," was sold out in more than 180 markets even before the show went on the air. We confidently expect the Cantor program will set an all-time record in the industry for total markets sold.

These sales records demonstrate that more and more local and regional advertisers are coming to rely on television film programs as an ideal means of putting across their sales message in individual markets. And film programming is filling more and more hours of both network and local station time with

each succeeding season.

Because this trend towards television film has become so pronounced during the past year, Ziv has decided to double its production of program series during 1955. To achieve this goal more efficiently, with better product and quality control, we have purchased the American National Studios in Los Angeles, now to be known as the Ziv Television Studios. We are scheduling production of all program series at these new facilities.



Now in production for 1955 is our latest top appeal theatre type program "The Science Fiction Theatre" which opens up a host of stimulating new dramatic story lines of adventure, romance, mystery and imagination. Panel shows, dramatic programs, mystery, musical comedy, comedy and variety programs are now under consideration for 1955.

All of these programs will be produced in the Ziv tradition of high quality, top star film series, and all will be produced in Ziv's color process, Zivcolor.

Film in television programming is attaining greater importance each season. Color film in television is making important strides as well. And, just as 1954 witnessed significant expansion in the use of television film, so it also witnessed vital developments in color film programming.



We feel that the cost which color has added to our production expenses is not a risk but a wise investment. We are prepared today to provide advertisers and stations with fine color prints, prints which will be of the same high quality as our black and white programs, and prints which embody techniques far beyond the stage of trial and experimentation.

This investment we feel, will begin paying big dividends and soon. The number of stations which have already contacted us for color prints in 1955 indicate we may well be on the threshold of the exciting new color era.

# "Direct From Paris"

RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)  
OFFERS YOU FREE OF CHARGE A REGULAR  
TRANSCRIBED SERVICE**

## MUSICAL PROGRAMS

Symphonic  
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## ENTERTAINMENT

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**AND BY SPECIAL SHORTWAVE FEED  
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

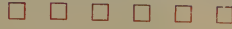
## THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

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# Empire State Broadcasters Plan Only "On Ringing the Bell"



By MICHAEL R. HANNA

President

New York State Association of Radio and Television Broadcasters

IN the early nineteenth century in America, the church collection was taken in a bag at the end of a pole, with a bell attached to arouse sleepy contributors.

When people ask me why we New York broadcasters have formed a state association, my response is that all we're doing is ringing the bell. We have been, for the most part, "sleepy contributors"—and while we have snoozed, many unfortunate things have come to pass which might not have transpired had the Empire State's broadcasters been unified.



Among these incidents—not the only one, but illustrative—was the adoption of state legislation limiting the capacity of radio and television to cover public hearings. Individual broadcasters energetically attempted to halt this discriminatory legislation, but we did not have the strength born of cooperative action.

In New York, as in other states, we have a continuing problem in the broadcast of sports. Rights charges have soared beyond reason in some areas; in others, broadcasting has been flatly refused access to such events. This is a problem which requires unity, not only to develop the best strategy through the contribution of all of the ideas available, but unity to encourage the acceptance of the best ideas.

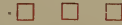


Other states are encountering now the threat, if not the reality, of municipal and state taxes on gross income, on advertising and on all categories of revenue needed to sustain broadcasting as a strong community force. Broadcasters must be organized and firm in their determination if they are to oppose successfully the general emergence of such needless and unfair assessment.

I say that we had to "ring the bell" to awaken ourselves to the necessity for getting together. The fact that New York broadcasters, residing in a state which was one of the very first to join the

union of states, are among the last to form their own association supports the point. Our association is the 43rd state group to be launched.

The fact that all sections of the state were represented in our original organizational meeting, held January 12th in Syracuse, demonstrates the awakening need for the existence of a state group.



Not least among the benefits which will accrue to each of us from this amalgamation—in many ways, the best that will accrue—is the opportunity to exchange ideas and opinions on all matters of problems which beset the industry. Public Relations. Public Service. Regulation. There are subjects aplenty, as other state associations have learned.

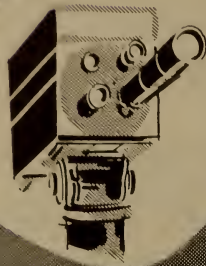
As a corporate group, we will have an opportunity to seek the counsel of advertisers, agencies, and government representatives who will address our various meetings. Although a state organization, in some cases insulated against the trials and tribulations within other states, we will offer our assistance to other similar state groups; and we will be able to escape complete provincialism, of course, by working with the NARTB and other bodies.

Is it worth the effort? I think it is. And of course my fellow officers—Bill Doerr (Buffalo), Gordon Gray (New York City), George Dunham (Binghamton) and Elliott Stewart (Utica)—think so, too.



The Board of Directors, which will establish policies for our guidance includes: Ham Shea (New York City), Sam Cook Digges (New York City), Fred Keesee (Auburn), Joe Bernard (Buffalo), Morris Novik (New York City), William Fay (Rochester), Joel H. Scheier (Plattsburg) and E. R. Vadeboncoeur (Syracuse).

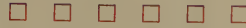
In our first year of activity we hope we may establish, as has been done in other states, such a society of mutual aid that none among us can escape the need for membership.



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G.  
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# 70-80% of Political Expenditures Allotted for Radio-Television Time



By **MARTIN ZUZULO**

Associate Editor

Radio Annual & Television Year Book

**M**ORE than the advertising agency time buyers and even more than the newspaper space buyers, the political spot buyer, the person responsible for his party's victory or defeat, is a careful selector of all types of media. Keeping that in mind, an appraisal of the spending done by both major parties at the time of Congressional and presidential elections is a clear reflection of what the political analyst chooses to transform people into voters.



Radio and television have so changed this art of campaigning that a conservative estimate was put at 70% of the total Republican New York State outlay during the 1954 Congressional elections and the Democratic estimate climbed even closer to 80%. The New York State spending in behalf of both Republican candidate Irving M. Ives and Democratic candidate, Averell Harriman and the rest of their tickets hovered close to the \$1,000,000 mark.

Reports filed with the clerk of the House of Representatives showed that on a national level the Republicans spent \$800,000 more than the winning Democrats, who took over control of the House and Senate in the November election. The outlay by four Republican national organizations totaled \$3,716,184, the report showed. That was incidentally, more than Phillip Morris & Co. spent in radio and television for the first six months of 1954 and probably more than, for instance, a company like the Nestle Company will spend for the entire year of 1954 on radio and TV.



Big money, and in the biggest city, New York City, politicians in the know, people who want to move other people are estimated to have allotted 70 to 80% of that budget to radio and television!

Some could say then that the Republicans, who are supposed to have spent more money during the Congressional elections, still lost the election. It's worthwhile pointing out, using New York City as a gauge, that the Republican estimate

was put at 70% of the total amount allotted to radio and television whereas the Democratic estimate went further—to the 80% mark. Even this 10% difference could be attributed to one party's victory and another's defeat.

Win or lose, however, inroads of radio and television are being felt in the advertising expenditures of both major political parties. The old-time rallies and hoop-de-do have given way to the cables and microphones. An example of the bite into the expenditures of political thinking, Madison Square Garden, long remembered for its bedecked balconies and jammed capacity during election years, did not have a single party rally in the 1954 campaign—nor in 1953. Brooklyn's Academy of Music, site of many political shindigs in years gone by was also unused last Fall.



Easing up on these giant rallies affords television. Reports for the metropolitan area's seven television stations show that the Harriman forces began buying television time back in February. Republican purchase, on the other hand, began only after the September nominating conventions. Naturally, total expenditures of both major parties does not include free time. For example, some primary spots offered to the gubernatorial and Congressional nominees would normally be offered for \$1,500 each.



Reasonably then, one could deduct from these figures, that radio and television is heavily counted on by political big-wigs to motivate people. And it is only when one studies the amounts of time and money given over for this purpose that one asks why men who also purchase time to sell their products should not slice their budget in a similar manner? But yet to our way of thinking, with 1954 billings and revenue bringing in record totals, we predict that these people will soon begin to see what a tight and pulse-like grip radio and television have upon the nation.

# "TIM-M-BER!"



If you listen to people talking about TV commercials sometimes you wonder why they haven't chopped their sets up before this. They're *that* mad.

But if you watch the products that those people buy, you realize that there

are a lot of TV commercials that *don't* make people mad—that *do* a great selling job.

Funny thing is, it doesn't cost the advertiser a bit more for the best television commercials than it does for the worst.

YOUNG & RUBICAM, INC.

ADVERTISING • New York • Chicago • Detroit • San Francisco  
Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London



# *Business*

NETWORK BILLINGS

ADVERTISING AGENCIES

AGENCY EXECUTIVES

STATION  
REPRESENTATIVES

# Year-round enjoyment from **Lever Brothers Company** in 1955

## **Lux Video Theatre**

Top stars in "live" performances of outstanding movie successes, direct from Hollywood.  
Thursdays on NBC Television.

## **Lux Radio Theatre**

20 years young and still going strong with famous stars recreating the greatest movie roles.  
Tuesdays on NBC Radio.

## **BIG TOWN**

Exciting and realistic news stories starring Mark Stevens. Mondays in N. Y. and L. A. areas; Wednesdays most other areas, on NBC Television.

*And don't forget—  
for leisurely daytime enjoyment*

- **ART LINKLETTER'S HOUSE PARTY**  
Mondays-Wednesdays-Fridays, CBS Radio-Television
- **ARTHUR GODFREY TIME**  
Mondays-Wednesdays-Fridays, CBS Radio-Television
- **AUNT JENNY**  
Real life stories, Mondays through Fridays, CBS Radio

# NETWORK RADIO BILLINGS

## Estimates For Years 1954 & 1953



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

### January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,830,654	\$ 5,166,174	\$ 1,896,925	\$ 3,391,873	\$ 13,285,626
Feb. ...	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar. ..	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr. ...	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May ...	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June ..	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July ...	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug. ..	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept. ..	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct. ...	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov. ..	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec. ...	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	\$29,054,147	\$54,245,056	\$20,345,032	\$34,014,356	\$137,641,169

\* Revised as of Dec. 30, 1954.

### January-December 1953

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,674,622	\$ 5,157,148*	\$ 1,786,134	\$ 4,260,555	\$ 13,878,459
Feb. ...	2,538,663	4,670,833*	1,638,075	3,813,602	12,661,173*
Mar. ..	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr. ...	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May ...	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June ..	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July ...	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug. ..	1,958,633	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept. ..	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct. ...	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov. ..	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec. ...	2,854,169	5,554,313	2,145,329	3,630,971	14,184,782
Total	\$29,326,123	\$62,381,207	\$23,176,137	\$45,151,077	\$160,534,544

\* Revised as of Jan. 1, 1954.

★ TV's award-winning  
**U.S. STEEL HOUR**



**1954 Dramatic Show of the Year\***

*\*Selected by Radio-TV editors*

# Network Television Billings

## Estimates For Years 1954 & 1953



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

### January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. ...	\$ 2,780,574	\$ 10,713,329	\$ 1,445,608	\$ 10,116,937	\$ 25,056,448
Feb. ...	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar. ..	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr. ..	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May ...	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June ..	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July ...	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug. ..	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept. ..	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct. ...	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov. ...	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec. ...	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	\$34,713,098	\$146,278,452	\$13,143,919	\$126,073,093	\$320,208,562

\* Revised as of Dec. 30, 1954.

### January-December 1953

	ABC-TV	CBS-TV	DuMont	NBC-TV	Total
Jan. ...	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb. ...	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar. ..	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr. ...	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May ...	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June ..	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July ...	1,299,471	7,422,337	592,890	6,902,092	16,217,790
Aug. ..	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept. ..	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct. ...	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov. ..	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec. ...	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
Total	\$21,110,680	\$97,466,809	\$12,374,360	\$96,658,551	\$227,610,400

\* Revised as of Jan. 1, 1954.



SINCE  
1898  
THE  
AGENCY  
OF  
THE  
SHOW  
WORLD



**WILLIAM MORRIS AGENCY, INC.**  
NEW YORK • CHICAGO • BEVERLY HILLS • LONDON • PARIS



**Mutual Broadcasting System  
1954 Gross Network Sales  
Advertisers\***

S. C. Johnson & Son, Inc.	\$1,868,637
P. Lorillard Co.	1,572,342
American Federation of Labor	1,311,751
Johns-Manville Corp.	1,210,908
Florida Citrus Commission	982,790
American Home Products Corp.	949,530
Miles Laboratories	938,487
Liggett & Myers Tobacco Co.	846,227
Kellogg Co.	792,742
Quaker Oats Co.	713,044
Miller Brewing Co.	687,720
R. J. Reynolds Tobacco Co.	551,502
The Coca Cola Company	460,453
Wings of Healing, Inc.	432,111
Mutual Benefit Health & Accident	425,343
Lutheran Laymen's League	400,911
State Farm Mutual Auto. Ins. Co.	375,284
Falstaff Brewing Corp.	358,078
Radio Bible Class	348,627
Phillip Morris Co. Ltd., Inc.	344,748
Credit Union National Assn.	320,808
Christian Reformed Church	311,623
Voice of Prophecy	302,503
Derby Foods, Inc.	299,672
General Tire and Rubber Co.	291,460
Union Pharmaceutical Co., Inc.	270,960
Deepfreeze Appl. Div.—Motor Products Corp.	267,000
Dawn Bible Students Assn.	195,532
Florida State Advertising	188,400
Gillette Safety Razor Co.	184,825
Murine Co., Inc.	170,710
No. American Van Lines, Inc.	150,659
National Home Corp.	144,670
Lettuce, Inc.	138,922
Procter & Gamble Co.	138,000
Lemon Products Advisory Board	129,000
Billy Graham Evangelistic Assn.	122,948
Niagara Mfg. & Dist. Co.	118,002
S.O.S., Co.	111,500
Chevrolet Motor Div.	97,500
Beltone Hearing Aid Co.	88,128
Block Drug Co.	75,177
Pan American Coffee Bureau	66,200
Dodge Div.—Chrysler Corp.	64,795
Buick Motor Div.	54,300
Elsevier Press, Inc.	53,593
Jacques Kreisler Mfg. Corp.	41,300
Harrison Products, Inc.	39,900
Giant Animal Co., Inc.	39,338
Plymouth Div.—Chrysler Corp.	36,781
The Scholl Mfg. Co., Inc.	33,600
Jackson & Perkins Co.	33,123
All-State Ins. Co.	29,505
Republican Nat'l Committee	28,524
Manion Forum of Opinion	23,692
Esso Standard Oil Co.	23,268
The Barbasol Co.	23,088
White House Co.	19,936
Bridgeport Brass Co.—Aer-O-Sol Div.	18,000
Crowell-Collier Publishing Co.	16,500
Grand Duchess Steaks	12,468
Rexall Drug Co.	12,127
For America	11,388
National Assn. of Letter Carriers	10,266
Standard Oil Co. of Indiana	8,188
Committee for Constitutional Gov't.	7,478
American Chemical Paint Co.	6,000
Tidewater Associated Oil Co.	5,875
Atlantic Refining Co.	5,721
Cowles Publishing Co.	5,000
Artists Publications	3,973
Prentice-Hall, Inc.	3,456
Protam Pharamcal Co.	2,070
Independent Citizens Committee	1,090

**Mutual Broadcasting System  
1954 Agency Gross Billings\***

J. Walter Thompson	\$2,511,506
Needham, Louis & Brorby, Inc.	2,352,451
Lennen & Newell, Inc.	1,572,342
Furnan, Feiner & Co.	1,322,017
Sullivan, Stauffer, Colwell & Bayles, Inc.	949,530
Geoffrey Wade Advertising	939,487

Cunningham & Walsh, Inc.	\$12,427
Leo Burnett Co.	792,742
D'Arcy Advertising Co.	751,913
Sherman & Marquette, Inc.	713,044
Mathison & Associates	687,720
William Esty Co., Inc.	551,502
McCann-Erickson, Inc.	461,056
Century Advertising Agency	432,111
Bozell & Jacobs, Inc.	425,343
Gotham Advertising Co.	400,911
Dancer-Fitzgerald-Sample, Inc.	358,078
J. M. Camp & Co.	318,627
The Biow Co.	344,748
Glenn-Jordan-Stoetzel, Inc.	311,623
Western Advertising, Inc.	302,503
Applegate Advertising Agency	295,329
Grey Advertising Agency, Inc.	270,960
Roche, Williams & Cleary, Inc.	267,000
Batten, Barton, Durstine & Osborn, Inc.	211,361
Olian & Bronner, Inc.	206,430
Wm. Gleason & Co.	195,532
Direct	188,400
Maxon, Inc.	184,825
John Cohan Advertising, Inc.	138,922
Benton & Bowles, Inc.	138,000
Walter F. Bennett Co.	122,948
Campbell-Ewald Co.	97,500
Emil Mogul Co., Inc.	75,177
Kudner Agency, Inc.	67,800
Grant Advertising, Inc.	64,795
Mann-Ellis, Inc.	53,593
N. W. Ayer & Son, Inc.	42,502
Duane Jones, Inc.	41,408
Foote, Cone & Belding	41,300
Sidney Garfield & Associates	39,900
Donahue & Coe, Inc.	33,600
Maxwell Sackheim & Co.	33,123
Christiansen Advertising Agency	29,505
Erwin Wasey & Co.	25,088
E. Ross Humphrey & Assoc.	22,004
Victor & Richards, Inc.	19,936
Hazard Adv. Co.	18,000
Victor Advertising, Inc.	13,076
Phil Di Nuociso Advertising	12,468
Marschalk & Pratt, Inc.	10,339
French & Preston, Inc.	7,478
Grey & Rogers Advertising	6,000
Buchanan & Co.	5,875
Artists Publications	3,973
Albert Frank-Guenther Law	3,456
Ellington & Co., Inc.	1,090

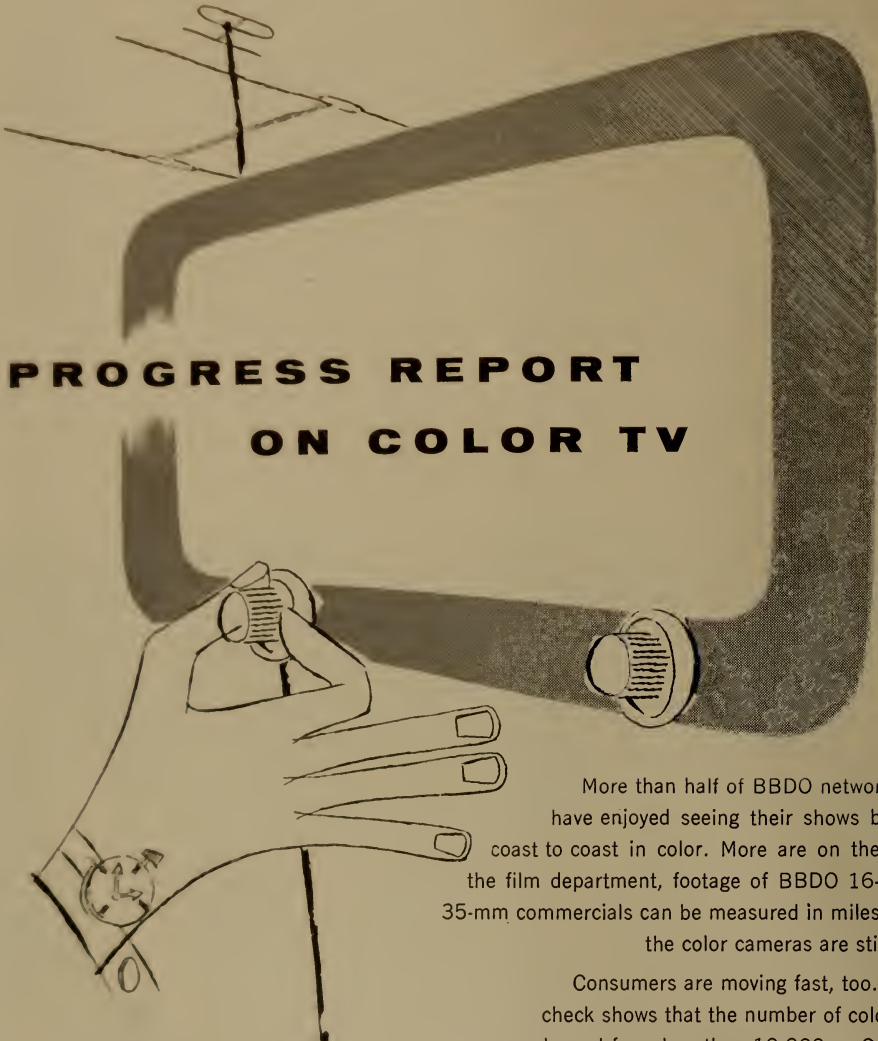
**Mutual Broadcasting System  
1954 Industrial Classifications\***

Cigarettes & Smoking Materials	\$3,311,819
Food & Food Products	3,134,838
Soaps, Cleaners & Polishes	3,067,667
Institutional	2,098,628
Drugs & Toiletries	1,957,374
Religion	1,682,144
Building Materials	1,355,578
Beer	1,045,798
Insurance	830,132
Automotive	544,836
Soft Drinks	460,453
Miscellaneous	298,185
Household Supplies	285,000
Transportation	150,659
Publications	82,522
Gasoline & Petroleum Products	43,552
Jewelry	41,300
Political	37,092

**Mutual Broadcasting System  
Gross Time Sales—1954**

	Monthly	Cumulative
January	\$1,889,990	\$1,889,990
February	1,783,452	3,673,442
March	2,034,961	5,708,403
April	1,891,998	7,600,401
May	1,908,198	9,508,599
June	1,558,196	11,066,795
July	1,481,767	12,548,562
August	1,491,422	14,039,984
September	1,523,161	15,563,145
October	1,605,012	17,168,187
November	1,633,999	18,802,186
December	1,628,191	20,430,377

\* December billings estimated.

A large, stylized television set is the central focus, rendered in a dark, textured style. A hand is shown in the lower-left foreground, holding a film canister. The background behind the TV is a simple line drawing of a utility pole with cross-arms. The text "PROGRESS REPORT ON COLOR TV" is centered over the TV screen area.

**PROGRESS REPORT  
ON COLOR TV**

More than half of BBDO network clients have enjoyed seeing their shows broadcast coast to coast in color. More are on the way. In the film department, footage of BBDO 16-mm and 35-mm commercials can be measured in miles . . . and the color cameras are still rolling.

Consumers are moving fast, too. A recent check shows that the number of color sets in use leaped from less than 10,000 on September 1, 1954, to more than 20,000 on January 1, 1955. This 100% increase in four months is a good indication of things to come.

No wonder we look forward to using this brilliant selling tool for more and more of our clients.

**Batten, Barton, Durstine  
& Osborn, Inc.**

**BBDO**

Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH • MINNEAPOLIS  
SAN FRANCISCO • SEATTLE • HOLLYWOOD • LOS ANGELES • DETROIT • DALLAS • ATLANTA





# *Advertising Agencies*

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL



**ON-TARGET TELEVISION**



**KUDNER AGENCY, INC.**

NEW YORK DETROIT WASHINGTON  
LOS ANGELES SAN FRANCISCO

# ADVERTISING AGENCIES



## — AGENCY RECOGNITION SYMBOLS —

- AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
- ABC—AUDIT BUREAU OF CIRCULATION
- ABP—ASSOCIATED BUSINESS PAPERS
- AFA—ADVERTISING FEDERATION OF AMERICA
- ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
- APA—AGRICULTURAL PUBLISHERS ASSOCIATION
- NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU
- PPA—PERIODICAL PUBLISHERS' ASSOCIATION
- SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

### A. D. ADAMS ADVERTISING

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

Phone: Circle 6-2940

ABP

Owner.....A. D. Adams

*Radio Accounts:* Spirling Products Co. (indoor TV antenna), New York; Dynavox Corp. (phonographs), Long Island City, N. Y.

*TV Accounts:* Dynavox Corp. (phonographs), Long Island City, N. Y.; Spirling Products (indoor TV antenna), New York.

### AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HIGate 4-6580

AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried

Radio & TV Time Buyer.....Janet Schuster

Music Dir., & Librarian.....Elaine Fried

TV Art Dir.....Gerhardt Jacobi

Prod. Dir.....Phil Martinez

Acct. Executives.....Ad Fried, Phil J.

Martinez, Janet Schuster, L. G. Mender-

shausen, Roberta Madonna Dane, Elaine

Fried, Gerhardt Jacobi

#### Branch Office

260 Kearny St., San Francisco 8, Calif.

Phone: YUkon 2-1291

Manager .....Phil J. Martinez

*Radio Accounts:* Agalite-Bronson Co.

(Glass Shower Doors), Oakland, Calif.;

American Upholstering Co. (Furniture

Mfg.), Oakland, Calif.; Battery Products Co.

(Arro Lyte Batteries), Oakland, Calif.; Betty

Elizabeth Shampoo (Hair Formulas, etc.),

Oakland, Calif.; Bowersmith Company

(Marine Switches), Oakland, Calif.; Cochran

& Celli Chevrolet Dealers (Chevrolet), Oak-

land, Calif.; Commercial Sales Co. (Trucks),

San Leandro, Calif.; Davi Miracle Foam

(Rug & Upholstery Cleaners), Oakland,

Calif.; Daniel Dillon Co., (Children's Sports-

wear), San Francisco, Calif.; Duplex Dean

Plans (Real Estate), Danville, Calif.; Elemin

Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Contra Costa Real Estate Board, Walnut Creek, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Gold Star Express Train Sales (Children's Toy-Ages 3-11), Hayward, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Northern California Automatic Bowling Proprietors Assn. (AMF Bowling Establishments), Headquarters changes to each new President's address; Oakland Light Opera Association, Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix-concrete), Oakland, Calif.; Buy Rite Truck & Equipment (Surplus Equipment), Port of Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Western Gem Co. (Rutile Gems), Hayward, Calif.; Roto-Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Company (Cosmetics), San Francisco, Calif.; United Trading Stamps, Western Divisional Headquarters (Trading Stamps), Oakland, Calif.

*TV Accounts:* Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, Calif.; Bell Smoked Fish Co. (Tarabell Brands), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Geo. Collins, Candidate for California State Controller (1954 Election), Agency handled all TV for entire state of California; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; Lo Fare Cab Co.

WALTER  
**WINCHELL**

*for American  
Safety Razor Corporation*

BOB  
**CROSBY**  
SHOW

*for The S.O.S. Company*



**THEY GET TO THE**

WESTINGHOUSE  
**STUDIO ONE**

*for Westinghouse  
Electric Corporation*

**BEST OF  
BROADWAY**

*for Westinghouse  
Electric Corporation*

**BIG TOWN**

*for  
Lever Brothers*

**CLIMAX!**

*for  
Chrysler Corporation*

ARTHUR  
**GODFREY**

for Pepsodent  
Division Lever Bros.

**HALLS OF IVY**

for National  
Biscuit Company

**DEATH VALLEY  
DAYS**

for Pacific Coast  
Borax Company

**DISNEYLAND**

for  
Derby Foods, Inc.



# HEARTH OF AMERICA

Every week, every one of the 30,400,000 U. S. families with TV sets\* welcome into their homes one or more of these fine network programs (and the products they sell for McCann-Erickson clients).

*\*Our Research people said: "To be accurate make it 29,200,000. Some people didn't watch any TV last week."*

## **McCANN-ERICKSON, INC.**

*Advertising  
for today's markets*

New York • Boston • Cleveland • Detroit  
Louisville • Chicago • Houston • Dallas  
Portland • Los Angeles • San Francisco

**SHOWER OF  
STARS**

for  
Chrysler Corporation

**IT'S A  
GREAT LIFE**

for  
Chrysler Division

IMOGENE  
**COCA SHOW**

for  
The S.O.S. Company

**GARRY  
MOORE  
SHOW**

for Swift & Company

WALTER  
**WINCHELL**  
for American  
Safety Razor Corporation

BOB  
**CROSBY**  
SHOW  
for The S.O.S. Company

ARTHUR  
**GODFREY**  
for Pepsodent  
Division Lever Bros.

**HALLS OF IVY**  
for National  
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DAYS**  
for Pacific Coast  
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**McCANN-ERICKSON, INC.**

*Advertising  
for today's markets*

New York • Boston • Cleveland • Detroit  
Louisville • Chicago • Houston • Dallas  
Portland • Los Angeles • San Francisco

WESTINGHOUSE  
**STUDIO ONE**  
for Westinghouse  
Electric Corporation

**BEST OF  
BROADWAY**  
for Westinghouse  
Electric Corporation

**BIG TOWN**  
for  
Lever Brothers

**CLIMAX!**  
for  
Chrysler Corporation

**SHOWER OF  
STARS**  
for  
Chrysler Corporation

**IT'S A  
GREAT LIFE**  
for  
Chrysler Division

IMOGENE  
**COCA SHOW**  
for  
The S.O.S. Company

GARRY  
**MOORE  
SHOW**  
for Swift & Company



ERWIN, WASEY &  
COMPANY, LTD.



*Advertising*

5045 Wilshire Boulevard, Los Angeles 36, California

Telephone WEbster 1-1211

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tomac Telephone Companies, Reuben H.

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 Products), Auburn, N. Y.; General Elec-  
 tric (Community Relations), Syracuse, N. Y.;  
 Will & Baumer Candle Co. (Candles), Syra-  
 cuse, N. Y.  
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*Radio-TV Accounts:* Qualitee Dairy Prod-

ucts (Dairy Products), Security Bank (Bank-  
 ing), Sunset Oil Company (Golden Eagle  
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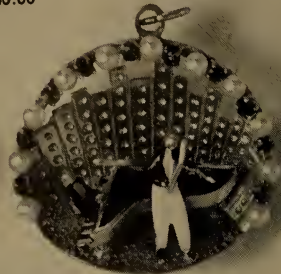
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V.-P. & Manager.....Sam Kaufman  
324 Fairfield Bldg., Shreveport, La.  
Phone: 3-6124

V.P., Manager.....Walter T. Pfeiffer  
421 Caroline, Houston 2, Texas  
Phone: Fairfax 4106

V.-P. & Manager.....Carlton Storey  
501 Sheraton Bldg., Washington, D. C.  
Phone: STerling 3-2406

Manager.....Don Underwood  
2100 North Charles St., Baltimore 18, Md.  
Phone: BElmont 2083

Manager.....Arthur Booth  
1016 Baltimore Building, Kansas City 5, Mo.  
Phone: BAltimore 4997

340 North Rodeo Drive, Beverly Hills, Calif.  
Phone: BRAdshaw 2-2081

Manager .....Archie Jacobs

*Radio and TV Accounts:* Adams & Kelly Co. (Millwork), Omaha; Bartell Drug Co., Seattle; Golden Gift, Inc. (Orange Juice), Deland, Fla.; Houston Shell & Concrete Co., Houston, Texas; General Appliance Company, Omaha; Skinner Mfg. Co., Omaha; Mutual Benefit Health & Accident Association; Louisville Gas & Electric Company, Louisville, Ky.; Rio Grande Valley Gas Company, Brownsville, Texas, United Gas Corporation.

**ARTHUR BRAITSCH ADV.**

15 Westminster St., Providence 3, R. I.

Phone: DEXter 1-5313, 1-4115

ABP-APA-ANPA-NAP

Radio Director.....Arthur Braitsch  
 Secretary.....Frances N. Goodwin  
 Time Buyer.....John A. Lorimer

*Radio Accounts:* Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Sally's Fur Studio, Strand Theatre, Weybosset Markets, R. I. Hospital Trust Co.; White Pontiac Co. (Automobile Agency); Baker Ford Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

*TV Accounts:* R. I. Hospital Trust; White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

**THE J. CARSON BRANTLEY ADV. AGENCY**

Owen Bldg., Salisbury, N. C.  
 Phone: 900

Pres.-Radio Dir.....J. Carson Brantley  
 Sec.-Treas.....A. R. Monroe  
 Production.....June Brantley  
 Art Director.....Gladys Dudley

*Radio Accounts:* Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. Cosmetics), Free Enterprise Train, Banna Co., (Proprietary).

**R. C. BRETH, INC.**

110 Pine St., P. O. Box 128, Green Bay, Wis.  
 Phone: HEMlock 2-4650  
 ABP-ANPA-APA

President.....R. C. Breth  
 Vice-President.....Victor G. Geisel  
 Vice-President.....Blaine Williams

*Radio Accounts:* Woodlot Seed Co., Norway, Mich.; Fairmont Foods, Green Bay, Wisconsin; D. J. Murray Mfg. Co., Wausau, Wisconsin; Miller Electric Mfg. Co., Appleton, Wisconsin.

*TV Accounts:* Fairmont Foods, Green Bay, Wisconsin.

**J. F. BRINLEY ADVERTISING AGENCY SERVICES**

4602 Cedar Street, Bellaire 1, Texas  
 Phone: MADison 8686 & MOhawk 4400  
 ABP-SNPA-APA-NBP

Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Resh.....J. F. Brinley  
 Sec., Treas.....V. H. Brinley  
 Assoc. Radio Dir.....R. C. Dunn  
 Associate TV Dir.....T. E. Light  
 Assoc. Art Dir.....D. Ackley

**BRISACHER, WHEELER & STAFF**

1660 Bush Street, San Francisco 9, Calif.  
 Phone: PROspect 6-2600  
 AAAA-ABC-ABP-ANPA-APA-PPA  
 NOAB

President.....Franklin C. Wheeler  
 Exec. Vice-President.....Walter Purdon  
 Vice-President.....Robert Brisacher  
 Vice-Pres. & Art Dir.....Ettore Firenze  
 Secy.-Treasurer.....Mrs. Emil Brisacher  
 Copy Chief.....Lester Friedman  
 Space Buyer.....Gladys King  
 Media Director.....Ted Pearson  
 Radio & TV Time Buyer.....Mary Liz Loeber  
 Prod.-Traffic Mgr.....Jules P. Daniel  
 Radio & TV Producer.....Humphrey Ireland

*Branch Offices*

350 Fifth Ave., New York 1, N. Y.  
 Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide

*Radio Accounts:* Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.; Sacramento Milk Council; Bay View Federal Savings and Loan Association, San Francisco, Calif.; Pacific Intermountain Express, Oakland, Calif.

*TV Accounts:* Van Camp Sea Food Company, Inc. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Pict-Sweet Foods, Inc., Mount Vernon, Wash.; California Dairy Industry Advisory Board; San Francisco Milk Industry; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.

**BROADCAST ADVERTISING**

170 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: Bradshaw 2-4840

President.....Van C. Newkirk  
 Production Manager.....John G. Fryer  
 Office Manager.....Betty Lester

*Radio Accounts:* Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest; King's Ambassador, Los Angeles, Calif.; Messianic Hour.

*TV Accounts:* Bible Institute of Los Angeles; Calif. Inst. of Social Welfare.

**BROOKE, SMITH, FRENCH & DORRANCE, INC.**

East Jefferson at Burns, Detroit 14, Mich.  
 Phone: VALley 2-9700

AAAA-ABP-NOAB-ANPA-APA-PPA  
 Chairman of Board.....Sturges Dorrance  
 President.....Willard S. French  
 Secretary-Treasurer.....Guy C. Smith



Exec. Vice-President.....Walter C. Ayers  
 Vice-Presidents.....Wm. F. Austin, Jr.,  
 L. C. Barlow, H. R. Bayle, L. Grant Hamilton,  
 George Johnston, H. Kenneth Jones,  
 C. Allison Monroe, Richard Reins, Blount  
 Slade, J. G. Williams.  
 Director of Radio-TV.....Willard Smith  
 New York Division  
 52 Vanderbilt Ave., New York 17, N. Y.  
 Phone: MUrray Hill 6-1800

Chairman of Board.....Sturges Dorrance  
 Exec. Vice-President.....Thayer Ridgway  
 Vice-President.....H. E. Pengel  
 149 California St., San Francisco 11, Calif.  
 Phone: YUkon 6-6836

President .....Royce Russell  
 Treasurer .....King Harris  
 Secretary .....Parker Wood  
*Radio Accounts:* Goebel Brewing Co.,  
 Hudson Motors Div., Mullins Mfg. Corp.  
 (Youngstown Kitchens).  
*TV Accounts:* Mullins Mfg. Corp., The  
 Ironite Ironer Co., Hudson Motor Div.,  
 Goebel Brewing Co.

**BROOKS ADVERTISING AGENCY**

1610 Argyle Ave., Hollywood 28, Calif.  
 Phone: TRinity 0558  
 ANPA-APA-ABP-PPA

Radio .....Mary McCauley  
 Time Buyer.....A. R. Brooks  
 Secretary .....Barbara Vosburgh  
*Radio-TV Accounts:* Bekins Van and Stor-  
 age Company, Western Stove Company.

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-8250  
 APA-AAAA-ANPA-ABP  
 NOAB-PPA-ABC-AFA

President.....D. P. Brother  
 Executive Vice President.Clarence Hatch, Jr.  
 Vice Presidents.....Joseph S. Howell,  
 Carl Georgi, Jr., Guy S. Warren, Jr.  
 Media Director.....Carl Georgi, Jr.  
 Dir. of Marketing...Vincent H. Bergmann  
 Art Directors....L. R. Mange, E. J. Bowens  
 Publicity Director.....T. H. Moriarty  
 Radio & TV Director...Kenneth G. Manuel  
*Radio-TV Accounts:* Oldsmobile Division,  
 General Motors Corporation (Automobiles);  
 AC Spark Plug Division, General Motors  
 Corporation (Accessories).

**FRANKLIN BRUCK ADVERTISING  
 CORP.**

Americas Bldg., Rockefeller Center,  
 New York 20, N. Y.  
 Phone: CIrcle 7-7660

President .....Franklin Bruck  
 Secretary.....M. J. Kleinfeld  
 Treasurer .....Mort Heineman  
 Radio-TV Time Buyer.....Alice Ross

Mdsc. Director.....Herbert Gold  
 TV Director.....David Davidow

*Branch Office*

532 N. Cherokee Ave., Los Angeles, Calif.  
 Phone: HOLlywood 3-1153  
 Manager .....Howard Blake  
*Radio Accounts:* North American Accident  
 Insurance Co., Fashion Frocks, Sitruie Tis-  
 sues.  
*TV Accounts:* Walter H. Johnson Candy  
 Co., Chicago; Fashion Frocks, Inc., Cincin-  
 nati; Bishop & Co., Los Angeles; Rexor  
 Corp., New York; Hi-V Corp., Newark;  
 Sitruie, Inc., New York; Coty, N. Y.; Artistic  
 Card Co., Elmira, N. Y.

**BUCHANAN & CO.**

1501 Broadway, New York, N. Y.  
 Phone: BRyant 9-7900  
 APB-ANPA-APA-PPA-AAAA  
 ABC-NOAB

Exec. Vice President.....William Dasheff  
 Exec. V.P.....Roy Winkler  
 V.P. & Account Executives.....George  
 Richardson, John McEvoy, W. Boley, A.  
 Van Brunt  
 Sec'y-Treas.....A. Grance Barrett  
 Radio-TV Dir.....Nat Strom

*Branch Offices*

451 N. La Cienega Blvd., Hollywood, Cal.  
 Phone: CRestview 5-5231  
 155 Montgomery Street, San Francisco  
 Phone: YUkon 6-2927

*Radio Accounts:* Reynolds Metals Co.,  
 Eskimo Pie Corp., Air France, New York  
 Paramount Theatre, Western Airlines Inc.,  
 Wilbur Clark's Desert Inn, Paramount Pic-  
 tures Corp., Tidewater Associated Oil Co.,  
 Newport Soap Co.  
*TV Accounts:* Lionel Corp., Eskimo Pie  
 Corp., New York; Paramount Theatre, Para-  
 mount Pictures, Western Airlines Inc., Wil-  
 bur Clark's Desert Inn, Tidewater Associ-  
 ated Oil Co., Newport Soap Co.

**BUCHANAN-THOMAS ADV. CO.**

410-412 S. 19th St., Omaha 2, Nebr.  
 Phone: ATLantic 2125  
 ABP-ANPA-APA-NOAB-PPA-NBR  
 OAA

Partners .....R. Savage,  
 R. Foster, C. Harding, R. Dundis  
 Ptnr., Dir. Radio-TV....Adam Reinemund  
 Ass't Dir.....Gene Cuddeback

**LEO BURNETT COMPANY, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CEntral 6-5959  
 AAAA-ABP-ANPA-APA-PPA-ABC  
 NOAB

President .....Leo Burnett  
 Exec. Vice-Pres.....Richard N. Heath  
 Treasurer.....E. Ross Gamble  
 Vice-Pres. in chg. Radio.....W. L. Weddell



**Branch Offices**

677 Fifth Ave., New York 22, N. Y.

Phone: MURray Hill 8-9480

Manager.....William McIlvain

1660 N. Vine St., Hollywood 28, Calif.

Phone: HOLLYwood 4-7374

Manager.....William Coons

**Radio Accounts:** Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Marlboro Cigarettes.

**TV Accounts:** Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexican, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.; Campbell Soup; Motorola, Inc.

**WALTON BUTTERFIELD ADV.**

Guidn Rd., Rye, N. Y.

Phone: Ry 7-3092

Owner, Manager.....Walter Butterfield

**Radio Accounts:** The Christian Science Monitor (Newspaper), Boston, Mass.; Sketchbook Film Prod., (Film Comm.) Pulaski Monuments Co. (Monuments), New York, N. Y.

**BYER & BOWMAN ADVERTISING AGENCY**

66 So. 6th St., Columbus 15, O.

Phone: CA 1-7751

ABC-ABP-ANPA-AFA

Partners.....Herbert Byer,

Gus K. Bowman, Joel Burghalter

Radio Director.....John D. Metzger

Account Executives.....Reg Testement,

Herbert Wise, W. P. Brown, F. W. Munro,

Jr.; Nicholas Popa, Gene Hameroff

**Radio Accounts:** Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

**TV Accounts:** The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal

Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wall-paper cleaner), Columbus.

**HAROLD CABOT & CO., INC.**

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA-ABP-ANPA-ABC-AFA

President.....Harold Cabot

Vice-Presidents.....Edward F. Chase,

James I. Summers, William H. Ganick,

George R. Griffin, Joseph Wallace, Court-

ney Crandall, Henry A. Laughlin, Jr.

Exec. V.P. & Treasurer.....Richard P. Holland

Secretary.....Edward Glacy

Production Manager.....Robert Griffin

Editorial Chief.....H. W. Patterson

Copy Chief.....Courtney Crandall

Art Director.....Lee Pristone

Media Director.....David R. Williams

**Radio Accounts:** Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Red Coach Grills (Restaurant Chain), Boston; Carling Brewing Co., (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

**TV Accounts:** Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston; Carling Brewing Co. (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

**CALKINS & HOLDEN**

247 Park Ave., New York 17, N. Y.

Phone: PLaza 5-6900

AAAA-ABP-ANPA

Chairman of Board....J. Sherman Smith

Vice-Chairman of Bd.....Rene Clark

President.....Harold L. McClinton

Secy.-Treas. ....James Jeffrey

Vice-Presidents.....M. E. Carlock,

Paul Smith

Art Director.....Wilfred L. Chausse

Copy Director.....George S. Thomson

Production Manager.....Fred Oughton

Manager Outdoor Dept ... F. J. Fitzgerald

Media Director.....Thomas H. Young

Dir. Pub. Relns. & Pub.....Robert W. Robb

Research Director.....Thomas P. Crollius

Merchandising Dir.....J. H. Apeler  
 Director of Radio-TV.....Peter A. Krug  
 Copy Chief.....Phil Young

*Branch Offices*

333 No. Michigan Ave., Chicago, Ill.

Phone: Randolph 63831

Manager .....Philip M. White

Citizens Wilshire Bank,

Los Angeles, Calif.

Phone: York 5145

Manager.....Harry W. Witt

604 Roanoke Bldg., Minn., Minn.

Phone: Main 3086

*Radio Accounts:* Crane & Company (stationery), Dalton, Mass.; A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products (Hi-Fi), Hollywood; Parade Publications, Inc., New York City, N. Y.; Berlitz School of Languages; State St. Council.

*TV Accounts:* A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products, Inc. (Hi-Fi), Hollywood, Calif.

**CAMPBELL-EWALD COMPANY**

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

AAAA—ANPA—NOAB—PPA—PIB—APA

ABC—ABP

Pres. & Chairman of Board...Henry G. Little

Sr. V.-P., Gen. Mgr....Edward E. Rothman

Sr. V.-P., Secy.-Treas....Lawrence R. Nelson

Sr. V.-P., Media Dir.....J. J. Hartigan

Sr. V.-P.....Edward A. Schirmer

Asst. Trea. & Comptroller.....H. P. Cook

Vice-Presidents.....Colin Campbell,

Halsey Davidson, L. T. Robinson, W. P.

Stewart, John Terns, W. A. Moffet, W. H.

Gage, Jr., J. L. Watkins

V.-P., Radio & TV Dir.....P. L. McHugh

V.-P., Research Dir.....J. H. Forsshew

*Branch Offices*

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

Phone: MURray Hill 8-3400

V.-P. and Mgr.....Frank W. Townsend

Vice-Pres. ....J. H. Neebe

Radio & TV Dept.....William S. Ballinger

Radio & TV Dept.....Donald R. Benkhart

Space Buyer.....J. J. Passmore

230 N. Michigan Avenue, Chicago 1, Ill.

Phone: CEntral 6-1946

V.-P. and Mgr.....Earl W. Clements

Space Buyer.....J. R. Gentile

3460 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 9-1334

V.-P. and Mgr.....Richard C. Francis

Radio & TV Dept.....Williard Hanes

235 Montgomery St., San Francisco 4, Calif.

Phone: SUtter 1-8736

V.-P. and Mgr.....T. Milburn Johnston

45 Edgewood Ave., Atlanta 3, Ga.

Phone: Lamar 3858

Manager .....C. G. Thom

1737 "H" St., N. W., Washington 6, D. C.

Phone: REpublic 7-7400

Manager.....Wm. F. Armstrong, Jr.

Bryan & Bullington Sts., Dallas 1, Texas

Phone: Randolph 2094

Manager.....George A. Beck

4010 Washington Ave., Kansas City 11, Mo.

Phone: Jefferson 5601

Manager .....Ross C. Morgan, Jr.

*Radio Accounts:* Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups, General Motors Acceptance Corporation, General Retail Corporation, Division of General Shoe Corp.

*TV Accounts:* Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Allen B. Du Mont Laboratories, Inc., Local Metropolitan Chevrolet Dealer Groups, General Retail Corporation, Division of General Shoe Corp.

**CAMPBELL-MITHUN, INC.**

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

ABC—ABP—ANPA—APA—NOAB—PPA

President.....Ray O. Mithun

Exec. Vice-Pres.....Albert R. Whitman

Vice-Presidents.....John W. Forney,

B. E. Howard, R. L. Forrest, Lee A. Ter-

rill, M. Oakley Birdwell

Vice-Pres. & Asst. to Pres....Ralph Zeuthen

Treasurer.....Beatrice N. Sandquist

Secretary.....Evelyn Brugette

V.-P., Radio-TV Dir.....Arthur H. Lund

V.-P., Art Dir.....E. W. Turner

V.-P., Copy Dir.....Joe E. Ratner

Copy Chiefs.....Mort Henderson,

Arnold Aslakson, Leo Kennedy

Acct. Execs.: Blake Cox, Lawrence Dunham,

R. L. Forrest, Walter Geckler, B. E. How-

ard, Edward Boyce, Robert Blegen, Ken-

neth Ruble, Lee A. Terrill, William

Wheeler, Ralph Wittgraf, Ralph Zeuthen,

Peter Edmonds, Dan Hulbert

*Branch Office*

1024 Palmolive Bldg., Chicago 11, Ill.

Phone: DELaware 7-7553

V.P. & Gen. Mgr.....Don S. Manchester

Vice-President ..... Phelps Johnston  
 Art. Execs.: C. E. Hentrich, Pete Kreer,  
 Robert Noel, Chas. A. Mittelstadt, Robert  
 Nevin

**Radio Accounts:** Gold Seal Company  
 (Wax Products & "Snowy"), Bismarck,  
 N. D.; Theo. Hamm Brewing Co. (Hamm's  
 Preferred Stock Beer), Land O'Lakes Cream-  
 eries, Inc. (Dairy Products), Northern States  
 Power Co. (Electric Power), Our Own Hard-  
 ware Co. (Wholesale Hdwe. & Paint), F. H.  
 Peavey & Co. (Feeds), Minneapolis, Minn.;  
 Quality Check Ice Cream Asso. (Industry  
 Advertising & Merchandising), Chicago, Ill.;  
 Zinsmaster Baking Co. (Bakery Goods),  
 Minneapolis, Minn.; American Dairy Associ-  
 ation (Product Advertising & Merchandis-  
 ing), Chicago, Ill.; Charmin Paper Mills  
 (Paper Towels, etc.), Green Bay, Wis.; R.  
 M. Hollingshead Corp. (Automotive Prod-  
 ucts), Camden, N. J.; Malt-O-Meal Co.  
 (Wheat Cereal), Minneapolis, Minn.; Pills-  
 bury Mills, Inc. (Biscuit, Flour & Mixes, Re-  
 frigerated Doughs), Minneapolis, Minn.

**TV Accounts:** American Dairy Assoc.  
 (Product Advertising & Merchandising),  
 Chicago, Ill.; Campbell Cereal Co. (Malt-o-  
 Meal), Minneapolis, Minn.; Gold Seal Com-  
 pany (Wax Prod. & "Snowy"), Bismarck,  
 N. D.; Theo. Hamm Brewing Co. (Hamm's  
 Preferred Stock Beer), St. Paul, Minn.; Lar-  
 sen Co. (Canned Foods), Green Bay, Wis.;  
 Zinsmaster Baking Co. (Bakery Goods), Min-  
 neapolis, Minn.; Northwestern Nat'l Bank,  
 Minneapolis, Minn.; Charmin Paper Mills  
 (Paper Towels, etc.), Green Bay, Wis.; R. M.  
 Hollingshead Corp. (Automotive Products),  
 Camden, N. J.; Land O'Lakes Creameries,  
 Inc. (Dairy Products), Minneapolis, Minn.;  
 Pillsbury Mills, Inc. (Oven-Ready Biscuits),  
 Minneapolis, Minn.

**CASMIER ADVERTISING CO., INC.**

551 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-2014  
 ABP—ANPA

President ..... David C. Casmier  
 Vice President ..... Marvin Casmier  
 Office Manager ..... Marc Powers  
 Art Directors ..... Vaughn Thomas,  
 Gerry Staugaitis

**TV Accounts:** D'amico Fifth Ave., (Beauty  
 Consultant), Artists' Guild of America  
 (Talent School).

**CARTER ADV. AGENCY**

912 Baltimore, Kansas City 5, Mo.  
 Phone: HA 1356  
 ABP—ANPA—APA—NAAN—NOAB  
 PPA

President ..... Charles W. Carter  
 Exec. Vice-President ..... William G. Rowe  
 Vice-President ..... Curtis Bogash  
 Vice-President ..... Fred Klemp, Jr.

Sec't., Treas. .... Josephine Dahlin  
**Radio-TV Accounts:** Edward Aaron Corp.  
 (Poultry), K. C.; May Potato Chip Co.,  
 K. C.; Seid Litz Paint & Varnish Co., K. C.;  
 Metropolitan Savings Asso., Douglas Chemi-  
 cal Co.

**CAYTON, INC.**

9 East 40th St., New York 16, N. Y.  
 Phone: LEXington 2-1711  
 ABP—ANPA—ABC

President ..... William D'Arcy Cayton  
 Secretary ..... D. R. Roberts  
 Art Director ..... Bob Lee  
 Production Manager ..... Hy Crandall  
 Radio-TV Director ..... Donna Quigley  
 Creative Dir. .... Fred Ladd  
 Film Ed. .... Reginald Smith  
 TV Scripting ..... Louis M. Sirota  
**TV Accounts:** Chesebrough Mfg. Co.,  
 Hanovia Chem. & Mfg. Co., (health lamps),  
 Miracle Adhesive Corp.

**NELSON CHESMAN COMPANY**

240 East 11th Street, Chattanooga 1, Tenn.  
 Phone: 6-4942  
 ABP—APA—SNPA

President ..... Harry A. Lundborg  
 Secy.-Treas. .... Richard H. Leiper  
 Space & Time Buyer ..... Sara Kelly  
 Art Dir. .... John Goss  
**Radio Accounts:** Fleetwood Coffee Co.,  
 Chattanooga, Tenn.  
**TV Accounts:** Fleetwood Coffee Co., Cha-  
 tanooga, Tenn.

**JAMES THOMAS CHIRURG CO.**

414 Park Square Bldg., Boston 16, Mass.  
 Phone: HANcock 6-7310  
 AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA—SNPA

President ..... James T. Chirurg  
 Treasurer ..... Leo J. Hardiman  
 V.-P. & Gen. Mgr., Boston  
 Office ..... W. J. Shepardson  
 Ass't. Gen Mgr. .... J. Norman McKenzie  
 V.-P. Chg. Plans &  
 Marketing ..... Howard G. Sawyer  
 Media Dir. .... Edward B. Pope

**Branch Offices**

1612 Chanin Bldg., New York 17, N. Y.  
 Phone: MU 7-5040  
 V.-P., Gen. Mgr. .... Robert D. Stuart  
 1500 Walnut St., Philadelphia 2, Pa.  
 Phone: PENnypacker 5-9543  
 V.-P., Gen. Mgr. .... A. W. Brownell  
**Radio Accounts:** W. L. M. Bendorp Co.,  
 (Cocoa); Mass. Dept. of Agriculture; Alden  
 Spear's Sons Co., (Knife Sharpeners;  
 Thayer, Inc. (Juvenile furniture); Common-  
 wealth Chevrolet Co.; Bassick Co. (Casters);  
 Standard Packaging Co.; Worthington Corp.  
 (Air Conditioning, irrigation pumps, etc.).

**C. P. CLARK, INC.**

James Robertson Hotel, Nashville 3, Tenn.  
Phone: 6-4179

Pres. & Treas. . . . . D. G. Goodwin  
Copy Chief & Secy. . . . . Sara Nolan  
*Radio-TV Accounts:* First American National Bank (Institutional), Nashville Coal.

**ROBT. E. CLARKE & ASSOC., INC.**

1614 Du Pont Bldg., Miami 32, Fla.  
Phone: 3-5486

ANPA—SNPA—NOAB

Pres. & Space Buyer. . . . . Robt. E. Clarke  
V.P., Secy. & Treas. . . . . C. B. Clark  
Art Dir. & Prod. Mgr. . . . . J. H. Freeman  
Radio & Pub. Dir. . . . . E. S. Hamburger  
Media Dir. & Radio Time Buyer. . C. Bonnell  
*Accounts:* Ambrose, Frank, Aviation Inc.; Belcher Oil Co.; Florida Nat'l Bank & Trust Co.; Industrial Savings Bank; Jewish Floridian; Livesay Industries, Inc.; Maule Industries, Inc.; Miami Daily News; Miami Quick Freeze & Cold Stg. Co.; Pompano Beach Highlands Inc.; Florida Milk Producers Assn.; WIOD Radio Station; Withers Van Lines.

**CLEMENTS COMPANY, INC.**

Horn Bldg., Philadelphia 3, Pa.  
Phone: RIttenhouse 6-0236

ANPA

President. . . . . Alice V. Clements  
V.P. & Copy Chief. . . . . Elizabeth M. Zindel  
V.P. & Direc. of Radio TV. . Robert H. Smith  
*Radio Accounts:* Network: Hudson Coal Co., Horn & Hardart.

**HARRY B. COHEN ADV. CO., INC.**

41 East 42nd St., N. Y. 17, N. Y.  
Phone: OX 7-0660

President. . . . . Harry B. Cohen  
Vice-Pres.-Treas. . . . . Edith S. Cohen  
Exec. Vice-Pres. . . . . Edward Aleshire  
Vice-President. . . . . Edward Rosenwald  
Radio-TV Director. . . . . Peter Finney  
*Radio Accounts:* The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.  
*TV Accounts:* The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmacal Co.

**THE ARNOLD COHAN CORP.**

460 W. 34th St., New York, N. Y.  
Phone: WIsconsin 7-4700

Pres. & Treas. . . . . Arnold Cohan  
Prod. Mgr. . . . . John Mulligan  
Copy Chief. . . . . Marvin Haas  
*Radio Accounts:* Gerald O. Kaye & Assoc. Corp.; New York Times; Dale, Jim Clothes,

Inc.; Kings Plumbing Supply Corp.; Viking Taximeter Distrib. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.

*TV Accounts:* Gerald O. Kaye & Assoc. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.; New York Times.

**COMPTON ADVERTISING, INC.**

261 Madison Ave., New York 16, N. Y.  
Phone: OXFord 7-2400

AAAA—ABC—ABP—ANPA—AFA

President. . . . . Robert D. Holbrook  
Exec. V.P. . . . . John K. Strubing  
Vice-Presidents. . . . . Merrel E. Boyce, Barton Cummings, C. James Fleming, Jr., Allen Flouton, Jack Rees  
V.P. & Dir. Radio-TV  
Programming. . . . . Lewis H. Titterton  
V.P. Chg. Radio-TV  
Program Dept. . . . . Storrs Haynes  
Bus. Mgr., Radio-TV  
Program Dept. . . . . Margaret Corbett  
New Prog. Buyer. . . . . Margaret Corbett  
V.P. & Dir. of Media. . . . . Guy Richards  
V.P. & Asst. Dir., Media. . . . . Frank B. Kemp  
Asso. Media Directors. . . . . H. Clochessy, W. Barber, M. Hansen  
Time Buyers. . . . . Ruth Jones, Graham Hay, Thelda Cordani, Robert Liddel, Bert Mulligan, Genevieve Schubert, James Ault, Alfred Ritter

*Branch Offices*

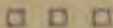
141 West Jackson Blvd., Chicago 4, Ill.  
Phone: HArrison 7-6935  
Manager. . . . . L. O. Holmberg  
744 N. Fourth St., Milwaukee 3, Wisc.  
Phone: BRoadway 1-9475  
Manager. . . . . Richard M. Davis  
Keith Bldg., 525 Walnut St., Cincinnati 2, Ohio  
Phone: PArkway 6961  
Manager . . . . . Robert P. Marsh  
6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-8107  
Manager. . . . . James J. Seaborne  
*Radio & TV Accounts:* The Allis-Chalmers Mfg. Co.; American Can Co. (Fibre Milk Container Div.); John H. Dulany & Son, Inc.; M. K. Goetz Brewing Co. (Country Club Beer); The Goodyear Tire & Rubber Co., Inc. (Shoe Products); Kelly-Springfield Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge; The Procter & Gamble Co. (Crisco, Dash, Drene, Duz, Gleem, Ivory Flakes, Ivory Soap); The Socony-Vacuum Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea) Sterling Drug Co. (Fizrin).

**COMSTOCK & COMPANY**

344 Delaware Avenue, Buffalo 2, N. Y.  
Phone: MOhawk 2252

ANPA—PPA—ABP—AFA—APA—NOAB  
FPRA—NBP

Partners. . . . . Henry W. Comstock,



**H. Earl Close, Frank J. Hess**  
Marketing & Research  
Dir. .... T. Sloane Palmer  
Art Dir. .... William B. Cormier  
Asst. Art Dir. .... Sam Muffoletto  
Prod. Mgr. .... A. H. Briggs,  
Grant F. Hess, Otello A. Manna  
Account Executives. .... Henry W. Comstock,  
H. Earl Close, John B. Morton, L. Wells  
Simonds, T. Sloane Palmer, Grant F. Hess,  
Sterling J. Hiles, George B. Conner, Wil-  
liam L. Conner, Jr., Fred C. Egloff  
Radio & TV Dir. .... Daune J. Miller  
*Radio Accounts:* Bell Aircraft Corp.;  
Frontier Oil Refining Co. (Oil & Motor Oil);  
Div. Ashland Oil & Refining Co., Inc.; Hospi-  
tal Service Corp. of Western New York,  
(Hospital & Surgical Plans); Manufacturers  
and Traders (Banking Services); WGR Cor-  
poration, (Station WGR-Radio & TV).  
*TV Accounts:* Bell Aircraft Corp.; Art  
Metal Construction Co. (Steel Office Furni-  
ture, Visible Index Systems, Filing & Index-  
ing Supplies); Frontier Oil Refining Co.,  
Div. Ashland Oil & Refining Co., Inc.; Hospi-  
tal Service Corp. of Western N. Y. (Hospi-  
tal & Surgical Plans); Manufacturers &  
Traders Trust Co.; Morrison Steel Products  
Inc. (Mor-Sun Furnaces, Roly-Door Steel  
Garage Doors (Carry-All Truck Bodies);  
WGR Corp. (Station WGR-Radio & TV).

**ROBERT CONAHAY, INC.**

270 Park Ave., N. Y. 17, N. Y.  
Phone: ELdorado 5-6017  
ABP-ANPA

Pres., Treas. .... Robert S. Conahay  
V.P. & Sec'y. .... Robert Conahay III  
V.P. & Copy Chief. .... Frank Denman  
Vice-Pres. .... Benjamin B. Mitchell  
Art Dir. .... Claude Hurd  
Production Mgr. .... Marvin B. Fauerbach  
Space & Time Buyer. .... Dorothy E. Delbasco  
Account Executives. .... Henry W. Bulkley,  
Benj. B. Mitchell, Robert Conahay  
*Accounts:* Amateur Weathermen of Amer-  
ica; Artography Inc.; Blair, John & Co.;  
Blair TV, Inc.; Buccaneer Lodge; Ches-  
apeake & Ohio Railway Co.; Clinchfield Coal  
Corp.; Crane Arthur D., Co.; Dobie, George  
& Son Ltd.; Farmers & Consumers Dairy Inc.;  
First National Iron Bank of Morristown;  
The Greenbrier; Hotel Paris; Hotel Wind-  
mere; Investors Diversified Services; Knott  
Hotels Corp.; Mantrose Corp.; McAllister  
Brothers, Inc.; Pass Dye Co.; Pattison &  
Browns Inc.; Payne Cutlery Co.; Phototype  
Inc.; The Pittston Co. and Subsidiaries;  
Russell, James B., Inc.; Salomon, L. A. &  
Bro.; Science Associates; Smith Chemical  
& Color Co.; Sobranie, Ltd.; Station Rep-  
resentatives Assn.; Sulgrave Hotel; Vanderbilt,  
R. T. Co. Inc.

**THE CONDON COMPANY**

Rust Bldg., Tacoma 2, Washington  
Phone: Market 8155

ABP-ANPA-APA-NBP-AAAA-NOAB  
PPA

Partners. .... Roscoe A. Smith  
Victor Kaufman  
Art Dir. .... Daniel J. Snope  
Production Mgr. .... Mildred Nelson  
Acct. Executives. .... Roscoe A. Smith  
Victor Kaufman, Harry Watson, Kay  
Shimm, Harold C. Dixon, Gordon Bennett  
*Accounts:* American Biscuit Co.; B & M  
Distributing Co.; Buckley-King Funeral  
Ser.; Coronets, Inc.; Douglas Fir Plywood  
Assn.; Fir Door Institute; Fuel Oil Service  
Co.; Harbor Plywood Corp.; Harnon, F. S.  
Mfg. Co.; Kirk, G. R. Co.; KTNT-TV,  
Tacoma, Wash.; Laucks Laboratories Inc.;  
Northwest Syndicate; Pacific First Federal  
Savings & Loan Assn.; Puget Sound National  
Bank; St. Paul & Tacoma Lbr. Co.; Silver  
Springs Brewing Co.; Tacoma Savings &  
Loan Assn.; Tacoma Transit Co.; Tribune  
Publishing Co.; United Pacific Ins. Co.;  
Ward Smith Inc.; Western Furnaces Inc.;  
Wood Coffee Co.

**THOMAS F. CONROY, INC.**

1101 Majestic Bldg., San Antonio, Texas  
Phone: CA 7-3456

AAAA-ABC-ABP-ANPA

President. .... Thomas F. Conroy  
General Manager. .... David P. Guthridge  
Personnel Dir. .... Francis E. Weinhold  
Media Director. .... Margaret Stair  
Art Directors. .... E. E. Ogilvie, William  
Hawksley  
Radio-TV Dir. .... Everett O. Liaboe  
*Radio Accounts:* Apache Dist. Co. (Lone  
Star Beer); Carl's, (Ladies Ready to Wear);  
Express-News; Perry Shankle Co. (Appli-  
ances); Hoffmann-Hayman Coffee Co.; Lone  
Star Brewing Co.; Interstate Theatres;  
Studer Photo Co.; H. E. Butt Grocery Co.;  
Sommers Drug Stores; Mode-O-Day (Ladies  
Ready to Wear); Security Finance Co.; New  
Braunfels Textile Mills; Quaker Oats Co.;  
Pioneer Flour Mills.  
*TV Accounts:* H. E. Butt Grocery Co.;  
Hoffman-Hayman Coffee Co.; Express-News;  
Interstate Theatres; Ormsby Chevrolet;  
Pioneer Flour Mills; Security Finance Co.;  
Sommers Drug Stores; Studer Drug Stores;  
Studer Photo Co.; Lone Star Brewing Co.

**COX & TANZ ADVERTISING**

950 Drexel Bldg., Philadelphia 6, Pa.  
Phone: Lombard 3-1720

President. .... Eugene R. Tanz  
Office Manager. .... R. Di Carlo  
Copy Chief. .... J. Kirkconnell  
Art Director. .... R. Rivers  
Time Buyer. .... R. Di Carlo  
Research Director. .... L. Louzon  
*Radio Accounts:* Badder and Snoke (Jar-  
man Shoes); Colonial Floor Covering; ABC  
Chick Hatchery (Baby Chicks); Jim Brady  
(Shoes); Crowl Chemical Co. (Cough Rem-  
edy); Crescent Nut & Chocolate Co.; Van



Sciver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Miller, North Broad Storage Company.

TV Accounts: Badder & Snoke (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.

**JOHN GILBERT CRAIG ADV., INC.**

913 Washington St., Wilmington, Del.

Phone: 5-6185

ABP-ANPA-AAAA-AFA-APA-PPA  
NAAN-AMA-NIAA

President.....J. Gorman Walsh  
Sec.-Treas.....Kathleen A. Walsh  
Account Executives.....J. Gorman Walsh,  
Kathleen A. Walsh, William H. Gordy

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosins & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Group Hospital Services, Inc.

TV Accounts: Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Services, Inc.

**THE CRAMER-KRASSELT CO.**

733 North Van Buren St., Milwaukee 2, Wis.

Phone: BRoadway 6-3500

AAAA-ABC-ABP-ANPA-AFA

President.....Walter Seiler  
Exec. Vice-President.....H. N. Pasteur  
Vice-Pres.-Treas.....C. W. Faude  
Secretary.....F. Aumueller  
Vice-Pres. in Chg. Media.....L. H. Ness  
Vice-Presidents.....H. Dyson, C. H. Brehm,  
R. F. Timm, N. L. Telander

Radio-TV Director.....Roger W. LeGrand  
Radio-TV Time Buyer.....Loretta Mahar  
Radio-TV Acct. Supers.....R. LeGrand,  
K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; Altorfer Bros. (Washers & Dryers); Associated Hospital Service; First Wisconsin Nat'l Bank; Glass Container Institute; DePree Co. (Nullo), Deodorant; Patek Bros. (Paint).

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Evinrude Motors (Outboard Motors); Humphrey Chevrolet; Associated Hospital Service; First

Federal Savings; First Wisconsin Nat'l Bank; Flexy, Inc.; Glass Container Institute; Milwaukee Co.; Patek Bros. Inc.

**JAMES T. CUNNINGHAM  
ADVERTISING**

520 Madison Ave., Toledo 4, Ohio

Phone: Fulton 1151

Proprietor.....James T. Cunningham  
Radio-TV Accounts: Laurel C. Worman,  
Inc. (Packard-Kaiser-Willys).

**CUNNINGHAM & WALSH, INC.**

260 Madison Ave., New York 16, N. Y.

Phone: MURray Hill 3-4900

AAAA-ANPA-PPA-ABP-NOAB  
ABC-APA

Chairman of the Board.....Fred H. Walsh  
President.....John P. Cunningham  
Secretary.....Richard L. Strobridge  
TV-Radio (Liggett & Myers)

Vice-Pres. ....Norman Gort  
TV-Radio Dept. (General)

Director.....John R. Sheehan  
Assistant.....David P. Lewis  
Production.....Tom De Huff  
Production.....Joseph McDonough  
V. P. Media.....Newman McEvoy

Branch Offices

8420 Sunset Blvd., Hollywood 46, Calif.

Phone: GR 6131

49 E. Superior St., Chicago 11, Ill.

Phone: SUperior 7-3116

Radio Accounts: Liggett & Myers (Chesterfields & L & M Cigarettes); Colgate Palmolive Co., (Super Suds); Sunshine Biscuits, Inc. (All products); E. R. Squibb & Sons, (Sun 'N Surf); Narragansett Brewing Co., (Beer & Ale); Pan American Coffee Bureau, (Coffee institutional); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; The New York Daily News; McCall's, (Patterns); Italian Line, (Travel); Clicquot Club, (Soft drinks); Eversharp, Inc.

TV Accounts: Liggett & Myers (Chesterfields & L & M Cigarettes); Colgate Palmolive Co. (Super Suds); Sunshine Biscuits, Inc. (All products); Narragansett Brewing Co.; A. T & T. (Yellow Pages); Pan American Coffee Bureau, (Coffee Institutional); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; New York Daily News; McCall's (Patterns); Lenthieric, (All products); Universal-International, (Motion Pictures); E-Z Pop, (Popcorn); Eversharp, Inc.

**CURTIS ADVERTISING  
COMPANY**

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

Phone: PLaza 5-6333

ABP-APA

President.....Lawrence R. Curtis  
Vice-President.....S. R. Combs  
Secy.-Treas.....Rose Berg

Art Director.....C. Grande  
 Prod. Mgr., Space Buyer.....M. Lerman  
 Publicity Director.....L. Nichols  
 Radio-TV Dir.....L. R. Curtis  
 Research Dir.....R. Blumenthal

*Radio-TV Accounts:* American Sponge & Chamois Co.; Apex Dir Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories Colorfilm; Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Three Star Appliances; Webb & Knapp, Inc.

**DANCER-FITZGERALD-SAMPLE, INC.**

347 Madison Ave., New York 17, N. Y.  
 Phone: ORegon 9-0600  
 AAAA—ANPA—APA—PPA—ABC—ABP  
 AFA

Chm. of Bd.....C. L. Fitzgerald  
 Vice-President.....H. M. Dancer  
 Vice-Pres.-Secy.....F. T. Leighty  
 Compt. & Asst. Treas.....Wm. Maughan  
 V.P. Radio-TV Dir.....Alvin Kabaker  
 V.P.s & Acct. Execs.....C. T. Birch,  
 Lyndon O. Brown, Ramon J. Cabrera, R.  
 R. Etienne, Joseph H. Holmes, Jr., W. A.  
 Irwin, Gordon Johnson, J. James Neale,  
 Victor Piotrowski, Richard A. Porter,  
 Frank N. Riggio, A. W. Spence, Jr., George  
 G. Tormey, Clifford Wolfe, S. J. Hamilton,  
 Stuart Upson, W. Huse, F. Mitchell, L.  
 Fischer, G. N. Beecher, N. Mathews

*Branch Offices*

221 N. La Salle Street, Chicago 1, Ill.  
 Phone: FI 6-4700  
 Exec. Vice-Pres.....F. Sewall Gardner  
 V.P. & Acct. Exec.....E. R. Detchon  
 1680 N. Vine St., Hollywood 28, Cal.  
 Phone: Hudson 2-3256  
 V.P. Mgr.....Alvin Kabaker  
 Dancer-Fitzgerald-Sample, Inc.  
 114 Sansome St., San Francisco 4, Cal.  
 Phone: DO 2-5107

Vice-President.....W. B. Dugan  
 200 St. Clair Ave. West Toronto 7, Ontario  
 Phone WALnut 4-8425

V.P. & Mgr.....Gilbert Nunn  
*Radio-TV Accounts:* American Chicle Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, and Organized Reserve Corp Recruiting Service, Consolidated Royal Chemical Co., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Ester, Division of Zonite Co., Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild.

**D'ARCY ADVERTISING CO.**

Missouri Pacific Bldg., St. Louis 3, Mo.  
 Phone: CENTral 1-6700  
 AAAA—ABP—ANPA—NOAB—PPA  
 OAAA

Chairman of the Board.....P. J. Orthwein  
 President.....J. F. Oberwinder  
 Vice-Pres.-Treasurer.....E. D. Cronk

*Branch Offices*

430 Park Ave., N. Y. 22, N. Y.  
 Phone: PLaza 8-2600

Vice-President.....J. Y. Brown, Jr.  
 V.P., Radio-TV Director.....Paul Louis  
 Terminal Tower Bldg., Cleveland 13, O.  
 Phone: TOWN 1-3911

Vice-President.....Stanley P. Seward  
 57 Bloor St. W., Toronto, Ontario, Can.  
 Phone: Princess 3991

Vice-President.....G. P. Altenbernd  
 75 Eighth St. N.E., Atlanta 5, Ga.  
 Phone: VE 3815

Vice-President.....J. Hixon Kinsella  
*Radio Accounts:* The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

*TV Accounts:* Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

**HERSCHEL Z. DEUTSCH & CO., INC.**

575 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-1788  
 ABP

President.....Herschel Z. Deutsch  
 Secy.....M. A. Deutsch  
 Treas.....Robert Stone  
 Research Dir.....Edward R. Rader  
 Media Director.....Madeleine Allison  
*Radio Accounts:* E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8), Stamford, Conn.

*TV Accounts:* E. T. Browne Drug Co. (Palmer's Skin-Success).

**DEUTSCH & SHEA, INC.**

230 West 41st St., New York 36, N. Y.  
 Phone: LOnacre 4-5900  
 ABP—APA—AAAA—ANPA

President.....Arnold R. Deutsch  
 Vice-President.....Van M. Evans  
 Secretary.....Henry Geissenheimer  
 Production Mgr.....Richard Gazley  
 Space Buyer.....Erwin Lowen  
*Accounts:* America's Hobby Center, Bankers Federal Savings Assn.; Century National Chemical Co., Federal Video Corp.; Fleming Hall Tobacco Co. Inc.; Hammer Beverage Corp., Hollywood Fontana Corp., Lang-Worth Feature Programs Inc.

**DIRECTOR, BLEIER & WEISS, INC.**

527 5th Ave., New York 17, N. Y.



Phone: MURray Hill 7-3669

ABP-APA

President.....Andrew M. Weiss  
 Exec. V.P.....George V. Bleier  
 Art Director.....Albert Bart  
 Chief of Plans Board....Murray R. Director  
 Exposition Dir.....Fred Pittera  
 Acct. Executives.....George V. Bleier,  
 Joel Howard, Murray R. Director, Andrew  
 M. Weiss, Walter Von Schoenfeld

*Accounts:* American School, N. Y., N. Y.;  
 American Society of Composers; Ardgreen  
 Asso., Inc.; Bakers Review; Budd Looms;  
 Chemdrug Corp.; Coronet Art Gallery; Doll-  
 inger Asso.; Empire Merchandising Co.;  
 Gnome Press; Harris Laboratories; Headline  
 Publications; Hillcrest Corp; Independent  
 News Co.; Hoffman Motors; Mantel, H.;  
 Mayfair Publishing; Movielab Film Labora-  
 tories, Inc.; Music Publishers Holding  
 Corp.; Pioneer Publications; Post Photo  
 Engraving Corp.; Robert Book Co.; Schir-  
 mer, G.; Schoenfeld & Sons; Skylark  
 Originals; Sturm & Scheinberg; Ulano  
 Products; Wehman Bros.; Whitecrest As-  
 sociates; Witol, William, Co.; World Motor  
 Sports Show.

**DOE-ANDERSON ADV. AGENCY**

Martin Brown Bldg., Louisville 2, Ky.

Phone: WAbash 3193

ANPA-APA-PPA-SNPA-ABP

Partners..Elmer H. Doe, Warwick Anderson  
 Acct. Excess.....Elmer H. Doe,  
 Warwick Anderson, George W. Emerson,  
 Richard W. Smith  
 Media Buyer.....Miss G. P. Wagner  
 Production Manager.....J. B. Peterkin

*Accounts:* Free & Peters Inc., N. Y., N. Y.;  
 Radio Stations: KOLN, Lincoln, Neb.;  
 KTHS, Little Rock, Ark.; KWKH, Shreve-  
 port, La.; WAVE, Louisville, Ky.; WDAY,  
 Fargo, N. D.; WHO, Des Moines, Iowa;  
 WJEF, Grand Rapids, Mich.; WKZO, Kala-  
 mazoo, Mich.; WOAY, Oak Hill, West Vir-  
 ginia; TV Stations: KOLN-TV, Lincoln,  
 Neb.; WAVE-TV, Louisville, Ky.; WKZO-  
 TV, Kalamazoo, Mich.; WDAY-TV, Fargo,  
 No. Dak.; WHO-TV, Des Moines, Iowa.

**DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.**

350 Fifth Ave., New York 1, N. Y.

Phone: BRyant 9-0445

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA-AFA

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 Exec. V.P., Secty.....William E. Steers  
 Vice-President.....Francis J. Doherty  
 Treasurer.....Nelson O. Argueso  
 Asst. Secy.....Marie L. Brennan  
 Vice-Presidents.....William E. Holden,  
 Chester MacCracken, James F. Egan, Harry  
 M. Ireland, Dr. Philip Reichert, Robert  
 Hayes, Robert E. Shaw, R. C. Bradley,  
 Frank Dennis, R. Fehr, N. W. Glenn, A. M.  
 Menadier

Dir. of Radio & TV....Chester MacCracken  
*Radio Accounts:* Bristol-Myers Company  
 (Trushay, Sal Hepatica, Ipana, Bufferin and  
 Resistab, Ammen Vitalis, Mum, Vitalis Hair  
 Cream, Benex), New York, N. Y.; The Bor-  
 den Co. (Borden's Instant Coffee), New  
 York; Pharmaco, Inc. (Feen-A-Mint), Ken-  
 ilworth, N. J.

*TV Accounts:* Bristol-Myers Company  
 (Ipana, Vitalis, Resistab, Sal Hepatica,  
 Trushay, Bufferin, Mum), Welch Grape  
 Juice (Grape Juice, Preserves), New York,  
 N. Y.; Borden Co. (Borden's Inst. Coffee);  
 Pharmaco, Inc. (Medigum), Kenilworth,  
 N. J.; Pioneer Ice Cream—Div. the Borden  
 Co., N. Y. C.

**THE RALPH L. DOMBROWER CO., INC.**

11 E. Franklin St., Richmond 19, Va.

Phone: RICHmond 3-1113

APA-SNPA

Pres.-Treas.-Space Buyer (News)  
 Ralph L. Dombrower, Sr.  
 Vice-Pres.....Ralph L. Dombrower, Jr.  
 V.P., Sec. & Radio Time Buyer

Malcolm B. Dombrower  
 Art Director.....Hobart Britton  
 Radio Dir.....T. Michaux Moody  
 Media & Space Buyer (Mag.)..Phyllis King  
*Branch Office*

Woodward Bldg., Washington, D. C.

Phone: REpublic 7-1420

Manager .....Philip Rosenfeld

*Radio Accounts:* Etchison Hat Co., Inc.,  
 Chesterfield Hat Corp., Richmond, Va.;  
 East Coast Freight Lines, Richmond, Va.;  
 Home Brewing Co., Richmond; Planters  
 Fertilizer Co., Charleston, S. C.

**DONAHUE & COE, INC.**

1270 Ave. of Amer., New York 20, N. Y.

Phone: COlumbus 5-2772

President.....E. J. Churchill  
 Dir. Motion Picture, Radio  
 & TV Div.....A. Carl Rigrod  
 Time Buyer & Bus. Mgr.....Evelyn Jones

*Branch Office*

411 Hurt Bldg., Atlanta 3, Ga.

Phone: MAin 5662

Vice-President.....H. L. Morrill  
*Radio Accounts:* Burlington Mills, Inc.  
 (Bur-Mil Cameo Hosiery), New York, N. Y.;  
 Loew's Inc. (Motion Pictures, Loew's The-  
 atres) New York, N. Y.; Metro-Goldwyn-  
 Mayer, Inc. (M-G-M Pictures), New York,  
 N. Y.; New York, N. Y.; New York World-  
 Telegram & Son (Newspaper), New York,  
 N. Y.; River Brand Rice Mills, Inc. (Caro-  
 lina & River Brand Rice), New York, N. Y.;  
 Rockefeller Center, Inc. (Radio City Music  
 Hall), New York, N. Y.; State of Israel  
 Bonds; Miles Shoes.

*TV Accounts:* Burlington Mills, Inc. (Bur-  
 Mil Cameo Hosiery), New York, N. Y.;  
 New York, N. Y.; Loew's, Inc. (Loew's The-  
 atres), New York, N. Y.; Metro-Goldwyn-

Mayer (Motion Pictures), New York, N. Y.; New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc., Pearson Pharmacal (Ends Chlorophyll Tablets).

**W. B. DONER & COMPANY**

505 Washington Blvd. Bldg., Detroit 26, Mich.  
Phone: WOODward 5-7400  
ABP—ANPA—PPA

President.....W. B. Doner  
Exec. Vice-Pres.....Charles F. Rosen  
Treasurer.....Julian A. Grace  
Vice-President.....Felix Hower  
Secretary & Art Dir.....Ben Goldstein  
*Branch Office*

203 N. Wabash Ave., Chicago 1, Ill.  
Phone: DEa 2-4676

Exec. Vice-Pres.....Marvin H. Frank  
*Branch Office*  
1324 W. Wisconsin, Milwaukee 3, Wis.  
Phone: WESt 3-9315

Gen. Mgr., V.P.....Marvin H. Frank  
*Radio Accounts:* Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich., Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp. (EZ Pop Popcorn); Ira Wilson & Son, (Dairy Products).

*TV Accounts:* Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsey Distributors (Delsey Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp.; Ira Wilson & Sons; Radio Distributing Corp. (Norge Washers & Dryers).

**DOREMUS & COMPANY**

120 Broadway, New York 5, N. Y.  
Phone: WOrth 4-0700

Chairman of Board.....Wm. H. Long, Jr.  
Vice-Board Chairman...Walter H. Burnham  
President.....Louis W. Munro  
Radio & TV Dir.....William T. Mann  
*Branch Offices*

208 LaSalle St., Chicago 4, Ill.  
Phone: CEntal 6-9132

V.P. & Mgr.....Chas. C. Greene  
53 State St., Boston 9, Mass.  
Phone: LAfayette 3-0770  
Senior Vice-Pres.....W. J. Sheehan  
425 Bush St., San Francisco 8, Cal.  
Phone: YUkon 2-4080

V.P. ....Ronald Brindley  
*Radio Accounts:* Chemical Bank & Trust Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; Boston Federal Savings & Loan Association (Bank), Boston; Boston Five Cents Savings Bank (Bank), Boston; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; Methodist Radio Society of Philadelphia, Philadelphia; Pennington, Colket & Co. (Brokerage), Philadelphia; Provident Trust Co. of Philadelphia (Bank), Philadelphia; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco, Paine, Webber, Jackson & Curtis, (Brokerage) N. Y., N. Y.

*TV Accounts:* Kidder, Peabody & Co. (Brokerage), New York, Boston, Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York; Cities Service Oil Co. (Dealers), Boston; The Wellington Co. (Brokerage), Philadelphia; Smith, Kline & French (Pharmaceuticals), Philadelphia; Standard Coil, Chicago.

**JOHN C. DOWD, INC.**

212 Park Square Bldg., Boston 16, Mass.  
Phone: HUbbard 2-8050

ANPA—NOAB—PPA—NBP

Radio & TV Dir.....Joseph L. Tully  
Space & Radio Time Buyer..Charles Bucklin  
*Branch Offices*

\*Dowd, Redfield & Johnstone, Inc.

501 Madison Ave., New York 22, N. Y.  
Phone: MU 8-1275

President.....John C. Dowd  
Exec. V.P.....Edward D. Parent

\* Affiliated office.

*Radio Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Company (Soft Drinks), Manchester, N. H.; Megowen-Educator Food Company (Crackers & Biscuits), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic

Seltzer, Inc. (Drugs), Jamaica Plain, Mass.; Workingmen's Cooperative Bank (Banking), Boston, Mass.; Waltham Watch Co., (Watches), Waltham, Mass.; Atlantic Coal Co., (Coal), Boston, Mass.; City Fuel Co., (Coal), Boston, Mass.; Blacksmith Shop Pastries, (Bread), Rockport, Mass.; Keystone Camera Co., (Cameras), Boston, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co., (Shampoo), Boston, Mass.; Robinson Card Co.; Clinton, Mass.; Sam Smith Shoe Corp., Newmarket, N. H.; Lincoln Plaza Shopping Center, Worcester, Mass.

*TV Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warwick, R. I.; DeMambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co. (Shampoo), Boston, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

**DOWD, REDFIELD & JOHNSTONE, INC.**

501 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8-1275  
APA-PPA-ABP-ANPA

President.....John C. Dowd  
Exec. Vice-Pres.....Edmund F. Johnstone  
Treasurer.....Edward D. Parent  
V.P., Gen. Mgr.....Michael A. Raymond  
Radio-TV Director.....Wallace Lancton

*Radio Accounts:* Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

*TV Accounts:* Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York.

**ROY S. DURSTINE, INC.**

655 Madison Ave., New York 21, N. Y.

Phone: TE 8-4600

NOAB-PPA-APA-ABC

President.....Roy S. Durstine  
Vice-Presidents.....Wm. E. Dempster,  
John Malone, Jr., Ralph D. Allum  
Treasurer.....T. Arnold Rau  
Head Art Dir.....Harvey A. Spooner  
Art Director.....J. Burton Stevens  
Radio-TV Time Buyer...Christine Petrino

*Branch Offices*

3440 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNkirk 8-3411

Exec-in-Charge.....William D. Sloan  
156 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-6917

Exec-in-Charge.....Robert B. England  
*Radio Accounts:* Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

*TV Accounts:* Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; Modglin Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocechi (flowers, gifts), San Francisco, Calif.

**EDELSTEIN-NELSON ADV. AGENCY, INC.**

203 North Wabash St., Chicago 1, Ill.  
Phone: ANover 3-3867, DEarborn 2-5976

ABP

President.....Edward Edelstein  
*Radio Accounts:* Conway Camera, (Cameras etc.), Chicago, Ill.

**ELLINGTON & CO., INC., ADV.**

535 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-4300

ANPA-APA-NOAB-PPA-ABC

President.....Jesse T. Ellington  
Vice-Presidents.....Theodore S. Strong,  
Hyland L. Hodgson, Charles W. Marshall,  
Chauncey L. Landon, Van Davis, William A. Bartel

Treasurer.....Gordon M. Kingman  
Exec. Dir. Radio & TV.....Hal James  
Exec. Producer.....A. Burke Crotty  
Radio & TV Time Buyer.....Dan Kane

*Radio Accounts:* Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines.

*TV Accounts:* Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

**ELLIS ADVERTISING CO.**

Erlanger Theatre Bldg., Buffalo 1, N. Y.

Phone: CL 6780

ABP-ANPA-

Partners.....Michael F. Ellis,  
Jerome R. Ellis  
Jr. Partners:.....Michael F. Ellis, Jr.,  
Maxwell E. Ellis

Radio Director.....Gerj Lanning  
 TV Director.....Marcia Pinkham  
*Branch Offices*  
 77 York St. W., Toronto, Ont.  
 Phone: Wa 9902

Manager.....Al May  
 Jay Reich Adv.  
 902 Frick Bldg., Pittsburgh 19, Pa.  
 President.....Jay S. Reich  
 Phone: GRant 1-9311  
 201 East 57th St., New York 22, N. Y.  
 President.....Kurt J. Mann  
 Phone: Plaza 1-2323  
 Hav-Nash & Assoc.  
 189 Chestnut St., Rochester, N. Y.  
 Manager.....Hav-Nash, Jr.  
 Phone: BAKER 8610

**ROBERT J. ENDERS ADVERTISING, INC.**

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

President.....Robert J. Enders  
 Exec. V.P.....Howard A. Enders  
 Vice-Presidents.....Rudy Vallee, Ray Hill  
 Sec.-Treas.....Melvin Alan Bank  
 Radio-TV Director.....Anne Merriman  
 Art Director.....Fred Waller  
 Film Director.....Robert L. Friend  
 Production Manager.....Stanley S. Base

*Branch Offices*

270 Park Avenue, New York, N. Y.  
 Phone: Plaza 5-4952

Vice-President.....Howard A. Enders  
 6611 Santa Monica Blvd., Hollywood, Calif.  
 Phone: Hillside 61118  
 Manager.....John Swallow  
 Estimated Radio & TV Billings: \$600,000.

**ERWIN, WASEY & CO., INC.**

420 Lexington Ave., New York 17, N. Y.  
 Phone: LEXington 2-8700  
 AAAA-ANPA-APA-NOAB-PPA  
 APB-ABC

Chairman of the Board.....Louis R. Wasey  
 President.....Howard D. Williams  
 Exec. V.P. & Secy.....George E. Wasey  
 Asst. to Pres.....David B. Williams  
 Treasurer.....James F. O'Connor  
 Business Mgr. Media.....Keith B. Shaffer  
 Dir. Radio-TV.....Michael Levin  
 Radio Dir. (L. A.).....Robert L. Redd  
 Time Buyer (L. A.).....Glen Bohannon  
 Media Dir. (Chicago).....John Gwynn

*Branch Offices*

230 N. Michigan Ave., Chicago 1, Ill.  
 Manager.....L. R. Northrup  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Exec. Vice-Pres.....Emmett C. McCaughey  
 523 Marquette Bldg., Minneapolis 2, Minn.  
 President.....Mac Martin  
 1st National Bank Bldg., Oklahoma City, Ok.  
 President.....Howard D. Williams  
 1170 Bay St., Toronto, Ont., Can.  
 Manager.....Ralph L. Lawson  
 1121 St. Catherine St. W., Montreal, Que.,

Canada

Manager.....Ralph L. Lawson

*Radio Accounts:* Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; KRO Company (Rodenticides), Springfield, O.; Jacob Ries Bottling Works (Soft Drinks), Minneapolis, Minn.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

*TV Accounts:* Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

**WILLIAM ESTY COMPANY, INC.**

100 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-1600

AAAA-ABC-ABP-ANPA-AFA

President.....James J. Houlahan  
 Exec. V.P.....G. I. Chatfield  
 Vice President.....Dr. Wallace H. Wulfek  
 Secretary-Treasurer.....E. H. Cummings  
 V.P. Chg. TV Prog.....Samuel Northcross  
 Radio Director.....Wendell Adams  
 V.P. Chg. TV Commercial.....Stanley A. Lomas

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.  
 Exec. Prod.-Dir.....Arnold J. Wester  
 Phone: HOLLYWOOD 9-8219

*Radio Accounts:* Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.

*TV Accounts:* Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Ben-Gay), N. Y., N. Y.

**ETTINGER ADVERTISING AGENCY INC.**

38 East 57th St., New York 22, N. Y.  
Phone: PLaza 1-0750  
ABP

President.....Joel H. Ettinger  
Vice-Pres. ....Audrey Ettinger  
Art Dir.....Arthur Sarett  
Copy Chief.....William Stearns  
Media, Space Buyer.....A. Diamond  
Television Dir.....Michael Lippert  
Research Dir.....Cy C. Chaiken

*Accounts:* Air Filters Inc.; Brook's Mens Shops; Buchman, The L. Co.; Carolina Paper Mills; Exeter Hosiery Mills; Fordham Shirt Co.; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Henry, Charles, Ltd.; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Summit Mills Corp.; Worklon Inc.

**EVANS-WORK ADV. AGENCY**

624 East Capitol Ave., Springfield, Ill.  
Phone: 28868

President.....Clarence R. Evans  
Art Director.....John Robert Work  
Continuity Director.....Imogene Kundig

*Radio Accounts:* Abraham Lincoln Hotel; B & F Toggery; Bootery; Bresmer's; Bridge Jewelry Co.; Camera Shop; Constantino Packing Co.; Dellert's Paints; Downtain's; Dunn Paint; First National Bank; Jack Harman; Kennedy's Laundry & Dry Cleaners; LaBonte's Luggage Shop; Henry Nelch & Son Co.; Public Super Market; Quality Dairy; Rolands; Schlitt Hardware; Security Federal Savings & Loan; Sunshine Laundry; Swanson's Camera Shop; Vredenburgh Lumber Co.

*TV Accounts:* Constantino Packing Co.; First National Bank; Vredenburgh Lumber Co.

**EWELL & THURBER ASSOCIATES**

23 East Jackson Blvd., Chicago 4, Ill.  
Phone: WEbster 9-0911

President.....James Cady Ewell  
Vice-President.....C. E. Rickerd  
Copy Director.....St. Clair Carver  
Production Manager.....Bruce Guest  
Radio Director.....A. J. Engelhardt

*Branch Office*

Exec. Vice-Pres.....Hal H. Thurber  
270 Park Ave., New York 17, N. Y.  
Phone: PLaza 1-2770

Vice-President .....Steve Mudge  
Manager .....Ernest Belt

*Radio & TV Accounts:* Chicago, Indianapolis & Louisville Railway Co.; Great China Food Products Co.; Ideal Dog Food; Juergens & Anderson Co.; Nicolay-Dancey, Inc.; Ostermoor & Co., Inc.; Pullman Couch Co.; Sanford Ink Co.; Straub, W. F., & Co.; Super Foods Merchandising; Willys-Overland Export Co.; Willys Motors, Inc.; Wilson & Company; Wilson Sporting Goods Co.

**FARQUHAR AND COMPANY, INC.**

First National Bank Building, Utica 2, N. Y.  
Phone: 2-6109

President.....John T. Farquhar  
Vice-President.....Ted R. Darvoe  
Secretary.....Roger H. Williams  
Treasurer.....Jay C. Anderson  
Radio-Television.....John T. Farquhar  
Media Buyer.....Eleanor Crimmins

*Radio Accounts:* Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Philipson & Co. (Investment Securities), Utica, N. Y.; Play-world Toys (Toys), Utica, N. Y.

*TV Accounts:* Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Play-world Toys (Toys), Utica, N. Y.

**FEIGENBAUM & WERMEN ADVERTISING AGENCY**

1922 Spruce St., Philadelphia 3, Pa.  
Phone: LO 4-1536  
ABP-ANPA-NOAP

Partner .....Harry Feigenbaum  
Partner .....David Wermen  
Radio-TV Director.....Stanley Goldstein  
Acct. Exec.....Leonard Schorr  
Asst. Acct. Exec.....Jay Beneman

*Radio Accounts:* Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Bandler's (furniture), Philadelphia; New Yorker (Cheese), Philadelphia; Yankee Maid (Meat Products), Philadelphia; Bunting (Outdoor Furniture), Philadelphia.

*TV Accounts:* Kasser Distillers (wine), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; Renuzit Distillers (Kings Wine), Philadelphia; Quaker City Laundry, Philadelphia; Douglas Dryers, (Automatic Clothes Dryers), Philadelphia; Gaby Suntan Lotion, Philadelphia; Lou Block Pontiac, (New & Used Autos), Philadelphia.

**COURTLAND D. FERGUSON, INC.**

Rm. 315, National Press Bldg.,  
Washington, D. C.  
Phone: National 8-7713  
APA-PPA

President.....Courtland D. Ferguson  
Sery. Treas.....Lucille Pierce Ferguson  
Radio Dir.....George Ely  
Executive Asst.....Walter J. Kerwin  
Art Director.....Gilbert Meekins  
Production Manager.....Booth Marcus  
Time Buyer.....Nan Hannum

*Branch Offices*

45 Rockefeller Plaza, New York, N. Y.  
Manager.....Phillip N. Jackson  
*Radio Accounts:* Washington, D. C.;  
Schindler Peanut Products (Peanut Butter  
& Peanuts), Wash. & Balt.; Mann's Potato  
Chips, Wash. & Richmond; Smith's Storage  
Co., Washington; Lincoln Warehouse Corp.,  
New York; Little Tavern Shops (Restaur-  
ants), Washington & Baltimore.

*TV Accounts:* Smith's Storage Co., Wash-  
ington, D. C.

**LAWRENCE FERTIG & CO., INC.**

149 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 9-7100  
ABP-ANPA-APA-PPA

President-Treasurer.....Lawrence Fertig  
Vice-President.....Philip Lukin  
Media Director.....Miss Selma Grosswirth  
Art Director.....Stanley Dusek  
Production Manager.....Ken Miller  
Radio-TV Time Buyer, Dir...Jos. H. Mintzer  
*Accounts:* DeKnyper, John, & Son Inc.,  
Jersey City, N. J.; Freed Radio Corp.; N. Y.,  
N. Y.; International Brands, Newark, N. J.;  
Loew Productions, Hollywood, Calif.; Medal  
Distilled Products Inc.; Beverly Hills,  
Calif.; National Distillers Products Corp.,  
N. Y., N. Y.

**ROBERT G. FIELDS & CO.**

1100 Sudekum Bldg., Nashville 3, Tenn.  
Phone: 6-1977  
ABP-ABC

President.....Robert G. Fields  
*Radio Accounts:* St. Bernard Coal Co.  
(Coal), Nashville; Red X Thrift Stamps,  
Nashville; Jacobs Packing Co. (Meats),  
Nashville.

*TV Accounts:* Red X Thrift Stamps; Red  
Ace Petroleum Co. (Gas & Oil), Nashville;  
Robt. Orr & Co. (Foods) Nashville; J. C.  
Bradford & Co. (Securities), Nashville.

**FIORE & FIORE ADV. CORP.**

128 Mallory Ave., Jersey City 4, N. J.  
Phone: Henderson 2-8200

Pres., TV Dir.....Michael A. Fiore  
V.P., Radio Dir.....Albert A. Fiore  
Sery. Treas.....B. V. Fiore  
Acct. Executives.....B. E. Geise,  
P. Bernhardt, J. Anitrani, A. Bryant  
*Radio Accounts:* D. Wolff & Co. (Credit  
Clothing), Newark, N. J.; Specialty Sales

Company (Mail Order Items), Lakewood,  
N. J.; Leslie Toy Co., Brooklyn, N. Y.;  
Halogene Corp., Newark; Watchung Lake  
(Resort), Plainfield, N. J.; Broadway Angels  
(Stocks), N. Y. C.

*TV Accounts:* Watchung Lake, Inc. (Swim-  
ming Resort), S. Plainfield, N. J.; General  
Home Improvement Co. (Storm Windows),  
Brooklyn; Save Way Appliance Co. (Food  
Freezers), Jamaica, L. I.; Halogene Corp.

**M. M. FISHER ASSOCIATES**

134 N. LaSalle St., Chicago 2, Ill.  
Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher  
Radio & TV Dir.....Jack L. (Bud) Fisher, Jr.  
Acct. Exec.....Paul Frumkin  
Time Buyer.....Helene Heinz

*Radio Accounts:* Bell Savings & Loan  
Assn. (Local Radio), Cook Co. Central Dem-  
ocratic Committee—Political (Radio-selected  
Localities), National Foundation for Infan-  
tile Paralysis (Midwest Rep.), New York &  
Chicago; Tam O'Shanter Country Club (Golf  
Tournaments Only), Chicago; United Artists  
Corp. (Motion Picture), Chicago (Radio Se-  
lected Localities); Universal-International  
Pictures (Motion Pictures), Chicago (Radio  
Selected Localities); Clark Theater (Movie  
Theater), Chicago; Monroe Theater (Movie  
Theater), Chicago; 20th Century Fox Film  
Corp. (Motion Pictures), Chicago; Loeber  
Pontiac, Inc. (Pontiac Agency), Chicago;  
Chas. Keeshin Poultry Co. (Frozen Poultry),  
Chicago; San-A-Bin Corp. (Garbage Dis-  
posal Unit), Chicago.

*TV Accounts:* Cook Co. Central Demo-  
cratic Committee (Political), Chicago (Se-  
lected Localities); Tam O'Shanter Country  
Club (Golf Tournaments), Chicago; Nat'l  
Foundation for Infantile Paralysis, Chicago  
& N. Y.; United Artists Corp.; Universal-  
International Pictures Corp.; Bell Savings &  
Loan Assn. (Bank), Chicago; Monroe The-  
ater (Movie Theater), Chicago; 20th Cen-  
tury-Fox Film Corp. (Motion Pictures), Chi-  
cago; Loeber Pontiac, Inc. (Pontiac  
Agency), Chicago; Chas. Keeshin Poultry  
Co. (Frozen Poultry), Chicago; San-A-Bin  
Corp. (Garbage Disposal Unit), Chicago.

**FITZGERALD ADVERTISING  
AGENCY**

Lee Circle Building, New Orleans, La.  
Phone: TULane 3131

Partners....Joe L. Killen, Jos. H. Epstein,  
Roy M. Schwarz, Leonard Gessner, E. W.  
Rector Wootten, Warren G. Posey  
Radio-TV Dir.....Aubrey Williams  
Radio-TV Time Buyer...Mrs. Marie O'Meara

*Radio Accounts:* Alabama-Georgia Syrup  
Company (Alaga Syrup), Montgomery, Ala.;  
Blue Plate Foods, Inc. (Mayonnaise-Peanut  
Butter-Preserves & Jellies, CDM Coffee),  
New Orleans, La.; H. G. Hills Stores (Chain  
Grocery Stores), New Orleans, La.; Jackson  
Brewing Company (Jax Beer), New Orleans,

La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Brewing Co., New Orleans, La.; La. Power & Light Co., Algiers, La.

**TV Accounts:** Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. C. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Brewing Co., New Orleans, La.; La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.

**HAROLD E. FLINT & ASSOCIATES**

615 Second Ave. No., Fargo, N. D.  
 Phone: 5333  
 ABP—APA

President.....Harold E. Flint  
 Vice Pres.....Richard Rosenthal  
 Vice Pres.....Lee A. Holland  
 Art Dir.....Donald A. Nelson

**Accounts:** Bismarck Tribune; C. & M. Inc.; Erskine Mfg. Corp.; Fargo Forum; Fargo Foundry; Gunning Mfg. Co.; Melroe Mfg. Co.; Merchant's National Bank & Trust; Minn-Kota Foundry Co.; North Dakota Hospital Service Assn.; North Dakota Motor Carriers Assn.; Olson, W. R. Co.; Otter Tail Power Co.; Park Region Bakeries; Radio Station KFYR; Steidl, M. T., Inc.; Sund Mfg. Co.; Tennesfos Mfg. Co.; US Brewers Foundation; US Food Co.; Van's Radio Specialty.

**FOLEY ADVERTISING AGENCY**

1012 N. B. C. Bldg., Cleveland 14, O.  
 Phone: CHerry 1-1490

President.....Robert B. Foley  
 Sec.-Treas.....Helen M. Little  
 Director.....Robert B. Foley

**Radio Accounts:** I. J. Fox, Inc. (Retail Furrier), Nokes-Findley Wallpaper & Paint Co., Cleveland, Stanley Furniture Co. (Furniture & Appliances), Cleveland.

**THE RICHARD A. FOLEY ADV. AGENCY, INC.**

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: KIngsley 5-1560  
 AAAA—ABC

President.....Charles H. Eyles  
 V.P.-Treas.....Lee E. Hood  
 V.P.-Gen. Mgr.....A. Edward Morgan  
 V.P.-Media Director.....Wesley Winning  
 Copy Director.....Raymond Barr  
 Radio-TV Director.....Frank M. Knight, Jr.  
 Time Buyer.....Alice Mooney

**Radio Accounts:** Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork prod-

ucts), Phila; B & O Railroad (Transportation), Baltimore; Klix Dog Candy, Rochester, N. Y.; Silvo Silver Polish, Rochester, N. Y.

**TV Accounts:** Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel). Baltimore: Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

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 ABC—AFA

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 Exec. V.P. & Director.....Edward Whitney  
 V.P. & Director.....Frank E. Delano  
 V.P., Finance, Secretary &  
 Director.....A. E. Rood  
 V.P., Merchandising.....Everett F. Braden  
 V.P., Marketing.....Sherwood Dodge  
 V.P., Media & Research.....Paul E. J. Gerhold  
 V.P., Senior Art Dir.....Clifford C. Lozell  
 V.P., Radio & TV.....Roger Pryor  
 V.P., Copy.....Otis W. Winegar  
 Asst. Treas. &  
 Asst. Sec.....Charles H. Newbrand  
 Dir. Prog. Devel.....Thomas McDonnell  
 Dir. Broadcast Media.....Arthur Pardoll  
 Radio & TV Bus. Mgr.....Frieda Redder  
 Dir. Print Media.....Charles Hofman  
 Mgr. Prod. Dept.....Anthony W. Kinzler  
 Office Manager.....Tyrell G. Rogers

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 V.P. & Director.....John F. Hunt  
 V.P. & Director.....Milton H. Schwartz  
 Treas. & Asst. Sec.....Jos. K. King  
 V.P. & Gen. Mgr.....Harold H. Webber  
 V.P., Dir. of Copy.....A. J. Bremner  
 V.P., Dir. of Mer.....W. Robert Eagan  
 V.P. & Prod. Dir.....George Heiland  
 V.P. & Art Dir.....David W. Lockwood  
 V.P. & Media Dir.....Robert Hussey  
 V.P. & Dir. Radio-TV

Production.....John B. Simpson  
 Educational Dir.....Leah Anderson  
 Dir. Research.....John Rigotti  
 Radio & TV Bus. Mgr.....Harry Dieter  
 Radio & TV Time Buyer.....Genevieve Lemper  
 Office Mgr.....M. R. Lochrke  
 Statler Center, 900 Wilshire Boulevard  
 Los Angeles 17, Calif.  
 Phone: MADison 9-3611

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 V.P. Marketing, Dir.....Roy Campbell  
 V.P. & Art Dir.....Robert Freeman  
 Mgr. Media Dept.....Kenneth V. Moore

□ □ □  
 Div. of Research ..... Charles Melvin  
 Div. of Media Research..... George Weaver  
 Mgr. Prod. Dept..... Brougham J. Morris  
 Radio Time Buyer..... Lydia R. Hatton  
 251 Montgomery St., San Francisco 4, Calif.  
 Phone: SUTTER 1-2355

V.P. & Mgr. Dir..... Ford Sibley  
 V.P. & Art Dir..... G. Frederick Cole  
 V.P. & Mgr. Prod..... Albert A. Sperisen  
 Media Dir..... Carl Simmons  
 Broadcasting Dir..... Helen Stenson  
 6233 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 9-6265

Vice-Presidents..... Edmund L. Cashman,  
 C. Burt Oliver, Ellison Vinson  
 P.O. Box 4223, Houston 14, Texas  
 Phone: Justin 5461

V.P. & Gen. Mgr..... Stephen R. Wilhelm  
 V.P. .... Edwin H. Badger  
 Radio & TV Time Buyer..... Grace Spanihel  
 Pacific Building, Portland 4, Oregon  
 Phone: Broadway 3272

Mgr..... Leith F. Abbott

*Radio Accounts:* Anglo-California National Bank, San Francisco, Calif.; Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wisc.; Jacques Kreisler Mfg. Corp. (Watch straps—Men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebhann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; New York Central System (Railroad Transportation), New York, N. Y.; Paper Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; RKO Radio Pictures Corp. (Motion Pictures), New York, N. Y., Hollywood, Calif.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; Divisions of Safeway Stores, Inc., Fairfax Bread Company (Breads), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company

(Breast-O'-Chicken Brand Tuna), San Diego, Calif.

*Television Accounts:* Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bourjois, Inc. (Perfumes & Toiletries), New York, N. Y.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Famous Artists Schools, Inc. (Home instruction in commercial and fine art), Westport, Conn.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wisc.; Jacques Kreisler Mfg. Corp. (Watch straps—men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebhann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper-Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; Purex Corporation Ltd. (Bleach), South Gate, Calif.; RKO Radio Pictures Corp. (Motion pictures), Hollywood, Calif., New York, N. Y.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; S & W Fine Foods, Inc. (Food packers), San Francisco, Calif.; Divisions of Safeway Stores, Inc.; Fairfax Bread Company (Bread), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company (Brest-O'-Chicken Brand Tuna), San Diego, Calif.

**ALBERT FRANK-GUENTHER LAW INC.**

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 Exec. Vice-Pres.....Richard A. Cullinan  
 Vice-Pres. & Treas.....S. A. Speake  
 Vice-Pres. & Sec.....E. G. McAdie  
 Vice-Presidents.....Frank D. Cruikshank,  
 Howard C. Allen  
 Dir. of Radio & TV.....Robert W. Day



**FRANKEL, JONES, CO.**

180 N. Wabash Ave., Chicago 1, Ill.  
Phone: DEarborn 2-5745

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Account Executives.....Jones B. Frankel,  
A. G. Gaines, Howard S. Stone  
Space Buyer.....Helen Eich  
Radio-TV Director.....Howard S. Stone  
Radio Accounts: Lion Chemical Co., Rolin  
Sales, Valmor Prod.  
TV Account: Rosin-Starr.

**THE FREDERICK-CLINTON CO., INC.**

545 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-7433

ABP—ANPA—APA—PPA—NOAB  
President.....F. C. Burger  
V.P., Treas.....H. S. Rieff  
V.P., Secretary.....R. S. Buckbinder  
V.P., Art Director.....E. Gambale  
Radio Accounts: Adler Shoes, New York;  
Vim Electric Co. (RCA, Thor, Hallierafters),  
New York; Chock Full O'Nuts (Coffee),  
N. Y. C.  
TV Accounts: Adler Shoes for Men,  
N. Y. C.; Chock Full O'Nuts (Coffee),  
N. Y. C.; Vim Radio & Television (Appli-  
ances), N. Y. C.

**CURT FREIBERGER & CO.**

1439 Court Place, Denver 2, Colo.  
Phone: ALpine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA  
President.....C. J. Freiburger  
Gen. Mgr.....Robert Lochrie  
Sec'y & Treas.....Doris R. Fleischer  
TV Director.....Anne Freiburger  
Radio Accounts: American Beauty Maca-  
roni Co. (macaroni products), Denver;  
Central Bank & Trust Co. (banking), Den-  
ver; Associated Grocers of Colo. (groceries),  
Denver; Colorado Potato Flake Co. (potato  
chips), Denver; Guardian Savings & Loan  
Ass'n. (savings & loan), Denver; Sears Roeb-  
uck & Co. (dept. store), Denver; Toner's,  
Inc. (peanut butter), Denver; Vincent Syrup  
Co. (syrups) Denver; Central Bank & Trust  
Co. (banking), Denver; Gus' Butter Maid  
Bake Shop (bakery goods), Denver.  
TV Accounts: Beatrice Foods (dairy prod-  
ucts), Denver; Central Bank & Trust Co.  
(banking), Denver; Zefer Products (salad  
dressings), Denver; American Beauty Maca-  
roni Co. (macaroni products), Denver;  
Denver Conv. & Visitors Bureau (travel),  
Denver; Dottie's Quickie Cookies (Frozen  
Cookies), Denver; Grandview Builders  
(builders), Denver; Gus' Butter Maid Bake  
Shop (bakery goods), Denver; Nebraska  
Packing Co. (meat processor—dog food),  
North Platte, Nebraska; B. K. Sweeney Mfg.  
Co. (Distributors), Denver.

**FRIEND, KRIEGER & RADER INC.**

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

President.....Morton S. Krieger  
Vice-Pres. ....Kenneth Rader  
Sec'y & Art Dir.....John Inglehart  
Production Mgr.....Joseph Marenus  
Accounts: Ambrosia Products Co.; Celeb-  
rity Tours Inc.; Colony Club Ice Cream;  
Dro, Inc., N. Y.; Lincoln School of Radio  
& TV; etc.

**FRIEND REISS ADVERTISING**

221 W. 57 St., New York, N. Y.  
Phone: PLaza 7-8030  
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Partner & Gen. Mgr.....B. M. Reiss  
Partner .....Lee Friend  
Res. & Mkt. Dir.....Henry Brenner  
Production Manager.....Julius Brown  
Radio-TV Director.....Edward Ratner  
Radio Accounts: Sweet Orr (Work-  
clothes), N. Y. C.; Lafayette Radio, N. Y. C.  
TV Accounts: Levolor Lorentzen (Vene-  
tian Blinds), N. Y. C.

**HARRY M. FROST CO., INC.**

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Vice-President.....Harold E. Bessom  
Treasurer.....Harry M. Frost  
Asst. Treasurer.....Florence A. Dondero  
Sec'y., Radio Dir.....Harvey P. Newcomb  
Newspaper Space Buyer... Anna V. Turner  
Magazine Space Buyer & Prod. Mgr.  
Harold E. Bessom

Radio Accounts: Durkee-Mower, Inc.  
(Marshmallow Fluff), Lynn, Mass.; LePage's  
Inc. (Glue Products), Gloucester, Mass.;  
General Electric Supply Corp. (Electrical  
Products), Boston, Mass.; Gentles Baking  
Co. (Gentles Bread), Mattapan, Mass.; Natl.  
Cranberry Assoc. (Ocean Spray Products),  
Hanson, Mass.; Eastern Racing Assoc. (Suf-  
folk Downs), East Boston, Mass.; Boston  
Nash Co. (Automobile Service), Boston,  
Mass.

TV Accounts: Durkee-Mower, Inc. (Mar-  
shmallow Fluff), Lynn, Mass.; Gentles Baking  
Company (Gentles Bread), Mattapan, Mass.;  
General Electric Supply Corp. (Electrical  
Appliances), American Crabmeat Co. (3  
Little Kittens Cat Food), Met. Boston Nash  
Dealers (Automobile Service), Boston Mass.;  
LePages, Inc. (Glue Products), Gloucester,  
Mass.

**FULLER & SMITH & ROSS, INC.**

1501 Euclid Ave., Cleveland 15, O.  
Phone: CHerry 1-6700

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Exec. Vice-Pres.....E. L. Andrew  
V.P. & Mgr. (Cleveland Office).....W. A. Wright  
Secretary-Treasurer.....C. C. Reidenbaugh  
Asst. to Pres. (Cleveland).....J. C. Maddox

Media Dept. Mgr. (Chld.)...W. G. Chalkley  
 Media Dept. Mgr.  
 (Chicago).....C. W. Billingsley  
 Film Visual Dept.  
 (Cleveland Office).....David Adam  
 V.P., Radio-TV.....Tom Slater

*Branch Offices*  
 230 Park Ave., New York 17, N. Y.  
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Vice-Pres. & Mgr.....R. E. Allen  
 105 W. Adams St., Chicago 3, Ill.  
 Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen  
*Radio Accounts:* Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene), Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Penzoil Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Oldsmobile Dealers, Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), Webster-Chicago Corp. (Phonographs), American Greetings Corp. (Publishers), American Society of Metals, Central National Bank, Chicago & Eastern R. R., Harry Ferguson, Inc. (Farm Equipment), Jack & Heintz (Precision Equipment).

*TV Accounts:* Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Penzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co., Oldsmobile Dealers.

**FURMAN, FEINER & CO., INC.**

117 W. 46th St., New York 36, N. Y.  
 Phone: PLaza 7-7393  
 ABP

Pres., Radio Time Buyer....Norman Furman  
 Vice-President.....Irving J. Gottlieb  
 Art Director.....Edwin R. Swaback  
 Acct. Execs.....Nat Roth, Lon Shaw  
 Space Buyer.....Laura Lustig

*Radio Accounts:* American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.  
 Phone: Central 1-3200  
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President.....E. G. Marshutz  
 Sec. & Treas.....H. S. Gardner, Jr.  
 V.P. Chg. Radio-TV.....William Fisher

*Branch Office*  
 9 Rockefeller Plaza, New York 20, N. Y.  
 Phone: COlumbus 5-2000

Vice-President.....Roland Martini  
*Radio Accounts:* Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Nebraska Consolidated

Mills Company, Omaha, Neb.; Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.; Trenton Foods, Inc., Kansas City; Barton Manufacturing Co., St. Louis; Swift & Co., Chicago; Godefroy Manufacturing Co., St. Louis; Wabash Railroad, St. Louis.

*TV Accounts:* Grove Laboratories, Inc., Pet Milk Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.; Barton Manufacturing Co., St. Louis; Derby Foods, Inc., Chicago; Swift & Co., Chicago; Union Electric Co. of Mo., St. Louis; Trenton Foods, Inc., Kansas City; Wabash Railroad, St. Louis; Southwestern Bell Telephone Co., St. Louis; Purina Mills, St. Louis.

**GAYNOR & COMPANY, INC.**

10 East 49th St., New York 17, N. Y.  
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 Vice-President.....Guy Gantz, Jr.  
 Publicity Director.....Frank O. Muni  
 Traffic-Prod. Mgr.....George Cisneras  
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 Prod. Mgr.....George Cisneros  
 Creative Dir.....Jack Williamson  
 Art Dir.....Hal Frank  
 Acct. Executives.....George Medinnus,  
 Richard Falcon  
 V.P. & Radio & TV Dir.....Fred J. Ham

*Radio & TV Accounts:* Fairchild Engine & Airplane Corp.; All-American Engineering; Link Aviation, Inc.; J. A. Maurer, Inc.; Precision Film Laboratories, Inc.; McGraw-Hill Publishing Co.; B. G. Corporation; Fairchild Recording Equipment Corp.; G. M. Giannini & Co., Inc.; American Moninger Greenhouse Co.; United Metal Box Co.

**GEARE-MARSTON, INC.**

22nd & Locust St., Philadelphia 3, Pa.  
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 V.P.-Media Director.....Frank C. Murphy  
 Secretary.....William G. Huckel  
 Treasurer.....Elizabeth A. Heath  
 Dir. of Service.....Karl L. Gauck  
 Public Relations Director....Wm. C. Faust  
 Radio-TV Dir.....Frank C. Murphy

*Branch Office*  
 420 Lexington Ave., New York 17, N. Y.  
 Phone: LEXington 2-0880  
 Vice-President.....Charles S. O'Donnell

*Radio Accounts:* Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

**THE GETSCHAL CO., INC.**

49 E. 51st St., New York 22, N. Y.  
Phone: PLaza 8-1100  
ABC-ABP-ANPA

President .....Budd Getschal  
Vice-President .....Ezra Millstein  
*Radio-TV Accounts:* Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Ludwig Baumann & Spear's (furnishings), N. Y. C.; Motorola, Inc. (Television & Radios).

**GEYER ADVERTISING AGENCY, INC.**

745 Fifth Ave., New York 22, N. Y.  
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AAAA-ABC-ABP-ANPA-AFA

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Asst. Gen. Mgr.....John R. Geyer  
Treasurer.....John R. Kunz  
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V.P., Mktg. Dir.....R. C. Robertson  
Vice Pres.....Frank Kearney  
Vice Pres.....Winslow H. Case  
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V.P. & Art Director.....A. A. Surin  
V.P. & Dir. Public Rel....Joseph C. Meehan  
Director of Radio-TV.....George Wolf  
Time Buyers.....Elizabeth Powell,  
Carol Sleeper  
Radio-TV Dir.....William Lewis  
TV Film Supervisor.....James Harkey  
Prod. Super.....Lee D. Enmerich  
TV Art Director.....James Egleson  
Radio-TV Bus. &  
Traffic Super.....Don McGuinn  
*Branch Offices*  
14250 Plymouth Rd., Detroit 32, Mich.  
Phone: Webster 3-5520

V.P., Mgr.....Ralph Wolfe  
931 Third National Bldg., Dayton 2, Ohio  
Phone: Fulton 4-145

Vice President & Mgr.....E. G. Frost

*Radio Accounts:* American Home Products (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp., (Nash cars & Kelvinator appliances), Detroit, Mich.; Boyle-Midway, Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax); Kiwi Polish Co., Ltd. (Shoe Polish), Phila., Pa.; Olin Mathieson Chem. Corp. (USI & Super Pyro Anti-Freezes), Baltimore, Md.; Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Nat'l. Paper Corp. of Pa., (Swanee Tissues, Napkins & Towels), N. Y., N. Y.; Tetley Tea Co., N. Y. C.

TV Accounts: American Home Products; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Colter Corp., (Jekyll Island Shrimp), N. Y. C.; Kiwi Polish Co., Ltd.; Olin Mathieson Chem. Corp.; Tetley Tea Co.; Wooster Brush Co., (Magi-Koter Paint Rollers, Wooster, Ohio).

**GIBBONS ADVERTISING AGENCY, INC.**

802 Daniel Bldg., Tulsa 3, Okla.  
Phone: 4-2444  
ABC-ABP-ANPA-AFA-SNPA-APA  
NOAB

Pres. & Treas.....J. Burr Gibbons  
Vice President.....John B. Gibbons  
Secretary .....Viola Neese  
Radio-TV Dir.....Mercedes (Dee) Freiday  
*Radio Accounts:* National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore; Tulsa Cabinet Shop (wooden furniture), Tulsa.

*TV Accounts:* National Bank of Tulsa (banking and trust services), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti free, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Tulsa Cabinet Shop (wooden furniture), Tulsa; Pedrick Laboratories, Inc. (Dog Food), Sand Springs; Southwest Steel Co. (ornamental iron), Sand Springs.

**GIBRALTAR ADV. AGENCY, INC.**

17 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 7-7896

President.....Charles J. Basch, III  
Vice-President .....Leo Berman  
Treasurer .....Clarence Schmidt  
Secretary, Radio & TV Dir.....Frances Scott  
Radio & TV Time Buyer.....Gloria Lubin

*Rad-TV Accounts:* Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.

*Other Accounts:* Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating sup-



plies); Bonafide Mills, Inc. (Bonny Maid Lindeum), N. Y. C.; Leonce Salon; Dean Parker, Inc.; Supercurline Corp. (Mfgs. of beauty products); Dick Contino (Artist).

**GILLHAM ADVERTISING AGENCY**

500 Continental Bank Bldg., Salt Lake City 1, Utah

Phone: 4-5516

ABP-ANPA-APA-PPA

President-Treasurer.....M. C. Nelson  
Exec. Vice-President.....Lon Richardson  
Vice-President.....Robert F. Rohlfing  
Vice-President.....Wendell J. Ashton  
Secretary.....Marjorie Farrell  
Space Buyer.....Esther Gook

*Radio Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streater Chevrolet Co., Sweet Candy Company, Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co.

*TV Accounts:* Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Sweet Candy Company, Union Pacific Railroad.

**BERT S. GITTINS ADVERTISING**

739 N. Broadway, Milwaukee 2, Wis.

Phone: BR 6-5948

AAAA-ABC-ABP-ANPA

Owner.....Bert S. Gittins  
Prod. Dir.....Stewart Carlson  
Media Dir.....Esther Block  
Copy Dir.....Harold Nelson  
Ind. Copy Dir.....Franklin J. Beezley  
Office Mgr.....Erwin R. Holtz  
Radio & TV Dir.....Gerald L. Seaman

*Radio Accounts:* Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8-Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

*TV Accounts:* Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8-Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wisc.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

**GLENN ADVERTISING INC.**

304 First Life Bldg., 301 E. 5th St.

Fort Worth 2, Texas

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ANPA-SNPA-APA-ABP-NOAB

AAAA-PPA

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Vice Pres.....Arnold C. Shaw  
Secretary.....Edith F. Milliken

*Branch Offices*

1915 Elm St., Dallas 1, Texas

Phone: RIVERSIDE 6686

President.....Ray K. Glenn  
6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: WEBSTER 3-9369

Acct. Exec.....Raymond E. Prochnow  
Moore Bldg., San Antonio, Texas

Phone: GARFIELD 2369

Acct. Exec.....Robert O. Holleron

*Accounts:* Arrowhead Food Products; Bewley Mills; Commerce Refrigeration Co.; Continental Geophysical Co.; Davis & Humphries; Dotties Quickies of the Southwest; Epps Smokehouse; Fort Worth Macaroni Co.; Forth Worth Nat'l Bank; Forth Worth Sand & Gravel; Garza, Ralph; Gebhardt Chili Power Co.; Globe Laboratories; Great American Health & Life Co.; Great Western Foods Co.; Harper General Tire Co.; Jordan Motors; KITE, Radio Station; McDonald Hatcheries; Mangum, John, Co.; North Texas Advertising; Piggly-Wiggly Stores; Republic National Bank; Ruth, J. B. Sales Co.; Ryan, Thomas M. Co.; Serval Drug Co.; Sperry & Hutchinson; Southern Transfer Co.; Southern Equipment Co.; Texas Dry Concrete Co.; Texas Industries, Inc.; Texas & Pacific Railway; Texcrete Companies; Thrifty Wise Services; WBAP-AM-FM-TV, Fort Worth; Waples-Platter Co.

**GOODKIND, JOICE & MORGAN, INC.**

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUPERIOR 7-6746

AAAA-ANPA-ABP-APA-PPA-NBP

President.....Clyde M. Joice  
Treas. & Copy Chief....Garrick M. Taylor  
Secy. & Media Dir....Florence A. Neighbors  
Asst. Med. Dir., Prod. Mgr....J. Alden Joice  
Vice President.....Henry Nathan

*Radio Accounts:* Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.; Humiston-Keeling & Co.

*TV Accounts:* Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.; Humiston-Keeling & Co.

**GOTHAM ADVERTISING CO.**

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Exec. V.P. & Treas.....Arthur A. Kron  
Vice Pres.....Robert F. Kendall  
Vice Pres.....Arthur F. Connolly  
Secretary.....Chester A. Priest  
Dir. Radio & Television...Arthur A. Kron  
Dir. Pub. Relations.....K. Barton

*Branch Office*

Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

Director.....C. J. Coudrey  
*Radio Accounts:* Lutheran Laymen's  
 League (Lutheran Church-Missouri Synod),  
 St. Louis, Mo.; L. A. V. (Venezuelan Air-  
 lines), New York, N. Y.

**GRANT ADVERTISING, INC.**

919 North Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-6500

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 Exec. V.P. Chg. Cen.

Creative Staff.....Howard A. Jones

Vice-Presidents.....Valeria T. Feely,  
 W. Robert Watson, Lawrence McIntosh,

Herbert A. Carlson, John G. Copeland

Secretary.....Mary Waller Grant

V.P. & Art Dir.....Loren G. Moore

Research Dir.....Kay Sheldon

Gen. Radio Dir.  
 (Latin Amer.).....Lloyd G. Harris

Media Space Buyer.....Thomas Scott

Asst. Dir. Radio-TV Media....Fred Norman

Radio & TV Dir. (Chicago)....E. M. Moore

Radio Director.....Jane Baker

Production Mgr.....Harry White

Chicago Art Dir.....Fleetwood Burt

Asst. Art Dir.....Albert Fischer

V.P. Personnel.....Donald C. Turner

V.P. Operations,  
 In'l Div.....Raimundo Scarampi

Copy Group Head.....Wallace Capel

Acct. Executives.....Will C. Grant,  
 Howard A. Jones, W. R. Watson, Lawrence

McIntosh, Glen Shears, Kenneth Brown-  
 ing, John Edgar

*Branch Offices*

655 Madison Ave., New York 21, N. Y.

Phone: TE 8-9393

V.P. Chg. N. Y. Office....Hugo C. R. Vogel

29th Floor, Guardian Bldg., Detroit 26, Mich.

Phone: WOODWOOD 3-9400

V.P. Chg. Detroit Office...Edward R. Grace

1212 Gulf States Bldg., Dallas 1, Texas

Phone: Prospect 8121

V.P. Chg. Dallas Office.....David Garrett

Hulman Bldg., Dayton 3, Ohio

Phone: Michigan 9562

V.P. Chg. Dayton Office  
 & A-E.....V. P. Black

American Bank Bldg., Portland, Ore.

Phone: CA 9609

Mgr. & Acct. Exec.....John A. Giesy

593 Market St., San Francisco 5, Calif.

Phone: DO 2-0369

V.P. Chg. San Fran. Off.....J. R. Lenahan

Langford Bldg., Miami 32, Fla.

Phone: Miami 3-0773

V.P. Chg. Caribbean Oper.....John A. Dey

Taft Bldg., Hollywood 28, Calif.

Phone: HO 9-5371

V.P. Chg. Hollywood Off....Paul L. Bradley

*Accounts:* Airtemp Div. of Chrysler Corp.;  
 Brown & Williamson Export; CHUM, Tor-  
 onto, Radio Sta.; Coca Cola (Foreign),

N. Y.; Colgate-Palmolive Int'l; Colgate-  
 Palmolive Ltd.; Continental Life Insurance  
 Co.; Dodge Brothers Corp., Div. of Chrysler  
 Corp.; Drake Hotel; Florida Power & Light  
 Co.; Hilton Hotel, Ft. Worth; Iodent Chemi-  
 cal Co.; LACSA — Costa Rican Airlines;  
 LAV—Venezuelan Airlines; IBM; American  
 Weekly.

**GRAY & ROGERS**

12 South 12th St., Philadelphia 7, Pa.

Phone: Walnut 2-40808

ANPA

Partner.....Jerome B. Gray

Partner.....Edmund H. Rogers

Partner.....Robert W. Graham

Partners.....Sherman G. Landers,  
 Russell K. Carter, William B. Edwards,

Atherton Seeley, David B. Arnold, Thelma  
 Beresin, Franklin P. Jones, Granville Wor-  
 rell, Albert R. Bochrach

Radio-TV Dept. Head...Walter M. Erickson

Radio-TV Super.....Edmund H. Rogers

*Radio Accounts:* The M. A. Hanna Com-  
 pany (Coal), Philadelphia, Pa.; Philadel-  
 phia Saving Fund Society (Banking Ser-  
 vices), Philadelphia, Pa.; American Chemi-  
 cal Paint Co. (Plant Foods), Ambler, Pa.;

Associated Hospital Service of Philadelphia  
 (Blue Cross-Blue Shield), Philadelphia; Bell  
 Telephone Co. of Pa. (Services), Philadel-  
 phia; Chevrolet Dealers Assn. of Philadel-  
 phia, Philadelphia; Diamond State Tele-  
 phone Company (Services); Delaware; Fritz  
 & La Rue (Carpets), Philadelphia; Lee Tire  
 & Rubber Co. (Tires), Conshohocken;

Philadelphia Zone Planning Assn. (Chevro-  
 let Dealers), Philadelphia; Wilen Brothers,  
 Inc. (Wines), Philadelphia; Keystone Auto-  
 mobile Club, Philadelphia; Charles Mar-  
 chand Co. (Hair Rinses), N. Y., N. Y.;

Vogel-Ritt (Termite & Pest Control), Phil-  
 adelphia.

*TV Accounts:* Fidelity-Philadelphia Trust  
 Co. (Banking Services), Philadelphia, Pa.;

Keystone Automobile Club (Services), Phil-  
 adelphia, Pa.; Philadelphia Saving Fund So-  
 ciety (Banking Services), Philadelphia, Pa.;

American Chemical Paint Co. (Plant Foods),  
 Ambler, Pa.; Associated Hospital Service of  
 Philadelphia (Blue Cross-Blue Shield),  
 Philadelphia; The Bell Telephone Co. of  
 Penna. (Services), Philadelphia; Chevrolet  
 Dealers Assn. of Philadelphia; Diamond  
 State Telephone Co. (Services), Delaware;

Charles Marchand Company (Hair Rinses),  
 N. Y. C.; Philadelphia; Zone Planning Assn.  
 (Chevrolet Dealers), Philadelphia; Wilen  
 Brothers, Inc. (Wines), Philadelphia.

**MONROE GREENTHAL CO., INC.**

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

Phone: PLaza 9-8640

ANPA—APA—PPA—ABP

Pres., Treas.....Monroe W. Greenthal

Production Mgr.....Joseph Boggiano

Radio & TV Dir.....Samuel G. Gallu

Media Dir., Space Buyer.....Herb Hauser

Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Motion Pictures for Television, N. Y.; Palladium Radio Productions, Inc.; Paris & Fifth Ave. Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Rugoff & Becker Theatres, N. Y.; Sol Lesser Productions Inc., Culver City, Calif.; Stanley Warner Cine-rama Corp., N. Y.; Tele-King Television Corp.; Trix Stix, N. Y.; United Artists Corp.

**GREY ADVERTISING AGENCY, INC.**

166 W. 32nd St., New York 1, N. Y.  
Phone: OXford 5-2000

AAAA—ABP—ANPA—APA—NOAB—PPA  
President .....Lawrence Valenstein  
Asst. to Pres. ....Norman J. J. Berger  
Executive Vice-Pres. ....Arthur C. Fatt  
Media & Research Dir. ....Allan Greenberg  
V.P. & Radio-TV Dir. ....Alfred L. Hollender  
Media Director .....Richard Bean  
Bus. Mgr., Radio-TV. ....Sidney T. Hertz  
V.P.'s. ....D. L. Raul, Leroy Black

Radio Accounts: Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston & Sanka); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads, Kaywoodie Pipes); Doeskin Products, Inc. (Tissues & Napkins); Exquisite Form, Inc. (Exquisite Form Bras); Jacoby Bender, (J. B. Watchbands); Mathieson Chemical Corp. (Liqua Sweet); Mennen Co., (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Stop and Shop, Inc. (Supermarkets); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwyder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Exquisite Form Inc.; Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Jacoby Bender; Frank H. Lee Co., (Lee Hats); Mathieson Chem. Corp.; Mojnd Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

**THE GRISWOLD-ESHELMAN CO.**

1400 Terminal Tower, Cleveland 13, O.  
Phone: TOWer 1-3232  
AAAA—ANPA—PPA—APA—ABP  
NOAB—ABC—SNPA

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Vice President.....Charles Farran  
Vice President.....S. A. Lewis  
Vice President.....E. R. Preble  
Secretary-Treas.....John F. Davis  
Media Dir.....William A. Weaver  
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat's for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; B. F. Goodrich Co. (Tire Division), Akron, O.; Cockshutt Farm Equipment Co., Bellevue, O.; First National Bank, Louisville, Ky.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, Etc.), Akron, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, O.

**JULIAN GROSS ADV. AGENCY**

11 Asylum St., Hartford 3, Conn.  
Phone: 7-7179  
ABP—NAAN

Pres., Treas., Pub. Dir.....Julian Gross  
Vice-President .....Beulah Gross  
Art Director.....Declan Powers  
Sec., Media Dir., Radio Time  
Buyer .....Libby Dunn

**ART GRUBER ASSOCIATES**

4401 East Lake St., Minneapolis, Minn.  
Phone: PA 1-1661

President.....Art Gruber  
Sec. & Treas.....Edna Gruber  
Art Dir.....Donald Layman  
Account Exec.....Norman Vinitzky  
Production .....Art Gruber  
Time Buyer.....Norman Vinitzky

Radio Accounts: Midwest Wine Co. (Kosher Wine), St. Paul, Minn.; Authorized TV Service Club (TV Service), Minneapolis; Authorized Agency, (Insurance), Minn.; Thompson Construction Co., (New Homes), Minn.; Huntzinger Mfg. Co. (Seat Covers), Minn.; Kline Oldsmobile, St. Paul; Midway Ford Co., St. Paul; Old Home Creameries (Cottage Cheese), Minn.; De Luxe Rug Cleaners, St. Paul.

*TV Accounts:* Midwest Wine Co.; Authorized Agency; Thompson Construction Co.; Fanning Supply Co., (Pre-Cut Homes), Waterville, Minn.; Rusco Window Co. (Self Storing Windows), Minn.; Lowry Hill Cleaners; Huntzinger Mfg. Co.; Kline Oldsmobile; Old Home Creameries; Kieffer Clothing Store, (Men's Furnishings), Minn.; De Luxe Rug Cleaners; Town & Country Motors, St. Paul.

**LAWRENCE C. GUMBINNER ADV. AGENCY, INC.**

655 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-1717

ABP—ANPA—APA—PPA—ABC—NOAB  
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President.....Milton Goodman  
Secy. & Radio Dir.....Paul G. Gumbinner  
Exec. V.P.....Morton Freund  
Associate Counsel.....L. S. Goldsmith  
Treas. & Space Buyer.....Jack Goldburg  
VP in Chg Prod.....Herman Kornblum  
Art Directors.....Stuart Campbell,  
Hershel Bramson  
Acct. Executives.....Graeme MacLeod,  
Estelle Farman, Muriel C. Hahn, Robert  
Lurie, Sy Ethan

*Accounts:* American Tobacco Co. (Roi-Tan Cigars); Half & Half Smoking Tobacco; Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrun Company, Inc., New York, N. Y. (Savarin Coffee).

**GUNN-MEARS ADVERTISING AGENCY CORP.**

Times Tower, N. Y. 36, N. Y.  
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ANPA—APA

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Vice Presidents.....George J. Walsh  
John J. Crimmins  
Sec'y & Treas.....Virginia Mears  
Business Mgr.....Fred F. Fields  
Art Dir.....Sidney Nemirov  
Production Mgr.....Louis Fillipo  
Acct. Executives.....William P. Gunn,  
George J. Walsh, John J. Crimmins, John  
A. Finneran, Dennis Sullivan, Sadye Curtis,  
Fred F. Fields

*Accounts:* Adlee Furniture; Dobbs Truss Co.; Executive Job Counselors; Garrett F. C. Co., Inc.; Gloria Figure Co.; Greater N. Y. Conference; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Northern Feather Works Co.; Industrial Electronics Corp.; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

**JOHN L. HALPIN ADVERTISING**

207 State St., Schenectady 5, N. Y.

Phone: Schenectady 2-0492  
Partners..John L. Halpin, Marion G. Halpin  
Copy Chief.....S. P. Levine  
*Radio Accounts:* Mohawk National Bank,  
Schenectady, N. Y.; Cobleskill Agricultural  
Society, Cobleskill, N. Y.; Alvord Glove Co.,  
Mayfield, N. Y.

*TV Accounts:* Cobleskill Agricultural Soc.,  
Cobleskill, N. Y.; Schenectady Savings &  
Loan Assn.

**HART-CONWAY CO., INC.**

409 Val. Tr. Building  
Rochester 14, N. Y.  
Phone: LOcut 3520  
ANPA—ABP

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Exec. Vice-President...Harold E. Kennedy  
Vice-President.....Joseph Brown  
Secretary.....John P. Street  
Account Executives.....E. Ward Phillips,  
John M. Nixon, John M. Sullivan  
*Radio Accounts:* Blue Boy Dairy (Dairy  
Products), Rochester, N. Y.; Blue Bus  
Lines (Intercity Bus Lines), Batavia, N. Y.;  
Columbia Bkg. Svg. & Loan (Savings Bank),  
Rochester, N. Y.; Crescent-Puritan Laundry,  
Rochester, N. Y.; Genesee Valley Trust Co.  
(Bank), Rochester, N. Y.; Genesee-Monroe  
Racing Assoc. (Harness Racing Track), Ba-  
tavia, N. Y.; Haxton Foods, Inc. (Blue Boy  
Canned Foods), Oakfield, N. Y.; Levis Music  
Stores, Rochester, N. Y.; Qualtop Beverage  
Co., Inc. (Makers of Soft Drinks), Roches-  
ter, N. Y.; Security Trust Co. (Bank), Ro-  
chester, N. Y.; Standard Brewing Co. (Brew-  
ery), Rochester, N. Y.; Sheraton Hotel,  
Rochester, N. Y.; Boller-Clark Inc.; (Insur-  
ance), Rochester, N. Y.

*TV Accounts:* Blue Boy Dairy (Dairy  
Products), Rochester, N. Y.; Crescent-Puri-  
tan Laundry, Rochester, N. Y.; Genesee Val-  
ley Trust Co. (Bank), Rochester, N. Y.; Gen-  
esee-Monroe Racing Assoc. (Harness Racing  
Track), Batavia, N. Y.; Haxton Foods, Inc.  
(Blue Boy Canned Foods), Oakfield, N. Y.;  
Levis Music Stores, Rochester, N. Y.; Qual-  
top Beverage Co., Inc. (Makers of Soft  
Drinks), Rochester, N. Y.; Rochester Gas &  
Elec. Corp., Rochester, N. Y.; Security Trust  
Co. (Bank), Rochester, N. Y.; Standard  
Brewing Co. (Brewery), Rochester, N. Y.;  
Columbia Banking Saving & Loan (Savings  
Bank), Rochester, New York; Rochester  
Baseball Club, Rochester, N. Y.; Webaco  
Oil Co., Webster, N. Y.

**GEORGE H. HARTMAN CO.**

307 N. Michigan Ave., Chicago 1, Ill.  
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Vice-President.....Rowland Laughlin  
Vice-Presidents.....Alfred Festen,  
John T. Holloway  
Secretary-Treasurer.....Frank R. Hartman  
V.P., Radio-TV Dir.....Thomas Kivlan  
*Radio-TV Accounts:* P. A. Starck Piano

Co. (Pianos), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Feed), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Heiman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

**THE F. H. HAYHURST COMPANY LIMITED**

7 King St. W., Toronto, Ontario, Canada  
Phone: EMpire 6-0731

President.....W. P. Hayhurst  
Vice-President.....Geo. F. Hayhurst  
V.P.....H. W. E. Pepler  
V.P.....N. L. Drynan  
Director.....D. J. Leonard  
Radio-TV Director.....R. D. Amos  
Asst. Dir.....C. M. Harrison

*Branch Office*

1510 Drummond St., Montreal, Que.

Phone: HARbour 0131

Fr. Radio Sup.....Marcel Dubuc

*Radio Accounts:* Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Mercano Limited (Toys), Toronto, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Dr. A. W. Chase Medicine Co. (Newve Food); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes.

*TV Accounts:* Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Meccano Toys; Lowney's Ice Cream.

**HENRI HURST & McDONALD, INC.**

121 W. Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-9180

AAAA-ABP-ANPA-APA-PPA

Chairman of Bd. of Dir.....W. D. McDonald  
President.....W. B. Henri  
Exec. Vice Pres.....E. F. Hascall  
Sec. Treas.....R. H. Eaton  
Media Director.....Charles Pumpian  
Radio-TV Director.....John Scott Keck  
Radio-TV Time Buyer.....L. R. Hall

*Radio Accounts:* Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.

*TV Accounts:* Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Branch, Vitality

Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Field Entpr., Chicago, Ill.; Ready-to-Bake Foods, Los Angeles, Calif.; Skelly Oil Co.; Thor Corp.

**HERALD ADVERTISING AGENCY, INC.**

441 Lexington Ave., New York 17, N. Y.

Phone: MURray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman  
V.P. & Art Dir.....Jack Warren  
V.P. & Sec'y.....H. M. Weiss  
Acct. Executives.....M. J. Middleman,  
S. T. Hunter

*Accounts:* Bar-Ray Products Inc.; Barrie Wein Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lackawanna Paint Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velveray Corp.

**AL HERR ADVERTISING AGENCY**

225 E. Michigan St., Milwaukee 2, Wis.

Phone: Broadway 2-8040

AAAA-ABP-ANPA-APA-PPA

Pres., Acct. Exec.....Al Herr  
Vice-President.....John Rock  
Radio and TV Dir.....Pat Kocian

*Radio Accounts:* Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

*TV Accounts:* Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

**HEVENOR ADVERTISING AGENCY, INC.**

11 North Pearl St., Albany 7, N. Y.

Phone: 5-1586

ABP-ANPA-PPA-APA-FAAG

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Buyer.....Horace L. Hevenor  
Vice President.....Edward T. Loveday  
Sec'y, Asst. Treas.....Anne M. White  
Prod. Mgr.....Berthold Heyman  
Radio-TV Dir.....Mrs. Mabel N. Perryman  
Acct. Executives.....Horace L. Hevenor,  
Edw. T. Loveday, Charles C. Cross, Douglas F. Van Valkenburgh

*Accounts:* Albany Business College; Albany Frosted Foods, Inc.; Albany Times-Union; Blenwell Beverages; Burdick & Son; City & Country Savings Bank; Delaware &



Hudson Railroad Corp.; De Witt Clinton; Eastern Housing Corp.; Fort Orange Chemical Co.; Greylock Bcstg. Co.; Hannay, Clifford B., & Son Inc.; Hendrick Hudson Hotel; Home Savings Bank; House of Montague; Industrial Bank of Commerce; Kamy Inc.; Martinec, J. Packing Co.; Marvin-Neitzel Corp.; National City Bank of Troy; Nelson House, The; Plattsburg Bcstg. Corp.; Sandy Hill Iron & Brass Works; Saratoga Vichy Springs Co., Inc.; Trimby Machine Works; Troy Bcstg. Co. Inc.; Van Curler Bcstg. Corp.; Wultex Clothes Corp.

**HICKS & GREIST, INC.**

420 Lexington Ave., New York, N. Y.  
Phone: MUrray Hill 6-6800

ABP—ANPA

Pres. & Sec.....H. L. Hicks  
V.P. & Treas.....E. H. Greist  
Vice Pres.....J. A. Drake  
Asst. Treas.....M. L. Mullen  
Dir., Radio-TV....Theodore J. Grunewald  
Exec. Prod.....Gerald Ford  
Copy Super.....Earl Cobb  
Time Buyers.....Vincent J. Daraio,  
Eileen Cummings  
Traffic Mgr.....Suzanne Stuart

*Branch Office*

3450 Wilshire Blvd., Los Angeles 5, Calif.  
Exec. in Chg.....Robert Black  
Phone DUncirk 5-1721

(Los Angeles Accts. only): Gas Appliances, Inc.; Helms Olympic Bakeries, Hemet Packing Co.; House for Men, Inc.; Mirman & Peters; State Mutual Savings & Loan Assoc.; Les White, Inc.

*Radio Accounts:* Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Dix Cup Home Dispensers & Ice Cream Cups), Easton, Pa.; Glamorene, Inc. (Rug Cleaner, Upholstery Cleaner), N. Y. C.; Lewyt Corp. (Lewyt Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Red L Precooked Frosted Foods (Frozen Seafoods, Onion Rings, Chicken), N. Y. C.; Peerless Electric, Inc. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.; Roger & Gallet (Perfumes, Soaps, Toiletries), N. Y. C.; Wearing Products Corp. (Blendors, Misors), N. Y. C.

*TV Accounts:* H. C. Brill Co.; Dixie Cup Co.; Glamorene, Inc.; Lewyt Corp.; Red L Precooked Frosted Foods; Peerless Electric, Inc.; Waring Products Corp.; Servel, Inc.

**HILL & KNOWLTON, INC.**

350 Fifth Ave., New York 1, N. Y.  
Phone: LAckawanna 4-1420

ANPA—PPA

Pres., Treas.....John W. Hill  
Exec. Vice Pres.....Bert C. Goss  
Sec. & Controller.....Harry S. Cooper  
Art Director.....M. Richard Kaufman

*Branch Office*

1000 Vermont Ave., N. W.  
Washington 5, D. C.  
Phone: STerling 0271

Vice President.....Avery McBee

**HILTON & RIGGIO, INC.**

4 West 58th St., New York 19, N. Y.  
Phone: MUrray Hill 8-4224  
ABP—ANPA—PPA—NOAB

President .....Peter Hilton  
V.P. & Treas.....Louis J. Riggio  
Vice President.....James Williamson  
Secretary.....L. S. Hendrickson  
Art Dir., Vice Pres.....Daniel Loizeaux  
Merchandising Dir.....A. B. Crampton  
Creative Director.....James O. Rankin  
Time Buyer.....Maria Carayas  
Space Buyer.....Ed Luke  
Production Mgr.....Ralph Kidd  
Acct. Executives.....Louis J. Riggio,  
James Williamson, John S. Kirk, Joseph  
P. Quin, Jr., Robert Fine

*Branch Office*

1680 N. Vine St., Los Angeles 28, Calif.  
*Accounts:* B. B. Pen Co., Inc., Hollywood, Calif.; Bendit Merchandise Corp. (Tempo Cleaning and Facial Tissues), Cleveland, Ohio; Bjelland, Chr., Co., Inc., New York City; Bon Bon Corp. (Ice Cream Confection), Beverly Hills, Calif.; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; Graham Co. (Redbow Brand Vegetables, Nuts), New York City; Grid-L-Redi, Inc. (Prepared Pancake Batter), Chicago, Ill.; Metropolis Brewery of N. J., Inc. (Champale), Trenton, N. J.; National Paper Products Co., Swanee Paper Products; National Yeast Corp., Belleville, N. J.; Bakers Compressed Yeast and Bakers Active Dry Yeast; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Schine Hotels Corp., New York City; Shavex Co., Los Angeles, Calif.; Sherry, Louis, Inc., Long Island City, N. Y.; Shirriff's Limited, Toronto, Canada; Sta-Wip, Inc. (Dessert Topping), Chicago, Ill.; Vermouth Industries of America, Inc., New York City.

**HIRSHON-GARFIELD, INC.**

745 Fifth Ave., New York 22, N. Y.  
Phone: MU 8-8900

NOAB—ANPA—APA—PPA

President .....Sidney Garfield  
Gen. Mgr.....Julian Braun  
Radio & TV Dir.....Sylvan Taplinger  
Radio & TV  
Prod., Coordinator.....Robert Loeb  
Prod. Supervisor.....Wilfred D. Howitt

*Branch Offices*

420 Boylston St., Boston, Mass.

Phone: Liberty 2-0485  
 Executive-in-Charge ..... Gabriel Stern  
*Radio Accounts:* Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.  
*TV Accounts:* Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Time Corp. (Watches), Bridgeport, Conn.

**HOAG & PROVANDIE, INC.**

130 Federal St., Boston 10, Mass.  
 Phone: Hancock 6-8580  
 ABP—ANPA—APA—PPA—AAAA  
 President.....J. Paul Hoag  
 Vice-President.....Paul H. Provandie  
 Vice-President.....Langley C. Keyes  
 Production Mgr.....Bertha L. Aldrich  
*Accounts:* Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; New York, New Haven & Hartford Railroad Co.; Radio Station WHDH, Boston; Swift & Co.

**HOUCK & COMPANY, INC.—  
 ADVERTISING**

625 First St., S.W., Roanoke 16, Va.  
 Phone: 2-3411  
 ABP—ANPA—APA—PPA—SNPA  
 President.....C. B. Houck  
 V.P., Radio-TV Dir.....William B. Houck  
 Secretary.....Kathryn H. Ferguson  
 Art Director.....Edwin R. Deady  
 Production Manager.....Paul H. Long  
 Asst. Production Mgr.....W. Leon Mitchell  
*Radio Accounts:* Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

**BRYAN HOUSTON, INC.**

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: PLaza 7-6400  
 President.....Bryan Houston  
 Exec. V.P., Gen Mgr.....Harry W. Bennett, Jr.  
 Senior V.P.....Henry M. Schachte  
 V.P., Acct. Sup.....Wm. C. Geoghagan  
 V.P., Acct. Sup.....Wm. R. Hillenbrand  
 V.P., Acct. Sup.....F. Winslow Stetson, Jr.  
 V.P. Dir. Mchdse.....Jesse O. Bickmore  
 V.P. Dir., Art.....Stanley Freeman  
 V.P. & Copy Chf.....Roger Pardon  
 V.P. Dir. Prod.....Samuel H. Weber  
 V.P. Dir. Research.....Frederick L. Ryncer  
 V.P. Dir. Radio-TV.....Wm. B. Templeton  
 V.P. Dir. Media.....H. Dobbertein  
 Business Mgr.....Jules Bundgens  
*Radio Accounts:* Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle Instant Coffee).  
*TV Accounts:* Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere

Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nestle Instant Coffee, Nescafe Instant Coffee).

**HORTON-NOYES COMPANY**

1800 Industrial Trust Bldg.,  
 Providence 3, R. I.  
 Phone: GASpec 1-2087  
 AAAA—ABC—ABP—ANPA  
 Partner.....Frederick C. Noyes  
 Partner.....C. Darrell Prutzman  
 Partner.....Carroll H. Rickard  
 Associates.....Herbert W. Gerlach,  
 William P. Meigs, Jr.  
 Media Buyer.....Theodore Eilenberg  
 Time Buyer.....Henry C. Hart, Jr.  
*Radio Accounts:* Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.  
*TV Accounts:* Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

**CHARLES W. HOYT CO., INC.**

380 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-2000  
 Radio-TV Director.....Wm. Philip Smith  
 Time Buyer.....Douglas Humm  
 Asst. to Mr. Smith.....Thomas A. Lee, Jr.,  
 Clifford Simpson

*Branch Office*

15 Lewis St., Hartford 3, Conn.  
 Vice-Pres. & Mgr., Hartford Office  
 Frank A. Whipple

*Radio Accounts:* Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine; Rutland Fire Clay Co.; South African Rock Lobster Assn.; Switzerland Cheese Assn.; The Taylor-Reed Corp.

*TV Accounts:* Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; American Molasses Co.; Arnold Bakers Inc.; Bluechery Cooperative Assn.; Milton-Bradley Co.; Brazil Nut Advertising Fund; Brock-Hall Dairy Co.; Frank E. Campbell

Funeral Church; Flako Products Corp.;  
Lehn & Fink Products Corp.; Michigan Blue-  
berry Growers Assn.; N. Y. & New England  
Apple Institute.

**H. B. HUMPHREY, ALLEY &  
RICHARDS, INC.**

370 Lexington Ave., New York 17, N. Y.

Phone: LEXington 2-3020

AAAA-ABP-ANPA

Chrm. of Board...H. Lawrence Whittemore  
President.....Richard S. Humphrey  
Secretary.....Harry M. Billerbeck  
Treasurer.....Carroll L. Cheverie  
Media Dir.....Harry M. Billerbeck  
Radio-TV Dir.....Nelson Gross  
Time Buyers.....Grace Kipp, Elaine Akst

*Branch Office*

1235 Statler Bldg., Boston 16, Mass.

Media Directors.....Elizabeth Howard  
Hourihan, Mary Pengilly  
Radio-TV Dir.....Ray Girardin  
Time Buyer.....Marianne Meoli

**HUTCHINS ADVERTISING CO., INC.**

42 East Ave., Rochester 4, N. Y.

Phone: HAmilton 1160

APA-ANPA-PPA-ABP-NOAB

Director.....Frank A. Hutchins  
Director.....Frank M. Hutchins  
President.....Frank M. Hutchins  
Vice-Presidents.....John P. McCarthy,  
William F. Lacey, Homer C. Scheck

*Branch Offices*

3701 N. Broad St., Philadelphia 40, Pa.

Vice-Presidents.....John R. Maxwell,  
W. H. Maxwell

16-18 W. 46th St., New York 19, N. Y.

Vice-Presidents.....H. Pierson Mapes,  
James Burton

Phone: PLaza 7-8526

33-55 Hayden St., Toronto, Ont., Canada

Phone: Kingsdale 6661

Manager.....William Bounsall  
*Radio Accounts:* E. E. Bausch & Son Co.,  
Beucaire, Inc., Empire State Pickling, Howe  
& Bassett Co., Hub Oil Co., Langie Fuel  
Service Inc., Lincoln Rochester Truse Co.,  
McCurdy & Co., Music Lovers Shoppe, Philco  
Corp., Rittenhouse Co., Inc., W. J. Scheer,  
Schuler Potato Chip Co., Serantom's Book  
and Stationery Co., Waldert Optical Co., Inc.,  
Proiansky, Inc.

*TV Accounts:* Lincoln Rochester Trust  
Co., Philco Corp., Schuler Potato Chips.

**JESSOP ADVERTISING CO., INC.**

85 W. State St., Akron 8, Ohio

Phone: FRanklin 6-2169

President & Treas.....L. R. Jessop  
Vice-President.....Charles A. Jessop  
Radio & TV Director.....R. Gilbert  
Secretary.....R. D. Moss  
Radio Time Buyer.....R. J. Cobak

**DUANE JONES COMPANY, INC.**

570 Lexington Ave., New York 22, N. Y.

Phone: PLaza 3-4848

ABC-ABP-ANPA-AFA-AAAA

*Radio Accounts:* The Kroger Co. (Grocery  
Products); Miami Margarine Co. (Nu-Maid  
Margarine); Strietmann Biscuit Co. (Crack-  
ers & Cookies); The Drackett Co. (Super  
Charge & Twinkle); The Heekin Co. (Bak-  
ing Power); Cincinnati General Elec. Jet  
Plant (Plant & Community Relations); Ash-  
land Oil & Refining Co.; Antonio Palazzolo  
& Co., (Duncan Hines Macaroni Products).

*TV Accounts:* The Kroger Co.; Miami  
Margarine Co.; Strietmann Biscuit Co.; The  
Drackett Co.; Antonio Palazzolo & Co.

**THE RALPH H. JONES COMPANY**

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA-NOAB-APA-PPA-NBP

ABP-ANPA

Pres. & Treas.....C. M. Robertson, Jr.  
V.P. & Gen. Mgr.....Stanley A. Willer  
Vice-President.....James M. Nelson  
Secretary.....Elmer A. Vehr  
Space Buyer.....Maurice Oshry  
Radio-TV Director.....Ann Smith  
Radio & TV Time Buyer.....Rita Kennedy

*Branch Office*

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

Phone: PLaza 7-4600

Manager.....W. A. Powers

*Radio Accounts:* The Kroger Company,  
Miami Margarine Company, Martin Rosen-  
berger Wallpaper Co., Cincinnati, O.; Heekin  
Incorporated, The Drackett Company  
(Charge Division), Cincinnati, O.

*TV Accounts:* The Kroger Company, Miami  
Margarine Company, Martin Rosenberger  
Wallpaper Co., Cincinnati, O.; The Drackett  
Company (Charge Division), Cincinnati, O.

**KAL, EHRLICH & MERRICK, INC.**

314 Star Bldg., Washington 4, D. C.

Phone: EXecutive 3-3700

ANPA

President.....Norman C. Kal  
Exec. Vice-Pres.....Harry L. Merrick  
Secretary.....Bernard R. Linkins  
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich  
Radio-TV Dir.....David P. Thomas  
Radio-TV Time Buyer.....Nella Manes  
Dir. Sales Pro.....R. Edward Hotze  
Account Executives.....Joseph Weinstein,  
Alexander Charles, Wm. B. Mullett, Forest  
Entwisle, Philip Berne, Wm. Roberts.

**KAMIN ADVERTISING CO.**

4610 South Main, Houston 2, Texas

Phone: LYnchburg 3646

ANPA-APA

President.....Lester Kamin  
V.P., Space & Radio  
Time Buyer.....B. L. Blumberg  
Vice Pres.....Charles L. Brooks  
Secretary.....Martha Cornelius  
Art Dir.....W. R. Stevenson  
Pro. Mgr. & TV Dir.....Murray Getz  
Copy Chief.....Mary Blair

Radio Dir. .... Fredora Alexander  
 Comptroller .... Irving L. Samuels  
 Asst. Executives .... Lester Kamin,  
 Charles L. Brooks, B. L. Blumberg

*Branch Office*

Kamin Adv. Agency, Austin, Texas  
 Manager .... Charles L. Brooks  
 Phone: 6-6251

*Accounts:* Automatic Distributing; Battelstein's; Burton, A. C. Co.; Calcasien Lumber Co.; Finger Furniture Co.; General Mfg. Co.; Gerson & Kaplan; Golden Age Beverage Co.; Gordon's of Texas; Houston Chronicle; Houston K-F Co.; Krugers Jewelers; Levit's Jewelry; Magnolia Paper Co.; Moore Bros.; Mosk's Stores for Men; Poll Parrot Shoes; Reader Wholesalers; San White Oldsmobile; Sanitary Farm Dairies Inc.; Shaw Jewelers of San Antonio; Shepherd's Cleaners; Simpson-Gillman Pontiac; Southwest Asso.; Swearingen-Armstrong; Texas State Optical.

**H. W. KASTOR & SONS ADV. CO.**

75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: Central 6-5331

ABC—NOAB—ANPA—PPA—APA

President .... A. G. Kastor  
 V.P. & Gen. Mgr. .... Marvin Harms  
 Vice-President .... Herman Kastor  
 Vice Pres. .... John Turice  
 V.P. & Copy Chief. .... Ashley Belbin  
 Radio-TV Director. .... James H. West  
*Radio Accounts:* Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co., Old Colony Beverages.

**KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.**

400 Madison Ave., New York 16, N. Y.  
 Phone: PLaza 1-1400

ABP—ANPA—APA—NOAB—PPA

President .... H. Kastor Kahn  
 Exec. Vice-Pres. .... W. S. Chesley, Jr.  
 V.P. & Copy Director. .... C. E. J. Clifford  
 V.P. & Media Director. .... J. B. Peters  
 Radio & TV Dir. .... Harry Walsh  
*Radio Accounts:* Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.  
*TV Account:* Hickok Mfg. Co., Rochester, N. Y.

**THE JOSEPH KATZ CO.**

10 West Chase St., Baltimore 1, Md.  
 Phone: LE 9-1500

AAAA—ABC—APB—ANPA—AFA

President .... Joseph Katz  
 Sr. Vice-Pres. .... John T. McHugh  
 V.P. & Treas. .... C. M. Harrison  
 V.P. & Prod. Mgr. .... Harry Kullen  
 V.P. & Art Dir. .... George C. Adams  
 Media Dir. .... Frank Chipperfield  
 Assoc. Media Dir. .... John J. Manning  
 Space Time Buyer. .... Jean Mitchell  
 Vice President. .... Roland Brave,  
 Stanley Blumberg  
 V.P., Radio-TV Dir. .... Robert G. Swan

Assoc. Radio-TV Dir. .... Arthur Moore  
 Radio-TV Producers. .... Frederick Wehr,  
 Lawrence Harris, Morton Salan

*Branch Office*

488 Madison Ave., New York 22, N. Y.  
 V.P., Mgr. .... Sydney Loewenberg  
 Radio-TV Dir. .... Richard Katz  
 Time Buyer. .... Catherine Mauch

*Radio Accounts:* American Oil Co. (Amoco Gas), Baltimore; Gunther Brewing Co., Inc. (Beer), Baltimore; Madera Bonded Wine & Liquor Co., (Madera & Mt. Zion Wines), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore; Stark Films, Baltimore; Maryland Pharmaceutical Co. (Rem), Baltimore; Democratic National Committee, Washington, D. C.; Pompeian Olive Oil Corp., Baltimore.

*TV Accounts:* American Oil Co.; Gunther Brewing Co., Inc.; Madera Bonded Wine & Liquor Co.; Cellowax Corp.; First National Bank; Maryland Drydock Co.; Mary Sue Candy Co.; Motor Sales Co. (Plymouth-DeSoto); Maryland Pharmaceutical Co.; Democratic National Committee.

**HENRY J. KAUFMAN & ASSOCIATES**

1419 H St., N.W., Washington 5, D. C.  
 Phone: District 7-7400

ABP—ANPA—AFA

General Manager. .... Henry J. Kaufman  
 Creative Director. .... Wm. F. Sigmund  
 Radio Director. .... Jeffrey A. Abel  
 TV Director. .... Robert S. Mauer  
 Client Service Dir. .... Alfred H. Edelson  
 Art Director. .... Eugene T. Hoover  
 Copy Chief. .... Theodore D. Mandelstam

*Radio Accounts:* Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's, Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (furs); Simon Distributing Corp. (elec. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

*TV Accounts:* C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

**KEELOR & STITES CO.**

3001 Carew Tower, Cincinnati 2, Ohio  
 Phone: Parkway 1310

President. .... P. R. Hume  
 Exec. V.P.-Treas. .... J. T. Nolan, Jr.

Secretary.....H. J. Darby  
Radio-TV Director... ..A. A. Radkey

**THE KEILSON CO.**

117 W. 46th St., New York 19, N. Y.  
Phone: JUDson 2-1797

Owner.....J. F. Keilson  
Scripts & Commercials.....Janet Sternberg  
Program Director.....Phyllis Pion

**HELEN A. KENNEDY ADVERTISING**

360 - 17th St., Oakland 12, Calif.  
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy  
Office Exec.....Peter Hannaford  
*Radio Accounts:* First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; McGuire & Co.; Mar Monte Hotel.  
*TV Accounts:* McGuire & Company (Pink Ladies Shaving Cream).

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
Phone: MU 8-5700

AAAA-ABP-ANPA-PPA-ABC  
NOAB-APA

Chairman of the Bd. Thomas D'Arcy Brophy  
Chmn. Exec. Comm.....Dwight Mills  
President.....William B. Lewis  
Sr. Vice-President.....Edwin Cox  
Sect.-Treas. & Gen. Mgr....David C. Stewart  
Vice Presidents.....G. T. C. Fry,  
William Green, Donald J. Maggini, E. W. Newson, John H. Owen, Garth Montgomery, Howard M. Wilson, D. Coyle, G. Oswald, N. Bertels, V. Armstrong, J. Woodman, S. Olson, D. Gillespie, R. Allewelt, R. Barker, B. Brady, W. King, W. Berech, R. Manoff

Art Director.....Gerald Link  
Talent Buyer.....Robert Marcato  
V.P., Media Dir.....Joseph P. Braun  
V.P., Prom. Dir.....Hal Davis  
V.P., Dir. of Radio-TV..Wickliffe W. Crider  
V.P., Dir. of Research.....G. Maxwell Ule

*Branch Offices*

645 Griswold St., Detroit

Vice Pres.....Don C. Miller  
Equitable Bldg., Hollywood, Cal.  
Vice Pres.....Robert D. Wolfe  
620 Market St., San Francisco  
Vice Pres.....Sydney G. Walton  
80 King St. W., Toronto, Ont.  
Vice Pres.....William J. Frost  
Lincoln-Liberty Blvd., Phila. 7, Pa.  
Phone: RIttenhouse 6-8026  
Vice Pres.....W. N. Berech  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HO: 3-2101

Mgr.....L. J. Sholty, Jr.  
805 Peachtree St. N. E., Atlanta 3, Ga.  
Phone: Vernon 0194  
Mgr. ....I. DeRidder  
135 So. LaSalle St., Chicago 3, Ill.  
Phone: RAndolph 6-6470

Mgr. ....J. Shannon  
*Radio Accounts:* American Maize-Prod-

ucts Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Electric Razor Co.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Chase Nat'l Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Sponsored Radio-TV Shows, RCA Victor Home Instruments, RCA Institutional Advertising); Welch Grape Juice Co.

*TV Accounts:* Same as above with the exception of Beech-Nut (no television).

**KETCHUM, MacLEOD & GROVE, INC.**

411 Seventh Ave., Pittsburgh 19, Pa.  
Phone: COurt 1-5100  
AAAA-ABP-ANPA

President .....George Ketcham  
Exec. V.P.....Robert E. Grove  
Radio & TV Dir.....Lansing B. Lindquist  
Asst. Radio & TV Dir...Edgar J. Donaldson  
Asst. Radio & TV Dir...Melvin F. Johnston,  
Donald L. Fox

Radio & TV Timebuyer..William B. Kroske  
*Branch Offices*

Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.

Field Rep.....David Fernow  
State Street Bldg., Harrisburg, Pa.

Field Rep.....George K. Keet  
Room 609 Mercantile Trust Bldg.,  
Baltimore, Md.

Field Representative.....W. R. Milford  
1801 Central Nat'l Bank Bldg.,  
Richmond 19, Va.

Field Rep.....C. W. Crowder

*Radio Accounts:* Braun Baking Company; Chevrolet Zone Dealers; Dairymen's Cooperative Sales Association, Pittsburgh; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Calgon; The Natural Gas Companies, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh; The East Ohio Gas Company, Cleveland; Reyner and Brothers, Inc., Pittsburgh; ALSCO, Inc., Akron; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co., Pittsburgh.

*TV Accounts:* Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reyner & Brothers Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh; Tappan Stove Company; Dairymen's Cooperative Sales Association; Peoples First National Bank & Trust Company, Pittsburgh;

Manufacturers Light and Heat Company, Pittsburgh; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co.

**KIESEWETTER ASSOCIATES, INC.**

9 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-0023

AFA—ABP—ANPA—APA—PPA

President.....H. M. Kiewewetter  
Radio-TV Exec.....Horace Hagedorn  
Radio-TV Exec.....Sam S. Baker  
Radio-TV Time Buyer.....E. Thompson  
Radio-TV Art Dir.....Frederick Russell

*Radio Accounts:* Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Lintiment and Balm), V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products, Geneva, N. Y.); Courtley, Ltd. (Courtley Men's Products); Sterns Garden Products, Inc.

*TV Accounts:* Abraham & Straus (Dept. Store); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Garden Products, Inc., Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries); S. A. Schonbrunn, Inc. (Medaglia d'Oro Coffee), N. Y. C.; Turner Hall Corp. (Men's Toiletries), N. Y. C.

**ABBOTT KIMBALL CO., INC.**

250 Park Ave., New York 17, N. Y.

Phone: Plaza 3-9600

AAAA—ABC—ABP—ANPA—AFA

Chm. of Board, Pres.....Abbott Kimball  
V.P. & Secy.....Lawrence D. Reedy  
Chm. Plans Board, V.P.....H. B. LeQuatte  
Vice Pres.....H. V. Coughlin  
Radio-TV Time Buyer.....Miriam Traeger  
TV Prod.....B. H. Collins, Jr.

*Branch Offices*

520 N. Michigan Ave., Chicago 11, Ill.

Phone: MICHigan 2-0300

Vice Pres.....George Enzinger  
638 S. Van Ness St., Los Angeles 5, Cal.

Phone: DUNkirk 7-7305

Vice Presidents.....Robert Boone,  
Cliff Hosking, Hugo Scheibner

405 Montgomery St., San Francisco 4, Cal.  
Phone: EXbrook 2-6275

Chm. Plans Board.....Alfred Ducato

*Radio Accounts:* Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Drake America Corp. (Rowntree Candy), N. Y., N. Y.; Utica Brewing Co. (Fort Schuyler Beer & Ale) Utica, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C.

*TV Accounts:* Norcross Inc. (Greeting Cards), N. Y. C.; John Robert Powers Products Co., Inc. (Cosmetics), N. Y. C.; Firth Carpet Co., N. Y. C.

**LEW KING PRODUCTIONS**

17 West McDowell, Phoenix, Arizona

Phone: ALpine 4-5548

President.....Lew King  
Sec.-Treas.....Elinore King  
Radio-TV Prod.....Jack Beveridge  
Media & Pub. Dir.....Barbara Hallis

*Radio Accounts:* Webster's Dairy (Dairy Products); Economy Finance (Loans); Bireley's Bottling Co. (Soft Drinks); Funk Jewelry Co. (Jewelry).

*TV Accounts:* Webster's Dairy; Valley Furniture Co. (Home Furnishings); Ingraham-Serta Mfg. (Mattress); Dairy Queen (Ice Cream); Best Cleaners; Funk Jewelry Co.; Frank M. Siegmund Co. (Radio-TV Appliances); Gil-Barts Dept. Store (Variety Merchandise); Fred Smith Co. (Appliances); Hepler's Service Stations; McDowell Men's Shop.

**KIRCHER, HELTON & COLLETT, INC.**

19th Floor, Hulman Bldg., Dayton 2, O.

Phone: FULTon 5161

AAAA—ABP—APA—PPA—NOAB

President.....Ralf C. Kircher  
Vice-Presidents.....James M. Hadley,

R. M. Collett, Watson B. Metcalfe  
Treas. & Dir. Prod.....Carter B. Helton  
Art Director.....L. E. Brinkman  
Production Manager.....Hap Moon  
Secretary.....R. L. Mills  
Account Executives.....Ralf Kircher,  
James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton  
Radio & TV Dir.....Ralph Kaufman

*Radio Accounts:* Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water, Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

*TV Accounts:* Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

**KIRKLAND-WHITE & SCHELL**

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA—SNPA—ANPA—NBP

Partners.....J. A. Kirkland,  
Frank W. White, James B. Schell

Account Executive.....I. B. Williams  
*Accounts:* Radio Station WSB, WSB-TV.

**WALTER E. KLINE & ASSOCIATES**

8445 Melrose Ave., Hollywood 46, Calif.

Phone: WEBster 3-7365

President.....Fred W. Kline  
Radio-TV Dir.....Michael J. O'Rourke  
Time Buyer.....Julie Ryan

*Branch Office*

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

Vice Pres.....Albert L. Capstaff

*Radio-TV Accounts:* Mike Roy Products (Barbeque Products), Van Nuys, Calif.; Potent-8 Co. (Disinfectant), Darien, Conn.

**PHILIP KLEIN ADV., INC.**

226 So. 16th St., Philadelphia 2, Pa.  
 Phone: PEEnypacker 5-7696  
 ANPA—APA—PPA—AAAN

Chairman ..... Philip Klein  
 President ..... Morton A. Koshland  
 Sec'y, Treas. .... Herbert Ringold  
 Art Dir. .... Bert Greenspan  
 Copy Chief. .... Milton Feldman  
 Radio Time Buyer,  
 TV Dir. .... Edward Felbin  
 Pub. Dir. .... Henry Klein  
 Acct. Executives ..... Philip Klein,  
 Morton Koshland, Herbert Ringold

*Accounts:* Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co.; American Friends Service; American Home Craft Supply Co.; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons Co.; Chaim Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distillers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto. Adult Education School; King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olive Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

**KOEHL, LANDIS & LANDAN, INC.**

588 5th Ave., New York 36, N. Y.  
 Phone: JUDson 2-1370

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. .... Albert E. Koehl  
 Vice-Pres. & Sec. .... A. A. Landis  
 Vice-Presidents ..... John R. Landon,  
 Russell C. Rowan  
 Space Buyer ..... A. Lasity

*Branch Office*

National City Bank Bld., Cleveland 14, O.  
 Phone: CHerry 1-1539

Mgr. .... Val Nowak

**ABNER E. KOHN ADVERTISING**

860 Maple Lane, East Meadow, L. I., N. Y.  
 Phone: IVanhoe 3-2212

Owner ..... Abner E. Kohn

*Radio Accounts:* Ida May Chocolates (candy), Hewlett, L. I., N. Y.

**KRUPNICK & ASSOCIATES, INC.**

520 North Grand Blvd., St. Louis 3, Mo.

Phone: JEFFerson 3-1723  
 ABP—ANPA

President ..... Sam Krupnick  
 Exec. V.P. .... Tom Connelly  
 Vice-Presidents ..... Ray Armbruster,  
 A. Harvey Brown  
 Secretary-Treasurer ..... Edgar Kluge  
 Radio-TV Coordinator ..... Tom Cadden  
*Radio, TV Accounts:* Griesedieck Bros.  
 Brewery Co.; Magic Chef, Inc.; Mercantile Trust Co.; The Reardon Company.

**KUDNER AGENCY, INC.**

575 Madison Ave., New York, N. Y.  
 Phone: MU 8-6700

ABP—ANPA—APA—PPA—AAAA  
 ABC—NOAB

President ..... J. H. S. Ellis  
 Vice-Presidents ..... Sam D. Fuson,  
 Myron P. Kirk, Schuyler Kudner, E. J.  
 Owens, Norman Nash, Shafto Dene, C. M.  
 Rohrabough, J. J. Cochran  
 Exec. Dir. TV & Radio ..... Myron P. Kirk  
 Gen. Mgr., Radio-TV ..... Al Reiblich  
 Time Buyer ..... John Marsich

*Branch Offices*

New Center Bldg., Detroit, Mich.  
 Phone: Trinity 5-5315

Executive in Charge ..... Martin Rice  
 681 Market St., San Francisco 5, Calif.  
 Phone: GARfield 1-5433

Executive in Charge ..... J. H. Hornell  
*Radio Accounts:* General Motors Corp.,  
 Detroit, Mich.; Sonotone Corp., N. Y. C.;  
 The Goodyear Tire & Rubber Co., Inc.,  
 Akron, Ohio; United States Tobacco Co.,  
 N. Y. C.; The Texas Co., N. Y. C.

*TV Accounts:* The Texas Co.; United States Tobacco Co.; General Motors Corp.; Buick, Flint, Mich.; Schick, Inc., Stamford, Conn.; The Goodyear Tire & Rubber Co., Inc.

**KUFF & FELDSTEIN**

233 E. 25th St., Baltimore 1, Md.  
 Phone: TUXedo 9-1485

President ..... I. Harold Kuff  
 Vice-President ..... Harry Feldstein  
 Art Director ..... Stan Mossman  
 Media Director ..... Dorothy Schwarz

*Accounts:* American Brewery Inc.; Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klwin; Nelson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Standard Dept. Store; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

**KUTTNER & KUTTNER, INC.**

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPERior 7-7940

AAAA—ANPA

TV Director ..... Norbert Leeb

TV Time Buyer.....Stanley C. Kuttner  
 Acct. Execs.....Harold E. Kuttner,  
 Chester D. Kuttner, Milton J. Klee

*Branch Office*

New York, N. Y.  
 130 W. 57th St., New York, N. Y.  
 Phone: JUdson 6-2358

*Radio Accounts:* Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Shainberg Dept. Store, Memphis, Tenn.

*TV Accounts:* Community Theater (home builders), Chicago.

**LAKE-SPIRO-SHURMAN, INC.**

Radio Center Bldg., Memphis 3, Tenn.  
 Phone: 5-1571

ANPA—APA—PPA—SNPA

President.....Avron Spiro  
 Secy-Treas.....M. M. Shurman  
 Radio Time Buyer.....Mrs. L. Simmons  
 Production Manager.....Mrs. M. Ross  
 Publicity Director.....Al R. Capley  
 Acct. Executives.....David Davidson,  
 Mrs. L. Cunningham, Jane Zussman,  
 Courtney Shurman

*Radio Accounts:* Plough Sales Corp.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

*TV Accounts:* Plough Sales Corp., Memphis.

**LAMBERT & FEASLEY, INC.**

430 Park Ave., New York 22, N. Y.  
 Phone: MUrray Hill 7-8980

ANPA—APA—PPA—NOAB

Executive V.P.....Gordon K. Seagrove  
 Sr. V.P.....Frank W. Mace  
 TV-Radio Dir.....John Bates

*Radio Accounts:* Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbis Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmaceutical Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Schenley Industries, Inc., TelePrompter Corp., J. A. Weight & Co.

**LANDSHEFT & BARBER, INC.**

2009 Liberty Bank Bldg., Buffalo 2, N. Y.  
 Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber  
 Vice President.....E. T. Drullard  
 Secretary-Treas.....Vera H. Landsheft

*Radio Accounts:* Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; P. J. Garvey Co. (Storage), Buffalo.

*TV Account:* Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining

Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

**PHILIP J. LANE ADVERTISING**

1 E. 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-5417

Owner.....Philip J. Lane  
 Media Director.....B. Freidman  
*Radio & TV Accounts:* Luby Chevrolet (Auto Dealer); Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain).

**LANG, FISHER & STASHOWER, INC.**

1010 Euclid Ave., Cleveland 15, O.  
 Phone: MA 1-6579

AAAA—ABP—ANPA—APA—NOAB—PPA  
 President.....H. Jack Lang  
 V.-P.-Treasurer.....Fred P. Stashower  
 Vice-Pres. & Sec.....Alvin B. Fisher  
 Radio-TV Mgr.....Robert F. Gibbons  
 Prod. Mgr. Radio-TV.....John Cremer  
 Field Service Mgr.....Garry C. McKelvey

*Radio Accounts:* Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; General Electric Co., Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

*TV Accounts:* The Kaynee Co. (boys' wear), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

**TATHAM-LAIRD, INC.**

64 East Jackson Blvd., Chicago 4, Ill.  
 Phone: HArrison 7-3700

AAAA—ABP—ANPA—APA—NOAB—PPA  
 President.....Arthur E. Tatham  
 V.P. & Treasurer.....J. Kenneth Laird, Jr.  
 Media Director.....Stephen G. Bowen  
 Radio & TV Supervisor.....George Bolas  
 Radio & TV Time Buyers..Paul Schlesinger,  
 Harold Bennett, Jack Ragel

Dir. of Radio & TV Com'l Prod...Dan Ryan

*Branch Office*

595 Madison Avenue, New York 22, N. Y.  
 Phone: PLaza 3-7057

1680 North Vine Street, Hollywood, Calif.  
*Accounts:* Abbot Laboratories (Sucaryl), Chicago, Ill.; Admiral Corporation (Electric Ranges & Refrigerators, Air Conditioners, Dehumidifiers); Armour & Co. (Ham, Bacon, & Sausage); General Mills, Inc., Borg-Warner, (Norge Division); Simonize Co.; Swanson, C. A. & Sons, Omaha, Nebraska; Toni Co. (White Rain, Bobbi, Tame Creme Rinse), Chicago, Ill.; Wander Co. (Ovaltine, Toddy), Chicago, Ill.; George Wiedemann Brewing Company, Newport, Ky.

**AL PAUL LEFTON CO., INC.**

1617 Pennsylvania Blvd., Phila. 3, Pa.  
 Phone: RIttenhouse 6-1500  
 ANPA—APA—NOAB—PPA

President.....Al Paul Lefton  
 Vice-Pres. & Treas.....H. S. Louchheim



Vice-Presidents .....P. Brown,  
A. Parker, J. Jensen  
Space Buyer.....E. V. Righter  
TV & Radio Director.....A. R. Griffin  
*Branch Offices*  
71 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 9-7470

President.....Al Paul Lefton  
Vice-Pres. & Mgr.....R. J. Herts  
435 N. Michigan Ave., Chicago, Ill.  
Phone: Superior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.  
*Radio Accounts:* Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Sons (Goodman's Noodles), C. Schmidt & Sons (Beer and Ale), RCA Home Appliances & Electronics.  
*TV Accounts:* Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

**LENNEN & NEWELL, INC.**

380 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 2-5400  
ANPA—APA—PPA—AAAA—NOAB  
ABC—ABP

President.....Adolph J. Toigo  
Exec. Vice-Pres.....Thomas C. Butcher  
Sr. V.P. & Gen. Mgr.....John Monsarrat  
Sr. Vice-Pres.....Walter M. Swertfager  
Sr. Vice-Pres.....Gordon D. Cates  
Sr. Vice-Pres.....Jackson Taylor  
Sr. V.P.-Exec. Art Dir.....Hans Sauer  
Sr. V.P.—Chg. Radio

& TV.....Nicholas E. Keesely  
Sr. V.P., Acct. Supervisors....L. E. Miller,  
Henry W. Lowe  
V.P.-Secy.-Treas.....John D. Speirs  
V.P. & Mgr.

Copy Dept.....McClintic W. Mitchell  
V.P.—Copy Group Head...David M. Boffey  
V.P.-Media Dir.....Anthony DePierro  
V.P. & Mer. Dir.....Daniel E. Shea  
V.P.-Mgr. Prod Dept.....Michael J. Madar  
V.P.-Dir. of Research..Christopher A. Sante  
Vice-Presidents.....Daniel M. Daley, Jr.,  
Thomas P. Doughten, Stephen M. Kenyon,  
Edward T. Knauff, Kenneth J. White,  
Richard Mancini  
V.P. & Gen. Mgr.

Radio & TV.....Francis C. Barton, Jr.  
V.P., Com. Prod.....Anthony J. Pan  
Dir. of Prog. Dev.....Fred D. Kilian  
Dir. Mot. Pictures.....George Tompkins  
Promotion & Pub.....Eva Bain  
Traffic Mgr.....Anne Marie Doody  
Business Mgrs....Gene Caron, Frank Daniel  
Producers .....Clark Agnew,  
Theodore T. Huston, Jr.  
Prod. & Cast. Dir.....Charles T. Harrell  
Assoc. Media Dir.....Wm. D. Smith,  
George Kern, Chas. Brocker, J. R.  
Widholm  
Time Buyers.....J. R. Widholm,

Jeanne Jaffe, R. H. Eyman  
*Branch Offices*  
308 N. Rodeo Drive, Beverly Hills, Calif.  
Phone: CRestview 1-7221  
Vice-Pres.-Mgr.....Benjamin R. Potts  
1710 Book Tower, Detroit 26, Mich.  
W00dworth 2-7412

Exec. Vice-Pres.....John L. McQuigg  
Majestic Bldg., Rm. 503  
231 W. Wisconsin Ave., Milwaukee, Wisc.  
Phone: BRoadway 1-6890

Manager.....James T. Kelley  
*Radio & TV Accounts:* Colgate-Palmolive Company (Lustre-Creme Shampoo, Cream & Lotion, Lustre-Creme Hair Dressing, Lustre-Color, AD, Instant Barber Shave, Lustre-Net), Jersey City, N. J.; Chicopee Mills, Inc. New York, N. Y.; Dorothy Gray, Ltd. (Beauty Products), New York, N. Y.; Emerson Drug Co. (Bromo-Seltzer, Granular and Tablet), Baltimore, Md.; Atlantis Sales Corporation (Good Luck Instant Puddings), Rochester, N. Y.; P. Lorillard Co., Inc. (Old Gold Cigarettes—King Size, Regular, Filter King Size, Muriel Cigars, Briggs Pipe Mixture, Headline Cigars), New York, N. Y.; Jos. Schlitz Brewing Company (Schlitz Beer), Milwaukee, Wisconsin; Carleton House, New York, N. Y.

**AUSTIN C. LESCARBOURA & STAFF**

The Adshop, Croton-on-Hudson, N. Y.  
Phone: CRoton 1-3444  
ABP

Senior Partner.....Austin C. Lescarboura  
Junior Partner.....Stanley A. Lescarboura  
Production .....Winifred Phillips  
Secretary .....Miriam Lescarboura  
*Radio Accounts:* Aerovox Corporation (Capacitors), New Bedford, Mass.; Clorostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.; Maryland Etching Co. (Instrument Panel) Towson, Md.; Granco Products, Inc. (UHF Converters), Long Island City, N. Y.; Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.; Sealectro Corp. (Teflow Insulators and Terminals), New Rochelle, N. Y.

**LEWIN, WILLIAMS & SAYLOR  
INCORPORATED**

40 East 49th St., New York 17, N. Y.  
Phone: MURray Hill 8-6200

President.....A. W. Lewin  
Exec. V.P.  
& Treasurer....Sidney Matthew Weiss  
Vice Pres. & Sec'y.....Max Green  
Vice President.....Walter T. Pollock

V.P. .... Alan Green, Julian P. Brodie  
 V.P., Art. Dir. .... Donald Waterbury,  
 Leslie M. Kay  
 V.P. in Chg. Radio-TV .... William Seth  
*Branch Office*  
 11 Commerce St., Newark 2, N. J.  
 Phone: MI 3-3200

Vice-President .... Leonard Newsteder  
 Vice-President .... Richard N. Gulick  
*Radio Accounts:* G. N. Coughlan Co., West  
 Orange, N. J.; Process 33 (paint brush  
 cleaner); Costa Ice Cream Company, Wood-  
 bridge, N. J.; Spandy (Taylor-Reed Corp.)  
 (detergent-sanitizer), Glenbrook, Conn.;  
 Carl Fischer, Inc. (Hi Fidelity Radio-Phono-  
 graphs), New York, N. Y.; Norman M. Morris  
 Corp. (Omega Watch), New York, N. Y.;  
 The Odell Co. (Trol Hair Tonic), Newark,  
 N. J.; Herenles Chem. Co., N. Y.; Hunter &  
 Wild, Ltd., N. Y.; Kress & Owen, N. J.

*TV Accounts:* Costa Ice Cream Company,  
 Woodbridge, N. J.; G. N. Coughlan Co.  
 (dehumidifier, paint brush cleaner), West  
 Orange, N. J.; Spandy (Taylor-Reed Corp.),  
 (detergent-sanitizer), Glenbrook, Conn.;  
 Jacoby-Bender Watch Band Company, New  
 York; The Odell Co. (hair dressing), New-  
 ark, N. J.; Norman M. Morris Corp. (Omega  
 Watch), New York, N. Y.

**ADDISON LEWIS COMPANY**

1807 Lyndale Ave. So., Minneapolis 5, Minn.  
 Phone: AT 6235  
 ABP—ANPA—ABC—APA—PPA—NOAB  
 AAAA

President .... Addison Lewis  
 Vice Pres. .... Eric B. Savage, Jr.  
 Treasurer .... Harvey R. Kruse  
 Secretary .... Wm. A. Dobson  
 Radio and TV Dir. .... Carroll E. Crawford  
 Research and Media Dir. .... Preston K. Covey  
 Prod. Manager .... Bruce E. Segerstrom  
 Copy Director .... Judd L. Meester  
 Account Execs. .... J. A. Quint,  
 J. H. Cleland, Sherle Lowe

*Accounts:* Acrometal Products Inc.; An-  
 derson, J. F., Lumber Co.; Clausin, S. H.;  
 Federal Cartridge Corp.; Franhand Co.;  
 Hoffman Engineering; Huron Tools, Inc.;  
 Jet-O-Mat Inc.; Lavoris Co.; Minn. Valley  
 Natural Gas Co.; Nelson, B. F. Mfg. Co.;  
 No. Am. Creameries; Smith Welding Equip.  
 Corp.; Strong-Scott Mfg. Co.; Superior Grain  
 Separator Co.

**LILLER, NEAL & BATTLE**

210 Walton Bldg., Atlanta 3, Ga.  
 Phone: Cypress 6521

AAAA—ABC—ANPA—APA—ABP—AFA  
 Partner .... C. K. Liller  
 Partner .... William W. Neal  
 Radio-TV Director .... Sarah Williams  
 Account Executives .... J. K. Ottlev, Jr.,  
 G. L. Watts, H. G. Axelberg, A. E. Sharp  
*Branch Office*  
 399 Madison Ave., N. Y. 17, N. Y.  
 Phone: PL 9-6120

Mgr. .... Robert Kane

408 Palmetto Bldg., Columbia, S. C.  
 Phone: 44458

Mgr. .... Caldwell Withers  
*Radio Accounts:* National NuGrape Com-  
 pany (NuGrape and SunCrest), Atlanta;  
 Colonial Stores, Inc. (groceries), Atlanta;  
 Puritan Mills, Inc. (My-T-Pure flour), At-  
 lanta; Georgia Peanut (Ravo), Moultrie,  
 Ga.; Piedmont Airlines, Winston-Salem.  
*TV Accounts:* H. W. Lay & Company (po-  
 tato chips), Atlanta; Colonial Stores, Inc.  
 (groceries), Atlanta; Puritan Mills, Inc.  
 (My-T-Pure flour), Atlanta; Georgia Peanut  
 Co. (ravo), Moultrie, Ga.; Bank of Georgia,  
 Atlanta; Trust Company of Georgia, Atlanta;  
 W. D. Alexander (GE Products), Atlanta;  
 Piedmont Airlines; H. G. Hastings (Feeds,  
 Plants & Gardening), Irvindale Dairies,  
 Atlanta.

**THE W. E. LONG CO.**

188 Randolph St., Chicago 1, Ill.  
 Phone: RANDolph 6-4606  
 ABP—ANPA—NOAB

President .... E. E. Hanson  
 Vice-Pres. & Advtg. Dir. .... Wm. Goodman  
 Vice-Pres. & Dir. of Sales .... J. A. Smith  
 Treasurer .... A. T. Downie  
 Secretary .... H. G. Mergener  
 Dir. of Radio & TV .... Edward C. Fritz, Jr.  
 Asst. Dir. .... David R. Hayes  
 Talent Buyer .... Suzanne Simpson

*Radio Accounts:* Amrhein's Bakery, Inc.,  
 Springfield, Ill.; Atlanta Baking Co., Atlanta,  
 Ga.; Mrs. Boehme's Bakery, San Angelo,  
 Tex.; Bowman Baking Co., Albuquerque,  
 N. M.; Borek & Stevens, Bridgeport, Conn.;  
 Butter Krust Baking Co., Sunbury, Pa.; Car-  
 penter Baking Co., Milwaukee, Wisc.; Cotton  
 Bros. Baking Co., Alexandria, La.; Cross  
 Baking Co., Montpelier, Vt.; Dietzen's Bak-  
 eries, Anderson, Ind.; Fisher Baking Co.,  
 Salt Lake City; Fluhrer Bakeries, Inc., Med-  
 ford, Ore.; Fuchs Baking Co., So. Miami,  
 Fla.; Gardner Baking Co., Madison, Wisc.;  
 Gase Baking Co., Saginaw, Mich.; Gunzen-  
 hauser Bakery, Lancaster, Pa.; Haller's Eagle  
 Bakery, Inc., Altoona, Pa.; Holsum Baking  
 Co., Roswell, N. M.; Holsum Bakery,  
 Ft. Wayne, Ind.; Holsum Bakers, Tampa,  
 Fla.; Holsum Baking Co., Harlingen, Tex.;  
 Ideal Baking Co., Tyler, Tex.; Jamestown  
 Baking Co., Jamestown, N. Y.; Lee Baking  
 Co., Victoria, Tex.; Master Baking Co., Mt.  
 Vernon, Ill.; McGough Bakeries Corp., Bir-  
 mingham, Ala.; Nickles Bakery, Navarre, Ohio.

*TV Accounts:* McGough Bakeries Corp.,  
 Birmingham; Carpenter Baking Co., Mil-  
 waukee; Fuchs Baking Co., So. Miami, Fla.;  
 Old Homestead Bread Co., Denver, Colo.;  
 Phoenix Holsum Bakery, Phoenix, Ariz.;  
 Fisher Baking Co., Salt Lake City, Utah;  
 Amrhein's Bakery, Springfield, Ill.; Nickles  
 Bakery, Navarre, Ohio; Haller's Eagle Bak-  
 ery, Altoona, Pa.; Nissen's Bakery, Portland,  
 Me.; Cotton Bros. Baking Co., Baton Rouge,  
 La.; Holsum Bakers, Tampa, Fla.; Shipley  
 Bakery, Fort Smith, Ark.; Holsum Bakery,

Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

**EARLE LUDGIN & CO.**

121 W. Wacker Drive, Chicago 1, Ill.  
AAAA-ABP-ANPA-APA-ABC  
NOAB-PPA

Board Chairman.....Earle Ludgin  
President.....Vincent R. Bliss  
Vice-Presidents..Montgomery N. McKinney,  
John H. Wilmarth, Edward Chapman, Jane  
Daly  
*Radio Accounts:* Rit Products Corp., The  
Best Foods, Inc., W. F. McLaughlin & Co.  
*TV Accounts:* Jules Montener, Inc., The  
Best Foods, Inc., W. F. McLaughlin & Co.,  
Rit Products Corp., (All Purpose Rit), New  
York, N. Y.

**LYNN-FIELDHOUSE**

15 S. Franklin St., Wilkes-Barre, Pa.  
Phone: VALley 2-7182-3  
ABP-ANPA

Partners.....S. C. B. Lynn,  
L. S. Fieldhouse  
Radio-TV &  
Media Dir.....W. P. McLaughlin  
*Branch Office*  
51 E. 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-4048  
*Radio Accounts:* Wise Potato Chip Co.  
(Potato Chips), Berwick; Quinlan Pretzel  
Co. (Pretzels), Reading; Purvin Dairy Co.  
(Milk), Wilkes-Barre, Pa.; Kingston Cake  
Co. (Blue Ribbon Cake), Kingston, Pa.  
*TV Accounts:* Wise Potato Chip Co. (Po-  
tato Chips), Berwick; Quinlan Pretzel Co.  
(Pretzels), Reading, Pa.; Kingston Cake Co.  
(Blue Ribbon Cake), Kingston, Pa.

**W. D. LYON COMPANY**

303 Second Ave., Cedar Rapids, Iowa  
Phone: 4-2451  
AAAA-ABP-ANPA

President.....W. D. Lyon  
Vice President.....R. B. Creswell  
Acct. Execs.....R. P. Zirbel, R. H. Schubert  
Radio Dir.....E. G. Elston  
Media Dir.....R. P. Ames  
Radio & Time Buyer.....Eileen Burns  
*Branch Office*  
373 Orpheum Electric Bldg., Sioux City, Ia.  
Phone: 5-4428  
Manager.....Don Carlos  
*Radio Accounts:* Builders Material, Inc.,  
Cedar Rapids; Century Engineering Corp.  
(heating equipment), Cedar Rapids; Collins  
Radio Company (commercial radio equip.),  
Cedar Rapids; Crescent Electric Supply (ap-  
pliance distributor), Dubuque; Iowa Dairy  
Industry Comm., Des Moines, Ia.; Tender-  
sweet Sales Corp. (canned vegetables), Vin-  
ton, Ia.; Kent Feeds (livestock & poultry  
feeds), Muscatine, Ia.; Potosi Brewing Com-  
pany, Potosi, Wisc.; Slagle Lumber Yard,  
Sioux City, Ia.  
*TV Accounts:* Johnson Biscuit Co. (Cook-  
ies), Sioux City, Ia.; Peterson Furniture Co.

(Home Furnishings), Cedar Rapids, Ia.;  
Killian Co. (Clothing), Cedar Rapids, Ia.;  
Tolerton-Warfield Co. (Food Line), Sioux  
City, Ia.; Cownie-Williges (Furs), Sioux  
City, Ia.; Hometown Dairies (Dairy Pro-  
ducts), Iowa City, Ia.

**MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-9360  
ANPA-ABP-ABC-AAAA

Chairman of Board.....Hays McFarland  
President.....A. E. Aveyard  
Exec. V.P.....Allen B. Dicus  
V.P., Copy Chief.....J. C. Wheatley  
Vice Presidents.....W. C. Power,  
Malcolm Jennings, Jerry W. Ream, David  
W. Stotter  
V.P., Art Dir.....Rom. Z. Rigotti  
Research Director.....Robert Allrich  
Media Director.....A. S. Trude, Jr.  
Radio-TV Dir.....Wm. A. Mowry  
Prod. Mgr.....W. E. Christopher  
Dir., TV-Radio.....W. A. Mowry  
Asst. Dir.....W. B. Goodrich  
*Radio Accounts:* Stewart-Warner Corp.,  
Alemite Division, Chicago, Ill.; Drewrys  
Ltd., U. S. A., Inc. (Beer); Heidelberg  
Brewing Co.  
*TV Accounts:* Drewrys Ltd., U. S. A., Inc.  
(Beer & Ale), South Bend, Ind.; Stewart-  
Warner Corp., Alemite Division, Chicago,  
Ill.; Heidelberg Brewing Co. (Beer & Ale),  
Tacoma; Standard Knitting Mills (Health-  
knit), Knoxville.

**MacLAREN ADVERTISING CO. LTD.**

111 Richmond St., West Toronto, Ontario  
Phone: EMpire 4-0321

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Vice Presidents.....E. V. Rechnitzer,  
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F. P. Gill, W. F. Harrison, Scott Stockwell  
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Asst. Mgr., Dir. of Media.....D. C. Linton  
Asst. Mgr., Dir.  
Creative Ser.....G. G. Sinclair  
Dir., Radio-TV.....Hugh Horler  
*Branch Offices*  
410 Dominion Sq. Bldg., Montreal, Quebec  
Vice Pres.....F. P. Gill  
911 Electric Railway Chambers  
Winnipeg, Manitoba

Manager.....E. P. Thomson  
1240 West Pender St., Vancouver, B. C.  
Manager.....W. D. M. Patterson  
Journal Bldg., 237 Queen St., Ottawa, Ont.  
Vice Pres.....W. F. Harrison  
*Radio & TV Accounts:* Aluminum Goods  
Ltd., Ainsworth Motors, Bank of Canada,  
British & American Motors Canada Ltd.,  
Broadhurst Lee Co., Ltd., Bulova Watch  
Company, Canada Dry Limited, Canada  
Paint Co. Ltd., Canadian Bank of Commerce,  
Canadian General Electric Co. Ltd., Cana-  
dian Red Cross, Capilano Brewery, Ltd.,  
Christie Brown Ltd. (Food), Department of  
National Defense (Air Force, Navy), Do-

union Rubber Co. Ltd., General Motors of Canada, H. J. Heinz Company of Canada Ltd., Hertz Drive-Yourself System, Inc.; Home Oil Distributors, Imperial Oil Limited, Javex Company Ltd., Lake of the Woods Milling Co., Lever Brothers Ltd. (Breeze), W. H. Malkin & Co., Ltd., Martin-Senour Co. Limited, Mutual Life Assurance Company of Canada, Nabisco Foods Limited, Nalley's Limited, O'Ceard Company of Canada, Palmers' Limited, Peoples Credit Jewellers, Sherwin Williams Co. of Canada Ltd., Standard Brands Ltd., Stephen's Paints, Tuckett Limited, TV Time Foods, Henry K. Wampole & Co. Ltd., Zero Manufacturing Co. Ltd.

**MacMANUS, JOHN & ADAMS**

Bloomfield Hills, Mich.  
Phone: Midwest 6-1000

ANPA—AAAA—ABC—NOAB—PPA—APA  
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Pres. & Treas.....James R. Adams  
Exec. Vice-Pres.....Harvey G. Luce  
Vice-Pres., Media Dir...Elmer W. Froehlich  
Radio Time Buyer.....C. N. Campbell

*Branch Office*

444 Madison Ave., New York, N. Y.  
Phone: PL 9-3221

Manager.....Henry G. Fownes, Jr.  
*Radio Accounts:* Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Dow Chemical Co., Midland, Mich.

*TV Account:* Pontiac Motor Division, Pontiac, Mich.; Dow Chemical Co.

**MALCOLM-HOWARD**

203 N. Wabash, Chicago 1, Ill.  
Phone: Andover 3-0022  
ABP—ANPA—PPA

Owner.....Arthur M. Holland  
Art Director.....Arthur Anderle  
Copy Chief.....William Bent  
Radio-TV Buyer.....Evelyn Burke  
Publicity Director.....Jan Marinella  
Radio-TV Dept.....G. Janda, R. Spencer  
*Radio Accounts:* Hollands (jewelry), Chicago; Roller Derby, N. Y. C.

*TV Accounts:* Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Mages Sports Stores, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Associated Hospital Ins. Co., Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

**J. GORDON MANCHESTER, ADVERTISING, INC.**

1726 Pennsylvania Ave., N.W.,  
Washington, D. C.  
Phone: ME 8-0060

President.....J. G. Manchester  
Vice President.....Richard P. Ebst  
Asst. Vice Pres.....G. D. McGuiness

Art Director.....Wm. D. Flieschell  
Pres. Asst.....R. T. Williams  
*Radio-TV Accounts:* C. F. Sauer Co. (Mayonnaise, Relish, Extracts).

**MANHATTAN ADVERTISING AGENCY**

515 Madison Ave., New York 22, N. Y.  
Phone: MU 8-8135

Partners.....John M. A. Muller,  
Maria Muller Sismondo

*Accounts:* Bisleri Co. Inc.; Charles Krug; Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.; Riverbank Wine Co. Inc.

**MARKS-AIKEN COMPANY**

33 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-3885

ABP—ANPA

Pres. & Treas.....Lawrence Marks  
V.P. & Sec'y.....Sigmund C. Aiken  
Media Director.....Florence Saperstein  
Production Mgr.....Ira Bernstein  
Art Directors.....Marvin Macnow,  
Ralph Dunetz

Publicity Dir.....Seena Hamilton

**ROBERT M. MARKS & COMPANY, INC.**

32 East 57th St., New York 22, N. Y.  
Phone: PLaza 3-5924

ABP—ANPA

Pres. & Secy.....Robert M. Marks  
Media Dir.....B. M. Vanderpot  
Prod. Mgr.....A. P. Lawsky  
Art Dir.....Anthony Pollice  
Radio-TV Cons.....Sidney Walton

*Radio Accounts:* Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

*TV Accounts:* Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

**J. M. MATHES, INC.**

260 Madison Ave., New York 16, N. Y.  
Phone: LEXington 2-7450

ABP—ANPA—AFA—PPA—ABC

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle E. Rollin  
Vice-Pres. & Dir.....Wilfred S. King,  
W. T. Okie, Lester J. Loh

Vice-Presidents.....David C. Gibson,  
Dr. O. L. Tinklepaugh, Jan H. Meyer,  
A. F. Monroe, Read H. Wight, Douglas R. Hathaway

Director of Radio & TV.....Read H. Wight  
Radio Time Buyer.....Edna S. Cathcart

*Radio Accounts:* Pure Food Co., Inc. (Herb-Ox Boullion Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; Brown Co. (Nibroc Towels-Tissues), Boston, Mass.

*TV Accounts:* Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odorono), Stamford,

Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swiss-ette Gruyere Cheese), N. Y., N. Y.

**MATHISSON & ASSOCIATES, INC.**

411 E. Mason St., Milwaukee 2, Wis.  
Phone: BRoadway 6-7181  
ABP—ANPA

President.....C. A. Mathisson  
Vice-Pres. & Treas.....I. M. Henkel  
Vice-Pres.....Edward G. Ball  
Bdstd. Media Dir.....J. Severson  
Time Buyer.....Robert Geary

*Branch Offices*

1065 International Bldg., Rockefeller Center,  
New York City  
Phone: PLaza 7-2061

Chief Exec.....Ed Hinkle  
1127 Wilshire Blvd., L. A., Calif.  
Phone: MU 2482

Chief Exec.....Charles Smith  
*Radio & TV Accounts:* Miller Brewing Co.,  
Clark Oil & Refining Corp.

**JOSEPH MAXFIELD CO.**

87 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4456-4457  
ABP—ANPA

Pres., Space-Radio-TV-Time  
Buyer.....Joseph M. Finkle  
Vice-Pres.-Treas.....Archie M. Finkle  
Radio Director.....Elena DiPietro  
Production Mgr.....Dorothy M. Barry

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit 7, Mich.  
Phone: LOrain 7-5710  
ANPA—APA—PPA—ABC—NOAB—TAB  
CCA

President.....Lou R. Maxon  
Vice-President.....Searle Hendee  
Treasurer.....W. I. O'Neil  
Secretary.....G. Reginald McKiel  
Radio & TV Dir.....E. Wilhelm

*Branch Offices*

12 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahoney  
664 N. Rush, Chicago 11, Ill.  
Phone: WHitehall 4-1676

Manager.....L. J. Sholty  
*Radio and TV Accounts:* Gillette Safety  
Razor Co., Boston, Mass.; Snow Crop Mar-  
keters (frozen foods), New York; Mohawk  
Carpet Mills, Inc., Amsterdam, N. Y.; H. J.  
Heinz Company (canned foods), Pittsburgh,  
Pa.; General Electric Co. (radio & television  
sets), Syracuse, N. Y.; Packard Motor Car  
Co., Detroit, Mich.; Hotpoint, Inc. (appli-  
ances), Chicago, Ill.; Pfeiffer Brewing Co.,  
Detroit, Mich.

**THE MAYERS CO., INC.**

2301 W. Third St., Los Angeles 5, Calif.  
Phone: DUnkirk 8-2111  
ABP—APA—NOAB—PPA—ANPA

President.....Henry Mayers  
Vice-President.....Robert Davis  
Secretary.....Sophie Mayers  
Production.....Hugh Hollyday  
Media Dir.....Beth Broberg  
Radio-TV Buyer.....Larry Lewin

*Radio Accounts:* Pennzoil Co. (Oil & Lub-  
ricants), Sears Roebuck & Co. (Retail De-  
partment Store), Los Angeles, Calif.; Bandi-  
ni Fertilizer Co., Fradelis Food Co.  
(Frozen Foods), Glendale Federal Savings  
& Loan Association, Hoffman Candy Co.,  
Kermin Food Products Co.

*TV Accounts:* Sears Roebuck & Co. (Re-  
tail Department Store); Hoffman Candy Co.;  
Pennzoil Co., Bandini Fertilizer Co., Case-  
Swayne, Fraddis Food Co., Kermin Food  
Products, Southern Calif. Edison Co.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: JUdson 6-3400

AAAA—ABC—ABP—ANPA—APA—NOAB  
PPA—BMB

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Vice Chm. & Chm. of

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President.....Marion Harper, Jr.  
Exec. Vice Pres.....Emerson Foote  
Sr. Vice Pres.....C. A. Posey  
Sr. Vice Pres. &

Creative Dir.....John H. Tinker, Jr.  
Vice Pres. & Treas.....Wilbert G. Stilson  
Vice Pres. & Compt.....Dixon R. Griswold  
Secretary.....Kathryn H. Kelly  
Asst. Secy.....Marjorie B. Middlebrook  
Vice Presidents (N. Y.).....Frederick  
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A. Brautigam, William J. Breen, Donald  
G. Calhoun, W. H. Conine, Roland H.  
Cramer, Sidney W. Dean, Jr., J. L. Deane,  
G. B. Dearnley, William C. Dekker, Earl  
C. Donegan, Leonard F. Erikson, J. J.  
Flanagan, H. L. Grafer, Walker R. Graham,  
Alberta Hays, Farish A. Jenkins, Daniel  
W. Keefe, Arthur J. Kemp, Alton Ket-  
chum, Ralph B. Koser, Thomas H. Lane,  
Thomas P. Losee, Rudyard C. McKee,  
Hugh A. Mitchell, Florence A. Richards,  
Alfred J. Roby, Jr., Margot Sherman, A. A.  
Sommer, Wells W. Spence, R. E. Thomp-  
son, Samuel P. Walker, G. Lester Williams,  
Jr., E. F. Wilson, Fred M. Zeder, Jr., Victor  
M. Ratner

V.P. in Chge Radio-TV.....A. J. Scalpone  
V.P., Chge. New Prog.....Hendrik Booraem  
V.P., Chge. Comm.....Harry W. McMahan  
V.P. Exec. Prod.....Dorothy B. McCann  
Mgr. Radio-TV Service..Clifford C. Lubkert  
Mgr. Radio-TV Time

Buying.....Thaddeus S. Kelly

*Branch Offices*

200 Berkeley St., Boston 16, Mass.  
Vice Pres.-Mgr.....Watson M. Gordon  
629 Euclid Ave., Cleveland 14, Ohio  
Vice Pres.-Mgr.....Robert W. Dailey  
Vice Pres.....Thomas H. Batman  
Vice Pres.....Myron C. McDonald

647 Griswold St., Detroit 26, Mich.  
 Vice Pres.-Mgr. .... Paul Holder  
 Vice President ..... R. K. Edmonds  
 900 Lovett Blvd., Houston 6, Texas  
 Vice Pres. Mgr. .... Joseph B. Wilkinson  
 Vice Pres. .... Kern Tips  
 2020 Live Oak St., Dallas 1, Texas  
 Manager ..... Bill Sansing  
 318 S. Michigan Ave., Chicago 4, Ill.  
 V.P.-Mgr. Midwestern  
 Operations ..... William E. Berchtold  
 V.P.-Mgr. .... Sidney A. Wells  
 Vice-Presidents ..... Robert J. Brewster,  
 Neal Gilliatt, Howard A. Heller, Walter C.  
 Krause, Peter G. Peterson, Chester L.  
 Posey, A. W. Sherer, James G. Sherman  
 1410 Heyburn Bldg., Louisville 2, Ky.  
 Manager ..... J. Mac Wynn  
 114 Sansome St., San Francisco 4, Calif.  
 Sr. V.P.-Mgr. West. Oper. .... H. Q. Hawes  
 Vice-Presidents ..... John M. Bridgman,  
 Albert J. Camille, Roswell H. Cochran,  
 Joseph R. Fox, Burton C. Granicher, Clar-  
 ence Hestorff, Frederick H. McCrea,  
 Phipps L. Rasmussen  
 3440 Wilshire Blvd., Los Angeles 5, Calif.  
 V.P.-Mgr. .... Burt Cochran  
 V.P. .... J. Neil Reagan  
 310 Public Service Bldg., Portland 4, Ore.  
 Manager ..... T. N. Tracy

**Radio Accounts:** Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Division, Cowles Magazines, Inc., Esso Standard Oil Co., Frank Fehr Brewing Co., W. P. Fuller & Company, A. Gittleman Brewing Co., Gray Drug Stores, Inc., Bulova Watch Company, Hanipden Brewing Co., "Junket" Brand Foods, Lemon Products Advisory Board, Laurel Products, Inc., Lucky Lager Brewing Company, Manufacturers Trust Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Company, Seeck & Kade, Inc., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ind.), Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Kink (Lysol & Dorothy Gray Cosmetics).

**TV Accounts:** Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Frank Fehr Brewing Co., A. Gittleman Brewing Co., Gray Drug Stores,

Inc., Gruen Watch Company, Laurel Products, Inc., Leisey Brewing Company, Lincoln Bank & Trust Co., Lucky Lager Brewing Company, Maytag Rocky Mt. Co., Maytag Sales Co., National Biscuit Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Coast Borax Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Company, Seeck & Kade, Inc., Soil-Off Mfg. Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ind.), Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics).

**MARSCHALK & PRATT CO.**

(A Division of McCann Erickson)  
 535 Fifth Ave., New York 17, N. Y.  
 Phone: VAnDerbilt 6-2022  
 ABP-ANPA-APA-PPA-ABC-AAAA  
 NOAB

President ..... H. C. Marschalk  
 Vice Presidents ..... S. H. Giellerup,  
 S. L. Meulendyke, C. A. Peterson, R. H. Jones  
 TV-Radio Director ..... Curt A. Peterson  
**Radio Account:** Esso Standard Oil Co. (Petroleum), New York, N. Y.; International Nickel Co. Inc.  
**TV Account:** Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.); Nat'l Lead Co.

**WALTER McCREERY, INC.**

9344 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CRestview 5-5533  
 AAAA-ANPA-APA-PPA  
 Chm. Bd. & Pres. .... Walter K. McCreery  
 Acct. Execs. .... Walter McCreery,  
 Richard Berggren  
 Time Buyer ..... Virginia White  
**Radio-TV Accounts:** Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, San Francisco; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Bearist; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

**McKEE & ALBRIGHT, INC.**

1809 Walnut St., Philadelphia 3, Pa.  
 Phone: LOcust 7-4737  
 ANPA-ABP-PPA-APA  
 President ..... Roy J. McKee  
 Vice-Pres. & Treas. .... David R. Albright  
 Vice-Pres. Radio-TV ... James A. McFadden  
 V.P., Art Dir. .... Charles Wilkinson  
 Time Buyer ..... Evelyn Walmsley

Acct. Ser.....W. Richard Park  
 Mdse. Dir.....A. P. Livingston  
 Pub. Dir.....Joan L. Aiken  
 Secretary.....T. E. Libby

*Radio Accounts:* Breyer Ice Cream Co. Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore; Capital Bakers, Inc. (Bread), Harrisburg; Keebler Biscuit Co. (Crackers & Biscuits), Phila. & Pittsburgh; Richardson & Robbins Co. (Chicken Products & Plum Pudding), Dover, Del.

*TV Accounts:* Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler Biscuit Co., Phila.; Phila. & Reading Coal & Iron Co. (coal), Phila.

**J. ROBERT MENDTE, INC.**

317 South 16th St., Philadelphia 2, Pa.

Phone: KIngsley 6-1130

ABP—APA—PPA

President.....J. Robert Mendte  
 Vice Pres.....J. W. Holland  
 Treas.....N. L. Hughes  
 Prod. Mgr.....J. E. Spillane  
 Acct. Exec.....Ronald Kincaid

*Accounts:* Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Ells Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescaboura Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; River-view Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilaon Line Inc.

**GEORGE T. METCALF, COMPANY**

31 Canal St., Providence 3, R. I.

Phone: UN 1-2634 1-7541

ABP—PPA

Pres., Treas.....George T. Metcalf  
 Exec. V.P.....Walter Hyland  
 V.P., Sec'y & Gen. Mgr.....Sheldon Spencer  
 Prod. Mgr.....Allan Campbell  
 Art Dir.....David Bond  
 Copy Chief.....Frank Jones  
 Acct. Exec.....Geo. T. Metcalf,  
 Walter C. Hyland, Sheldon D. Spencer,  
 E. L. Wanner, O. T. Baxter, J. T. Metcalf,  
 Jr.

*Accounts:* Alrose Chemical Co.; Apponaug Co.; Arnold-Hoffman & Co.; Ashworth Bros. Inc.; Atlantic Rayon Corp.; Babbitt Steam Specialty Co.; Bentley Knitting Machinery Organization Inc.; Big John Show Corp.; Blake, Edward, Co.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Coll Co.; Cottrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Glenwood Range Co.; Harwood Mfg. Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Loblo Mfg. Co.; Loding, Inc.; Lowell Shuttle Co.; Machinists Nat.

Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; New England Lacquer Co.; Phalo Plastics Corp.; Premier Thread Co.; Reliance Molded Plastics, Inc.; Riggs & Lombard Inc.; Robbins Co.; Safety First Show Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Sterling Factory Equip. Co.; Synthetic Yarns Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Walton & Lonsbury; Wardell Braiding Machine Co.; WJAR-TV Providence; Wood, J. W. Elastic Web, Co.

**ARTHUR MEYERHOFF & CO.**

410 N. Michigan Ave., Chicago 11, Ill.

Phone: DELaware 7-7860

ANPA—PPA—AAAA—NOAB—APA

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 General Manager.....J. H. Black  
 Production Manager.....J. A. Johnson  
 Dir. of Radio & TV.....S. L. Novy  
 Assoc. Radio & TV Dir.....George Rich III  
 Radio Time Buyer.....K. Knight  
 Radio Time Buyer.....Robert Francis  
 Space Buyer.....Mary Hauser  
 Copy Chief.....M. E. Chon

*Branch Office*

759 N. Milwaukee St., Milwaukee 2, Wis.  
 Manager .....George Grabin

*Radio Accounts:* Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

**DAN B. MINER CO.**

304 S. Kingsley Drive, Los Angeles 5, Calif.

Phone: DUNkirk 8-3301

AAAA—ABP—ANPA—APA—PPA—ABC  
 NOAB—CAN

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 Vice-Presidents.....I. M. Greer,  
 Hildred Sanders, Richard Glover, Andrew  
 Carpenter  
 Secretary-Treasurer.....M. R. Sweeney  
 V.P. in Chg. Radio & TV...Hildred Sanders  
 Asst. Radio & TV Dir...Albert B. Buffington  
 Time Buyer.....Kay Ostrander

*Radio Accounts:* Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Lakewood Park (housing), Los Angeles, Calif.; Kerr Glass Mfg. Corp. (canning jars), Los Angeles, Calif.; Sues, Young & Brown (appliances), Los Angeles, Calif.

*TV Accounts:* Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances),

Los Angeles, Calif.; Kerr Glass Mfg. Co. (canning jars), Los Angeles, Calif.

**EMIL MOGUL CO., INC.**  
250 W. 57th St., New York 19, N. Y.  
Phone: JU 2-5200  
ABP—ANPA—PPA

President.....Emil Mogul  
Secretary-Treasurer.....Helene Mogul  
Exec. Vice-Pres.....Charles L. Rothschild  
V.P. & Gen. Mgr.....Nat Wildman  
Vice-Presidents.....Seth D. Tobias.  
Myron A. Mahler, Rino Negri, Milton  
Guttenplan, Bill Jacoby  
Production Manager.....Al Mauro  
Controller.....Frank J. Dubeck  
Media & Research Dir.....Joel Martin  
Space Buyer.....Ronald Friedwald  
Dir. Marketing & Mche.....Jules Lennard  
Dir. Radio-TV.....Leslie Dunier  
Radio-TV—Prod., Dir.....Nat Eisenberg  
*Radio Accounts:* Barney's Clothes (Men's  
& Boys' Clothing), Beriole Import Co.  
(Berio & Francesconi Oil), New York,  
N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian  
Fur Corp. (Women's Furs), New York and  
New Jersey; Fonzoni Macaroni Co., Long  
Island City, N. Y.; National Shoes (Child-  
ren's, Women's & Men's Shoes); Knomark  
Mfg. Co. (Esquire Boot Polish), Brooklyn,  
N. Y.; Stone-Tarlow Co., Inc. (Shoes),  
Brocton, Mass.; Rayco Mfg. Co. (Auto  
Seat Covers), Paterson, N. J.; Kobrand Corp.  
(Imported Wines & Liquors), N. Y.; La-  
conia Shoe Co., Inc. (Shoes), Laconia, N. H.;  
Gradiatz-Aunnis & Co. (Mfrs. of Cigars),  
Tampa, Fla.

**THE CHESTER C. MORELAND CO.**  
1104 Times-Star Tower, Cincinnati 2, O.  
Phone: PARKway 1178  
ABP—ANPA—AFA

President.....Chester C. Moreland  
Secretary.....Walter H. Strauss  
Vice-President.....Carl H. Press  
Vice-President.....B. L. Schurman  
*Radio Accounts:* Coney Island, Inc., Coca-  
Cola Bottling Co., Thomas Foods, Inc.  
*TV Accounts:* Coney Island, Inc., Coca-  
Cola Bottling Co., Thomas Foods, Inc., Adam  
Wuest, Inc.

**MOREY, HUMM & JOHNSTONE, INC.**  
350 Fifth Ave., New York 1, N. Y.  
Phone: LO 4-2240  
ABP—ANPA—APA—AAAA—PPA  
OAAA

President.....Sylvester M. Morey  
Exec. Vice-Pres.....Llewellyn B. Van Doren  
V.P. & Mgr. Utility & Home  
Appliance Dept.....Albert W. Humm  
V.P., Chmn. Plans Brd.....J. R. Warwick  
Vice-President.....Stanley F. Ellsworth  
V.P. & Art Dir.....William G. Sutton  
Vice-Pres. & Merch. Dir.....Walter J. Andree  
V.P. Chg. Fashion.....Muriel Johnstone  
V.P.....Janet Chatfield-Taylor  
Radio & TV Dir.....W. L. Wernicke  
Radio Time Buyer.....Kathryn Shanahan

Vice-President.....Janet Chatfield-Taylor  
Research Dir.....Dr. Howard G. Carmody  
Sec'y.....William G. Carmody  
Treas.....Harry M. Tax  
Asst. to Pres.....David J. Wasko

*Radio Accounts:* Sinclair Refining Co.,  
Richfield Oil Corp. of N. Y., Carpet Institute  
of America.

*TV Accounts:* Sinclair Refining Co., New  
York, N. Y.; Richfield Oil Corp., New York,  
N. Y.

**RAYMOND R. MORGAN CO.**  
6233 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hollywood 3-4194  
ANPA—APA

President.....Raymond R. Morgan  
Exec. Vice-Pres.....Robert C. Temple  
Chrm. of Board.....Sherman K. Ellis  
Vice-Presidents.....Porter F. Anderson,  
J. Paul McKinney  
Radio-TV Dir.....James C. Morgan  
Time Buyer.....Terry Brady

*Branch Office*

260 California St., San Francisco 11, Calif.  
Phone: DOuglas 2-6073  
Manager.....Porter Anderson  
Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice  
*Radio & TV Accounts:* Planters Nut Choc.  
Co., J. A. Folger & Co., White King Soap Co.,  
(White King Granulated Soap, Scotch Foam  
Action Cleanser; Sierra Pine Toilet Soap);  
Nehi Beverage Co., Victory Packing Co.  
(Thoro Fed. Kal Kan dog food); Hollywood  
Stars Baseball Team.

**MORSE INTERNATIONAL, INC.**

122 E. 42nd St., New York 17, N. Y.  
Phone: OXFord 7-2100

Chairman of the Board.....A. T. Preyer  
President.....J. Patterson  
Exec. Vice-Pres. & Treas.....M. F. House  
Media Dir.....O. E. Christy  
Radio, TV Time Buyer.....R. McArdle  
Export Media Mgr.....Aurora Blando  
Dir. of TV Prod.....L. Waddington  
Group Prod. Mgrs.....W. W. Williams,  
C. Wright, D. Wheatley  
Sr. Art Director.....E. P. Ellis  
Group Art Directors.....P. Zangas,  
S. Nagle  
Art Studio Mgr.....C. Seimecca  
Account Executives.....Constance Boland,  
Reg Goghlan, John Olney, E. R. Korth, F.  
Neumeister

*Radio and TV Accounts:* Vick Chemical  
Co. (Vick Products), The Sofskin Co. (Sof-  
skin Hand Cream), Prince Matchabelli, Inc.  
Alfred D. McKelvy Co. (Seaforth Men's  
Toiletries).

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
Phone: 3-7544

Pres. & Treas.....Arthur S. Cotins  
Asst. to President.....Robert MacFarland



Vice-President.....L. B. Reigler  
 Secretary.....Mrs. Mildred S. Benson  
 V.P. & Art Dir...A. Montgomery Huntington  
 Sp. Buyer & Research Dir..Miss L. B. Mang  
 Asst. Sp. Buyer..Miss Christine H. Van Dyke  
 Asst. Research Dir.....Mrs. Pearl A. Curtis  
 Production Manager.....Fred Michel  
 Merchandising Director....R. Del Dunning  
 Account Executives.....Arthur S. Cotins.  
 James N. Brown, L. B. Reigler, Geo. P.  
 Hodges, Robert F. MacFarland, Harry T.  
 Duffy, Kenneth S. Duffes, Wm. McCarthy  
*Radio Accounts:* Animal Foundation, Inc.  
 (Hunt Club Dog Meal), Sherburne, N. Y.;  
 Mohawk Valley Investing Co., Utica, N. Y.;  
 Fitzgerald Bros. Brewing Co. (Beer & Ale),  
 Troy, N. Y.

*TV Accounts:* Animal Foundation, Inc.  
 (Hunt Club Dog Meal), Sherburne, N. Y.;  
 General Ice Cream Corporation (Sealtest Ice  
 Cream), Utica, N. Y.; Fitzgerald Bros. Brew-  
 ing Co. (Beer & Ale), Troy, N. Y.; Honey  
 Butter Products Corp. (Honey-Butter),  
 Ithaca, N. Y.

**MOSS ASSOCIATES**

415 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-7377  
 ABC—ABP—ANPA

President.....Joseph H. Moss  
 Vice President.....Miles Shefferman  
 Production Mgr.....Sidney Fischer  
 Copy Chief.....Gerald H. Bruce  
 Media Director.....Marian Rand  
 Radio & TV Dir.....B. Math

**C. WENDEL MUENCH & COMPANY**

75 E. Wacker Drive, Chicago 1, Ill.  
 Phone: FInancial 6-3481  
 ABP—ANPA

President.....C. W. Muench  
 General Manager.....W. O. Yocum  
 Media Director.....Victor Fabian  
 Dir. of Merch.....Robert E. Moore  
*Radio Accounts:* L. C. Forman & Sons  
 Co. (Condiments), Pittsford, N. Y.; Fox De  
 Luxe Foods, Inc. (Poultry), Chicago, Ill.;  
 Pavelka Brothers (Meat Products), Cleve-  
 land, O.; Bosch Brewing Company (Beer),  
 Houghton, Mich.; Klarer Provision Co.  
 (Meats), Louisville, Ky.; Neuhoﬀ Brothers  
 Packers (Meats), Dallas, Texas; Oshkosh  
 Brewing Co. (Beer), Oshkosh, Wisc.; Fresh-  
 rap Div., Badger Paper Mills (Freshrap  
 Waxed Paper), Peshtigo, Wis.; Balentine  
 Packing Co. (Meat Products), Greenville,  
 S. C.; Visking Corp. (Mira cloth); Braun  
 Bros. Packing Co. (Meat Products), Troy,  
 N. Y.; Toffenetti Restaurants (Pickles &  
 Relishes), Pittsford, N. Y.; Iowa Soap Co.  
 (Nola Soap Flakes), Burlington, Iowa; Mrs.  
 Klein's Potato Chips, Chicago, Ill.

*TV Accounts:* Bosch Brewing Company  
 (Beer), Houghton, Mich.; Fox De Luxe  
 Foods, Inc., Chicago; L. C. Forman & Sons  
 (Pickles & Relishes), Pittsford, N. Y.;  
 Klarer Provision Co. (Meats), Dallas, Texas;  
 Neuhoﬀ Brothers (Meats), Dallas, Texas;

Pavelka Brothers (Meats), Cleveland; Fresh-  
 rap Div., Badger Paper Mills; Balentine  
 Packing Co.; Visking Corp.

**NATIONAL EXPORT ADVERTISING SERVICE, INC.**

405 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 9-6835  
 AIAA

President.....Paul R. Kruming  
 Exec. Vice-Pres.....Thomas W. Hughes  
 Vice-President.....Joseph W. Madden  
 Copy Chief.....John L. Albright  
 Art Director.....J. La Rosa  
 Radio & TV Director.....James G. Zea  
 Time Buyer.....Elaine Starr  
*Radio and TV Accounts:* Borden Co.,  
 Electric Auto-Lite, Esterbrook Pen, H. J.  
 Heinz, Lambert Pharmacal Co., Lever Brot-  
 hers (U. S.), Quaker Oats Co., R. Hudnut,  
 Westinghouse.

**NEEDHAM & GROHMANN, INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone Circle 5-6200  
 ANPA—AAAA—PPA—ABP—NOAB—APA  
 NBP

Pres., Treas.....H. Victor Grohmann  
 V.P. & Sec'y.....John M. Handley  
 V.P. & Art Dir.....H. Nelson Kent  
 Exec. Sec'y.....Kathryn Intemann  
 Copy Directors.....E. R. Lagerwall,  
 M. Keil  
 Prod. Mgr.....Samuel Boyd,  
 Lawrence W. Alpaugh  
 Media Dir.....Harry C. Ledingham  
 Act. Executives.....H. Victor Grohmann,  
 John M. Handley, John M. Keil, James W.  
 Baker

*Accounts:* America House; Centrline  
 Corp.; Chatham Mfg. Co.; Circle Steel Par-  
 tition Co.; Cosby Brush & Import Co. Inc.;  
 Cosby-Emmings Trading Corp.; Flower City  
 Charcoal Co.; Green Tree Packing Co.;  
 Huffman & Boyle; Johnson, Arthur A.,  
 Corp.; Kent of London; Kiss, John & Sons  
 Inc.; Lock Joint Pipe Co.; Lockwood, A.  
 N.; National Biscuit Co.; National Hotel  
 Exposition; New Braunfels Textile Mills  
 Inc.; Raymond Concrete Pile Co.; Rocke-  
 feller Center, Inc.; Shawnee Mills Inc.;  
 Staunton Military Academy; Stillman &  
 Hoad, Inc.; Sussex County Planning Board;  
 Thonet Industries Inc.; Webrib Steel Corp.;  
 White Turkey; Woodside Mills Inc.; Zenith-  
 Godley Co. Inc.

**NEEDHAM, LOUIS & BRORBY, INC.**

135 S. LaSalle St., Chicago 3, Ill.  
 Phone: STate 2-5151

President.....Maurice H. Needham  
 Sr. Vice Presidents.....J. J. Louis,  
 Melvin Brorby, W. R. Fowler  
 V.P., Media Dir.....Otto R. Stadelman  
 V.P., TV-Radio Dir.....James G. Cominos  
 Sec'y-Treas.....Max D. Anwyll  
 V.P. Chg. TV-Radio Prog....Alan Wallace  
 Dir. Bestg. Facilities.....A. E. Johnson

*Branch Offices*

1600 North Vine St., Hollywood 28, Calif.  
 V.P. & Mgr. .... Frank A. Pittman  
 Phone: HOllivood 2-2391  
 730 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-0333  
 V.P. & Mgr. .... Richard L. Eastland  
 650 Bay St., Toronto, Ont., Canada  
 V.P. & Mgr. .... John A. Willoughby  
*Radio Accounts:* Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieholdt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.  
*TV Accounts:* (Same as above, with the exception of Morton Salt Co.)

**RALPH NELMS, INC., ADV.**

Box 1624 SS Sta., Springfield, Mo.  
 Phone. 4-2555

APA

President. .... Ralph A. Nelms  
 Secretary ..... Annabelle Gray  
 Art Director. .... J. H. Richards  
*Radio Accounts:* Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycotandem), Springfield, Mo.

**GEORGE R. NELSON, INC.**

203 State St., Schenectady 5, N. Y.  
 Phone: 4-4135

Pres. & Treas. .... George R. Nelson  
 Vice-President. .... Helen C. Nelson  
 Secretary ..... Alice Pach  
 Art Director. .... Colleen Sullivan  
 Radio, Copy, Pub. Dir. .... Robert S. Cragin  
 TV Director. .... Robert Stone  
 Radio Time Buyer. .... Ruth W. Wark  
 TV Time, Space Buyer. .... Robert Groff  
*Radio Transcription Production Accounts:*  
 General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal),

New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

*Television Film Production Accounts:*  
 Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

*Television Accounts (Time):* Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.

**TED NELSON ASSOCIATES**

730 Fifth Ave., New York 19, N. Y.  
 Phone: Circle 6-8470

Owner ..... Ted Nelson  
 Production Dir. .... Sol Lipset  
 Account Exec. .... Jack Fields  
 Script Dir. .... Richard Diamond  
*Radio & TV Accounts:* Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.; Tentenna (Indoor Antenna), N. Y., N. Y.; Vocational Guidance Manual, N. Y., N. Y.

**NEWMAN, LYNDE & ASSOCIATES, INC.**

1628 San Marco Blvd., Jacksonville 2, Fla.  
 Phone: 98-9721  
 ABC—ABP—ANPA

Pres., Treas. .... Hunter Lynde  
 V.P.-Dir. .... David E. Robeson  
 Secy. .... Ronald G. Sercombe  
*Radio Accounts:* Bond-Howell Lumber Co. (Bldg. Supplies); Sarasota Meat Packing, Tampa; Blue Cross-Blue Shield of Fla., Jacksonville, Fla.; Jacobs Jewelers, Fla. Agricultural Supply Co., Clair Mel Bldrs., Inc., Fla. Chip-Steak Co., J. H. Swisher & Son, Inc. (Cigars), Northeast Fla.; Optometrical Assoc.

**R. T. O'CONNELL COMPANY**

420 Madison Ave., New York 17, N. Y.  
 Phone: Plaza 3-5412  
 AAAA—ABP—PPA—APA

Pres., Radio-TV Dir. .... R. T. O'Connell  
 Exec. Vice Pres. .... Ethel Merklen  
 Vice President. .... George Miller  
*Radio Accounts:* Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

**OGILVY, BENSON & MATHER INC.**

589 Fifth Ave., N. Y. 17, N. Y.  
 Phone: MU 8-6100

President ..... David Ogilvy  
 Vice Presidents..... Stephen Dietz,  
 Howard Connell, Rollin C. Smith, David  
 Margaretten, Judson Irish, Lucille Goold,  
 Eleanor Dean, William S. Blair, James J.  
 McCaffrey, Shelby H. Page  
 Radio-TV Dir..... Howard Connell  
 Manager ..... Frank Brandt  
*Radio and TV Accounts:* Lever Brothers  
 (Rinso, Good Luck Margarine), N. Y.;  
 Campbell Soup Co. (Franco-American  
 Products), Camden, N. J.; Helena Rubins-  
 tein, Inc. (Cosmetics), N. Y.; Schwegges  
 Ltd. (U.S.A.).

**OLIAN ADVERTISING CO.**

4110 Lindell, St. Louis 8, Mo.  
 Phone: JE 14977

Pres..... Harold A. Thomas  
 Controller ..... Florence Treadway  
 Vice Pres..... James Spencer  
 Radio-TV Pro. Dir..... Peggy Leonhardt  
 Media Dir..... Alice McDonough  
 Fashion Cord..... Patricia Mansfield  
*Radio Accounts:* Reddi-Wip, Inc. (Local);  
 Sayman Products Co. (Soap); Dairy Council  
 of St. Louis (Milk Products); Vinmar Co.  
 (Hurry Curl and Vinmar Cream Shampoo).  
*TV Accounts:* General Grocer Co. (Man-  
 hattan Coffee); Dining Car Coffee Co.;  
 Dairy Council of St. Louis; Knapp-Monarch  
 Co. (Small Electrical Appliances); Reddi-  
 Wip Inc.

**OLMSTED & FOLEY**

1200 2nd Ave. So., Minneapolis 3, Minn.  
 Phone: ATLantic 8166

AAAA-ABC-ABP-ANPA-AFA

Exec. Partner..... Ward H. Olmsted  
 Exec. Partner..... John T. Foley  
 Partner..... John K. Mortland  
 Partner..... Robert B. Pile  
 Partners..... G. C. Hellickson,  
 Ward Olmstead  
 Radio-TV Dir..... B. G. Morison  
 Time Buyer..... W. T. Way  
*Radio Accounts:* Marshall-Wells Company  
 (Appliances, Paints, etc.), Duluth, Minn.; Re-  
 gan Brothers (Holsum Bread), Minneapolis,  
 Minn.; Rochester Dairy (Dairy Products),  
 Rochester, Minn.; Russell-Miller Milling  
 Company, Occident Flour & Mixes, Minne-  
 apolis, Minn.; Clover Leaf Creamery Co.  
 (Dairy Products), Minneapolis, Minn.;  
 Owatonna Canning Co. (Canned Goods),  
 Owatonna, Minn.; Northland Milk & Ice  
 Cream Co. (Dairy Products), Minneapolis,  
 Minn.; Northwest K-F-Willys (Automotive),  
 Minneapolis, Minn.; W. H. Barber Co.  
 (Petro Prod.); 1st Nat. Bk., Minn.; North  
 American Life & Cas. Co., Minn.; Poplar  
 Canning Co. (Pie Mixes), Poplar, Wisc.;  
 Hotel Leamington (Hotel), Minneapolis,  
 Minn.

*TV Accounts:* 1st National Bank, Minne-  
 apolis, Minn.; Regan Brothers (Holsum  
 Bread), Minneapolis, Minn.; Russell-Miller  
 Milling Company (Occident Flour & Mixes,

Farm Feeds, American Beauty Flour & Mixes  
 — Dallas, Texas), Minneapolis, Minn.;  
 Northland Milk & Ice Cream Co. (Dairy  
 Products), Minneapolis, Minn.; Nevens Co.  
 (Laundry & Dry Cleaning), Minneapolis,  
 Minn.; Northwest K-F-Willys (Automobiles),  
 Minneapolis, Minn.; Hotel Leamington  
 (Hotel), Minneapolis, Minn.; Marshall-Wells  
 Co.; Clover-Leaf Creamery Co.; Dodge Labs.,  
 Inc.; Poplar Canning Co.

**ROBERT W. ORR & ASSOCIATES,  
 INC.**

4 W. 58th St., New York 19, N. Y.  
 Phone: PLaza 9-8050  
 ANPA-NOAB-PPA

President..... Robert W. Orr  
 Vice-Pres..... Eldon Sullivan  
 Vice-President ..... Freemont Knittle  
 As-t. to Pres.-Treas..... Robert P. Clark  
 Radio-TV Director..... Lou Ergman  
*Radio Accounts:* Andrew Jergens Co.  
 (Woodbury & Jergens), Cincinnati, O.  
*TV Accounts:* Andrew Jergens Co.

**W. WALLACE ORR, INC.**

1518 Walnut St., Philadelphia 2, Pa.  
 Phone: KIngsey 6-4140  
 PPA-APA

President..... W. Wallace Orr  
 V.P. & Asst. to Pres... George J. Kerrigan, Jr.  
 Vice Presidents..... Edward Barker III,  
 Edward D. Barker II  
 Sec'y & Treas..... Willard W. Hughes  
 Art Dir..... Silvio Romano  
 Copy Chief..... Morton Berry  
 Space & Time Buyer..... Patricia Korth  
*Accounts:* Atlantic City Racing Assn.;  
 Clover Hill Foods Inc.; Gillespie Motors  
 Inc.; Horlacher Brewing Co.; Michell,  
 Henry F. Co.; O'Brien Machinery Co.; Penn  
 Brook Ice Cream Co.; Penn Branch Frosted  
 Foods; Phila. American League Baseball  
 Club; Van Tool, Inc.; Radio Station WIBG.

**MERRITT OWENS ADV. AGENCY,  
 INC.**

365 New Brotherhood Bldg.,  
 Kansas City 1, Kans.  
 Phone: Dr 7250  
 ABP-ANPA-APA-FAAG

President ..... Merritt Owens  
 Vice-President..... R. Grant Neds  
 Production Mgr..... Glenn A. Scott  
 Radio-TV Director..... Earl Allvine  
*Radio Accounts:* Charles F. Curry (Real  
 Estate), Kansas City, Mo.; Kansas City Sav-  
 ings & Loan League; De Coursey Creamery  
 Co. (Ice Cream), Kansas City; Inter-State  
 Building & Loan Assn., Kansas City; Sod-  
 iphene Co. (Mouth Wash), Kansas City;  
 Chevrolet Dealers of Kansas City.

*TV Accounts:* Zephyr Ventilated Awning  
 Co., Minneapolis, Omaha, Kansas City;  
 Feld Chevrolet (Cars & Trucks), Kansas  
 City; Chevrolet Dealers of Kansas City;  
 Kelley-Williams Motor Co. (Ford Dealer),

Kansas City; De Coursey Creamery Co.; Consolidated Rebuilders (Rebuilt Motors). Kansas City.

**PACE ADVERTISING AGENCY, INC.**

251 West 42nd St., N. Y. 36, N. Y.  
Phone: OXford 5-1143

ABP

President ..... Elias Schonberger  
Exec. V.P. .... Peter Frenkel  
V.P. & Merch. Dir. .... David E. Winnick  
Sec'y & Treas. .... Max Weintraub  
Copy Chief. .... Seymour Altman  
Art Dir. .... Elmer Pfeffer  
Prod. Mgr. .... Bernard Fabiau  
Radio Time Buyer. .... Betty Silon  
Media Dir., Space Buyer. .... Gene Lew  
Research Dir. .... Jay Dresner  
Pub. Dir. .... Barbara Flamm  
Acct. Executives. .... David E. Winnick,  
Seymour Schwartz, Lawrence Nelson,  
Aaron W. Davis, Jay Dresner, Betty Silon,  
Peter Frenkel, Elias Schonberger, Robert  
Rothstein

Accounts: American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace.; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; Greenfield, Albert M.; Kentucky Distilling Co., Inc.; Klein & Teicholz; Le May, A., & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N., & Son.; Overhead & Modern-fold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co., Inc.; Transoceanic Fisheries; United Metal Box Co., Inc.; Viking Air Service; Wagner Mfg.

**PACIFIC NATIONAL ADVERTISING AGENCY**

2124 4th Ave., Seattle 1, Wash.  
Phone: ELiot 1401

AAAA-ABP-ANPA

Chrm. of Board. .... Wm. H. Horsley  
President ..... Trevor Evans  
Vice Presidents. .... Vernon L. Cary,  
Milton Foland  
Secretary ..... Frank Horsley  
Treasurer. .... Calvin W. Franklin  
Radio-TV Production. .... Grant Merrill,  
Geo. Glavin  
Time Buyer. .... Gertrude M. Nyman

*Branch Offices*

606 Chronicle Bldg., Spokane, Wash.  
Phone: MADison 4371

Manager. .... Vernon L. Cary  
715 Cascade Bldg., Portland, Oregon  
Phone: CApital 1021

Manager. .... Milton A. Foland  
48 Second St., San Francisco 5, Calif.  
Phone: DOuglas 2-6947

Manager ..... Roger Wurtz  
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farm-

ers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Washington State Apple Commission (Soft Fruits).

TV Accounts: Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Fisher Flouring Mills Company; Washington Cooperative Farmers Association; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Apple Commission; Washington State Fruit Commission; William O. McKay Company, Howe & Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

**PARIS & PEART**

370 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 9-2424

ABP-ANPA-APA-PPA-ABC-NOAB  
NBP

Partners. .... A. G. Peart, J. A. H. Rehm  
Comptroller ..... Thayer Durell  
Media, Research Dir. .... H. L. Mooney  
Art Director. .... F. Yelinek  
Production Mgr. .... R. Largo  
Acct. Execs. .... S. C. Bernsley,  
W. Byrne, D. C. Porteous,

Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; British Publications Inc., N. Y.; Business Organization, Inc., N. Y.; Colonna, J., Bros.; Commonwealth Home Products Inc.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Federal Sweets & Biscuit Co., Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Groveton Papers Co.; Home Style Food Products Co. Inc.; Ice Cream Novelties Div. of Fruit Products Corp.; Joe Lowe Corp.; Kannengiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Nat'l Creamery Co.; Nat'l Dairy Products Corp.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Rockwood & Co. Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Searamelli & Co. Inc.; Serto Packing Co.; Silex Co.; Skinner & Eddy Corp. Inc.; So. Car. Peach Growers Assn.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.

**PEARSON ADV. AGENCY, INC.**

250 Park Ave., New York 17, N. Y.  
Phone: MUrray Hill 8-3055

PPA-ANPA

President-Treasurer. .... C. H. Pearson  
Radio Accounts: Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

**PECK ADV. AGENCY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-0900  
ANPA

Chairman of the Board.....Harry Peck  
President.....Harry Krawit  
Vice-Presidents.....Norman Mack,  
Sidney Alexander, John Schuman  
V.P. Radio-TV.....S. S. Schweitzer  
*Radio Accounts:* Howard Clothes (Men's  
& Boys' Furnishings), Old Dutch Coffee &  
Caffe Espresso (Coffee), Charles of the Ritz  
(Cosmetics), Amazona Germicidal Floor  
Wax, Bklyn., N. Y., Francis H. Leggett (Food  
Products), N. Y., Tuck Cellophane & Deco-  
rator Tape, N. Y.

*TV Accounts:* Same as Radio plus Chunky  
Chocolate Corp. (Chocolates), N. Y.

**PERRIN-PAUS COMPANY**

8 South Michigan Ave., Chicago 3, Ill.  
Phone: RA 6-7923

ABC-ABP-ANPA-AFA-PPA-APA  
President.....Earl R. Perrin  
Vice-President.....Donald L. Paus  
Media Dir. & Coordinator...Linea Vanderlaag  
Office Manager.....Marion Tagney  
Production Manager.....James Walsh  
Research Director.....Peggy Knoel  
Director, Industrial Adv....Patrick Charter  
Controller.....Ann Zemke

*Branch Office*

730 Fifth Ave., New York 19, N. Y.  
Phone: PL 7-6120

Director of Radio, TV and Color  
Program Development...Elliot Saunders  
Prod. Supv. & Acct. Ex... Tye R. Robinson  
Copy Supv. & Bus. Mgr....Earl V. Perrin  
Dir. Public Rel. & Publicity....Ted Hudes  
TV Food Consultants.....Charles Sigerty  
Kit Kinney  
Color TV Consultant.....Michael Case  
*Radio Accounts:* Sunbeam Corp; Kosto  
Gelatin Desserts; Faultless Caster Corp.  
*TV Accounts:* Sunbeam Appliance Divi-  
sion; Sunbeam Rain-King Division; Sun-  
beam Stewart Division; Faultless Caster  
Corp.

**THE PHILLIPS-RAMSEY CO.**

604 First National Bldg., San Diego 1, Calif.  
Phone: BELmont 4-6401

Partners.....William L. Phillips,  
Charles C. Ramsey  
Media Director.....Robert F. Lewis  
Radio-TV Dir.....Orva W. Huff  
*Radio Accounts:* Arden Farms Co. (Dairy  
Products), Silver Gate Bldg. & Loan (Savings  
& Loan Assn.), Dennstedt Electro Mart  
(Electrical Appliances), First Nat'l Bank,  
San Diego, Calif.; Walt Tufford De Soto-  
Plymouth (Auto Dealer), San Diego, Calif.;  
Alsynite Co. of America (Fiber Glass  
Panels); Community Chest; Mrs. Conkling's  
Bakery; Food Basket (Super Market Chain);  
Severin Building Company; Stanley An-  
drews Sporting Goods; Walker-Scott Corpo-  
ration (Department Store); San Diego,  
Calif.; Frosty Freezer, Hazard Concrete

Products, Inc., Better Business Bureau,  
Kuchel Committee, Convention Tourist  
Bureau.

*TV Accounts:* Arden Farms Co., First Nat'l  
Bank, San Diego, Calif.; Alsynite Co. of  
America; Community Chest; First National  
Trust & Savings Bank; Food Basket; Silver  
Gate Building & Loan Association; Stanley  
Andrews Sporting Goods; Walt Tufford;  
Walker-Scott Corp.; Convention Tourist  
Bureau, Tie Master, Kuchel Comm.

**PITLUK ADVERTISING COMPANY**

123 Auditorium Circle, San Antonio 5, Texas  
Phone: Cathedral 3-6131  
APA-PPA-NOAB-SNPA-TAAN  
ABP-ANPA

Partner.....Jack N. Pitluk, Sr.  
Partner.....Jack N. Pitluk, Jr.  
Acct. Execs.....C. Carolus, Evans Wyatt  
Public Relations Dir.....Jim Battersby  
Radio Director.....Margaret Morrison  
TV Director.....Dave Hubbard  
*Radio-TV Accounts:* Joske's of Texas  
(Department Store), San Antonio, Tex.;  
Handy Andy Community Stores (Chain  
Grocery Stores), San Antonio, Tex.; Fehr  
Baking Company, (Fair Maid Bread &  
Cakes), San Antonio, Tex.; Roegelien Provi-  
sion Company (Bacon, Sausages), San An-  
tonio, Tex.

**PORTER & ASSOCIATES**

1001 North Western Ave., Los Angeles 29,  
Calif.

Phone: HOLlywood 5-0580  
Owner, Sales Mgr.....Irwin T. Porter  
Part., Chg. Prod. Dept...Gertrude T. Porter  
Account Executive.....Jerry Baron  
*Radio-TV Accounts:* Peerless Suede Clean-  
ers, Los Angeles; Adventure Minia-Tours,  
Santa Monica; Tony Wayne Health Studios,  
Beverly Hills; Hollywood Athletic Club;  
Sachi, Custom Gowns, Los Angeles; Curson  
Auto Works, Los Angeles.

**R. J. POTTS-CALKINS & HOLDEN  
INC.**

2233 Grand Ave., Kansas City 8, Mo.  
Phone: Gr 5775

ANPA-NOAB-PPA-ABP  
Chrm. of Board.....R. J. Potts  
President.....J. B. Woodbury  
Exec. V.P.....W. M. Giesecke  
Vice Pres.....E. A. Warner,  
C. C. Tucker, C. L. Robinson, Al Coleman,  
G. F. McGill, John K. Barton  
Sec'y Treas.....C. C. McMillan  
Radio-TV Dir.....William J. Brewer  
Radio-TV Acct. Dir.....Gene Dennis,  
Al Christy, Connie Connor  
Time Buyers..Helen Church, Helen Hoover  
Film Buyer.....Si Christy  
Film Dir.....R. M. Masters  
Animation Dir.....Clark Davis

**PRATER ADVERTISING AGENCY,  
INC.**

705 Chestnut St., St. Louis 1, Mo.

Phone: Garfield 1-6490  
 ABP-ANPA-AFA

President.....George L. Prater  
 Vice-President.....M. T. Prater  
 Vice-Pres.....G. L. Calvert  
 Art Dir.....Walter Miller  
 Secretary.....Mary E. Johnson  
 Copy Chief.....Barbara Brock  
*Radio Account:* Falls City Brewing Co.,  
 Inc. (Falls City Beer), Louisville, Ky.  
*TV Account:* Falls City Brewing Co., Inc.  
 (Falls City Beer), Louisville, Ky.

**J. G. PROCTOR COMPANY, INC.**

250 Fifth Ave., New York 17, N. Y.  
 Phone: PLaza 3-5252-3  
 PPA

President.....J. G. Proctor  
 V.P. & Acct. Exec.....Ray Hanna  
 Secretary.....M. S. Proctor  
 Art Dir. & Prod. Mgr.....M. Sholle  
 Space Buyer.....John Muller  
*Accounts:* Addis Co.; Allied Purchasing  
 Corp.; Brevity Coats & Suits; British Con-  
 tinental Sales Co.; Chauncy Woolen Mills;  
 Fairchild Sons; Fouke Fur Co.; Fredrica  
 Furs Inc.; Freed's Fur Shop Frost Bros.;  
 Hausman M. & Sons; Horne, Joseph, Co.;  
 Joske's of Texas; Levenson Co.; Lexington  
 Corp.; Norwegian Fur Breeders Ass'n;  
 Paden City Pottery Co.; Pasquier, Michel;  
 Peerless Film Processing Corp.; Revillon  
 Freres; Southwest African Persian Lamb  
 Industry Advisory Board; Steeplechase  
 Park; Superior Fur Dyeing Corp.; Titch-  
 Goettinger Co.; Zimmerman-Scher Co.

**PRODUCT SERVICES, INC.**

17 East 45th Street, New York City  
 Phone: MURray Hill 7-0204

President.....Les L. Persky  
 Vice-President.....Charles K. Hepner  
 Public Rel. Dir.....N. R. Lorman  
 Time Buyer.....Martha Rose  
 Acct. Execs.....Si Lewis,  
 H. Liebenson, N. R. Lorman, Les L. Persky  
*Radio Accounts:* Strauss Stores Corp.,  
 N. Y. & Conn. (Auto Accessory Chain);  
 Protam Pharmaceutical Co. (Reducing Aids).  
*TV Accounts:* Roto-Broil Corp. of Amer-  
 ica (rotisseries); Sachs Quality Stores (Fur-  
 niture Chain); ZipKnit Corp. (Knitting  
 Machines); Pro-Kleen Industries (Rug &  
 Upholstery Cleaner); Olympic Radio &  
 Television, Inc. (Electronic and Communi-  
 cation Equipment); Internat'l Molded Plas-  
 tics (Plastic Dinnerware and Struetoglass);  
 Protam Pharmaceutical Co. (Reducing Aids);  
 Harriet Andre, Inc. (Cosmetic Products);  
 John Andre, Inc. (Drug Products).

**CHARLES O. PUFFER ADVERTISING**

57 East Jackson Blvd., Chicago 4, Ill.  
 Phone: WEHster 9-4478  
 ABP

President.....Charles O. Puffer

Art Director.....John Von Dorn  
 Prod. Mgr.....Gloria Ricki  
 Publicity Dir.....Herbert Kraus  
 Acct. Exec.....Charles O. Puffer  
*Accounts:* Ceco Steel Products Corp.; Dix  
 Food Specialties; Jeen-Air Products Corp.;  
 Kewanee Ross Corp.; McAlear Mfg. Co.;  
 Northwest Radio & Television School.

**THE L. W. RAMSEY ADV. AGENCY**

230 No. Michigan Ave., Chicago 1, Ill.  
 Phone: FRanklin 2-8155

ABP-ANPA-APA-PPA-NOAB  
 Pres. & Treas.....E. G. Naeckel  
 Vice-President.....L. H. Copeland  
 Vice-President.....N. B. Langworthy  
 Art Director.....E. J. McCabe  
 Media Director.....Dorothy L. Parsons  
 Acct. Executives.....Lon W. Ramsey,  
 R. L. Brown, Dwight B. Mitchell  
*Branch Office*

111 East 3rd St., Davenport, Iowa  
 Phone: 6-0157

Acct. Exec. & Tech.Consul....W. A. Giraldi  
*Accounts:* American Machine & Metals  
 Inc.; Bituminous Casualty Corp.; Boetje  
 Foods Inc.; Dairy Queen Nat'l Trade Assn.  
 Inc.; Daisy Mfg. Co.; Davenport Papers, The  
 Daily Times & Morning Democrat; Larson,  
 J. C., Co. Inc.; McFadden 3 Sisters Springs,  
 Hot Springs National Park, Ark Mineral  
 Spring Water; Motor Club of Iowa; Radio  
 Stations KGLO, WTAD; Rolscreen Co.; Saw-  
 yer Biscuit Co. (Western Div.); Starck P. A.,  
 Piano Co.; Station WOC, Tri-City Bestg.  
 Co.; Western Grocer Marshalltown, Ia.

**THE RANDALL COMPANY**

75 Pearl St., Hartford 3, Conn.  
 Phone: 7-1179

ABC

President.....Wilbur W. Randall  
 Art Director.....Robert I. Berger  
 Radio & TV Director....Florence F. Grady  
*Radio Accounts:* Stackpole Moore &  
 Tryon (Clothing), Hartford, Conn.  
*TV Accounts:* Hartford Gas Co., Emerson  
 Radio of Conn., George E. Dewey.

**REACH, YATES & MATTOON, INC.**

720 Fifth Ave., N. Y. 19, N. Y.  
 Phone: PL 7-7676

AAAA-ABP-ANPA-APA-PPA-NOAB  
 Pres. & Treas.....Chas. Dallas Reach  
 Exec. V.P., Gen. Mgr.....F. R. Risley  
 Vice-Pres.....H. H. Black  
 Sec. & Art Dir.....Everett Sahrbeck  
 Asst. Sec. & Treas.....Wm. F. Renz

*Branch Office*

69 Washington St., Newark 2, N. J.  
 Phone: MARket 3-5100

*Radio Accounts:* Dugan Brothers (Baked  
 Goods), N. J. Bell Telephone, Newark, N.  
 J.; Koppers Co. (Coke Fuel); Philadelphia  
 Coke Co.

*TV Accounts:* Koppers Co. (Coke Fuel),

New York, N. Y.; Philadelphia Coke Co.; Dugan Bros. (Baked Goods).

**REACH, YATES & MATTOON, INC.**

720 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-7676

AAAA-ABP-ANPA-APA-NBP-NOAB  
PPA

Chrm. of Board, Treas...Chas. Dallas Reach  
President.....Henry A. Mattoon  
Exec. V.P.....James Yates  
Vice Presidents.....Francis R. Risley,  
Frederick O. Perkins, Harold H. Black,  
Daniel M. Bernheim

Director.....Louis G. Bissell  
Traffic Mgr.....Marlene Macey

*Branch Office*

66 Washington St., Newark 2, N. J.

Exec. V.P.....Francis R. Risley  
Phone: MARket 3-5100

*Radio Accounts:* Wunderbrau Brewing Co. (Beer), Cincinnati, Ohio; Red Top Brewing Co. (Beer & Ale), Cincinnati, Ohio; Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves), N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearny, N. J.

*TV Accounts:* Wunderbrau Brewing Co.; Red Top Brewing Co.; Larus & Brother Co., Inc.; International Latex Corp.

**JAMES R. REESE ADVERTISING CO.**

15 West 10th St., Kansas City 6, Mo.

Phone: VICTor 5269

APA-ABP-ANPA

Owner.....James R. Reese  
*Accounts:* Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

**KNOX REEVES ADVERTISING, INC.**

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: BRidgeport 7701

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA-NBP

President.....E. E. Sylvestre  
Executive Vice-Pres.....Wayne Hunt  
Vice-Presidents.....J. H. Sarles,  
Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, R. H. Burbank, Elizabeth B. Gray, T. A. Casey, Loren P. Herder

V.P., Radio & TV Dir.....R. E. Neff  
V.P., Media, Research Dir....Dr. A. R. Root  
Radio, TV Prog. Dir.....W. S. Shepherd  
Time Buyer.....Coy Bender

*Radio Accounts:* General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.

*TV Accounts:* Art Instruction, Inc., General Mills, Midland National Bank, Pacific Gamble Robinson Co., Minneapolis.

**REINCKE, MEYER & FINN, INC.**

520 N. Michigan Ave., Chicago 11, Ill.

Phone: WHitehall 4-7440

ABP-ABC-AFA

President .....Wallace Meyer  
Vice-Pres. & Treas.....C. A. Reincke  
Vice-Pres. & Sec.....A. L. Reincke  
Vice-Presidents...Gordon Taylor, J. J. Finn  
Radio-TV Director.....Frank M. Baker  
Media Director.....John Priebe  
Space Buyer.....J. F. Brown

*Radio Accounts:* Chicago Burlington & Quincy (Railroad travel), American Chain & Cable Co. (Tire Chains), York, Pa.; Anderson Co. (Wipers), Gary, Ind.; Webster Electric Co. (Recorders), Racine, Wisc.; Cartan Travel Bureau, Inc., Chicago, Ill.

*TV Accounts:* American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.; Webster Elec. Co. (Recorders), Racine, Wisc.

**THE REINGOLD CO., INC.**

10 State St., Boston 9, Mass.

Phone: CApital 7-6111

ANPA-PPA-ABP-AAAA-APA-NAAN  
President & Treas.....Harry I. Reingold  
Art Director.....George Wilson  
Production Manager.....Ruleffe Barbour  
Copy Chief.....Harry Dodsworth  
Media Dir. & Radio Time Buyer

Thomas J. Bowen

*Radio-TV Accounts:* Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

**REINHARDT, ADVERTISING INC.**

1736 Franklin St., Oakland 12, Calif.

Phone: TEMplebar 2-2408

ABP-ANPA-APA

President .....Emil Reinhardt  
Account Dir.....Joseph Connor  
Time Buyer.....A. Leo Bowman  
TV & Radio Dir.....Cecil Webb, Jr.  
Radio, TV Contracts.....Adeline Schow

*Radio Accounts:* Acme Packing Co., (Dog Food), San Francisco; Walter N. Boysen Company (Paints), Oakland and Los Angeles; Home Bakers, Inc. (Bread), Sacramento; Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Pacific Guano Company (Fertilizers), Berkeley; Par-T-Pak Beverages (Soft Drinks), Oakland; San Francisco Bank; San Francisco Brewing Company (Beer); Tuttle Cheese Company, Oakland.

*TV Accounts:* Kilpatrick's Bakery (Bread), San Francisco, Calif.; Walter N. Boysen Co. (Paints), Oakland, Calif.; Home Bakers, Inc. (Bread), San Francisco and Sacramento; San Francisco Brewing Co.

(Beer): Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

**E. W. REYNOLDS LIMITED**

355 King St., West Toronto 1, Ont., Canada  
Phone: Empire 8-6157

Chairman of Bd. .... Edward W. Reynolds  
Pres., Gen. Mgr. .... C. Warren Reynolds  
Vice-President. .... J. H. Mitchell  
Sec. & Treas. .... Fred Banks  
Director. .... N. Stuart Walton  
Radio-TV Dir. .... H. E. Karpus  
Director. .... H. D. R. Newby

*Branch Office*

985 Sherbrooke St. W., Montreal, Quebec  
Phone: LAncaster 3745

Exec.-in-Charge. .... H. J. Tingle  
*Radio Accounts:* Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kobler, Ltd. (Harmonicas & Accordions), Toronto; General Mills Ltd., Toronto; Bendix Home Laundry, Weston, Ont.; Hallcrafters Ltd. (Radio-TV sets), Toronto; Seabrook Farms Ltd., Toronto; Laurence Motors (Autos), Toronto.

*TV Accounts:* Moffats, Ltd. (Ranges), Toronto; General Mills; Bendix; Morton Frozen Foods, Toronto.

**RHOADES & DAVIS**

642 Commercial St., San Francisco 11, Calif.  
Phone: EXbrook 2-2870

Partner. .... Robert O. Davis  
Vice Presidents. .... Carl Wilkins,  
Gault Davis

Time Buyer. .... Faye Hanger

*Branch Office*

1201 W. Fourth St., Los Angeles 17, Calif.  
Phone: Michigan 3296

Partner. .... T. D. Scholts  
Radio-TV Dir. .... Faythe Vent  
Vice Pres. .... G. A. Honold

**FLETCHER D. RICHARDS, INC.**

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: JU 6-5400

AAAA

Chairman & Pres. .... Fletcher D. Richards  
Vice-Presidents. .... Eugene I. Harrington,  
Bradley A. Walker, Radeliffe Romeyn, E.  
D. Hill, K. Young, E. A. Gray, J. E. Shepherd,  
John Kuncatu, Ross Collins

Sec.-Treas. .... Duane W. Beurmann  
Vice-Pres. & Media Dir. .... E. A. Elliot  
Svprs. Radio-TV Comm. .... S. J. Frolick  
Radio-TV Prod. Chief. .... Robert S. Colodzin  
Copy Chief. .... William L. Russell  
Radio & TV

Prog. Dept. .... Edwin S. Reynolds

*Branch Offices*

221 N. La Salle St., Chicago, Ill.

Manager. .... George T. Jahnke  
**HARRINGTON & RICHARDS:** Division of  
F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.

Exec.-in-Charge. .... Eugene Harrington

5816 Wilshire Blvd., Los Angeles, Calif.  
Exec.-in-Charge. .... Greacen Mitchell

*Radio Accounts:* American Machine & Foundry Co. (Roadmaster Bicycles); Avonet Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Nangatuck Chemical Div., Fisk Tire Co. Div.; Waterman Pen Co.

*TV Accounts:* Avonet Company; Eastern Air Lines; U. S. Rubber Company—Tire Division, Footwear Div. (Keds); American Machine & Foundry Co.; Hathaway Manufacturing Co.

**M. EVANS RICHMOND ADV. AGENCY**

127 So. 22nd St., Philadelphia 3, Pa.  
Phone: LOcust 7-1674-5

Pres. & Radio Time Buyer

M. Evans Richmond

Art Director. .... D. Bowers  
Production Mgr. .... D. Blaine

*Branch Office*

230 Boylston St., Boston 16, Mass.

Exec.-in-Charge. .... Robert S. Richmond  
Yucca Vine Bldg., Hollywood, Calif.

Exec.-in-Charge. .... Morey K. Reiss

**RINGER & ASSOCIATES, INC.**

712 S. Curson Ave., Los Angeles 36, Calif.  
Phone: WEBster 3-8131

AAAA—ABP—ANPA

President. .... Lee Ringer

**DAN RIVKIN AGENCY**

1418 Walnut St., Philadelphia 2, Pa.  
Phone: PE 5-5766

Owner. .... Dan Rivkin

*Radio Accounts:* John Kohler (Clothing), Ford Optical Co., Phila.; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes, Chase & Walker (Real Estate), Phila., Pa.

**ELWOOD J. ROBINSON & CO.**

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: MUTual 6293

ABP—ANPA—PPA—APA

President. .... Elwood J. Robinson  
Vice-President. .... Melvin A. Jensen

Secretary. .... Eola E. Gass  
TV Director. .... Talbot Johns

Media Dir. .... R. C. Neuman

*Radio-TV Accounts:* Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.



*TV Accounts:* Cinch Products, Inc. (Baking Mixes), Los Angeles, Calif.; Loma Linda Food Co. (Food Products), Arlington, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.

**ROCHE, WILLIAMS & CLEARY, INC.**

135 S. LaSalle St., Chicago 3, Ill.  
Phone: RAndolph 6-9760  
ANPA—ABP

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Vice-Presidents.....J. M. Cleary,  
S. Weston, Lloyd Maxwell, J. V. Gilmour,  
John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman, Rhoades V. Newbell, R. H. Stracke, Frank Hakewill  
Radio Director.....Phil Stewart  
Time Buyer.....N. J. Cavanaugh  
*Radio Accounts:* Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewart's Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

*TV Accounts:* Stewart & Ashby Coffee Co. Chicago; The Studebaker Corp., South Bend, Ind.

**ROCKLIN IRVING & ASSOCIATES**

32 W. Randolph St., Chicago 1, Ill.  
Phone: RAndolph 6-2324

President.....Irving Rocklin  
Continuity Director.....M. Lovinger  
Account Executives.....Sidney Bernberg,  
Ira Segall, Gerald Addis, Edw. Lovinger  
Radio Director.....Trina Shuchat  
Art Dir.....Lou Burrows  
TV Director.....Irving Rocklin  
Film Buyer.....Sue Wurtzburg  
Production.....Shirley Brutzkus  
Helen Wurtzburg

*Radio Accounts:* Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Chicago Furniture Mart (Furniture); Balaban Floor Covering (Floor coverings); M. Hyman & Son (clothing), Chicago; Henry's Drive-In, Chicago; Morton Motors, Chicago; Autocover Products (Car Accessories); Sid's Factory Shoe Outlet (Shoes), Chicago.

*TV Accounts:* Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Cole-Finder, Inc. (Mercury dealer); Studebaker Sales of Chicago; Chrysler-Plymouth on Devon; Community Surplus Stores, (Clothing), Chicago, Northtown Auto Sales, Avenue Packard Sales.

**ROGERS & SMITH ADV. AGENCY**

20 North Wacker Dr., Chicago 6, Ill.  
Phone: DEarborn 2-0020  
ABP—ANPA—APA—PPA—SNPA—NOAB  
SAAA

President.....W. J. Krebs  
Exec. Vice-Pres.....Ray H. Reynolds  
Asst. Treasurer.....Howard N. Smith  
Treasurer.....George C. Huppertz  
Secretary.....Olive A. Kinloch  
Vice-Pres. & Copy Chief...Robert L. Headen  
Radio Director.....Lawrence E. DuPont

*Branch Offices*

Reserve Loan Life Bldg., Dallas 1, Tex.  
Exec. V.P. & Mgr.....R. E. Brooks  
1004 Baltimore Ave., Kansas City 6, Mo.  
Exec. V.P. & Mgr.....B. G. Wassser  
*Radio Accounts:* Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brcst. Co.

*TV Accounts:* T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

**RONALDS ADV. AGENCY, LTD.**

1440 St. Catherine St. W., Montreal, Can.  
Phone: University 6-9471  
AAAA—ABC—ANPA

President.....Russell C. Ronalds  
Vice-President.....F. deB. Walker  
Treasurer.....Angus Ahern  
TV-Radio Dir.....Frank Starr  
Asst. to Radio Dir.....Gerry Lodge

*Branch Offices*

108 Peter St., Toronto, Ont., Canada  
Phone: EMpire 3-0237  
Vice Pres.....R. J. Avery  
409 Petroleum Bldg., Edmonton  
Alberta, Can.  
Manager.....Hal Sparkman

Phone: 2-8356

Dacre House, Arundel St., London, England  
*Radio Accounts:* J. H. Andrews Ltd., (Tintex Tints & Dyes); Frank Badger Co. Ltd. (Stopette & Stopette Poof); Bovril (Canada), Ltd., (Bovril); Bristol-Myers Co. of Canada Ltd.; Canadian Arena Co.; Canadian Industries Ltd. (Agricultural Chemicals Div.); Canadian Shaler Products Co. Ltd. (Rislone); Dominion Govt. (Army, Canada Savings Bonds); Fueloil & Equipment Ltd.

*TV Accounts:* McColl-Frontenac Oil Co. Ltd., (Texaco); Necchi Sewing Machines (Canada), Ltd.; Nestle Ltd. (Maggi Soups); Niagara Finance Co. Ltd.; Orient Hosiery Sales Ltd.; Presto Lighters; William W. Warner & Co. Ltd., (Sloan's Liniment, Rheumatisine); Norwich Pharmacal, (Pepto-Bismol).

**WILLIAM GANSON ROSE, INC.**

1330 Williamson Bldg., Cleveland 14, O.  
Phone: TOWER 1-6171

Pres., Treas., Radio Dir.  
William Ganson Rose  
Vice-Presidents.....Frank Pelton,  
L. C. Brown

Production Mgr. .... Joan Burke  
*Radio Accounts:* Bailey Co., Higbee Co.,  
 Mass. Mutual Life Insurance Co., Public  
 Square Relations.

**ROSE-MARTIN, INC.**

21 West 40th St., New York 36, N. Y.  
 Phone: JUdson 2-3550  
 ABP—ANPA—APA

President.....Irl W. Rose  
 Vice-Pres.....Irl W. Rose, II  
 Secretary-Treasurer.....John B. Martin  
 Media Director.....G. M. Rundbaken  
 Production Manager.....John A. Boule  
 Comptroller & Off. Mgr....D. R. Rademaker  
*Radio Accounts:* The Public Nat'l Bank &  
 Trust Co. of N. Y.; American Kitchen Pro-  
 ducts Co. (Stereo Bonillon Cubes); Twin  
 City Shellac Co., Inc. (Dan-Dee Floor Pol-  
 ish); E. Regensburg & Sons (Admiratio  
 n Cigars); The Morrison Co. (Lent Pudding  
 and Pie Filling).

*TV Accounts:* The Morrison Co.; Noxon,  
 Inc. (Noxon Metal Polish); Atmore & Sons,  
 Inc. (Mince Meat & Plum Pudding);  
 American Kitchen Products Co. (Bonillon  
 Cubes).

**IRVING ROSEN ADVERTISING**

230 Fifth Ave., New York 1, N. Y.  
 Phone: Oregon 9-1926

Buyer .....Irving Rosen  
 Production Mgr.....E. Wayne  
*Radio Accounts:* Fur Dressers & Fur Dyers  
 Assn., The Wenley Co., New York, N. Y.;  
 Ask Pharmaceutical Co., Astoria, L. I., N. Y.

**ROSS ROY, INC.**

2751 East Jefferson Ave., Detroit 7, Mich.  
 Phone: LOrain 7-3900

ABP—ANPA—APA—PPA—NOAB

President .....Ross Roy  
 Exec. V.P. &  
 Gen. Mgr.....Thomas G. McCormick  
 Sr. V.P.....Carroll F. Sullivan  
 V.P. & Oper. Mgr.....John W. Hutton  
 V.P., Acct. Suprs.....John L. Thornhill,  
 Wm. W. Shanl, Robert A. Dearth  
 V.P., Creative Dir.....Spencer F. Hill  
 Secretary.....Erwin H. Haass  
 Treasurer.....Lathrop P. Morse  
 Comptroller.....Harry W. Mellen  
 Media Dir. & Time Buyer....Carl E. Hassel  
 Art Director.....Harry C. Stalley  
 Research Dir.....Robert E. Riordan  
 Prod. Serv. Supr.....Donald G. Tracy  
 Prod. Mgr.....William L. Miller  
 Publicity Dir.....Albert C. Nute  
 Merch. Dir.....Kenneth S. Loring  
 Personnel Dir.....W. Patrick Murphy  
 Librarian .....Florence Armstrong  
 Acct. Executives.....Albert E. Bowles,  
 Richard G. Dorn, G. Robert Hankinson,  
 Henry A. Houston, James B. Jackson,  
 Robert G. Lyon, William H. Mathews,  
 Donald M. Mullen, James L. Rast

*Branch Offices*

307 No. Michigan Ave., Chicago 1, Ill.

Phone: RAndolph 6-7000  
 Vice-Presidents.....John G. Fogarty,  
 James F. Quinn  
 122 East 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-2944

Vice-Pres.....William M. Ziegler, Jr.  
 1680 North Vine St., Hollywood 28, Calif.  
 Phone: HOllywood 9-6263

Vice-Pres. ....Maurice G. Vaughn  
 Ross Roy of Canada, Ltd.  
 410 Canada Trust Bldg., Canda, Windsor,  
 Ont.

Phone: Clearwater 6-2371

Vice Pres.....Harold J. G. Jackson  
*Accounts:* American Steel Wool Mfg. Co.;  
 Aqua-Jet Machines Corp.; Aseptic-Thermo  
 Indicator Co.; Brooks Appliance Co.; Chrysl-  
 er Corp. of Canada, Ltd.; Chrysler Corp.,  
 Parts Div.; Chrysler Div., Chrysler Corp.;  
 Dana Perfumes Inc.; DeSoto Div., Chrysler  
 Corp.; Dodge Division, Chrysler Corp.;  
 Eljer Co.; Esquire Socks Div.; Export Div.,  
 Chrysler Corp.; Honey Co.; Institute of Ap-  
 plied Science; Johnston Pie Co.; KFOX  
 Bestg. Co.; Lake Central Airlines; Lowebeo  
 Inc.; Magnecord, Inc.; Modern Homes  
 Corp.; Mortell, J. W. Co. Inc.; Murray Corp.  
 of Am.; Plymouth Div. Chrysler Corp.;  
 Prepared Products Co. Inc.; Primanti Sew-  
 ing Machine Co.; Quality TV Corp.; Radio  
 Corp. of America, Custom Record Div.;  
 Roth, Chester H., Co.; Servel, Inc., Air Con-  
 ditioning Div.; Snackmaster's Guild; Spice  
 Magic Corp.

**RUDER & FINN, INC.**

32 E. 68th St., New York, N. Y.  
 Phone: TRafalgar 9-3600

Chairman of Board.....David Finn  
 President .....Wm. Ruder  
 Art Director.....Jay Genser  
 Copy Chief.....Ted Levine  
 Publicity Director.....Paul B. Zucker  
 Radio-TV Director.....Rene Schenker  
*Accounts:* Bettinger Corp.; Borgenicht,  
 Jack; Gibraltar Corrugated Paper Co. Inc.;  
 Inskip, J. S.; Jerrold Electronics Corp.;  
 Nuclear Development Corp.; Ruder Brothers;  
 Transfilm Inc.

**CHARLES L. RUMRILL & CO., INC.**

339 East Ave., Rochester 4, N. Y.  
 Phone: BAKER 8000

AAAA—ABP—ANPA—PPA

President.....C. L. Rumrill  
 Treas. & V.P.....H. R. Hanson  
 Vice Presidents.....N. A. Gallagher,  
 G. M. Prince, W. T. Jensen  
 Secretary.....G. G. Wallington  
 Radio-TV Director.....Alan Brown  
*Radio Accounts:* Brighton Place Dairy,  
 Community Savings Bank, Rochester, N. Y.  
*TV Accounts:* Community Savings Bank,  
 Union Trust Company.

**LOWE RUNKLE CO.**

1305 Liberty Bank Bldg., Okla. City 2, Okla.  
 AAAA—ABP

President .....Low Runkle  
 Vice-Presidents .....Roger Pishny,  
 Howard Neumann, Monty Mann.  
*Radio Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Local Federal Savings and  
 Loan; Liberty National Bank & Trust Co.  
 (Banking); Arkansas City Flour Mills  
 (Flour), Arkansas City, Kans.; Dulaneys,  
 Inc. (Appliance Distributors); Simpson Auto  
 Co. (Ford Dealer); Liberty National Bank  
 & Trust Co., Okla. City, Okla.; Hirsch-Swan  
 (Air Conditioning), Oklahoma City, Okla.;  
 Air Products (Hoffman TV), Okla. City;  
 Exchange Nat'l Bank, Ardmore; Lake Mur-  
 ray (Resort), Okla. Farm Bureau, Okla. City.  
*TV Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Liberty National Bank &  
 Trust Co. (Banking); Southwestern Bell  
 Telephone (Telephone Service); St. Louis,  
 Mo.; Oklahoma Publishing Co. (Newspaper-  
 ers); Consolidated Gas (Gas Utility),  
 Oklahoma City, Okla.; Central Oklahoma  
 Milk Producers Assn., Oklahoma City,  
 Okla.; A & B Spring Co., Okla. City; Amber  
 Liquid, Topeka; Safeway Stores, Okla. City;  
 Okla. Farm Bureau, Okla. City; Okla. Pack-  
 ing Co., (Meats), Okla. City.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-6400  
 AAAA—ABC—ABP—ANPA—APA—NOAB  
 PPA  
 Chairman of the Board...Frederick B. Ryan  
 President.....Frederick B. Ryan, Jr.  
 Exec. V.P.....Robert M. Watson  
 Vice-Pres. & Treas.....J. B. Bell  
 V.P., Dir. of Radio & TV.....George Wolf  
 Radio & TV  
 Copy Chief.....Douglas MacNamee  
 Mgr. of Radio &  
 TV Production.....Roland Howe  
 Suprv. of Film Prod.....Ernest Motyl  
 TV Art Dir.....Ken Haverstick  
 Business Mgr.....Havis Medwick  
 Prod. Supervisor....Edwin R. Rooney, Jr.  
 Asst. Prod. Supervisor.....Dorothy Rivers  
*Branch Offices*  
 360 North Michigan Ave., Chicago 1, Ill.  
 Phone: FIAncial 6-1833  
 Exec. V.P. & Western Mgr...Paul E. Watson  
 V.P., Dir. of Radio & TV...R. W. Metzger  
 V.P. in Chge. Prod.....N. E. Heyne  
 Producer (TV).....Edward Simmons  
 Producer (TV-AM).....Frank Blotter  
 Producer (AM-TV).....Walter Daspit  
 Carew Tower, Cincinnati 2, Ohio  
 Phone: GARfield 5800  
 V.P. & Manager.....John L. Magro  
 1511 Bryan Street, Dallas 1, Texas  
 Phone: RIVerside 6453  
 V.P. & Manager.....John Simmons  
 7430 Second Boulevard, Detroit 2, Michigan  
 Phone: TRInity 4-2200  
 V.P. & Manager.....Tod Reed  
 6920 Sunset Boulevard, Hollywood, Calif.  
 Phone: HOLlywood 9-3611  
 Manager .....Tom Hargis

1121 Walker St., Houston 2, Texas  
 Phone: CHArter 4-1741  
 Manager.....Theodore F. Keady  
 3440 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNKirk 8-0571  
 V.P. & Pacific Coast Mgr....John H. Weiser  
 611 Olive St., St. Louis 1, Mo.  
 Phone: MAIn 1-0127  
 Sr. V.P. & Mgr.....Oscar A. Zahner  
 2650 University Ave., St. Paul 14, Minn.  
 Phone: PRIor 7711  
 V.P. & Manager.....James R. Rahders  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: EXBrook 2-4616  
 Manager.....John L. Harvey  
 1218 Third Avenue, Seattle 1, Wash.  
 Phone: ELIott 1572  
 V.P. & Manager.....F. G. Mullins  
 1275 National Press Bldg., Washington 4,  
 D. C.  
 Phone: EXecutive 3-6730  
 Manager.....Donald J. Wilkins  
 80 Richmond Street West, Toronto 1, Ont.  
 Canada  
 Phone: EMPIre 6-1515  
 Manager .....John Brookman  
*Radio and TV Accounts:* Adler Co., Allied  
 Florists Association of Illinois, American  
 Airlines, American Kitchens, Baldwin Piano  
 Co., Banquet Canning Co., Capitol Fritos  
 Inc., Chasers Inc., Comfort Mfg. Co., Eastco  
 Inc., Emery Industries Inc., Florence Stove  
 Co., Frito New York, Inc., Hancock Oil Co.,  
 Krey Packing Co., Lever Brothers, Ltd.,  
 Lewis-Howe Co., Thomas J. Lipton, Thomas  
 J. Lipton, Ltd., Markus Campbell Co.,  
 Nally's Inc., Norito Co., Oshkosh B'Gosh,  
 Inc., Pacific Coast Paper Mills, Pacific  
 Finance Corp., Palm Beach Co., Peter  
 Fox Brewing Co., Pepsodent Division of  
 Harriet Hubbard Ayer of Canada, Ltd.,  
 Pharma-Craft Co., Reddi-wip Co., Morris B.  
 Sachs, Safeway Stores, A. E. Staley Mfg.,  
 United Wallpaper Co., Western Reddi-wip  
 Co., Wolverine Shoe and Tanning Corp.,  
 William Wrigley, Jr. Co., Zonolite Co.,  
 American Breeders Service, Bavarian Brew-  
 ing Co., Chocolate Products Co., Albert  
 Dickinson Co., Doyle Packing Co., Thomas  
 Emery & Sons, Inc., Glaser-Crandell Co., A.  
 D. Goodman Bros., Houston Post, Jacob  
 Ries Bottling Works, Inc., Janney Semple  
 Hill & Co., Jel Sert Co., Lincro Products  
 Distributing Co., Minnesota Hospital Ser-  
 vice Association, Minnesota Consolidated Can-  
 neries, Inc., Old Judge Foods Corp., Seattle  
 First National Bank, So Good Potato Chip  
 Co., Sugardale Provision Co., Sun Oil Co.,  
 Texas Bank & Trust Co., Texas State Optical  
 Co., Wallerstein Co., Warner-Hudnut, Inc.,  
 Waxed Paper Institute, Western Gear Works,  
 Rap-In-Wax Paper Co.

**LEWIS EDWIN RYAN ADVERTISING**

726 Jackson Place, N. W., Washington, D. C.  
 Phone: REPublic 7-7606  
 AAAA—ABC—ABP—ANPA—AFA  
 Owner.....Lewis Edwin Ryan

Gen'l Mgr. .... John F. Hardie  
 Comptroller ..... Preston D. Coiner  
 Sr. Acc'l. Exec. .... William R. Doores  
 Art Dir. .... Ed Hall  
 Prod. Mgr. .... David F. DeYoung  
 Acc'l. Exec. .... Samuel E. Hunsaker,  
 Donald H. Dixon  
 Dir., Radio-TV ..... William J. Green  
 Copy Chief ..... Louise Scheiman

**BEN SACKHEIM, INC.**

The Plaza, 2 West 59th St., New York 19,  
 N. Y.

Phone: Plaza 1-2200

NBP-AAAA-ABP-ANPA-APA-NOAB  
 PPA

President ..... Ben Sackheim  
 Vice-Pres. .... George B. Pampel  
 Treasurer ..... Murray Miller  
 Copy Chief ..... Anne Green  
 Art Director ..... Arthur Singer  
 Production Manager ..... Bernard Spire  
 Media Director ..... M. A. Parmenter  
*Radio-TV Dept.*

Research Dir. .... B. W. Saas  
 Radio & TV Time Buyer ..... Rita O'Sullivan  
 Account Executives ..... Jerome G. Hahn,  
 George B. Pampel, Glenda Sullivan, Her-  
 bert L. Steiner, Sylvia Sackhem, Ted  
 Breining

*Radio Accounts:* The Autoyre Company  
 (Kitchen and Bathroom Accessories), Oak-  
 ville, Conn.; Amalgamated Clothing Work-  
 ers of America; Peter Pan Foundations, Inc.  
 ("Merry-Go-Round" Brassieres), Miss  
 Swank, Inc. (Slips and Pajamas), New  
 York, N. Y.; Davega Stores Corp., New  
 York; Flex-Let Corp. (Flex-Let Watch  
 Bands & Beau Brummel Men's Jewelry),  
 E. Providence, R. I.

*TV Accounts:* Davega Stores Corp. (Retail  
 Sporting Goods and Appliance Chain); Flex-  
 Let Corp., E. Providence, R. I.; Peter Pan  
 Foundations, Inc. (Brassieres), New York;  
 Vita Food Products, N. Y.

**ST. GEORGES & KEYES, INC.**

250 Park Ave., New York 17, N. Y.

Phone: PLaza 5-1180

AAAA-ABP-ANPA-PPA-ABC

President ..... Stanley J. Keyes, Jr.  
 Vice-President ..... John L. Fitzgerald  
 Vice-Pres.-Art Director ..... Alfred A. Anthony  
 Vice-Pres.-Copy Chief ..... Ward Seeley  
 V.P.-Sls. Prom ..... R. K. Snively  
 Production Manager ..... William Korcak  
 V.P., Media Dir. .... James J. Freeman  
 Publicity Directors ..... S. B. Garretson,  
 Torrey Stearns

*Branch Offices*

1004 No. Charles St., Baltimore 18, Md.

Phone: PLaza 2-0809

*Radio Accounts:* Davison Chemical Corp.,  
 Baltimore, Md.

*TV Accounts:* Revere Copper and Brass  
 (Revere Ware).

**WALKER SAUSSY ADVERTISING**

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP-ANPA-NOAB

Owner ..... Walker Saussy  
 Account Executives ..... Moise Bloch  
 Charles Bloom, II, P. J. Stakelum, Jr.,  
 J. C. Shields, Jr.

*Radio Accounts:* American Brewing Co.  
 (Regal Beer), New Orleans, La.; Elmer  
 Candy Co. (Elmer Candies), Holsum Baker-  
 ies, Inc. (Holsum Bread), Petrolane Gas  
 Co. (Butane & Propane Gas), Wm. B. Reily  
 Co., Inc. (Luzianne Coffee & Tea), L. A.  
 Frey & Sons (meat products).

*TV Accounts:* American Brewing Co.  
 (Regal Beer), New Orleans, La.; Elmer  
 Candy (Elmer Candies), Holsum Bakeries,  
 Inc. (Holsum Bread), Wm. B. Reily Co.,  
 Inc. (Luzianne Coffee & Tea), Henderson  
 Sugars; Hibernia Homestead (Building  
 Loans).

**FRANK B. SAWDON, INC.**

270 Park Ave., New York 16, N. Y.

Phone: PLaza 5-1324

President ..... Frank B. Sawdon  
 Vice-President ..... Jerry Bess  
 Secretary ..... Victor Sawdon  
 Radio-TV Copy ..... Yale Schaefer  
 Radio-TV Prod. .... James Hackett

*Branch Office*

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office Manager ..... Tom Mannos  
*Radio Accounts*—Robert Hall Clothes, Inc.  
 (Men's, Women's & Children's Apparel),  
 New York, N. Y.; Abelson's, Inc. (Jewelers),  
 Newark, N. J.; Bond Television Mfrs.

*TV Accounts*—Robert Hall Clothes, Inc.  
 (Men's, Women's & Children's Apparel),  
 New York, N. Y.; Abelson's, Inc. (Jewelers),  
 Newark, N. J.

**SCHECK ADV. AGENCY, INC.**

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA-APA-PPA

President ..... Julius Scheck  
 Secy. & Treas. .... Morris Scheck  
 V. P., Radio-TV Dir. .... E. Grant Scheck  
 Prod. Mgr., Art Dir. .... Henry R. Scheck  
 Copy Chief ..... E. Bimberg  
 Space Buyer ..... Frank M. Craumer  
 Account Executives ..... William H. Andrews,  
 E. Grant Scheck, Morris Scheck, Julius  
 Scheck.

*Radio Accounts:* Charms Co. (Charms  
 Candy), Asbury Park, N. J.; Fischer Baking  
 Co. (Baked Goods), Newark, N. J.; Phila.  
 Dairy Products Co. (Ice Cream), Phila-  
 delphia, Pa.

*TV Accounts:* Fischer Baking Co. (Baked  
 Goods), Hanovia Chem. & Mfg. Co. (Health  
 Lamps), Newark, N. J.; Charms Candy,  
 Asbury Park, N. J.; American-Limoges (Din-  
 ner Ware).

**SCHENKER COMPANY**

2301 Wabansia Ave., W., Chicago 47, Ill.  
 Phone: ARmitage 6-1600  
 Pres., Media Dir., Space Buyer  
 Sydney R. Raike  
 Vice-Pres. .... J. E. Schenker  
 Art Dir. .... M. Rickabaugh  
 Radio Time Buyer & Prod. Mgr.  
 Space Buyer ..... C. D. Domin  
 Account Executives ..... S. R. Raike,  
 J. E. Schenker, C. D. Domin  
 Accounts: Chicago Cycle Co.; Escalante,  
 Jos. F., Co.; Howe Ice Machine Co.; Wallace,  
 J. D. & Co.

**SCHOLTS ADVERTISING SERVICE**

1201 W. 4th St., Los Angeles 17, Calif.  
 Phone: MICHigan 2396  
 ABP-ANPA  
 Owner.....T. D. Scholts  
 Radio-TV Dir.....Faythe Vent

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
 Phone: GASpee 1-4813-4-5  
 ABP-ANPA-APA-NOAB-PPA-ABC  
 Vice-President.....Gordon Schonfarber, Jr.  
 Vice-President.....Russell C. Edwards  
 Vice-President.....John B. Swift  
 Secretary.....Amanda C. J. Olsson  
 Radio-TV Dir.....R. J. McVicker, Jr.  
 Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westernly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabrics, Providence; Providence Retail Trade Board; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; Richmond Elec. Co., Providence; Duro-Crete Co. (Cement, Cinders), Providence; E. A. Ballou Co., Inc. (Jewelry), Providence.  
 TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Duro-Crete Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

**SCHWIMMER & SCOTT, INC.**

75 E. Wacker Drive, Chicago 1, Ill.  
 Phone: DEarborn 2-1815  
 AAAA-ANPA-APA-PPA-NBP  
 Pres. & Treas.....R. J. Scott  
 Copy Chief .....L. Krakover  
 Time Buyer.....E. Vanderploeg  
 Art. Dir.....A. Thaler  
 Secretary .....H. Heilig  
 Radio Accounts: Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods),

Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wisc.; Boyer International Lab., Buddy Roy Popcorn Co., Chicago; Little Dutch Candy Shops, Chicago.

**RUSSEL M. SEEDS CO., INC.**

919 No. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 3-2133  
 ANPA-APA-PPA  
 President .....Freeman Keyes  
 Exec. Vice Pres.....Harry H. Maus  
 Vice-Presidents.....A. D. Keyes,  
 Daniel Foster, Harley B. Hobbs, James Witherell, L. J. Marshall, H. B. Goldsmith, Jr.  
 Sec.-Treas.....E. V. Owen  
 Director of Res.....James Witherell  
 Art Director.....Jerry Bryant  
 Time Buyer .....Merle Myers  
 Space Buyers.....A. O. Bergsten,  
 Harry Pick  
 Radio-TV Director.....R. B. Young  
 Media Research.....K. Kraff  
 Branch Offices  
 Lemcke Bldg., Indianapolis 4, Ind.  
 Phone: Market 1395  
 V.P. in Chg.....Paul Richey  
 418 S. Robertson Blvd., Los Angeles, Calif.  
 Phone: CRestview 4-7613  
 Manager.....Lionel C. Place  
 Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind.  
 TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Wayne, Ind.; Fineline Div., Sheaffer Pen, Fort Wayne, Ind.; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.

**ED SHAPIRO ADVERTISING**

1612 Market St., Philadelphia 2, Pa.  
 Phone: LO 4-2877  
 ANPA-ABP  
 President .....Edward Shapiro  
 Vice-Pres.....George Bortin  
 Secretary .....H. Hyman Shapiro  
 Treasurer.....Edward L. Frater  
 TV Dept. Exec.....H. H. Shapiro  
 Radio Dept.....L. M. Goldsmith,  
 Elinor L. Brown  
 Radio Accounts: Sealy Mattress Company; Chester, Pa.; Price Vacuum Stores, Phila., Pa.; Kahn & Rosenau, (Furniture), Phila.; Babco Aluminum Co. (Storm Windows), Phila.; Home Air Conditioning Corp., Bala Cynwyd, Pa.; Browning, King & Company (Clothing), Phila.; Mutual of Omaha, (Insurance), Phila.; Marshman Promotions (Stock Car Racing), Locke's Shoe Shop.  
 TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobby Dealers Association; Locke's Shoe Shop; Price Vacuum Stores;

Marshman Promotions.

**JOHN W. SHAW ADVERTISING, INC.**

716 N. Rush St., Chicago 11, Ill.

Phone: MOhawk 4-6323

ANPA—APA—PPA—NOAB

President & Treas. . . . . John W. Shaw  
 Vice-Presidents. . . . . David E. Guerrant,  
 P. L. O. Smith, Arch Macdonald  
 Dir., Radio, TV

& Commercial Films. . . . . H. Ketting  
*Radio Accounts:* Jacob E. Decker & Sons  
 (Div. of Armour & Co.) (meat), Mason  
 City, Iowa; Drummond Packing Co. (Div.  
 of Armour & Co.) (meat), Eau Claire, Wis.;  
 Armour & Co. (Frosted Meats, Clifton, etc.),  
 Chicago; The Quaker Oats Company, Chi-  
 cago, Ill.

*TV Accounts:* Armour & Company (Frosted  
 Meats, Miss Wisconsin Cheese), Chicago;  
 The Quaker Oats Company, Minneapolis;  
 Dormeyer Corp., Chicago.

**SILTON BROTHERS INC.**

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—AFA—PPA

President. . . . . Myron L. Silton  
 Exec. V.P. . . . . Jason N. Silton  
 Vice President. . . . . E. W. Hoffman  
 Treas. . . . . Ramon N. Silton  
 V.P. Art. . . . . Andre B. Paquette  
 Radio-TV Time Buyer. . . . . L. Chalmers

*Radio Accounts:* Craftsman Insurance Co.  
 (A. & H. Insurance), Boston; New England  
 Provision Co. (Meats), Boston, Mass.;  
 Snider Fuel Company (Fuel), Charlestown,  
 Mass.; Homestead Motor Car Co.; Boston;  
 Barcolene Co. (Detergents), Boston.

*TV Accounts:* Craftsman Insurance Co.  
 (Accident & Health Insurance); New Eng-  
 land Provisions Co. (Meats).

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn.

Phone: 62-1691

SNPA—ANPA—APA—NOAB—ABP

FAAG

Partners. . . . . Milton Simon, H. N. Gwynn  
 Branch Office

930 Stahlman Bldg., Nashville, Tenn.

Phone: 5-8909

Chief Exec. . . . . W. M. Holder  
*Radio-TV Accounts:* American Snuff Co.,  
 Donald Furniture Co., The Humko Co., Ro-  
 lallo & Cunco (Roneo Foods), American  
 Tea & Coffee Co.

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—ABP

Partners. . . . . Leonard N. Simons  
 Lawrence J. M. Michelson  
 Prod. Mgr. . . . . Arthur H. Copland  
 Space Buyer. . . . . C. Allison Belcher  
 Art Director. . . . . Al Sielaff  
 Radio-TV Dir. . . . . R. N. Hughes

*Radio Accounts:* Cunningham's Drug  
 Stores (Drug, etc.), Keopplinger Bakery  
 (Baked Goods), Krun-Chee Potato Chips  
 (Potato Chips), (Pretzels), Marshall Drug  
 Company (Drugs), Cleveland, Ohio; Benja-  
 min Rich (Real Estate), Sealy Mattress Co.  
 (Mattresses), Taylor's Inc. (Dodge-Ply-  
 mouth), Detroit, Mich.; Velvet Peanut Pro-  
 ducts (Peanut Butter); E & B Brewing Co.  
 (Brew 103, Golden Ale); Gerson's Inc. (Jew-  
 elry); People's Outfitting Co. (Dept. Store);  
 Dossin Food Products (Pepsi-Cola); Gen-  
 eral Electric Supply Co. (Appliances);  
 Guardian Savings & Loan; King Paint Roller  
 Co.; Lasky Furniture; City Bank, Detroit,  
 Mich.; Leo Adler Co. (DeSoto-Plymouth);  
 Mohawk Lumber Co., Detroit, Mich.; Lix  
 (Cough Formula), Detroit; Ned's Auto Sup-  
 ply, Detroit; Stone's Jewelers, Detroit;  
 Schmidt's (Beer), Detroit; Wrigley's Super  
 Markets, Detroit.

*TV Accounts:* Cunningham's Drug Stores  
 (Drugs, etc.); Dossin's Food Products (Pep-  
 si Cola); Keopplinger Bakery (Baked  
 Goods); Krun-Chee (Potato Chips); Peo-  
 ple's Outfitting Co. (Dept. Store); Sealy  
 Mattress Co. (Mattress Mfg.); Taylor's Inc.  
 (Automotive); Velvet Peanut Products (Pea-  
 nut Butter); E & B Brewing Co. (Brew 103,  
 Golden Ale); General Electric Supply Co.  
 (Appliances); Gerson's Jewelers, Inc.; King  
 Paint Roller Co.; Lasky Furniture; Leo  
 Adler Co. (DeSoto-Plymouth); Mohawk  
 Lumber Co.; Lix; Ned's Auto Supply; Wrig-  
 ley's Super Markets.

**W. J. SMITH CO.**

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

Pres. & Treas. . . . . W. J. Smith  
 Vice-Pres. & Secy. . . . . G. B. Smith  
 Media Dir. & Copy Chief. . . . . H. D. Peltier  
 Radio Dir. . . . . I. M. Diebold  
 Account Executives. . . . . R. L. Davis,  
 P. M. Shaughnessy, H. D. Peltier, W. J.  
 Smith

*Radio Account:* Peerless Mfg. Co.

**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA—PPA—FAAG

President. . . . . Ronald P. Taylor  
 Chairman of the Board. . . . . Robert M. Jenkins  
 Television Dir. . . . . Thomas J. MacWilliams  
 Radio Director. . . . . Les Sterne  
 Production Assistants. . . . . Bill Morrissey  
 Dick Pearson  
 Acct. Executives. . . . . Ronald P. Taylor,  
 Robert E. Quaid, W. C. Sutherland

**SON DE REGGER ADV. AGENCY**

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA—APA—ABP—FAAG

President, Space Buyer, Radio Time  
 & Acct. Exec. . . . . Les Son De Regger

Secretary.....A. H. Son De Regger  
 Art Dir.....D. D. Neal  
 Prod. Mgr.....Joseph Daniels  
*Radio Accounts:* National Soap & Refining  
 Co., Grocers Wholesale Co.

**C. JERRY SPAULDING, INC.**

201 Commercial St. Worcester 8, Mass.  
 Phone: 3-4789

Pres., Treas. & Radio Time Buyer  
 C. Jerry Spaulding

Secretary.....H. H. Hartwell  
 Art Director.....Harvey Ball  
 Prod. Mgr.....Charles Rice  
 Acct. Execs.....Robert F. Hayward,  
*Radio Accounts:* Coronado Hotel, People's  
 Savings Bank, Mechanics Savings Bank,  
 Worcester Brewing, Hadley Oil Service,  
 Worcester, Mass., Smith & Fyfe, Inc. (Ice  
 Cream) Worcester.

**RAYMOND SPECTOR COMPANY,  
 INC.**

445 Park Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-4407  
 ABP—ANPA—APA—PPA

President.....Raymond Spector  
 Client Service.....Bert Schwartz  
 Art Director.....Irving Trabich  
 Copy Chief.....Ishmael McCullough  
 Production Manager.....Richard Scott  
 Dir. of Pub. Rel.....Millie T. Trager  
 Research Director.....Cal Morris  
 Radio-TV Director.....Don Blauhit  
*Radio-TV Account:* Hazel Bishop, Inc.  
 (Lipstick and Complexion Glow), New York,  
 N. Y.

**SPITZ ADVERTISING AGENCY, INC.**

530 Oak St., Syracuse 3, N. Y.  
 Phone: 9-5581  
 ABP—ANPA

Owner, Acct. Exec.....William Spitz  
 Art Director.....Wayne J. Lewis  
 Copy Chief.....L. Lindeman  
 Production Mgr.....John A. Cole  
 Space & Time Buyer.....Martha Mathews  
 Radio-TV Director.....Ed Herr  
*Radio Accounts:* Empire Card Co., Inc.  
 (Greeting Cards), Elmira, N. Y.; Fair City  
 Savings & Loan Ass'n, Syracuse; Gardner &  
 North Roof & Siding Corp., Syracuse; Grange  
 Silo Co., Inc., Red Creek, N. Y.; Henry  
 Frank Leather Co., Syracuse; Hotel Syracuse  
 Mohican Stores Inc. (Food Markets), Syra-  
 cuse & Auburn, N. Y.; Pilgrim Packing Co.,  
 (Meat Products), Syracuse; Syracuse Card  
 Co. (Greeting Cards), Syracuse; Syracuse  
 Glass Co. (Store Fronts), Syracuse; Syracuse  
 National Shows, Inc., Syracuse; Timerson  
 Canning Co., Inc. (Timco Dog & Cat Food),  
 Fair Haven, N. Y.; University College—  
 Adult Division, Syracuse University.

*TV Accounts:* Bedding Furniture Super-  
 market (Furniture), Syracuse; Empire Card  
 Co. Inc. (Greeting Cards), Elmira, N. Y.;  
 Gardner & North Roofing & Siding Co.;  
 Hotel Syracuse; Ononadaga Supply Co., Inc.

(Appliances), Syracuse; Outdoor Store  
 (Sporting Goods), Syracuse; Penfield Manu-  
 facturing Co. (Mattresses) Syracuse; Spec-  
 tor-Genesse Motor Sales, Inc. (Cadillac-  
 Olds dealer) Syracuse; Syracuse Card Co.,  
 Greeting Cards), Syracuse; Syracuse Glass  
 Co.; Syracuse National Shows, Inc.; Tim-  
 erson Canning Co., Inc. (Timco Dog & Cat  
 Food), Fair Haven, N. Y.; University Col-  
 lege, Adult Education Div., Syracuse Uni-  
 versity; Wilsons Leading Jewelers (Jewel-  
 ers), Syracuse.

**SPITZER & MILLS LIMITED**

50 King Street W., Toronto 1, Can.  
 Phone: EMpire 6-2811

President.....G. F. Mills  
 Exec. Vice-Pres.....J. W. Spitzer  
 Gen. Mgr. & Sec.-Treas.....W. H. Reid  
 TV Director.....T. R. Hart  
 Account Executives.....J. R. Charles,  
 F. J. Collins, W. G. Wallace, L. F. Mc-  
 Cartney, G. M. MacDonald, W. F. Nugent,  
 J. Brown, J. Carpenter, J. Gillard, B  
 Whale, S. Boswell

*Branch Office*

3405 Addington Ave., Montreal, Quebec  
 Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle  
 Radio Dir.....P. E. Corbeil  
 Acct. Executives.....J. Randle,  
 D. McCrimmon, E. Miller, A. Rigby, R. N.  
 Rodricks, R. Morrin, E. Bellamore

**BARTON A. STEBBINS ADVTG.**

1250 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: Trinity 8821

ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins  
 Acct. Execs.....A. W. Gudelman, Nat Jeffras  
 Time Buyer.....A. W. Gudelman  
 Program Director.....E. C. Bloodworth  
*Radio Accounts:* Certified Grocers of  
 Calif. (Perfect Host & Guest coffees), Los  
 Angeles; Signal Oil Company (gasoline),  
 Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los  
 Angeles.

*TV Accounts:* Certified Grocers of Calif.  
 (Perfect Host & Guest coffees), Los Angeles;  
 Signal Oil Company (gasoline), Los Angeles

**STERLING ADV. AGENCY, INC.**

535 5th Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-3400  
 ANPA—PPA

Chairman of Board.....S. M. Broun  
 President.....Joseph S. Edelman  
 Treasurer.....Herbert Goldsmith  
 General Mgr.....F. S. Forsberg  
 Radio-TV Director.....Myron L. Broun

**STOCKTON, WEST, BURKHART,  
 INC.**

1300 First Natl. Bank Bldg., Cincinnati 2, O.  
 Phone: Dunbar 5600, 01, 02, 03

AAAA—ABP—ANPA—APA—PPA—NOAB  
 Pres. & Treas.....William Z. Burkhardt  
 VP, Sec. & Copy Chief.....Ranald S. West

VP & Dir. of Sales.....Joseph D. Nelson, Jr.  
 VP & Dir. TV Dept.....C. Thomas Martin  
 VP & Dir. TV Media.....Robert A. McDowell  
 Dir. TV Production.....Gary Lee  
 TV & Radio Time Buyer.....James Gray  
*Radio Accounts:* Hudepohl Brewing Co.  
 (Hudepohl Beer & Chevy Ale), Cincinnati,  
 Ohio; Mosler Safe Company (Mosler Safes &  
 Chests), Hamilton, Ohio; Cincinnati Gas &  
 Electric Co. (Utilities), Cincinnati, Ohio; Gib-  
 son Wine Co. (Golden Pheasant Wines),  
 Cincinnati, Ohio; Cincinnati & Suburban  
 Bell Tel. Co.; United States Shoe Corp.  
 (Red Cross Shoes & Cobbies), Cincinnati, O.  
*TV Accounts:* United States Shoe Corp.  
 (Red Cross Shoes), Cincinnati, Ohio; Hude-  
 pohl Brewing Co. (Hudepohl Beer & Chevy  
 Ale), Cincinnati, Ohio; Cincinnati Gas &  
 Electric Co. (Utilities), Cincinnati, Ohio;  
 Central Trust Co. (Banking Institution), Cin-  
 cinnati, Ohio; Mosler Safe Company (Safes &  
 Chests), Hamilton, Ohio; Gibson Wine Com-  
 pany (Golden Pheasant Wines, Champagne),  
 Cincinnati, Ohio; Cincinnati & Suburban  
 Bell Tel. Co.

**STORM ADVERTISING COMPANY**

72 East Ave., Rochester, N. Y.  
 Phone: Baker 9140, 9149  
 Pres., Treas.....Morry Storm  
 V.P.—Radio & TV Dir. &  
 Acct. Ex.....Jean Schantz  
 Prod. Mgr.....Elmer Foote  
 Asst. Radio & TV Dir.....Marian Simpson  
 Office Mgr.....Thelma Prinzivalli  
*Radio and TV Accounts:* Harry Forman Cl.  
 Company (men's clothing), Rochester; Gioia  
 Macaroni Company (manufacturers of maca-  
 roni products), Buffalo; Vaisey-Bristol Shoe  
 Company, Inc. (manufacturer of children's  
 shoes), Rochester; Westinghouse Electric  
 Supply Co. (appliances), Rochester, Syra-  
 cuse; Designs Publishing Company, N. Y. C.;  
 Alhart's Electric Company (appliances),  
 Rochester; Cramer Drug Company (drugs),  
 Rochester; People's Outfitting Co. (furni-  
 ture & appliances), Rochester; Baker's Jump-  
 ing-Jack Bootery (Shoes), Rochester-Elmira-  
 Geneva, N. Y.; A. Lustig Inc. (Food Pro-  
 cessor), Brockport, N. Y.; Rudolph's Jewel-  
 ers, Rochester; Seneca Stores (Appliances),  
 Rochester; M. E. Silver Corp. (Motorola  
 Distributor), Rochester; Snyder's Seat Cov-  
 ers, Rochester; Stanley Optical Co., Roches-  
 ter; Style House (Rugs), Rochester; Croton  
 Watch Co., New York, N. Y.

**STORM & KLEIN, INC.**

331 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-4460  
 ANPA—PPA  
 President.....Alston E. Storm  
 Exec. Vice Pres.....Edward Klein  
 Chairman Exec. Com.....Charles M. Storm  
 V.P. & Research Dir.....Harry Chapperon  
 Vice Pres.....George Bahterman  
 Vice Pres.....Lawrence Wisser  
 V.P. & Art Dir.....Frederick Widlicka

Radio & TV Dir.....Arthur J. Klein  
*Radio Accounts:* The Tintex Co. (Tintex  
 Home Dyes), New York, N. Y.; Park & Til-  
 ford (Perfumes & Cosmetics, Winx Eye  
 Makeup), N. Y., N. Y.; John Harvey &  
 Sons (Sherries & Ports), Bristol, England.  
*TV Accounts:* The Tintex Co. (Tintex  
 Home Dyes), N. Y., N. Y.; Park & Tilford  
 (Winx Eye Makeup), N. Y., N. Y.

**DANIEL F. SULLIVAN CO.**

216 Tremont St., Boston 16, Mass.  
 Phone: Hancock 6-7644  
 AAAA—ABP—ANPA—APA—NBP—PPA  
 President.....Daniel F. Sullivan  
 Sales Dir.....Robert N. Sullivan  
 Treas.....William H. Sullivan  
*Radio Accounts:* Revere Racing Assn.  
 (Greyhound Racing), Revere; R. S. Robie,  
 Inc. (U-Dryvit Auto Rental), Cambridge,  
 Mass.; F. H. Snow Canning Co. (Snow's  
 Clam Chowder, Snow's Fish Chowder,  
 Snow's Lobster Newburgh), Pine Point, Me.;  
 Hickox Secretarial School, Boston.

**SULLIVAN, STAUFFER, COLWELL  
& BAYLES, INC.**

437 Fifth Ave., New York 16, N. Y.  
 Phone: OREGon 9-2500  
 ANPA—APA—NOAB—PPA—NBP  
 President.....Raymond F. Sullivan  
 Vice-Pres.....Donald D. Stauffer  
 Vice-Pres.....Robert T. Colwell  
 Vice-Pres.....S. Heagan Bayles  
 Vice-Pres., Sect.....John P. Cohane  
 Vice-Pres.....Ralph Smith  
 Vice-Pres. & Treas....T. Newton Weatherby  
 Vice-Pres.....Lloyd W. Baillie  
 V.P. & Copy Chief.....Joseph Leopold  
 V.P. & Media Dir.....Francis Minchan  
 V.P. & Merch. Dir.....Daniel O'Meara  
 Vice Pres.....Kenneth McAllister  
 Vice Pres.....Herbert A. Vitriol  
 Vice-Pres.....A. K. Spencer  
 Vice-Pres.....Luther H. Wood  
 Vice-Pres.....Maitland Jones  
 Vice-Pres.....Samuel Carter III  
 Vice-Pres.....Ida S. Raisback  
 Vice-Pres.....Barrett Welch  
 Vice-Pres.....William M. Spire  
 Vice-Pres.....Clemens F. Hathaway  
 Vice-Pres.....Joseph Hardie  
 Research Dir.....Timothy J. Healy  
 V.P. & Head Art Dir.....Robert West  
 Prod. Mgr.....George Andrew  
 Controller.....M. Herbert King  
 V.P. & Radio-TV Dir.....Philip H. Cohen  
 Radio-TV Bus. Mgr.....Frank Reed

*Branch Office*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hillside 2119  
 Vice-Pres. &  
 TV-Radio Dir.....Jack Van Nostrand  
 Assistant.....John G. Cole

**J. WALTER THOMPSON COMPANY**

420 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 3-2000



AAAA—ABC—ABP—ANPA—AFA  
 President .....Stanley Resor  
 Secretary .....Howard Kohl  
 Treasurer.....Luther O. Lemon  
 Vice Presidents.....John Reber,  
 Robert Ballin, Richard deRochemont, H.  
 Bart McHugh  
 V.P. & Dir. of Media.....Arthur A. Porter  
 Time Buyers.....James O. Luce,  
 Jayne Shannon, Anne Wright  
 Talent.....Virginia C. Spragle

*Branch Offices*

410 No. Mich. Ave., Chicago, Ill.  
 Phone: SU 7-0303

Vice Pres.....George C. Reeves  
 In Chrg. Radio-TV Dept.....Peter Cavallo  
 Time Buyer.....Edward R. Fitzgerald  
 535 Griswold St., Detroit, Mich.  
 Phone: WO 2-8890

Vice Pres.....Norman Strouse  
 705 Broderick Bldg., Lakeland, Fla.  
 Phone: LA 7-0631

V.P.'s....Albert Cameron, Cornwell Jackson  
 6399 Wilshire Blvd., Los Angeles, Calif.  
 Phone: WE 3-7201

Vice Pres.....Tom R. Cooper  
 V.P., Radio-TV Dept....Cornwell Jackson  
 Time Buyer.....Eileen Henriquez  
 220 Miracle Mile, Coral Gables, Fla.  
 Phone: Miami 83-5487

Manager .....Eugene Austin  
 320 California St., San Francisco, Calif.  
 Phone: GA 1-3510

Vice Pres.....Fred H. Fidler  
 Time Buyer.....Francis Austin  
*Radio Accounts:* Kraft Foods Co.; Ford  
 Dealers Assn.; Swift & Co.; Florida Citrus  
 Commission; P. Ballantine & Sons; Shell Oil  
 Co.; Johns-Manville Corp.; Ward Baking  
 Co.; Pan American; Quaker Oats Co.; Lever  
 Brothers; Standard Brands; Group Hospitaliza-  
 tion, Inc.; Medical Service of Washington,  
 D. C.; Scott Paper Co.; Mentholatum; Kil-  
 mer Co.

*TV Accounts:* Aluminum, Ltd.; Atlantis  
 Sales; Brillo Manufacturing Co.; Chun King  
 Sales; Eastman Kodak; Johns-Manville  
 Corp.; Florida Citrus Commission; Ford  
 Div., Central Fund; Kraft Foods Co.; Lever  
 Brothers; Libby, McNeill & Libby; Pan  
 American; Parker Pen Co.; Pond's Extract  
 Co.; Quaker Oats Co.; Scott Paper Co.; Swift  
 & Co.; Sylvania; Assoc. Hospital Service of  
 N. Y.; United Medical Service, Inc.; Ballan-  
 tine; Bowman Dairy; Boyle Midway, Inc.;  
 Safeway; Seven-Up; Shell Oil Co., Inc.;  
 Southeastern Trailways; Standard Brands;  
 Ward Baking Co.; W. F. Young, Inc.; Ford  
 Dealers Assn.; Group Hospitalization, Inc.;  
 Medical Service of Washington, D. C.

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-4404

ABP—ANPA—APA—NOAR—PPA—ABC  
 Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Kent  
 Vice-Pres. & Art Dir.....Hugh F. Donnell

Treas. & Sec.....Geo. M. Pease  
 Vice-Presidents.....F. Haas, F. Nye  
 Buyer.....F. W. Hass  
 Radio & TV Director.....P. A. Baecker  
*Radio Accounts:* American Apothecaries  
 Co., Inc. (Drugs), L. I. City, N. Y.; Anti-  
 Decay Corp. (Drugs), N. Y., N. Y.; J. W.  
 Beardsley's Sons, (Food Products), Newark,  
 N. J.; Charles & Co., Inc. (Bon Voyage  
 Shop), N. Y., N. Y.; Dellwood Dairy Co.,  
 Inc. (Milk & Milk Products), Yonkers,  
 N. Y.; Adolph Goldmark & Sons Corp.  
 (Food Imports), N. Y., N. Y.; Gristede Bros.,  
 Inc. (Grocers), N. Y., N. Y.; Hoyt Bros.,  
 Inc. (Cake & Pie Mises), Newark, N. J.;  
 Linda Foods, Inc. (Rice Pudding), Newark,  
 N. J.

*TV Accounts:* Anti-Decay Corp.; Cadie  
 Chemical Products, Inc. (Polishing Cloths),  
 N. Y., N. Y.; Charles & Co., Inc.; Gristede  
 Bros., Inc.; New Jersey Egg Institute, Lake-  
 wood, N. J.; Terry Candy Co., Elizabeth,  
 N. J.

**TRACY-LOCKE CO., INC.**

2501 Cedar Springs Road, Dallas 1, Texas  
 Phone: Sterling 4741

AAAA—ABC—ABP—ANPA—AFA  
 President .....Morris Hite  
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.  
 Vice-Pres., Secy.-Treas..John H. Wellenkamp  
 Director.....Lawrence E. DuPont  
*Branch Office*

711 Main St., Houston, Texas  
 Phone: CH 5467

Vice-President.....Clay W. Stephenson, Jr.  
 701 Texaco Bldg., New Orleans 16, La.  
 Canal 9278

Exec.....G. C. Mossman  
*Radio Accounts:* Borden Co. (Southern  
 District); Comet Rice Mills, Houston; Dun-  
 can Coffee Co., Houston; Imperial Sugar Co.,  
 Sugarland; Burrus Mills & Elevator Co.  
 (flour), Dallas; Adleta Company, Dallas;  
 Reserve Life Insurance Co., Dallas; Frito  
 Co., Dallas, Texas; Amercian Brewing Co.  
 (Beer), New Orleans, La.

*TV Accounts:* Borden Co. (Southern Dis-  
 trict); Comet Rice Mills, Houston; Mrs.  
 Baird's Bakeries, Dallas, Ft. Worth; Duncan  
 Coffee Co., Houston; Imperial Sugar Co.,  
 Sugarland; King Candy Co., Ft. Worth; Hag-  
 gar Co. (men's slacks), Dallas; Adelta Com-  
 pany, Dallas; American Brewing Co.; Frito  
 Co.; Champion Foods (Chili & Tamales),  
 Dallas.

**WILLIAM VON ZEHLE & CO., INC.**

441 Lexington Ave., New York 17, N. Y.  
 Phone: MU 2-9010

Chairman.....Wm. von Zehle  
 Vice-President.....Lawrence A. Reis  
 Treasurer.....Kathleen Banks  
 Secretary .....Anthony Sarnataro  
*Accounts:* Bernheimer, D. F., & Co.;  
 Blieber & Dresback Inc.; Colonial Boat  
 Works; Complete Machinery & Equip. Co.;  
 Cypress Hills Cemetery; Dyson Shipping,

N. Y.; E. H. & A. C. Frederic's Co.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadow, B. Inc.; K & W Products Corp.; Larsen Products Corp.; Meyer, N. S. Inc.; Midget Louver Co.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Payne, Bruce & Assoc.; Reaction Motors Inc.; Richmond Serew Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Salon Palmer; Standard Radio, Chicago & Hollywood; State of N. H. (Recreation Div.); Trans Globel Co.; Wasco Flashing Co.; Winsor & Newton; Winston, Harry Inc.; X-Pando Corp.; Young, Adam J. Inc.

**GEOFFREY WADE ADVERTISING**

20 N. Wacker Drive, Chicago 6, Ill.  
Phone: STate 2-7369  
ABC-ANPA

Exec. Dir.....Albert G. Wade, II  
General Manager.....Paul McCluer  
Creative Dir.....Lawrence W. Davidson  
Copy Chief.....Chas. W. Tennant  
Research Dir.....Gordon Norberg  
Art Director.....J. B. Hoopes  
Prod. Mgr.....Edw. A. Beane  
Controller.....L. J. Frael  
Media Director.....Lomis J. Nelson  
Space-Radio-TV  
Time Buyer.....David S. Williams  
Dir. of Radio.....Jack Farnell  
Dir. of TV.....Booth Luck

*Branch Offices*

6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hillside 7457  
Manager.....Robert E. Dwyer  
10 East 49th St., New York, N. Y.  
Phone: PLaza 5-4156

Manager.....Forest T. Owen  
*Radio Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles, Calif.; Idaho Peat Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco.

*TV Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago; Wait-Cahill Co. (Cough Syrup), Decatur, Ill.; Lanofam Co., Chicago; Idaho Peat Co., Los Angeles, Joe Maggil, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles.

**HUGO WAGENSEIL & ASSOCIATES**

Talbot Bldg., Dayton 2, Ohio  
Phone: HEmlock 5542

AAAA-AFA-ABP-APA-PPA-ANPA  
CAAN

President .....Hugo Wagenseil  
Secy.-Treas. ....G. Wagenseil  
Acct. Executive.....W. H. Ford  
Radio & TV Director.....F. R. Harwood  
*Accounts:* Bonded Oil Co.; Calumet Refining Co.; Dairy Council, The; Dayton Power & Light Co.; First National Bank of Middletown; MacGregor Co., The; MacGregor Golf Co.; Portable Beauty Service Mfg. Co.; Precision Rubber Products Inc.; Springfield Savings Society.

**WALKER & DOWNING GENERAL ADVERTISING**

532 Oliver Bldg., Pittsburgh 22, Pa.  
Phone: GRant 1-1900  
ABP-ANPA

President.....William S. Walker  
Vice-Presidents.....C. P. Richardson,  
F. L. Newmeyer, Jr., V. I. Maitland  
Account Executives.....C. P. Richardson,  
F. L. Newmeyer, V. I. Maitland, C. F.  
Hoffman, Frank G. Orr, Bert Young  
Radio & TV Director.....R. B. Stevens  
Asst. Radio-TV Dir.....W. E. Burge  
*Radio Accounts:* Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

*TV Accounts:* Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

**NORMAN D. WATERS & ASSOCIATES, INC.**

6 East 39th St., N. Y. 16, N. Y.  
Phone: MURray Hill 5-8950  
ABP-ANPA-PPA-NOAB

President.....Norman D. Waters  
Exec. V.P.....Sanford L. Hirschberg  
Vice Presidents....Charles H. Whitebrook,  
Chester A. Gore

Secretary .....Bliss Woodward  
Asst. Sec'y.....Elaine L. Waters  
Treasurer.....H. L. Waters  
Media Dir.....Murray Platte  
Art. Dir.....Jules Helfant  
Production Mgr.....Jack Fain  
Asst. Treas., Gen. Mgr....Louis Landesman  
Publicity Dir.....Betty Townsend  
Traffic Mgr.....Abe Karlin  
Acct. Executives.....Norman D. Waters,  
Chas. H. Whitebrook, Sanford L. Hirschberg,  
Chester A. Gore, Leonard Koven,  
Roy I. Friedlander

Paris, France, 1 Ave. Franco-Russe  
Manager .....Faith Shipway  
*Accounts:* All-Tite Pen Co.; American Soap Power Works; Ameritogs, Inc.; Art

Guild of Williamsburg, Inc.; Augusta Knitting Corp.; Balbrook Inc.; Bead Chain Mfg. Co., The; Beaunit Mills; Brookhaven Textiles; Bucknell Jay Co.; Casco Products Corp.; Chambers Bros. Fur Co.; Consolidated Trimming Corp.; Cybert Tire Corp.; Dayton Rubber Co.; Desley Fabrics Inc.; Drexel Hosiery Co.; Duratech Mfg. Corp.; East Coast Soap Corp.; Edelstein Foods Inc.; Eangel Bauer & Co.; Farber, S. W. Co.; Fashion Discoveries of the Month; Felton Chemical Corp.; Gardner Corp.; Gerdau, Otto Co.; Gilton Mfg. Corp.; Glen Rossie Scotch; Glenhunt Inc.; Goldmark Hosiery Co.; Goodyear Fabrics Co.; Gulbenkian Seamless Rug Co.; Hale Co., Inc., Handler, Maurice of Calif.; Herbert Mfg. Corp.; Holland, J. & Sons Inc.; Huffman Full Fashioned Mills Inc.; Jelenko, N. L. Co.; Knickerbocker Federal Savings & Loan Assn.; Larchmont Lodge; Lederer de Paris; Lenel Perfumes; Lido Luggage Co. Inc.; Lidz Brothers Inc.; Lion Ribbon Co.; Lubvard-Watson Co.; Maico Hearing Instruments Inc.; Majikweld Corp.; Mazer Bros. Inc.; Metal Findings Corp.; Modern Products Laboratories; Morganton Full Fashioned Hosiery Co.; Nancy Tucker Inc.; Napier Co.; Novelty Veiling Co.; Official Films; Paramount Furniture Industries; Paris Cosmetics Inc.; Paristyle Inc.; Perry Envelope & Bag Co.; Prym, William, Inc.; Ramseur Furniture Co.; Rejuvia Laboratories; Rivoli Corset Co.; Roger Smith Hotels Corp.; Rout Rosenthal & Co. Inc.; Sani-Aqua Shower Curtains; Shepherd Knitwear; Smith, Roger, Hotels; Stardust Inc.; Swift Business Machines Corp.; Tailorbrooke Clothes; Tausend, Felix & Sons; Vermont Woolen Mills Inc.; Wispepe Co.; York St. Flax Spinning Co. Inc.; Zucker, Simon, Co.

**WILLIAM WARREN, JACKSON & DELANEY**

45 W. 45th St., New York 36, N. Y.  
 Phone: JUDson 6-0350  
 ABP—APA—PANY

Partners.....Harry Solow, Jr.,  
 William W. Solow, S. P. Jackson  
 Radio Dir.....Harry Solow, Jr.  
 TV Director.....S. P. Jackson  
 Asst. to Director.....William W. Solow  
 Mgr. TV Commercials...Conrad Mikorenda  
 TV Program Dir.....Edward O'Brien  
 Copy Chief.....Dorothy Scheler  
 Account Executives.....William Solow,  
 S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran

*Radio Accounts:* Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift

Shop; Colony Motors; Book Find Club; Dale Dance Studios; Bonded Motor Mart; Relaxacizor Sales Co.; Davega Stores; Mason & Hamlin Piano Co.; Modell Jewelers.

*TV Accounts:* Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; North American Van Lines; Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Colony Motors; Stevens & Thompson Paper Co.; Wing & Fin; Chinchilla Industries, Inc.; Dale Dance Studios; Ritz Thrift Shop; Davega Stores.

**WARWICK & LEGLER, INC.**

230 Park Ave., New York 17, N. Y.  
 Phone: MURray Hill 4-5800  
 AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA

President.....H. Paul Warwick  
 Vice-Presidents .....Henry Legler,  
 S. O. Youngheart, Lester M. Malitz, Arthur Deerson, Thomas H. Shanley, Tevis Huhn  
 Radio & TV Director...William P. Warwick  
 Asst. Radio-TV Dir...Robert Steen, Joe Gratz

*Branch Office*

2405 W. 8th St., Los Angeles 57, Calif.  
 Phone: Dunkirk 3-1141

Vice Pres.....C. E. Staudinger  
 TV & Radio Dir.....Cecil Underwood

*Radio Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.; H. J. Caruso, Inc. (Automobiles), Compton, Calif.

*TV Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

**WASSER, KAY & PHILLIPS, INC.**

610 Clark Bldg., Pittsburgh 22, Pa.  
 Phone: Grant 1-5752

President.....G. S. Wasser  
 Publicity Dir.....A. J. Mittelhauser  
 Secretary.....F. F. Wasser  
 Media Director.....Harv Anderson  
 Art Dir.....Virginia Hubach  
 Television Director.....Alvin Roth  
 Account Executives.....G. S. Wasser,  
 Roy Phebus, A. J. Mittelhauser

*Radio & TV Accounts:* Rosenbaum Dept. Store, Pittsburgh; City Products Corp. (Fuel & Ice), Pittsburgh; The Kroger Co. (Super Markets), Pittsburgh; Union Dairy Farmers Co-op (Dairy Products), Pittsburgh; Quaker State Coca-Cola Bottling Co.; Strunz Soap Co., Pittsburgh; Tri-State Flavor Co. ("Bottoms Up" Beverages), Pittsburgh.

**WATTS. PAYNE—ADV., INC.**

900 S. Main St., Tulsa 3, Okla.

Phone: 3-8100

ABP—ANPA—AAAA—AFA

President ..... Don Watts  
 Vice-President..... Leslie S. Hauger  
 Treasurer..... Oscar E. Payne  
 Secretary ..... Don Mitchell  
 Vice-President ..... Benton Ferguson  
 Account Executives..... Ril C. Keefe,  
 Don Dyer, Benton Ferguson, Joe Jillson  
 Radio-TV Director..... Don S. Mitchell  
 Copy-Prod. Chief..... C. Arnold  
 Traffic ..... Patricia Taylor

*Radio Accounts:* Okla. Tire & Supply Co.,  
 Tulsa; Mid-West Chevrolet, Tulsa; 1st National  
 Bank, Tulsa; Commercial Nat'l Bank,  
 Muskogee; 7-Up Distributors, Tulsa; Pepsi  
 Cola Distributors, Tulsa; Palace Office Sup-  
 ply, Tulsa; United Fed. Sav. & Loan, Tulsa;  
 Bell Oil & Gas Co., Tulsa; Ozark Nurseries,  
 Tahlequah, Okla.; Surgeons-Lotion (Medi-  
 cation), Tulsa; C. L. McMahon, Inc. (Oil  
 Producers), Standard Electric Co., Tulsa.

*TV Accounts:* Oklahoma Tire & Supply  
 Co.; Standard Electric Supply Co., Tulsa;  
 1st National Bank; Chili Bowl Seasoning;  
 Mid-West Chevrolet; Hanna Lumber Co.,  
 Tulsa; Palace Office Supply, Tulsa; Ray  
 Allen Shoes, Tulsa; Burt's Ice Cream, Tulsa.

**WILLIAM H. WEINTRAUB & CO.,  
 INC.**

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

Phone: PLaza 1-0900

ANPA—PPA—APA—NOAB

President..... William H. Weintraub  
 Exec. Vice-Pres..... Elkin Kaufman  
 V.P., Treas..... John Davenport Scheuer  
 V.P., Chg. Radio-TV..... W. Craig  
 Business Manager..... Les Blumenthal  
 Chief Time Buyer..... Joan Stark

*Radio Accounts:* Kaiser-Willys Sales Divi-  
 sion of Willys Motors, Inc.; Blatz Brewing  
 Co.

*TV Accounts:* Blatz Beer, Kaiser-Willys,  
 Revlon Prod. Corp. (cosmetics), New York,  
 N. Y.; G.H.P. Cigar Company.

**WEISS & GELLER, CHICAGO, INC.**

400 North Michigan Ave., Chicago 11, Ill.

Phone: Whitehall 3-2100

ANA—PPA—NOAB

President..... Edward H. Weiss  
 V.P., Creative Dir..... Irving Auspitz  
 V.P., Acct. Exec..... Byron Bonnheim  
 V.P., Acct. Supervisors..... Bernard Gross,  
 Jerome Joss, Marvin L. Mann, Don Paul  
 Nathanson

V.P., Art Director..... Lee King  
 V.P., Dir. of Research..... Joseph White  
 Merchandising Dir..... Arthur Ramsdell  
 Media Director..... Jack Bard  
 Comptroller..... Ernest Stern  
 Production Mgr..... Frank P. Higgins  
 Producer..... John Rundall  
 Asst. Producer..... Maxine Anderson  
 Fashion Coordinator..... Peggy V. Schilling

*Branch Offices*

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

Phone: OXford 7-0414

V.P., Dir. Radio-TV..... Bruce M. Dodge  
 9533 Brighton Way, Beverly Hills, Calif.  
 Phone: CRestview 6-7048

Manager..... Walter N. Hiller, Jr.  
*Radio Accounts:* College Inn Food Prod-  
 ucts; Holeproof Hosiery Co.; Mogen David  
 Wine Corp.; Sealy, Inc.; Terre Haute Brew-  
 ing Co.; The Toni Co.

*TV Accounts:* Mogen David Wine Corp.;  
 Sealy, Inc.; Terre Haute Brewing Co.; The  
 Toni Co.

**E. TAYLOR WERTHEIM**

299 Madison Avenue, New York 17, N. Y.

Phone: MUrray Hill 2-0653

Principal..... E. Taylor Wertheim  
 Art Director..... Walter Kolligs  
 Media & Prod..... C. Corbin

**WESTERN ADVERTISING AGENCY,  
 INC.**

4848 Wilshire Blvd., Los Angeles 5, Calif.

Phone: WEbster 8-2681

ABC—ABP—ANPA

President..... Edward E. Keeler  
 Exec. Vice Pres..... Kenneth J. Slee  
 Vice-Presidents..... Paul V. Wickman,  
 Ralph Yambert, Henry Gerstenkorn  
 Radio-TV Dir..... Edmund A. Lytle

*Branch Office*

1655 Scheffer Ave., St. Paul, Minn.

Executive in Chg..... Harold L. Maddux  
*Radio Accounts:* Alemite Co. of Calif.;  
 Battle Creek Food Co., Los Angeles, Calif.;  
 Bowie Pies; Pig'n Whistle Brands, (Candy);  
 Calif. Wholesale Electric; Ontra Cafeterias;  
 Community Bank; First Thrift Of Los An-  
 geles; Huntington Park First Savings; First  
 Federal Sav. & Loan of Wilmington, Calif.;  
 Gallenkamp's Stores Co.; Mills Sales Co.;  
 Librascope, Inc.; G. M. Giannini Co.

*TV Accounts:* Gallenkamp's Stores Co.;  
 Pierpoint Landing; General Electric Supply  
 Co.

**WEXTON COMPANY**

11 East 47th St., New York, N. Y.

Phone: MU 8-4050

Partners. Larry Schwartz, Howard Wechsler  
 Art Director..... Jack Spiro  
 Merchandising Director..... Edward Greenberg  
 Personnel Director..... M. Breitkopf

*Accounts:* Allied Display Materials Inc.;  
 Am. Tradair Corp.; Atlantic Metal Hose Co.;  
 Atlas Electric Products Co.; Belgian Electric  
 Sales Corp.; Bolesey Corp. of Am.; Cameo  
 Curtains, Inc.; Cavalcade Fabrics; Cohn-  
 Hall Marx Co.; Colonial Drapery & Curtain  
 Corp.; Emco Porcelain Enamel Co.; FR  
 Corp.; Feelite Enterprise Corp.; Ivel Corp.;  
 Jackson Vitrified China Co.; Kagan-Drey-  
 fuss Inc.; Lampert, M. J. & Sons Inc.; Little,  
 J. J. & Ives Co. Inc.; Michael Electric Co.;  
 Netherlands Fashions, Inc.; Radiant Utili-  
 ties Corp.; Re-Bo Mfg. Co., Inc.; Ra-Rich

Mfg. Co. Inc.; Scott, Elmer P. Co. Inc.; Shadowline Inc.; Shanty Boat Cruises, Inc.; Storer Best'g Co.; Sun Dew Corp.; Towncraft Industries Inc.; 20th Century Paint & Varnish Co.; Weed & Co., N. Y.; Weed Television, N. Y.; Weiss, Albert & Co.

**WHERRY, BAKER & TILDEN, INC.**

919 North Michigan, Chicago 11, Ill.

Phone: DELaware 7-8000

AAAA-ABC-ABP-ANPA

President.....Larry Wherry  
Vice Presidents.....Bruce A. Baker,  
Louis E. Tilden, Clifford Bolgard, Charles  
A. Wilcox, Robert Ferguson

Dir. of Radio & TV.....Louis E. Tilden

Media Dir.....Clifford Bolgard

Radio Accounts: Quaker Oats (Quaker and Mother's Oats, Quaker Puffed Wheat, and Quaker Puffed Rice, Full-O-Pep Feeds), Chicago; Oscar Mayer & Co. (Wieners, Pork Sausage, etc).

TV Accounts: Quaker Oats Company, Oscar Mayer Company.

**THE WHITEBROOK COMPANY, INC.**

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

Phone: JUDson 6-0330

Director (AM).....James Yankaver

Director TV.....Douglas J. Baker

*Branch Offices*

1180 Raymond Blvd., Newark, N. J.

Phone: MARKET 4-0300

Mgr.....J. P. McPherson

Suburban Sta.-Bldg., Philadelphia, Pa.

Phone: LOCust 8-1234

Exec. in Charge.....J. Yankaver

**WINIUS-BRANDON COMPANY**

1706 Olive St., St. Louis 3, Mo.

Phone: CHEstnut 1-6380

AAAA-ABP-ANPA

President.....Enno D. Winius

Sr. Vice-Pres.....C. A. Brandon

Vice-President.....W. L. Sanborn

Media Dir.....George R. Bishop

V.P., Radio-TV Dir.....V. L. Morelock

Asst. Radio-TV Dir.....Rosalie A. Pietuch

Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Bardenheier Wine Co., St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Bar-B-Quik (Frozen Ribs), St. Louis; Deep Rock Oil Corp. (Petroleum), Tulsa, Okla.; Chevrolet Dealers Assn. of Greater St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.

TV Accounts: Deep Rock Oil Corp.; American Investment Co. of Ill.; Bar-B-Quik; Chevrolet Dealers of Greater St. Louis.

**WOODWARD & BYRON, INC.**

50 West State St., Westport, Conn.

Phone: CAPITAL 7-9554

Ch. of Bd.....Mark B. Byron

President.....Van Lear Woodward, Jr.

Vice Pres.....Thomas F. Cosgrove

Secretary.....John Boyd  
Radio Dir.....Thomas F. Cosgrove  
TV Director.....Mark B. Byron  
Radio Accounts: Schaefer, Inc. (Rug cleaning), Stamford, Conn.

**FRANK WRIGHT NATIONAL CORP.**

995 Market St., San Francisco, Calif.

Phone: DOUGlas 2-5470

Manager.....Frank Parke Wright

Vice Pres.....Aphrodite Tavernas

Traffic Mgr.....Dorothy S. Koemmes

Comptroller.....Alma McGarrigle

Art Dir.....Norma Spencer Teilmann

Copywriter.....Shirley Lewis

*Branch Offices*

5746 Sunset Blvd., Hollywood 28, Calif.

Manager.....Marjorie Moore

Phone: HOLLYwood 2-7111

2404 West 7th St., Los Angeles, Calif.

Phone: DUNKirk 8-6050

Manager.....Frank Wright

Radio & TV Accounts: Calo Dog Food Co., Inc. (Pet Foods, Canned), Oakland, Calif.

**WYATT ADVERTISING AGENCY**

401 Navarro St., San Antonio 5, Texas

Phone: FANNin 2226

SNPA

Owner.....William I. Wyatt

Art Dir.....William J. Lytle

Prod. Mgr.....Virginia Richards

Copy Chief.....Esther Stith

Radio Dir.....Tom Holbrook

Accounts: Ace Mfg. Co.; Austin Savings & Loan Assn.; Bell-Kotzebue Co.; Burke, E. J. & Sons; Burney & Felder; Catto & Catto; Clicquot Club Bottling Co.; Dewar, Robertson & Pancoast; First Federal Savings & Loan Assn.; First Savings & Loan Assn.; Fox Co.; Friedrich Refrigerators Inc.; Government Personnel Mutual Life Ins. Co.; Guaranty Federal Savings & Loan Assn.; Hammond, B. M., Co.; Krisch, August J., Co.; Luderus, Fred, Tire Co.; Mission Driverless Car Co.; Mutual Savings & Loan Assn.; New Braunfels Smokehouse; Panhandle Ins. Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

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Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

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Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

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Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

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Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

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Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

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Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAL-TV (Southland Industries Inc.), San Antonio.

V.P., Mgr. Copy Dept... John B. Rosebrook  
 V.P., Dir. Int'l. Div..... Lorimer B. Slocum  
 V.P., Legal Advisor..... David Miller  
 V.P., Merchandising Dir..... Samuel Cherr  
 V.P., Dir. Pub. Rel..... Ken R. Dyke  
 V.P., Dir. Research..... Dr. Peter Langhoff  
 V.P., Dir. Radio-TV Dept..... Nat Wolff  
 Dir. of Radio-TV Oper..... D. Y. Bradshaw  
 V.P. Chge. Comm..... George H. Gribbin  
 V.P. Chg. Aect. Planning  
 & Supv..... Rod Erickson  
 Vice-Presidents ..... Milford Baker,  
 Harry B. Carpenter, George B. Dippy, J.  
 Brooks Emory, Jr., Frank Fagan, John E.  
 Grimm, Jr., Harry Harding, Frank L.  
 Henderson, William Howard, Alexander  
 Kroll, A. Gardiner Layng, Robert P. Moun-  
 tain, Walter K. Nield, William L. Shinnick,  
 Albert Tilt, Jr., Walter B. C. Washburn,  
 Edward Bond, Robert H. Briukerhoff,  
 Alous P. Butler, Robert Clayton, Montagu  
 G. Miller, Bernard Pagenstecher, Paul  
 Richardson, Luis P. Weil, J. P. Wilkerson.

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
 V.P. in Charge..... John F. Whedon  
 1866 Penohscot Bldg., Detroit 2, Mich.  
 Manager..... James W. Johnson  
 6253 Hollywood Blvd., Hollywood 28, Calif.  
 V.P. Radio-TV..... Walter Bunker  
 235 Montgomery St., San Francisco 4, Calif.  
 V.P. in Charge..... Edward A. Merrill, Jr.

*Radio Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; General Foods Corp.; Gen-  
 eral Electric Co.; Cannon Mills, Inc.; Gulf  
 Oil Corp.; Procter & Gamble Co.; American  
 Home Foods, Inc.; Metropolitan Life In-  
 surance Co.; Bristol-Myers Co.; Sanforized  
 Div. of Cluett, Peabody & Co., Inc.; Borden  
 Co.; Drackett Co.; General Cigar Co., Inc.;  
 Hunt Foods, Inc.; International Harvester  
 Co.; Life Savers Corp.; Mission Bell Winer-  
 ies; Singer Sewing Machine Co.; Time, Inc.;

Zenith Radio Corp.; P. Lorillard Co.;  
 Cudahy Packing Co.; American Bakeries  
 Co.; Drake Bakeries, Inc.; Johnson & Joh-  
 nson; Northern Paper Mills; Personal Pro-  
 ducts Corp.; Petri Wine Co.; Simmons Co.  
*TV Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; Duffy-Mott Co., Inc.; Pro-  
 cter & Gamble Co.; General Electric Co.;  
 General Cigar Co., Inc.; Singer Sewing Ma-  
 chine Co.; Borden Co.; General Foods  
 Corp.; Gulf Oil Corp.; Simmons Co.; Joh-  
 nson & Johnson; Goodyear Tire & Rubber  
 Co., Inc.; Bristol-Myers Co.; P. Lorillard  
 Co.; American Home Foods, Inc.; Interna-  
 tional Silver Co.; Sanforized Div. of Cluett,  
 Peabody & Co., Inc.; Drackett Co.; Elgin  
 National Watch Co.; Hunt Foods, Inc.; Rem-  
 ington-Rand, Inc.; American Bakeries;  
 Cudahy Packing Co.; Drake Bakeries, Inc.;  
 Max Factor & Co.; Time, Inc.; Petri Wine  
 Co.; Permacel Tape Corp.; Northern Paper  
 Mills; Mission Bell Wineries; International  
 Harvester Co.

**THE YOUNT COMPANY**

12 East 10th Street, Erie, Pa.  
 Phone: 2-2816

Owner..... M. A. Yount  
 Acct. Executive..... M. John Yount  
 Production Mgr..... George R. Rinderle  
 Secretary ..... Luella Drenning  
 Art Director..... Russel Adam

*Radio-TV Accounts:* The Erie Brewing  
 Company (Beer), Erie, Pa.; Harris Ford,  
 Inc., Erie, Pa.; Marine National Bank, Erie,  
 Pa.

*TV Accounts:* Erie Brewing Co.

**ZANPHIR, PETER, ADVERTISING**

565 5th Ave, New York, N. Y.  
 Phone: PL 3-8340

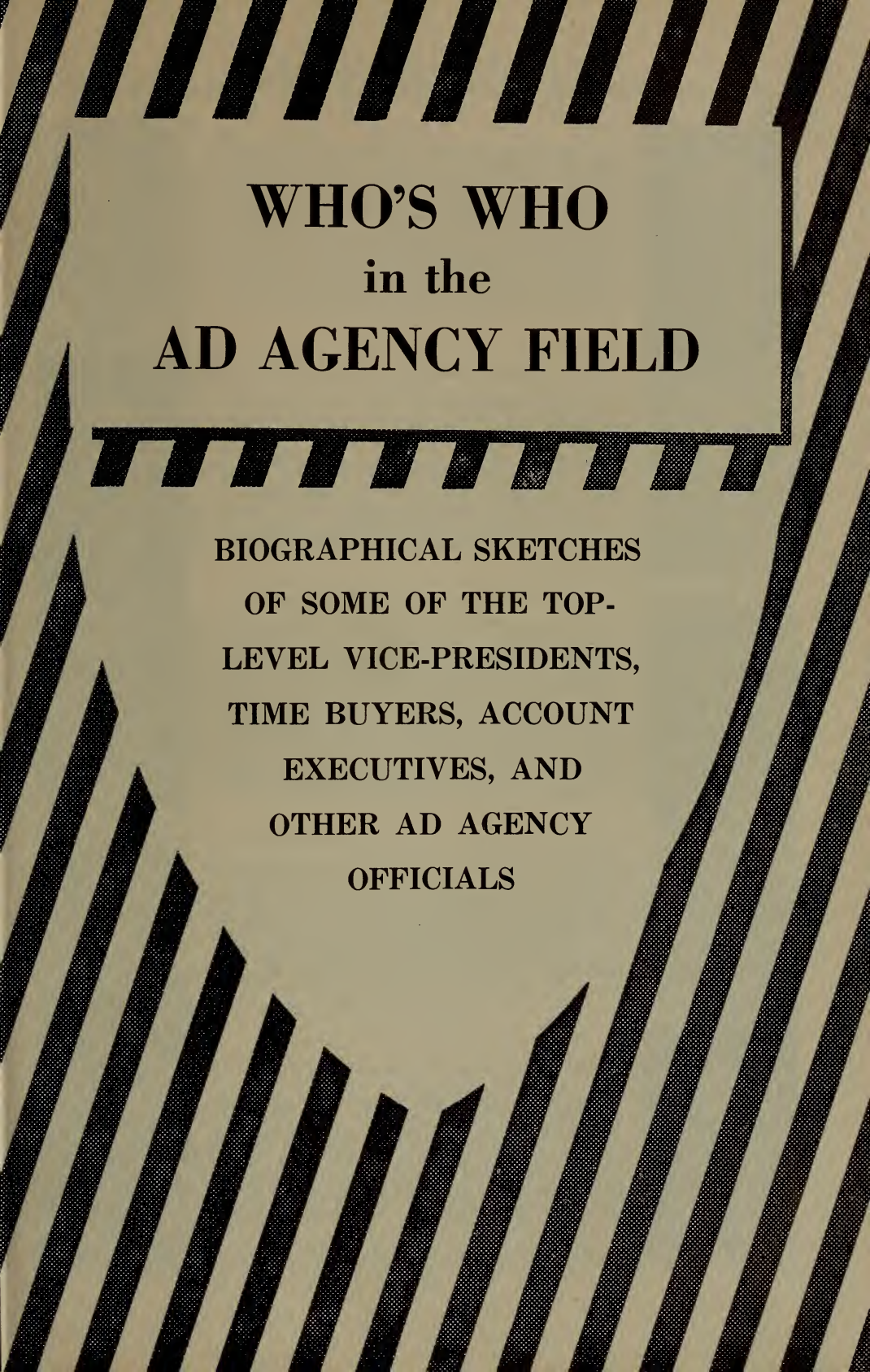
ABP

*Radio & TV Accounts:* TV Programs of  
 America, The Katz Agency.

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**



**WHO'S WHO**  
in the  
**AD AGENCY FIELD**

**BIOGRAPHICAL SKETCHES  
OF SOME OF THE TOP-  
LEVEL VICE-PRESIDENTS,  
TIME BUYERS, ACCOUNT  
EXECUTIVES, AND  
OTHER AD AGENCY  
OFFICIALS**



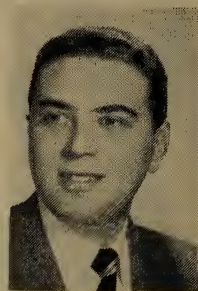
**MARVIN L. GRANT**, vice president and radio-TV director of the Mann-Ellis Agency, is busy in his key post as overseer of all broadcasting and telecasting activities of the agency, embracing schedules for some 50 clients. His versatility is aptly demonstrated in his over-all radio-TV supervision which includes everything from time-buying up through production, and, in addition, acting as account executive on six accounts, being responsible for the expenditure of complete budgets in all media. Prior to joining the agency, Grant was with the William H. Weintraub Company and chalked up an enviable record as a free-lance writer-producer-director with many national radio programs to his credit.

**KENNETH G. MANUEL**, vice president and director of TV and radio at the D. P. Brother Agency, is a video veteran, having inaugurated the nation's first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the U. of Michigan, U. of Detroit and Cranbrook Institute of Science. The series won numerous commendations and was the forerunner of the current popular "Telecourses" conducted on the same station by Manuel's alma mater, the U. of Michigan, where he was an outstanding sports star. Following up his journalism studies with a reportorial job on the Detroit News, Ken broke into radio as the discovery of broadcasting pioneer Harry Bannister, and soon became a full time newscaster and commentator on WWJ.



**FRANKLIN ROBERTS**, vice president and radio-TV director of Will Roberts Advertising Agency in Philadelphia, has been active for some years in the city's television association. While at the U. of P., Frank was a campus correspondent and sports writer for the Evening Bulletin. Following his graduation, Frank first joined the Harry Feigenbaum Ad Agency as a radio continuity writer, but was soon appointed radio and television director. In addition to his work of creating TV commercials, Frank also wrote and produced musical jingles for both mediums. Together with his interest in advertising, Frank maintains an active interest in sports, stemming from his college and sports writer days.

**EDWARD RATTNER**, radio-TV director of Friend-Reiss, was formerly radio-TV copy chief at Product Services, Inc., where he created and scripted numerous shows for both mediums. Ed has been in the radio-television field since the end of World War II, in which he served as an aerial gunner. Ed has been a ghost writer for a syndicated columnist, a short story writer and has been a member of the Radio Writers Guild since 1946.



**DON BLAUHUT**, radio-TV director for Edward Kletter Associates, is a native New Yorker. A veteran of World War II, Don holds a B.A. degree from Ohio State where he finished a four year stint in three. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. He also garnered experience with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck Advertising as assistant to the director of radio and TV, and was advanced to radio-TV director in 1951.





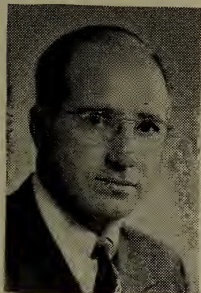
**GEORGE WOLF**, vice president and radio-TV director for Ruthrauff & Ryan, Inc., has an extensive background as author, producer, director and executive for radio and TV as well as movies and the stage. As a free-lance radio writer and producer, George contributed to many leading programs prior to wartime service with the Army Signal Corps Motion Picture Center assigned to writing and producing documentary training films. The post-war era found Wolf with NBC where he wrote and produced a weekly network institutional show as well as working on special assignments. The next seven years, from 1946-1953, found him at Foote, Cone & Belding, as director of radio-TV where he supervised much of the agency's \$18-million of annual airtime billings.

**WALTER CRAIG**, vice president in charge of TV at William H. Weintraub & Co., Inc., is a native of St. Louis and since childhood has been continuously in show business. In 1930 he moved from the stage and became program director of World Broadcasting System. Later he headed his own producing firm where he built and operated radio shows for Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products and Wheaties, among others. Compelled to retire for two years, Walter turned to raising Cocker Spaniels and Guernsey cattle in Bucks County, Pa. While there, he acted as radio consultant to Street & Finney. He returned as program director of WMCA in November, 1942, joined Benton & Bowles.



**VICTOR SEYDEL**, radio and TV director of Anderson and Cairns Agency, was bitten by the showbiz bug in his teens. A star in school and home town dramatics in Grand Rapids, Mich. and later in Pottstown, Pa., Vic was scheduled to enter Michigan U. when an RKO manager got him a summer job as a song-and-dance man in Chicago. The summer job lasted two and a half years, and Vic's been a showman ever since. In 1940 he joined the Blue Network, now ABC, as a director, and worked on many shows, including "Counter-Spy," "Ladies Be Seated," and others. In 1944 he became Eastern radio and TV director in the New York office of the Walker and Downing Agency and then moved on to the Anderson and Cairns Agency to serve in a similar capacity.

**WILLIAM R. SETH, JR.**, vice president and radio-TV director of Lewin, Williams & Saylor, Inc., has a broad background in the industry. In his career, Bill has worked as announcer, disc jockey, news editor and station manager. He is a graduate of the University of North Carolina, where he helped to eke out his collegiate career playing the guitar in dance bands. Prior to his present connection, Bill was vice president in charge of TV and radio for Needham and Grohmann, and previous to that was radio director of O'Brien and Dorrance. He at one time held down a job with NBC Spot Sales and in 1948-49 acted as director of advertising with Muzak. In his spare time Bill collects antiques and miniature books.



**BUCKINGHAM GUNN** of Foote, Cone & Belding's Chicago office first entered radio in 1934, when he joined J. Walter Thompson in the Windy City. Within two years he was appointed as radio director of the agency. Six years later, Buck joined WGN as program director and in 1948, when Foote, Cone & Belding created a television department, he was in on the ground floor development of the agency's TV activities.



**HENRY (HANK) FOWNES**, vice president and director of the radio-TV department at MacManus, John & Adams, Inc., first entered the advertising field after an Air Corps career, via service in the mail room of Benton & Bowles. Hank quickly rose to the post of assistant executive on the Tide account, but soon left the agency to join Fenton Productions as radio-TV producer. In this post he serviced numerous accounts, among them Cadillac and Pontiac, whose primary agency is MacManus, John & Adams, Inc. When the latter agency opened its New York offices, Fownes was chosen to head up the air-wave department.



**WICKLIFFE W. CRIDER**, vice president in charge of radio and TV at Kenyon & Eckhardt, Inc., is a graduate of Penn State College. He began his advertising career as an apprentice with J. Walter Thompson Co. and soon worked up to the radio publicity department, and thence to radio production. Next jump up the ladder found Crider at BBD&O as a developer of new programs for radio and TV, which post led ultimately to the vice-presidency in charge of that department. Crider moved over from BBD&O to his present post at K&E in 1952. When he isn't rooting for the Dodgers, Wick can usually be found working out his three-dimensional camera.



**ROBERT W. DAY**, vice president and radio-TV director of Albert Frank-Guenther Law, Inc., has been engaged in radio and TV advertising since his graduation from Harvard. From 1939 to 1942 he was connected with Broadcast Advertising, Inc., Boston, where he served full-time as a merchandising representative for two network food programs. He spent the following three years in the U.S. Navy, from which he was discharged as a lieutenant, senior grade. From 1945 to 1948, while associated with the John Hancock Mutual Life Insurance Company, Bob handled two coast-to-coast network shows, one from Boston and the other from Hollywood. He also served as radio and TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.



**LAWRENCE E. DUPONT**, director of radio and TV for Rogers and Smith Advertising Agency, Dallas, Texas, is a native of New York. He received his B.A. from Long Island University and his LL.B. from the Fordham University School of Law. He entered the radio field in 1936 at KFJZ, Forth Worth and later was a newscaster for some four years with WBAP. Larry entered television in 1947 and directed the first live telecast in the Southwest by remote pick-up of President Truman's visit to Forth Worth in Sept. 1948. He went to Dallas in 1949 as program manager for KBTU, which later became WFAA-TV. In addition to his duties on the technical side, Larry has written numerous TV plays which have been telecast nationally featuring such stars as Frederic March, James Dunn and others.

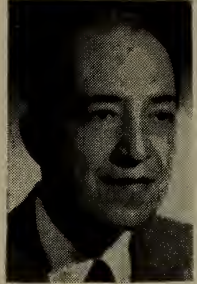


**LEONARD F. ERIKSON**, vice president of McCann-Erikson in charge of the central radio-TV department joined the company in 1949 as a vice president and general executive. He is a graduate in journalism from the University of Wisconsin and later continued his education at the Harvard Graduate School of Business Administration. In 1930 he joined CBS and spent fourteen years with the network, first as Western sales manager with headquarters in Chicago and later as general sales manager in New York. In 1945 Leonard went to BBD&O as assistant to president Ben Duffy and liaison between management and the radio department. His next move was to Kenyon & Eckhardt, where he was vice president, and director of radio and TV. From this last position he joined McCann-Erikson.



**PAUL GUMBINNER**, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., has created thousands of radio and TV commercials for his agency's clients. In 1929, Paul sold the idea of a 15-second singing commercial to George Washington Hill of the American Tobacco Company, then made a tour of the country, explaining the methods radio stations could use to gain extra revenue by selling station break time. He started in on the creation of TV commercials in 1947, using his apartment as a studio and shooting exterior shots on Riverside Drive. Paul lives in New York with his wife and four children. His apartment houses three TV sets and three radios, and he often keeps abreast of broadcasting's passing show by having all six instruments going full tilt simultaneously.

**ALVIN KABAKER**, vice president in charge of radio and TV for Dancer-Fitzgerald-Sample, Inc., has been with the same agency for 17 years. He started with the DFS predecessor, Blackett-Sample & Hummert in Chicago, as a copywriter where his legal training stood him in good stead in negotiating contracts, handling union difficulties, et al. He subsequently rose to the management and production ranks, and prior to assuming his present post in New York, had been in charge of the agency's Hollywood office, supervising such shows as "Beulah," "Mystery Theater," "Date with Judy," "Ma Perkins" and others. During World War II he took a three-year leave for Navy duty. Receiving both his B.A. and law degrees from the U. of Chicago, Kabaker was a practicing attorney for two years before adventuring into the newspaper field.



**TOM McDERMOTT**, vice president in charge of TV at Benton & Bowles, is a boy wonder of the industry. Still in his twenties, Tom has more topnotch shows to his credit than many a long-time veteran producer. Even before graduating from Manhattan College he wrote and directed plays, and formed a group which produced dramatic shows for various social organizations, and was associated with production staffs of summer theaters. Prior to joining B&B in 1942, Tom chalked up radio experience on WNYC and WOV, and wrote and directed a series with Irene Wicker. He directed "When A Girl Marries" and the "Prudential Family Hour," wrote, edited, produced and directed scores of others. Tom has done post graduate study of the drama at Columbia, Fordham, NYU and the New School.

**NICHOLAS E. KEESELEY**, vice president in charge of radio and television for Lennen & Newell, Inc., Agency, is "Nick" to a legion of friends in the industry. Nick was born in Philadelphia in 1910 and took his first job in the agency field with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Newell, Keeseley was instrumental in setting up the agency's TV department.



**CHESTER MacCRACKEN**, vice president and director of radio and TV at Doherty, Clifford, Steers & Shenfield Agency, has been active in the advertising field for some 26 years. "Mac" started back in 1927 with the Skelly Oil Company and five years later joined J. Walter Thompson Co. In 1933, he moved to Benton & Bowles, where in 1937, he set up their Hollywood office. Returning to New York he supervised such shows as "Gangbusters" and the "Boake Carter Show," along with nine daytime serials. In 1944, when Doherty, Clifford & Shenfield was formed, "Mac" joined the agency in charge of radio production. His hobbies include mystery and adventure stories, photography and raising roses in his Bronxville home.



**JOHN R. SHEEHAN**, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY, Schenectady, back in 1934, as a staff producer, singer and announcer. Two years later he became manager of international broadcasting for General Electric. During World War II, at Government request, John was loaned to the OWI, where, as Chief, Facilities Bureau in New York, he was responsible for planning, design, installation and operation of all radio and communications facilities required by OWI, Office of Inter American Affairs and Armed Forces Radio. From June, 1948 to March, 1950, John was director of radio and TV at Buchanan & Company, Inc. While there he handled the first telecast of Metropolitan Opera as well as managing the department.

**RINO NEGRI**, executive and vice president of the Emil Mogul Company, is considered among the leading advertising and marketing authorities for Italian-American products, particularly in the radio-TV media. A native of Venice, Italy, Rino was educated at the College of Milan and speaks and writes five languages fluently. He got his start in advertising here as an Italian announcer at WOV, New York. His ad campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil and Napa Valley wine products are proving fruitful, with the firm's saluting their agency account executive for his specific knowledge of the Italian-American market which has begun to pay off in sales returns.



**ALVIN Q. EHRLICH**, vice president in charge of radio and TV for Kal, Ehrlich & Merrick, Washington, is one of the capital's pioneers in TV advertising. He entered the advertising business in 1929, serving as advertising manager of Raleigh Haberdasher for the next two years, and joined the Kal agency in 1932. Three years later Al was made a partner in the firm and remained there until 1943 when he left for military service. The name of the agency was changed in 1945, after Al's discharge, to Kal, Ehrlich & Merrick Advertising, Inc. Al, active in civic affairs, has been a director of the Better Business Bureau, was twice president of the Washington Advertising Club and is a member of the Radio Pioneers.

**WILLIAM L. WEDDELL**, vice president in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago in 1929, when he went with NBC's Western office. Following a long stint as sales promotion manager of NBC, Chicago, Weddell became radio director of Erwin Wasey & Company. Before joining Leo Burnett Agency in 1946, he returned to NBC as assistant sales manager.



**MYRON P. KIRK**, vice president and executive director of radio and TV at the Kudner Agency, Inc., trained for the TV course through experience in the banking, brokerage, agency, theater, radio and movie business. From 1938 to 1941 he was president of United Artists. Kirk joined the agency in 1941 as director of radio and later became v.p. in charge of radio and television.



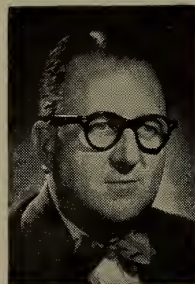
**SAMUEL H. NORTHCROSS**, vice president of William Esty Company, Inc., and director of the agency's television department, followed graduation from NCU with post graduate work at Oxford University. He was associated with George Gallup in public opinion and audience measurement research for five years prior to going with Young & Rubicam for two years. He began his career as newspaper reporter and country editor for the Washington Times-Herald. During the war he served for three years with the Army Air Corps as a captain. He has been a vice president and manager of the TV production department for the Esty agency for five years prior to his appointment as over-all director of the agency's TV department.

**ROBERT FOREMAN**, vice president in charge of TV at BBD&O, began his career sixteen years ago by writing print copy for trade ads, then went into consumer advertising. Shortly afterwards, he was turning out radio copy and headed the first segregated radio writing group in the agency. It was while Bob was working in this capacity that the vocalizing for the famous "Chiquita Banana" and "Willie, the Penguin" commercials were developed. Bob has an avid interest in early American furniture, as proved in his 150-year-old farm in Westport, Conn. There he has a famous collection of Currier & Ives prints. In his New York apartment, Bob has a collection of ultra-modern oil paintings, just to even things up.



**DAN SEYMOUR**, vice president of Young and Rubicam, Inc., in charge of programming in the radio and TV department, is a veteran of the radio-TV field, both as a producer and performer. As a radio announcer, Seymour's voice was known to millions and with the advent of television he became increasingly popular, winning many awards. His most noteworthy achievement was as emcee and host of "We the People," and was largely responsible for the long list of "firsts" accredited to the show. A graduate of Amherst College, Dan was active in campus dramatics. When 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. He has been with Young and Rubicam since 1950.

**WALTER WARE**, director of television for Scheideler, Beck & Werner Agency, broke into the new medium in the old days of hall-room studios, hot light and one-time shots. A native Kentuckian, Walter entered radio via WLAP in his home-town of Lexington, and then came to New York in 1941 to join the Maxon Agency as a copy-writer, and next joined the Duane Jones Company. Putting his theatrical background to work, he started TV experimentation in 1945 and soon launched the first commercial TV show originating from the DUMONT Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shopping," telecast direct from supermarkets. Ware set up the TV department for Scheideler, Beck & Werner when the agency was launched in September, 1951.



**JOHN P. ATHERTON**, vice president and director of radio and TV production for Atherton and Currier Agency, is an accomplished musician and composer. He has created both music and lyrics for a number of the agency's radio and TV jingle commercials, as well as many musical novelty announcements. Other duties consist of all talent-buying plus overall supervision of the agency's radio-TV department. After studying at the Oberlin (O.) Conservatory of Music, and receiving a B.A. degree in music from Bard College in 1942, Atherton spent the next 38 months in the U.S. Army, with 20 months spent in active service in the South Pacific theater. He joined the agency on his return in 1945.



**LEWIS H. TITTERTON**, vice president and director of radio and TV production at Compton Advertising, Inc., is a scholarly gentleman with degrees from Cambridge University and Harvard. Lewis is a sound business executive along with his academic accomplishments and has had wide experience in both the radio and TV fields. Titterton was a journalist in his early professional days. He became assistant editor of Atlantic Monthly in 1925 and a year later moved on to Macmillan Company where he was assistant to the general sales manager. In 1932 he entered the field of radio as a script editor with NBC. He served as an executive with NBC from 1932 to 1944 when he joined the Compton agency as director and later became vice president in charge of radio and TV.

**HAROLD A. DAVIS**, head time buyer for Erwin Wasey & Company, got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's Degree at Marietta College, Marietta, Ohio. His first position with Benton and Bowles was that of budget-co-ordinator on Procter and Gamble. This job entailed a considerable amount of media research work. Two years later Hal switched to Doherty, Clifford, Steers & Shenfield, taking a job as assistant to the head time buyer. Later he became buyer on the Bristol Myers, Borden's and Welch accounts. Hal joined Erwin & Wasey & Co. in October, 1953, in his present position as head time buyer.



**SI LEWIS**, radio and TV director for Product Services, Inc., advertising agency, entered the broadcasting field through coincidence. He was working as a buyer in a department store when he conceived a promotional scheme which brought him into contact with Harry S. Goodman. Harry was so impressed by the young man's ability, he offered him a position with his transcription firm. A long and successful association followed until Si left to join the staff of WPIX, N. Y., as an account executive. He remained with W. IX for four and a half years, rising to the position of senior salesman and handling such accounts as Kreuger Beer, Hoffman Beverages, Lincoln-Mercury and Robert Hall. He left WPIX to assume his duties with Product Services.

**ROGER PRYOR**, vice president in charge of radio and TV at Foote, Cone & Belding, has enjoyed an exceptionally large background in the entertainment field. Starting in show business at the age of 18, he played Summer stock and gradually moved to leading parts on Broadway and Hollywood. Finally came radio, first as orchestra leader, then as M.C. on the Gulf Screen Guild Program. Pryor joined Foote, Cone & Belding in 1947 as director of TV, and clients he has presented on TV include Union Oil, Sunkist, Fepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central.



**PETER ARNOLD KRUG**, director of radio and television for Calkins & Holden, has directed radio and television activities of such clients as Prudential Insurance of America, Stokely-Van Camp, Marculus Manufacturing Co., Oakite, Stereo-Realist Cameras, and other nationally-known accounts. Krug was formerly with Hicks & Greist for seven years in the same capacity, and prior to that served as business manager of the radio department of Donahue & Coe. His non-agency experience includes five years as program director, writer and performer with WEBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.



**NORINE FREEMAN**, media director for Western Advertising Agency, Los Angeles, entered advertising with a background of newspaper reporting and public relations experience. She was a news reporter for more than 15 years, on mid-western newspapers, including the Toledo Blade, Toledo News-Bee, and the Cincinnati Post. She left the newspaper field for publicity and public relations in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byoir and Associates. Norine forsook New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doner & Company. She went to Los Angeles in 1951, and was media director for the Caples Company, before joining Western Advertising Agency.

**JOHN GAUNT**, director of television and radio for Grant Advertising, was formerly a director and producer of many top-rated network shows. He now divides his time between supervising such programs as ABC's "Make Room for Daddy," NBC's "Roy Rogers Show," and KTLA's "Lawrence Welk Show," and creating filmed commercials for national Grant clients. Recently asked to define his job, Gaunt replied: "Television and radio broadcasting today is made commercially possible only by combining the talents of two widely divergent types of creative people—the artistic theatrical type and the sales managerial type. Each is able and resourceful."



**BETH BROBERG**, media director for the Mayers Company, joined the agency in 1951 as secretary to the vice president. Going from USC, Beth started her advertising career with Foster & Kleiser Co., where she learned the business working in various departments including the posting and sales. She left Foster & Kleiser after four years to join West-Marquis, Inc., where she started as a general employee and at the end of a two-year period was assisting the media director, production manager and chief accountant. Two years later she joined Jere Bayard Associates as media director, where for three years she selected various media and kept all agency media records. She was associated with Grant Advertising Agency before joining the Mayers Co.

**DONALD QUINN**, media director of Doherty, Clifford, Steers & Shenfield, Inc., entered the advertising field eight years ago via the research department of Lennen and Mitchell, but soon switched to media work. Later, at Ruthrauff & Ryan, Inc., and Fedlar and Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Don has been responsible for radio-TV time on a wide variety of programs ranging from "The Garry Moore Show" to "Hilltop House," and has supervised extensive spot buying and participation programming. Born in Northampton, Mass., Don Currently resides in Bronxville, N. Y., with his wife, Margot, and their two children, Susan and Douglas.



**EILEEN HENRIQUEZ**, time buyer for J. Walter Thompson's Los Angeles office, has been with JWT for seven years, and expects to stay many more. She moved quickly from her first clerical position with Kemper Insurance in Chicago into their advertising and public relations department. Her next step on the way up was layout and presentations for Liberty Magazine. She managed to see more of the country while working for National Airlines in Miami and New York. She joined Crosley Broadcasting in Chicago, but California sunshine was luring her west. She joined the Leo Burnett Agency in Los Angeles for a brief stint before making her present connection.



**H. PIERSON MAPES**, vice president in charge of TV and radio, and general manager of Hutchins Advertising Co., Inc., came to TV via radio advertising and merchandising. He joined May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year, moved from May to Philco as sales promotion manager. Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and TV activities of Philco Corp. ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Pierson also supervises planning of Philco Conventions and other national activities.

**STEPHEN W. SIDDLE, JR.**, media director of Birmingham, Castleman & Pierce, Inc., is a graduate of the University of North Carolina with a B.S. Degree in Commerce. From 1943-1945 he was with the U. S. Army service in Newfoundland Base Command. Stephen entered the advertising field in 1946 with Doherty, Clifford & Shenfield, Inc., and remained there until June, 1951 in the space department. From there he joined Birmingham, Castleman & Pierce, Inc. as space buyer. In October, 1952 he was named media director and assumed responsibility for the buying of all radio and TV time, and has been handling this phase of the agency work since that time.



**GEORGE POLK**, a radio-TV supervisor, has been with Batten, Barton, Durstine & Osborn, Inc., since 1950. He attended Hotchkiss and Pomfret Schools in Connecticut. Upon graduation from Erskine College, South Carolina in 1950, where he received his BA degree, George started his advertising career in the mail room of BBD&O. Progressing steadily, he went on to research, time buying, and on to his present post, where he works with Robert Foreman, v.p. in charge of the radio-TV department. George is a native New Yorker and is single.

**FRANK MINEHAN**, vice president, media director and member of the plans board, has been with Sullivan, Stauffer, Colwell & Bayles, since it opened in 1946. Previous to that he spent a short time as media director at Pedlar & Ryan. Before coming to New York, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge. After graduating from a finance school in Boston, he began his business career as a public accountant and school teacher. After joining Lever Brothers Company he switched to advertising and he has continued there ever since.



**BERNARD G. RASMUSSEN**, manager of broadcast media at Fuller & Smith & Ross, Inc., is a native of Brooklyn with a degree from Fordham University in Business Administration. He started as an accountant with Seagram Distillers Corp. During World War II, he saw service as an Air Force Navigator in Europe. Bernard joined Ruthrauff & Ryan in 1947 as a time buyer. He has been with Fuller & Smith & Ross, Inc. in his present capacity since 1952.





**LYNN DIAMOND**, radio and television time buyer for Emil Mogul Company, joined the agency after two years at Cecil & Presbrey as assistant to the account executive on Tintair. She joined the time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. Her job is a prodigious one since Rayco is a chain of franchised retailers with over 100 stores in approximately 90 markets, and each outlet operates on an individual budget allocation. All radio and television advertising is planned on a local spot basis.



**EVELYN LEE JONES**, business manager of radio and television departments and chief time buyer of Donahue & Coe, Inc., has been with the agency since August 1943. She joined the agency as a copy writer, later shifting to administration and business division. Prior to that Evelyn was at City Hall as Civilian Defense Volunteer Aide to Mayor F. H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn was on the board of directors of Advertising Women of New York, Inc. from 1954-55. She attended Columbia University and Rochester University. Marriage entered the picture in 1934 when she met Charles Reed Jones.



**MILDRED FULTON**, time buyer for the Bulova Watch Company since 1947, moved from the Biow Company to McCann-Erickson with the account in January, 1955. After positions with organizations ranging from tree surgeons to country clubs, she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with OWI in Washington during the war years. Mildred moved to New York City and joined Free & Peters in 1945. She is a native of Stamford, Conn. Her hobby is doing portraits in oil.



**LOCKE W. TURNER**, media director of Batten, Barton, Durstine and Osborn, Inc., Los Angeles, has been associated with the agency for the past six years, having joined the firm after graduation from Stanford University. He began as a trainee, and was promoted successively to production and account duties. Prior to being named media director he was an assistant account executive on the Rexall Drug account for a period of four years. He was married early in 1955 to Barbara Walsh, assistant to the research director of BBD&O, Los Angeles.



**GEORGE KERN**, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Co., now known as BBD&O. He spent seven years there learning the business in various departments, including several weeks training in the New York office of BBD&O. In 1931 George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for seven years. In 1940 he joined Benton & Bowles as chief time buyer. During World War II, he served on the staff of General MacArthur in the Morale Services Section. Prior to joining Lennen & Newell he was associated with Benton & Bowles.



**JOHN PAUL MARSICH**, chief time buyer for Kudner Agency, began his advertising career at NBC in 1940. Prior to that he had attended Columbia and New York University, graduating from N.Y.U. with a degree in Business Administration. In 1943 he left NBC for the wars. As a lieutenant in the Navy he commanded the LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-TV department. Less than a half year later he was named to his present post.



**EDNA S. CATHCART**, chief television and radio time buyer for J. M. Mathes, Inc., has been with the agency for the past eighteen years. She has been in charge of all time buying for the agency, involving such accounts as Canada Dry Ginger Ale, Inc.; Luden's, Inc.; and the Northam Warren Corporation. Many other agency accounts are actively engaged in radio and television.



**NEWMAN F. McEVROY**, vice president and media director of Cunningham & Walsh, has been buying space and time for national and local advertisers since 1928. His previous business experience in retailing and in industrial marketing has provided the background and insight so vital to this highly specialized advertising function. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield Cigarettes, Sunshine Biscuits, the Texas Company and E. R. Squibb and Sons. He has served as president of the Media Men's Association and is an active member of the Radio and Television Executives Society.



**JANE DALY**, vice president and radio-TV director of Earle Ludgin & Company, Chicago, was named as the agency's first woman vice president at the year-end corporate meeting. She joined the company as a young secretary in 1942. Three years later she became assistant time buyer, and soon after that became head of the radio-TV department. As newest of the agency's vice presidents, Jane continues as TV-radio director, a position she has held the past several years.



**WILLIAM W. LEWIS**, director of the radio-TV department of Geyer Advertising Agency entered broadcasting through the writing route. He graduated from Pasadena College of the Theater in 1941, acted in two off-Broadway shows, then developed an interest in radio writing. He did a few free-lance scripts for NBC where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943 when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge, he worked with Redwood Products, Inc., in a promotion capacity, then started a 1 kw. radio station in the Boston area. In 1948, he became a writer-producer for Morse International, Inc. Bill joined Geyer in 1951.



**KAY OSTRANDER**, time buyer for the Dan B. Miner Company in Los Angeles, became interested in advertising agency work while employed at CBS-KNX in the post-war days. In 1948 she went to work as a secretary for McNeill & McCleery, a Los Angeles agency, where she remained until 1950. Hilly Sanders, v.p. in charge of radio and TV at Miner, offered her the job as time buyer for the agency. Kay has just passed her fourth anniversary with the agency and looks forward to being at Dan B. Miner Company long enough to have one of her daughters replace her at the job.



**ROGER C. BUMSTEAD**, media director of David J. Mahoney, Inc., took his present post in January 1954. He was formerly with Maxon, Inc. as a time buyer. His responsibilities at Maxon included recommendations on spot time purchases, market research, rating and cost per M analysis. The accounts he served included Packard Motor Car Company (television network programs and radio announcement campaigns), Snow Crop Marketers and Gillette Safety Razor Company. Prior to that Roger was with the Katz Agency for over two and a half years in the promotion and sales data department.



**JOSEPH P. BRAUN**, vice president and media director of Kenyon & Eckhardt is a native New Yorker. He has spent his entire career in advertising with Kenyon & Eckhardt, Inc. He joined this organization in 1933, since which time he has become successively head of the facts department, space buyer and media director. All media within the agency, outdoor, print, radio, television, etc., is under Braun's supervision.



**LYDIA RYDHOLM HATTON**, chief time buyer for Foote, Cone & Belding's Los Angeles office, is a native of Cleveland, Ohio. After spending one year at Ohio-Wesleyan University at Delaware, she transferred to Washington Square College of New York University, majoring in retailing and advertising. She received her B.A. degree in January 1948, and shortly thereafter joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc. in New York City. In September of 1949, Lydia entered the doors of Foote, Cone & Belding, for the first time as a member of the typing department. In October 1952 she was named chief time buyer.



**JERRY BERGHOFF**, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, is a graduate of Los Angeles City College with Associated Arts Degree in Theatrical Arts. Jerry's background includes being actor, producer-director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the radio-TV department at Berghoff Associates in 1949, and now directs all media, space and time buying, besides handling account executive duties for the agency's 50 national manufacturing accounts. He is a charter member of Sigma Beta Chi, a honorary fraternity. Jerry is married and has one son, Eddie Marc.



**WALTER BOWE**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., is a well-rounded agency time purchaser, having been head of the department at Ogilvy, Benson & Mather, Inc. following good groundwork at Benton & Bowles, Inc. Currently handling time purchases for Pall Mall, Revlon, Speidel, Vim and other top accounts, Walt spearheaded the large-scale radio campaign for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo two years ago, which brought fast sales results for the sponsor. Bowe's radio baptism dates back to high school productions in his hometown of Syracuse, N. Y., followed by workshop experience at Syracuse University's Radio-TV School. As a member of the Radio Workshop production staff of WAER, campus station, he scripted a weekly half-hour program, "The Sue Bennett Show" which rose to national fame.

**E. A. "TIM" ELLIOTT**, vice president and media director of the Fletcher D. Richards Agency, has a unique record in the industry, having spent his entire career (over a quarter-century) with one agency! He directs the purchase of TV and radio time for U.S. Rubber, Eastern Air Lines, Dixon-Ticonderoga Pencils, Waterman Pen, American Machine & Foundry among others, as well as serving as account supervisor on many key accounts. Tim came to Detroit from Canada when 19 to start with Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of N. Y. became the Fletcher D. Richards Agency, Elliott became a board member of the new organization, as well as remaining a v.p. and media director. A resident of Chappaqua, "Tim" is an ardent fisherman as well as a confirmed addict of hockey and bowling.



**JAMES B. ZABIN**, partner and radio-TV director of the Posner-Zabin Agency, began his ad career with Paramount Pictures, later going with United Artists and thence to the Hanff-Metzger Agency (now Buchanan Co.) for 15 years. The newly-elected president of the League of Advertising Agencies, Jim has a well-versed background and wide community of interests that include trusteeship in the N. Y. Society for Ethical Culture, a board member of the Riverside Community House, member of New York Financial Advertisers, and former officer of Associated Motion Picture Advertisers and other professional groups. The co-author of "Understanding Advertising," Zabin is equally talented in his artistic pursuits, having exhibited in numerous shows. Among other chief outside interests is young Cindy, a cocker spaniel.

**JEAN L. SIMPSON**, radio and television spot time buyer at Anderson and Cairns Agency, is a native of New Jersey, having been born in Passaic. She went westward for her education, receiving a B.A. degree in sociology from Oberlin College in 1947. She began her time buying career with Anderson, Davis & Platte in 1950, continuing after the agency merged with the John A. Cairns Company to form Anderson & Cairns. She's a specialist in the spot field, handling only spot radio and TV while other colleagues handle network purchases. Her outside interests lie mainly in the field of architecture, being the wife of architect John E. Grocco.



**BARBARA JONES**, time buyer at Donahue & Coe, is the blonde member of the Jones Girls' Time buying tri-umvirate, none of whom are related. Following graduation from Smith College (cum laude), Bobbie joined GE's publicity department in Schenectady, principally working with WRGB, before taking New York City by storm on the staffs of Mademoiselle, Life, Televiser and Television Magazines, and freelancing with scripts to all major outlets. After a stint with the package firm of Video Associates, Inc., she embarked on her agency career with Grey, where, for over five years, she ran the gamut of production, business management, talent buying et al, to becoming administrative assistant to the radio-TV v.p. She's been in her present post for over 18 months. She lives in Greenwich Village, taking an active part in community life, and spends Summers in the country, mainly growing tomatoes and just relaxing.



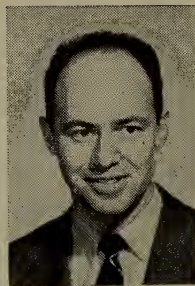
**FRANK SILVERNAIL**, dean of the radio-TV time buyers, heading the department at BBD&O, and veteran of the field, being the current president of the Radio Pioneers of N. Y. Frank entered the business end of broadcasting through the talent door, being a guitar artist on WEAJ in the early days before joining NBC as merchandising counsel in 1929. One of the first time buyers in the industry, he first was with Pedlar & Ryan prior to transferring to a similar post with Young & Rubicam, Inc. and thence on to BBD&O in 1943. Little did he dream back in his under-graduate days at the University of Rochester where he laid plans for a career in sales promotion that he would embark on a time buying vocation that would comprise handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.

**ARTHUR A. KRON**, executive vice president, treasurer and radio-TV director of Gotham Advertising Company, is virtually a one-man agency. He also is unique in having been with the one agency his entire career, having joined Gotham in 1916. He is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Active in other professional groups, he is a charter member of the Assoc. of International Ad Agencies and the Assoc. of Ad Men & Women, vice-chairman and treasurer of New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, Lambs and others. Chief outside interests are golf, gardening and pistol-shooting, although he is also noted as a violinist and trumpet player, having played professionally, between business, meetings and other activities.



**GERALD GIBSON**, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., began his broadcasting career as a time salesman for WJOY, Burlington, Vt. He returned to his native New Jersey to embark on his agency career at McCann-Erickson, Inc. where he estimated radio-TV time for Lever Brothers' products. Early in 1953 he joined Doherty, Clifford, Steers & Shenfield, assigned as time buyer on the Pharmaco and Minit-Rub accounts. He subsequently was promoted to his present post as head of the time buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing, Sonotone and other top clients. A true native son of the Garden State, Gerald is married to the former Catherine Martel, and they reside in South Orange.

**HERBERT GRUBER**, business manager of the radio and television department of Edward Kletter Associates, Inc., is a veteran specialist of the time buying field, having previously been head time buyer at Cecil and Presbrey, Inc. before assuming his present post last November, where he is concerned chiefly with purchase of all radio and television time and the execution of all contracts for such clients as Pharmaceuticals, Liggett Drug, Federated Supply Corporation, Universal Pen & Fencil and others. Prior to his association with Cecil & Presbrey, Inc., Gruber had been with the Biow Company for several years in the same capacity. Among his favorite pastimes are tennis and delving in art, both actively and passively.



**MIRIAM TRAEGER**, director of the radio-TV department for Abbott Kimball Company, where duties not only include supervision of all time buying, but also general production director. Educated in New York at NYU and Hunter College, Miriam began her radio career with metropolitan indies, first with WMCA and later at WINS where she was assistant to the general manager and also doubled in sales. Associated with the agency for close to 10 years, she handled such accounts as Imra, Saraka, Norcross, Drake and Trifari jewels, as well as Hathaway Fabrics, and has become a specialist in seasonal campaigns. Young as the video medium is, she is one of the early pioneers in the field, having spearheaded spot-buying for major advertisers ever since TV became a commercial actuality.

ADVERTISING AGENCY EXECUTIVES



**JAMES C. DOUGLASS**, director of radio and TV of Ted Bates & Company, was formerly vice-president in charge of radio and TV at Erwin Wasey & Co. After graduating from Hastings College Conservatory of Music and the University of Nebraska, Jim joined WAAW (now KOWH) in Omaha, as assistant manager in charge of programs. Later he shifted to Central States Broadcasting System as program director, and then to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the U. S. Navy, serving in the South Atlantic, Southwest Pacific and Aleutian theaters of war. After the war, Jim became production manager of the Colgate-Palmolive-Peet Company's radio unit in Sydney, Australia, working for their ad agency, George Patterson Co., Ltd.

**A. EDWARD SUTHERLAND**, director of radio and TV production at McCann-Erickson, Inc., Los Angeles, has a show business background of vaudeville, stock, musical comedy, movies and network radio and TV, which stands him in good stead in his present post. His career began as an actor, appearing in the early movie days in Helen Holmes serials, as a Keystone Kop and a leading man for Bebe Daniels, May McAvoy, and others. His outstanding director's career in Hollywood included some 60 films of varied types with top stars such as Bing Crosby, Spencer Tracy, Eddie Cantor and others. His New York TV experience since 1949, first with NBC and then with the Kudner Agency.



**PHILIP ROUDA**, vice-president and radio-TV director of Bozell & Jacobs, Inc. in Chicago, has been with the agency for 10 years, having joined as copywriter in October, 1944, after serving with the Army Air Forces as a radio instructor. Previous background included motion picture work with National Screen Service, and Filmack in writing and production and also varied motion picture and other theatrical advertising. Radio and TV work at Bozell & Jacobs includes program and spot buying for Serta Mattresses, Blue Cross-Blue Shield, Leaf Brands and others. He has won 6 Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. Philip was educated at the U. of Chicago and Chicago Conservatory of Music.

**JAMES C. SHELBY**, vice-president and television director for McCann-Erickson, Chicago, was recently appointed to his present post. During the past 14 years, Shelby, as director of TV and radio for McCann-Erickson, handled extensive operations of the Standard Oil Company which included newscasts, sports shows and special events of college and pro-football games. Other assignments included International Harvester, Swift & Company, Maytag, Bell & Howell and Milnot. Recently he was honored with a gold award from the Oil Industry Information Committee for outstanding services. Prior to joining McCann, Shelby handled the Dr. I. Q. Quiz Show on NBC radio. Shelby served with the Marines in World War II. He is a charter member of the Chicago Radio Management and the Chicago Television Council.



**WINSLOW H. CASE**, vice-president of Geyer Advertising, Inc., entered the advertising business in 1927. He was associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of Columbia University. He has been associated with Campbell-Ewald as senior vice-president and was a major contributor in the development of the agency's television department, working closely with Chevrolet officials in their TV expansion. Case was active in the presentation of "Famous Jury Trials" and the Notre Dame home football games on DuMont TV network for Chevrolet. He supervised the pick-up of sixty events at Madison Square Garden in N. Y. under sponsorship of local Chevrolet dealers.



# *Station Representatives*

FOR REPRESENTATIVE  
AFFILIATIONS  
OF INDIVIDUAL  
RADIO AND TELEVISION  
STATIONS TURN TO  
RADIO AND TELEVISION  
STATION LISTINGS

# RADIO-TV STATION REPRESENTATIVES



## AIRSPOT SALES

64 East Lake St., Chicago, Ill.  
 Phone: STate 2-0160  
 Radio Gen. Mgr.....Joseph Kapps  
 TV Gen. Mgr.....Capico Kapps

## ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.  
 Phone: MURray Hill 5-1303  
 Network Sales Mgr.....Charles E. Soden  
 Spot Sales Mgr.....Roy V. Smith

## ALL-CANADA RADIO FACILITIES LTD.

80 Richmond St. W., Toronto, Ontario, Can.  
 Phone: EMpire 6-7691  
 Mgr., Sta. Time Div.....John W. Tregale

## AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.  
 Phone: MOhawk 4-6555  
 President.....Ralph L. Atlas  
 Vice-President.....A. R. Ellman  
 Executive.....Jerry Glynn

### Branch Offices

1657 Broadway, New York 19, N. Y.  
 Phone: COlumbus 5-3739  
 Executive.....W. H. Losee  
 5939 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 9-5341  
 Executive.....Robert Block  
 607 Market St., San Francisco, Calif.  
 Manager.....Ken Carey

## AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.  
 Phone: JUdson 6-5536  
 President.....Lewis H. Avery  
 Vice President.....J. W. Knodel  
 Secretary.....B. P. Timothy  
 Treasurer.....Arthur H. McCoy  
 Director.....David H. Sandeberg  
 Branch Offices  
 75 East Wacker Dr., Chicago 1, Ill.  
 Phone: ANdover 3-4710  
 Vice Pres.....J. W. Knodel  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: YUKon 2-2053  
 Director.....David H. Sandeberg  
 6363 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: WEbster 3-9583  
 Exec. In Charge.....Edwin Cahn  
 41 Marietta St., N.W., Atlanta 3, Ga.  
 Phone: CYPRESS 7545  
 Executive-in-charge....Charles C. Coleman  
 1915 Elm St., Dallas 1, Texas

Phone: Sterling 1558

Exec. In Charge.....Clyde B. Melville

## HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.  
 Phone: WOODward 2-7298  
 Gen. Mgr.....Hil F. Best  
 Sales Mgr.....Michael Best  
 Sta. Rel.....Val A. Best

### Branch Offices

228 N. LaSalle St., Chicago 1, Ill.  
 Phone: STate 2-5096  
 101 Park Ave., New York 17, N. Y.  
 Phone: LEXington 2-3783  
 6000 Sunset Blvd., Hollywood 28, Calif.  
 HOLlywood 5-6667  
 15 Harriet St., San Francisco, Calif.  
 Phone: UNderhill 3-6480  
 Mortgage Guaranty Bldg., Atlanta, Ga.  
 Phone: ALpine 5084  
 2745 NE Brdwy., Portland 12, Ore.  
 Phone: GARfield 6292  
 203 White-Henry Bldg., Seattle  
 Phone: SEveca 7997

## WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.  
 Phone: RICHmond 6184  
 Manager.....Guy Biddick  
 Asst. Mgr.....Mildred Biddick  
 Office Mgr.....Josephine Corbet  
 Traveling Rep.....Burt Zoul

## JOHN BLAIR & COMPANY

Chrysler Bldg. East, New York, N. Y.  
 Phone: MURray Hill 2-6900  
 President.....John P. Blair  
 Asst. to Pres.....Wells Barnett  
 Exec. V-P.....Robert E. Eastman  
 Vice-President.....David N. Simmons  
 Secretary-Treasurer.....Blake Blair

### Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SU 7-8659  
 Vice-President.....Charles F. Dilcher  
 3010 Russ Bldg., San Francisco 4, Calif.  
 Phone: DOUGlas 2-3188  
 Manager.....Herber Smith, Jr.  
 3460 Wilshire Blvd., Los Angeles 28, Calif.  
 Phone: HOLlywood 7-6103  
 Vice-President....Carleton E. Coveny  
 1037 Paul Brown Bldg., St. Louis 1, Mo.  
 Phone: CHEstnut 1-5688  
 Manager.....Tom Harrison  
 524 Book Bldg., Detroit 26, Mich.  
 Phone: WOODward 1-6030  
 Mgr.....Charles Fritz  
 467 Rio Grande Nat'l Bldg., Dallas, Texas  
 Phone: RIVERside 4228



Manager .....Steve Beard  
 Statler Office Bldg., Boston, Mass.  
 Phone: HUBbard 2-3163  
 Mgr.....Bruce G. Pattyson

**BLAIR-TV, INC.**

150 E. 43rd St., New York 17, N. Y.  
 Phone: MUrray Hill 2-5644  
 Chairman.....John P. Blair  
 President.....William H. Weldon  
 Vice-Presidents.....Lindsey H. Spight,  
 John Venninger  
 Secretary-Treasurer .....Blake Blair  
*Branch Offices*  
 520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUperior 7-5580  
 Vice-President .....John W. Davis  
 3010 Russ Bldg., San Francisco 4, Calif.  
 Phone: YUkon 2-7068  
 Vice-President .....Lindsey Spight  
 3460 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DU 7-1333  
 Mgr. ....Frank Moreland  
 1037 Paul Brown Bldg., St. Louis 1, Mo.  
 Phone: CHestnut 1-4459  
 Mgr. ....Richard Quigley  
 524 Book Bldg., Detroit 26, Mich.  
 Phone: WOodward 1-6030  
 Manager .....Gabe Dype  
 467 Rio Grande Nat'l Bldg., Dallas, Texas  
 Phone: RIverside 4228  
 Manager .....Steve Beard  
 1402 Barnett Bank, Jacksonville, Fla.  
 Phone: 6-5570  
 Manager.....Harry E. Cummings  
 Statler Office Bldg., Boston, Mass.  
 Phone: HU 2-3163  
 Manager .....Bruce Pattyson

**HASKELL BLOOMBERG**

39 Kearney Square, Lowell, Mass.  
 Phone: GLenview 8-8715  
 General Manager.....Haskell Bloomberg  
*Branch Offices*  
 Cregg Bldg., Lawrence, Mass.  
 Phone: 2-2148  
 Mgr. ....Ruth Evans  
 28 Carleton St., Cambridge, Mass.  
 Phone: Kirkland 7-2355  
 Manager.....Mrs. Josephine Bishop

**GUY BOLAM**

*American Sales and Service Agency*  
 370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-1300  
 President .....Guy Bolam  
*Branch Offices*  
 3 Place de Valois, Paris 3, France  
 General Mgr.....P. G. Duprat  
 38 Hertford St., London W 1, England  
 General Manager.....G. Clement Cave  
*AM & FM Stations Represented—Radio*  
 Luxembourg “1,” “2,” “3,” & “4,” Luxem-  
 bourg, TeleLuxembourg.

**THE BOLLING COMPANY, INC.**

247 Park Ave., New York 17, N. Y.

Phone: PLaza 9-8150  
 President.....George W. Bolling  
 Vice-President.....E. Schuyler Ensell  
 Treasurer.....Robert H. Bolling  
 Secretary.....E. A. Pancoast, Jr.  
 Vice-President (TV).....G. Richard Swift  
*Branch Offices*  
 435 N. Michigan Ave., Chicago 1, Ill.  
 Phone: WH 3-2040  
 Executive-in-Charge.....John D. Stebbins  
 2978 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DU 8-8158  
 Executive-in-Charge.....George Bolling III  
 5 Third St., San Francisco, Calif.  
 Phone: GA 1-6740  
 Executive-in-Charge.....John T. Coy  
 80 Boylston St., Boston 16, Mass.  
 Manager.....Richard A. Keating  
 Phone: HU 2-0346

**LOUIS J. BORGATTI, INC.**

419 Boylston St., Boston, Mass.  
 Phone: COmmonwealth 6-0718  
 Pres.-Treas.....Louis J. Borgatti

**THE BRANHAM COMPANY**

99 Park Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-4606  
 President .....Eugene Corcoran  
 Chrm. of Board.....M. H. Long  
 Vice President.....Joseph F. Timlin  
*Branch Offices*  
 360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Central 6-5726  
 President.....E. F. Corcoran  
 Vice President.....L. S. Greenberg  
 7236 General Motors Bld., Detroit 2, Mich.  
 Phone: Trinity 1-0440  
 Executive-in-Charge.....Ed Charney  
 1005 Fidelity Union Life Bldg., Dallas 3, Tex.  
 Phone: ST 5831  
 Executive-in-Charge.....J. S. McCauley  
 Rhodes Haverty Bldg., Atlanta 3, Ga.  
 Phone: Walnut 3025  
 Executive-in-Charge.....H. L. Ralls  
 Title Guaranty Bldg., St. Louis 1, Mo.  
 Phone: CHestnut 1-6192  
 Executive-in-Charge.....John J. Schwarz  
 703 Market St., San Francisco 3, Calif.  
 Phone: YUkon 2-1582  
 Executive-in-Charge .....Walter Patzlaff  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: Webster 1-1551  
 Executive-in-Charge .....Norman Noyes  
 2001 Liberty Life Bldg., Charlotte 2, N. C.  
 Charlotte 2, N. C.  
 Phone: 2-8839  
 Executive-in-Charge.....B. C. Finch  
 1028 Sterick Bldg., Memphis 3, Tenn.  
 Phone: 8-2344  
 Executive-in-Charge.....Sidney L. Nichols

**BROADCAST TIME SALES**

149 California St., San Francisco 11, Calif.  
 Phone: SUtter 1-8656  
 Owner .....Carl Schuele

*Branch Office*  
 1540 No. Highland, Los Angeles 28, Calif.  
 Phone: HO 5-1755 5-5884  
 Manager .....Jim Gates

**CLARK R. BROWN CO.**  
 Suite 1-D, 520 Lovett Blvd., Houston, Texas  
 Phone: JUsTIn 1601  
 452 Rio Grande Nat'l Bldg., Dallas, Texas  
 Phone: RANdolph 5149

**BULMER & JOHNSON, INC.**  
 510 Roanoke Bldg., Minneapolis 2, Minn.  
 Phone: LIncoln 7017

**BURN-SMITH CO., INC.**  
 19 W. 40th St., New York 36, N. Y.  
 Phone: MU 2-3124-5  
 Vice Pres.-Eastern Mgr.....C. Stanley Bailey

*Branch Offices*  
 307 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CENtral 6-4437  
 Pres.-Treasurer.....John A. Toothill  
 672 S. Lafayette Pk. Pl., Los Angeles, Calif.  
 Phone: DUnKIrK 2-3200  
 Mgr. ....Harlan G. Oakes  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: YUkon 6-5819  
 Manager .....Norman Cunningham

**CANADIAN STATION REPRESENTATIVES, LTD.**  
 477 Madison Ave., N. Y. 22, N. Y.  
 Phone: PLaza 9-1810  
 Exec. in Chg.....Thomas F. Malone

**CAPPER PUBLICATIONS, INC.**  
 1035 Topeka Blvd., Topeka, Kans.  
 Phone: 3-2377  
 President .....H. S. Blake  
 General Manager.....Ben Ludy  
 Comm. Manager.....Hilton Hodges  
*Branch Offices*  
 420 Lexington Ave., New York 17, N. Y.  
 Phone: LE 2-1250  
 Executive-in-charge.....William L. McKee.  
 333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: CENtral 6-5977  
 Executive-in-Charge.....Barney Clark  
 300 Waltham Bldg., Kansas City 6, Mo.  
 Phone: VICTor 3864  
 Executive-in-charge.....Joseph H. Story, Jr.  
 609 Union Commerce Bldg., Cleveland, Ohio  
 Phone: MAIn 1-6774  
 Manager .....Andrew M. Gent  
 1207 Russ Bldg., San Francisco 4, Calif.  
 Phone: DOUGlas 2-5220  
 Executive-in-charge .....Fred Jameson  
 1151 South Broadway, Los Angeles 15, Calif.  
 (Walter Biddick Company)  
 Executive-in-charge .....Guy Biddick

**CARIBBEAN NETWORKS, INC.**  
 200 West 57th St., New York 19, N. Y.  
 Phone: CI 5-7433  
 Exec. Vice Pres.....A. M. Martinez

Vice President.....Vincent Ramos  
 Sec'y Treas.....Juan J. Cerna

**CBS RADIO SPOT SALES**  
 485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-2345  
 General Sales Mgr.....Henry R. Flynn  
 Eastern Sales Mgr.....Milton F. Allison  
 Mgr. Sls. Development....Newell T. Schwin  
 Research Mgr.....Richard Hess  
 Promotion Mgr.....Sherril Taylor

*Branch Offices*  
 410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-6000  
 Western Sales Mgr.....Gordon Hayes  
 902 Fisher Bldg., Detroit 2, Mich.  
 Phone: TRInity 2-5500  
 Manager.....Ralph Patt, Jr.  
 Palace Hotel, San Francisco 5, Calif.  
 Phone: YUkon 2-7000  
 Manager .....Jack Donahue  
 6121 Sunset Blvd., Los Angeles 28, Calif.  
 Phone: HOLlywood 9-1212  
 Manager .....Jack Woolley  
 31 Third St., N.E., Atlanta 5, Ga.  
 Phone: ELGIn 0727  
 Manager .....David Kittrell

**CBS TELEVISION SPOT SALES**  
 Service of CBS Television  
 485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-2345  
 Vice-Pres. in Charge.....Merle S. Jones  
 Gen. Sales Mgr.....Clark B. George  
 Business Manager.....Ben Margolis  
 Research Manager.....Alfred Di Giovanni  
 Eastern Sales Mgr.....Edward A. Larkin

*Branch Offices*  
 410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-6000  
 Midwestern Sales Mgr....John A. Schneider  
 800 Peachtree St., Atlanta, Ga.  
 Phone: ELGIn 0727  
 Manager.....H. H. Holtshouser  
 902 Fisher Bldg., Detroit 2, Mich.  
 Phone: TRInity 2-5500  
 Manager .....Tony Moe  
 Palace Hotel, San Francisco, Calif.  
 Phone: YUkon 2-7000  
 Manager.....MacLean Chandler  
 1313 N. Vine St., Los Angeles 28, Calif.  
 Phone: HOLlywood 9-1212  
 Manager.....J. Richardson Loughrin

**HENRY I. CRISTAL CO.**  
 579 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 8-4414  
 President .....Henry I. Cristal  
*Branch Office*  
 333 N. Michigan Ave., Chicago, Ill.  
 Phone: CE 6-6357  
 Manager .....James L. Thompson  
 Russ Building, San Francisco, Calif.  
 Phone: YU 2-1204  
 Manager .....Richard E. Green  
 2107 Book Building, Detroit 26, Mich.  
 Phone: WOODward 3-2365

Manager.....Joseph R. Spadea  
581 Boylston St., Boston 16, Mass.  
Phone: Copley 7-1180  
Manager .....Richard Charlton

**THOMAS F. CLARK COMPANY, INC.**

1 East 54th St., New York 22, N. Y.  
Phone: ELdorado 5-5666  
Manager.....Thomas F. Clark  
Asst. Mgr.....Madeline E. Miklos  
Branch Office  
35 E. Wacker Drive, Chicago, Ill.  
Phone: State 2-1663  
Manager .....Paul Elsberry  
Penobscot Bldg., Detroit, Mich.  
Phone: Trinity 1-8981  
Manager .....Paul Pequinot  
992 William-Oliver Bldg., Atlanta, Ga.  
Phone: Lamar 7088  
Manager .....Harry Cannon

**COLLEGE RADIO CORP.**

Delaware Rd., Columbus 16, Ohio  
Phone: FRanklin 2-5277  
President.....Edwards R. Hopple  
Vice President.....Robert R. Vance, Jr.  
Sales Manager.....William B. Irvine  
Branch Office  
Vice Pres.....Robert R. Vance, Jr.  
14 West 45th St., N. Y. 36, N. Y.  
Phone: OXford 7-0890

**CONTINENTAL RADIO SALES**

21st & Panama St., Philadelphia 3, Pa.  
Phone: LOmbard 3-0882  
Manager .....R. Butche  
Branch Offices  
285 Madison Ave., New York 17, N. Y.  
Manager .....Stephanie Maytas  
Phone: LE 2-2450  
228 No. La Salle St., Chicago, Ill.  
Manager .....R. Olson

**DONALD COOKE INC.**

331 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-7270  
President .....Donald Cooke  
Branch Offices  
1061 Penobscot Bldg., Detroit 26, Mich.  
Executive-in-Charge.....Charles J. Sheppard  
228 N. La Salle St., Chicago 1, Ill.  
Phone: State 2-5096  
Executive-in-Charge .....Hooper Jones  
111 N. La Cienega Blvd., Los Angeles 48, Cal.  
Phone: Crestview 5-2022  
Executive-in-Charge.....Lee F. O'Connell  
233 Sansome St., San Francisco 4, Cal.  
Phone: Yukon 6-2396  
Executive-in-Charge.....William A. Ayers

**HARRY E. CUMMINGS**

1402 Barnett Bank Bldg.,  
Jacksonville 2, Fla.  
Phone: 6-5770  
Owner.....Harry E. Cummings

**DORA-CLAYTON AGENCY, INC.**

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.  
Phone: Alpine 7841  
Operators....Dora C. Cosse, Clayton J. Cosse

**DEVNEY & CO.**

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-5365  
President.....E. J. Devney  
Branch Office  
64 East Lake St., Chicago, Ill.  
Phone: FR 2-0016  
Manager .....Hal Holman

**EVERETT-McKINNEY, INC.**

40 E. 49 St., New York 17, N. Y.  
Phone: PLaza 9-3747  
President.....Max M. Everett  
Secretary.....M. Jane Callahan  
Sales Mgr.....Powell H. Ensign  
Vice President.....Robert Mandeville  
Branch Offices  
400 N. Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-9052  
Executive-in-Charge.....Robert F. Meskill  
111 LaCienega Blvd., Los Angeles 48, Cal.  
Phone: Crestview 5-2022  
Exec-in-Charge.....Lee F. O'Connell  
233 Sansome St., San Francisco 4, Cal.  
Phone: Yukon 6-2396  
Exec-in-Charge.....William A. Ayres

**FORJOE & COMPANY, INC.**

580 Fifth Avenue, New York 19, N. Y.  
Phone: JUDson 6-3100  
President .....Joseph Bloom  
Vice-President .....Zang Golobe  
Gen. Mgr. ....Joseph Ruggiero  
Acct. Executives.....Jim Theiss,  
Ed Forrester, John Knox, Eugene Litt  
Research Director.....Billie Judels  
Branch Offices  
435 N. Michigan Ave., Chicago 11, Ill.  
Phone: Delaware 7-1874  
Manager .....Tom Cinquina  
1127 Wilshire Blvd., Los Angeles, Calif.  
Phone: Madison 6-8329  
Manager .....Lawrence Krasner  
593 Market St., San Francisco 5, Calif.  
Phone: Sutter 1-7569  
Manager .....Zona Samson  
502 Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: Alpine 7841  
Co-Manager ....Clayton Cossé  
9718 Tralle Drive, Dallas 18, Texas  
Phone: DAvis 7-4541  
Manager .....Hal Falter

**FREE & PETERS, INC.**

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-2700  
President.....H. Preston Peters  
Exec. V.P.....Russel Woodward  
Vice-Pres.-TV .....Lloyd Griffin  
Radio Department  
V.P., Eastern Sls. Mgr.....Jones Scovern

Promotion Manager.....Frank Woodruff  
*TV Department*  
 Eastern Sales Manager.....John W. Brooke  
 Promotion Mgr.....John F. Hurlbut  
*Branch Offices*  
 230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: Franklin 2-6373  
 Vice-Pres.....John A. Cory  
*Radio Department*  
 Midwest Sales Mgr.....Arthur W. Bagge  
*TV Department*  
 Midwest Sales Mgr.....Wm. J. Tynan  
 Glenn Bldg., Atlanta 3, Ga.  
 Phone: Main 5667  
*Radio Department*  
 Mgr.....James M. Wade  
*TV Department*  
 Manager.....W. J. Stubbs  
 Penobscot Bldg., Detroit 26, Mich.  
 Phone: Woodward 1-4255  
*Radio Department*  
 Mgr.....W. W. Bryan  
*TV Department*  
 Manager.....Lon A. King  
 406 W. 7th St., Fort Worth 2, Texas  
 Phone: Fortune 3349  
*Radio & TV Department*  
 Mgr.....Dean Milburn  
 6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone: 9-2151  
*Radio & TV Department*  
 Mgr.....Hal W. Hoag  
 Russ Bldg., San Francisco, Calif.  
 Phone: Sutter 1-3798  
 Radio Manager.....F. Thomas Boise, Jr.  
 Television Mgr.....William A. Exline

**GILL-PERNA, INC.**

654 Madison Ave., New York 21, N. Y.  
 Phone: Templeton 8-4740  
 President.....Helen Gill  
 Exec. Vice-Pres.....John J. Perna, Jr.  
*Branch Offices*  
 75 E. Wacker Drive, Chicago, Ill.  
 Phone: FranklIn 2-8665  
 Midwest Mgr.....Walter Beadell  
 2330 W. 3rd St., Los Angeles, Calif.  
 Phone: DUmkirk 7-4388  
 57 Post St., San Francisco, Calif.  
 Phone: Sutter 1-5568

**W. S. GRANT CO., INC.**

703 Market St., San Francisco, Calif.  
 Phone: EXbrook 2-6685, 2-7247  
 General Manager.....W. S. Grant  
*Branch Offices*  
 1127 Wilshire Blvd., Los Angeles, Calif.  
 Phone: Madison 9-2653  
 33 W. 42nd St., New York, N. Y.  
 Phone: BRyant 9-1374  
 612 N. Michigan Ave., Chicago, Ill.  
 Phone: SUperior 7-8177

**MELCHOR GUZMAN COMPANY, INC.**

45 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 7-0624

President.....Melchor Guzman  
*Stations Represented in—*Bolivia, Brazil, Chile, Columbia, El Salvador, Honduras, Mexico, Nicaragua, Peru, Puerto Rico, Uruguay, and Venezuela.

**H-R REPRESENTATIVES, INC.**

380 Madison Ave., New York 17, N. Y.  
 Phone: Oxford 7-3120  
 Pres. & Treas.....Frank M. Headley  
 Exec. Vice-Pres.....Dwight S. Reed  
 Vice-Pres. & Sec.....Frank E. Pellegrin  
 Vice-Pres.....Carlin S. French  
 Vice-Pres.....Paul R. Weeks  
 Vice-Pres.....Harold Lindley  
*Branch Offices*  
 35 East Wacker Drive, Chicago 1, Ill.  
 Phone: Randolph 6-6431  
 Vice-President.....Dwight S. Reed  
 155 Montgomery St., San Francisco, Calif.  
 Phone: YUKon 2-5701  
 General Manager.....James Alspaugh  
 Equitable Bldg., Hollywood, Calif.  
 Phone: HOLlywood 7-1480  
 V.P.-Gen. Mgr.....Harold Lindley  
 520 Lovett Blvd., Rm. 1D, Houston, Tex.  
 Phone: Justin 1601  
 101 Marietta St. Bldg., Atlanta, Ga.  
 452 Rio Grande Bldg., Dallas, Tex.  
 Phone: Randolph 5149  
 Manager.....Clarke Brown

**HARRINGTON, RIGHTER & PARSONS, INC.**

589 Fifth Ave., New York 17, N. Y.  
 Phone: MU 8-7050  
*TV Department*  
 President.....John E. Harrington, Jr.  
 Vice Pres.....Volney Righter  
 Vice Pres.....James O. Parsons, Jr.  
 Acct. Executive.....John F. Dickinson  
 Acct. Executive.....Burton Adams  
 Acct. Executive.....Maurice Rashbaum, Jr.  
 Account Executive.....Norman Walt  
*Branch Office*  
 Tribune Tower, Chicago, Ill.  
 Phone: Whitehall 4-0074  
 Executive-in-charge.....Carroll R. Layman  
 Russ Bldg., San Francisco, Calif.  
 Phone: Sutter 1-4125  
 Executive-in-charge.....Franklin Dougherty

**HEADLEY-REED COMPANY**

420 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 5-8701  
 President.....Sterling Beeson  
 Chrm. of Board.....F. W. Miller, Sr.  
 Exec. Vice-Pres.....John H. Wrath  
 Secy.-Treas.....Frank W. Miller, Jr.  
 V.P., Sales Mgr., Radio...Jack Hardingham  
 V.P., Sales Mgr., TV.....Dick Hogue  
*Branch Offices*  
 230 N. Michigan Ave., Chicago 1, Ill.  
 Executive V.P.-in-Charge...John H. Wrath  
 Staff.....Geno Cioe, Ed Gardner,  
 Frank Hussey, Bob Alexander  
 Palmer Bldg., Atlanta 3, Ga.

Executives-in-charge.....Eli W. Sweatman,  
Wm. Elwell  
300 Montgomery St., San Francisco 4, Cal.  
Executive-in-charge.....Frank Tessin  
Taft Bldg., Hollywood, Cal.  
Executive-in-charge.....Clark N. Barnes  
Lincoln-Liberty Bldg., Philadelphia, Pa.  
Executive-in-charge.....Robert S. Dome

Phone: SState 5096  
6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 5-6667  
15 Harriet St., San Francisco 3, Calif.  
Phone: UNderhill 3-6480  
Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7298  
P. O. Box 6102, Atlanta, Ga.  
Phone: EXchange 1490

**HOAG-BLAIR CO.**

405 Lexington Ave., New York, N. Y.  
Phone: MU 4-3722

President .....Robert B. Hoag  
Vice-President .....Wells Barnett  
Sec'y., Treas.....Helen Rice  
Promotion .....Victor Forker  
Research .....Ward Dorrell

*Branch Office*

737 No. Michigan Ave., Chicago, Ill.  
Phone: DE 7-2145

Exec. in Chg.....Donald Ward  
3010 Russ Bldg., San Francisco, Calif.  
Phone: YU 2-7068  
Exec. in Chg.....Lindsey Spight  
3460 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DU 1-3811  
Exec. in Chg.....Frank Moreland

**GEORGE P. HOLLINGBERY CO.**

307 N. Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-6060

President.....George P. Hollingbery

*Branch Offices*

500 Fifth Ave., New York 36, N. Y.  
Phone: OXFord 5-5560

Executive-in-charge.....John I. Peterson  
411 W. 5th St., Los Angeles 13, Calif.  
Phone: Madison 6-1351  
Executive-in-charge.....Harry H. Wise, Jr.  
625 Market St., San Francisco 4, Calif.  
Phone: DOuglas 2-2541  
Executive-in-charge.....George E. Lindman  
233 Peachtree St., Atlanta 3, Ga.  
Phone: Lamar 5710  
Executive-in-charge.....Richard N. Hunter

**HAL HOLMAN COMPANY**

64 East Lake St., Chicago 14, Ill.  
Phone: FRanklin 2-0016

Owner .....Hal Holman

*Branch Offices*

535 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-5365

Executive-in-charge.....Ed Devney  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: Hywd. 9-5408  
Manager .....Tracy Moore  
607 Market St., San Francisco 5, Calif.  
Phone: GA 1-0426  
Manager .....Roy Soderlind

**INDIE SALES, INC.**

60 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-4813

President .....Jack Koste

*Branch Offices*

228 N. LaSalle St., Chicago 1, Ill.

**INTER-AMERICAN PUBLICATIONS, INC.**

41 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-0884

President .....Angel Ramos  
Vice-President .....Jose Oviedo  
Secretary .....Frank Navarro

**INTERSTATE UNITED NEWSPAPERS —RADIO DIVISION**

545 Fifth Ave., New York, N. Y.  
Phone: MUrray Hill 2-5452

Mgr. Radio Div.....Joseph Wootton

*Branch Offices*

25 East Jackson Blvd., Chicago, Ill.  
Phone: WEBster 9-7260

Manager .....L. J. Pollard

**THE KATZ AGENCY, INC.**

477 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-4460

President .....Eugene Katz  
V.P., Dir. of Sales Policy...George W. Brett  
Treasurer .....Morris J. Beck  
Sales Manager.....Morris S. Kellner  
Director of TV.....Edward Codel  
Sales Mgr. (TV).....Scott Donahue

*Branch Offices*

307 N. Michigan Ave., Chicago 1, Ill.  
Phone: Central 6-7343

Vice-President .....G. H. Gunst  
Penobscot Bldg., Detroit 26, Mich.  
Phone: Woodward 3-8420

Manager.....W. Fiske Lockridge  
Bryant Bldg., Kansas City 6, Kans.  
Phone: Victor 7095

Manager.....T. J. Flanagan, Jr.  
22 Marietta St., Atlanta 3, Ga.  
Phone: Alpine 1637

Manager .....Keith Byerly  
2006 Bryan St., Dallas 1, Texas  
Phone: RIVERSide 4036

Manager .....D. Rutledge  
Russ Bldg., San Francisco 4, Calif.  
Phone: Sutter 1-7434

Manager.....Stanley J. Ruelman  
530 W. Sixth St., Los Angeles 14, Calif.  
Phone: TUCKer 8167

Manager .....Richard Hasbrook

**JOHN KEATING**

414 Alderway Bldg., Portland 5, Ore.  
Phone: Beacon 4107

Manager.....Don P. Motter

*Branch Office*

Second and Pine Bldg., Seattle, Wash.

Phone: Elliot 6520  
 Manager ..... Don P. Mottet

**THE KENNEDY CO.**

1006 Packard Bldg., Philadelphia 2, Pa.  
 Phone: RIttenhouse 6-8546  
 Executive Personnel—Malcolm E. Kennedy, Foster G. Bowen, Kathryn B. Peters.

**KETTEL-CARTER**

118 Newbury St., Boston 10, Mass.  
 Phone: KEmmore 6-1966  
 Partner. .... Elmer Kettell  
 Partner ..... Marjorie Carter

**A. LEWIS KING**

551 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-8276  
 President.....Sidney J. Flann  
 Vice Pres. & Treas.....A. Lewis King

**NONA KIRBY CO.**

507 Statler Office Bldg., Boston, Mass.  
 Phone: HUBbard 2-6117  
 President .....Nona Kirby  
 Vice President.....Kay Chille

**JOSEPH HERSHEY MCGILLVRA, INC.**

366 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-8755  
 President.....Joseph H. McGillvra  
 Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.  
 Phone: State 2-5282  
 Manager .....Judd Sparling  
 638 S. Van Ness Ave., Los Angeles 5, Calif.  
 Phone: DUmkirk 4-7352  
 Manager.....Fred E. Crawford, Jr.  
 155 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-0167  
 Manager .....Al Tewksbury  
 210 Madison Ave., Memphis 3, Tenn.  
 Phone: MEmphis 5-5338  
 Manager .....John E. Steward

**ROBERT MEEKER ASSOCIATES INC.**

521 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-2170  
 President.....Robert D. C. Meeker  
 Eastern Manager.....Louis J. F. Moore  
 Account Exec.....Edgar B. Filion  
 Account Exec.....Byron Goodell

*Branch Offices*

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CE 6-1742  
 Manager.....Carl F-J Jewett  
 8 West King St., Lancaster, Pa.  
 Phone: Lan. 5251  
 Manager .....Dick Sheetz  
 6381 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HO 2-2351  
 West Coast Manager.....Tracy Moore  
 339 Russ Building, San Francisco, Calif.  
 Phone: YUKon 6-4940  
 West Coast Manager.....Don Pontius

**MEEKER TV, INC.**

521 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-2170  
 President.....Robert D. C. Meeker  
 Eastern Mgr.....Edgar B. Filion  
 Promotion Director.....Vic Piano

*Branch Offices*

333 N. Michigan Ave., Chicago 11, Ill.  
 Midwest Mgr.....F. J. Jewett  
 Phone: CEntal 6-1742  
 8 West King St., Lancaster, Pa.  
 Manager .....Dick Sheetz  
 339 Russ Bldg., San Francisco 4, Calif.  
 Phone: LancaSter 5251  
 West Coast Mgr.....Don Pontius  
 6381 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HOLlywood 2-2351  
 Manager .....Tracy Moore

**CLYDE MELVILLE CO.**

402 Melba Bldg., Dallas, Tex.  
 Phone: STerling 1558  
 Owner .....Clyde Melville

**NBC SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 7-8300  
 V.-P. Director.....Thomas B. McFadden  
 Director, (TV).....John Reber  
 Director, (Radio).....H. W. Shepard  
 Nat. Mgr., (Radio).....George Dietrich  
 Mgr. Represented Stas.....Richard Close  
 Mgr. New Bus., Prom.....Mort Gaffin  
 Sales Service Mgr.....Caroline Herbert  
 Eastern Sales Mgr. (TV)....Edwin Jameson

*Branch Offices*

Merchandise Mart, Chicago 54, Ill.  
 Phone: SUperior 7-8300  
 Central Radio Sales Mgr.....Paul Mensing  
 Central TV Sales Mgr.....John Mulholland  
 815 Superior Ave., N. E., NBC Bldg.  
 Cleveland 14, Ohio  
 Phone: CHerry 1-0942  
 Radio & TV Sales Rep.....John C. Treacy  
 Sunset & Vine, Hollywood 28, Calif.  
 Phone: HOLlywood 9-6161  
 Sales Rep. (Radio).....Doty Edouarde  
 Sales Rep. (TV).....Walter Davison  
 Taylor & O'Farrell Sts., NBC Bldg.  
 San Francisco 2, Calif.  
 Phone: GREystone 4-8700  
 Sales Rep. (Radio).....Martin Percival  
 Sales Rep. (TV).....George Fuers  
 Penobscot Bldg., Detroit, Mich.  
 Phone: WOODward 1-1610  
 Radio Sales Rep.....William Buschger  
 TV Sales Representative.....Allan Ker  
 1527 Elizabeth Ave., Charlotte, N. C.  
 Phone: CHarlotte 6-6581  
 Sales Rep.....Bomar Lowrance  
 770 Spring St., N. W., Atlanta, Ga.  
 Phone: ELgin 3726  
 Sales Rep.....Freeman Jones  
 Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: RANDolph 8206  
 Sales Rep.....Robert F. Kee

**BOMAR LOWRANCE & ASSOCIATES**

1102 Fidelity Union Bldg., Dallas, Texas  
 Phone: Randolph 8206  
 Sales Rep.....Robert Keefe  
 770 Spring St., N. W., Atlanta, Ga.  
 Phone: ELgin 3726  
 Sales Rep.....Freeman Jones  
 1527 Elizabeth Ave., Charlotte, N. C.  
 Phone: 6-6581

**NATIONAL TIME SALES**

370 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 5-1300  
 Sales Manager.....Arthur Gordon  
 Asst. Sales Mgr.....Robert J. Kizer  
*Branch Office*  
 672 S. Lafayette Park Pl., Los Angeles 5, Cal.  
 Phone: DU 2-3200  
 Manager.....Harlan G. Oakes  
 235 Montgomery St., San Francisco, Calif.  
 Phone: YUKon 6-5819  
 Manager .....Burt Beggs

**HARLAN G. OAKES & ASSOCIATES**

235 Montgomery St., San Francisco, Calif.  
 Phone: YUKon 6-5819  
 307 N. Michigan, Chicago, Ill.  
 Phone: CEntal 6-4437  
 672 S. Lafayette Park Pl., Los Angeles, Calif.  
 Phone: DUnkirk 2-3200  
 370 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 5-1300

**PAN AMERICAN BROADCASTING CO.**

370 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 5-1300  
 Vice-President .....Eugene Bernald  
 Manager .....Arthur Gordon  
 Asst. Mgr.....Robt. J. Kizer  
*Branch Offices*  
 672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
 Phone: DU 2-3200  
 Executive-in-charge.....Harlan Oakes  
 235 Montgomery St., San Francisco, Calif.  
 Phone: YUKon 6-5819  
 Executive-in-charge .....Burt Beggs

**JOHN E. PEARSON CO.**

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-3366  
 Owner.....John E. Pearson  
 Account Executives.....Russel Walker.  
 William M. Wilson, Ray Henze, Dave Cassidy

**John E. Pearson Television, Inc.**

President.....John E. Pearson  
 Vice-President .....Russel Walker  
 Vice-President .....William M. Wilson  
 Vice-President .....Frank Reed  
 Vice-President .....James Bowden  
*Branch Offices*  
 333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: State 2-7494  
 Executive-in-charge.....Frank Reed

2330 W. 3rd St., Los Angeles 5, Calif.  
 Phone: DUnkirk 7-4388  
 Executive-in-charge.....R. W. Walker  
 57 Post St., San Francisco 4, Calif.  
 Phone: Sutter 1-5568  
 Executive-in-charge .....Rogers Parratt  
 1406 Northwestern Bank Bldg.,  
 Minneapolis, Minn.  
 Phone: Lincoln 5689  
 Exec-in-charge.....James D. Bowden  
 Fidelity Union Bldg., Dallas, Texas  
 Phone: PRespect 3723  
 Executive-in-charge .....Robert Baird

**JOHN H. PERRY ASSOCIATES**

19 W. 44th St., New York 22, N. Y.  
 Phone: MURray Hill 7-5047  
 General Manager.....Wm. K. Dorman  
*Branch Offices*  
 122 S. Michigan Ave., Chicago 3, Ill.  
 Phone: Harrison 7-8085  
 Executive-in-Charge.....F. W. Thurnau  
 12 S. 12th St., Philadelphia 7, Pa.  
 Phone: Walnut 2-3555  
 Executive-in-Charge.....Robert Hitchings  
 7-268, General Motors Bldg., Detroit 2, Mich.  
 Phone: Trinity 5-1803  
 Executive-in-Charge.....John F. Cole  
 1123 Mortgage Guarantee Bldg., Atlanta, Ga.  
 Phone: ALpine 5084  
 Executive-in-charge....Thomas H. Atkinson  
 2978 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUnkirk 8-8158  
 Executive-in-charge .....V. E. Atkinson  
 5 3d St., San Francisco 3, Calif.  
 Phone: Garfield 1-6740  
 Executive-in-charge.....George De Close

**EDWARD PETRY & CO., INC.**

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-0200  
*Radio Department*  
 President .....Edward Petry  
 Exec. Vice-Pres.....Edward E. Voynow  
 Vice-President.....H. E. Ringgold  
 Eastern Sales Mgr.....William B. Maillefert  
 Sales Prom. Mgr.....Wm. H. Steese  
 Asst. Sales Prom. Mgr.....Wallace Duncan  
*TV Department*  
 V.P., Eastern Sales Mgr.....H. E. Ringgold  
 Sales Prom. Mgr.....Robert L. Hutton, Jr.  
 Research Mgr.....George Johannessen  
*Branch Offices*  
 400 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-0011  
 Exec. V.P.....Edward E. Voynow  
 Sales Mgr. (Radio).....John Ashenhurst  
 Sales Mgr. (TV).....Louis A. Smith  
 Genl. Motors Bldg., Detroit 2, Mich.  
 Phone: Trinity 5-1035  
 Executives: William Cartwright (AM),  
 Franklin M. Walker (TV)  
 Russ Bldg., San Francisco 4, Cal.  
 Phone: YUKon 2-3631  
 Executives.....Lloyd McGovern (AM)  
 Edward L. Smith (TV)  
 530 W. Sixth St., Los Angeles 14, Calif.

Exec-in-Charge.....Charles G. Matson  
 L. D. Larimer (TV)  
 Phone: Tucker 3171  
 715 Olive St., St. Louis 3, Mo.  
 Exec-in-Charge.....George Kercher (AM)  
 Richard Hughes (TV)  
 Phone: Chestnut 1-7191

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 Vice President.....Frank Sawdon  
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*Branch Offices*  
 75 E. Wacker Dr., Chicago 1, Ill.  
 Phone: FI 6-0964

Manager.....Edward Nickey  
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 Executive-in-Charge.....Arthur Chipman  
 Phone: BRadshaw 2-6738  
 233 Sansone St., San Francisco, Calif.  
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 Phone: UNiversity 6-8058  
 Manager.....W. C. Dippie  
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 Phone: 9-26374  
 Manager.....A. J. Messner  
 198 W. Hastings St., Vancouver, B. C., Can.  
 Manager.....J. N. Hunt

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147 University Ave., Toronto, Ontario  
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 General Manager.....N. D. Brown  
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 Treasurer.....Mary A. Rambeau  
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 Phone: HOLlywood 4-0388  
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 607 Market St., San Francisco, Calif.  
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Executive-in-Charge.....Roy Soderlind  
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 230 North Michigan Ave., Chicago 1, Ill.  
*Phone:* FRanklin 2-6498  
 Midwest Sales Mgr.....Robert C. Wood  
 Hawley Building, Wheeling, West Va.  
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 608 Keefer Bldg., Montreal, Quebec  
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# Washington Becomes Legislative Sounding Board For Industry

□ □ □ □ □ □

By PHIL COHAN

Washington Bureau, RADIO-TELEVISION DAILY

**E**CHOES of the past year threaten intrusion on an already noisy 1955 . . . and Washington promises to serve again as broadcasting's sounding board.

With its usual racing pulse-beat, radio and TV has sped through another year of intense development, both technical and legislative, and of audience multiplication. Along Pennsylvania Avenue, the industry has been probed and headlined—signs of growing pains in a progressive business. News stories with big, black banners were plentiful.

□ □ □

Secretary of Commerce Sinclair Weeks called the shot, or at least coined the phrase, on the year a-borning. In his annual forecast of national commercial prosperity, he called the prevailing attitude among businessmen, and this seems to apply particularly to radio and TV, "temperate optimism."

The industry's optimism is tempered only by threats of harmful legislation which would slice into services now afforded to its listeners and viewers, and a lack of legislation to help the "ailing arm" of UHF and FM.

FCC, with problems of its own, was left leaderless for many months in theory at least, until the Senate finally chose to act upon the President's nomination of George C. McConnaughey as commission chairman. Man to watch during the coming seasons seem to be Charles M. Gowdy, chief assistant to McConnaughey, a smart man in a highly political position.

□ □ □

Some of the major issues facing the FCC during the coming months are a subscription TV plan proposed by Zenith Radio, a continuing battle on "tall tower" issues, and a threatened investigation by Sen. Warren G. Magnuson (D. Wash.) and his Interstate and Foreign Commerce Committee.

The recently unveiled Jones Report evidently sought to counter some of the Plotkin vitriol, with a gleaming eye to Republican backing in an off-year and

some elephant-size votes when that time rolls around.

On the Hill, Senator Magnuson, in a recent press conference, promised probes of FCC, networks, boxing, movies and, as one correspondent put it, anything else a reporter thought to ask about. Whether the scope conjured up by the Senator ever materializes or not, the Commission and the nets appear headed for some Congressional attention.

□ □ □

Television has gained so much stature that NARTB declares it needs a special convention all to itself. Sheared away from its older brother, radio, TV will mature younger and learn the ways of the world. And knowledge of the birds and bees may prove handy when the much-heralded Senate study report is fully expounded. Matter of fact, shouts for self-regulation may make a little old man of good ol' TV.

Industry interests, as always, will correct their faults, mend their fences, and go back to work until someone starts screaming again.

□ □ □

President Eisenhower opened his press conferences, in what should prove a precedent-established "first," to film cameras for reproduction on TV. Though "live" television cameras were ruled out for the time being, future White House coverage promises new vistas in broadcasting.

Speaker Sam Rayburn, at the same time, banned TV coverage of House committee activities. Legislation introduced before Congressmen recently would make video camera reporting of all governmental affairs possible under House rules. The resolution met mixed reaction.

Though Plotkin and Magnuson panned the nets, they only succeeded in bringing the possible (?) solutions of the UHF broadcaster's problem down to eight. What the UHF'ers really want, gentlemen, is only one—the workable one, and the report made that claim for none of the eight.



# *Federal*

*Communications Commission*

HOW TO APPLY  
FOR FCC LICENSE

PERSONNEL

# *National*

*Association of Radio and  
Television Broadcasters*

PERSONNEL  
COMMITTEES

# FEDERAL COMMUNICATIONS COMMISSION



HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.

Phone: EXecutive 3-3620

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# HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

□ □ □

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

## Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM sta-

tion must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

## Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

## Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.



Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

### Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his appli-

cation, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

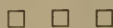
If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

(Continued on Page 525)

# NATIONAL ASSOCIATION of Radio and Television BROADCASTERS



Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 2-9300

## Officers

*President, Chmn. of the Bd.*—Harold E. Fellows

**C. E. Arney, Jr.**  
*Secretary-Treasurer*

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*V.P. in Charge of Radio*

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*V.P., Counsel in Charge of TV Affairs*

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*Manager, Employee-Employer Relations*  
**Ralph W. Hardy**

*V.P., Dir., Government Relations*  
**A. Prose Walker**

*Manager of Engineering*  
**Vincent T. Wasilewski**  
*Chief Attorney*

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**Jack L. Barton**, *Assistant Manager of Station Relations*  
**Howard H. Bell**, *Assistant to the Pres.*

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**Walter R. Powell**, *Attorney*  
**Oscar Elder**, *Assistant to Vice Pres. (Govt. Relations)*  
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**Charles H. Tower**, *Manager, EERD*  
**Vincent T. Wasilewski**, *Chief Attorney*

## RADIO BOARD OF DIRECTORS 1953-1954

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Herbert L. Krueger.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WTAG, Worcester		
E. R. Vadeboncoeur.....	2	New York and New Jersey.
WSYR, Syracuse, N. Y.		
George H. Clinton.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WPAR, Parkersburg, W. Va.		
James H. Moore.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WSLS, Roanoke, Va.		
John Fulton.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WGST, Atlanta, Ga.		
Henry B. Clay, Chr.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
KWKH, Shreveport, La.		
F. Ernest Lackey.....	7	Kentucky and Ohio.
WHOP, Hopkinsville, Ky.		

Director	District	States Comprising District
Robert B. McConnell.....	8	Indiana and Michigan.
WISH, Indianapolis, Ind.		
Hugh K. Boice, Jr.....	9	Illinois and Wisconsin.
WEMP, Milwaukee, Wis.		
E. K. Hartenbower, V. Chr.....	9	Iowa, Missouri and Nebraska.
KCMO, Kansas City, Mo.		
F. E. Fitzsimonds.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KFYR, Bismarck, N. D.		
Cy Casper .....	12	Kansas and Oklahoma.
WBBZ, Ponca City, Okla.		
Kenyon Brown .....	13	Texas.
KWFT, Wichita Falls, Tex.		
Walter E. Wagstaff.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
KIDO, Boise, Idaho		
William D. Pabst.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KFRC, San Francisco, Cal.		
Calvin J. Smith.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KFAC, Los Angeles, Calif.		
Richard M. Brown.....	17	Alaska, Oregon and Washington.
KPOJ, Portland, Ore.		

**DIRECTORS-AT-LARGE**

**Large Stations**

John H. DeWitt, Jr.  
WSM, Nashville, Tenn.  
Martin B. Campbell  
WFAA, Dallas, Tex.

**Medium Stations**

G. Richard Shafto  
WIST, Charlotte, N. C.  
J. Frank Jarman  
WDNC, Durham, N. C.

**Small Stations**

Edgar Kobak  
WTWA, Thomson, Ga.  
Lester L. Gould  
WJNC, Jacksonville, N. C.

**FM Stations**

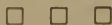
Ben Strouse  
WWDC-FM, Washington, D. C.  
H. Quenton Cox  
KGW-FM, Portland, Ore.  
Network: Earl M. Johnson  
MBS, New York

**TELEVISION BOARD OF DIRECTORS 1953-1954**

Clair R. McCollough, Chairman  
WGAL-TV, Lancaster, Pa.  
Campbell, Arnoux, Vice-Chairman  
WTAR-TV, Norfolk, Va.  
Harold Hough  
WBAP-TV, Fort Worth, Tex.  
Kenneth L. Carter  
WAAM, Baltimore, Md.  
William Fay  
WHAM-TV, Rochester, N. Y.  
Paul Raibourn  
KTLA, Los Angeles, Calif.  
John Esau  
KTVQ, Oklahoma City, Okla.  
W. D. Rogers, Jr.

KDUB-TV, Lubbock, Tex.  
Ward L. Quaal  
WLW-T, Cincinnati, Ohio  
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Storer Broadcasting Co., Miami, Fla.  
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NBC, Washington, D. C.  
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Ted Bergmann  
DuMont, New York, N. Y.  
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WDSU-TV, New Orleans, La.  
Ernest Lee Jahncke  
ABC-TV, New York

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



14 Gregory Hall, Urbana, Illinois  
Urbana 7-6611, Exet. 3394

## OFFICERS FOR 1955 YEAR

### *President*

Frank E. Schooley, WILL (Radio Station), University of Illinois, Urbana, Illinois

### *Vice-President*

John Dunn, Director, Oklahoma ETV Authority, P. O. Box 2005, Norman, Oklahoma

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### *Secretary*

William Harley, Radio Station WHA, University of Wisconsin, Madison 6, Wisconsin

## DIRECTORS

### *Region I*

James MacAndrew, Station WNYE, 29 Fort Green Place, Brooklyn, N. Y.

### *Region II*

Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

### *Region III*

Paul B. Rickard, Director of Radio & TV, Wayne University, Detroit, Mich.

### *Past President & Member of the Board*

Graydon Ausnus, Station WVOA, University of Alabama, University, Ala.

### *Region IV*

Burton Paulu, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota

### *Region V*

Miss Marguerite Fleming, Station KSLH, 1517 S. Theresa Ave., St. Louis, Mo.

### *Region VI*

Edwin Adams, Director, KUOW (Radio Station), University of Washington, Seattle, Washington

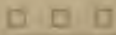
### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

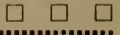
# NAEB MEMBERSHIP LIST

## Active Membership of the National Association of Educational Broadcasters

City	Call Letters	Licensee	Executive
□ □ □			
<b>ALABAMA</b>			
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
<b>CALIFORNIA</b>			
Berkeley	KPFA (FM)	Pacific Foundation	Charles Levy, Station Mgr.
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego City Schools	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
San Mateo	KCSM (FM)	165 Post Street San Mateo Jr. College	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	Baldwin Ave. & San Mateo College of the Pacific	John C. Crabbe, Director
<b>COLORADO</b>			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
<b>FLORIDA</b>			
Lakeland	WFSI (FM)	Florida Southern College	Ludd M. Spivey, President
Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Asst. Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
<b>GEORGIA</b>			
Atlanta	WABE (FM)	Board of Education	Alvin Gaines, Program Director
<b>ILLINOIS</b>			
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. C. Waggoner, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Dick Carlson, Station Manager
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WIUC (FM)	Univ. of Illinois	Frank E. Schooley
<b>INDIANA</b>			
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Edwin Carmony, Supvr. Audio-Visual Ed.
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WAJC (FM)	Butler Univ.	Robert L. Montgomery, Chairman, Radio-TV
Lafayette	WBAI (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twosp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
<b>IOWA</b>			
Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
Waverly	KWAR (FM)	Wartburg College	Robert Snyder, Manager



NAEB ACTIVE MEMBERSHIP



City	Call Letters	Licensee	Executive
<b>KANSAS</b>			
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANI (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
<b>KENTUCKY</b>			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio
Louisville	WTPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
<b>LOUISIANA</b>			
Baton Rouge	WSLU (FM)	Louisiana State University	Miss Lucile Ruby, Acting Director
<b>MARYLAND</b>			
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
<b>MASSACHUSETTS</b>			
Amherst	WMA (FM)	Univ. of Mass.	Francis V. Donovan, Jr., Manager
Boston	WBUR (FM)	Boston Univ.	Leo Martin, Director Div. Communication Arts
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Springfield	WEDK (FM)	School Committee of Springfield	William J. Sanders, Supt. of Schools
<b>MICHIGAN</b>			
Ann Arbor	WTOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTK (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Riekard, Director, Radio-Television
East Lansing	WKAR (AM)	Michigan State College	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State College	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State College	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educa.
Flint	WFUM (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan College of Educa.	Wallace Garneau, Dir. of Broadcasting
<b>MINNESOTA</b>			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
Northfield	WCAL (FM)	St. Olaf College	Milford C. Jensen
<b>MISSISSIPPI</b>			
Meridian	WMMI (FM)	Municipal Jr. College	James E. Durham, Director
<b>MISSOURI</b>			
St. Louis	KETC (TV)	St. Louis Ed. TV Association	Martin Quigley, General Manager
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
<b>NEW JERSEY</b>			
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOL (FM)	Seton Hall College	A. Paul Klose, Program Director
<b>NEW MEXICO</b>			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
<b>NEW YORK</b>			
Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Bourke, Prog. Mgr.
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Paul G. Strassler, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager



**NAEB ACTIVE MEMBERSHIP**



City	Call Letters	Licenses	Executive
<b>NORTH CAROLINA</b>			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	Robert Schenkkan, Dir. of TV
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM (AM)	Univ. of North Dakota	S. Donald Robertson, Director
<b>OHIO</b>			
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cleveland	WBOE (FM)	Board of Education	J. J. Stillinger, Director of Radio
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Acting Dir.
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KETA (TV)	Okla. Ed. TV Authority	John Dunn, Director
Oklahoma City	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Tulsa	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Howard Hansen, Dir., Radio-TV
<b>OREGON</b>			
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	Dorothy Daniel, Asst. to Pres.
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Plainview	KHBL (FM)	Wayland Baptist College	Reed Harris, Student Manager
<b>TEXAS</b>			
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State Agri. College	Borrel F. Hansen, Director
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Edwin H. Adams, Head Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball
<b>WISCONSIN</b>			
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
<b>HAWAII</b>			
Honolulu	KUOH (FM)	University of Hawaii	Chester F. Canton, Dir., Univ. Radio
<b>PUERTO RICO</b>			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

They live on  
the Pacific Coast . . .  
they listen to  
**DON LEE RADIO\***



*Mutual*  
**DON LEE**  
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\* Don Lee **IS**  
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Don Lee's low, low day/night single rate structure delivers the  
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Represented Nationally by **H-R** REPRESENTATIVES, INC.

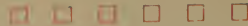


# *Radio Networks*

AFFILIATED STATIONS  
OWNED & OPERATED  
STATIONS  
EXECUTIVE PERSONNEL  
U. S. A. NETWORK MAPS



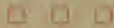
# Multi-Million Dollar Question: Where Do We Go From Here?



By **ROBERT E. KINTNER**  
President  
American Broadcasting Company

"WHERE do we go from here?" is a recurring line from an old drinking song. And the singers never do come up with an answer.

Broadcasters, in their most sober moments, however, must pose themselves this same question, and they must come up with an answer, and soon. It will not be the answer of those who sit at their desks from nine to five daily, for theirs is hindsight reasoning. I look to the practitioners of broadcasting for the answer to the multi-million dollar question—where do we go from here, in programming. For that, after all, is our product. Everything else in broadcasting is just a channel of distribution; but as networks or as stations we rise or fall on the consumption of our product—programming.



Today, broadcasting has achieved mass distribution. Virtually every home in the country is radio-equipped. About 9 out of the nation's homes are within range of television signals, and of these, more than 7 out of 10 homes actually have sets.

No question about it, broadcasting today stands on the threshold of a great era. The only obstacle that I see to continued, healthy expansion is the quality of programming. We can dream up all the fancy terms we wish—rating terms, sales terms, psychological terms (like "gratitude factor")—but this undeniable fact remains: The public must like what it sees or hears or it won't be back to "buy" from the network or station in question.

I am convinced that television today is in exactly the same position in which motion pictures and radio found themselves when television came on the scene. Television is growing self-satisfied and complacent.



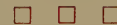
Today the movies find that a good picture will pull the people in at the box-office. And the picture need not be in any particular aspect ratio or any unusual color treatment. A good old black-and-

white, whether large screen or not, will do a land office business.



Radio can do the same, and we propose to do this for ABC Radio by providing the public with the "off-beat" when necessary and with the best scripts, production and direction of all times. Personally, I do not believe that radio is doing itself justice today. It still has these "exclusives" which if properly utilized, can make it unique—immediacy, flexibility, and the listener's imagination. I look for a resurgence of radio generally in programming content in the future.

But the big problem is still television. Television because it represents such vast investments of time and money by so many, many people. The fact is that there is a decrease in the rate of increase of time spent with television in the average U. S. home. That is, consumption of our product is leveling off, and at the present trend, may well achieve a plateau, or even decline in the next year or so.



What I advocate is a product improvement . . . a raising of vast bulk of TV programs from mediocre to good. The good programs of today will be constrained to improve their quality in turn, and we may see "great" television, not once a year, but possibly once a week, or oftener.

I decry complacency and apathy. The day that there are, in fact, no new ideas will be an excellent date for man to turn over his world to another species, for he will have reached his own plateau, and can only slide backwards.

Broadcasting's road is long and wide. It has the golden opportunity of bringing entertainment, information and education to the American public. It is a vital force in the nation's economy, providing advertising exposure with impact and economy. How far we go on that road depends on the vehicles we build—the programs we offer the viewers and listeners.

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Telephone Number: SUsquehanna 7-5000

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(Continued on Page 262)



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Radio—Central Division  
Matthew Vieracker.....Treasurer—Central Division

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New York 23, New York

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For television personnel turn to TELEVISION YEAR BOOK in this volume





## Radio's New Re-Selling Formula Clear Tribute of Inventiveness

By ADRIAN MURPHY

President  
CBS Radio Network

AMERICA today has twice as much home entertainment to choose from as it had just six or seven years ago. Yet the astonishing fact is that the total value of radio listening today is not a great deal less than it was before television came along.

Last season, radio listening amounted to nearly a billion family hours every week. And this figure does not even take into account the enormous amount of attention radio gets outside the home, in automobiles, stores, restaurants, hotels, and many other public places.

Radio's continuing popularity is a direct tribute to the imagination and energy of all the people who make radio possible—manufacturer and broadcaster alike. They have been faced with the kind of competition that might have put a less inventive industry out of business forever. Yet they have managed to do a selling job—a re-selling job—that is without parallel in modern business.

The manufacturer has sold the nation on the idea of beginning and closing the day with radio that clock radios and other bedroom sets now number more than 21 million. In 1948, the clock radio was virtually unheard of. In addition, he has styled radio so imaginatively and so inexpensively that in every waking hour, most families can now afford to have radio accessible in any room in the house. (Perhaps the best tribute to the manufacturer's ingenuity is the fact that there are one million families who have as many as six radios—and over!)

The manufacturer has made the kitchen radio so popular that women in 16 million households cook, wash and iron with radio. He has so ingeniously combined radio with phonographs, with television sets, with tape recorders, even with lamps, that in 25 million living rooms, radio continues as a focal point of family life. And by developing miniature tubes, miniature speakers, and especially the transistor, the manufacturer has

made radio so small, so portable, that today there are people who literally wear their sets—who carry radio in their pocket the same way they carry handkerchiefs, money and the keys to the house and car.

In programming for all these radios—111 million in all—the advertiser, broadcaster and performer have been no less inventive. Time itself would probably have proven radio's unique capability for dealing with ideas—the way radio can report new the very moment it happens and radio's superiority in handling talks, speeches, discussions. Time would probably also have borne out radio's unique ability to present music, where essentially there is nothing to look at. But it has taken some imagination on the broadcaster's part to invent new patterns in variety, comedy and drama.

Some programs, of course, have become such perennial favorites in their established formats that no one would want them done any other way. The Jack Benny show has undergone almost no format change whatsoever in more than two decades on the air. Yet it continues to rank as radio's most popular program week in, week out.

But other hours in radio's schedule seemed to call for a more informal approach towards programming. And so we have seen the gradual evolution of such relaxed, friendly radio personalities as Arthur Godfrey, Robert Q. Lewis, Tennessee Ernie, Peter Lind Hayes—and that most informal man of them all, Bing Crosby.

Today, radio is practically a brand new industry, in many respects more dynamic than it was before television came along. The number of sets in the nation has increased vastly. And if the number of families who listen to these sets has also increased—as it has—it is because people continue to depend on the unique pleasures and company that radio brings into their busy lives.

# CBS RADIO





# CBS RADIO NETWORK





# CBS, INC.

## CBS RADIO DIVISION

□ □ □

### *Executives and Staff*

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Network Sales Presentations  
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Irving Miller ..... Director, Art Service,  
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For television personnel turn to TELEVISION YEAR BOOK in this volume





# Individual Listeners Examined As Radio Gets a Re-Evaluation

□ □ □ □ □ □

By THOMAS F. O'NEIL

President

Mutual Broadcasting System

WE at Mutual took a thorough-going look at radio in 1954. We spent a few days last November looking back over our shoulders at the 20 years of Mutual's broadcasting past. We also spent some hard cash to survey radio as it actually is today, to find the changing character of the individual listener due to television's inroads — where he is each quarter-hour and what he is doing — so our advertisers could know best when to reach him.

We found that all day long people spent about as much of their time listening to radio as they did viewing television.

We found radio to be a living medium, not just a living-room medium.

□ □ □

I made several statements about radio during the year as representative of our thinking around the Mutual network. These statements stem from our year-long study of Radio—1954 and they still stand for 1955.

They are: "Radio is clearly established anew today as a dynamic force which affects the working, playing and buying habits of the majority of individual Americans." And —

□ □ □

"Our concepts of radio — both network and local — must be re-assessed in the light of the recently completed Ward Daily Living Habits Survey, for it reveals that millions of people listen to radio at the moment they awake, while they dress, while they eat, while they work and drive their autos; while they relax — at home and outside the home until they retire at night. No other medium has become so extensively an all-day companion in modern living." And again —

"No prophesiers can foretell the future role of radio any more than they can foresee all of television's possibilities, but we at Mutual are convinced that the widespread diversification of radio and its singular quality allowing 'concurrent activity' while listening, are facts which portend a long and vigorous life for radio."

When we counted noses (or I should say, ears) through a nationwide study employing 40,000 individual diaries, we found definite facts which cannot be disregarded by anyone who has an interest in the broadcasting industry — whether he be an advertiser spending his money on radio and television media, an advertising agency man or a man engaged in local or network broadcasting.

□ □ □

The facts which we offer for consideration are these:

- Of all the time people spent during the day in listening to radio or watching television — 70% was devoted to radio listening and 30% to TV-viewing and for both day and evening combined radio's share is 48%; TV's 52%.

- Radio is a "concurrent activity," commanding the listener's attention while he is engaged in doing something else, as is possible with no other medium in like manner.

- More than 96% of the American population own radios in working order and there are more than 110,000,000 radio sets in the country.

- Radio listening is everywhere and radio's location is everywhere — in all rooms of the home, the kitchen, the den, the bedroom, the workshop; radio follows us outside the home wherever we go.

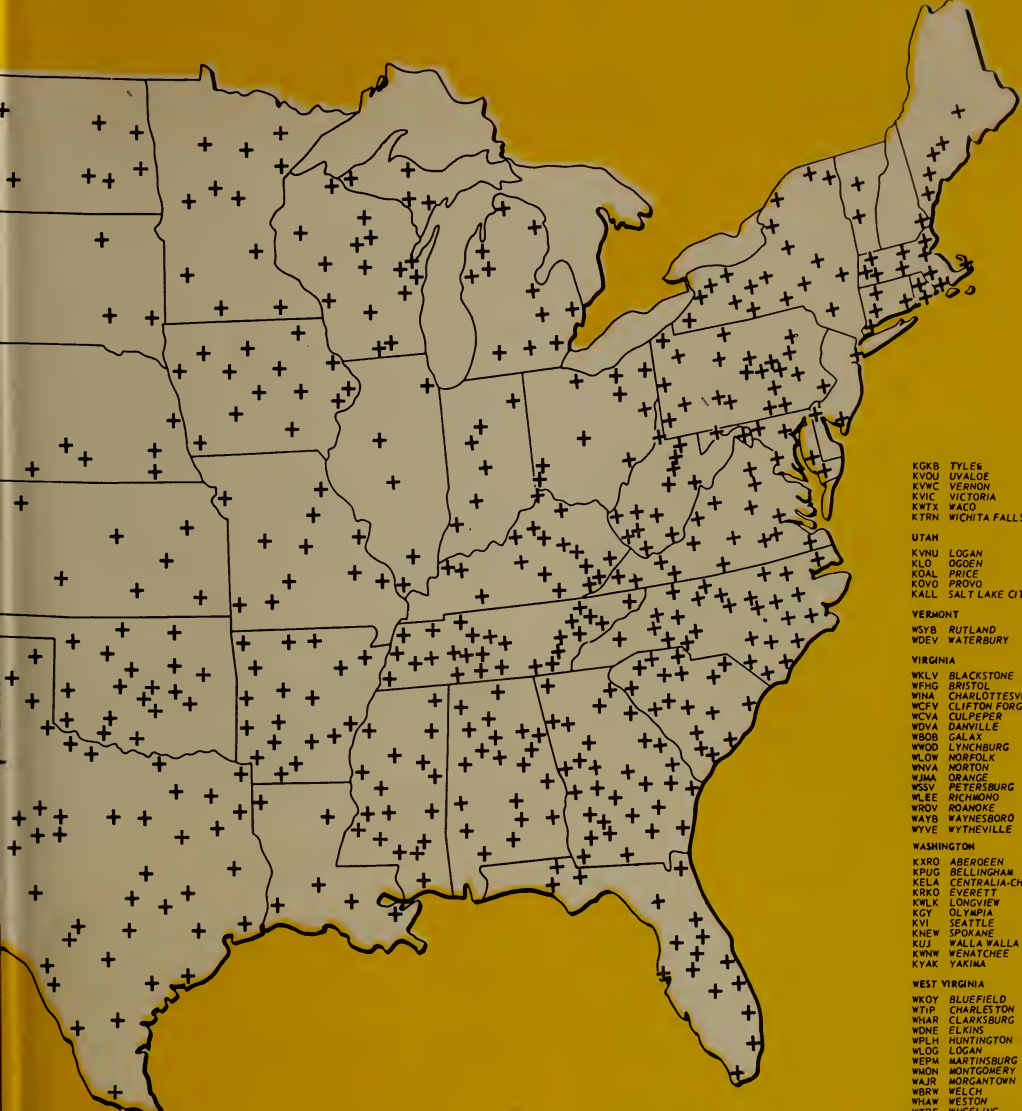
- We found that radios are located 34% in the living room; 27% in the bedroom; 23% in the kitchen and 16% in other places of the home.

□ □ □

The fact that Mutual's voice is "local" in 572 cities and that we can be proud of our list of radio's top advertisers and agencies, does not necessarily indicate that the future can only be rosy. Today's buyer of time — dazzled though he may be by the wonders of our visual competitor — wants, is entitled to, and should get that kind of intimate knowledge of the listening habits of human beings which can enable him to turn the profit which is his justification for doing business with any medium.



# CASTING SYSTEM



KCBT TYLER  
 KVOU UVALDE  
 KVCV VERNON  
 KVIC VICTORIA  
 KWTX WACO  
 KTRN WICHITA FALLS

UTAH  
 KVMU LOGAN  
 KLDJ DODEN  
 KOLA RICE  
 KVOV PROVO  
 KALL SALT LAKE CITY

VERMONT  
 WSYB RUTLAND  
 WDEV WATERBURY

VIRGINIA  
 WMLV BLACKSTONE  
 WHFG BRISTOL  
 WINA CHARLOTTESVILLE  
 WCFV CLIFTON FORGE  
 WCVA CULPEPER  
 WDIV DANVILLE  
 WSOB GALEY  
 WOOD LYNCHBURG  
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 KRRO EVERETT  
 KWLK OLYMPIA  
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 KNEH SPOKANE  
 KUJ WALLA WALLA  
 KXNW WENATCHEE  
 KYAK YAKIMA

WEST VIRGINIA  
 WCOY BLUEFIELD  
 WCHL CHARLESTON  
 WHAR CLARKSBURG  
 WONE ELKINS  
 WPLH HUNTINGTON  
 WLOG LOGAN  
 WERM MARTINSBURG  
 WNON MONTGOMERY  
 WAJR MORGANTOWN  
 WELC WELCH  
 WHAW WESTON  
 WTRF WHEELING  
 WBTB WILLIAMSON

WISCONSIN  
 WHBY APPLETON  
 WATZ ASHLAND  
 WGEZ BELLEVILLE  
 WBLZ EAU CLAIRE  
 KFIZ FOND DU LAC  
 WGRB GREEN BAY  
 WCLG JANSVILLE  
 WLCX LACROSSE  
 WKVK MONROE  
 KRIG OGDEN  
 KNET PALESTINE  
 KRPN PAMPA  
 KIUN PECCOS  
 KEYE PERRYTON  
 KPVP PLAINVIEW  
 KPOD PORT ARTHUR-BEAUMONT  
 KMAC SAN ANTONIO  
 KRRY SHEWAN-DENNISON  
 KSNY SIOUX FALLS  
 KROT STAMFORD  
 KSTL SULPHUR SPRINGS  
 KXOX SWEETWATER  
 KTEM TEMPLE  
 KOSY TEXARKANA

WYOMING  
 KVOC CASPER  
 KVVU CHEYENNE  
 KLRK EVAMTON  
 KODE LANDER  
 KPOW POWELL  
 KWBK ROCK SPRINGS  
 KVVY SHERIDAN

OHIO  
 WKYC CLEVELAND  
 WTVN COLUMBUS  
 WIRO IRONTON  
 WMDA MARIETTA  
 WLEC SAKOUSHY  
 WSTV STEUBENVILLE  
 WWHH YOUNGSTOWN-WARREN

OREGON  
 KWIL ALBANY  
 KWIN ASHLAND  
 KAST ASTORIA  
 KBND BEND  
 KOOS COOS BAY  
 KORE KORE  
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 WLAT CONWAY  
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 WMRB GREENVILLE  
 WGSW GREENWOOD  
 WSHC HARTSVILLE  
 WDKW NEWBERRY  
 WDXI ORANGEBURG  
 WRHI ROCK HILL

SPARTANBURG  
 SUNTER  
 WFGJ UNION  
 WBCU WALDO  
 WALTERBORO

SOUTH DAKOTA  
 OEAODWOOD  
 MITCHELL  
 SIOUX FALLS  
 WATER TOWN

LEWISBURG  
 LEXINGTON  
 MEHMINVILLE  
 NEARHUS  
 MORRISTOWN  
 HURFREESBORO  
 NASHVILLE  
 DAK RIDGE  
 PARIS  
 SHELBYVILLE  
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 CLARKSVILLE  
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 DYERSBURG  
 ELIZABETH-TON-JOHNSON CITY  
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FREDERICKSBURG  
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 HUNTSVILLE  
 KERV KERVILLE  
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 LUBBOCK  
 LUFKIN  
 MARSHALL  
 McALLEN  
 McANEY  
 McANAHANS  
 OGDEN  
 PAMPA  
 PECCOS  
 PERRYTON  
 PORT ARTHUR-BEAUMONT  
 SAN ANGELO  
 SAN ANTONIO  
 SHEWAN-DENNISON  
 SIOUX FALLS  
 STAMFORD  
 SULPHUR SPRINGS  
 SWEETWATER  
 TEMPLE  
 TEXARKANA

TEXAS  
 ABILENE  
 ALPINE  
 AHARILLO  
 AUSTIN  
 BAY CITY  
 BIG SPRING  
 BORGES  
 BROWWOOD  
 BRYAN  
 CHLORESS  
 DALLAS  
 EL PASO  
 FORT WORTH

OKLAHOMA  
 ADA  
 ALTUS  
 ARMORE  
 BARTLESVILLE  
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 MUSKOGEE  
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 TULSA  
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 BLOOMINGTON  
 CLARKSBURG  
 ELKINS  
 HUNTINGTON  
 LOGAN  
 MARTINSBURG  
 MONTGOMERY  
 MORGANTOWN  
 WELCH  
 WESTON  
 WHEELING  
 WILLIAMSON

MISSOURI  
 APPLETON  
 ASHLAND  
 BELLEVILLE  
 EAU CLAIRE  
 FOND DU LAC  
 GREEN BAY  
 JANSVILLE  
 LACROSSE  
 MONROE  
 PALESTINE  
 PAMPA  
 PECCOS  
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 BELLEVILLE  
 EAU CLAIRE  
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 SULPHUR SPRINGS  
 SWEETWATER  
 TEMPLE  
 TEXARKANA

WYOMING  
 CASPER  
 CHEYENNE  
 EVAMTON  
 LANDER  
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# MUTUAL BROADCASTING SYSTEM



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Telephone: LONGacre 4-8000

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 Station Relations & Engineering  
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For television personnel turn to TELEVISION YEAR BOOK in this volume

# MORE POWER! (316,000 WATTS) HIGHER TOWER!

(1049 Ft. Above Mean Sea Level)

*Tallest Structure In New England*



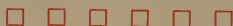
**POWERFUL**  
**WJAR-TV**  
CHANNEL **10** PROVIDENCE, RHODE ISLAND







## Launching of 'Spectaculars' Forms 1954 Programming News



By **ROBERT W. SARNOFF**  
Executive Vice President, NBC

A NEW look in television programming and sales patterns, coupled with the emergence of color television as a national service, endowed the medium with fresh vitality and excitement and made the industry's biggest news for the year 1954.

To those of us at the National Broadcasting Company who were privileged to have a hand in building these patterns, it was a year of venture and a year of vindication.



We ventured into new concepts of programming — concepts designed to make more people spend more time at more sets. We ventured further into new concepts of selling — concepts designed to open this powerful medium to a broader base of national advertisers and to provide a sales flexibility never before possible.

We believe we were vindicated by the high ratings of our great new shows, by public reaction to our pioneering in daytime and late-night shows. We believe we were vindicated by the 250 national advertisers — an industry record — attracted by NBC during the year, and by the excitement generated among clients, advertising agencies and dealers selling NBC-advertised products.



Launching of the "spectaculars" last fall constituted the biggest programming news of the year. These much-discussed productions in color brought to television a powerhouse of entertainment values surpassing anything ever seen on a regular basis. Quarter-million-dollar productions, formerly limited to one-shot specials, became part of the viewer's regular diet.

The "spectaculars" were high-attraction hits right from the start — the first two each attracted an estimated 31,000,000 viewers — but the "spectaculars" were only part of our schedule's new look. NBC entered the fall season with no less than 38 new programs, at least one new program every evening of the

week, and many scattered through the daytime schedule.

In March, HOME, a new concept in women's service programming, was introduced. In September, NBC pioneered in late-evening television with TO-NIGHT. These two magazine-type shows and the established early-morning favorite, TODAY, together make up a full-third of our total network time, and have brought in dozens of advertisers who could never before afford national exposure. These three programs grossed about \$14,000,000 in 1954 and proved the commercial soundness of this NBC-created type of programming and sales.



Our color cameras made television history — and the front pages — when we presented a colorcast from Fort Meade on the use of television in warfare. Through portable cameras in the hands of front-line scouts and in a reconnaissance plane, a commander was able to follow on monitors the action in a series of maneuvers staged for our cameras. This significant advance in the art of warfare was shown in cooperation with the Radio Corporation of America, which pioneered military television, and the U. S. Army.



The NBC Film Division, one of our major operating divisions, provided TV stations with 736 weekly half-hours of local programming, a sensational advance over the figure of 235 for 1953. More than 1,120 Film Division program sales were made in all markets. In New York, with 10 programs on the air, the NBC Film Division was providing more programming than any other syndicator.

This, then, is a thumbnail sketch of the National Broadcasting Company's activities for 1954. We feel it's a story of progress, of expansion, of pioneering. We hope we have contributed to making the broadcast medium an ever greater force in the social, cultural and economic life of America. This remains our goal as we go into 1955.



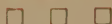


# NATIONAL BROADCASTING COMPANY





# NATIONAL BROADCASTING COMPANY, INC.



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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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 Grace Sniffen...Program Cost Accountant  
 Marion Stephenson...Divisional Budget Manager

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John Curran..... Supervisor of Program Operations  
Robert Wogan..... Supervisor of Program Operations  
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Steve White..... Program Manager for WRCA

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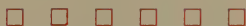
Robert McCormick, Press Center (American), APO 757, c/o PM, New York, New York.

For television personnel turn to TELEVISION YEAR BOOK in this volume





# Successful Radio Advertising Plan Sets "People in Motion"



By **SIDNEY J. WOLF**

President

Keystone Broadcasting System, Inc.

**I**F we start with the premise that the function of advertising is to effectively fortify sales efforts at all levels, and this seems elementary, we can add that in order to effectively aid sales results we have to move people at all levels.



Keystone moves people in two vital ways—First it gets people into motion and keeps them moving—in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System Network of Hometown and Rural stations are listened to! They're heard!



We deliver an audience to the advertiser. This is media's prime responsibility. In 1954 one of our very good advertisers not only asked . . . "who's listening?" . . . but added the sharply pointed question . . . "how many?" So a survey was ordered. This survey was made by Gould, Gleiss and Benn, Inc., and we give you a few sample audience measurements in representative markets:

City and State	Average Share of Audience	Average Rating
Andalusia, Ala.	65	18.4
Cordele, Ga.	93	28.7
Crestview, Fla.	46	16.5
McMinnville, Tenn.	75	15.3
Norton, Va.	80	20.6



You can imagine how this advertising agency felt after seeing the evidence which indicated that Keystone Broadcasting System was not only delivering the audience but at a dollar cost that made his media buyer look like a real hero (to say nothing of how good we at Keystone felt about it all). This advertiser called the results of this survey, "the most astonishing he'd ever seen in radio."

Having delivered the audience, and assuming that the advertiser has a good product, creditably dramatized for audio advertising by good copy, we move people in the direction of the retail store. People in motion and in the right direction. What happens now? Some advertisers think they don't need "merchandising assistance" and maybe that's principally the fault of those who have persistently abused the words, "merchandising assistance." Without blushing or boasting I can say to all concerned that we at Keystone with the invaluable and energetic cooperation of most of our station affiliates really deliver on merchandising. And by merchandising assistance I don't mean just a mimeographed notice to retailers that a "smashing campaign of radio programs or announcements is soon to bust loose in this market." I mean that before the advertising hits the consumer, KBS stations put men into motion . . . they hit the streets—the main streets and the side streets and they make sure that the product is stocked. They make sure that it's up in front where the customer can see it. They make sure that display material is used and very frequently they help the dealer dress his windows, arrange mass floor displays, paste up streamers and generally get the store ready to receive the interested radio customer and the store personnel ready to sell!



Keystone has been growing . . . in a healthy way. This is in brief a tabulation of the ways in which we think Keystone has forged ahead in 1954 and we'll add a small type forecast as to what we think we'll accomplish in 1955.



The volume of business done by Keystone in 1954 exceeded any previous year, but in 1955 we will double the volume of 1954 even though TV is growing at a fast rate.

# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
WCTA Andalusia  
WANA Anniston  
WLD Birmingham  
WEBJ Brantley  
WRAG Carrollton  
WKLF Clanton  
WKUL Cullman  
WMSL Decatur  
WXAL Demopolis  
WULA Eufaula  
WWWF Fayette  
WOWL Florence-Muscle Shoals  
WZOB Fort Payne  
WETO Gadsden  
WGYV Guntersville  
WGSV Guntersville  
WJBB Haleyville  
WBHP Huntsville  
WPBB Jackson  
WVWB Jasper  
WMOZ Mobile  
WDFC Moundville  
WJHO Opelika  
WELR Reanoke  
WVWR Russellville  
WROS Scottsboro  
WHBB Selma  
WFEB Sylacauga  
WHTB Talladega  
WTBF Troy  
WTBC Tuscaloosa  
WETU Tuskegee  
WETU Wetumpka

## ARIZONA

KCKY Coolidge  
KCLS Flagstaff  
KHIZ Phoenix

## ARKANSAS

KVRC Arkadelphia  
KBTA Batesville  
KBBA Benton  
KAMD Camden  
KCON Conway  
KAGH Crossett  
KDMS El Derado  
KGRH Fayetteville  
KXJK, Forrest City  
KH0Z Harrison  
KFFA Helena  
KXAR Hope  
KBHS Hat Springs  
KBTM Jonesboro  
KVLG Little Rock  
KYSA McGeehee  
KYMA Magnolia  
KDAS Malvern  
KENA Mena  
KOSE Osceola  
KDRS Paragould  
KOTN Pine Bluff  
KPOC Pechantosa  
KXRJ Russellville  
KWCB Searcy  
KBRS Springdale  
K WAK Stuttgart

## CALIFORNIA

KIBS Bishop  
KBMX Coalinga  
KRDU Dinuba  
KDAC Fort Bragg  
KCYR Lodi  
KGER Long Beach  
KYOS Merced  
KMBY Monterey  
K8FE Needles  
KMOR Oroville  
KPRL Pasco Robles  
KAFF Petaluma  
KTIP Porterville  
KBLF Red Bluff  
KVEC San Luis Obispo  
K5MA Santa Maria  
KSPA Santa Paula  
KROG Sonora  
K8UE Susanville  
KTKR Taft  
KTUR Turlock  
KUDU Ventura

## COLORADO

KG1W Alamosa  
KRLN Canon City  
KRAI Craig  
KLIR Denver  
KIUP Durango  
KFTM Fort Morgan  
KYOU Greeley  
KBWZ La Junta  
KLYC Leadville  
KLMO Longmont  
K8LV Monte Vista  
KUBC Montrose

KVRH Salida  
KCRT Trinidad

## FLORIDA

WTRL Bradenton  
WTAN Clearwater  
WKKO Cocoa  
WCNU Crestview  
WBRO Fort Lauderdale  
WINK Fort Myers  
WARR Fort Pierce  
WGGG Gainesville  
WJVB Jacksonville Beach  
WKWF Key West  
WIPC Lake Wales  
WLBK Leesburg  
WNER Live Oak  
WYS Marianna  
WWPB Miami  
W8BB New Smyrna Beach  
WTMC Ocala  
WVWF Palatka  
WDLF Panama City  
WPRY Perry  
WPLA Plant City  
WFOY St. Augustine  
WTRR Sanford  
WKXY Sarasota  
WJCM Sebring  
WSTU Stuart  
WNTN Tallahassee  
W8BK Tampa

## GEORGIA

WDEC Americus  
WGAU Athens  
WAUG Augusta  
WMGR Bainbridge  
WMOG Brunswick  
WGRA Cairo  
WCLB Camilla  
W8LB Carrollton  
WBHF Cartersville  
WGAA Cedartown  
WJMM Cordele  
WGFS Covington  
WBLJ Dalton  
WDWD Dawson  
WGLS Decatur  
WDMG Douglas  
WMLT Dublin  
WTHH East Point  
W8SG Elberton  
WBHB Fitzgerald  
W8PM Fort Valley  
W8GA Gainesville  
WKEU Griffin  
WCEH Hawkinsville  
W8GR Jesup  
WLFA Lafayette  
WLAG La Grange  
W8FM Marietta  
W8VW Milledgeville  
W8RE Monroe  
W8GA Moultrie  
WRGA Rome  
W8WS Statesboro  
W8FT Thomaston  
W8TA Thomson  
WLET Toccoa  
W8OP Vidalia  
WAYX Waycross  
W8RD Waynesboro  
W8LD West Point  
W8MO Winder

## IDAHO

KGEM Boise  
KBAR Burley  
KIFI Idaho Falls  
K8PL Moscow  
KWIK Pocatello  
KPST Preston  
K8XK Rexburg  
KSPT Sandpoint  
KLIX Twin Falls

## ILLINOIS

WOKZ Alton  
WBYS Canton  
WROY Carmi  
WEIC Charleston  
WCRA Effingham  
WRMN Elgin  
W8BG Harrisburg  
WJPF Herrin  
WKEI Keaweenaw  
WPRC Lincoln  
WSMI Litchfield  
W8AI Macomb  
W8MK Metropolis  
W8MC Mt. Carmel  
WINI Murphysboro  
WLVN Olney  
WPRS Paris  
WKID Urbana

## INDIANA

WCBC Anderson

WBNL Boonville  
W8LO Frankfort  
WITZ Jasper  
WSAL Logansport  
WORX Madison  
W8LV Portland  
WSLM Salem  
WJCD Seymour  
WJVA South Bend  
WICJ Tell City  
WKAM Goshen

## IOWA

KASI Ames  
KJAN Atlantic  
KPIG Cedar Rapids  
KCOG Centerville  
KCHA Charles City  
KCHE Cherokee  
KSIB Creston  
KFMA Davenport  
KDEC Decorah  
K8LL Estherville  
K8AD Fairfield  
KXIC Iowa City  
KJFJ Webster City

## KANSAS

KSOK Arkansas City  
KARE Atchison  
K8CB Chanute  
K8SW Emporia  
K8DO Fort Scott  
K8UL Garden City  
K8WB Goodland  
KAYS Hays  
K8WB Hutchinson  
K8ND Independence  
K8LO Leavenworth  
K8MAN Manhattan  
K8NEK McPherson  
K8RG Newton  
K8KC Parsons  
K8EK Pittsburg  
K8SK Pratt

## KENTUCKY

WLBJ Bowling Green  
W8TC Campbellsville  
W8IN Columbia  
W8CT Corbin  
W8ZIP Covington  
W8PCM Cumberland  
W8HR Danville  
W8BB Elizabethtown  
W8KY Frankfort  
W8KN Franklin  
W8KY Glasgow  
W8LN Harlan  
W8IC Hazard  
W8ON Henderson  
W8OA Hopkinsville  
W8LEX Lexington  
W8IN Louisville  
W8FMW Madisonville  
W8FTM Maysville  
W8MIK Middleboro  
W8OMI Owensboro  
W8IP Paintsville  
W8PKE Pikeville  
W8PT Prestonsburg  
W8PKY Princeton  
W8EYK Richmond

## LOUISIANA

K8BS Alexandria  
K8RY Bastrop  
W8IK Bogalusa  
W8RB Covington  
K8DLA De Ridder  
W8HL Hammond  
K8CIL Houma  
K8JEF Jennings  
K8WCJ Natchitoches  
K8NE New Iberia  
K8RH Oakdale  
K8SLO Opelousas  
K8RUS Ruston  
K8BSF Springhill  
K8TLD Tallulah

## MAINE

W8BM Houlton  
W8RUM Rumford

## MARYLAND

W8ASA Havre de Grace  
W8PTX Lexington Park

## MASSACHUSETTS

W8OM Brookline  
W8REB Holyoke  
W8ARE Ware

## MICHIGAN

W8LM Albion  
W8FYC Alma  
W8ATZ Alpena  
W8LEW Bad Axe  
W8BRN Big Rapids

W8ATT Cadillac  
W8MRP Flint  
W8ATC Gaylord  
W8IBK Iron River  
W8JMS Ironwood  
W8JPD Ishpeming  
W8KLA Ludington  
W8MTE Manistee  
W8DMJ Marquette  
W8MAW Menominee  
W8CEN Mt. Pleasant  
W8OAP Owosso  
W8MBN Petoskey  
W8HLS Port Huron  
W8TCM Traverse City

## MINNESOTA

K8AM Albany  
K8XRA Alexandria  
K8BR Bomdij  
K8BMW Breckenridge  
W8LKL Cloquet  
K8KRX Crookston  
W8EVE Eveleth  
K8ZY Grand Rapids  
K8DUZ Hutchinson  
K8CFI International Falls  
K8LTF Little Falls  
K8NUJ New Ulm  
K8KOB Owatonna  
W8SHB Stillwater

## MISSISSIPPI

W8MPA Aberdeen  
W8GCM Biloxi-Gulfport  
W8BIP Booneville  
W8DOB Canton  
W8GLC Centerville  
W8CLD Cleveland  
W8CJU Columbia  
W8ACR Columbus  
W8CMA Corinth  
W8JPR Greenville  
W8RRM Greenwood  
W8FOR Hattiesburg  
W8MDC Hazlehurst  
W8KOZ Kosciusko  
W8AML Laurel  
W8APF McComb  
W8WBC Macon  
W8MIS Natchez  
W8PMP Pascagoula  
W8HCC Philadelphia  
W8RJW Picayune  
W8SSO Starkville  
W8TUP Tupelo  
W8VCK Vicksburg  
W8ABO Waynesboro  
W8AZF Yazoo City

## MISSOURI

KGMO Cape Girardeau  
K8MO Carthage  
K8CRV Caruthersville  
K8CHR Charleston  
K8CHI Chillicothe  
K8KDC Clinton  
K8CMU Columbia  
K8REI Farmington  
K8JCF Festus  
K8WOS Jefferson City  
K8IRX Kirksville  
K8NJM Maryville  
K8CMC Moberly  
K8RMO Monett  
K8BTN Neosho  
K8NEM Nevada  
K8WOC Poplar Bluff  
K8TRR Rola  
K8SGM Ste. Genevieve  
K8RES St. Joseph  
K8SMO Salem  
K8DRO Sedalia  
K8ICK Springfield  
K8ALM Thayer  
K8OKO Warrensburg  
K8WRE Warrenton  
K8P8M West Plains

## MONTANA

K8BMY Billings  
K8BNM Bozeman  
K8OJM Havre  
K8CAP Helena  
K8GEZ Kalispell  
K8XLO Lewiston  
K8LQB Libby  
K8PRK Livingston  
K8ATL Miles City  
K8WYJ Shelby  
K8GCX Sidney

## NEBRASKA

K8QOW Alliance  
K8WBE Beatrice  
K8CSR Chadron  
K8JSK Columbus  
K8HAS Hastings  
K8GFV Kearney

# CASTING SYSTEM

KLMS Lincoln  
KBRL McCook  
KODY North Platte  
KOGA Ogallala  
KSID Sidney  
KAWL York

## NEVADA

KRAM Las Vegas  
KATO Reno

## NEW HAMPSHIRE

WMO Berlin  
WKXL Concord  
WLNH Laconia

## NEW JERSEY

WSNJ Bridgeton

## NEX MEXICO

KALG Alamogordo  
KSPV Artesia  
KLMX Clayton  
KOTS Deming  
KVCB Farmington  
KGAK Gallup  
KWEV Hobbs  
KENM Portales  
KEIM Roswell  
KSIL Silver City  
KCHS Truth-or-Consequences  
KTNN Tucumcari

## NEW YORK

WCSS Amsterdam  
WMBO Auburn  
WOSC Fulton  
WLEA Hornell  
WHUC Hudson  
WJOC Jamestown  
WOS Liberty  
WLFH Little Falls  
WICY Malone  
WAIL Middletown  
WIRY Plattsburg  
WNBZ Saranac Lake  
WIPS Ticonderoga  
WDLA Walton

## NORTH CAROLINA

WRCS Ahoskie  
WABZ Albemarle  
WGW Asheville  
WBBS Burlington  
WEGO Concord  
WCKB Dunn  
WCNC Elizabeth City  
WFAI Fayetteville-Fort Bragg

WBBO Forest City  
WFGF Fuquay Springs  
WLTC Gastonia  
WFMC Goldsboro  
WHNC Henderson  
WHKP Hendersonville  
WHPE High Point  
WJNC Jacksonville  
WELS Kinston  
WXP Laurinburg  
WLOE Leaksville  
WJRI Lenoir  
WBZY Lexington  
WTSB Lumberton  
WMAP Monroe  
WHIP Mooresville  
WMBL Morehead City  
WPAQ Mount Airy  
WOOD New Bern  
WNNC Newton  
WKBC No. Wilkesboro  
WFRG Reidsville  
WCBT Roanoke Rapids  
WCEC Rocky Mount  
WXP Salisbury  
WWGP Sanford  
WHS Shelby  
WADE Wadesboro  
WLSE Wallace  
WHED Washington  
WHCC Waynesville  
WHCW Whiteville  
WIAM Williamston

## NORTH DAKOTA

KDLR Devils Lake  
KDIX Dickinson  
KXG Grand Forks  
KEYJ Jamestown  
KGCU Mandan  
KQVC Valley City  
KBWM Williston

## OHIO

WOHP Bellefontaine  
WILE Cambridge  
WAND Canton  
WBEX Chillicothe  
WJER Dover  
WOHI East Liverpool  
WFOB Fostoria

WJEH Gallipolis  
WMOH Hamilton  
WIRO Ironton  
WLMJ Jackson  
WVVO Mount Vernon  
WPTW Piqua  
WAVI Springfield-Urbana  
WCHO Washington Court House  
WVST Wooster

## OKLAHOMA

KADA Ada  
KWHW Altus  
KVSO Ardmore  
KBWL Blackwell  
KWCO Chickasha  
KWHP Cushing  
KRHD Duncan  
KSEO Durant  
KASA Elk City  
KCRC Enid  
KTAT Frederick  
KTJS Hobart  
KIHN Hugo  
KIMC McAlester  
KGLC Miami  
KNOR Norman  
KBVE Oklahoma City  
KHBG Okmulgee  
KVLH Pauls Valley  
KLOCO Poteau  
KCLS Pryor  
KWHI Tri-City  
KOME Tulsa  
KSIW Woodward

## OREGON

KWIN Ashland  
KAST Astoria  
KBKR Baker  
KBND Bend  
KWRO Coquille  
KASH Eugene  
KLBH La Grande  
KGLC Lebanon  
KMGAL McMinnville  
KSRV Ontario  
KODL The Dalles  
KOTL Tillamook

## PENNSYLVANIA

WNCC Barnesboro  
WCDL Carbondale  
WHYL Carlisle  
WESA Charleroi  
WCVI Conellsville  
WBUX Doylestown  
WEMR Emporium  
WLEU Erie  
WFAI Farrell  
WGET Gettysburg  
WHUN Huntington  
WDAD Indiana  
WADP Kane  
WAKU Latrobe  
WKRZ Oil City  
WPAZ Pottstown  
WBM Pottsville  
WKBI St. Marys  
WATS Sayre  
WMAJ State College  
WAYZ Waynesboro  
WLYC Williamsport  
WNOW York

## RHODE ISLAND

WADK Newport  
WPAW Pawtucket  
WERI Westerly

## SOUTH CAROLINA

WANS Anderson  
WBAW Barnwell  
WBEU Beaufort  
WAGS Bishopville  
WACA Camden  
WHAN Charleston  
WGD Chester  
WELP Easley  
WOLS Florence  
WFGN Gaffney  
WEAB Greer  
WHSC Hartsville  
WLCM Lancaster  
WLBG Lattin  
WJAY Mullins  
WMRA Myrtle Beach  
WKDK Newberry  
WDIX Orangeburg  
WRHI Rock Hill  
WSNW Seneca  
WJAN Spartanburg  
WFIG Sumter  
WBCU Union

## SOUTH DAKOTA

KDSJ Deadwood  
KIJV Huron

KISD Sioux Falls  
KWAT Watertown

## TENNESSEE

WLAR Athens  
WJZM Clarksville  
WKRM Columbia  
WHUB Cookeville  
WAEW Crossville  
WDSG Dyersburg  
WEKR Fayetteville  
WHIN Gallatin  
WHBT Harriman  
WDRJ Humboldt  
WDYJ Jackson  
WKIN Kingsport  
WKXV Knoxville  
WDXE Lawrenceburg  
WCOR Lebanon  
WLIL Lenoir City  
WJML Lewisburg  
WDXL Lexington  
WGP Maryville  
WMMT McMinnville  
WCRC Morristown  
WGNS Murfreesboro  
WNAH Nashville  
WLK Newport  
WOKC Oak Ridge  
WTPR Paris  
WDBL Springfield  
WJIG Tallahoma  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KBUD Athens  
KRUN Ballinger  
KIOX Bay City  
KRCT Baytown  
KTXC Big Spring  
KNEL Brady  
KSTB Breckenridge  
KWHI Brenham  
KTFY Brownfield  
KBOR Brownsville  
KBWD Brownwood  
KSTA Coleman  
WTAW College Station  
KVMC Colorado City  
KARD Corsicana  
KIV Crockett  
KXIT Dalhart  
KDLK Del Rio  
KDNT Denton  
KDDD Dumas  
KERC Eastland  
KELP El Paso  
KBLP Falfurrias  
KFLD Floydada  
KFST Ft. Stockton  
KNAF Fredericksburg  
KRBB Freeport  
KGAF Gainesville  
KLUF Galveston  
KCTI Gonzales  
KGLV Greenville  
KCLW Hamilton  
KPAN Hereford  
KHRB Hillsboro  
KLSB Houston  
KSAM Huntsville  
KEBE Jacksonville  
KTJX Jasper

KMBL Junction  
KOCO Kilgore  
KPET Lamesa  
KVoz Laredo  
KVOW Littlefield  
KFRB Longview  
KSP Lubbock  
KRBAL Lubbock  
KMHT Marshall  
KJBC Midland  
KORC Mineral Wells  
KVKM Monahans  
KIMP Mt. Pleasant  
KOSF Nagogoches  
KGNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNST Palestine  
KPAT Pampa  
KFTV Paris  
KJUN Pecos  
KVOP Plainview  
KBOP Pleasonton  
KOLJ Quanah  
KMAC San Antonio  
KKNY San Marcos  
KSEY Seymour  
KEVA Shamrock  
KTAN Sherman  
KDWL Stamford  
KSTV Stephenville  
KSST Sulphur Springs

KXOX Sweetwater  
KTAE Taylor  
KTEM Taylor  
KTFS Texarkana  
KTLW Texas City  
KTBB Tyler  
KVOU Uvalde  
KVVVC Vernon  
KVIC Victoria

## UTAH

KBUH Brigham City  
KLOG Logan  
KOPP Ogden  
KOAL Price  
KEYY Provo  
KJAM Vernal

## VERMONT

WSYB Rutland

## VIRGINIA

WKLV Blackstone  
WINA Charlottesville  
WKEY Covington  
WCVA Culpeper  
WEVA Emporia  
WFAA Falls Church  
WVFA Fredericksburg  
WFR Front Royal  
WBOB Galax  
WREL Lexington  
WMEV Marion  
WMTVA Martinsville  
WACH Newport News  
WVNA Norton  
WSSV Petersburg  
WPUV Pulaski  
WRAD Radford  
WRIC Richlands  
WRIS Roanoke  
WHLF South Boston  
WLFM Suffolk  
WNNT Warsaw  
WAYB Waynesboro  
WINC Winchester  
WYVE Wytheville

## WASHINGTON

KXRO Aberdeen  
KPUG Bellingham  
KELC Centralia  
KCLX Colfax  
KFDR Grand Coulee  
KWLK Longview  
KSEM Moses Lake  
KGY Olympia  
KONP Port Angeles  
KPUY Puyallup  
KENE Toppenish

## WEST VIRGINIA

WHAR Clarksburg  
WDNE Elkins  
WVW Fairmont  
WPLH Huntington  
WKYR Keyser  
WPM Martinsburg  
WHJC Matewan  
WMOD Moundsville  
WETZ New Martinsville  
WLOH Princeton  
WBRW Welch  
WHAW Weston

## WISCONSIN

WATW Ashland  
WTKM Hartford  
WLX LaCrosse  
WLDY Ladysmith  
WDLB Marshfield  
WIGM Medford  
WMNE Menomonie  
WFOX Milwaukee  
WNAM Neenah  
WPPF Park Falls  
WPLY Plymouth  
WIBU Poyonette  
WRAC Racine  
WRCO Richland Center  
WTS Shawano  
WKLJ Sparta  
KOKW Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WATX Waukesha  
WOSA Wausau

## WYOMING

KVVO Cheyenne  
KLUK Evanston  
KOVE Lander  
KOWB Laramie  
KPOW Powell  
KRAL Rawlins  
KVRK Rock Springs  
KWYO Sheridan

# KEYSTONE BRO

NOV



**Keystone**  
BROADCASTING SYSTEM, INC.  
THE VOICE OF HOMETOWN AND RURAL AMERICA

# CASTING SYSTEM

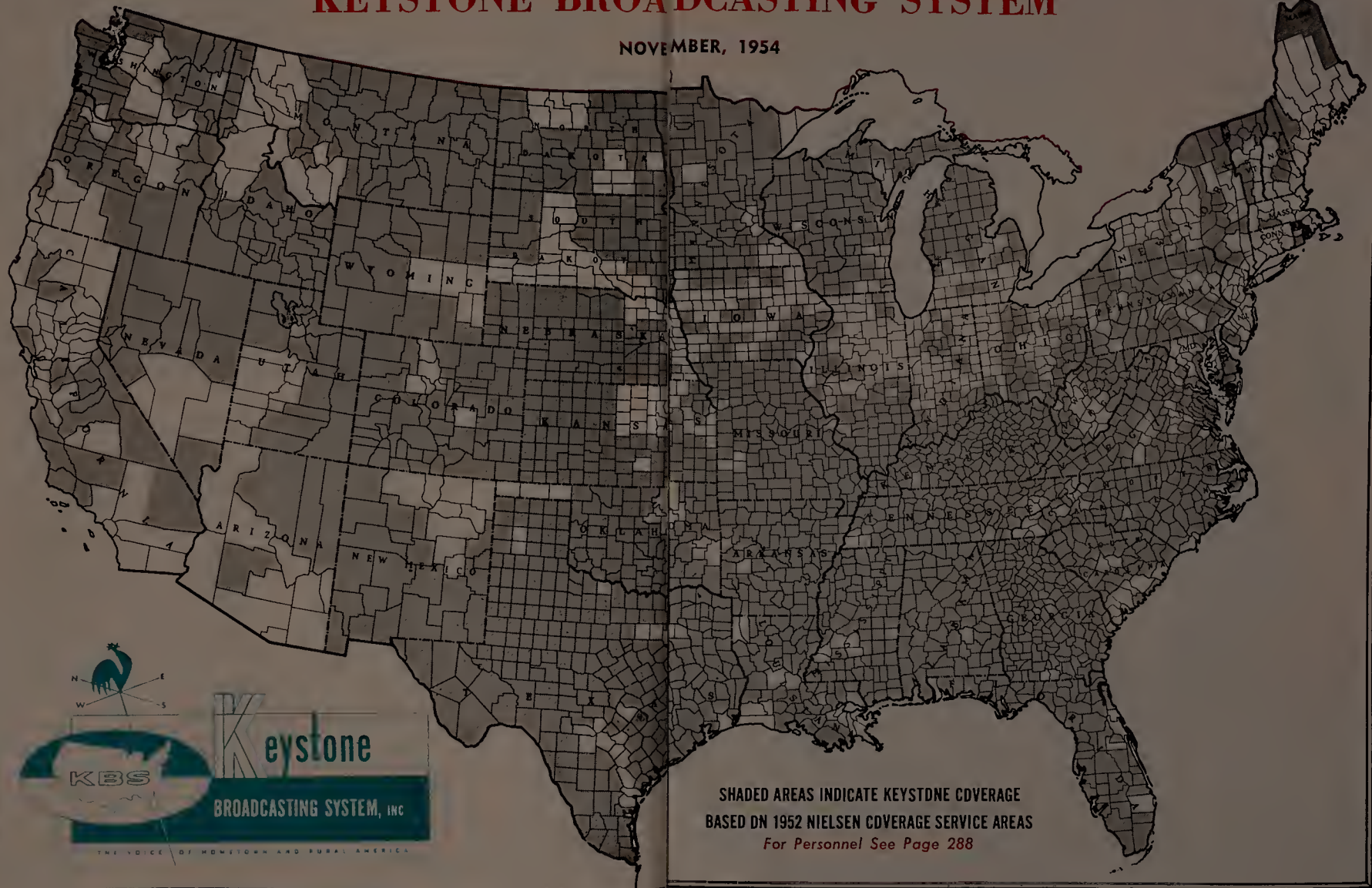
ER, 1954



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS  
*For Personnel See Page 288*

# KEYSTONE BROADCASTING SYSTEM

NOVEMBER, 1954



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS  
*For Personnel See Page 288*



the *Happiest* show

CHUCKLES! LAUGH!

EVERY WEEK

**5 BIG BRIGHT**  
HALF-HOURS

*ZIV'S ROLLICKIN' NEW  
COMEDY HIT!*

"THE  
**Eddie Cantor**  
SHOW"

Starring  
**EDDIE  
CANTOR**





# on RADIO!

## ! FUN GALORE!



WITH  
**JIMMY WALLINGTON**

Eddie's favorite  
clowning  
partner!

"Ain't She Sweet"

THERE'S  
**COMEDY!**

"If You Knew Susie"

THERE'S  
**MUSIC!**

"Whoopie"

THE  
**BIGGEST**

COMEDY SHOW  
ever offered to  
Local Sponsors!

"Margie"

"Ida"

THERE'S  
**SINGING!**

**ZIV'S ANSWER TO  
RADIO'S BIG NEED  
FOR BOLD, NEW  
PROGRAMMING!**

Write, phone or wire today for facts on how  
to put the Cantor name to work for you! Hurry!

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK HOLLYWOOD

# the *Happiest* show on RADIO!

CHUCKLES! LAUGS! FUN GALORE!

EVERY WEEK  
**5 BIG BRIGHT**  
HALF-HOURS

*ZIV'S ROLLYCKIN' NEW  
COMEDY HIT!*

"THE **Eddie Cantor**  
SHOW"

Starring  
**EDDIE CANTOR**

WITH  
**JIMMY WALLINGTON**  
Eddie's favorite  
clowning  
partner!

THERE'S  
**COMEDY!**

THERE'S  
**MUSIC!**

THE  
**BIGGEST**  
COMEDY SHOW  
ever offered to  
Local Sponsors!

THERE'S  
**SINGING!**

ZIV'S ANSWER TO  
RADIO'S BIG NEED  
FOR BOLD, NEW  
PROGRAMMING!

Write, phone or wire today for facts on how  
to put the Cantor nome to work for you! Hurry!

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK HOLLWOOD





# KEYSTONE

## BROADCASTING SYSTEM, INC.



111 W. Washington St., Chicago, Ill.

### Officers and Directors

Sidney J. Wolf (Director).....	President
Joseph Bayer (Director).....	Vice-President
Noel A. Rhys.....	Vice-President
Edwin R. Peterson.....	Vice-President
William Bayer.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

### New York

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

Phone: PLaza 7-1460

Noel A. Rhys.....	Vice-President and Eastern Sales Manager
Charles A. Hammarstrom.....	Account Executive
Eve Waldo.....	Office Manager
John Scanlan.....	Research Director

### Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
Blanche Stein.....	Director of Station Relations
Key Coustan.....	Traffic Manager
Jane McFadgen.....	Program Director

### Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

### San Francisco

57 Post Street

Phone: SUTter 1-7440

Don Kerwin.....	Account Executive
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**SERVICES OFFERED:** The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KES makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in the Keystone primary coverage area total more than 25,500,000 based on Nielsen reports, or one-half millivolt where Nielsen report is not available.

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

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

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



# QUALITY RADIO GROUP

## The Story of Quality

By WILLIAM RYAN  
Executive Vice-President

QUALITY Radio Group presents the newest concept in national advertising—36 of the great radio stations combined to represent 91 per cent of the total U. S. population, providing coverage and listeners equal to anything now being offered advertisers.

Quality, a fledgling of three months, has the drive of youth and the experience of stations which are the best and oldest in the industry as well as the leaders in their region. Twenty-nine members will be 50,000 watt stations. The Quality Group is actually listened to each week by half of the total existing U. S. radio families!

The Quality Radio Group sells programs and time on a night time basis on its 36 member stations as a group. With all the principal program sources at its disposal, plus special writer and talent resources, Quality's custom-made programs are transcribed, permitting an advertiser to secure the most advantageous time slot and best adjacencies in each market. Local announcers may be used to give identifiable home-town flavor to national commercials.

Quality's continuous radio research will further illustrate the potential of the entire medium and further demonstrate the advantages of Quality's 36 member stations in reaching the markets of the nation.

Officers of Quality Radio Group are: President, Ward L. Quaal, Crosley Broadcasting Corporation; Executive Vice-President, William B. Ryan and Secretary-Treasurer, William Wagner.

### STATIONS:

WOR .....New York  
 WGN .....Chicago  
 KFI .....Los Angeles  
 WCAU .....Philadelphia  
 WJR .....Detroit  
 WBZ-A .....Boston  
 KCBS .....San Francisco\*  
 KDKA .....Pittsburgh  
 KSD .....St. Louis\*  
 WTOP .....Washington  
 WGAR .....Cleveland  
 WBAL .....Baltimore  
 WCCO .....Minneapolis\*  
 WBEN .....Buffalo\*  
 KPRC .....Houston  
 WLW .....Cincinnati  
 WTMJ .....Milwaukee  
 KCMO .....Kansas City  
 KIRO .....Seattle  
 KEX .....Portland

WWL .....New Orleans  
 WSB .....Atlanta  
 WBAP-WFAA .....Ft. Worth-Dallas  
 KOA .....Denver  
 WTIC .....Hartford\*  
 WGY .....Schenectady\*  
 WOAI .....San Antonio  
 WOW .....Omaha  
 WRVA .....Richmond  
 WSM .....Nashville  
 KSL .....Salt Lake City  
 KVOO .....Tulsa  
 WHO .....Des Moines  
 WBT .....Charlotte  
 KOB .....Albuquerque  
 WPTF .....Raleigh

\* Station pending clearance.

\*\* Nighttime.

Source: SAMS, 1952.

A dark, moody photograph of a large rock formation in the ocean. The rock is the central focus, appearing as a dark silhouette against a lighter, textured background of waves and sky. The word "Solid" is overlaid in a white, serif font, centered on the rock. The overall tone is somber and emphasizes the ruggedness of the subject.

**Solid**

"Solid as a Storer Station" is  
a compliment applied to a station whose  
solid foundation in the community it serves is  
exceeded only by solid selling on the air.

For a sales campaign that is successful, satisfactory  
and solid — sell on a Storer Station.



# STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

**TOM HARKER**, V. P., National Sales Director

**BOB WOOD**, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



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118 E. 57th St., New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498





# REGIONAL NETWORKS

## ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

### PERSONNEL

Manager.....Dick Drummy

### STATIONS

KFMB-TV, San Diego, Calif.; KABC-TV, Los Angeles, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHFL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KSTV, Denver, Col.; KOOL-TV, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLAS-TV, Las Vegas, Nev.; KKTV, Colorado Springs, Col.; KSWB-TV, Roswell N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.

### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: Seneca 6333

### PERSONNEL

General Manager.....Wm. J. Wagner

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Wm. J. Wagner, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Richard White, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio Sales, 370 Lexington Ave., N. Y., N. Y., Murray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; 2978 Wilshire Blvd., L. A., Calif.

### STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

## All-Islands Network

Advertiser Building, Honolulu, Hawaii

Director.....William O. Paine

National Advertising Mgr...Lee D. Hirschland

### STATIONS

KGU, Honolulu; KIPA, Hilo; KTOH, Kauai; KMVI, Maul.

## Arizona Broadcasting System

(ABS Network)

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-161

### PERSONNEL

General Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

### STATIONS

KVOA, Tucson; KYUM, Yuma; KGLU, Scottsdale; KWJB, Globe-Miami; KYCA, Prescott.

## The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: Alpine 8-8181

### PERSONNEL

Manager.....John L. Hogg

Program Director.....John R. Williams

### BRANCH OFFICES

KTUC, 900 East Broadway, Tucson, Phone: 2-3311, Lee Little, Manager; KSUN, Bisbee, Phone: HEMlock 2-2277, Arlo Woolery, Manager; KYMA, P.O. Box 671, Yuma, Phone: Sunset 3-7841, Bill Lindsey, Manager; KCLS, Flagstaff, Phone: 946, Charles Saunders, Manager; KVNC, Winslow, Phone: 1010, Ed Whelan, Manager; KAWT, Douglas, Phone: 173, Bob Whitaker, Manager.

### STATIONS

KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KCLS, Flagstaff; KVNC, Winslow; KAWT, Douglas; KOY, Phoenix.

## Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2873

### PERSONNEL

General Manager.....Walter C. Bridges

Natl. Sales Mgr.....Harry Hyett

Gen. Mgr.....W. C. Bridges

### STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

## Big Five

KSWO Radio, Box 699, Lawton, Oklahoma

Phone: 1380

President.....Leo R. Morris

### STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KAKC, Tulsa.

## Broadcast Advertising, Inc.

(Ken and Carolyn Show)

8 Newbury Street, Boston 16, Mass.

# Westinghouse Broadcasting Co., Inc.

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## “WBC IS NOT A NETWORK”

By CHRIS J. WITTING

President

Westinghouse Broadcasting Co., Inc.

EARLY in 1955, at the time of the Westinghouse take-over of the Pittsburgh station KDKA-TV, an editor of *Business Week* said to me: “If it isn’t too elementary to ask—just what is Westinghouse Broadcasting?” The question wasn’t too elementary. In fact, this question gets to the heart of a matter which has never been too clear, in or out of the broadcasting industry.

There are fairly well-informed people who ask: “Is WBC a network?” (The answer is that we’re not a network, and have no plans to become one.)

Often we are asked: “Which network are you affiliated with?” (Answer: Our stations broadcast programs of 2 radio networks and of 4 television networks. WBC is not “married” to any one network.)

Westinghouse Broadcasting Company, Inc. is a wholly-owned subsidiary of Westinghouse Electric Corporation.

Our first emphasis in WBC today is on programs, for it is our policy to operate the number one station in television and radio in each of the communities we serve. Toward this goal, we have established a strong program department in our headquarters organization; we have strengthened the program departments of our nine stations; and we are conducting an aggressive program of talent development.

We recognize regional differences. We know that a program which rates high in New England is not necessarily a winner on the West Coast. Accordingly, we regard our headquarters program department a resource on which each station may draw according to its needs.

In short, we believe in strong station autonomy; with only the broad policies laid out by WBC headquarters.

Within the Westinghouse Broadcasting family, this kind of headquarters-station relationship has made our growth during the past year the greatest in the history of the organization and promises gratifying growth in the years ahead.

### STATIONS

WBZ-TV .....	Boston	WPTZ (TV) .....	Philadelphia
KDKA-TV .....	Pittsburgh	KPIX (TV) .....	San Francisco
WBZ-WBZA .....	Boston & Springfield	KYW .....	Philadelphia
KDKA .....	Pittsburgh	WOWO .....	Fort Wayne
KEX .....	Portland		



**PERSONNEL**

President ..... James Murley

**STATIONS**

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHOH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

**NATIONAL REPRESENTATIVE**

Avery-Knodel, Inc.

**Broadcasting Corp. of America Network**

P. O. Box 987, Riverside, Calif.

Phone: Riverside 60260

**PERSONNEL**

Director Operations.....Dale R. Peterson  
Commercial Manager.....Nadine Hill  
Business Mgr.....Joseph P. Webb  
Office Mgr.....Effie Brakebill  
Chief Engineer.....Manuel I. Barraza  
Manager KPRO.....Dale R. Peterson  
Manager KREO.....John M. Wages  
Manager KYOR.....Peter Odens  
Manager KROP.....Vince Palmer

**STATIONS**

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

**Paul Bunyon Network**

Paul Bunyon Bldg., Traverse City, Mich.

Phone: 2700

**PERSONNEL**

Pres., Gen. Mgr. ....Les Biederman  
Commercial Mgr.....R. E. Detwiler

**STATIONS**

WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

**California Northern Group**

Radio Station KSYC, Yreka, Calif.

Phone: 624

**PERSONNEL**

Manager ..... Jack A. Mitchell (KSYC)

**STATIONS**

KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

**California Rural Network**

111 North Cienega Blvd., Beverly Hills, Calif.

Phone: BRadshaw 2-6738

Executive Director.....Art Chipman

**BRANCH OFFICES**

233 Sansome Street, San Francisco, Calif., Yukon 6-2981, Executive-in-charge, William A. Ayres; 535 Fifth Avenue, New York 17, N. Y., MUrray Hill 7-5365, Executive-in-charge, E. J. Devney, Devney & Co.

**STATIONS**

KPAS, Banning; KBMX, Coalinga; KDAC, Ft. Bragg; KOCS, Ontario; KMOR, Oroville; KAFF, Petaluma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco.

**Columbia Pacific Network**

6121 Sunset Blvd., Los Angeles 28, California

Phone: Hollywood 9-1212

**PERSONNEL**

Manager ..... William D. Shaw

Gen. Sales Mgr.....Bert West

Asst. Sales Manager.....Dick Jolliffe

Sales Promotion Mgr.....John Asher

Program Director.....Robert P. Sutton

News Director ..... Jack Beck

Public Affairs Director.....David Showalter

Chief Engineer ..... Les Bowman

**BRANCH OFFICES**

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Henry Flynn.

Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000.

Jack Donahue, Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg., Detroit, Mich., TR 2-5500.

Ralph H. Patt, Jr., Sales Mgr.; Radio Spot Sales, 410 North Michigan Ave., Chicago, Ill., WH 4-6000.

Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212.

Jack Woolley, Sales Mgr.; Radio Spot Sales, 800 Peachtree St., Atlanta, Ga., EL 0727.

H. W. Maier, Jr., Sales Mgr.

**STATIONS**

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

**Columbia Television Pacific Network**

1313 North Vine St., Hollywood 28, Calif.

Phone: Hollywood 9-1212

General Manager.....J. T. Aubrey, Jr.

Gen. Sales Mgr.....Edmund C. Bunker

News Director.....Sam Zelman

Business Manager.....Howard Barnick

Prog. Director.....Donald M. Hine

Dir. Sls., Prom. & Pub.....D. Linger

**STATIONS**

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KMJ-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOL, Boise, Idaho; KISJ, Pocatello, Idaho; KOOK-TV, Billings, Mont.; KOPR-TV, Butte, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; K TNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KFIA, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho.

**Columbine Network**

Security Life Bldg., Denver, Colo.  
Phone: MAIn 3-4161

**PERSONNEL**

General Manager ..... Albert G. Meyer  
Sales Manager.....Edwin E. Koepke

**STATIONS**

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

**The Connecticut State Network, Inc.**

440 Meadow St., Waterbury, Conn.  
Phone: Plaza 5-1121

**PERSONNEL**

President.....Samuel R. Elman  
Vice-President.....Charles Bell, Jr.  
Directors .....Gerald Morey,  
Edward Obrist, Fred Wagenvoord, John  
Morris, Julian Schwartz, John Ellinger, Donald Lasser

**STATIONS**

WATR, Waterbury; WGTH, Hartford; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLG, New London.

**Dairyland Network**

307 W. Sixth St., Willmar, Minn.

**STATIONS**

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KAUS, Austin, Minn.; KFAM, St. Cloud, Minn.

**Dixie Broadcasting System**

P. O. Box 1008, WHSY Bldg., Highway 11 South  
Hattiesburg, Miss.  
Phone: JUniper 3-1741

**PERSONNEL**

President .....Charles W. Holt  
General Sales Mgr.....Jack Dix  
Program Director.....Dean Griffin  
Office Manager.....Olga Hagler

**STATIONS**

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WSLI, Jackson, Miss.

**NATIONAL REPRESENTATIVE**

Thomas F. Clark Company, Inc.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif.  
Phone: Hollywood 2-2133

**PERSONNEL**

President .....Willet H. Brown  
Exec. Vice-Pres. ....Ward D. Ingram  
Sec.-Treas.....A. M. Quinn  
Vice-Pres. in Charge Sales.....Norman Boggs  
Vice-Pres. Station Relations....Norman Ostby  
Dir. of Operations.....A. J. LaFrano  
KHJ Sales Manager.....Terry Mann  
Dir. Public Relations.....Bud Coulson  
Promotion Director.....Robert Light  
News & Special Events.....Les Mawhinney  
Chief Engineer .....Robert Arne

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif.,  
Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380  
Madison Ave., New York, N. Y., James Rich-  
ards, Eastern Sales Mgr., Phone: OX 7-3120;  
National Reps., H-R Representatives; New  
York, Chicago, San Francisco.

**STATIONS**

KBAK, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFYM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KPFL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

**ADDITIONAL GROUPS AVAILABLE:** KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABL, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

**Georgia Associations of Local Stations**

Box 66, Atlanta, Ga.

**PERSONNEL**

Sales Director.....Tom Carr

**STATIONS**

WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB; Carrolton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLI, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

**Gold Nugget Television Network**

1625 California St., Denver, Colo.

**PERSONNEL**

Sales Manager.....William F. MacCrystall

STATIONS

KOA-TV, Denver, Colo.; KCSJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

**Granite State Network**

155 Front St., Manchester, N. H.  
Phone: 4-4075

PERSONNEL

President.....W. J. Barkley  
Treasurer.....William Rust, Jr.  
Manager.....Ralph Gottlieb  
Sales Manager.....Warren H. Jourmay

BRANCH OFFICES

419 Boylston St., Boston, Mass.  
Phone: Com. 6-0718

Exec. in Chg.....Louis Borgatti  
477 Madison Ave., New York, N. Y.

Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski  
55 E. Washington St., Chicago, Ill.

Exec. in Chg.....William Reilly  
7 North Seventh St., St. Louis, Mo.

Exec. in Chg.....Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.

Exec. in Chg.....William Wallace

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSA, Brattleboro, Vt.; WKXL, Concord, N. H.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota  
Phone: 3584

PERSONNEL

President.....M. M. Marget  
Sec.-Treas.....M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KGCU, Bismarck-Mandan, N. D.; KVOG, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont-Williston, N. D.; KNOX, Grand Forks, N. D.; KMHL, Marshall, Minn.; KWLM, Willmar, Minn.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 1, Utah  
Phone: 22-5681

PERSONNEL

General Manager.....G. Bennett Larson  
Sales Manager.....Holly Moyer

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.

NATIONAL REPRESENTATIVES

Weed and Company

**Intermountain Network**

146 S. Main St., Salt Lake City 1, Utah  
Phone: 4-3581

PERSONNEL

President.....Lynn L. Meyer  
Exec. Vice-Pres.....Jack S. Paige  
Eng. Director.....W. D'Orr Cozzens  
Chairman of Board.....George C. Hatch  
Program Oper.....Florien Wineriter

News Director.....Jim Petersen  
Sports Director.....Mal Wyman

BRANCH OFFICE

Hotel Albany, Denver, Colo.  
Phone: ALpine 5-4681

Vice President.....Collin Lowder

STATIONS

KCSJ, Pueblo, Colo.; KBYM, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KVWO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSPV, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas.

**Lobster Network**

223 Lisbon Street, Lewiston, Maine  
Phone: 2-7650

PERSONNEL

Director.....Faust Couture

STATIONS

WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

**Maine Broadcasting System**

157 High St., Portland 3, Me.  
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines  
Technical Director.....Daniel H. Smith  
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 2-4656,  
Edward E. Guernsey; 175 Water St., Phone:  
3-4735, Augusta, Me., Don Powers.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

**McClatchy Beeline**

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy

STATIONS

KFBK, Sacramento, Calif.; KWG, Stockton, Calif.; KMJ, Fresno, Calif.; KERN, Bakersfield, Calif.; KOH, Reno, Nev.

**Metropolitan Network**

Munsey Bldg., Washington 4, D. C.  
 Phone: NAational 8-5308  
 Representative.....Miss Debra Dingwall

**Michigan Radio Network**

1700 Mutual Bldg., Detroit 26, Mich.  
 Phone: Woodward 3-8321

**PERSONNEL**

President .....James G. Riddell  
 Sales Manager.....H. S. Christian  
 Dir. Adv. & Sales Prom.....Robert Baldrice

**STATIONS**

WBCM, Bay City; WTAC, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor; WXYZ, Detroit, Mich.

**The Mid-South Network**

WCBI, Columbus, Mississippi

**PERSONNEL**

President .....Birney Ines  
 General Manager .....Bob McRaney

**STATIONS**

WCBI, Columbus; WELO, Tupelo; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.

**Mississippi Broadcasting Co.**

(Withers Gavin Stations)

Three Foot Bldg., Meridian, Miss.  
 Phone: 7714

**PERSONNEL**

Pres. & Mgr.....Withers Gavin

**STATIONS**

WCOC, Meridian; WJQS, Jackson.

**New England Regional Network**

26 Grove St., Hartford 15, Conn.  
 Phone: JAckson 5-0801

**DIRECTORS**

Chairman.....Paul W. Morency  
 Directors.....Joseph E. Baudino,  
 John J. Boyle, William H. Rines

**STATIONS**

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

**REPRESENTATIVE**

Weed & Company

**Oklahoma Network**

Box 642, Ada, Okla.

**PERSONNEL**

President .....Bill Hoover  
 Sec. Treas.....Brown Morris  
 Reps.....Venard, Rintoul & McConnell;  
 Hal Falter

**STATIONS**

KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMK, McAlester; KSWO, Lawton; KWSH, Tri-City.

**The Oregon Trail Network**

c/o Sta. KBKR, Baker, Oregon  
**PERSONNEL**

General Manager.....Gordon Capps  
**STATIONS**

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBK, LaGrande, Ore.

**Palmetto Broadcasting System**

#1 Martin St., Anderson, S. C.

Phone: 3802

**PERSONNEL**

President.....Wilton E. Hall  
 General Manager.....Glenn P. Warnock  
 National Sales Mgr.....G. P. Browne  
 Promotion Director .....V. Barath  
 Regional Sales .....John F. McCallum

**BRANCH OFFICES**

504 Mortgage Guarantee Bldg., Atlanta, Ga.  
 Phone: Alpine 7841

Executive.....C. J. Cosse

**STATIONS**

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WBGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

**Quaker Network**

Headquarters: WFIL, Philadelphia, Pa.  
 Phone: EVergreen 2-4700

**PERSONNEL**

Sales Manager.....Kenneth W. Stowman

**STATIONS**

The Quaker Network is composed of a group of stations covering the entire state of Pennsylvania. WFIL is the key station of the Quaker Network.

**Rural Radio Network**

306 E. State St., Ithaca, N. Y.  
 Phone: 4-6357

**PERSONNEL**

President.....C. L. Dickinson  
 General Manager.....D. K. deNeuf  
 Sales Manager.....H. S. Brown  
 Program Director.....M. N. Knapp

**STATIONS**

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, DeRuyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRC, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW,

Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.;  
WMSA, Massena, N. Y.; WBNF, Binghamton,  
N. Y.; WRUN, Utica-Rome, N. Y.; WWNY,  
Watertown, N. Y.; WQAN, Scranton, Pa.

**The Spanish Network**

Broadcast Time Sales  
149 Calif. St., San Francisco 11, Calif.  
Phone: SU 1-8656  
Western Radio Sales  
1540 No. Highland Ave., Los Angeles 28, Calif.  
Phone: HO 5-1755, 5-5884

**PERSONNEL**

Owner, Manager.....Carl Schuele

**Sombrero Network**

310 South Flores St., San Antonio 5, Texas  
Phone: CAPITAL 4-8792

**PERSONNEL**

Executive Secretary.....Nathan Safir

**BRANCH OFFICE**

40 East 49th St., (Suite 705), N. Y. 17, N. Y.  
Phone: PL 5-9140

Executive-in-charge.....Richard O'Connell,  
National Adv. Dir. and Representative

**STATIONS**

KWKW, Pasadena, Calif.; KABQ, Albuquerque,  
New Mexico; KTXN, Austin, Texas; KCCT,  
Corpus Christi, Texas; KGBT, Harlingen,  
Texas; KCOR, San Antonio, Texas; KEDF,  
Nuevo Laredo, Mexico.

**Steinman Stations**

8 W. King St., Lancaster, Pa.

Phone: 5251

**PERSONNEL**

Gen. Mgr.....Clair R. McCollough

Sales Manager.....J. Robert Gulick

Technical Dir.....J. E. Mathiot

Nat'l Representative.....Robert Meeker Assoc.

**STATIONS**

WDEL-AM-FM-TV, Wilmington, Del.; WORK,  
York, Pa.; WKBO, Harrisburg, Pa.; WGAL-  
AM-FM-TV, Lancaster, Pa.; WLEV-TV, Bethle-  
hem, Allentown, Easton, Pa.; WEST-AM-FM,  
Easton, Pa.; WRAW, Reading, Pa.

**Sunflower Network**

c/o KOAM, Pittsburg, Kansas

**STATIONS**

KOAM, Pittsburg, Kans.; KANS, Wichita,  
Kans.; KVGB, Great Bend, Kans.; KSAL, Salina,  
Kans.; KGCF, Coffeyville, Kans.; and WREN,  
Topeka, Kans.

**NATIONAL REPRESENTATIVE**

John E. Pearson Co.

**Tall Corn Network**

(Address any Station or John E. Pearson, Reps.)

**PERSONNEL**

President.....Walter Teich

Vice-Presidents..Ben Sanders & George Volger

Sec.-Treas.....Ken Gordon

Exec. Comm. Members.....Deltrich Dirks,  
Earl Williams, Gene Claussen

**STATIONS**

KPIG, Cedar Rapids; KROS, Clinton; KSIB,  
Creston; KFNF, Shenandoah; KDEC, Decorah;  
KETH, Dubuque; KVFD, Fort Dodge; KFJB,  
Marshalltown; KWPC, Muscatine; KWBG,

Boone; KICD, Spencer; KRIB, Mason City;  
KCIM, Carroll; KOEL, Oelwein; KXIC, Iowa  
City; KBOE, Oskaloosa; KCOM, Sioux City, all  
in Iowa.

**Texas Broadcasting System**

Herald Square, Dallas, Tex.

Phone: RA 6811

General Manager.....Clyde W. Rembert

**STATIONS**

KRLD, Dallas; KGBS, San Antonio; KTRH,  
Houston, Texas.

**Texas Quality Network**

1122 Jackson St. (WFAA), Dallas, Tex.

Phone: Riverside 9631

**PERSONNEL**

Representative.....Alex Keese

(KRIS), P. O. Box 840, Corpus Christi, Tex.,  
Phone: 4-6354, Gen. Mgr. T. Frank Smith;

(KPRC), Lamar & Main Sts., Houston, Tex.,  
Phone: Fairfax 7101, Gen. Mgr. Jack Harris;

(WOAI), 1031 Navarro St., San Antonio, Tex.,  
(WFAA), 1122, Jackson St. (Dal), Dallas-Ft.

Worth, Tex., Phone: Riverside 9631, WBAP, Ft.  
Worth, Texas; KGNC, Amarillo, Texas; KRGV,

Weslaco, Texas; KCBD, Lubbock, Texas.

**Texas State Network, Inc.**

1201 W. Lancaster Ave., Fort Worth 1, Tex.

Phone: ED 3473

**PERSONNEL**

President.....Gene L. Cagle

Vice-President.....Charles B. Jordan

Secretary-Treasurer.....D. C. Hornburg

Sales Manager.....Dale Drake

Traffic Manager.....Forrest W. Clough

Chief Engineer.....James T. Peterson

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL,  
San Angelo; KBST, Big Spring; KCRS, Midland;

KRRV, Sherman; KPLT, Paris; KGBS, San An-  
tonio; WRR, Dallas; KCMC, Texarkana;

WACO, Waco; KFRO, Longview; KBWD,  
Brownwood; KNOW, Austin; KTRH, Houston;

KGVI, Greenville, Texas; KRIO, McAllen;  
KTRN, Wichita Falls, Texas; KTBB, Tyler,

Texas.

**The Tobacco Network, Inc.**

710 Odd Fellows Bldg., Raleigh, N. C.

Phone: 8885

**PERSONNEL**

President.....Victor W. Dawson

Vice-President.....Vassie Balkum

Secretary-Treasurer.....Lester L. Gould

General Manager.....Kenneth C. Willson

Office Manager.....Nina J. Livingston

**STATIONS**

WFNC, Fayetteville; WRAL, Raleigh;

WGTC, Greenville; WHIT, New Bern; WJNC,  
Jacksonville; WTIK, Durham; WGNI, Wilming-  
ton; WCEC, Rocky Mount, N. C.; WGBR, Golds-  
boro, N. C.

**Tri-State Network**

550 Fifth Avenue, New York, N. Y.

Phone: JUDSON 2-1725

**PERSONNEL**

WKRC-TV General Mgr.....U. A. Latham



WHIO-TV General Mgr.....Robert Moody  
 WTVN General Mgr.....J. W. McGough  
 CDC Coordinator.....Don L. Chapin

STATIONS

WKRC-TV, Cincinnati, Ohio; WHIO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

**Union Broadcasting System**

136 State St., P. O. Box 1520, Albany, N. Y.

Phone: 2-6638

PERSONNEL

General Manager.....Jim Healey

STATIONS

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAV, Plattsburg, N. Y.; WBEK, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Bangor, Maine.

**Upper Midwest Broadcasting System**

1687 Northwestern Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

PERSONNEL

President.....Orville Lawson

Vice President.....Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Benadict; KLIZ, Brainerd; KBMW, Breckenridge; Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KBUN, Bemidji; KROX, Crookston; KSUM, Fairmont; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCK, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KNDC, Hettinger; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KWAT, Watertown; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WKIB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDBC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBIZ, Eau Claire; WJPG, Green Bay; WLXC, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WOBT, Rhinelander; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOXX, Keokuk; KFAD, Fairfield; KXGI, Fort Madison; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBE, De Kalb, all in Illinois; KXGN, Glendive and KGCK, Sidney, both in Montana; KBMW, Wahpeton-Breckenridge, N. D.; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.;

WOSH, Oshkosh, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.

**West Texas Packaged Stations**

St. Angelus Hotel, San Angelo, Texas

PHONE: 6715

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

PERSONNEL

President.....John M. Walter

Vice-President.....Earl H. Huth

Sec.-Treas., Mgr. Dir.....George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

General Manager.....Wm. C. Grove

Commercial Manager.....C. P. Cahill

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland, KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

V.P., Gen. Manager.....Norman Knight

Vice-President.....George Steffy

Sales, Prom. Manger.....Tom Bateson

Traffic.....Dick Black

News.....L. Bickford

Program Manager.....Jack Maloy

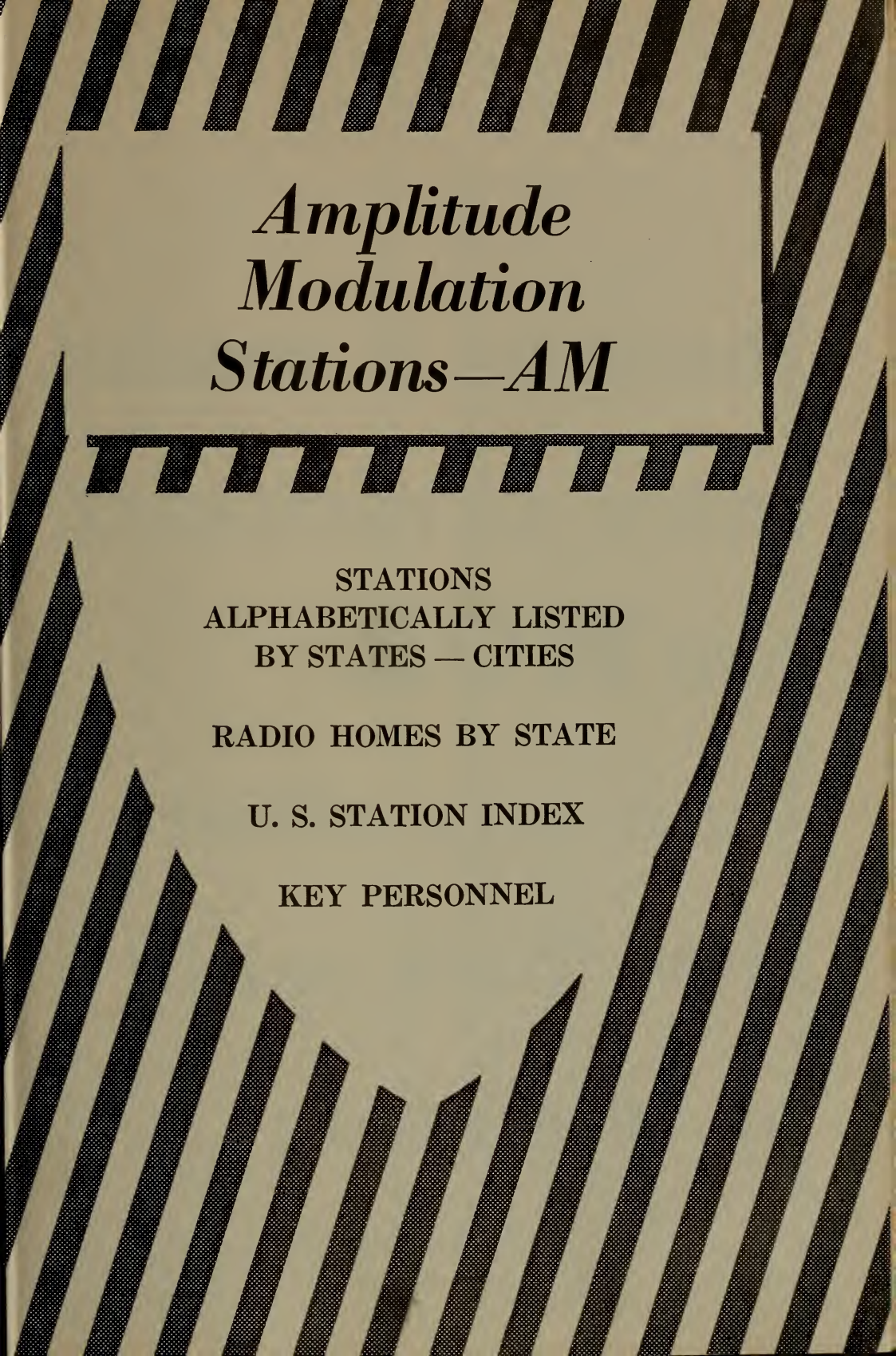
STATIONS

WNAC, Boston-Lawrence, WFAU, Augusta, Maine; WABI, Bangor, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Lecminster, Mass.; WHAI, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCE, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

# Estimated Families for 1955

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STATE	Population Feb. 1, 1955 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,186,000	792,000	656,000	360,000	91
ARIZONA	1,002,000	346,000	319,000	124,000	31
ARKANSAS	1,948,000	568,000	470,000	117,000	51
CALIFORNIA	12,804,000	4,380,000	4,923,000	3,273,000	141
COLORADO	1,486,000	446,000	434,000	217,000	31
CONNECTICUT	2,263,000	678,000	670,000	557,000	25
DELAWARE	374,000	103,000	99,000	87,000	7
DISTRICT OF COLUMBIA	878,000	281,000	272,000	231,000	7
FLORIDA	3,594,000	1,141,000	1,005,000	490,000	95
GEORGIA	3,732,000	998,000	837,000	450,000	82
IDAHO	627,000	188,000	184,000	40,000	24
ILLINOIS	9,347,000	2,887,000	2,826,000	2,212,000	87
INDIANA	4,293,000	1,354,000	1,307,000	954,000	50
IOWA	2,690,000	882,000	857,000	515,000	52
KANSAS	2,056,000	621,000	597,000	246,000	42
KENTUCKY	3,055,000	780,000	694,000	413,000	58
LOUISIANA	2,982,000	745,000	642,000	323,000	59
MAINE	948,000	293,000	279,000	122,000	16
MARYLAND	2,654,000	692,000	662,000	620,000	29
MASSACHUSETTS	5,052,000	1,505,000	1,489,000	1,370,000	50
MICHIGAN	7,164,000	2,020,000	2,016,000	1,680,000	74
MINNESOTA	3,165,000	950,000	927,000	505,000	50
MISSISSIPPI	2,248,000	590,000	473,000	137,000	55
MISSOURI	4,238,000	1,265,000	1,196,000	783,000	66
MONTANA	640,000	191,000	186,000	52,000	26
NEBRASKA	1,394,000	436,000	418,000	208,000	27
NEVADA	222,000	76,000	74,000	26,000	12
NEW HAMPSHIRE	542,000	159,000	155,000	105,000	12
NEW JERSEY	5,354,000	1,577,000	1,523,000	1,456,000	21
NEW MEXICO	797,000	203,000	191,000	98,000	31
NEW YORK	15,733,000	4,772,000	4,630,000	4,310,000	101
NORTH CAROLINA	4,308,000	1,150,000	1,004,000	556,000	115
NORTH DAKOTA	648,000	227,000	218,000	32,000	15
OHIO	8,724,000	2,579,000	2,515,000	2,319,000	81
OKLAHOMA	2,312,000	658,000	590,000	360,000	47
OREGON	1,672,000	602,000	586,000	215,000	50
PENNSYLVANIA	10,993,000	3,095,000	2,985,000	2,537,000	124
RHODE ISLAND	840,000	308,000	304,000	265,000	11
SOUTH CAROLINA	2,282,000	555,000	466,000	230,000	55
SOUTH DAKOTA	679,000	233,000	223,000	37,000	14
TENNESSEE	3,430,000	885,000	769,000	450,000	77
TEXAS	8,638,000	2,763,000	2,433,000	1,300,000	200
UTAH	771,000	259,000	254,000	142,000	19
VERMONT	389,000	111,000	107,000	67,000	13
VIRGINIA	3,658,000	880,000	788,000	562,000	78
WASHINGTON	2,590,000	937,000	922,000	473,000	59
WEST VIRGINIA	1,987,000	460,000	419,000	272,000	43
WISCONSIN	3,620,000	1,065,000	1,042,000	653,000	69
WYOMING	318,000	95,000	92,000	17,000	16
TOTAL	164,327,000	48,782,000	46,738,000	32,568,000	



*Amplitude  
Modulation  
Stations—AM*

STATIONS  
ALPHABETICALLY LISTED  
BY STATES — CITIES

RADIO HOMES BY STATE

U. S. STATION INDEX

KEY PERSONNEL

Because it works,  
more advertisers  
use **WOR**  
than any other  
New York radio  
or tv station

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KAOK — Lake Charles, La. ....	437	KBRZ — Freeport, Tex. ....	623
KAPA — Raymond, Wash. ....	652	KBSF — Springhill, La. ....	442
KAPB — Marksville, La. ....	438	KBST — Big Spring, Tex. ....	616
KAPK — Minden, La. ....	438	KBTA — Batesville, Ark. ....	336
KARE — Atchison-St. Joseph, Kans. ....	422	KBTM — Jonesboro, Ark. ....	338
KARK — Little Rock, Ark. ....	338	KBTN — Neosho, Mo. ....	484
KARM — Fresno, Calif. ....	346	KBTO — El Dorado, Kans. ....	423
KASA — Elk City, Okla. ....	562	KBUC — Corona, Calif. ....	345
KASH — Eugene, Oreg. ....	568	KBUD — Athens, Tex. ....	615
KASI — Ames, Ia. ....	416	KBUH — Brigham City, Utah ....	637
KASL — Newcastle, Wyo. ....	669	KBUN — Bemidji, Minn. ....	469
KASM — Albany, Minn. ....	468	KBUR — Burlington, Ia. ....	416
KAST — Astoria, Okla. ....	567	KBWD — Brownwood, Tex. ....	617
KATE — Albert Lea, Minn. ....	468	KBWL — Blackwell, Okla. ....	561
KATL — Miles City, Mont. ....	490	KBYE — Oklahoma City, Okla. ....	564
KATO — Reno, Nev. ....	495	KBYR — Anchorage, Alaska ....	671
KATY — San Luis Obispo, Calif. ....	357	KCAL — Redlands, Calif. ....	353
KAUS — Austin, Minn. ....	469	KCAP — Helena, Mont. ....	489
KAWE — Carlsbad, N. M. ....	502	KCBC — Des Moines, Ia. ....	418
KAVL — Lancaster, Calif. ....	347	KCBD — Lubbock, Tex. ....	628
KAVR — Apple Valley, Calif. ....	343	KCBQ — San Diego, Calif. ....	354
KAWT — Douglas, Ariz. ....	333	KCBS — San Francisco, Calif. ....	356
KAYE — Puyallup, Wash. ....	652	KCCT — Corpus Christi, Tex. ....	618
KAYL — Stym Lake, Ia. ....	421	KCFH — Cuero, Tex. ....	619
KAYO — Seattle, Wash. ....	652	KCHA — Charles City, Ia. ....	417
KAYS — Hays, Kans. ....	425	KCHE — Cherokee, Ia. ....	417
KBAK — Bakersfield, Calif. ....	343	KCHI — Chillicothe, Mo. ....	480
KBAM — Longview, Wash. ....	651	KCHJ — Delano, Calif. ....	345
KBAR — Burley, Idaho ....	396	KCHR — Charleston, Mo. ....	480
KBBA — Benton, Ark. ....	336	KCHS — Truth Or Consequences, N. M. ....	504
KBEL — Idabel, Okla. ....	563	KCHV — Coachella, Calif. ....	345
KBHS — Hot Springs, Ark. ....	338	KCID — Caldwell, Idaho ....	396
KBIF — Sanger, Calif. ....	357	KCIJ — Shreveport, La. ....	441
KBIG — Avalon, Calif. ....	343	KCIL — Houma, La. ....	437
KBIM — Roswell, N. M. ....	503	KCIM — Carroll, Ia. ....	416

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KCLA — Pine Bluff, Ariz.....	340	KDAC — Fort Bragg, Calif.....	345
KCLE — Cleburne, Tex. ....	618	KDAL — Duluth, Minn. ....	469
KCLF — Clifton, Ariz. ....	331	KDAS — Malvern, Ark. ....	339
KCLO — Leavenworth, Kans.....	425	KDAV — Lubbock, Tex. ....	628
KCLS — Flagstaff, Ariz. ....	333	KDB — Santa Barbara, Calif.....	358
KCLV — Clovis, N. M. ....	502	KDBC — Mansfield, La. ....	438
KCLW — Hamilton, Tex. ....	624	KDBS — Alexandria, La. ....	435
KCLX — Colfax, Wash. ....	650	KDDD — Dumas, Tex. ....	631
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KCMJ — Palm Springs, Calif.....	351	KDEF — Albuquerque, N. M.....	501
KCMO — Kansas City, Mo.....	482	KDET — Center, Tex. ....	618
KCMR — McCamey, Tex. ....	629	KDHL — Faribault, Minn. ....	470
KCNA — Tucson, Ariz. ....	334	KDIX — Dickinson, N. D.....	547
KCNC — Fort Worth, Tex.....	622	KDKA — Pittsburgh, Pa. ....	586
KCNI — Broken Bow, Nebr.....	491	KDKD — Clinton, Mo. ....	481
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KCNY — San Marcos, Tex.....	633	KDLM — Detroit Lakes, Minn.....	469
KCOG — Centerville, Ia. ....	416	KDLR — Devils Lake, N. D.....	547
KCOH — Houston, Tex. ....	625	KDLK — Del Rio, Tex.....	621
KCOK — Tulare, Calif. ....	360	KDMA — Montevideo, Minn. ....	472
KCOL — Ft. Collins, Colo.....	364	KDMO — Carthage, Mo. ....	480
KCON — Conway, Ark. ....	336	KDMS — El Dorado, Ark.....	336
KCOR — San Antonio, Tex.....	632	KDNT — Denton, Tex. ....	621
KCOV — Corvallis, Oreg. ....	568	KDON — Salinas, Calif. ....	354
KCOW — Alliance, Nebr. ....	491	KDRO — Sedalia, Mo. ....	486
KCOY — Santa Maria, Calif.....	359	KDRS — Paragould, Ark. ....	340
KCRA — Sacramento, Calif. ....	353	KDSH — Boise, Idaho ....	396
KCRB — Chanute, Kans. ....	422	KDSJ — Deadwood, S. D.....	601
KCRC — Enid, Okla. ....	562	KDSX — Denison, Tex. ....	621
KCRE — Crescent City, Calif.....	345	KDTH — Dubuque, Ia. ....	418
KCRG — Cedar Rapids, Ia.....	416	KDUB — Lubbock, Tex. ....	628
KCRS — Midland, Tex. ....	629	KDUZ — Hutchinson, Minn. ....	470
KCRT — Trinidad, Colo. ....	367	KDWT — Stamford, Tex. ....	634
KCRV — Caruthersville, Mo.....	480	KDYL — Salt Lake City, Utah.....	639
KCSB — San Bernardino, Calif.....	354	KDZA — Pueblo, Colo. ....	365
KCSJ — Pueblo, Colo. ....	365	KEAN — Brownwood, Tex. ....	617
KCSR — Chadron, Nebr. ....	491	KEAR — San Mateo, Calif.....	358
KCTI — Gonzales, Tex. ....	624	KEBE — Jacksonville, Tex. ....	626
KCTX — Childress, Tex. ....	618	KECC — Pittsburg, Calif. ....	352

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KGBT — Harlingen, Tex. ....	624
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KGCU — Mandan, N. D.....	548
KGCC — Sidney, Mont. ....	490
KGDE — Fergus Falls, Minn.....	470
KGDM — Stockton, Calif. ....	360
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KGEE — Sterling, Colo. ....	367
KGEM — Boise, Idaho ....	396
KGER — Long Beach, Calif.....	347
KGEZ — Kalispell, Mont. ....	489
KGFF — Shawnee, Okla. ....	565
KGFI — Hollywood, Calif. ....	347
KGFL — Roswell, N. M.....	503
KGFW — Kearney, Nebr. ....	492
KGFX — Pierre, S. D.....	601
KGGF — Coffeyville, Kans.....	422
KGGM — Albuquerque, N. M.....	501
KGHF — Pueblo, Colo. ....	367
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KGKB — Tyler, Tex. ....	635
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KGKO — Dallas, Tex. ....	619
KGLC — Miami, Okla. ....	563
KGLM — Chehalis, Wash. ....	650
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KGLO — Mason City, Ia.....	420
KGLU — Safford, Ariz. ....	334
KGMB — Honolulu, Hawaii ....	672
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KGMS — Sacramento, Calif.....	353
KGNB — New Braunfels, Tex.....	630
KGNC — Amarillo, Tex. ....	615
KGNO — Dodge City, Kans.....	423
KGO — San Francisco, Calif.....	356
KGON — Oregon City, Oreg.....	570
KGOS — Torrington, Wyo. ....	670
KGPH — Flagstaff, Ariz. ....	333
KGRH — Fayetteville, Ark. ....	337
KGRI — Henderson, Tex. ....	624
KGST — Fresno, Calif. ....	346
KGU — Honolulu, Hawaii ....	673

KGVL — Greenville, Tex. ....	624	KJCK — Junction City, Kans. ....	425
KGVO — Missoula, Mont. ....	490	KJEF — Jennings, La. ....	437
KGW — Portland, Oreg. ....	570	KJET — Beaumont, Tex. ....	616
KGWA — Enid, Okla. ....	562	KJFJ — Webster City, Ia. ....	422
KGY — Olympia, Wash. ....	651	KJNO — Juneau, Alaska ....	671
KGYN — Guymon, Okla. ....	563	KJOE — Shreveport, La. ....	441
KGYW — Vallejo, Calif. ....	361	KJR — Seattle, Wash. ....	653
KHAS — Hastings, Nebr. ....	491	KJRG — Newton, Kans. ....	426
KHBC — Hilo, Hawaii ....	672	KJSK — Columbus, Nebr. ....	491
KHBG — Okmulgee, Okla. ....	565	KJUN — Redmond, Oreg. ....	571
KHBR — Hillsboro, Tex. ....	624	KLAC — Hollywood, Cal. ....	347
KHFS — Vancouver, Wash. ....	654	KLAN — Renton, Wash. ....	652
KHJ — Los Angeles, Calif. ....	350	KLAS — Las Vegas, Nev. ....	494
KHMO — Hannibal, Mo. ....	481	KLBM — Le Grande, Oreg. ....	569
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KHON — Honolulu, Hawaii ....	673	KLCB — Libby, Mont. ....	490
KHOZ — Harrison, Ark. ....	337	KLCN — Blytheville, Ark. ....	336
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KHSL — Chico, Calif. ....	344	KLEA — Lovington, N. M. ....	503
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KHUM — Eureka, Calif. ....	345	KLEM — Le Mars, Ia. ....	419
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KIBE — Palo Alto, Calif. ....	352	KLFY — Lafayette, La. ....	437
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KIBL — Beeville, Tex. ....	616	KLGR — Redwood Falls, Minn. ....	472
KIBS — Bishop, Calif. ....	344	KLIC — Monroe, La. ....	438
KICA — Clovis, N. M. ....	502	KLIF — Dallas, Tex. ....	620
KICD — Spencer, Ia. ....	421	KLIK — Jefferson City, Mo. ....	481
KICK — Springfield, Mo. ....	486	KLIL — Estherville, Ia. ....	419
KICO — Calexico, Calif. ....	344	KLIR — Denver, Colo. ....	363
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KIDO — Boise, Idaho ....	396	KLIZ — Brainerd, Minn. ....	469
KIEM — Eureka, Calif. ....	345	KLKC — Parsons, Kans. ....	426
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KIFI — Idaho Falls, Idaho ....	397	KLMO — Longmont, Colo. ....	365
KIFN — Phoenix, Ariz. ....	334	KLMR — Lamar, Colo. ....	365
KIFW — Sitka, Alaska ....	672	KLMS — Lincoln, Nebr. ....	492
KIHN — Hugo, Okla. ....	563	KLMX — Clayton, N. M. ....	502
KIHO — Sioux Falls, S. D. ....	602	KLO — Ogden, Utah ....	637
KIHR — Hood River, Oreg. ....	569	KLOG — Kelso, Wash. ....	651
KIJV — Huron, S. D. ....	601	KLOK — San Jose, Calif. ....	357
KIKI — Honolulu, Hawaii ....	673	KLOU — Lake Charles, La. ....	438
KILA — Hilo, Hawaii ....	672	KLPM — Minot, N. D. ....	548
KILO — Grand Forks, N. D. ....	548	KLPR — Oklahoma City, Okla. ....	564
KIMA — Yakima, Wash. ....	655	KLPW — Union, Mo. ....	487
KIMN — Denver, Colo. ....	363	KLRA — Little Rock, Ark. ....	338
KIMO — Independence, Mo. ....	481	KLRS — Mountain Grove, Mo. ....	484
KIMP — Mount Pleasant, Tex. ....	629	KLTF — Little Falls, Minn. ....	470
KIND — Independence, Kans. ....	425	KLTI — Longview, Tex. ....	627
KINE — Kingsville, Tex. ....	627	KLIZ — Glasgow, Mont. ....	489
KING — Seattle, Wash. ....	652	KLUF — Galveston, Tex. ....	624
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KIOA — Des Moines, Ia. ....	418	KLVC — Leadville, Colo. ....	365
KIOX — Bay City, Tex. ....	616	KLVL — Pasadena, Tex. ....	631
KIPA — Hilo, Hawaii ....	672	KLVT — Levelland, Tex. ....	627
KIRO — Seattle, Wash. ....	652	KLWN — Lawrence, Kans. ....	425
KIRX — Kirksville, Mo. ....	483	KLWT — Lebanon, Mo. ....	483
KISD — Sioux Falls, S. D. ....	602	KLX — Oakland, Calif. ....	351
KIST — Santa Barbara, Calif. ....	358	KLYN — Amarillo, Tex. ....	613
KIT — Yakima, Wash. ....	655	KLZ — Denver, Colo. ....	363
KITE — San Antonio, Tex. ....	632	KMA — Shandoah, Ia. ....	421
KITO — San Bernardino, Calif. ....	354	KMAC — San Antonio, Tex. ....	632
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KIUN — Pecos, Tex. ....	631	KMAK — Fresno, Cal. ....	345
KIUP — Durango, Colo. ....	364	KMAN — Manhattan, Kans. ....	426
KIVY — Crockett, Tex. ....	619	KMBC — Kansas City, Mo. ....	482
KIWW — San Antonio, Tex. ....	632	KMBL — Junction, Tex. ....	626
KIXL — Dallas, Tex. ....	620	KMBY — Monterey, Calif. ....	350
KIXX — Provo, Utah ....	638	KMCM — McMinnville, Oreg. ....	569
KIYI — Shelby, Mont. ....	490	KMCO — Conroe, Tex. ....	618
KJAM — Vernal, Utah ....	639	KMDO — Fort Scott, Kans. ....	423
KJAN — Atlantic, Ia. ....	416	KMED — Medford, Oreg. ....	570
KJAY — Topeka, Kans. ....	427	KMHL — Marshall, Minn. ....	471
KJBC — Midland, Tex. ....	629	KMHT — Marshall, Tex. ....	628
KJBS — San Francisco, Calif. ....	356	KMJ — Fresno, Calif. ....	346
KJCF — Festus, Mo. ....	481		



KMLB — Monroe, La. ....	438	KOLO — Reno, Nev. ....	495
KMLW — Marlin, Tex. ....	628	KOLS — Pryor, Okla. ....	565
KMMJ — Grand Island, Nebr. ....	491	KOLT — Scottsbluff, Nebr. ....	494
KMMO — Marshall, Mo. ....	484	KOMA — Oklahoma City, Okla. ....	564
KMNS — Sioux City, Ia. ....	421	KOMB — Cottage Grove, Oreg. ....	568
KMO — Tacoma, Wash. ....	654	KOME — Tulsa, Okla. ....	565
KMOD — Modesto, Calif. ....	350	KOMO — Seattle, Wash. ....	653
KMON — Great Falls, Mont. ....	489	KOMW — Omak, Wash. ....	651
KMOR — Oroville, Calif. ....	351	KONG — Visalia, Calif. ....	361
KMOX — St. Louis, Mo. ....	485	KONI — Phoenix, Ariz. ....	334
KMPC — Los Angeles, Calif. ....	349	KONO — San Antonio, Tex. ....	633
KMRC — Morgan City, La. ....	438	KONP — Port Angeles, Wash. ....	652
KMUR — Murray, Utah ....	637	KOOK — Billings, Mont. ....	488
KMUS — Muskogee, Okla. ....	564	KOOL — Phoenix, Ariz. ....	333
KMVI — Wailuku, Maui, Hawaii ....	674	KOOS — Coos Bay, Oreg. ....	567
KMYC — Marysville, Calif. ....	350	KOPO — Tucson, Ariz. ....	335
KMYR — Denver, Colo. ....	363	KOPP — Ogden, Utah ....	637
KNAF — Fredericksburg, Tex. ....	623	KOPR — Butte, Mont. ....	488
KNAK — Salt Lake City, Utah ....	639	KORA — Bryan, Tex. ....	618
KNAL — Victoria, Tex. ....	636	KORC — Mineral Wells, Tex. ....	629
KNBC — San Francisco, Calif. ....	356	KORE — Eugene, Oreg. ....	568
KNBR — North Platte, Nebr. ....	492	KORK — Las Vegas, Nev. ....	495
KNBX — Kirkland, Wash. ....	651	KORN — Mitchell, S. D. ....	601
KNBY — Newport, Ark. ....	340	KORT — Grangeville, Idaho ....	396
KNCK — Concordia, Kans. ....	423	KOSA — Odessa, Tex. ....	630
KNCM — Moberly, Mo. ....	484	KOSE — Osceola, Ark. ....	340
KNDC — Hettinger, N. D. ....	548	KOSF — Nacogdoches, Tex. ....	629
KNEA — Jonesboro, Ark. ....	338	KOSY — Texarkana, Ark. ....	341
KNEB — Scottsbluff, Nebr. ....	494	KOTA — Rapid City, S. D. ....	601
KNED — McAlester, Okla. ....	563	KOTN — Pine Bluff, Ark. ....	340
KNEL — Brady, Tex. ....	617	KOTS — Deming, N. M. ....	502
KNEM — Nevada, Mo. ....	484	KOVC — Valley City, N. D. ....	549
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KNOG — Nogales, Ariz. ....	333	KOZY — Grand Rapids, Minn. ....	470
KNOR — Norman, Okla. ....	564	KPAC — Port Arthur, Tex. ....	631
KNOW — Austin, Tex. ....	615	KPAL — Palm Springs, Calif. ....	352
KNOX — Grand Forks, N. D. ....	548	KPAM — Portland, Oreg. ....	571
KNPT — Newport, Oreg. ....	570	KPAN — Hereford, Tex. ....	624
KNUJ — New Ulm, Minn. ....	472	KPAS — Banning, Calif. ....	344
KNUZ — Houston, Tex. ....	625	KPAT — Pampa, Tex. ....	630
KNX — Los Angeles, Calif. ....	349	KPBM — Carlsbad, N. M. ....	502
KOA — Denver, Colo. ....	363	KPDN — Pampa, Tex. ....	630
KOAL — Price, Utah ....	638	KPDQ — Portland, Oreg. ....	571
KOAM — Pittsburgh, Kans. ....	426	KPET — Lamesa, Tex. ....	627
KOAT — Albuquerque, N. M. ....	501	KPHO — Phoenix, Ariz. ....	333
KOB — Albuquerque, N. M. ....	501	KPIG — Cedar Rapids, Ia. ....	416
KOBE — Las Cruces, N. M. ....	503	KPKW — Pasco, Wash. ....	651
KOBK — Owatonna, Minn. ....	472	KPLC — Lake Charles, La. ....	438
KOCA — Kilgore, Tex. ....	627	KPLN — Camden, Ark. ....	336
KOCO — Salem, Oreg. ....	572	KPLT — Paris, Tex. ....	631
KOCS — Ontario, Calif. ....	351	KPMC — Bakersfield, Calif. ....	343
KOCY — Oklahoma City, Okla. ....	564	KPMO — Pomona, Calif. ....	352
KODI — Cody, Wyo. ....	669	KPOA — Honolulu, Hawaii ....	673
KODL — The Dalles, Oreg. ....	568	KPOC — Pochontas, Ark. ....	340
KODY — North Platte, Nebr. ....	493	KPOJ — Portland, Oreg. ....	571
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KOFO — Ottawa, Kans. ....	426	KPQ — Wenatchee, Wash. ....	655
KOGA — Ogallala, Nebr. ....	493	KPRC — Houston, Tex. ....	625
KOGT — Orange, Tex. ....	630	KPRK — Livingston, Mont. ....	490
KOH — Reno, Nev. ....	495	KPRL — Paso Robles, Calif. ....	352
KOIL — Omaha, Nebr. ....	493	KPRO — Riverside, Calif. ....	353
KOIN — Portland, Oreg. ....	571	KPRS — Kansas City, Mo. ....	482
KOJM — Havre, Mont. ....	489	KPST — Preston, Idaho ....	397
KOKX — Keokuk, Ia. ....	419	KPUG — Bellingham, Wash. ....	649
KOKO — Warrensburg, Mo. ....	487	KQV — Pittsburgh, Pa. ....	586
KOL — Seattle, Wash. ....	653	KRAI — Craig, Colo. ....	362
KOLD — Yuma, Ariz. ....	335	KRAL — Rawlins, Wyo. ....	669
KOLE — Port Arthur, Tex. ....	631	KRAM — Las Vegas, Nev. ....	495
KOLJ — Quanah, Tex. ....	631	KRBA — Lufkin, Tex. ....	628
KOLN — Lincoln, Nebr. ....	492	KRBC — Abilene, Tex. ....	612

KRCO — Prineville, Oreg.	571	KSFA — Nacogdoches, Tex.	630
KRCT — Baytown, Tex.	616	KSFE — Needles, Calif.	351
KRDO — Colorado Springs, Colo.	362	KSFO — San Francisco, Calif.	357
KRDU — Dinuba, Calif.	345	KSGM — Ste. Genevieve, Mo.	485
KRE — Berkeley, Calif.	344	KSIB — Creston, Ia.	417
KREH — Oakdale, La.	440	KSID — Sidney, Nebr.	494
KREI — Farmington, Mo.	481	KSIG — Crowley, La.	437
KREL — Baytown, Tex.	616	KSII — Gladwater, Tex.	624
KREM — Spokane, Wash.	654	KSIL — Silver City, N. M.	504
KREO — Indio, Calif.	347	KSIM — Sikeston, Mo.	486
KRES — St. Joseph, Mo.	485	KSIS — Sedalia, Mo.	486
KREW — Sunnyside, Wash.	654	KSIV — Woodward, Okla.	566
KRGA — Springfield, Oreg.	572	KSIX — Corpus Christi, Tex.	619
KRGI — Grand Island, Nebr.	491	KSJB — Jamestown, N. D.	548
KRGV — Weslaco, Tex.	636	KSJO — San Jose, Calif.	357
KRHD — Duncan, Okla.	562	KSKY — Dallas, Tex.	620
KRIB — Mason City, Ia.	420	KSL — Salt Lake City, Utah	639
KRIC — Beaumont, Tex.	616	KSLM — Salem, Oreg.	572
KRIG — Odessa, Tex.	630	KSLO — Opelousas, La.	440
KRIO — McAllen, Tex.	629	KSLV — Monte Vista, Colo.	365
KRIS — Corpus Christi, Tex.	619	KSMA — Santa Maria, Calif.	359
KRIZ — Phoenix, Ariz.	334	KSML — Seminole, Tex.	634
KRKD — Los Angeles, Calif.	350	KSMN — Mason City, Ia.	420
KRKO — Everett, Wash.	650	KSMO — Salem, Mo.	486
KRLC — Lewiston, Idaho	397	KSNY — Snyder, Tex.	634
KRLD — Dallas, Tex.	620	KSO — Des Moines, Ia.	418
KRLN — Canon City, Colo.	362	KSOK — Arkansas City, Kans.	422
KRLW — Walnut Ridge, Ark.	341	KSON — San Diego, Calif.	355
KRMD — Shreveport, La.	442	KSOO — Sioux Falls, S. D.	602
KRMG — Tulsa, Okla.	566	KSPA — Santa Paula, Calif.	359
KRMO — Monett, Mo.	484	KSPI — Stillwater, Okla.	565
KRMS — Osage Beach, Mo.	484	KSPQ — Spokane, Wash.	654
KRNO — San Bernardino, Calif.	354	KSPR — Casper, Wyo.	668
KRNR — Roseburg, Oreg.	571	KSPT — Sandpoint, Idaho	398
KRNT — Des Moines, Ia.	418	KSRO — Santa Rosa, Calif.	360
KROC — Rochester, Minn.	472	KSRV — Ontario, Oreg.	570
KROD — El Paso, Tex.	622	K SST — Sulphur Springs, Tex.	634
KROF — Abbeville, La.	435	KSTA — Coleman, Tex.	618
KROG — Sonora, Calif.	360	KSTB — Breckenridge, Tex.	617
KROP — Brawley, Calif.	344	KSTL — St. Louis, Mo.	485
KROS — Clinton, Ia.	417	KSTN — Stockton, Calif.	360
KROW — Oakland, Calif.	351	KSTP — St. Paul-Minneapolis, Minn.	472
KROX — Crookston, Minn.	469	KSTT — Davenport, Ia.	417
KROY — Sacramento, Calif.	353	KSTV — Stephenville, Tex.	634
KRPL — Moscow, Idaho	397	KSUB — Cedar City, Utah	637
KRRV — Sherman-Denison, Tex.	634	KSUE — Susanville, Calif.	360
KRSD — Rapid City, S. D.	602	KSUM — Fairmont, Minn.	470
KRSN — Los Alamos, N. M.	503	KSUN — Bisbee, Ariz.	331
KRTN — Raton, N. M.	503	KSVK — Richfield, Utah	639
KRTV — Hillsboro, Oreg.	569	KSVP — Artesia, N. M.	502
KRUL — Corvallis, Oreg.	568	KSWA — Graham, Tex.	624
KRUN — Ballinger, Tex.	615	KSWI — Council Bluffs, Ia.	417
KRUS — Ruston, La.	441	KSWM — Joplin, Mo.	482
KRUX — Phoenix, Ariz.	334	KSWO — Lawton, Okla.	563
KRVN — Lexington, Nebr.	492	KSWV — Roswell, N. M.	504
KRWC — Forest Grove, Oreg.	568	KSYC — Yreka, Calif.	361
KRXK — Rexburg, Idaho	398	KSYL — Alexandria, La.	435
KRXL — Roseburg, Oreg.	572	KTAC — Tacoma, Wash.	654
KSAL — Salina, Kans.	426	KTAE — Taylor, Tex.	635
KSAM — Huntsville, Tex.	626	KTAN — Sherman, Tex.	634
KSAN — San Francisco, Calif.	356	KTAR — Phoenix, Ariz.	334
KSBN — Salinas, Calif.	354	KTAT — Frederick, Okla.	562
KSCB — Liberal, Kans.	425	KTBB — Tyler, Tex.	635
KSCJ — Sioux City, Ia.	421	KTBC — Austin, Tex.	615
KSCO — Santa Cruz, Calif.	358	KTBS — Shreveport, La.	442
KSD — St. Louis, Mo.	485	KTCB — Malden, Mo.	483
KSDA — Redding, Calif.	353	KTEL — Walla Walla, Wash.	655
KSDN — Aberdeen, S. D.	601	KTEM — Temple, Tex.	635
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	635
KSEI — Pocatello, Idaho	397	KTFI — Twin Falls, Idaho	398
KSEK — Pittsburg, Kans.	426	KTFV — Texarkana, Tex.	635
KSEL — Lubbock, Tex.	628	KTFY — Brownfield, Tex.	617
KSEM — Moses Lake, Wash.	651	KTHS — Little Rock, Ark.	339
KSEO — Durant, Okla.	562	KTHT — Houston, Tex.	625
KSET — El Paso, Tex.	622	KTIB — Thibodaux, La.	442
KSEY — Seymour, Tex.	634	KTIL — Tillamook, Oreg.	572

KTIM — San Rafael, Calif.	358
KTIP — Porterville, Calif.	352
KTJS — Hobart, Okla.	563
KTKN — Ketchikan, Alaska	672
KTKR — Taft, Calif.	360
KTKT — Tucson, Ariz.	335
KTLD — Tallulah, La.	442
KTLN — Denver, Colo.	363
KTLO — Mountain Home, Ark.	339
KT LW — Texas City, Tex.	635
KTMC — McAlester, Okla.	563
KTMS — Santa Barbara, Calif.	358
KTNM — Tucumcari, N. M.	504
KTNT — Tacoma, Wash.	654
KTOE — Mankato, Minn.	470
KTOH — Lihue, Kauai, Hawaii	674
KTOK — Oklahoma City, Okla.	564
KTOP — Topeka, Kans.	427
KTOW — Oklahoma City, Okla.	564
KTRB — Modesto, Calif.	350
KTRC — Santa Fe, N. M.	504
KTRE — Lufkin, Tex.	628
KTRF — Thief River Falls, Minn.	473
KTRH — Houston, Tex.	626
KTRI — Sioux City, Ia.	421
KTRM — Beaumont, Tex.	616
KTRN — Wichita Falls, Tex.	636
KTRY — Bastrop, La.	435
KTSA — San Antonio, Tex.	633
KTSM — El Paso, Tex.	622
KT SW — Emporia, Kans.	423
KTTR — Rolla, Mo.	484
KTTS — Springfield, Mo.	487
KTUC — Tucson, Ariz.	335
KTUL — Tulsa, Okla.	566
KTUR — Turlock, Calif.	361
KTW — Seattle, Wash.	653
KTXC — Big Spring, Tex.	617
KT XJ — Jasper, Tex.	626
KT XL — San Angelo, Tex.	632
KT XN — Austin, Tex.	615
KT YL — Mesa, Ariz.	333
KUAM — Agana, Guam	672
KUBA — Yuba City, Calif.	362
KUBC — Montrose, Colo.	365
KUDL — Kansas City, Mo.	482
KUDU — Ventura, Calif.	361
KUGN — Eugene, Oreg.	568
KUIN — Grants Pass, Oreg.	569
KUJ — Walla Walla, Wash.	655
KUKI — Ukiah, Calif.	361
KULA — Honolulu, Hawaii	674
KULE — Ephrata, Wash.	650
KULP — El Campo, Tex.	621
KUOA — Siloam Springs, Ark.	340
KUNO — Corpus Christi, Tex.	619
KURV — Edinburg, Tex.	621
KUTA — Salt Lake City, Utah	639
KUTI — Yakima, Wash.	655
KVAN — Vancouver, Wash.	655
KVAS — Astoria, Oreg.	567
KVBC — Farmington, N. M.	502
KVCV — Redding, Calif.	353
KVEC — San Luis Obispo, Calif.	357
KVEN — Ventura, Calif.	361
KVET — Austin, Tex.	615
KVFD — Fort Dodge, Ia.	419
KVGB — Great Bend, Kans.	423
KVI — Seattle, Wash.	653
KVIC — Victoria, Tex.	636
KVIM — New Iberia, La.	439
KVKM — Monahans, Tex.	629
KVLB — Cleveland, Tex.	618
KVLC — Little Rock, Ark.	339
KVLF — Alpine, Tex.	612
KVLH — Pauls Valley, Okla.	565

KVMA — Magnolia, Ark.	339
KVMC — Colorado City, Tex.	618
KVNC — Winslow, Ariz.	335
KVNI — Coeur D'Alene, Idaho	396
KVNU — Logan, Utah	637
KVOA — Tucson, Ariz.	335
KVOC — Casper, Wyo.	668
KVOD — Denver, Colo.	363
KVOG — Ogden, Utah	637
KVOL — Lafayette, La.	437
KVOM — Morrilton, Ark.	339
KVON — Napa, Calif.	351
KVOO — Tulsa, Okla.	566
KVOP — Plainview, Tex.	631
KVOR — Colorado Springs, Colo.	362
KVOS — Bellingham, Wash.	649
KVOU — Uvalde, Tex.	635
KVOW — Littlefield, Tex.	627
KVOX — Moorhead, Minn.	472
KVOZ — Laredo, Tex.	627
KVPI — Ville Platte, La.	442
KVRC — Arkadelphia, Ark.	336
KVRH — Salida, Colo.	567
KVRS — Rock Springs, Wyo.	670
KVSA — McGehee, Ark.	339
KVSF — Sante Fe, N. M.	504
KVSM — San Mateo, Calif.	358
KVSO — Ardmore, Okla.	561
KVWC — Vernon, Tex.	636
KVWO — Cheyenne, Wyo.	669
KWAD — Wadena, Minn.	473
KWAK — Stuttgart, Ark.	341
KWAL — Wallace, Idaho	398
KWAT — Watertown, S. D.	602
KWBB — Wichita, Kans.	428
KWBC — Fort Worth, Tex.	623
KWBE — Beatrice, Nebr.	491
KWBG — Boone, Ia.	416
KWBM — Williston, N. D.	549
KWBR — Oakland, Calif.	351
KWBU — Corpus Christi, Tex.	619
KWBW — Hutchison, Kans.	425
KWCB — Searcy, Ark.	340
KWCJ — Natchitoches, La.	438
KWCO — Chickasha, Okla.	562
KWDM — Des Moines, Ia.	418
KWED — Seguin, Tex.	633
KWEI — Weiser, Idaho	393
KWEM — Memphis, Tenn.	608
KWEW — Hobbs, N. M.	505
KWFC — Hot Springs, Ark.	333
KWFT — Wichita Falls, Tex.	636
KWKG — Stockton, Calif.	360
KWGB — Goodland, Kans.	423
KWHI — Brenham, Tex.	617
KWHK — Hutchison, Kans.	425
KWHN — Fort Smith, Ark.	337
KWHP — Cushing, Okla.	562
KWHW — Altus, Okla.	561
KWIE — Kennewick, Wash.	651
KWIK — Pocatello, Idaho	397
KWIL — Albany, Oreg.	567
KWIN — Ashland, Oreg.	567
KWIZ — Santa Ana, Calif.	358
KWJB — Globe, Ariz.	333
KWJJ — Portland, Oreg.	571
KWKC — Abilene, Tex.	612
KWKH — Shreveport, La.	442
KWK — St. Louis, Mo.	485
KWKW — Pasadena, Calif.	352
KWLK — Longview, Wash.	651
KWLM — Willmar, Minn.	473
KWNA — Winnemucca, Nev.	495
KWNO — Winona, Minn.	474
KWNW — Wenatchee, Wash.	655
KWOA — Worthington, Minn.	474

KWOC — Poplar Bluff, Mo.	484
KWOW — Clinton, Okla.	562
KWON — Bartlesville, Okla.	561
KWOR — Worland, Wyo.	670
KWOS — Jefferson City, Mo.	481
KWPC — Muscatine, Ia.	420
KWPM — West Plains, Mo.	487
KWRC — Pendleton, Oreg.	570
KWRE — Warrenton, Mo.	487
KWRF — Warren, Ark.	341
KWRL — Riverton, Wyo.	670
KWRN — Reno, Nev.	495
KWRO — Coquille, Oreg.	567
KWRT — Boonville, Mo.	480
KWSD — Mt. Shasta, Calif.	350
KWSH — Wewaka, Okla.	566
KWSK — Pratt, Kans.	426
KWSO — Wasco, Calif.	361
KWTC — Barstow, Calif.	344
KWTO — Springfield, Mo.	487
KWTX — Waco, Tex.	636
KWWL — Waterloo, Ia.	421
KWYO — Sheridan, Wyo.	670
KXA — Seattle, Wash.	653
KXAR — Hope, Ark.	337
KXEL — Waterloo, Ia.	422
KXEO — Mexico, Mo.	484
KXGI — Ft. Madison, Ia.	419
KXGN — Glendive, Mont.	489
KXIC — Iowa City, Ia.	419
KXIT — Dalhart, Tex.	619
KXJK — Forrest City, Ark.	337
KXL — Portland, Oreg.	571
KXLA — Pasadena, Calif.	352
KXLE — Ellensburg, Wash.	650
KXLF — Butte, Mont.	488
KXLJ — Helena, Mont.	489
KXLK — Great Falls, Mont.	489
KXLL — Missoula, Mont.	490
KXLO — Lewiston, Mont.	490
KXLQ — Bozeman, Mont.	488
KXLR — Little Rock, Ark.	339
KXLW — St. Louis, Mo.	485
KXLY — Spokane, Wash.	654
KXO — El Centro, Calif.	345
KXOA — Sacramento, Calif.	354
KXOB — Stockton, Calif.	360
KXOC — Chico, Calif.	344
KXOK — St. Louis, Mo.	486
KXOL — Fort Worth, Tex.	623
KXOX — Sweetwater, Tex.	634
KXRA — Alexander, Minn.	468
KXRJ — Russellville, Ark.	340
KXRO — Aberdeen, Wash.	649
KXRX — San Jose, Calif.	357
KXXX — Colby, Kans.	422
KXYZ — Houston, Tex.	626
KYA — San Francisco, Calif.	357
KYAK — Yakima, Wash.	655
KYCA — Prescott, Ariz.	334
KYJC — Medford, Oreg.	570
KYMA — Yuma, Ariz.	335
KYNO — Fresno, Calif.	346
KYOK — Houston, Tex.	626
KYOR — Blythe, Calif.	344
KYOS — Merced, Calif.	350
KYOU — Greeley, Colo.	365
KYSM — Mankato, Minn.	471
KYW — Philadelphia, Pa.	583
KYUM — Yuma, Ariz.	335
WAAA — Winston-Salem, N. C.	546
WAAB — Worcester, Mass.	455
WAAP — Chicago, Ill.	401
WAAT — Newark, N. J.	498
WABA — Aguadilla, P. R.	674
WABB — Mobile, Ala.	327

WABC — New York, N. Y.	513
WABG — Greenwood, Miss.	476
WABI — Bangor, Me.	443
WABJ — Adrian, Mich.	456
WABM — Houlton, Me.	444
WABO — Waynesboro, Miss.	479
WABR — Winter Park, Fla.	384
WABY — Albany, N. Y.	504
WABZ — Albemarle, N. C.	533
WACA — Camden, S. C.	595
WACB — Kittanning, Pa.	580
WACE — Chicopee-Springfield, Mass.	452
WACH — Newport News, Va.	645
WACL — Waycross, Ga.	395
WACO — Waco, Tex.	636
WACR — Columbus, Miss.	475
WADC — Akron, O.	549
WADE — Wadesboro, N. C.	545
WADK — Newport, R. I.	593
WADP — Kane, Pa.	580
WAEB — Allentown, Pa.	573
WAEI — Mayaguez, P. R.	675
WAEW — Crossville, Tenn.	605
WAFB — Baton Rouge, La.	435
WAFD — Staunton, Va.	648
WAGA — Atlanta, Ga.	385
WAGC — Chattanooga, Tenn.	603
WAGF — Dothan, Ala.	324
WAGG — Franklin, Tenn.	605
WAGM — Presque Isle, Me.	445
WAGR — Lumberton, N. C.	541
WAGS — Bishopville, S. C.	595
WAHR — Miami Beach, Fla.	379
WAIM — Anderson, S. C.	595
WAIN — Columbia, Ky.	429
WAIP — Prichard, Ala.	329
WAIR — Winston-Salem, N. C.	547
WAIT — Chicago, Ill.	401
WAJF — Decatur, Ala.	323
WAJR — Morgantown, W. Va.	658
WAKE — Greenville, S. C.	598
WAKN — Aiken, S. C.	595
WAKR — Akron, O.	549
WAKU — Latrobe, Pa.	580
WALA — Mobile, Ala.	328
WALB — Albany, Ga.	384
WALD — Waterboro, S. C.	601
WALE — Fall River, Mass.	452
WALK — Patchogue, N. Y.	523
WALL — Middletown, N. Y.	512
WALM — Albion, Mich.	456
WALT — Tampa, Fla.	382
WAMI — Opp, Ala.	329
WAML — Laurel, Miss.	477
WAMS — Wilmington, Del.	371
WAMY — Amory, Miss.	474
WANA — Anniston, Ala.	321
WAND — Canton, O.	550
WANE — Fort Wayne, Ind.	411
WANN — Annapolis, Md.	446
WANS — Anderson, S. C.	595
WANT — Richmond, Va.	646
WAOK — Atlanta, Ga.	385
WAOV — Vincennes, Ind.	415
WAPA — San Juan, P. R.	677
WAPF — McComb, Miss.	478
WAPI — Birmingham, Ala.	322
WAPL — Appleton, Wis.	661
WAPO — Chattanooga, Tenn.	603
WAPX — Montgomery, Ala.	328
WARA — Attleboro, Mass.	450
WARB — Covington, La.	436
WARD — Johnstown, Pa.	579
WARE — Ware, Mass.	455
WARK — Hagerstown, Md.	448
WARL — Arlington, Va.	641

WARM — Scranton, Pa.	588
WARN — Fort Pierce, Fla.	375
WARU — Peru, Ind.	414
WASA — Havre De Grace, Md.	448
WASK — Lafayette, Ind.	413
WASL — Annapolis, Md.	446
WATA — Boone, N. C.	533
WATC — Gaylord, Mich.	461
WATG — Ashland, O.	549
WATH — Athens, O.	550
WATK — Antigo, Wis.	661
WATM — Atmore, Ala.	321
WATN — Watertown, N. Y.	532
WATO — Oak Ridge, Tenn.	611
WATR — Waterbury, Conn.	370
WATS — Sayre, Pa.	588
WATT — Cadillac, Mich.	459
WATW — Ashland, Wis.	661
WATZ — Alpena, Mich.	456
WAUD — Auburn, Ala.	321
WAUG — Augusta, Ga.	387
WAUX — Waukesha, Wis.	667
WAVE — Louisville, Ky.	431
WAVI — Springfield, O.	559
WAVL — Apollo, Pa.	574
WAVU — Albertville, Ala.	321
WAVY — Portsmouth, Va.	646
WAVZ — New Haven, Conn.	369
WAYB — Waynesboro, Va.	649
WAYN — Rockingham, N. C.	543
WAYS — Charlotte, N. C.	535
WAYX — Waycross, Ga.	395
WAYZ — Waynesboro, Pa.	590
WAZF — Yazoo City, Miss.	483
WAZL — Hazleton, Pa.	579
WBAC — Cleveland, Tenn.	604
WBAL — Baltimore, Md.	446
WBAM — Montgomery, Ala.	328
WBAP — Fort Worth, Tex.	623
WBAR — Bartow, Fla.	374
WBAT — Marion, Ind.	413
WBAW — Barnwell, S. C.	595
WBAX — Wilkes-Barre, Pa.	593
WBAY — Green Bay, Wis.	662
WBBA — Pittsfield, Ill.	408
WBBB — Burlington, N. C.	535
WBBC — Flint, Mich.	460
WBBF — Rochester, N. Y.	527
WBEM — Chicago, Ill.	401
WBBO — Forest City, N. C.	537
WBBQ — Augusta, Ga.	387
WBBW — Youngstown, O.	560
WBBZ — Ponca City, Okla.	565
WBCK — Battle Creek, Mich.	457
WBCM — Bay City, Mich.	457
WBCO — Bessemer-Birmingham, Ala.	322
WBCR — Christianburg, Va.	642
WBCU — Union, S. C.	601
WBEC — Pittsfield, Mass.	454
WBEJ — Elizabethton, Tenn.	605
WBEL — Beloit, Wis.	661
WBEN — Buffalo, N. Y.	507
WBET — Brockton, Mass.	451
WBEU — Beaufort, S. C.	595
WBEV — Beaver Dam, Wis.	661
WBEX — Chillicothe, O.	551
WBFC — Fremont, Mich.	461
WBGE — Atlanta, Ga.	385
WBGR — Jessup, Ga.	391
WBHB — Fitzgerald, Ga.	390
WBHF — Cartersville, Ga.	388
WBHP — Huntsville, Ala.	327
WBIA — Austin, Ga.	387
WBIG — Goldsboro, N. C.	538
WBIP — Booneville, Miss.	474
WBIR — Knoxville, Tenn.	606

WBIS — Bristol, Conn.	367
WBIW — Bedford, Ind.	410
WBIZ — Eau Claire, Wis.	661
WBKH — Hattiesburg, Miss.	476
WBKV — West Bend, Wis.	668
WBLE — Batesville, Miss.	474
WBLJ — Dalton, Ga.	389
WBLK — Clarksburg, W. Va.	659
WBLT — Bedford, Va.	641
WBMD — Baltimore, Md.	446
WBML — Macon, Ga.	391
WBMS — Boston, Mass.	450
WBNL — Boonville, Ind.	410
WBNS — Columbus, O.	554
WBNX — New York, N. Y.	513
WBNY — Buffalo, N. Y.	507
WBOB — Galax, Va.	643
WBOC — Salisbury, Md.	448
WBOF — Virginia Beach, Va.	648
WBOK — New Orleans, La.	439
WBOW — Terre Haute, Ind.	415
WBOY — Tarpon Springs, Fla.	383
WPZ — Lock Haven, Pa.	581
WBRC — Birmingham, Ala.	322
WBRD — Ft. Lauderdale, Fla.	375
WBRE — Wilkes-Barre, Pa.	590
WBRK — Pittsfield, Mass.	454
WBRM — Marion, N. C.	541
WBRN — Big Rapids, Mich.	459
WBRO — Waynesboro, Ga.	395
WERT — Bardstown, Ky.	428
WBRW — Welch, W. Va.	660
WBRY — Waterbury, Conn.	370
WBSC — Bennettsville, S. C.	595
WBSM — New Bedford, Mass.	453
WBSR — Pensacola, Fla.	380
WBT — Charlotte, N. C.	535
WBTA — Batavia, N. Y.	507
WBTH — Williamson, W. Va.	660
WBTM — Danville, Va.	643
WBTN — Bennington, Vt.	640
WBTO — Linton, Ind.	413
WBUD — Trenton, N. J.	500
WBUT — Butler, Pa.	575
WBUX — Doylestown, Pa.	576
WBUY — Lexington, N. C.	541
WBVP — Beaver Falls, Pa.	574
WBYS — Canton, Ill.	399
WEZ-WBZA — Boston-Springfield, Mass.	450
WCAE — Pittsburgh, Pa.	586
WCAM — Camden, N. J.	498
WCAN — Milwaukee, Wis.	664
WCAO — Baltimore, Md.	446
WCAU — Lowell, Mass.	453
WCAU — Philadelphia, Pa.	583
WCAW — Charleston, W. Va.	656
WCAX — Burlington, Vt.	640
WCAZ — Carthage, Ill.	399
WCBA — Corning, N. Y.	508
WCBC — Anderson, Ind.	410
WCBD — Zion, Ill.	410
WCBI — Columbus, Miss.	475
WCBL — Benton, Ky.	428
WCBM — Baltimore, Md.	446
WCER — Memphis, Tenn.	698
WCBS — New York, N. Y.	513
WCBT — Roanoke Rapids, N. C.	543
WCBY — Cheboygan, Mich.	459
WCCC — Hartford, Conn.	368
WCCM — Lawrence, Mass.	453
WCCO — Minneapolis, Minn.	471
WCCP — Savannah, Ga.	393
WCDL — Carbondale, Pa.	575
WCDT — Winchester, Tenn.	612
WCEC — Rocky Mount, N. C.	543
WCED — DuBois, Pa.	576

WCEF — Parkersburg, W. Va.	659	WCTT — Corbin, Ky.	429
WCEH — Hawkinsville, Ga.	390	WCUE — Akron, O.	549
WCEM — Cambridge, Md.	447	WCUM — Cumberland, Md.	447
WCEN — Mt. Pleasant, Mich.	465	WCVA — Culpeper, Va.	643
WCFL — Chicago, Ill.	402	WCVI — Connelville, Pa.	576
WCFS — Harvey, Ill.	405	WCVS — Springfield, Ill.	409
WCFV — Clifton Forge, Va.	642	WCYB — Bristol, Va.	642
WCGA — Calhoun, Ga.	388	WDAD — Indiana, Pa.	579
WCGC — Belmont, N. C.	533	WDAE — Tampa, Fla.	382
WCHA — Chambersburg, Pa.	575	WDAF — Kansas City, Mo.	483
WCHF — Chippewa Falls, Wis.	661	WDAK — Columbus, Ga.	388
WCHL — Chapel Hill, N. C.	535	WDAN — Danville, Ill.	403
WCHN — Norwich, N. Y.	523	WDAR — Savannah, Ga.	393
WCHO — Washington Court House, O.	560	WDAS — Philadelphia, Pa.	583
WCHS — Charleston, W. Va.	656	WDAY — Fargo, N. D.	548
WCHV — Charlottesville, Va.	642	WDBC — Escanaba, Mich.	460
WCIL — Carbondale, Ill.	399	WDBF — Delray Beach, Fla.	375
WCIN — Cincinnati, O.	551	WDBJ — Roanoke, Va.	647
WCJU — Columbia, Miss.	475	WDBL — Springfield, Tenn.	611
WCKB — Dunn, N. C.	536	WDBO — Orlando, Fla.	380
WCKY — Cincinnati, O.	551	WDBQ — Dubuque, Ia.	419
WCLB — Camilla, Ga.	388	WDCF — Dade City, Fla.	374
WCLD — Cleveland, Miss.	475	WDEC — Americus, Ga.	384
WCLG — Morgantown, W. Va.	659	WDEF — Chattanooga, Tenn.	603
WCLI — Corning, N. Y.	508	WDEL — Wilmington, Del.	371
WCLO — Janesville, Wis.	662	WDEV — Waterbury, Vt.	641
WCLT — Newark, O.	557	WDGY — Minneapolis, Minn.	471
WCMA — Corinth, Miss.	475	WDIA — Memphis, Tenn.	608
WCMB — Harrisburg, Pa.	578	WDIG — Dothan, Ala.	324
WCMC — Wildwood, N. J.	501	WDIX — Orangeburg, S. C.	599
WCMI — Ashland, Ky.	428	WDKD — Kingstree, S. C.	599
WCMN — Arcibo, P. R.	674	WDLA — Walton, N. Y.	531
WCMS — Norfolk, Va.	645	WDLB — Marshfield, Wis.	664
WCMW — Canton, O.	550	WDLG — Port Jervis, N. Y.	524
WCNY — Ottawa, Ill.	407	WDLP — Panama City, Fla.	380
WCNB — Connersville, Ind.	411	WDMG — Douglas, Ga.	389
WCNC — Elizabeth City, N. C.	536	WDMJ — Marquette, Mich.	465
WCNH — Quincy, Fla.	381	WDNC — Durham, N. C.	536
WCNR — Bloomsburg, Pa.	574	WDNE — Elkins, W. Va.	657
WCNT — Centralia, Ill.	401	WDOB — Canton, Miss.	475
WCNU — Crestview, Fla.	374	WDOE — Chattanooga, Tenn.	603
WCNX — Middletown, Conn.	368	WDOG — Marine City, Mich.	465
WCOA — Pensacola, Fla.	381	WDOI — Cleveland, O.	553
WCOC — Meridian, Mass.	478	WDON — Wheaton, Md.	449
WCOG — Greensboro, N. C.	538	WDOR — Sturgeon Bay, Wis.	667
WCOH — Newnan, Ga.	392	WDOS — Oneonta, N. Y.	523
WCOJ — Coatesville, Pa.	576	WDOT — Burlington, Vt.	643
WCOL — Columbus, O.	554	WDOV — Dover, Del.	371
WCOM — Parkersburg, W. Va.	659	WDQN — Du Quion, Ill.	404
WCOR — Cornelia, Ga.	389	WDRG — Hartford, Conn.	368
WCOP — Boston, Mass.	450	WDRF — Chester, Pa.	575
WCOR — Lebanon, Tenn.	607	WDSC — Dillon, S. C.	597
WCOS — Columbia, S. C.	596	WDSG — Dyersburg, Tenn.	605
WCOU — Lewiston, Me.	444	WDSM — Superior, Wis.	667
WCOV — Montgomery, Ala.	328	WDSR — Lake City, Fla.	377
WCOW — South St. Paul, Minn.	473	WDSU — New Orleans, La.	439
WCPC — Clearfield, Pa.	576	WDUN — Gainesville, Ga.	390
WCPM — Cumberland, Ky.	429	WDUZ — Green Bay, Wis.	662
WCPO — Cincinnati, O.	551	WDVA — Danville, Va.	643
WCPS — Tarboro, N. C.	544	WDWD — Dawson, Ga.	389
WCRA — Effingham, Ill.	404	WDWS — Champaign, Ill.	401
WCRB — Waltham, Mass.	455	WDXB — Chattanooga, Tenn.	603
WCRE — Cheraw, S. C.	596	WDXE — Lawrenceburg, Tenn.	607
WCRI — Scottsboro, Ala.	330	WDXI — Jackson, Tenn.	606
WCRK — Morristown, Tenn.	609	WDXL — Lexington, Tenn.	608
WCRL — Oneonta, Ala.	329	WDXN — Clarksville, Tenn.	604
WCRO — Johnstown, Pa.	579	WDYK — Cumberland, Md.	447
WCRS — Greenwood, S. C.	598	WDZ — Decatur, Ill.	403
WCRT — Birmingham, Ala.	322	WEAB — Greer, S. C.	598
WCRW — Chicago, Ill.	402	WEAM — Arlington, Va.	641
WCSC — Charleston, S. C.	595	WEAN — Providence, R. I.	593
WCSE — Portland, Me.	444	WEAR — Pensacola, Fla.	381
WCSI — Columbus, Ind.	411	WEAS — Decatur, Ga.	389
WCSS — Amsterdam, N. Y.	505	WEAT — West Palm Beach, Fla.	383
WCTA — Andalusia, Ala.	321	WEAU — Eau Claire, Wis.	662
WCTC — New Brunswick, N. J.	499	WEAV — Plattsburg, N. Y.	524

WEAW — Evanston, Ill. . . . . 404  
 WEBC — Duluth, Minn. . . . . 469  
 WEBJ — Brewton, Ala. . . . . 323  
 WEBK — Tampa, Fla. . . . . 382  
 WEBQ — Harrisburg, Ill. . . . . 405  
 WEBR — Buffalo, N. Y. . . . . 508  
 WEBY — Milton, Fla. . . . . 379  
 WEDC — Chicago, Ill. . . . . 402  
 WEDO — McKeesport, Pa. . . . . 581  
 WEDR — Birmingham, Ala. . . . . 322  
 WEEB — Southern Pines, N. C. . . . . 544  
 WEED — Rocky Mount, N. C. . . . . 543  
 WEEI — Boston, Mass. . . . . 450  
 WEEK — Peoria, Ill. . . . . 407  
 WEEU — Reading, Pa. . . . . 587  
 WEGO — Concord, N. C. . . . . 536  
 WEIC — Charleston, Ill. . . . . 401  
 WEIM — Fitchburg, Mass. . . . . 452  
 WEIR — Weirton, W. Va. . . . . 660  
 WEKR — Fayetteville, Tenn. . . . . 605  
 WEKY — Richmond, Ky. . . . . 434  
 WEKZ — Monroe, Wis. . . . . 665  
 WELC — Welch, W. Va. . . . . 660  
 WELI — New Haven, Conn. . . . . 369  
 WELL — Battle Creek, Mich. . . . . 457  
 WELM — Elmira, N. Y. . . . . 508  
 WELO — Tupelo, Miss. . . . . 479  
 WELP — Easley, S. C. . . . . 597  
 WELR — Roanoke, Ala. . . . . 330  
 WELS — Kinston, N. C. . . . . 540  
 WELY — Ely, Minn. . . . . 470  
 WEMP — Milwaukee, Wis. . . . . 664  
 WEMR — Emporium, Pa. . . . . 576  
 WENA — Bayamon, P. R. . . . . 674  
 WENC — Whiteville, N. C. . . . . 545  
 WENE — Binghamton-Endicott, N. Y. . . . . 507  
 WENK — Union City, Tenn. . . . . 612  
 WENT — Gloversville, N. Y. . . . . 509  
 WENY — Elmira, N. Y. . . . . 509  
 WEOA — Evansville, Ind. . . . . 411  
 WEOK — Poughkeepsie, N. Y. . . . . 524  
 WEOL — Elyria, O. . . . . 555  
 WEPG — South Pittsburgh, Tenn. . . . . 611  
 WEPM — Martinsburg, W. Va. . . . . 658  
 WERC — Erie, Pa. . . . . 577  
 WERD — Atlanta, Ga. . . . . 385  
 WERE — Cleveland, O. . . . . 553  
 WERH — Hamilton, Ala. . . . . 327  
 WERI — Westerly, R. I. . . . . 594  
 WESA — Charleroi, Pa. . . . . 575  
 WESB — Bradford, Pa. . . . . 575  
 WESC — Greenville, S. C. . . . . 598  
 WESK — Escanaba, Mich. . . . . 460  
 WEST — Easton, Pa. . . . . 576  
 WESX — Salem, Mass. . . . . 454  
 WETB — Johnson City, Tenn. . . . . 606  
 WETO — Gadsden, Ala. . . . . 325  
 WETU — Wetumpka, Ala. . . . . 331  
 WETZ — New Martinsville, W. Va. . . . . 659  
 WEVA — Emporia, Va. . . . . 643  
 WEVD — New York, N. Y. . . . . 513  
 WEVE — Eveleth, Minn. . . . . 470  
 WEW — St. Louis, Mo. . . . . 486  
 WEWO — Laurinburg, N. C. . . . . 540  
 WEXL — Royal Oak, Mich. . . . . 467  
 WEYE — Sanford, N. C. . . . . 544  
 WEZB — Birmingham, Ala. . . . . 322  
 WFAA — Dallas, Tex. . . . . 621  
 WFAH — Alliance, O. . . . . 549  
 WFAI — Fayetteville, N. C. . . . . 537  
 WFAK — Farrell, Pa. . . . . 577  
 WFAZ — White Plains, N. Y. . . . . 532  
 WFAU — Augusta, Me. . . . . 443  
 WFAX — Falls Church, Va. . . . . 643  
 WFBC — Greenville, S. C. . . . . 598  
 WFBG — Altoona, Pa. . . . . 573

WFBL — Syracuse, N. Y. . . . . 528  
 WFBM — Indianapolis, Ind. . . . . 412  
 WFBR — Baltimore, Md. . . . . 446  
 WFCA — Dunkirk, N. Y. . . . . 508  
 WFDF — Flint, Mich. . . . . 460  
 WFEA — Manchester, N. H. . . . . 496  
 WFEB — Sylacauga, Ala. . . . . 330  
 WFEC — Miami, Fla. . . . . 378  
 WFGM — Fitchburg, Mass. . . . . 452  
 WFGN — Gaffney, S. C. . . . . 597  
 WFHG — Bristol, Va. . . . . 642  
 WFHR — Wisconsin Rapids, Wis. . . . . 668  
 WFIG — Sumter, S. C. . . . . 600  
 WFIL — Philadelphia, Pa. . . . . 583  
 WFIN — Findlay, O. . . . . 556  
 WFIW — Fairfield, Ill. . . . . 404  
 WFKN — Franklin, Ky. . . . . 430  
 WFKY — Frankfort, Ky. . . . . 429  
 WFLA — Tampa, Fla. . . . . 383  
 WFLB — Fayetteville, N. C. . . . . 537  
 WFLO — Farmville, Va. . . . . 643  
 WFMC — Goldsboro, N. C. . . . . 538  
 WFMD — Frederick, Md. . . . . 448  
 WFMH — Cullman, Ala. . . . . 323  
 WFMJ — Youngstown, O. . . . . 561  
 WFMO — Fairmont, N. C. . . . . 537  
 WFMW — Madisonville, Ky. . . . . 432  
 WFNC — Fayetteville, N. C. . . . . 537  
 WFNS — Burlington, N. C. . . . . 535  
 WFOB — Fostoria, O. . . . . 556  
 WFOM — Marietta, Ga. . . . . 391  
 WFOR — Hattiesburg, Miss. . . . . 476  
 WFOX — Milwaukee, Wis. . . . . 664  
 WFOY — St. Augustine, Fla. . . . . 381  
 WFPA — Ft. Payne, Ala. . . . . 325  
 WFPG — Atlantic City, N. J. . . . . 497  
 WFPM — Fort Valley, Ga. . . . . 390  
 WFR — Hammond, La. . . . . 437  
 WFR — Reidsville, N. C. . . . . 543  
 WFRL — Freeport, Ill. . . . . 404  
 WFRM — Coudersport, Pa. . . . . 576  
 WFRO — Fremont, O. . . . . 556  
 WFRP — Savannah, Ga. . . . . 393  
 WFRX — West Frankfort, Ill. . . . . 410  
 WFTC — Kinston, N. C. . . . . 540  
 WFTL — Fort Lauderdale, Fla. . . . . 375  
 WFTM — Maysville, Ky. . . . . 432  
 WFTR — Front Royal, Va. . . . . 643  
 WFTW — Ft. Walton Beach, Fla. . . . . 376  
 WFUL — Fulton, Ky. . . . . 430  
 WFUN — Huntsville, Ala. . . . . 327  
 WFRV — Grand Rapids, Mich. . . . . 461  
 WFVA — Fredericksburg, Va. . . . . 643  
 WFVG — Fuquay Springs, N. C. . . . . 537  
 WFYC — Alma, Mich. . . . . 456  
 WGAA — Cedartown, Ga. . . . . 388  
 WGAC — Augusta, Ga. . . . . 387  
 WGAD — Gadsden, Ala. . . . . 325  
 WGAF — Valdosta, Ga. . . . . 394  
 WGAI — Elizabeth, N. C. . . . . 537  
 WGAL — Lancaster, Pa. . . . . 580  
 WGAN — Portland, Me. . . . . 444  
 WGAP — Maryville, Tenn. . . . . 608  
 WGAR — Cleveland, O. . . . . 553  
 WGAT — Utica, N. Y. . . . . 531  
 WGAU — Athens, Ga. . . . . 384  
 WGAW — Gardner, Mass. . . . . 452  
 WGAY — Silver Springs, Md. . . . . 449  
 WGBA — Columbus, Ga. . . . . 388  
 WGBB — Freeport, N. Y. . . . . 509  
 WGBF — Evansville, Ind. . . . . 411  
 WGBG — Greensboro, N. C. . . . . 538  
 WGBI — Scranton, Pa. . . . . 588  
 WGBR — Goldsboro, N. C. . . . . 538  
 WGBS — Miami, Fla. . . . . 378  
 WGCN — Red Lion, Pa. . . . . 587

WGCD — Chester, S. C.	596	WHBT — Harrison, Tenn.	605
WGCM — Gulfport, Miss.	476	WHBU — Anderson, Ind.	410
WGEA — Geneva, Ala.	325	WHBY — Appleton, Wis.	661
WGEM — Quincy, Ill.	408	WHCC — Waynesville, N. C.	545
WGES — Chicago, Ill.	402	WHCU — Ithaca, N. Y.	511
WGET — Gettysburg, Pa.	577	WHDF — Houghton, Mich.	462
WGEZ — Beloit, Wis.	661	WHDH — Boston, Mass.	450
WGFS — Covington, Ga.	389	WHDL — Olean, N. Y.	523
WGGA — Gainesville, Ga.	390	WHDM — McKenzie, Tenn.	608
WGGG — Gainesville, Fla.	376	WHEB — Portsmouth, N. H.	497
WGGH — Marion, Ill.	406	WHEC — Rochester, N. Y.	527
WGH — Newport News, Va.	645	WHED — Washington, N. C.	545
WGIG — Brunswick, Ga.	387	WHEE — Martinsville, Va.	644
WGIL — Galesburg, Ill.	404	WHEN — Syracuse, N. Y.	528
WGIV — Charlotte, N. C.	535	WHEP — Foley, Ala.	325
WGKV — Charleston, W. Va.	656	WHFB — Benton Harbor, Mich.	457
WGL — Ft. Wayne, Ind.	411	WHFC — Chicago, Ill.	402
WGLC — Centreville, Miss.	475	WHGB — Harrisburg, Pa.	578
WGLS — Decatur, Ga.	389	WHGR — Houghton Lake, Mich.	462
WGMA — Hollywood-Miami, Fla.	376	WHHH — Warren, O.	560
WGMS — Washington, D. C.	372	WHHM — Memphis, Tenn.	608
WGN — Chicago, Ill.	401	WHIE — Griffin, Ga.	330
WGNC — Gastonia, N. C.	537	WHIL — Medford, Mass.	453
WGNI — Wilmington, N. C.	545	WHIM — Providence, R. I.	594
WGNS — Murfreesboro, Tenn.	609	WHIN — Gallatin, Tenn.	635
WGNV — Newburgh, N. Y.	512	WHIO — Dayton, O.	555
WGOV — Valdosta, Ga.	395	WHIP — Mooresville, N. C.	541
WGPA — Bethlehem, Pa.	574	WHIR — Danville, Ky.	429
WGPC — Albany, Ga.	384	WHIS — Bluefield, W. Va.	656
WGR — Buffalo, N. Y.	508	WHIT — New Bern, N. C.	542
WGRA — Cairo, Ga.	388	WHIZ — Zanesville, O.	561
WGRC — Louisville, Ky.	431	WHJB — Greensburg, Pa.	577
WGRD — Grand Rapids, Mich.	462	WHJC — Matewan, W. Va.	658
WGRM — Greenwood, Miss.	476	WHK — Cleveland, O.	553
WGRV — Greenville, Tenn.	605	WHKK — Akron, O.	549
WGRY — Gary, Ind.	412	WHKP — Hendersonville, N. C.	539
WGSM — Huntington, N. Y.	511	WHKY — Hickory, N. C.	539
WGST — Atlanta, Ga.	385	WHLB — Virginia, Minn.	473
WGSV — Guntersville, Ala.	325	WHLD — Niagara Falls, N. Y.	523
WGSW — Greenwood, S. C.	598	WHLF — South Boston, Va.	648
WGTA — Summerville, Ga.	394	WHLI — Hempstead, N. Y.	511
WGTC — Greenville, N. C.	538	WHLL — Wheeling, W. Va.	660
WGTH — Hartford, Conn.	368	WHLM — Bloomsburg, Pa.	574
WGTL — Kannapolis, N. C.	540	WHLN — Harlan, Ky.	430
WGTM — Wilson, N. C.	546	WHLS — Port Huron, Mich.	466
WGTN — Georgetown, S. C.	597	WHMA — Anniston, Ala.	321
WGUY — Bangor, Me.	443	WHMP — Northampton, Mass.	454
WGVA — Geneva, N. Y.	509	WHNC — Henderson, N. C.	538
WGVM — Greenville, Miss.	476	WHNY — McComb, Miss.	478
WGWC — Selma, Ala.	330	WHO — Des Moines, Ia.	418
WGWD — Gadsden, Ala.	325	WHOC — Philadelphia, Miss.	479
WGWR — Asheboro, N. C.	533	WHOD — Homestead, Pa.	579
WGY — Schenectady, N. Y.	528	WHOK — Lancaster, O.	556
WGYV — Greenville, Ala.	325	WHOL — Allentown, Pa.	573
WHAB — Baxley, Ga.	387	WHOM — New York, N. Y.	515
WHAI — Greenfield, Mass.	452	WHOO — Orlando, Fla.	380
WHAK — Rogers City, Mich.	466	WHOP — Hopkinsville, Ky.	431
WHAL — Shelbyville, Tenn.	611	WHOS — Decatur, Ala.	323
WHAM — Rochester, N. Y.	527	WHOT — South Bend, Ind.	415
WHAN — Charleston, S. C.	596	WHOW — Clinton, Ill.	403
WHAP — Hopewell, Va.	644	WHP — Harrisburg, Pa.	578
WHAR — Clarksburg, W. Va.	657	WHEP — High Point, N. C.	539
WHAS — Louisville, Ky.	431	WHRV — Ann Arbor, Mich.	456
WHAT — Philadelphia, Pa.	583	WHSC — Hartsville, S. C.	599
WHAV — Haverhill, Mass.	452	WHSY — Hattiesburg, Miss.	476
WHAW — Weston, W. Va.	660	WHTB — Talladega, Ala.	330
WHAY — New Britain, Conn.	368	WHTC — Holland, Mich.	462
WHB — Kansas City, Mo.	483	WHTN — Huntington, W. Va.	657
WHBB — Selma, Ala.	330	WHUB — Cookeville, Tenn.	605
WHBC — Canton, O.	550	WHUC — Hudson, N. Y.	511
WHBF — Rock Island, Ill.	408	WHUM — Reading, Pa.	587
WHBI — Newark, N. J.	498	WHUN — Huntingdon, Pa.	579
WHBL — Sheboygan, Wis.	666	WHVF — Wausau, Wis.	668
WHBO — Tampa, Fla.	383	WHVR — Hanover, Pa.	577
WHBQ — Memphis, Tenn.	608	WHWB — Rutland, Vt.	640
WHBS — Huntsville, Ala.	327	WHWL — Nanticoke, Pa.	581



WHXY — Bogalusa, La. . . . . 436  
 WHYL — Carlisle, Pa. . . . . 575  
 WHYN — Holyoke-Springfield, Mass. . . . . 453  
 WIAM — Williamston, N. C. . . . . 545  
 WIBA — Madison, Wis. . . . . 663  
 WIBB — Macon, Ga. . . . . 391  
 WIBC — Indianapolis, Ind. . . . . 412  
 WIBG — Philadelphia, Pa. . . . . 585  
 WIBM — Jackson, Mich. . . . . 463  
 WIBR — Baton Rouge, La. . . . . 435  
 WIBU — Poynette, Wis. . . . . 665  
 WIBV — Belleville, Ill. . . . . 399  
 WIBW — Topeka, Kans. . . . . 427  
 WIBX — Utica, N. Y. . . . . 531  
 WICA — Ashtabula, O. . . . . 550  
 WICC — Bridgeport, Conn. . . . . 367  
 WICE — Providence, R. I. . . . . 593  
 WICH — Norwich, Conn. . . . . 369  
 WICK — Scranton, Pa. . . . . 588  
 WICR — Cruz Bay, V. I. . . . . 677  
 WICY — Malone, N. Y. . . . . 512  
 WIDE — Biddeford, Me. . . . . 443  
 WIEL — Elizabethtown, Ky. . . . . 429  
 WIFM — Elkin, N. C. . . . . 537  
 WIGM — Medford, Wis. . . . . 654  
 WIKB — Iron River, Mich. . . . . 463  
 WIKC — Bogalusa, La. . . . . 436  
 WIKE — Newport, Vt. . . . . 640  
 WIKK — Erie, Pa. . . . . 577  
 WIKY — Evansville, Ind. . . . . 411  
 WIL — St. Louis, Mo. . . . . 486  
 WILD — Birmingham, Ala. . . . . 322  
 WILE — Cambridge, O. . . . . 550  
 WILK — Wilkes-Barre, Pa. . . . . 590  
 WILM — Wilmington, Del. . . . . 371  
 WILO — Frankfort, Ind. . . . . 412  
 WILS — Lansing, Mich. . . . . 464  
 WILY — Pittsburgh, Pa. . . . . 586  
 WIMA — Lima, O. . . . . 556  
 WIMO — Winder, Ga. . . . . 395  
 WIMS — Michigan City, Ind. . . . . 414  
 WINA — Charlotteville, Va. . . . . 642  
 WINC — Winchester, Va. . . . . 649  
 WIND — Chicago, Ill. . . . . 402  
 WING — Dayton, O. . . . . 555  
 WINI — Murphysboro, Ill. . . . . 407  
 WINK — Ft. Myers, Fla. . . . . 375  
 WINN — Louisville, Ky. . . . . 432  
 WINR — Binghamton, N. Y. . . . . 507  
 WINS — New York, N. Y. . . . . 515  
 WINX — Rockville, Md. . . . . 448  
 WINZ — Miami, Fla. . . . . 378  
 WIOD — Miami, Fla. . . . . 378  
 WIOK — Tampa, Fla. . . . . 383  
 WION — Ionia, Mich. . . . . 462  
 WIOU — Kokomo, Ind. . . . . 413  
 WIP — Philadelphia, Pa. . . . . 585  
 WIPC — Lake Wales, Fla. . . . . 377  
 WIPS — Ticonderoga, N. Y. . . . . 530  
 WIRA — Fort Pierce, Fla. . . . . 376  
 WIRB — Enterprise, Ala. . . . . 324  
 WIRC — Hickory, N. C. . . . . 539  
 WIRE — Indianapolis, Ind. . . . . 412  
 WIRJ — Humboldt, Tenn. . . . . 606  
 WIRK — West Palm Beach, Fla. . . . . 384  
 WIRL — Peoria, Ill. . . . . 407  
 WIRO — Ironton, O. . . . . 556  
 WIRY — Plattsburg, N. Y. . . . . 524  
 WIS — Columbia, S. C. . . . . 596  
 WISC — Madison, Wis. . . . . 663  
 WISE — Asheville, N. C. . . . . 533  
 WISH — Indianapolis, Ind. . . . . 413  
 WISL — Shamokin, Pa. . . . . 588  
 WISN — Milwaukee, Wis. . . . . 664  
 WISO — Ponce, P. R. . . . . 675  
 WISP — Kinston, N. C. . . . . 540

WISR — Butler, Pa. . . . . 575  
 WIST — Charlotte, N. C. . . . . 535  
 WITH — Baltimore, Md. . . . . 447  
 WITY — Danville, Ill. . . . . 403  
 WITZ — Jasper, Ind. . . . . 413  
 WIVI — Christiansted, V. I. . . . . 677  
 WIVK — Knoxville, Tenn. . . . . 637  
 WIVY — Jacksonville, Fla. . . . . 376  
 WIZE — Springfield, O. . . . . 559  
 WIZZ — Streator, Ill. . . . . 409  
 WJAC — Johnstown, Pa. . . . . 580  
 WJAG — Norfolk, Nebr. . . . . 492  
 WJAM — Marion, Ala. . . . . 327  
 WJAN — Spartanburg, S. C. . . . . 600  
 WJAR — Providence, R. I. . . . . 594  
 WJAS — Pittsburgh, Pa. . . . . 586  
 WJAT — Swainsboro, Ga. . . . . 394  
 WJAX — Jacksonville, Fla. . . . . 376  
 WJAY — Mullins, S. C. . . . . 599  
 WJAZ — Albany, Ga. . . . . 384  
 WJBB — Haleyville, Ala. . . . . 327  
 WJBC — Bloomington, Ill. . . . . 399  
 WJBK — Detroit, Mich. . . . . 459  
 WJBO — Baton Rouge, La. . . . . 435  
 WJBS — Deland, Fla. . . . . 375  
 WJBW — New Orleans, La. . . . . 439  
 WJCD — Seymour, Ind. . . . . 414  
 WJCM — Sebring, Fla. . . . . 382  
 WJDA — Quincy, Mass. . . . . 454  
 WJDX — Jackson, Miss. . . . . 477  
 WJEF — Grand Rapids, Mich. . . . . 462  
 WJEH — Gallipolis, O. . . . . 556  
 WJEL — Hagerstown, Md. . . . . 448  
 WJEM — Springfield, O. . . . . 559  
 WJER — Dover, O. . . . . 555  
 WJET — Erie, Pa. . . . . 577  
 WJFR — Caguas, P. R. . . . . 674  
 WJHL — Johnson City, Tenn. . . . . 606  
 WJHO — Opelika, Ala. . . . . 329  
 WJHP — Jacksonville, Fla. . . . . 376  
 WJIG — Tullahoma, Tenn. . . . . 612  
 WJIM — Lansing, Mich. . . . . 465  
 WJIV — Savannah, Ga. . . . . 393  
 WJJD — Chicago, Ill. . . . . 402  
 WJL — Niagara Falls, N. Y. . . . . 523  
 WJLM — Lewisburg, Tenn. . . . . 607  
 WJKO — Springfield, Mass. . . . . 454  
 WJLB — Detroit, Mich. . . . . 459  
 WJLD — Birmingham, Ala. . . . . 322  
 WJLK — Asbury Park, N. J. . . . . 497  
 WJLS — Beckley, W. Va. . . . . 656  
 WJMA — Orange, Va. . . . . 646  
 WJMB — Brookhaven, Miss. . . . . 474  
 WJMC — Rice Lake, Wis. . . . . 666  
 WJMJ — Philadelphia, Pa. . . . . 585  
 WJMW — Athens, Ala. . . . . 321  
 WJMX — Florence, S. C. . . . . 597  
 WJMO — Cleveland, O. . . . . 553  
 WJMR — New Orleans, La. . . . . 439  
 WJMS — Ironwood, Mich. . . . . 463  
 WJNC — Jacksonville, N. C. . . . . 539  
 WJNO — West Palm Beach, Fla. . . . . 383  
 WJOB — Hammond, Ind. . . . . 412  
 WJOC — Jamestown, N. Y. . . . . 511  
 WJOI — Florence, Ala. . . . . 324  
 WJOL — Joliet, Ill. . . . . 405  
 WJON — St. Cloud, Minn. . . . . 472  
 WJOT — Lake City, S. C. . . . . 599  
 WJOY — Burlington, Vt. . . . . 640  
 WJPA — Washington, Pa. . . . . 590  
 WJPD — Ishpeming, Mich. . . . . 463  
 WJPF — Herrin, Ill. . . . . 405  
 WJPG — Green Bay, Wis. . . . . 662  
 WJPR — Greenville, Miss. . . . . 476  
 WJPS — Evansville, Ind. . . . . 411  
 WJQS — Jackson, Miss. . . . . 477

WJR — Detroit, Mich.	459	WKRK — Mobile, Ala.	328
WJRD — Tuscaloosa, Ala.	331	WKRMB — Columbia, Tenn.	604
WJRI — Lenoir, N. C.	540	WKRO — Cairo, Ill.	399
WJTN — Jamestown, N. Y.	511	WKRS — Waukegan, Ill.	410
WJVA — South Bend, Ind.	415	WKRT — Cortland, N. Y.	508
WJVB — Jacksonville Beach, Fla.	377	WKRZ — Oil City, Pa.	583
WJW — Cleveland, O.	553	WKSBB — Milford, Del.	371
WJWL — Georgetown, Del.	371	WKSBR — Pulaski, Tenn.	611
WJWS — South Hill, Va.	648	WKST — New Castle, Pa.	581
WJXN — Jackson, Miss.	477	WKTG — Thomasville, Ga.	394
WJZM — Clarksville, Tenn.	604	WKTM — Mayfield, Ky.	432
WKAB — Mobile, Ala.	328	WKTY — LaCrosse, Wis.	663
WKAI — Macomb, Ill.	406	WKUL — Cullman, Ala.	323
WKAL — Rome, N. Y.	527	WKVA — Lewiston, Pa.	580
WKAM — Warsaw, Ind.	415	WKVM — San Juan, P. R.	677
WKAN — Kankakee, Ill.	405	WKWF — Key West, Fla.	377
WKAP — Allentown, Pa.	573	WKWK — Wheeling, W. Va.	660
WKAQ — San Juan, P. R.	677	WKXL — Concord, N. H.	496
WKAT — Miami Beach, Fla.	379	WKXY — Knoxville, Tenn.	607
WKAY — Glasgow, Ky.	430	WKYY — Sarasota, Fla.	382
WKBC — North Wilkesboro, N. C.	542	WKY — Oklahoma City, Okla.	564
WKBH — LaCrosse, Wis.	663	WKYB — Paducah, Ky.	433
WKBI — St. Mary's, Pa.	588	WKYR — Keyser, W. Va.	658
WKBLL — Covington, Tenn.	605	WKYW — Louisville, Ky.	432
WKBN — Youngstown, O.	561	WKZO — Kalamazoo, Mich.	464
WKBO — Harrisburg, Pa.	578	WLAC — Nashville, Tenn.	609
WKBR — Manchester, N. H.	496	WLAD — Danbury, Conn.	367
WKBS — Oyster Bay, N. Y.	523	WLAF — LaFollette, Tenn.	607
WKBV — Richmond, Ind.	414	WLAG — LaGrange, Ga.	391
WKBW — Buffalo, N. Y.	507	WLAK — Lakeland, Fla.	377
WKBZ — Muskegon, Mich.	465	WLAM — Lewiston, Me.	444
WKCT — Bowling Green, Ky.	428	WLAN — Lancaster, Pa.	580
WKDA — Nashville, Tenn.	609	WLAP — Lexington, Ky.	431
WKDK — Newberry, S. C.	599	WLAQ — Rome, Ga.	392
WKDN — Camden, N. J.	498	WLAR — Athens, Tenn.	603
WKEI — Kewanee, Ill.	405	WLAS — Jacksonville, N. C.	540
WKEU — Griffin, Ga.	390	WLAT — Conway, S. C.	597
WKEY — Covington, Va.	642	WLAU — Laurel, Miss.	478
WKGN — Knoxville, Tenn.	607	WLAV — Grand Rapids, Mich.	462
WKHM — Jackson, Mich.	464	WLAY — Muscle Shoals, Ala.	329
WKIC — Hazard, Ky.	430	WLBB — Carrollton, Ga.	388
WKID — Urbana, Ill.	409	WLBC — Muncie, Ind.	414
WKIK — Leonardtown, Md.	448	WLBE — Leesburg, Fla.	378
WKIN — Kingsport, Tenn.	606	WLBG — Laurens, S. C.	599
WKIP — Poughkeepsie, N. Y.	527	WLBH — Mattoon, Ill.	406
WKJB — Mayaguez, P. R.	675	WLBK — Bowling Green, Ky.	428
WKJG — Ft. Wayne, Ind.	412	WLBK — DeKalb, Ill.	404
WKKO — Cocoa, Fla.	374	WLBL — Stevens Point, Wis.	667
WKLA — Ludington, Mich.	465	WLBK — Lebanon, Ky.	431
WKLK — Canton, Ala.	323	WLBK — Lebanon, Pa.	580
WKLJ — Sparta, Wis.	667	WLBS — Birmingham, Ala.	323
WKLK — Cloquet, Minn.	469	WLBZ — Bangor, Me.	443
WKLO — Louisville, Ky.	432	WLCK — Campbellsville, Ky.	429
WKLW — Blackstone, Va.	642	WLCM — Lancaster, S. C.	599
WKLY — Hartwell, Ga.	390	WLCL — Torrington, Conn.	369
WKMF — Flint, Mich.	460	WLCS — Baton Rouge, La.	436
WKMH — Detroit, Mich.	460	WLCX — LaCrosse, Wis.	663
WKMI — Kalamazoo, Mich.	464	WLDS — Jacksonville, Ill.	405
WKMT — Kings Mountain, N. C.	540	WLDY — Ladysmith, Wis.	663
WKNA — Charleston, W. Va.	656	WLEA — Hornell, N. Y.	511
WKNB — New Britain, Conn.	368	WLEC — Sandusky, O.	559
WKNE — Keene, N. H.	496	WLEE — Richmond, Va.	647
WKNK — Muskegon, Mich.	466	WLET — Toccoa, Ga.	394
WKNX — Saginaw, Mich.	467	WLEU — Erie, Pa.	577
WKNY — Kingston, N. Y.	512	WLEW — Bad Axe, Mich.	456
WKOA — Hopkinsville, Ky.	431	WLEX — Lexington, Ky.	431
WKOK — Sunbury, Pa.	589	WLFA — Lafayette, Ga.	391
WKOP — Binghamton, N. Y.	507	WLFB — Little Falls, N. Y.	512
WKOY — Wellston, O.	560	WLIB — New York, N. Y.	517
WKOW — Madison, Wis.	663	WLII — Newport, Tenn.	611
WKOX — Framingham, Mass.	452	WLIL — Lenoir City, Tenn.	607
WKOY — Bluefield, W. Va.	656	WLIP — Kenosha, Wis.	663
WKOZ — Kosciusko, Miss.	477	WLLH — Lowell-Lawrence, Mass.	453
WKPA — New Kensington, Pa.	581	WLMJ — Jackson, O.	556
WKPT — Kingsport, Tenn.	606	WLNA — Peekskill, N. Y.	524
WKRC — Cincinnati, O.	551	WLNH — Laconia, N. H.	496

WLOA — Braddock, Pa. . . . .	575	WMIQ — Iron Mountain, Mich. . . . .	463
WLOE — Leaksville, N. C. . . . .	540	WMIS — Natchez, Miss. . . . .	478
WLOF — Orlando, Fla. . . . .	380	WMIX — Mt. Vernon, Ill. . . . .	407
WLOG — Logan, W. Va. . . . .	658	WMJM — Cordele, Ga. . . . .	389
WLOH — Princeton, W. Va. . . . .	659	WMLS — Sylacauga, Ala. . . . .	330
WLOI — La Porte, Ind. . . . .	413	WMLT — Dublin, Ga. . . . .	389
WLOK — Lima, O. . . . .	557	WMLV — Millville, N. Y. . . . .	498
WLOL — Minneapolis, Minn. . . . .	471	WMMB — Melbourne, Fla. . . . .	378
WLOK — Lincoln, N. C. . . . .	541	WMMN — Fairmont, W. Va. . . . .	657
WLOS — Asheville, N. C. . . . .	533	WMMT — McMinnville, Tenn. . . . .	608
WLOU — Louisville, Ky. . . . .	432	WMMW — Meriden, Conn. . . . .	368
WLOW — Portsmouth, Va. . . . .	646	WMNB — North Adams, Mass. . . . .	454
WLOX — Gulfport-Biloxi, Miss. . . . .	474	WMNC — Morganton, N. C. . . . .	541
WLPM — Suffolk, Va. . . . .	648	WMNE — Menomonie, Wis. . . . .	664
WLPO — LaSalle, Ill. . . . .	406	WMNS — St. Paul, Minn. . . . .	473
WLRP — New Albany, Ind. . . . .	414	WMOA — Marietta, O. . . . .	557
WLS — Chicago, Ill. . . . .	403	WMOD — Moundsville, W. Va. . . . .	659
WLSD — Big Stone Gap, Va. . . . .	641	WMOG — Brunswick, Ga. . . . .	388
WLSE — Wallace, N. C. . . . .	545	WMOH — Hamilton, O. . . . .	556
WLSH — Lansford, Pa. . . . .	580	WMOK — Metropolis, Ill. . . . .	406
WLSI — Pikesville, Ky. . . . .	433	WMON — Montgomery, W. Va. . . . .	658
WLSM — Louisville, Miss. . . . .	478	WMOP — Ocala, Fla. . . . .	379
WLTC — Gastonia, N. C. . . . .	538	WMOU — Berlin, N. H. . . . .	496
WLVA — Lynchburg, Va. . . . .	644	WMOX — Meridian, Miss. . . . .	478
WLW — Cincinnati, O. . . . .	551	WMOZ — Mobile, Ala. . . . .	328
WLYC — Williamsport, Pa. . . . .	591	WMPA — Aberdeen, Miss. . . . .	474
WLYN — Lynn, Mass. . . . .	453	WMPM — Smithfield, N. C. . . . .	544
WMAJ — State College, Pa. . . . .	589	WMPs — Memphis, Tenn. . . . .	609
WMAK — Nashville, Tenn. . . . .	609	WMRB — Greenville, S. C. . . . .	598
WMAL — Washington, D. C. . . . .	372	WMRE — Monroe, Ga. . . . .	392
WMAM — Marinette, Wis. . . . .	664	WMRF — Lewistown, Pa. . . . .	581
WMAN — Mansfield, O. . . . .	557	WMRN — Marion, O. . . . .	557
WMAP — Monroe, N. C. . . . .	541	WMRO — Aurora, Ill. . . . .	399
WMAQ — Chicago, Ill. . . . .	403	WMRP — Flint, Mich. . . . .	461
WMAS — Springfield, Mass. . . . .	454	WMRY — New Orleans, La. . . . .	439
WMAW — Menominee, Mich. . . . .	465	WMSA — Massena, N. Y. . . . .	512
WMAX — Grand Rapids, Mich. . . . .	462	WMSC — Columbia, S. C. . . . .	596
WMAY — Springfield, Ill. . . . .	409	WMSL — Decatur, Ala. . . . .	324
WMAZ — Macon, Ga. . . . .	391	WMSN — Raleigh, N. C. . . . .	542
WMBC — Macon, Miss. . . . .	478	WMT — Cedar Rapids, Ia. . . . .	416
WMBD — Peoria, Ill. . . . .	408	WMTA — Central City, Ky. . . . .	429
WMBG — Richmond, Va. . . . .	647	WMTC — Vanceleve, Ky. . . . .	434
WMBH — Joplin, Mo. . . . .	482	WMTE — Manistee, Mich. . . . .	465
WMBL — More-head City, N. C. . . . .	541	WMTM — Moutrie, Ga. . . . .	392
WMBM — Miami Beach, Fla. . . . .	379	WMTR — Morristown, N. J. . . . .	498
WMBN — Petosky, Mich. . . . .	466	WMTS — Murfreesboro, Tenn. . . . .	609
WMBO — Auburn, N. Y. . . . .	505	WMUR — Manchester, N. H. . . . .	497
WMBR — Jacksonville, Fla. . . . .	376	WMUS — Muskegon, Mich. . . . .	466
WMBs — Uniontown, Pa. . . . .	590	WMUU — Greenville, S. C. . . . .	598
WMC — Memphis, Tenn. . . . .	609	WMVA — Martinsville, Va. . . . .	644
WMCA — New York, N. Y. . . . .	513	WMVG — Milledgeville, Ga. . . . .	391
WMCH — Church Hill, Tenn. . . . .	604	WMVO — Mt. Vernon, O. . . . .	557
WMCK — McKeesport, Pa. . . . .	581	WMYB — Myrtle Beach, S. C. . . . .	599
WMCW — Harvard, Ill. . . . .	405	WMYR — Ft. Myers, Fla. . . . .	375
WMDC — Hazlehurst, Miss. . . . .	476	WNAB — Bridgeport, Conn. . . . .	367
WMDD — Fajardo, P. R. . . . .	675	WNAC — Boston, Mass. . . . .	451
WMDN — Midland, Mich. . . . .	465	WNAE — Warren, Pa. . . . .	590
WMEV — Marion, Va. . . . .	644	WNAG — Grenada, Miss. . . . .	476
WMEX — Boston, Mass. . . . .	450	WNAH — Nashville, Tenn. . . . .	610
WMFC — Monroeville, Ala. . . . .	328	WNAM — Neenah-Menasha, Wis. . . . .	665
WMFD — Wilmington, N. C. . . . .	546	WNAO — Raleigh, N. C. . . . .	542
WMFG — Hibbing, Mich. . . . .	470	WNAR — Norristown, Pa. . . . .	583
WMFJ — Daytona Beach, Fla. . . . .	374	WNAT — Natchez, Miss. . . . .	473
WMFR — High Point, N. C. . . . .	539	WNAV — Annapolis, Md. . . . .	446
WMFS — Chattanooga, Tenn. . . . .	603	WNAW — North Adams, Mass. . . . .	454
WMGA — Moultrie, Ga. . . . .	392	WNAX — Yankton, S. D. . . . .	602
WMGM — New York, N. Y. . . . .	513	WNBF — Binghamton, N. Y. . . . .	507
WMGR — Bainbridge, Ga. . . . .	387	WNBS — New Bedford, Mass. . . . .	453
WMGW — Meadville, Pa. . . . .	581	WNBS — Murray, Ky. . . . .	433
WMGY — Montgomery, Ala. . . . .	329	WNBZ — Saranac Lake, N. Y. . . . .	528
WMIA — Caguas, P. R. . . . .	674	WNCA — Siler City, N. C. . . . .	544
WMID — Atlantic City, N. J. . . . .	497	WNCC — Barnsboro, Pa. . . . .	574
WMIE — Miami, Fla. . . . .	379	WNDB — Daytona Beach, Fla. . . . .	375
WMIK — Middlesboro, Ky. . . . .	433	WNDR — Syracuse, N. Y. . . . .	530
WMIL — Milwaukee, Wis. . . . .	665	WNEB — Worcester, Mass. . . . .	455
WMIN — St. Paul, Minn. . . . .	473	WNER — Live Oak, Fla. . . . .	378

WNES — Central City, Ky.	429	WOWO — Ft. Wayne, Ind.	412
WNEW — New York, N. Y.	521	WOXF — Oxford, N. C.	542
WNEX — Macon, Ga.	391	WOZK — Ozark, Ala.	329
WNGO — Mayfield, Ky.	432	WPAB — Ponce, P. R.	675
WNHC — New Haven, Conn.	369	WPAC — Patchogue, N. Y.	524
WNIX — Springfield, Vt.	641	WPAD — Paducah, Ky.	433
WNJR — Newark, N. J.	499	WPAG — Ann Arbor, Mich.	456
WNLA — Indianola, Miss.	477	WPAL — Charleston, S. C.	596
WNLC — New London, Conn.	369	WPAM — Pottsville, Pa.	587
WNLK — Norwalk, Conn.	369	WPAQ — Mt. Airy, N. C.	541
WNMP — Evanston, Ill.	404	WPAR — Parkersburg, W. Va.	659
WNNC — Newton, N. C.	542	WPAT — Paterson, N. J.	500
WNNJ — Newton, N. J.	499	WPAW — Pawtucket, R. I.	593
WNNT — Warsaw, Va.	648	WPAX — Thomasville, Ga.	394
WNOE — New Orleans, La.	439	WPAY — Portsmouth, O.	559
WNOK — Columbia, S. C.	597	WPAZ — Pottstown, Pa.	587
WNOP — Newport, Ky.	433	WPBB — Jackson, Ala.	327
WNOR — Norfolk, Va.	645	WPBC — Minneapolis, Minn.	471
WNOS — High Point, N. C.	539	WPCF — Panama City, Fla.	380
WNOW — York, Pa.	591	WPCT — Putnam, Conn.	369
WNOX — Knoxville, Tenn.	607	WPDQ — Jacksonville, Fla.	377
WNPT — Tuscaloosa, Ala.	331	WPDR — Portage, Wis.	665
WNRC — New Rochelle, N. Y.	512	WPDY — Clarksville, W. Va.	657
WNRI — Woonsocket, R. I.	594	WPEL — Montrose, Pa.	581
WNRV — Narrows, Va.	645	WPEN — Philadelphia, Pa.	585
WNTM — Vero Beach, Fla.	383	WPEO — Peoria, Ill.	408
WNVA — Norton, Va.	646	WPEP — Taunton, Mass.	455
WNXT — Portsmouth, O.	559	WPET — Greensboro, N. C.	538
WOAI — San Antonio, Tex.	633	WPFB — Middletown, O.	557
WOAP — Owosso, Mich.	466	WPFY — Park Falls, Wis.	655
WOAY — Oak Hill, W. Va.	659	WPGC — Morningside, Md.	448
WOBS — Jacksonville, Fla.	376	WPGW — Portland, Ind.	414
WOBT — Rhinelander, Wis.	666	WPIC — Sharon, Pa.	589
WOC — Davenport, Ia.	417	WPID — Piedmont, Ala.	329
WOCB — West Yarmouth, Mass.	455	WPIK — Alexandria, Va.	641
WOHI — East Liverpool, O.	555	WPIN — St. Petersburg, Fla.	381
WOHO — Toledo, O.	559	WPIT — Pittsburgh, Pa.	586
WOHP — Bellefontaine, O.	550	WPKE — Pikeville, Ky.	434
WOHS — Shelby, N. C.	544	WPKO — Waverly, O.	560
WOIC — Columbia, S. C.	597	WPKY — Princeton, Ky.	434
WOKE — Oak Ridge, Tenn.	611	WPLA — Plant City, Fla.	381
WOKJ — Jackson, Miss.	477	WPLH — Huntington, W. Va.	657
WOKO — Albany, N. Y.	504	WPLY — Plymouth, Wis.	665
WOKW — Sturgeon Bay, Wis.	667	WPME — Punxsutawney, Pa.	587
WOKY — Milwaukee, Wis.	665	WPMP — Pascagoula, Miss.	479
WOKZ — Alton, Ill.	399	WPNF — Brevard, N. C.	535
WOL — Washington, D. C.	372	WPNX — Phenix City, Ala.	329
WOLF — Syracuse, N. Y.	530	WPON — Pontiac, Mich.	466
WOLS — Florence, S. C.	597	WPOR — Portland, Me.	444
WOMI — Owensboro, Ky.	433	WPPA — Pottsville, Pa.	587
WOMT — Manitowoc, Wis.	663	WPRA — Mayaguez, P. R.	675
WOND — Pleasantville, N. J.	499	WPRC — Lincoln, Ill.	406
WONE — Dayton, O.	555	WPRE — Prairie Du Chien, Wis.	666
WONN — Lakeland, Fla.	377	WPRO — Providence, R. I.	593
WONW — Defiance, O.	555	WPRP — Ponce, P. R.	675
WOOD — Grand Rapids, Mich.	462	WPRS — Paris, Ill.	407
WOOF — Dotham, Ala.	324	WPRT — Prestonburg, Ky.	434
WOOK — Washington, D. C.	372	WPRY — Perry, Fla.	381
WOOW — New Bern, N.C.	542	WPTF — Raleigh, N. C.	542
WOPA — Oak Park, Ill.	407	WPTR — Albany, N. Y.	505
WOPI — Bristol, Tenn.	603	WPTS — Pittston, Pa.	586
WOR — New York, N. Y.	521	WPTW — Piqua, O.	557
WORA — Mayaguez, P. R.	675	WPTX — Lexington Park, Md.	448
WORC — Worcester, Mass.	455	WPUV — Pulaski, Va.	646
WORD — Spartanburg, S. C.	600	WPXY — Punxsutawney, Pa.	587
WORK — York, Pa.	593	WQAM — Miami, Fla.	379
WORL — Boston, Mass.	451	WQAN — Scranton, Pa.	588
WORZ — Orlando, Fla.	380	WQBC — Vicksburg, Miss.	479
WOSA — Wausau, Wis.	668	WQUA — Moline, Ill.	406
WOSC — Fulton, N. Y.	509	WQXI — Atlanta, Ga.	387
WOSH — Oshkosh, Wis.	665	WQXR — New York, N. Y.	523
WOTR — Corry, Pa.	576	WRAC — Racine, Wis.	666
WOTW — Nashua, N. H.	497	WRAD — Radford, Va.	646
WOV — New York, N. Y.	521	WRAG — Carrollton, Ala.	323
WOW — Omaha, Nebr.	493	WRAK — Williamsport, Pa.	591
WOWL — Florence, Ala.	325	WRAL — Raleigh, N. C.	543

WRAP — Norfolk, Va. ....	645
WRWB — Reading, Pa. ....	587
WRAY — Princeton, Ind. ....	414
WRBC — Jackson, Miss. ....	477
WRBL — Columbus, Ga. ....	388
WRC — Washington, D. C. ....	373
WRCA — New York, N. Y. ....	521
WRCD — Dalton, Ga. ....	389
WRCO — Richland Center, Wis. ....	666
WRCS — Ahsokie, N. C. ....	533
WRDB — Reedsburg, Wis. ....	666
WRDO — Augusta, Me. ....	443
WRDW — Augusta, Ga. ....	387
WREB — Holyoke, Mass. ....	453
WREC — Memphis, Tenn. ....	609
WREL — Lexington, Va. ....	644
WREN — Topeka, Kans. ....	427
WREY — Reidsville, N. C. ....	543
WRFC — Athens, Ga. ....	385
WRFD — Worthington, O. ....	560
WRFS — Alexander City, Ala. ....	321
WRFW — Eau Claire, Wis. ....	662
WRGA — Rome, Ga. ....	393
WRGS — Rogersville, Tenn. ....	611
WRHC — Jacksonville, Fla. ....	377
WRHI — Rock Hill, S. C. ....	600
WRIB — Providence, R. I. ....	593
WRIC — Richlands, Va. ....	646
WRIO — Rio Piedras, P. R. ....	675
WRIS — Roanoke, Va. ....	648
WRJN — Racine, Wis. ....	666
WRJW — Picayune, Miss. ....	479
WRKD — Rockland, Me. ....	445
WRLD — Lanett, Ala. ....	327
WRLE — West Point, Ga. ....	395
WRMA — Montgomery, Ala. ....	329
WRMN — Elgin, Ill. ....	404
WRNL — Richmond, Va. ....	647
WRNY — Rochester, N. Y. ....	527
WROB — West Point, Miss. ....	480
WROD — Daytona Beach, Fla. ....	375
WROK — Rockford, Ill. ....	408
WROL — Knoxville, Tenn. ....	607
WROM — Rome, Ga. ....	393
WRON — Ronceverte, W. Va. ....	659
WROS — Scottsboro, Ala. ....	330
WROV — Roanoke, Va. ....	648
WROW — Albany, N. Y. ....	505
WROX — Clarksdale, Miss. ....	475
WROY — Carmi, Ill. ....	399
WRPB — Warner Robbins, Ga. ....	395
WRR — Dallas, Tex. ....	621
WRRF — Washington, N. C. ....	545
WRRR — Rockford, Ill. ....	408
WRRZ — Clinton, N. C. ....	536
WRSW — Warsaw, Ind. ....	415
WRTA — Altoona, Pa. ....	573
WRUF — Gainesville, Fla. ....	376
WRUM — Rumford, Me. ....	445
WRUN — Utica-Rome, N. Y. ....	531
WRUS — Russellville, Ky. ....	434
WRVA — Richmond, Va. ....	647
WRWB — Kissimmee, Fla. ....	377
WRXO — Roxboro, N. C. ....	543
WSAI — Cincinnati, O. ....	553
WSAL — Logansport, Ind. ....	413
WSAM — Saginaw, Mich. ....	467
WSAN — Allentown, Pa. ....	573
WSAR — Fall River, Mass. ....	452
WSAT — Salisbury, N. C. ....	543
WSAU — Wausau, Wis. ....	668
WSAV — Savannah, Ga. ....	393
WSAY — Rochester, N. Y. ....	527
WSAZ — Huntington, W. Va. ....	658
WSB — Atlanta, Ga. ....	387
WSBA — York, Pa. ....	593

WSBB — New Smyrna Beach, Fla. ....	379
WSBC — Chicago, Ill. ....	403
WSBT — South Bend, Ind. ....	415
WSCR — Scranton, Pa. ....	588
WSDR — Sterling, Ill. ....	409
WSFA — Montgomery, Ala. ....	329
WSFC — Somerset, Ky. ....	434
WSFT — Thomaston, Ga. ....	394
WSGC — Elberton, Ga. ....	390
WSGN — Birmingham, Ala. ....	323
WSGW — Saginaw, Mich. ....	467
WSHB — Stillwater, Minn. ....	473
WSHE — Sheboygan, Wis. ....	667
WSIC — Statesville, N. C. ....	544
WSID — Baltimore, Md. ....	447
WSIG — Mount Jackson, Va. ....	645
WSIP — Paintsville, Ky. ....	433
WSIR — Winter Haven, Fla. ....	384
WSIV — Pekin, Ill. ....	407
WSIX — Nashville, Tenn. ....	610
WSJS — Winston-Salem, N. C. ....	547
WSKI — Montpelier-Barre, Vt. ....	640
WSKY — Asheville, N. C. ....	533
WSLB — Ogdensburg, N. Y. ....	523
WSLI — Jackson, Miss. ....	477
WSLM — Salem, Ind. ....	414
WSLS — Roanoke, Va. ....	648
WSM — Nashville, Tenn. ....	610
WSMB — New Orleans, La. ....	439
WSMI — Litchfield, Ill. ....	406
WSMT — Sparta, Tenn. ....	611
WSNJ — Bridgetown, N. J. ....	497
WSNW — Seneca, S. C. ....	600
WSNY — Schenectady, N. Y. ....	528
WSOC — Charlotte, N. C. ....	536
WSOK — Nashville, Tenn. ....	610
WSON — Henderson, Ky. ....	430
WSOO — Sault Ste. Marie, Mich. ....	467
WSOY — Decatur, Ill. ....	403
WSPA — Spartanburg, S. C. ....	600
WSPB — Sarasota, Fla. ....	382
WSPC — Anniston, Ala. ....	321
WSPD — Toledo, O. ....	559
WSPN — Saratoga Springs, N. Y. ....	528
WSPR — Springfield, Mass. ....	455
WSPT — Stevens Point, Wis. ....	567
WSRC — Durham, N. C. ....	636
WSRS — Cleveland, O. ....	554
WSSB — Durham, N. C. ....	536
WSSC — Sumter, S. C. ....	600
WSSO — Starkville, Miss. ....	479
WSSV — Petersburg, Va. ....	646
WSTA — Charlotte-Amalie, V. I. ....	677
WSTC — Stamford, Conn. ....	369
WSTN — St. Augustine, Fla. ....	381
WSTP — Salisbury, N. C. ....	543
WSTR — Sturgis, Mich. ....	467
WSTU — Stuart, Fla. ....	382
WSTV — Steubenville, O. ....	559
WSUN — St. Petersburg, Fla. ....	381
WSVA — Harrisonburg, Va. ....	644
WSVS — Crewe, Va. ....	642
WSWN — Belle Glade, Fla. ....	374
WSYB — Rutland, Vt. ....	640
WSYD — Mount Airy, N. C. ....	542
WSYR — Syracuse, N. Y. ....	528
WTAC — Flint, Mich. ....	461
WTAD — Quincy, Ill. ....	408
WTAG — Worcester, Mass. ....	456
WTAL — Tallahassee, Fla. ....	382
WTAM — Cleveland, O. ....	553
WTAN — Clearwater, Fla. ....	374
WTAO — Cambridge, Mass. ....	451
WTAQ — LaGrange, Ill. ....	405
WTAR — Norfolk, Va. ....	645
WTAW — College Station, Tex. ....	618

WTAX — Springfield, Ill. ....	409	WUSJ — Lockport, N. Y. ....	512
WTBC — Tuscaloosa, Ala. ....	331	WUSN — Charleston, S. C. ....	596
WTBF — Troy, Ala. ....	330	WUST — Bethesda, Md. ....	447
WTBO — Cumberland, Md. ....	447	WVAM — Altoona, Pa. ....	574
WTCH — Shawano, Wis. ....	666	WVCG — Coral Gables, Fla. ....	374
WTCJ — Tell City, Ind. ....	415	WVCH — Chester, Pa. ....	576
WTCM — Traverse City, Mich. ....	467	WVDA — Boston, Mass. ....	451
WTCN — Minneapolis-St. Paul, Minn. ....	471	WVEC — Hampton, Va. ....	643
WTCO — Campbellsville, Ky. ....	429	WVET — Rochester, N. Y. ....	527
WTCW — Whitesburg, Ky. ....	434	WVIM — Vicksburg, Miss. ....	479
WTEL — Philadelphia, Pa. ....	586	WVJP — Caguas, P. R. ....	675
WTHI — Terre Haute, Ind. ....	415	WVJS — Owensboro, Ky. ....	433
WTIC — Hartford, Conn. ....	368	WVKO — Columbus, O. ....	555
WTIK — Durham, N. C. ....	536	WVLK — Lexington, Ky. ....	431
WTIL — Mayaguez, P. R. ....	675	WVLN — Olney, Ill. ....	407
WTIM — Taylorville, Ill. ....	409	WVMC — Mount Carmel, Ill. ....	407
WTIP — Charleston, W. Va. ....	657	WVMI — Biloxi, Miss. ....	474
WTIX — New Orleans, La. ....	440	WVNJ — Newark, N. J. ....	499
WTJH — East Point, Ga. ....	390	WVOK — Birmingham, Ala. ....	323
WTJS — Jackson, Tenn. ....	606	WVOM — Boston-Brookline, Mass. ....	451
WTKM — Hartford, Wis. ....	662	WVOP — Vidalia, Ga. ....	395
WTLA — Tallahassee, Ala. ....	330	WVOS — Liberty, N. Y. ....	512
WTMA — Charleston, S. C. ....	596	WVOT — Wilson, N. C. ....	546
WTMC — Ocala, Fla. ....	380	WVOW — Logan, W. Va. ....	658
WTMJ — Milwaukee, Wis. ....	665	WVPO — Stroudsburg, Pa. ....	589
WTMV — East St. Louis, Ill. ....	404	WVSC — Somerset, Pa. ....	589
WTNC — Thomasville, N. C. ....	545	WVVW — Fairmont, W. Va. ....	657
WTND — Orangeburg, S. C. ....	600	WWBG — Bowling Green, O. ....	550
WTNJ — Trenton, N. J. ....	500	WWBZ — Vineland, N. J. ....	501
WTNS — Coshocton, O. ....	555	WWCA — Gary, Ind. ....	412
WTNI — Tallahassee, Fla. ....	382	WWCO — Waterbury, Conn. ....	370
WTOB — Winston-Salem, N. C. ....	547	WWDC — Washington, D. C. ....	373
WTOC — Savannah, Ga. ....	393	WWEZ — New Orleans, La. ....	440
WTOD — Toledo, O. ....	560	WWGP — Sanford, N. C. ....	544
WTOK — Meridian, Miss. ....	478	WWGS — Tifton, Ga. ....	394
WTOL — Toledo, O. ....	560	WWHG — Hornell, N. Y. ....	511
WTON — Staunton, Va. ....	648	WWIN — Baltimore, Md. ....	447
WTOP — Washington, D. C. ....	373	WWIT — Canton, N. C. ....	535
WTOR — Torrington, Conn. ....	370	WWJ — Detroit, Mich. ....	460
WTOW — Towson, Md. ....	449	WWKO — Ashland, Ky. ....	428
WTPR — Paris, Tenn. ....	611	WWKY — Winchester, Ky. ....	434
WTPS — New Orleans, La. ....	440	WWL — New Orleans, La. ....	440
WTRB — Ripley, Tenn. ....	611	WWNC — Asheville, N. C. ....	533
WTRC — Elkhardt, Ind. ....	411	WWNH — Rochester, N. H. ....	497
WTRL — Bradentown, Fla. ....	374	WWNR — Beckley, W. Va. ....	656
WTRN — Tyron, Pa. ....	590	WWNS — Statesboro, Ga. ....	393
WTRP — LaGrange, Ga. ....	391	WWNY — Watertown, N. Y. ....	532
WTRR — Sanford, Fla. ....	382	WWOC — Manitowoc, Wis. ....	664
WTRW — Two Rivers, Wis. ....	667	WWOD — Lynchburg, Va. ....	644
WTRX — Bellaire, O. ....	550	WWOL — Buffalo, N. Y. ....	508
WTRY — Troy, N. Y. ....	530	WWON — Woonsocket, R. I. ....	594
WTSB — Brattleboro, Vt. ....	640	WWPA — Williamsport, Pa. ....	591
WTSB — Lumberton, N. C. ....	541	WWPB — Miami, Fla. ....	379
WTSB — Hanover-Lebanon, N. H. ....	496	WWPF — Palatka, Fla. ....	380
WTSP — St. Petersburg, Fla. ....	381	WWPG — West Palm Beach, Fla. ....	384
WTSV — Claremont, N. H. ....	496	WWRL — Woodside, N. Y. ....	532
WTTB — Vero Beach, Fla. ....	383	WWSC — Glens Falls, N. Y. ....	509
WTHH — Port Huron, Mich. ....	466	WWSR — St. Albans, Vt. ....	641
WTTM — Trenton, N. J. ....	500	WWST — Wooster, O. ....	560
WTTN — Watertown, Wis. ....	667	WWSW — Pittsburgh, Pa. ....	586
WTRR — Westminster, Md. ....	449	WWVA — Wheeling, W. Va. ....	660
WTTT — Bloomington, Ind. ....	410	WWWB — Jasper, Ala. ....	327
WTUP — Tupelo, Miss. ....	479	WWWF — Fayette, Ala. ....	324
WTUS — Tuskegee, Ala. ....	331	WWWR — Russellville, Ala. ....	330
WTUX — Wilmington, Del. ....	371	WWWV — Rio Piedras, P. R. ....	675
WTVB — Coldwater, Mich. ....	459	WWYO — Pineville, W. Va. ....	659
WTVH — Peoria, Ill. ....	408	WXAL — Demopolis, Ala. ....	324
WTVL — Waterville, Me. ....	445	WXGI — Richmond, Va. ....	647
WTVN — Columbus, O. ....	554	WXLW — Indianapolis, Ind. ....	413
WTWA — Thomson, Ga. ....	394	WXOK — Baton Rouge, La. ....	436
WTWN — St. Johnsbury, Vt. ....	641	WXRA — Buffalo-Kenmore, N. Y. ....	508
WTXL — West Springfield, Mass. ....	455	WXRK — Guayama, P. R. ....	675
WTYC — Rock Hill, S. C. ....	600	WXYZ — Detroit, Mich. ....	460
WTYN — Tryon, N. C. ....	545	WYVE — Wytheville, Va. ....	649
WTYS — Marianna, Fla. ....	378	WZIP — Covington, Ky. ....	429
WULA — Eufaula, Ala. ....	324	WZOB — Ft. Payne, Ala. ....	325

# ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,600 — Families 792,000

Radio Homes — 656,000 — TV Homes — 360,000 — Stations in State 91

## WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. .... Power: 500 Watts d.  
Owned-Oper. By. .... Sand Mt. Bcstg. Service  
Business-Studio Address. .... P. O. Box 250  
Phone Number ..... 630  
News Service ..... AP  
Transcription Service ..... World  
Pres. Gen. Mgr. .... Pat M. Courington  
Commercial Manager. .... Glenn Jackson  
Station Mgr. .... Jesse Culp  
Prog. Dir. .... Bill Hagler  
Chief Engineer. .... Gene Killian

## WRFS

ALEXANDER CITY—1947—KBS

Frequency: 1050 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... Piedmont Service Corp.  
Business-Studio Address ..... Main St.  
Phone: Adams 4-2566. .... Air Time: Daytime  
News Service ..... UP  
Transcription Service. .... Thesaurus  
Representative. .... Dora Clayton  
President. .... James L. Coley  
Gen.-Station-Com. Mgr. .... Jim Whatley  
Prog. Dir. .... Bob McKinnon  
Chief Engineer. .... James W. Whatley

## WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 920 Kc. .... Power: 1000 Watts  
Owned-Operated By. .... Andalusia Bcstg. System  
Address ..... Sanford Rd.  
Air Time ..... Full Time  
News Service ..... AP  
Transcription Service ..... RCA  
Representative ..... Walker-Dora Clayton  
Membership ..... NARTB  
Exec. V.P., Gen. Mgr. .... Dige Bishop  
Commercial Manager. .... Don Cooke  
Program Director. .... Barbara Nicholson  
Publicity Director. .... Bart Pryor  
Chief Engineer. .... J. Dige Bishop

## WANA

ANNISTON—1954—KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Gadsden Radio Co.  
Address. .... 300 Leighton Ave.  
Air Time ..... Full Time  
Sta. Rep. .... McGillvra, Inc.  
Co-Owners. Edwin H. Estes, Cary L. Graham  
Gen. Mgr. .... Edwin Estes

## WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. .... Power: 250 Watts

Owned-Operated By. .... Anniston Bcstg. Co., Inc.  
Business-Studio Address. .... Radio Bldg.  
Phone: 2380. .... Air Time: Full Time  
Transcription Service. .... World, Thesaurus  
Representative. .... Sears & Ayer  
Membership ..... NARTB, RAB  
President. .... Harry M. Ayers  
Gen.-Sta. Mgr. .... Malcolm Street  
Commercial Mgr. .... R. A. Davidson  
Program Director. .... Rosamond Ponder  
Publicity Director. .... E. Cody Hall  
Sales Prom. Mgr. .... Teena Taylor  
Chief Engineer. .... James A. Hudson

## WSPC

ANNISTON—1949—MBS

Freq.: 1390 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By Model City Bcstg. Co., Inc.  
Business Address. .... Jefferson Davis Hotel  
Phone: 6-8291. .... Air Time: Unlimited  
News Service ..... AP  
Representative. .... Walker & Dora-Clayton  
Pres., Gen., Sta. Mgr. .... W. S. Weatherly  
Commercial Manager. .... John M. Orrison  
Program Director. .... Rosebud Waldrop  
Chief Engineer. .... Winfred B. Kennedy

## WJMW

ATHENS—1948

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... Athens Bcstg. Co., Inc.  
Business-Studio Address. .... Hine St.  
Phone Number ..... 565  
Trans. Ser. .... Lang-Worth, Library Service  
News Service ..... AP  
Pres.-Gen. Mgr. .... Homer F. Dunnivant  
Pgm., Prom., News Dir. .... Marjorie Jones  
Chief Engineer. .... William G. Mitchell

## WATM

ATMORE—1949

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Operated By. .... Southland Bcstg. Co.  
Address. .... P. O. Box 59  
News Service ..... AP  
Transcription Service ..... World  
Partner. .... T. C. Miniard  
Partner. .... Grady L. Ingram  
General Manager. .... T. C. Miniard  
Commercial Manager. .... Sam Ford  
Program Director. .... Julia Miniard  
Chief Engineer. .... T. C. Miniard

## WAUD

AUBURN—1947—ABC

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Auburn Bcstg. Co.  
Address. .... Montgomery Hwy

**WBCO**  
**BESSEMER—BIRMINGHAM—1950**  
 Frequency: 1450 Kc. Power: 250 Watts  
 Owned. Bessemer Bcstg. Co., Inc.  
 Business Address. Box 606  
 Phone: 5-5241 Air Time: Full Time  
 Representative. Forjoe, Dora-Clayton  
 Gen. & Comm. Mgr. Eugene P. Weil  
 Pres. J. E. Lanier  
 Program Director. E. Faush  
 Chief Engineer. Jack Warden

**WBCO**

**WAPI**  
**BIRMINGHAM—1922—NBC**  
 Frequency: 1070 Kc. Power: 10,000 Watts  
 Owned-Oper. By. Television Corp.  
 Address. P. O. Box 2553  
 Phone: 4-2466 Air Time: Full Time  
 News Service. AP  
 Newspaper Affil. Birmingham News  
 Representative. John Blair  
 Membership. NARTB, RAB  
 Pres., Gen. Mgr. Henry P. Johnston  
 VP Programming. Ray F. Furr  
 VP & Mgr. of Radio Operations. Herbert Martin  
 Publicity Director. James Chenoweth  
 Chief Engineer. J. V. Sanderson

**WAPI**

**WBRC**  
**BIRMINGHAM—1925—CBS**  
 Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By. Birmingham Bcstg. Co., Inc.  
 Address. 1727 1/2 2nd Ave., N.  
 Phone: 7-3172 Air Time: Full Time  
 News Service. INS, AP  
 Transcription Service. Capitol  
 Representative. Katz  
 Membership. NARTB, RAB  
 President. George B. Storer  
 Mging. Dir., Comm. Mgr. James E. Bailey  
 Sales Prom. Mgr. Natt Smith  
 Prog. Dir. Fox Lightfoot  
 Prod. Mgr. Jack Williams  
 Chief Engineer. Robert L. DuPriest

**WBRC**

**WCRT**  
**BIRMINGHAM—1953**  
 Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Chapman Radio-TV Co.  
 Business Address. 725 S. 22nd St.  
 Air Time. Daytime  
 Phone Number. 7-3019  
 News Service. UP  
 Trans. Service. Standard  
 Representative. Clark

**WCRT**

**WEDR**  
**BIRMINGHAM—1949**  
 Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Magic City Bcstg. Co.  
 Business Address. 1417 Fourth Ave. N.  
 Air Time. Daytime  
 Phone Number. 40925  
 News Service. UP  
 Representative. McGillvra  
 Partner. J. L. Doss  
 Gen. Mgr. John A. Thompson  
 Chief Engineer. John F. Cram

**WEDR**

**WEZB**  
**BIRMINGHAM—1953**  
 Frequency: 1320 Kc. Power: 1 Kw. d.  
 Owned. Gene Newman & Emory M. Mcelroy  
 Address. Bankhead Hotel, Birmingham  
 Phone: 2-9122, 4-0234-6-3040 Air Time: Daytime  
 News Service. UP  
 Trans. Service. Special Johnson Trans. Lib.  
 Representative. Continental Radio Sales  
 Membership. NARTB  
 Pres., Gen. Mgr. Gene Newman  
 Station Mgr. Tommy Walters  
 Comm. Mgr. Ganes Allen  
 Sales Prom. Mgr. Davi Higgenbothom  
 Prog. Dir. Ganus Scarborough  
 Publicity Dir. Rita Kline  
 Chief Engineer. Verl Cicero

**WEZB**

**WILD**  
**BIRMINGHAM—1945—MBS**  
 Frequency: 850 Kc. Power: 10,000 Watts  
 Owned-Oper. By. Pilot Bcstg. Corp.  
 Address. 1901 Montgomery Hi-way  
 Air Time. Full Time  
 Phone Number. 4-4511  
 President. George A. Mattison, Jr.  
 Sta., General Manager. George L. Sutherland  
 Commercial Mgr. J. B. Roberts  
 News Service. UP  
 Rep. H-R Representatives  
 Membership. NARTB  
 Program Director. Richard Bennick  
 Sales Prom., Pub. W. E. Mattison  
 Chief Engineer. Ray Lowery

**WILD**

**WJLD**  
**BIRMINGHAM—1942—KBS**  
 Frequency: 1400 Kc. Power: 250 Watts  
 Owned By. Johnson Bcstg. Co.  
 Business Address. Box 5767, Birmingham  
 Phone: 54-3466 Air Time: Full Time  
 News Service. AP  
 Representative. Interstate

**WJLD**

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Pres.-Gen. Mgr.....George Johnston, Jr.  
 Station Manager.....James Connolly  
 Program Director.....Joyce Savage  
 Comm., Sales Manager.....Joe Brewer  
 Chief Engineer.....Maurice McKinney

# WLBS

**BIRMINGHAM—1946**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WLBS, Inc.  
 Address.....212 N. 13th St.  
 Phone Number.....54-2541  
 President.....E. D. Rivers  
 General Manager.....Wm. Randall  
 Chief Engineer.....Gordon Bishop

# WSGN

**BIRMINGHAM—1926—ABC**

Frequency: 610 Kc....Power: 5000d.; 1000 n.  
 Owned-Oper.....Jemison Bcstg. Co., Inc.  
 Address.....2320 7th Ave., South  
 Phone: 4-3434.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 President.....Bascom Hopson  
 Comm. Mgr.....G. O. Privett  
 Program Director.....Ralph Rogers  
 Publicity Director.....Mary Childers  
 Chief Engineer.....Jack Shea

# WVOK

**BIRMINGHAM—1947**

Frequency: 690 Kc....Power: 50,000 Watts d.  
 Owned-Operated By.....Voice of Dixie Inc.  
 Business Address.....P. O. Box 2468,  
 Phone: 6-2924.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Radio Reps., Inc.  
 Membership.....NARTB  
 Pres., Gen. Sta. Mgr.....Iralee W. Bennis  
 Com. Sales Prom. Mgr.....Ira Leslie  
 Chief Engineer.....R. G. Blaskow

# WEBJ

**BREWTON—1947—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Brewton Bcstg. Co.  
 Business Address.....Box 870  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Representative.....Dora-Clayton  
 Pres.....W. Emmett Brooks  
 Gen. Mgr.....Bolling Brooks  
 Program Director.....Helen Aughtman  
 Chief Engineer.....J. A. Sikes

# WRAG

**CARROLLTON—1951—KBS**

Frequency: 590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Pickens County Bcstg. Co.  
 Address.....Box 71

Phone Number: 2364.....Air Time: Daytime  
 News Service.....UP  
 Trans. Service.....World  
 Representative.....Continental  
 Gen. Mgr., Chief Eng.....Hugh Hughes  
 Comm. Mgr.....Ray Hardin  
 Prog. Mgr.....Carl Sauceman

# WKLF

**CLANTON—1947—KBS**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Southeastern Bcstg. Co.  
 Address.....P. O. Box 110  
 Phone Number: 449.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....World  
 President.....Dr. J. Kelley Robinson  
 Gen., Sta., Sales Mgr.....Leland L. Hudson  
 Pgm., Pub. Dir.....Helen Parrish  
 Chief Engineer.....Lester Carter

# WFMH

**CULLMAN—1949**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....The Voice of Cullman  
 Address.....206 Second Ave. E.  
 Phone No.....910  
 News Service.....AP  
 Transcription Service. Associated & Thesaurus  
 Membership.....RAB  
 Gen., Comm. Mgr.....B. C. Eddins  
 Prog. Dir.....V. E. Waters  
 Chief Engr.....J. E. Buxton

# WKUL

**CULLMAN—1946—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cullman Bcstg. Co.  
 Address.....P. O. Box 211  
 Phone: 863.....Air Time: Full Time  
 News Service.....UP  
 Gen. Mgr.....Ralph Mann  
 Program Director.....Charles Crule  
 Chief Engineer.....Arthur Bachmann

# WAJF

**DECATUR—1953**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....J. B. Falt, Jr.  
 Business Address.....112 Grant Street  
 Phone: 4016.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Station Representative.....Sears & Ayer, Inc.  
 President.....J. B. Falt, Jr.  
 General Manager.....Cletus Quick  
 Comm. Mgr.....Charles Wingate  
 Chief Engineer.....Prince Jones

# WHOS

**DECATUR—1948**

Frequency: 800 Kc.....Power: 1000 Watts d.

Owned-Operated By..No. Alabama Bcstg. Co.  
 Business-Studio Address.....Masonic Bldg.  
 Phone: 991.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Joseph Hershey McGillvra  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 Partners.....Barrett C. Shelton, John J. Jones  
 Gen. Comm. Mgr.....Louis C. Blizzard  
 Pgm. Dir.....Bob Dean  
 Prom. Mgr.....Jim Fouts  
 Chief Eng.....G. Upton

**WMSL**

**DECATUR—1953—KBS-MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Tennessee Valley Bcstg. Co.  
 Address.....703 Bank St.  
 Phone: 802-803.....Air Time: Full Time  
 News Service.....AP  
 Gen. & Comm. Mgr.....Frank Whisenant  
 Pgm. Dir. & Pub. Dir.....Robert E. Gleason  
 Chief Engineer.....John Short

**WXAL**

**DEMOPOLIS—1948—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Demopolis Bcstg. Co.  
 Phone: 400.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Pres., General Manager.....W. M. Jordan  
 Commercial Manager.....Henry J. Bley  
 Pgm. Dir.....A. A. Caldwell  
 Chief Engineer.....Barry Collins

**WAGF**

**DOTHAN—1932—NBC**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Dothan Bcstg. Co.  
 Address.....204½ E. Main Street  
 Phone: 2-9100.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NARTB  
 General Manager.....Julian C. Smith  
 Sales Prom. Mgr.....Eugene S. McClintic  
 Comm. Mgr.....Fred C. Moseley  
 Program Director.....Lamar Tassell  
 Chief Engineer.....Howard T. Rawlinson

**WDIG**

**DOTHAN—1947—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Houston Bcsters.  
 Business-Studio Address.....107 E. Adams St.  
 Phone: 3-4100.....Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....Thesaurus  
 Representative.....Cummings Reiner  
 Pres., Gen. Mgr.....Jess Swicegood  
 Prog. Dir.....Earl Hutto  
 Chief Engineer.....Charles Lawshe

**WOOF**

**DOTHAN—1948**

Frequency: 560 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....The WOOF Trust  
 Business-Studio Address...Columbia Highway  
 Phone Number.....3-0560, 4-9730  
 News Service.....UP  
 Representative..Dora-Clayton, Thomas F. Clark  
 Membership.....NARTB, RAB  
 General Manager.....Agatha Gay  
 Station Manager.....R. A. Dowling, Jr.  
 Commercial Manager.....Gus Cotter  
 Chief Engineer.....Earl Williford

**WIRB**

**ENTERPRISE—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..The Wiregrass Bcstg. Co.  
 Phone: 30.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Gen. Mgr.....R. E. James  
 Com. Mgr.....Fred S. Watson  
 Prom. Dir.....E. E. Vinson

**WULA**

**EUFAULA—1948—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.  
 Address.....U. S. H'way, 431  
 Phone Number: 745.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Indies  
 Gen. Mgr.....Edward B. Fussell  
 Gen. Mgr.....Fellis Carnley  
 Prog. Dir.....Walter E. Freeman  
 Chief Engineer.....Hugh G. Chastain

**WWWF**

**FAYETTE—1949—KBS**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Bankhead Bcstg. Co., Inc.  
 Address.....Jasper, Ala.  
 Phone: 23461.....Air Time: Daytime  
 News Service.....UP  
 President.....W. W. Bankhead  
 General Manager.....James Reese  
 Sta. Mgr.....Jack Black  
 Chief Engineer.....James Dickenson

**WJOI**

**FLORENCE—1945—ABC-ABS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Florence Bcstg. Co., Inc.  
 Address.....850 S. Court St.  
 Phone: 2608.....Air Time: Full Time  
 Pres., Gen. Mgr.....Joe T. Van Sandt  
 Sta. Mgr.....J. W. Phillips  
 Commercial Manager.....Tom York  
 Sales Prom. Mgr.....Paula Ferguson  
 Chief Engineer.....Paul Shannon

# WOWL

FLORENCE—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....Radio Muscle Shoals, Inc.  
 Business Address.....800 Cypress Mill Rd.  
 Phone: 4000.....Air Time: Full Time  
 News Service.....AP  
 Representative...Rambeau and Dora Clayton  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....Richard B. Biddle  
 Station Mgr.....Bill Mapes  
 Commercial Manager.....Gene Moore  
 Sales Prom. Mgr.....Dick Biddle  
 Program Director.....Whit Patch  
 Publicity Director.....Shirley Cheyne  
 Chief Engineer.....Lawrence Rohling

# WHEP

FOLEY—1953

Frequency: 1310 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By....Alabama Gulf Radio Inc.  
 Address.....Box 1556  
 Phone: 3.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Indie Sales  
 President.....Howard E. Pill  
 General Manager.....Ralph Howard  
 Commercial Manager.....William Rowland  
 Program Director.....Jim Stewart  
 Chief Engineer.....Drue Rutherford

# WFPA

FT. PAYNE—1950

Frequency: 1400 Kc.....Power: 250 watts  
 Owned.....Gothberg Community Bdcstg.  
 Address.....102 So. Gault Ave.  
 Phone Number.....643  
 President.....George Gothberg  
 Gen. Mgr.....Ozelle Gothberg  
 Chief Engineer.....Ben Louden

# WZOB

FT. PAYNE—1950—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Glenn M. Gravitt  
 Address.....P. O. Box 255  
 Phone: 1096.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 General Manager.....Glenn M. Gravitt  
 Commercial Mgr.....Irvin S. Liber  
 Chief Engr.....Jess R. Moore

# WETO

GADSDEN—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Gadsden Radio Co.  
 Address.....722 S. 12th St.  
 Phone Number: 69201.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....McGillvra

Partner, Gen. Mgr.....Edwin H. Estes  
 Partner.....Cary L. Graham  
 Commercial Manager.....David Vowell  
 Program Director.....Ray Estes  
 Chief Engineer.....Julius Vessels

# WGAD

GADSDEN—1947—ABC

Freq.: 1350 Kc.....Power: 5 Kw. D., 1 Kw. N.  
 Owned-Oper. By.....Coosa Bcstg. Co., Inc.  
 Address.....Philpson Bldg.  
 Phone: 5641, 5642.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Rambeau, D. Clayton  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....James L. Garrett  
 Prog., Spts. Director.....Boyd Parsons  
 Chief Engineer.....Halley D. Williams

# WGWD

GADSDEN—1947

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Etowah Bdcstrs., Inc.  
 Address.....750 Forest Ave.  
 Phone Number.....6-6301  
 News Service.....UP  
 Transcription.....Associated  
 Representative.....Kirby  
 Membership.....NARTB  
 President.....Joe L. Moore  
 Gen. Mgr.....J. P. Kirby  
 Chief Engineer.....W. G. Anderson

# WGEA

GENEVA—1953

Frequency: 1150 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Geneva County Reaper  
 Business Address.....Westville Road  
 Phone Number.....456  
 Newspaper Affil.....Geneva County Reaper  
 Transcription Service.....World  
 President.....Howard Scott  
 Gen. Mgr.....J. C. Williams  
 Membership.....NARTB  
 Station Manager.....Robert Sidewell  
 Program Director.....Junior Walker  
 Commercial Manager.....Gene Free

# WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Greenville Bcstg. Corp.  
 Business Address.....P. O. Box 227  
 Phone: 585.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Continental  
 Commercial Mgr.....W. H. Miller, Jr.

# WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Guntersville Bcstg. Co.  
 Address.....P. O. Box 32  
 Phone: 4131.....Air Time: Daytime

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**A P**



News Service .....UP  
 Membership .....NARTB  
 President.....H. E. Moore  
 Gen., Sta., Comm. Mgr.....Edward Z. Carrell  
 Chief Engineer.....Lavelle Jackson

# W J B B

HALEYVILLE—1949—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Haleyville Bcstg. Co.  
 Phone: 389.....Air Time: Full Time  
 Membership .....ABA  
 Representative .....Indie Sales  
 President.....W. P. Thielens  
 Gen. Mgr.....J. L. Slatton  
 Program Director.....Pat Slatton  
 Chief Engineer.....Paul Kelly

# W E R H

HAMILTON—1950

Frequency: 970 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By...Marion County Bcstg. Co.  
 Address .....Box 187  
 Phone: 3481.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....SESAC  
 Representative...Hill F. Best Co., Dora-Clayton  
 President, Gen. Mgr.....Hugh Fite  
 Sta., Sales, Mgr.....C. B. Tucker  
 Program Director.....Edgar L. Clayton  
 Publicity Director.....Hugh J. Fite  
 Chief Engineer.....C. B. Tucker

# W B H P

HUNTSVILLE—1937—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton H. Pollard  
 Bus.-Studio Address.....Fifth Ave.  
 Phone: JE 2-3521.....Air Time: Full Time  
 President, Gen. Mgr.....Wilton H. Pollard  
 Sales Prom. Mgr.....Lew Banks  
 Prog. Dir.....Shirley Hangen  
 Publicity Dir.....Lew Banks  
 Chief Engineer.....James Potter

# W F U N

HUNTSVILLE—1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.  
 Phone: 2424.....Air Time: Full Time  
 News Service .....UP  
 Representative...Sears & Ayers, Dora-Clayton  
 General Manager.....J. B. Falt, Jr.  
 Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

# W H B S

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.....Power: 5,000 Watts  
 Owned-Oper. By...The Huntsville Times Co.  
 Address.....P. O. Box 986  
 Phone Number: 2345.....Air Time: Full Time  
 Newspaper Affiliation.....Huntsville Times  
 News Service.....AP

Rep.....Henry E. Cummings, Gill-Perna  
 Membership.....NARTB, RAB  
 President.....Henry P. Johnston  
 General Manager.....ohn F. Neal  
 Program Director.....Reuben Miller  
 Chief Engineer.....Victor Bankowski

# W P B B

JACKSON—1950—KBS-MBS

Frequency: 1280.....Power: 1000 Watts d.  
 Owned-Operated By.....Jackson Bcstg. Co.  
 Address.....H'way 5  
 News Service.....UP  
 Representative.....Indie, Southern Radio  
 Membership .....NARTB  
 Pres., Gen. Mgr.....T. H. Gaillard, Jr.  
 Program Director.....Charles Ballas  
 Com. Mgr.....Ben Haskew

# W W W B

JASPER—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Bankhead Bcstg. Co., Inc.  
 Address.....Bankhead-Long Bldg.  
 Phone Number: 23461.....Air Time: Full Time  
 Transcription Service.....Capitol  
 News Service .....UP  
 Sta. Rep.....Southern Radio  
 Membership .....NARTB  
 President.....W. W. Bankhead  
 Gen. Mgr.....William C. Edgehon

# W R L D

LANETT—1943—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valley Bcstg., Inc.  
 Address.....P. O. Box 312, West Point, Ga.  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Representative .....McGillvra  
 President.....J. C. Henderson  
 General Manager.....C. Jim Murphy  
 Program Director.....Aileen Love  
 Chief Engineer.....A. L. Stancel Jr.

# W J A M

MARION—1951—ABS

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Neely Bcstg. Co.  
 Address .....Bay 221  
 Phone: 7111.....Air Time: Daytime  
 Transcription Service.....Capitol  
 Membership .....NARTB  
 Representative.....Continental Radio  
 News Service .....AP  
 Representative .....Southern  
 Pres. & General Manager.....L. M. Neely, Jr.  
 Station Manager.....Earl W. Hanna  
 Chief Engineer.....Virgil Moore

# W A B B

MOBILE—1948—ABC

Frequency: 1480 Kc.....Power: 5000 Watts

Owned-Oper. By... Mobile Press Register, Inc.  
 Business Address... 304 Government St.  
 Phone: 3-1551... Air Time: Full Time  
 News Service... UP  
 Transcription Service... World  
 Representative... Branham Co.  
 Membership... BAB  
 President... R. B. Chandler  
 Executive V.P... W. J. Hearin, Jr.  
 Gen. Mgr... Dewey H. Long  
 Prog. Director... Bruce Miller  
 Chief Engineer... William H. Murphree

**WALA**

MOBILE—1930—NBC

Frequency: 1410 Kc... Power: 5000 Watts  
 Owned-Operated By... Pape Bcstg. Co., Inc.  
 Bus.-Studio Address... 210 Government St.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Headley-Reed  
 Membership... NARTB  
 President... W. O. Pape  
 Exec. Vice-Pres... H. K. Martin  
 Station Manager... W. B. Pape  
 Pgm. Dir... Al Homan  
 Chief Engineer... R. B. Hurley

**WKAB**

MOBILE—1947

Frequency: 840 Kc... Power: 1000 Watts d.  
 Owned-Operated By... Pursley Bcstg. Service  
 Business-Studio Address... 525 Donald St.  
 Phone: 7-6345... Air Time: Daytime  
 Transcription Service... SESAC, Lang-Worth  
 Representative... Forjoe, Dora Clayton  
 News Service... AP  
 Owner... Louise P. Pursley  
 Sta. Mgr., Pub. Dir... R. H. Moore  
 Com. Mgr... J. C. Smith  
 Sales Prom. Mgr... Jim Smith  
 Program Director... John T. Jackson  
 Chief Engineer... Ray Gartman

**WKRQ**

MOBILE—1946—CBS

Frequency: 710 Kc... Power: 1000 Watts  
 Owned-Operated By... Giddens & Rester  
 Bus.-Studio-Trans. Address... Telegraph Rd.  
 Phone: 2-6789... Air Time: Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Adam J. Young, Jr.  
 Membership... RAB, NARTB  
 President... Kenneth R. Giddens  
 Gen. Sta. Mgr... Frank Conwell  
 Local Sales Manager... Carl Haug  
 Program Director... Richard McMullen  
 Public Service Dir... S. R. Konrad  
 Chief Engineer... Leon V. Hance

**WMOZ**

MOBILE—1953—KBS

Frequency: 960 Kc... Power: 1000 Watts d.

Owned-Oper. By... Gasden Radio Co.  
 Phone Number... 6-3546  
 Representative... John E. Pearson  
 President... Edwin Estes  
 Partner... C. L. Graham  
 General Mgr... John Watkins  
 Commercial Mgr... W. H. Dutton  
 Prog. Dir... Marguerite Swor  
 Chief Engineer... Vernon Floyd

**WMFC**

MONROEVILLE—1952—KBS

Frequency: 1220 Kc... Power: 250 Watts d.  
 Owned-Oper. By... Monroe Bcstg. Co.  
 Address... H'way 84  
 Phone Number: 1220... Air Time: Daytime  
 Sta. Rep... Continental  
 News Service... AP  
 Transcription Service... World  
 Gen. Mgr., Chief Eng... George T. Shurden  
 Program Director... Jim Aycock

**WAPX**

MONTGOMERY—1947—ABC

Frequency: 1600 Kc... Power: 1000 Watts  
 Owned-Operated By... United Bcstg. Co.  
 Business, Studio Address... 116 Catoma St.  
 Phone: 3-7569... Air Time: Full Time  
 News Service... AP  
 Transcription Service... World, Standard  
 Representative... Walker Co.  
 Pres., Gen. Mgr... Thomas E. Martin  
 Commercial Manager... Hoke Williford  
 Sales Promotion Manager... Frank Dudley  
 Program Director... Lee Stockfelt  
 Chief Engineer... Owen Lehr

**WBAM**

MONTGOMERY—1953

Frequency: 740 Kc... Power: 50 Kw. d.  
 Owned... Deep South Bcstg. Co.  
 Phone: 2-3851... Air Time: Daytime  
 News Service... UP  
 Representative... Radio-TV Reps.  
 Pres., Gen. Mgr... W. J. Brennan  
 Sales Prom. Mgr... Felix Robinson  
 Program Dir... Fred Wamble  
 Chief Engineer... Cyril G. Brennan

**WCOV**

MONTGOMERY—1939—CBS

Frequency: 1170 Kc... Power: 10 Kw.  
 Owned-Oper. By... Southern Bcstg. Co.  
 Address... Adrian Lane  
 Phone Number... 5-3561  
 News Service... UP  
 Representative... Paul H. Raymer Co.  
 Membership... NARTB  
 President... Oscar P. Covington  
 General Manager... Hugh M. Smith  
 Station Manager... Joe Petranka  
 Sales Prom. Mgr... W. W. Hunt  
 Program Director... Weston Britt  
 Chief Engineer... Fred Wright

**WMGY**

**MONTGOMERY—1946**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By.....Dixie Bcstg. Co.  
 Business-Studio Address.....4 S. Perry St.  
 News Service .....UP  
 Representative Forjoe & Co., Dora Clayton  
 Membership.....NARTB, RAB  
 President.....Dr. S. D. Suggs  
 Gen.-Comm. Manager.....Thomas W. Sewell  
 Sales Prom. Mgr.....Chuck Elliott  
 Chief Engineer.....John D. Lamar

**WRMA**

**MONTGOMERY—1954**

Frequency: 950 Kw....Power: 1000 Watts d.  
 Owned-Oper. By.....Southland Bcstg. Co.  
 Business Address.....26 North Lawrence St.  
 Phone: 4-6440.....Air Time: Daytime  
 Transcription Service .....Associated  
 Membership .....NARTB  
 Representative .....McGillvra  
 Partner & Gen. Mgr.....Ralph M. Allgood  
 Partner .....Grover Wise  
 Chief Engineer.....Walter B. Stevenson

**WSFA**

**MONTGOMERY—1930—NBC**

Freq.: 1440 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Montgomery Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1031  
 Phone: 5-1251.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Headley-Reed  
 Membership .....NARTB  
 President.....David E. Dunn  
 Comm. Manager.....John C. Hughes  
 Tech. Dir.....Sebie B. Smith

**WLAY**

**MUSCLE SHOALS—1933—MBS**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned Oper. By...Muscle Shoals Bcstg. Corp.  
 News Service.....UP  
 Trans. Service.....World  
 President.....Frank M. Farris, Jr.  
 General Manager.....E. O. Whitehead  
 Program Director.....George Manush  
 Publicity Dir.....(Miss.) Jean Watkins  
 Chief Engineer.....Lynn V. McMoran

**WCRL**

**ONEONTA—1952**

Frequency: 1570 Kc....Power: 250 Watts d.  
 Owned-Oper. By.....Pat M. Courington  
 Address.....H'way 32  
 Phone: 4871.....Air Time: Daytime  
 News Service.....AP  
 Trans. Service.....Capitol, World, Thesaurus  
 President.....Pat M. Courington  
 Gen., Comm. Mgr.....L. D. Bentley, Jr.

**WJHO**

**OPELIKA—1940—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned Oper. By...Opelika-Auburn Bcstg. Co.  
 Address.....1400 Auburn Road  
 News Service.....UP  
 Transcription Service .....World  
 Representative.....Indie Sales, Inc.  
 Membership .....NARTB, RAB  
 General Manager.....John C. Cooper, Jr.  
 Commercial Manager.....E. Turk  
 Program Director.....M. L. King, Jr.  
 Chief Engineer.....John E. Smollon

**WAMI**

**OPP—1952**

Frequency: 860 Kw....Power: 1000 Watts d.  
 Owned-Oper. By.....Opp Bcstg. Co.  
 Business Address.....Box 169  
 News Service .....UP  
 Representative .....Dora-Clayton  
 President.....H. N. Lee  
 Gen., Com. Mgr.....Beri Moore  
 Chief Engineer.....Joe Osgatharp

**WOZK**

**OZARK—1953**

Frequency: 900 Kw....Power: 1000 Watts d.  
 Owned-Oper. By.....Ozark Bcstg. Corp.  
 Phone .....655  
 Pres.....Douglas Brown

**WPNX**

**PHENIX CITY—1952—ABC-MBS**

Frequency: 1460 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Community Bdcstg. Co.  
 Address.....Phenix Girard Bank Bldg.  
 Phone: 8-8787.....Air Time: Full Time  
 News Service .....AP  
 Membership .....NARTB  
 President.....Ray M. Greene  
 Station Mgr.....Bob Mann  
 Comm. Mgr.....Sam Keel  
 Prog. Dir., Chief Engineer.....Jay H. Lamb

**WPID**

**PIEDMONT—1952**

Frequency: 1280 Kw....Power: 1000 watts d.  
 Owned-Oper. By...Piedmont Radio Station  
 Phone: 2211.....Air Time: Daytime  
 News Service.....UP  
 President.....C. L. Graham  
 General Manager.....Curt Blair  
 Program Director.....Ollie Blair  
 Pub. Dir.....Alen Payne  
 Chief Engineer.....Acker Livingston

**WAIP**

**PRICHARD—1954**

Frequency: 1270 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Prichard Bcstg. Co.  
 Address.....100 Chidester Ave.

**WELR**

**ROANOKE—1949—KBS**

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Operated By.....J. W. Buttram  
Address.....801 N. Main St.  
Station Rep.....Dora-Clayton  
Pres., Gen., Com. Mgr.....J. W. Buttram  
Program Director.....Richard Killebrew  
Chief Engineer.....Leverne Foster

**W W W R**

**RUSSELLVILLE—1949—KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Bankhead Bcstg. Co., Inc.  
Address...Bankhead-Long Bldg., Jasper, Ala.  
Phone Number: 2-3461. Air Time: Daytime  
News Service.....UP  
Transcription Service.....SESAC  
Representative.....Southern Radio  
President.....Walter W. Bankhead  
Gen. Mgr.....Hal Kirby  
Pgm. Dir., Chief Engineer... Carl Van Sittert

**W C R I**

**SCOTTSBORO—1950**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By.....Pat M. Courington  
Address.....P. O. Box 394  
Phone: 123. Air Time: Daytime  
News Service.....AP  
Trans. Service.....Thesaurus  
Gen. Mgr.....Pat M. Courington  
Station Mgr.....J. F. Thompson  
Program Director.....Gene Brown  
Chief Engineer.....James G. Wallace

**W R O S**

**SCOTTSBORO—1952—KBS**

Frequency: 1330 Kw. Power: 1000 Watts d.  
Owned-Oper. By.....Scottsboro Bcstg. Co.  
Business Address.....717 Scott St.  
President.....Hugh T. Kirby  
Gen., Com. Mgr.....Rose M. Kirby  
Program Dir.....Clyde R. Varner  
Chief Engr.....Bill Prickett

**W G W C**

**SELMA—1946—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Dallas Broadcasters, Mc.  
Address.....P. O. Box 686  
Phone: TRinity 4-6687. Air Time: Full Time  
Station Representatives... Hal Holman, Ayers  
Trans. Ser.....Thesaurus  
Membership.....NARTB  
President.....Oscar Covington  
Gen. Mgr. & Chief Engr. John F. Townshend  
Commercial Manager.....John Frazier

**W H B B**

**SELMA—1935—NBC-KBS**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By.....Selma Bcstg., Inc.  
Business Address.....209 Washington St.  
Phone: TR 4-8661. Air Time: Full Time  
President.....B. H. Hopson  
Gen., Sta., Comm. Mgr.....Julien Smith, Jr.  
Program Director.....Carolyn Perrin  
Chief Engineer.....W. D. Powers, Jr.

**W F E B**

**SYLACAUGA—1945—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Alabama Bcstg. Co.  
Address.....527 No. Broadway  
Phone Number: 2-3281. Air Time: Full Time  
News Service.....UP  
President.....E. E. Forbes, Sr.  
Comm., Sta. Mgr.....George W. Carr  
Chief Engineer.....Conrad Pickren

**W M L S**

**SYLACAUGA—1948**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Marble City Bcstg. Co., Inc.  
Business Address.....11 West 2nd St.  
Phone: 2-4854. Air Time: Daytime  
News Service.....AP  
Pres., Gen. Manager.....Curtis O. Liles, Jr.  
Commercial Manager.....Marion W. McEwen  
Prog., Pub. Dir.....Robert M. Duck  
Chief Engineer.....Walter Welch

**W H T B**

**TALLADEGA—1945—MBS-KBS-ABS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Voice of Talladega, Inc.  
Address.....Bemiston Highway  
Phone: 2205. Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Continental  
President.....Cecil Hornady  
Gen. Mgr.....Myron T. Snoddy  
Commercial Mgr.....W. B. Dorriety  
Chief Engineer.....David Andrews

**W T L S**

**TALLAHASSEE—1954**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By.....Tallahassee Bcstg. Co.  
Address.....H'way 14  
Phone Number.....8535  
Pres., Gen. Mgr.....Bert Bank  
Comm. Mgr., Sta. Mgr., Chief Eng. Ned Butler  
Prog. Dir., Sales Mgr., Spts. Dir. Hank Holman  
Prod. Mgr., News Dir. Wallace Hobgood

**W T B F**

**TROY—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Troy Bcstg. Corp.  
Address.....College Drive  
Phone Number: 980-1. Air Time: Full Time  
News Service.....AP  
Transcription Service.....World



Membership .....NARTB  
 President .....Roy Crow  
 Gen. Mgr.....Jess Jordan  
 Commercial Mgr.....Robert Tolbert  
 Chief Engineer.....Joe W. Gilchrist

## W J R D

TUSCALOOSA—1936—NBC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Wilhelmina (Doss) Echols  
 Business-Studio Address.....2316 Broad St.  
 Phone: 4464.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Rambeau, Clayton  
 Membership .....NARTB  
 Gen., Sta. Mgr.....Gene Tibbett  
 Comm. Mgr. ....Lehman Mayer  
 Sls. Prom. Mgr., Pub. Dir.....G. Tibbett  
 Prog. Dir.....Roy McAllister  
 Chief Engineer.....Dave Livingston

## W N P T

TUSCALOOSA—1951

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned-Oper. By....W. Alabama Bdstg. Co.  
 Address.....P. O. Box 181  
 Phone Number: 3311.....Air Time: Full Time  
 Representative .....Indie Sales  
 Trans. Ser.....Lang-Worth  
 President.....W. P. Thielens  
 Program Director.....Bob Jones  
 Chief Engineer.....T. H. Todd

## W T B C

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Tuscaloosa Bcstg. Co.  
 Address.....Radio Center  
 Phone Number: 8-5523-4..Air Time: Full Time  
 News Service.....UP  
 Representative:.....Sears & Ayer  
 Membership.....NARTB, RAB  
 General Manager.....Bert Bank  
 Comm. Mgr.....James A. Davis  
 Prog. Dir.....Jack Mock  
 Chief Engr.....J. A. Ward

## W T U S

TUSKEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Radio Tuskegee, Inc.  
 Address.....P. O. Box 577  
 Phone: 580.....Air Time: Daytime  
 News Service .....UP  
 Sta. Manager.....J. A. Bowers  
 Program Manager.....Joe Burton  
 Commercial Mgr.....George Burton  
 Chief Engineer.....Julian A. Duncan

## W E T U

WETUMPKA—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned.....Elmore Service Corp.  
 Address.....Rockford Rd., Box 60  
 Phone: 7369.....Air Time: Daytime  
 Transcription Ser.....Thesaurus  
 News Service.....UP  
 Station Rep. ....Dora-Clayton  
 General Mgr.....Ed Morgan

# ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — Families 346,000

Radio Homes 319,000 — TV Homes 124,000 — Stations in State — 31

## K S U N

BISBEE—1933—MBS-ABS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carleton W. Morris  
 Address .....P. O. Drawer C, Lowell Station  
 Phone.....2-2277—Air Time. Full Time  
 Transcription.....Thesaurus, World, SESAC  
 News Service .....UP  
 Representative.....Blair & Co.  
 President.....Carleton W. Morris  
 Gen., Sta., Comm. Mgr.....Arlo Woolery  
 Sales Promotion Manager.....Leo Bernard  
 Program Director.....Ray Helgesen  
 Chief Engineer.....Ben Strotman

## K C L F

CLIFTON—1950

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....Gila Bcstg. Co.  
 Address.....Box 548  
 Phone Number: 321.....Air Time: Full Time  
 Sta. Rep.....Best  
 News Service .....UP  
 President.....D. F. Long  
 Gen. Mgr.....Ira Toler  
 Chief Engineer.....Paul R. Wieman

## K C K Y

COOLIDGE—1948—CBS-ABS-KBS

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Gila Bcstg. Co., Inc.  
 Address.....Roosevelt & Main Streets  
 Phone Number .....4451  
 Transcription Service .....Lang-Worth  
 President.....Louis F. Long  
 Station Manager.....Bill Parady  
 Comm. Mgr. ....Jim Doyle



## IN PHOENIX KPHO-TV IS CHAMP!



KPHO-TV captured 12 out of 15 top weekly shows, all of top half-weekly shows. KPHO-TV captured 100 percent share in 18% of all weekly shows. *Telegraph*, November, 1954



KPHO-TV captured 12 out of 15 top weekly shows, 8 of top half-weekly shows. KPHO-TV captured 80% share share in 10% of all weekly shows. *ARB*, December, 1954



KPHO-TV captured 12 out of 15 top weekly shows, 8 of top half-weekly shows. KPHO-TV captured 80% share share in 11% of all weekly shows. *House*, November, 1954



KPHO-TV's own local shows, "Gold Dust Charlie" children and "Three Star News" were among top 10 half-weekly shows on all three surveys!

Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!

**IT'S KPHO-TV IN PHOENIX**

*. . . first in Arizona*

**YOUR  
MEDIATE  
STATIONS**

**CHANNEL'S CBS BASIC**

**KPHO-TV**

**FIRST IN ARIZONA SINCE '49**

**AFFILIATED WITH BETTER HOMES and GARDENS**

**REPRESENTED NATIONALLY by KATZ**

**45<sup>th</sup>** metropolitan market  
in population and retail sales



Program Director ..... Jim Murdock  
 Chief Engineer..... Jeff Lapping

# KAWT

**DOUGLAS—1946—MBS—DON LEE**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carleton W. Morris  
 Address.....Drawer C  
 Phone: Hemlock 2-2277...Air Time: Full Time  
 Transcription Service..Lang-Worth, MacGregor  
 Membership.....RAB  
 Gen., Sta., Comm. Mgr....Robert L. Whitaker  
 Program Director.....Sidney Manette  
 Publicity Director.....James Bruns  
 Chief Engineer.....Ben Strotman

# KCLS

**FLAGSTAFF—1950—MBS-KBS  
 DON LEE—ARIZONA**

Frequency: 1360 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Saunders Bcstg. Co.  
 Address.....Box 1677  
 Phone: 946.....Air Time: Daytime  
 Owner, Gen. Mgr.....Charles J. Saunders  
 Office Mgr.....Dorothy Saunders  
 Prog. Dir.....Bill Johnson  
 Publicity Dir.....Don Gellers  
 Chief Engineer.....Len Benson

# KGPH

**FLAGSTAFF—1950—ABC**

Frequency: 630 Kc.....Power: 1 Kw. d.  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Address.....Weatherford Hotel  
 Phone: 51 or 65.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative...John Hershey McGillvra, Inc.  
 Membership.....NARTB  
 General Manager.....A. S. Holm  
 Pres., Chief Engineer.....E. C. Phillippi  
 Publ. Dir.....Mary Jane Phillippi

# KRUX

**GLENDALE—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Arizona Inc.  
 Address.....633 E. Grand Ave.  
 Phone.....Alpine 2-2371  
 President.....Stan Norman  
 Gen. Mgr.....Frank S. Barc, Jr.  
 Comm. Mgr.....Sandy Wise  
 Prog. Dir.....Val Brewer

# KWJB

**GLOBE—1938—NBC-ABS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Gila Bcstg. Co., Inc.  
 Address..H'way 60-70, between Globe & Miami  
 Phone Number: 41.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer  
 President.....Louis F. Long

General Manager.....Willard Shoecraft  
 Comm. Mgr.....C. W. Mizner

# KGAN

**KINGMAN—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. James Glancy  
 Business Address.....P. O. Box 1208  
 President.....J. J. Glancy  
 Comm. Mgr.....Kathlene Covarrubias  
 Chief Engineer.....Leroy O'Laughlin

# KTYL

**MESA—1947**

Freq.: 1310 Kc..... Power: 1 kw. d.: 500 w. n.  
 Owned-Oper. By.....Harkins Bdcstg. Co.  
 Address.....P. O. Box 231  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Dwight Harkins  
 Commercial Manager....Lorenzo K. Lisonbee  
 Program Director.....Jack Harris  
 Chief Engineer.....Ben Smith

# KNOG

**NOGALES—1948—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Old Pueblo Bcstg. Co.  
 Address.....Rancho Grande Hotel  
 Phone: 770.....Air Time: Full Time  
 Gen., Comm. Mgr.....C. F. Montano  
 Asst. Mgr., Prog. Dir.....A. B. Montano  
 Chief Eng. ....Jose E. Braua

# KOOL

**PHOENIX—1947—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By...Maricopa Bcsters., Inc.  
 Business-Studio Address.....511 W. Adams  
 News Service.....UP  
 Representative.....AM Radio Sales  
 Membership.....NARTB  
 President.....Gene Autry  
 General Manager.....Charles H. Garland  
 Commercial Manager....William Connelly  
 Station Mgr., Prog. Dir.....Homer Lane  
 Chief Engineer.....Miles Shepherd

# KPHO

**PHOENIX—1940—ABC**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned.....Meredith Engineering Co.  
 Address.....631 No. 1st Ave.  
 Phone: Alpine 8-4511.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....E. T. Meredith, Jr.  
 Commercial Manager....Charles Schlueter  
 Gen. Mgr.....Richard B. Rawls  
 Program Director.....Gene Spry  
 Publicity Director.....Ron De Pinto  
 Chief Engineer.....George L. McClanathan

**KIFN**  
PHOENIX—1949

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Operated By: Western Bcstg. Co.  
Address: 1975 S. Central Ave.  
Phone Number: ALpine 3-6155  
News Service: UP  
Transcription Service: SESAC  
Station Representative: Harlan Oakes  
Pres., Gen. Mgr.: Frank P. Redfield  
Prog. Dir.: Peter Moraga  
Chief Engineer: Edgar B. Pool

**KOY**

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By: KOY Bcstg. Co.  
Address: 840 N. Central Ave.  
Phone: ALpine 8-8181 Air Time: Full Time  
Air Time: 24 hrs. wk. d.; 17 hrs. Sun.  
News Service: UP  
Transcription Service: World  
Representative: John Blair  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: John L. Hogg  
Sls. Mgr.: James W. Ross  
Prog., Pub. Director: John R. Williams  
Chief Engineer: Edward R. Janney

**KONI**

PHOENIX—1949

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Station KONI  
Address: Rm. 103, Mayer Heard Bldg.  
Phone: ALpine 8-8044 Air Time: Full Time  
News Service: INS  
Sta. Rep.: Indie, Dora-Clayton  
President: James T. Ownby  
Program Dir.: Margie Abbott  
Chief Engineer: Ed Doraty

**KRIZ**

PHOENIX—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Howard M. Loeb  
Address-Trans. Loc.: 2345 Westward Blvd.  
Phone: 4-8436 Air Time: Full Time  
News Service: UP  
Station Representative: Burn-Smith  
Membership: NARTB  
Pres., Gen., Sta. Manager: Howard M. Loeb  
Comm., Prom. Mgr.: Sheldon Engel  
Prog. Dir.: Bill Bailey  
Chief Engineer: James E. Groll

**KRUX**

PHOENIX—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Radio Arizona Inc.  
Bus. Studio Address: Goodrich Bldg.  
Phone: ALpine 2-2371 Air Time: Full Time  
News Service: UP  
Transcription: SESAC, Lang-Worth

Representative: Indie Sales, O'Conner  
President: Stanley Schultz  
General Manager: Stan Norman  
Sta., Comm. Mgr.: Frank Barc  
Program Dir.: Gene Burrus  
Chief Engineer: Gene Boos

**KTAR**

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: KTAR Bcstg. Co.  
Business Studio Address: 1101 North Central  
Phone: AL 4-4161 Air Time: Full Time  
News Service: AP  
Trans. Ser.: Thesaurus, Standard, Capitol  
Representative: Paul H. Raymer  
Membership: NARTB  
Ch. of Bd.: John J. Louis  
Pres., Gen. Mgr.: Richard O. Lewis  
Commercial Manager: E. W. Harvey  
Public Service, Prom.: Ted Edwards  
Program Director: Rol Laughner  
Chief Engineer: A. C. Anderson

**KYCA**

PRESCOTT—1940  
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Southwest Bcstg. Co.  
Business-Studio Address: East Gurley St.  
Phone: 244 Air Time: Full Time  
News Service: AP  
Transcription Service: Thesaurus, Capitol  
Representative: Paul H. Raymer  
Pres., Gen. Mgr.: Harold Ritter  
Program Director: Hollis Hill  
Chief Engineer: George Eitel

**KGLU**

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By: Gila Bcstg. Co.  
Business-Studio Address: 520 Main St.  
Phone: 15 Air Time: Unlimited  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Paul H. Raymer  
Membership: NARTB  
President: Louis F. Long  
Gen., Sta. Mgr.: Paul Merrill  
Pgm. Dir.: Lester McBride  
Comm. Mgr.: Edward E. Furman  
Pub. Dir.: Russ Wennacott  
Chief Engineer: John E. Hickman

**KCNA**

TUCSON—1946—ABC

Freq.: 580 Kc. Power: 5 kw. d.; 500 w. n.  
Owned-Operated By: Catalina Bcstg. Co.  
Business-Studio Address: 1511 East 16th  
Phone: 2-4664 Air Time: Full Time  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Hollingbery

Membership .....NARTB, RAB  
 President .....Erskine Caldwell  
 Gen., Sta. Manager.....Wayne Sanders  
 Sales Manager.....Harry Chambers  
 Chief Engineer.....Tom Epperson

**K E V T**

**TUCSON—1953**

Frequency: 690 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Tucson Radio Inc.  
 Business Address.....400 N. Shawnee  
 Representative .....Oakes  
 Membership .....NARTB  
 News Service .....UP  
 Pres., Gen., Sta. Mgr.....Peter Trowbridge  
 Comm. Mgr.....De Witt Wray  
 Program Dir.....Oscar H. Stevens  
 Chief Engineer.....Peter Trowbridge

**K O P O**

**TUCSON—1947—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Old Pueblo Bcstg. Co.  
 Business-Studio Add.....115 W. Drachman St.  
 Representative .....AP  
 Membership .....NARTB  
 President.....AM Radio Sales  
 Manager.....Gene Austry  
 Commercial Manager.....E. S. Mittendorf  
 Promotion Mgr.....Paul Plunkett  
 Chief Engineer.....Joe Crystall  
 Chief Engineer.....Vernard Cimmioyotti

**K T K T**

**TUCSON—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Thomas J. Wallace  
 Business-Studio Address.....500 W. Elm  
 Transcription Service .....Standard  
 Owner.....Thomas J. Wallace  
 Chief Eng., Asst. Mgr..Thomas J. Wallace, Jr.

**K T U C**

**TUCSON—1929—MBS-ARIZ. NET.**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tucson Bcstg. Co.  
 Business-Studio Address...900 E. Broadway  
 Phone: 2-3344.....Air Time: Full Time  
 News Service .....UP  
 Trans. Service .....World. Associated  
 Representative .....John Blair  
 Membership .....NARTB, RAB  
 Pres. & General Manager.....Lee Little  
 Business Manager.....Mac C. Matheson  
 Commercial Mgr.....George Bradley  
 Program Director.....Pete Tufts  
 Chief Engineer.....Cliff Livingston

**K V O A**

**TUCSON—1929—NBC-ABS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By..Arizona Bcstg. Co., Inc.

Business-Studio Address.....209 W. Elm  
 Transcription Service.....Thesaurus, Capitol  
 Representative.....Paul H. Raymer  
 Membership .....NARTB  
 General Manager.....R. B. Williams  
 Business Mgr.....Harper M. Phillips  
 Commercial Mgr.....John C. Underwood, Jr.  
 Program Director.....Ben L. Slack, Jr.  
 Chief Engineer.....Ray H. Holsclaw

**K V N C**

**WINSLOW—1952**

Frequency: 1010 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Gila Bdcstg. Co.  
 Address.....P. O. Box 373  
 News Service.....AP, PA  
 Transcription.....Thesaurus, Standard, World  
 President.....L. F. Long  
 Gen. Mgr.....O. E. Whelan  
 Comm. Mgr.....John C. Schooley  
 Chief Engineer.....Earl Hickman

**K O L D**

**YUMA—1953—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Maricopa Bctrs., Inc.  
 Address.....P. O. Box 1430  
 Transcription Service .....Standard  
 Representative .....Tracy Moore, Holman  
 Membership .....NARTB  
 President.....Jack Hawthorne  
 General Manager.....Charles H. Garland  
 Station Manager.....Robert C. Garland  
 Chief Engineer.....Donald Peltz

**K Y M A**

**YUMA—1950—MBS—ARIZ. NET.**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KYMA-Yuma, Inc.  
 Address.....P. O. Box 671  
 Transcription Service .....World  
 Representatives.....John Blair, Harlan Oakes  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....William B. Lindsey  
 Commercial Mgr.....Bob Brennan  
 Sales Prom. Mgr.....Ralph Davis  
 Publicity Dir.....Lowell McGill  
 Chief Engineer.....Ray Ring

**K Y U M**

**YUMA—1940—NBC-ABS**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Yuma Bcstg. Co.  
 Business Address.....1901 E. 1st St.  
 News Service.....AP, UP, INS  
 Transcription Service...Thesaurus & Standard  
 Representative.....Paul H. Raymer  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Ray C. Smucker  
 Commercial Manager.....Roy L. Jorgensen  
 Sales Prom. Mgr.....Pat Carrick  
 Program Director.....Bob Hansen  
 Publicity Director.....Russ Siner  
 Chief Engineer.....Leavenworth Wheeler

# ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — Families 568,000

Radio Homes — 470,000 — TV Homes 117,000 — Stations in State 51

## KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..Arkadelphia Bcstg. Co.  
Business-Studio Address.....507 Main St.  
Phone: 790.....Air Time: Full Time  
News Service.....AP  
Representative.....Hil F. Best  
President.....Cecil W. Cupp  
Gen. Sta., Comm. Mgr.....J. M. Moore  
Pgm., Prod. Pub. Dir.....Bill Deaton  
Chief Engineer.....Ray Burns

## KBTA

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....White River Valley Bdcsts. Co.  
Phone: 1112-1113.....Air Time: Full Time  
News Service.....AP  
Representative.....Best  
Transcription Service.....World  
Membership.....NARTB, RAB  
President.....J. F. Higginbottom  
Comm. Mgr.....E. A. Poole  
Program Director.....E. A. Lotridge  
Chief Engineer.....Morris Coffey

## KBBA

BENTON—1953—KBS

Frequency: 690 Kw. Power: 250 Watts d.  
Owned-Oper. By.....Benton Bcstg. Service  
Business Address.....Box 294  
Phone: Spring 8-2690.....Air Time: Daytime  
Sta. Rep.....H. L. Best  
Pres., Gen. Mgr.....W. R. Tuck Jr.  
Comm. Mgr.....Lavelle Langley  
Prod. Dir.....Preston Bridges  
Prom. Dir.....Eddie Zoch  
Chief Engineer.....Preston Bridges

## KLCN

BLYTHEVILLE—1922

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Operated By.....Harold L. Sudbury  
Address.....Sudbury Bldg., Main St.  
Phone: Poplar 2-2093.....Air Time: Daytime  
News Service.....AP  
Station Representative.....John E. Pearson  
Pres., Gen. Comm. Mgr.....Harold L. Sudbury  
Sales Promotion Manager.....J. T. Sudbury  
Program Director.....Carl Frame  
Chief Engineer.....Joe Nearns

## KAMD

CAMDEN—1946—MBS-KBS  
RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By.....Camden Radio Inc.  
Address.....P. O. Box 5859  
News Service.....AP  
Representative.....Gill-Perna  
Membership.....NARTB  
President.....Walter E. Hussman  
Gen. Sta., Comm. Mgr.....Donald Cathey  
Sales Prom., Prog. Dir.....Callis Carter  
Chief Engineer.....Dorris C. Hunter

## KPLN

CAMDEN—1953

Frequency: 1370 Kw. Power: 1000 Watts d.  
Owned-Oper. By.....Southern Bcstg. Co.  
Business Address.....Stephens Rd.  
Trans. Ser.....SESAC, World  
Sta. Rep.....Hil Best  
President.....D. R. James Jr.  
Gen. Mgr.....C. T. Mullins  
Program Director.....J. Andrew Wright  
Comm. Mgr.....L. J. Smith

## KCON

CONWAY—1950—KBS

Owned-Operated By.....Conway Bcstg. Co.  
Frequency: 1230 Kc. Power: 250 Watts  
Address.....903½ Front St.  
Phone: 189.....Air Time: Full Time  
Transcription Service.....SESAC, World  
Sta. Rep.....Hil Best  
News Service.....UP  
Pres., Gen. Sta. Mgr.....James E. Clayton  
Comm. Mgr.....E. McClendon  
Program Director.....Corra N. Tilley  
Chief Engineer.....Herman G. Stermer

## KAGH

CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Julian Haas  
Address.....900 Main St.  
Phone: 750.....Air Time: Full Time  
News Service.....AP  
Pres., Gen. Mgr.....Julian Haas  
Chief Engineer.....Charles Bucie

## KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc. Power: 1,000 Watts d.  
Owned-Operated By.....KDMS, Inc.  
Address.....Randolph Hotel  
Phone: 3-5121.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Devney—Melville  
Gen. Mgr.....P. E. Norton  
Comm., Sls. Prom. Mgr.....G. Beckwith  
Prog. Dr.....Jesse James  
Chief Eng.....J. Crawford

# KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. Radio Enterprises, Inc.  
 Business-Studio Address. Radio Center Bldg.  
 Phone: UNION 3-6126. Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. W. N. McKinney  
 Comm. Mgr. J. R. Duerson  
 Program Director Mrs. D. Pondrom  
 Chief Engineer John Long

# KGRH

FAYETTEVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address. 922 Leverett St.  
 Phone: Hillcrest 2-2322. Air Time: Full Time  
 News Service AP  
 Representative Walker  
 Membership NARTB  
 President Hayden McIlroy  
 Gen. Sta. Mgr. Fred J. Stevenson  
 Commercial Mgr. Ed. Gideon  
 Program Director Wallie Ingalls  
 Chief Engineer Harold Lindsey

# KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts  
 Owned By. Forrest City Bcstg. Co., Inc.  
 Address. Natl. Bank of East. Arkansas Bldg.  
 Phone: 950. Air Time: Daytime  
 News Service AP  
 Transcription Service World  
 Rep. H. F. Best, Dorá-Clayton  
 Gen., Sta. Mgr. William Fogg  
 Commercial Manager James Pearson  
 Program Director Harold Webber  
 Chief Engineer Walter Smith, Jr.

# KFPW

FORT SMITH—1925—CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Tulsa Bcstg. Co.  
 Business Address. Sta. B Box 98  
 Phone: 34105. Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Avery-Knodel  
 Membership NARTB  
 President John T. Griffin  
 General Manager L. A. Blust  
 Station Manager J. Paul McCaslin  
 Chief Engineer Gene Gregory

# KFSA

FORT SMITH—1947—ABC

Freq.: 950 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By. Southwestern Pub. Co.  
 Business-Studio Address. 920 Rogers Ave.

Phone: 29126. Air Time: Full Time  
 News Service AP  
 Representative John E. Pearson  
 Membership NARTB  
 President Donald W. Reynolds  
 Gen., Sta. Mgr. Weldon Stamps  
 Comm. Mgr. D. L. Johnson  
 Program, Pub. Director Pat Porta  
 Chief Engineer Robert W. Platt, Jr.

# KWHN

FT. SMITH—1947—MBS

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By. KWHN Bcstg. Co., Inc.  
 Business-Studio Add. 421-423 Garrison Ave.  
 Phone: Sunset 3-8967-8. Air Time: Full Time  
 News Service AP  
 Trans. Ser. Standard  
 Representative Rambeau  
 Gen. Mgr., Sec.-Treas. H. S. Nakdimen  
 Sta. Dir., Comm. Mgr. Parkman R. Feezor  
 Program Director Glenn O'Neal  
 Chief Engineer Bruce Dennis

# KHOZ

HARRISON—1946—KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By. Harrison Bcstg. Corp.  
 Bus.-Studio Address. Radio City Addition  
 Phone: 1240. Air Time: Full Time  
 News Service UP  
 Sta. Rep. Hil Best  
 Transcription Service Thesaurus  
 Gen. Mgr. R. S. Wheeler, Jr.  
 Sta. Mgr. Bruce C. Washburn  
 Comm. Mgr. Everett S. Horton  
 Chief Engineer Fred E. Ward

# KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts  
 Owned-Operated By. Helena Bcstg. Co.  
 Address. 215 York St.  
 Phone: Hickory 4-2361. Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Best  
 Comm. Mgr. George Caven  
 Pres., General Manager Sam W. Anderson  
 Program Director Larry Parker  
 Chief Engineer Earl Hodges

# KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Hope Bcstg. Co.  
 Address. P. O. Box 138  
 Phone Number: PR 7-3601. Air Time: Full Time  
 News Service AP  
 Sta. Rep. Best  
 President A. H. Washburn  
 Gen. Mgr., Chief Engineer L. B. Tooley  
 Comm. Mgr. Wes Ninemire  
 Program Director Carroll A. Wynn

# KBHS

HOT SPRINGS—1953—KBS

Frequency: 590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Resort Bdcstg. Co., Inc.  
 Address. 113 Third St.  
 Phone: 3888. Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Sta. Rep. Sears & Ayer  
 Membership RAB  
 President. I. A. Cain  
 Comm. Mgr. Ed C. Appler  
 Sales Prom. Mgr. Fred Ross  
 Prog. Dir. Steve Nichols  
 Publicity Dir. Bonnie Jean Brooks  
 Gen. Mgr. Randall L. McCarrell  
 Chief Eng. Dalton Sanders

# KBLO

HOT SPRINGS—1953

Frequency: 1470 Kw. Power: 1000 Watts d.  
 Owned-Oper. By. National Park Bcstg. Co.  
 Address. 1011 Central Ave.  
 Phone: 5365. Air Time: Daytime  
 News Service AP  
 Trans. Service SESAC  
 Co-Owner, Gen. Mgr. R. S. Bielon  
 Co-Owner J. W. Bowie Meredith  
 Comm. Mgr. Jesse Pate  
 Program Director Jim Waites  
 Chief Engineer R. G. King

# KWFC

HOT SPRINGS—1941—MBS-ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. Spa Bcstg. Co., Inc.  
 Business-Studio Address. 819½ Central Ave.  
 Phone: 412-3. Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Gill-Perna  
 President. Walter E. Hussman  
 Gen. Sta. Mgr. C. J. Dickson  
 Commercial Manager Jack Wolever  
 Prog. Dir. Jim City  
 Chief Engineer William A. Carr

# KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Regional Bcstg. Co.  
 Address. 603 Madison St.  
 Phone: Webster 5-5597. Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Transcription Service World  
 Owner, Mgr. Harold E. King  
 Comm. Mgr. James Barnes  
 Sla. Prom. Mgr. Marlon Bohne  
 Program Director Bill Hart  
 Publicity Director Clarence Adams  
 Chief Engineer Norman Bowman

# KNEA

JONESBORO—1950

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Radio Jonesboro, Inc.  
 Address. Citizens Bank Bldg.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Gill-Perna  
 Membership NARTB  
 President Ernest Farabee  
 General, Station Manager Dick Crane  
 Comm., Sales Prom. Mgr. Bernie Hargreaves  
 Program Director Chad Lassiter  
 Chief Engineer Wesley Bell

# KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Oper. By. Arkansas Radio & Equip. Co.  
 Address. 10th & Spring  
 News Service AP, UP  
 Transcription Service World  
 Representative Edward Petry  
 Membership NARTB, RAB  
 President T. H. Barton  
 Station Manager Douglas J. Romine  
 Commercial Mgr. A. C. Dowden  
 Prom. Mgr. Shirley Kennedy  
 Sales Prom. Mgr. Carol Vinson  
 Program Director Ernest M. Howard  
 Chief Engineer Dan L. Winn

# KGHI

LITTLE ROCK—1927—ABC

Freq.: 1250 Kc. Power: 1 Kw. d. 500 w. n.  
 Owned-Operated By. KGHI Bcstg. Service  
 Address. P. O. Box 3099  
 Station Representative George P. Hollingsbery  
 News Service UP  
 President A. L. Chilton  
 General Manager S. C. Vinsonhaler  
 Commercial Mgr. Kermit L. Richardson  
 Program Director Hugh Brown  
 Chief Engineer V. O. Van Dusen

# KLRA

LITTLE ROCK—1927—CBS

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By. Arkansas Bcstg. Co.  
 Business-Studio Address. Gazette Bldg.  
 Phone: 2-5427. Air Time: Full Time  
 Newspaper Affiliation Arkansas Gazette  
 News Service AP, UP  
 Transcription Service Standard, SESAC  
 Representative Paul Raymer  
 President J. N. Heiskell  
 General Manager G. H. Robertson  
 Prom. Mgr. R. J. Myers, Bob Hicks  
 Prog. Dir. Harris Owen  
 Pub. Dir. M. Berg  
 Chief Engineer Kermit F. Tracy



# K T H S

LITTLE ROCK—1924—CBS

Frequency: 1090 Kc. Power: 50,000 Watts  
 Owned-Operated Radio Bcstg., Inc.  
 Business-Studio Address: 313 Main St.  
 Phone: 4-2293. Air Time: Full Time  
 News Service UP, AP  
 Transcription Service Lang-WORTH  
 Representative Branham  
 Membership NARTB, BAB  
 President W. H. Bronson  
 General Manager B. G. Robertson  
 Comm. Mgr. W. V. Hutt  
 Sales Prom. Mgr. R. Brown  
 Program Director Cecil Bland  
 Chief Engineer Cecil L. Suitt

# K V L C

LITTLE ROCK—1948—KBS

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By Southwestern Bcstg. Co.  
 Address Southern Natl. Insurance Bldg.  
 Phone: FR 5-5321. Air Time: Full Time  
 News Service AP  
 Representative Radio Representatives  
 Membership BAB  
 President R. M. Saxon  
 Vice-Pres. Leonard Coe  
 Sta. Mgr., Chief Eng. Dale Mahurin  
 Asst. Sta. Mgr. Wally Geiger

# K X L R

LITTLE ROCK—1946—MBS

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Ark. Airwaves Co.  
 Address Cotton Belt Bldg.  
 Phone: FR 2-2155. Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Rep. Venard, Rintoul & McConnell  
 President John F. Wells  
 Gen., Sta. Manager Emil J. Pouzar  
 Commercial Mgr. Melton Lancaster  
 Program Director Roy Nichols  
 Chief Engineer Earl H. Butler

# K V M A

MAGNOLIA—1948—MBS-KBS

Frequency: 630 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Magnolia Bcstg. Co.  
 Business-Studio Address 212 N. Jefferson St.  
 News Service AP  
 President Joe F. Rushton  
 Rep. John E. Pearson  
 Membership NARTB  
 Comm. Mgr. D. Waller  
 Gen., Sta. Mgr. William M. Bigley  
 Chief Engineer Ray Wells

# K D A S

MALVERN—1951—KBS

Frequency: 1420 Kc. Power: 1000 Watts d,

Owned-Operated By Malvern Bcstg. Co.  
 Address Young Insurance Bldg.  
 Phone: 1584. Air Time: Daytime  
 Transcription Service World  
 Representative Devney, Melville  
 President J. C. Cuffman  
 Gen. Manager Charles Perry  
 Program Director Overton Hurst  
 Chief Engineer John R. Williams

# K V S A

McGEHEE—1953—KBS

Frequency: 1220 Kw. Power: 1000 Watts d.  
 Owned-Oper. By S. E. Arkansas Bcstrs. Inc.  
 Address Box 1220  
 Phone: 20. Air Time: Daytime  
 News Service AP  
 Transcription Service Capitol  
 Representative Best  
 Membership NARTB  
 Pres., Gen. Mgr. Abbott F. Kinney  
 Comm. Mgr. Mrs. M. F. Kinney  
 Sales Manager William R. Moore  
 Program Director H. E. Parent  
 Chief Engineer Robert L. Padgett

# K E N A

MENA—1950—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By R. B. Bell  
 Address S. Reese St.  
 Phone: 878. Air Time: Full Time  
 Transcription Service Standard  
 News Service UP  
 Station Representative Hill Best  
 Owner Manager R. B. Bell  
 Program Director Bernice Bell  
 Chief Engineer O. D. Frederick

# K V O M

MORRILTON—1953

Frequency: 800 Kw. Power: 250 Watts d.  
 Owned-Oper. By Morrilton Bcstg. Co.  
 Address P. O. Box 541  
 Phone: 506. Air Time: Daytime  
 Transcription Service Standard, World  
 Station Manager J. C. Willis  
 Commercial Manager Howard F. Houston  
 Station Representative Hill Best

# K T L O

MOUNTAIN HOME—1953—MBS

Frequency: 1490 Kw. Power: 250 Watts  
 Owned-Oper. By Mountain Home Bcstg. Corp.  
 Address Box 67  
 Phone: 1490. Air Time: Full Time  
 Transcription World  
 Membership NARTB  
 Pres., Gen. Mgr. A. Stricklen  
 Commercial Mgr. Bob Pratt  
 Chief Engineer Don Bowen

# KNBY

NEWPORT—1949

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Newport Bcstg. Co.  
 Business Address: Box 218  
 Phone: 749 Air Time: Daytime  
 News Service: UP  
 President: Harold Sudbury  
 Commercial Mgr.: Gene Howe  
 Program Director: Jerry Grojean  
 Chief Engineer: Anson Clark

# KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Osceola Bcstg. Corp.  
 Business Address: P. O. Box 311  
 Phone: 880 Air Time: Daytime  
 News Service: AP  
 Transcription Service: World  
 Membership: NARTB  
 Representative: Hil F. Best  
 President: H. F. Ohlendorf  
 General Manager: Ted Woods  
 Commercial Manager: Betty G. Woods  
 Program Director: Hobson Daws  
 Chief Engineer: H. M. Jones

# KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Progressive Bcstg. Co.  
 Business Address: Box 491  
 Phone: Cedar 2-7627 Air Time: Full Time  
 News Service: AP  
 General Manager: G. T. Rand  
 Commercial Manager: Doyne F. Bateman  
 Business Manager: T. M. Self  
 Prog. Dir.: W. Wheelis  
 Chief Engineer: Russell Schwamb

# KCLA

PINE BLUFF—1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Engineering Service  
 Business-Studio Address: 2900 W. 28th St.  
 Phone: 1900 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Langworth  
 Station Representative: Hil Best  
 General Mgr.: Kenneth Kesterson  
 Commercial Manager: Clyde Martin  
 Pgm. Dir., Chief Engineer: Charles Penix

# KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Universal Bcstg. Corp.  
 Address: 505½ Main St.  
 Phone: 721 Air Time: Full Time  
 News Service: AP

Transcription Service: Thesaurus  
 Pres., Gen. Mgr., Chief Engr.: B. J. Parrish  
 Prom. Mgr.: R. W. Etter  
 Program Director: Hilda Matz

# KPOC

POCAHONTAS—1950—KBS

Frequency: 1420 Kc. Power: 1,000 Watts d.  
 Owned-Operated By: Pocahontas Radlo, Inc.  
 Address: P. O. Box 250  
 Phone: 500 Air Time: Daytime  
 News Service: AP  
 Transcription Service: World  
 Membership: NARTB  
 Pres., Gen. Mgr.: Adrian L. White  
 Com. Mgr.: Hiram Mayo  
 Prog. Dir.: Bill Nicholson  
 Chief Engineer: Jack Wilson

# KAMO

ROGERS—1954

Frequency: 1390 Kc. Power: 500 Watts  
 Owned: Leon McAuliffe, Don Thompson  
 Address: Am. Natl. Bank Bldg.  
 Phone: 1390 Air Time: Daytime  
 News Service: UP  
 Station Representative: Hil Best  
 General Mgr.: G. Don Thompson  
 Commercial Mgr.: Gean Boroughs

# KXRJ

RUSSELLVILLE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Valley Broadcasters, Inc.  
 Address: Fine Arts Bldg.  
 Phone: 299 Air Time: Full Time  
 News Service: AP  
 Owner, Gen., Sta. Mgr.: C. R. Horne  
 Commercial Manager: L. L. Bryan  
 Sales Prom. Mgr.: Don Sammons  
 Pgm. Dir., Chf. Engr.: W. C. McKenney

# KWCB

SEARCY—1951—KBS

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned: White County Bcstg. Co., Inc.  
 Address: P. O. Box 95  
 Phone: 1281 Air Time: Daytime  
 News Service: AP  
 Representative: Hil F. Best  
 Membership: NARTB  
 Pres., Gen. Mgr.: Carl N. Dodd  
 Sales Prom. Manager: Don P. Jones  
 Program Director: Marie H. Apple  
 Chief Engineer: Homer Harris

# KUOA

SILOAM SPRINGS—1923—MBS

Frequency: 1290 Kc. Power: 5,000 Watts d.  
 Owned-Operated By: KUOA, Inc.  
 Business-Studio Address: Siloam Springs  
 Phone: 777 Air Time: Daytime

News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President ..... John E. Brown, Jr.  
 Gen. Mgr. .... Cecil Smith  
 Comm. Mgr. .... James Sheed  
 Program Director ..... Ralph Kennedy  
 Chief Engineer ..... Cecil E. Smith

## K B R S

SPRINGDALE—1949—ABC-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... N.W. Ark. Bcstg. & TV. Co.  
 Address ..... Box 29  
 Phone: 675 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Pearson  
 President ..... Donald W. Reynolds  
 General Manager ..... Roy J. Bowman  
 Comm. Mgr. .... E. E. Bullock  
 Sales Prom. Mgr. .... Phil Phillips  
 Chief Engineer ..... Bill Ussery

## K W A K

STUTTART—1948—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Stuttgart Bcstg. Corp.  
 Business Address ..... 1818 S. Buerkle  
 Phone: 25212 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard, World  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Beloit Taylor  
 Gen. Manager ..... Melvin P. Spann  
 Station Mgr. .... June S. Spann  
 Tech. Dir. .... Wm. R. Beard  
 Chief Engineer ..... Marvin Heffington

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

# AP

## K O S Y

TEXARKANA—1951—MBS

Freq.: 790 Kc. .... Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By ..... Gateway Bcstg. Co.  
 Address ..... Wadley Bldg., State Line Ave.  
 at 6th  
 News Service ..... AP  
 Station Representative ..... Pearson  
 Transcription Service ..... Thesaurus  
 Partners. ... Dr. W. Decker Smith, A. L. Davis  
 General Manager ..... Tom E. Dillahunty  
 Commercial Manager ..... Herman Cecil  
 Program Director ..... Bill Mitchell  
 Chief Engineer ..... Chas. Mathis

## K R L W

WALNUT RIDGE—1951  
RAZORBACK

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By . Southern Baptist College  
 Address ..... College City  
 Phone: 980 ..... Air Time: Day Time  
 Representative ..... Best  
 President ..... Dr. H. E. Williams  
 General Manager ..... Wm. H. Cate  
 Program Director ..... Bill Thornton  
 Chief Engineer ..... Leonard Ringle

## K W R F

WARREN—1953

Freq.: 860 Kc. .... Power: 250 Watts  
 Owned ..... Pines Bcstg. Co.  
 Address ..... Box 480  
 Phone: 353, 4 ..... Air Time: Daytime  
 News Service ..... AP  
 Trans. Service ..... World  
 Gen., Sta. Mgr. .... Lee Reaves  
 Comm. Sls. Prom. Mgr. .... Bill Wells  
 Program Dir. .... Deno Nichols  
 Chief Engineer ..... Larry Self

## K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... KWEM Inc.  
 Business-Studio Address ..... 69 Buntyn St.  
 Phone: 48-3311 ..... Air Time: Daytime  
 President ..... E. D. Rivers, Jr.  
 Sta. Dir. .... Bob Way  
 Sales Prom. .... Bob Honore  
 Prog. Dir. .... Tom Roan  
 Pub. Dir. .... Matty Brescia  
 Com. Mgr. .... Spencer Bedsole  
 Chief Engineer ..... Ed Beck

# ONLY **4** STATIONS

in Southern California are powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles** and **San Diego**.

Of these top four, **KBIG** ...

- is the only independent
- costs the least
- delivers most listeners per dollar

KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea. Booming across salt water (finest natural conductor of radio waves) KBIG covers Southern California from Santa Barbara to Mexico.

KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices — as little as \$6.75 a break!

Prave It To Yourself! Compare KBIG's base hour rate (\$132) or base minute rate (\$20) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the **Giant Economy Package of Southern California Radio.**

Call Meeker or us — get the whole KBIG story.



**KBIG**  
**740**  
ON YOUR DIAL



The Catalina Station

# KBIG

10,000 WATTS  
740 KILOCYCLES

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6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205 • KBIF - Fresno • 900 KC • center of the dial • center of the San Joaquin Valley

# CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12,804,000 — Families 4,380,000  
Radio Homes — 4,923,000 — TV Homes 3,273,000 Stations in State 141

## KCNO

ALTURAS—1951

Frequency: 570 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... CONR Inc.  
Address ..... P. O. Box 207  
Phone: 2531 ..... Air Time: Daytime  
News Service ..... UP  
Trans. Ser. .... Standard, Capitol, SESAC  
Representative ..... Best  
President ..... Jackson Teuter  
Managing Director ..... Dale C. Williams  
Comm., Prom. Mgr. .... Rae E. Gloster  
Chief Engineer ..... Ralph Powers

## KAVR

APPLE VALLEY—1954

Frequency: 960 Kc. .... Power: 5 Kw.  
Owned ..... Apple Valley Bcstg. Co.  
Address ..... Apple Valley Inn  
Phone: Victorville 5390 ..... Air Time: Daytime  
News Service ..... UP  
Membership ..... NARTB  
President ..... Newton T. Bass  
Gen., Sta., Comm. Mgr. .... Charles H. Cowling  
Exec. Secretary ..... Mary Sowell  
Program Dir. .... Jerry Casselman  
Chief Engineer ..... Dean Kiner

## KBIG

AVALON—1952

Frequency: 740 Kc. .... Power: 10,000 Watts  
Owned-Operated By ..... John Poole Bcstg. Co.  
Address ..... 6540 Sunset Blvd., Hollywood  
Phone Number ..... Hollywood 3-3205  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Capitol  
Representative ..... Robert Meeker Associates  
Membership ..... NARTB, BAB  
Pres., Gen., Sta. Mgr., Chf. Engr. .... John Poole  
Comm., Prom. Mgr. .... Robert J. McAndrews  
Operations Manager ..... Cliff Gill  
Program Director ..... Alan Lisser

## KBAK

BAKERSFIELD—1946

Frequency: 550 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Bakersfield Bcstg. Co.  
Address ..... 29 Woody Rd., P. O. Box 1448  
Phone: FA 4-6421 ..... Air Time: Full Time  
News Service ..... UP  
Representative ..... ForJoe  
Membership ..... NARTB  
President ..... Harold P. See  
General Manager ..... A. H. Constant  
Sales Manager ..... Frank Onstott  
Program Director ..... Joe Kinser

Publicity Director ..... Vern Mack  
Chief Engineer ..... James Garner

## KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Marmat Bcstg. Co.  
Studio Address ..... 2013 Chester Ave.  
Phone: FA 4-6093 ..... Air Time: Full Time  
News Service ..... UP  
Representative ..... Young  
Membership ..... NARTB, RAB  
Pres., Mgr. .... Hal Brown  
Commercial Mgr. .... Franklin H. Wilbur  
Program Director ..... Hal Brown  
Chief Engineer ..... Jack Duemler

## KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... McClatchy Bcstg. Co.  
Business-Studio Address ..... Elk's Club Building  
Phone: FA 5-7475 ..... Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Paul H. Raymer  
President ..... Eleanor McClatchy  
Station Manager ..... Walter Baziuk  
Chief Engineer ..... Luverne Shatto

## KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Kern County Bcstrs., Inc.  
Business-Studio Address ..... 1420 Truxton Ave.  
Phone: 44548 ..... Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Avery Knodel  
Membership ..... NARTB, BAB  
Pres., Gen. Mgr. .... Gene De Young  
V.P., Gen. Sales Mgr. .... Ed Umer  
Program Director ..... Leslyn Day  
Publicity Director ..... Forrest Kyle  
Chief Engineer ..... Edwin Andrews

## KPMC

BAKERSFIELD—1932—ABC

Frequency: 1560 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Pioneer Mercantile Co.  
Address ..... P. O. Bin 1709  
Phone: Fairview 7-8157 ..... Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Station Representative ..... George P. Hollingbery  
Membership ..... NARTB, BAB  
President ..... F. G. R. Schamblin  
Gen., Sta. Mgr. .... L. A. Schamblin  
Sales Prom., Comm. Mgr. .... C. C. Sturm

Publicity Director..... P. R. Biermann  
 Chief Engineer..... L. P. Jarvis

# KPAS

BANNING—1947

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Darwin Bcstg. Co.  
 Address..... 4425 W. Ramsey St.  
 Phone: 515..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... World, SESAC  
 Representative..... Continental  
 Pres., Gen. Mgr..... Chet Darwin  
 Sales Prom. Mgr..... Harry Reed  
 Prog. Dir., Chief Eng..... Jack Campbell  
 Publicity Dir..... Bob Allen

# KWTC

BARSTOW—1947—ABC

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Mojave Valley Bcstg. Co.  
 Address..... Box 697  
 Phone: 4001..... Air Time: Full Time  
 News Service..... UP  
 Representative..... O'Connell  
 President..... W. T. Brown  
 Sta., Com. Mgr..... Harry S. White  
 Program Director..... Richard Cruse  
 Chief Engineer..... Don Hetzel

# KRE

BERKELEY—1923

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Central Calif. Bcstrs., Inc  
 Address-Trans..... 601 Ashby Avenue  
 Phone Number..... Ashberry 3-7715  
 Air Time..... 6 a.m.-12M.  
 News Service..... AP  
 Membership..... NARTB  
 Pres., Gen. Sta. Mgr..... Arthur Westlund  
 Comm., Prom. Mgr..... Don Hambly  
 Program Director..... Les Avery

# KIBS

BISHOP—1953—KBS

Frequency: 1230 Kw..... Power: 250 Watts  
 Owned-Oper. By..... Inyo Bcstg. Co.  
 Address..... Rt. 1, Box 28  
 Phone: Bishop 4411..... Air Time: Full Time  
 Transcription Service..... Capital  
 Station Representative..... Western Radio Sales  
 Owner, Gen. Mgr..... James R. Oliver  
 Partner..... S. A. Cisler  
 Commercial Mgr..... R. S. Deming  
 Program Director..... John Drozd  
 Chief Engineer..... Alva Wilt

# KYOR

BLYTHE—1948—ABC

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Bcstg. Corp. of Am.  
 Address..... Box 987  
 Phone: 6290..... Air Time: Full Time

News Service..... UP  
 Representative..... Pearson  
 General Mgr..... Peter R. Odens  
 Program Dir..... Mrs. Guen McIntosh  
 Chief Engineer (actg.)..... Conrad Figueroa

# KROP

BRAWLEY—1946—ABC

Frequency: 1300 Kc..... 1000 Watts d., 500 n.  
 Owned-Oper. By..... Bcstg. Corp. of America  
 Address..... Del Rio Country Club Bldg.  
 Phone: OV 6-0260..... Air Time: Full Time  
 Representative..... John E. Pearson Co.  
 General Manager..... Dale R. Peterson  
 Station Manager..... Vince Palmer  
 Program Director..... Ed Silvera  
 Chief Engineer..... John Quimby

# KBLA

BURBANK—1952

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Bcstrs. of Burbank  
 Address..... 11516 Oxnard St.  
 Phone: Sunset 2-1195..... Air Time: Full Time  
 News Service..... UP  
 Station Representative..... Grant Webb  
 Transcription Service..... Langworth, Capitol  
 President..... Gordon A. Rogers  
 Gen. Mgr..... Robert S. Marshall  
 Chief Engineer..... William Robinson

# KICO

CALEXICO—1947

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Charles R. Love  
 Address..... 724 Main St., El Centro  
 News Service..... AP  
 Station Representative..... D. Cooke, O'Connell  
 Membership..... NARTB  
 President..... Charles R. Love  
 General Mgr..... W. A. Geddes  
 Program Director..... Chap Rollins  
 Chief Engineer..... Jim Coin

# KHSL

CHICO—1935—CBS

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Operated..... Golden Empire Bcstg. Co.  
 Address..... Box 303  
 Phone: FI 2-0141..... Air Time: Full Time  
 News Service..... UP  
 Representative..... Avery-Knodel  
 Membership..... NARTB  
 Pres., Gen. Mgr..... Mrs. H. McClung  
 Station Manager..... Charles H. Kinsley, Jr.  
 Commercial Manager..... J. A. Perio  
 Program Director..... Tommy Nelson  
 Chief Engineer..... Mel Milburn

# KXOC

CHICO—1949—MBS

Frequency: 1060 Kc..... Power: 10,000 Watts

Owned-Oper. By.....**KKOC, Inc.**  
 Address-Trans.....Box 523  
 Phone: FI 2-4211.....Air Time: Full Time  
 News Service.....**UP**  
 Transcription Service.....Standard  
 Rep.....Adam J. Young, D. F. McGavren Co.  
 Membership.....**RAB**  
 President.....Harold T. Gibney  
 Gen., Sta., Mgr.....Jack L. Powell  
 Comm., Promotion Mgr.....Burke Riley  
 Prog. Director.....Neil McIntyre  
 Chief Engineer.....Bill Pope

# KCHV

**COACHELLA—1954**

Owner.....Coachella Valley Bcstg. Co.  
 Address.....Professional Bldg.

# KBMX

**COALINGA—1950—KBS**

Frequency: 1470 Kc.....Power: 500 d.  
 Owned-Oper. By.....Westside Brcstg. Co.  
 Address.....Box 715  
 Phone: 136.....Air Time: Daytime  
 News Service.....**UP**  
 Gen., Mgr., Chief Eng.....Clifford S. Lantz  
 Station Mgr.....H. R. Brown  
 Comm. Mgr.....Dick Brown

# KBUC

**CORONA—1948**

Frequency: 1370 Kc....Power: 1000 Watts d.  
 Owned.....Radio Broadcasting, Inc.  
 Business Address.....Porphy Rd.  
 Phone: 1370-1-2.....Air Time: Full Time  
 News Service.....**UP**  
 Pres., Gen. Mgr.....Henry Fritzen  
 Sta., Sales Mgr.....Charles M. Ferguson  
 Chief Engineer.....Robert Cochems

# KCRE

**CRESCENT CITY—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Norte Bcstg. Co.  
 Address.....Box 248  
 Phone: 3061.....Air Time: Full Time  
 News Service.....**AP, INS**  
 Representative.....Ayres  
 Transcription.....Standard, SESAC, World  
 Pres., Gen. Mgr., Pgm. Dir.....Robert E. Grey  
 Comm. Mgr.....A. S. Lavanaway

# KCHJ

**DELANO—1950**

Frequency: 1010 Kc.....Power: 1000 Kc. d.  
 Owned-Oper. By....Charles Herman Johnes  
 Address.....P. O. Box 262  
 Phone: 8676.....Air Time: Daytime  
 Transcription Service.....**SESAC**  
 News Service.....**UP**  
 Pres., Gen. Mgr., Chief Eng..Charle H. Johnes  
 Program Director.....Jean J. Johnes

# KRDU

**DINUBA—1948—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Dinuba Co.  
 Business-Studio Address.....Box 157  
 Phone: DI 500.....Air Time: Full Time  
 News Service.....**AP**  
 Station Rep.....Continental, Ayres  
 Pres., Gen., Sta. Mgr.....Egon A. Hofer  
 Program Director.....Harold Sparks  
 Chief Engineer.....Warren Nystrom

# KXO

**EL CENTRO—1927—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valradio Inc.  
 Business Address.....Box 140  
 Phone: 1100.....Air Time: Full Time  
 News Service.....**UP**  
 Transcription Service.....Capitol  
 Representative.....Paul H. Raymer  
 President.....Paul A. Jenkins  
 General Manager.....Riley R. Gibson  
 Commercial Manager.....Belle Hovey  
 Chief Engineer.....Norm German

# KHUM

**EUREKA—1947—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carroll R. Hauser  
 Address.....Box 1015  
 Phone: Hillside 2-5744....Air Time: Full Time  
 News Service.....**AP**  
 Transcription Service.....Capitol  
 Representative.....Pearson, MacGavren  
 Gen., Sta. Mgr.....Carroll R. Hauser  
 Commercial Mgr.....Frank M. Smith  
 Sta. Mgr., Pgm., Pub. Dir....Frank R. Brown  
 Chief Engineer.....Dean Elliott

# KIEM

**EUREKA—1933—MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned Opr. By....Redwood Bdcstg. Co., Inc.  
 Address.....6th at E. Sts.  
 Phone: Hillside 3-1621....Air Time: Full Time  
 Trans. Ser.....MacGregor, World  
 News Service.....**UP**  
 Membership.....**NARTB, RAB**  
 Representative.....John Blair  
 President, Manager.....Wm. B. Smullin  
 General Manager.....Don Telford  
 Commercial Mgr.....Robert Stach  
 Program Director.....Pearl Jacobsen  
 Chief Engineer.....Larry King

# KDAC

**FORT BRAGG—1948—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Mendocino Coast Bcstg. Co.  
 Address.....Box 616  
 Phone: 3251.....Air Time: Full Time

News Service ..... AP  
 Owner ..... Edward Mertle  
 General Manager ..... Craig N. Smith  
 Comm. Mgr., Prog. Dir. .... Matthew V. Huber  
 Chief Engineer ..... Donald E. Wood

## K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... KARM  
 Business-Studio Address. 1333 Van Ness Ave.  
 Phone: 4-2966 ..... Air Time: Full Time  
 News Service ..... AP, INS  
 Transcription Service ..... Standard  
 Representative ..... Bolling  
 President ..... Mrs. Hattie Harm  
 General-Station Manager.... Clyde F. Coombs  
 Comm. Mgr. .... L. L. Daggett  
 Sla. Prom. Mgr. .... E. Roth Cooney  
 Program Director ..... Lou Lampe  
 Chief Engineer ..... Elbert Dean

## K F R E

FRESNO—1937—CBS

Frequency: 940 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Calif. Inland Bcstg. Co.  
 Business-Studio Address. T. W. Patterson Bldg.  
 Phone: 4-5001 ..... Air Time: Full Time  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 V. P. Eng. .... Keith L. Mealey  
 V.P., Sta. Mgr. .... Ed J. Frech  
 Program Dir. .... Hal O'Donnell  
 Treasurer ..... Helen Johnson  
 Dir. Sales Service ..... Harry H. Burum

## K G S T

FRESNO—1949

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Delle Broadcasting Co.  
 Address. .... Plaza Shopping Center  
 Phone: 6-9901 ..... Air Time: Daytime  
 News Service ..... UP  
 Station Representative ..... Rambeau  
 Membership ..... NARTB  
 Commercial Manager ..... Morris Mindel  
 Program Director ..... Jeanne Bacher

## K M A K

FRESNO—1953

Frequency: 1340 Kw. .... Power: 250 Watts  
 Owned-Oper. By ..... McMahan Bcstg. Co.  
 Address ..... 2020 McKinley  
 Phone: 6-9448 ..... Air Time: Full Time  
 Representative ..... Grant  
 Membership ..... NARTB  
 President ..... R. O. McMahan  
 Gen., Sta. Mgr. .... Coyle Chambers  
 Chief Engineer ..... Ed Nickels

## K M J

FRESNO—1925—NBC

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... McClatchy Bcstg. Co.  
 Business-Studio Address. 1515 Van Ness Ave.  
 Phone: 3-6277 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... Associated  
 Representative ..... Paul H. Raymer  
 President ..... Eleanor McClatchy  
 Station Manager ..... David T. Harris  
 Commercial Manager ..... Roy Swanson  
 Sales Promotion ..... Richard Ebbert  
 Chief Engineer ..... William N. Wallace

## K Y N O

FRESNO—1947—MBS—DON LEE

Frequency: 1300 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Radio KYNO  
 Address. .... 2125 N. Barton Ave.  
 Phone: 5-8383 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Hollingbery  
 Membership ..... NARTB, RAB  
 General, Sta. Manager ..... L. E. Chenault  
 Sales Prom. Mgr. .... Jim Carroll  
 Program Director ..... Leo Goldman  
 Chief Engineer ..... Bert Williamson

## K I E V

GLENDALE—1933

Frequency: 870 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Cannon System, Ltd.  
 Address. .... 102 N. Glendale Ave.  
 Phone: Cltrus 1-1133 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Standard  
 President ..... David H. Cannon  
 General Mgr. .... Cal Cannon  
 Chief Engineer ..... Charles N. Whitten, Jr.

## K N G S

HANFORD—1948

Frequency: 620 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Hanford Bcstg.  
 Business Address. .... P. O. Box 620  
 Phone: 620 ..... Air Time: Full Time  
 Paper Affiliation... Hanford Sentinel, Journal  
 News Service ..... INS, UP  
 Representative ..... McGavren  
 Membership ..... NARTB, RAB  
 President ..... Earl J. Fenston  
 Gen., Sta., Mgr. .... Robert Klein  
 Commercial Manager ..... M. Offenbach  
 Program Director ..... Les Castaneda  
 Chief Eng. .... Stan Vestal



# KFWB

HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KFWB Inc.  
 Business-Studio Add....6419 Hollywood Blvd.  
 Phone: HO 3-5151.....Air Time: Unlimited  
 News Service.....UP, INS  
 Transcription Service.....SESAC  
 Station Representative.....Branham  
 Pres.....Harry Maizlish  
 Gen. Manager.....Morton Sidley  
 Program Director.....Dan Russell  
 Chief Engineer.....Harry Meyers

# KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Business-Studio Address...6314 Sunset Blvd.  
 Phone: HO 4-0201.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Owner.....Ben S. McGlashan  
 General Manager.....Thelma Kirchner  
 Chief Engineer.....Homer Obuchon

# KLAC

HOLLYWOOD—1928

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By.....KMTR Radio Corp.  
 Address.....6363 Sunset Blvd  
 Phone: Hollywood 2-7271..Air Time: Full Time  
 News Service.....INS, UP  
 Representative.....Adam J. Young, Jr.  
 Membership.....NARTB  
 President, Gen. Mgr.....M. W. Hall  
 Commercial Manager.....Felix D. Adams  
 Program Director.....R. F. Horgan

# KREO

INDIO—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Bestg. Corp. of America  
 Phone: OV 6-0260.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Pearson  
 General Mgr.....Dale R. Peterson  
 Station Mgr.....John M. Wages  
 Commercial Mgr.....Nadine Hill  
 Office Mgr.....Teddy Wages  
 Chief Engineer.....Manuel Barraza

# KAVL

LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Antelope Bcstg. Co.  
 Address.....P. O. Box 1192  
 Phone: Lancaster 1000..Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 Station Representative.....Western Radio  
 News Service.....UP

Pres., Gen. Mgr.....W. B. Carter  
 Commercial Mgr.....H. L. Comstock  
 Chief Engineer.....James French

# KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Central Valley Radio  
 Business Address.....P. O. Box 600  
 Phone: Lodi 8-0628.....Air Time: Daytime  
 Transcription Service.....Standard  
 Station Representative.....Wm. Ayres  
 Membership.....RAB  
 News Service.....UP  
 Co-owners...Herbert W. Brown, D. A. Brown  
 Public Relations.....Clyde C. Casto  
 Chief Engineer.....George Sampson

# KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By..Nichols & Warinner, Inc.  
 Address.....220 E. Anaheim Street  
 Phone: Long Beach 6-7281.Air Time: Full Time  
 News Service.....UP  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....F. A. Fetsch  
 Gen., Sta. Mgr.....Hal G. Nichols  
 Pub., Prom. Mgr.....Robert Lamb  
 Prog. Pub. Director.....Hal Shideler  
 Technical Advisor.....Al Mutter

# KGER

LONG BEACH—1926—KBS

Frequency: 1390 Kc.....Power: 5,000 Watts  
 Owned By...John Brown Schools of Calif., Inc.  
 Business-Studio Address.....3745 Atlantic  
 Phone: 40-7907.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Gill-Perna  
 Membership.....NARTB  
 President.....Dr. John E. Brown  
 Gen., Sta. Mgr.....Clinton H. Fowler  
 Chief Engineer.....Luther Crumbaugh

# KABC

LOS ANGELES—1929—ABC

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By...American Bcstg. Co., Inc.  
 Address..1539 N. Vine St., Hollywood 28, Cal.  
 Phone: HO 2-3141.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Edward Petry  
 President.....Robert E. Kintner  
 General Manager.....John Hansen  
 Promotion Manager.....David Nowinzen  
 Commercial Mgr.....William Baxley  
 Program Director.....Dresser Dahlstead  
 Chief Engineer.....Cameron Pierce

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**LOS ANGELES**

CARROLL ALCOTT  
 EVE ARDEN  
 RUTH ASHTON  
 GENE AUTRY  
 HARRY BABBITT  
 MEL BALDWIN  
 BILL BALLANCE  
 LIONEL BARRYMORE  
 JACK BENNY  
 EDGAR BERGEN  
 BARBARA BRITTON  
 ROSEMARY CLOONEY  
 CHARLES COLLINGWOOD  
 PERRY COMO  
 BILL CONRAD  
 DWIGHT COOKE  
 CHARLES CORRELL  
 BILL COSTELLO  
 BING CROSBY  
 DAN CUBBERLY  
 BILL CULLEN  
 IRVING CUMMINGS  
 ROSEMARY DeCAMP  
 RICHARD DENNING  
 HUGH DOUGLAS  
 BILL DOWNS  
 GALEN DRAKE  
 CHARLES FARRELL  
 BOB FERRIS  
 GASTON FISCHER  
 GEORGE FISHER  
 TENNESSEE ERNIE FORD  
 BILL FORMAN  
 CHRISTY FOX  
 ARTHUR GODFREY  
 GALE GORDON  
 FREEMAN GOSDEN  
 FRANK GOSS  
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 TODD HUNTER  
 JOHNNY JACOBS  
 DICK JOY  
 WILLIAM KENNEALLY  
 HARRY KOPLAN  
 CATHY LEWIS  
 ELLIOT LEWIS  
 ROBERT Q. LEWIS  
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 JAMES MATTHEWS  
 NELSON McININCH  
 RAY MILLAND  
 VAUGHN MONROE  
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 JOANIE O'BRIEN  
 LOUELLA PARSONS  
 PETER POTTER  
 MAX ROBY  
 WILL ROGERS, Jr.  
 BILL SHADEL  
 DAVE SHOWALTER  
 HERB SHRINER  
 HOWARD K. SMITH  
 GALE STORM  
 RALPH STORY  
 LOWELL THOMAS  
 LARRY THOR  
 ROBERT TROUT  
 DAVID VAILE  
 ELENA VERDUGO  
 JIMMY WAKELY  
 JOE WALTERS  
 MAURIE WEBSTER

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**K F A C**

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Los Angeles Bcstg. Co., Inc.  
 Bus.-Studio Address.....5773 Wilshire Blvd.  
 Phone: Webster 0161.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Bolling  
 Membership .....NARTB  
 Pres.-Gen.-Sta. Mgr.....Calvin J. Smith  
 Program Director.....Howard Rhines  
 Chief Engineer.....Ron Oakley

**K F I**

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts  
 Owned-Operated By...Earle C. Anthony, Inc.  
 Business-Studio Address...141 N. Vermont Ave.  
 Phone: Dunkirk 2-2121...Air Time: Full Time  
 News Service .....AP, UP  
 Transcription Service.....Capitol, World  
 Representative.....Henry I. Christal  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Earle C. Anthony  
 Sales Prom. Mgr.....Ronnie Manders  
 Asst. to President.....Charles E. Hamilton  
 Program Director.....Pat Kelly  
 Co-Chief Eng's...H. L. Blatterman, C. W. Mason

**K F V D**

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts  
 Owned-Operated By...Standard Bcstg. Co.  
 Business-Studio Add.....338 S. Western Ave.  
 Phone: Dunkirk 8-2345.....Air Time: Daytime  
 News Service .....AP, UP  
 Trans. Ser. ....Lang-Worth, MacGregor  
 Representative .....McGillvra  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Frank Burke, Jr.  
 Comm., Sta. Manager.....Vern Lindblade  
 Pgm., Pub. Dir.....Carl Brewster  
 Chief Engineer.....Leonard Reeves

**K N X**

LOS ANGELES—1922—CBS (RADIO)  
 COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts  
 Owned By.....Columbia Bcstg. System, Inc.  
 Operated By.....CBS Radio Division  
 Business-Studio Address...6121 Sunset Blvd.  
 Phone: Hollywood 9-1212...Air Time: Full Time  
 News Service .....AP, UP  
 Representative.....CBS Radio Spot Sales  
 Gen., Sta. Mgr.....William D. Shaw  
 Comm. Mgr.....Bert West  
 Sales Promotion Mgr.....John Asher  
 Program Director.....Robert Sutton  
 Pub. Dir.....Lloyd Brownfield  
 Chief Engineer.....Les Bowman

**K M P C**

LOS ANGELES—1927

Freq.: 710 Kc.....Power: 50 Kw. d.: 10 Kw. n.  
 Owned-Oper. By.....KMPC, Inc.  
 Address.....5939 Sunset Boulevard  
 Phone: Hollywood 9-5341...Air Time: Full Time  
 News Service .....INS, UP  
 Membership .....NARTB  
 President.....Gene Autry  
 Gen. Mgr. & V.P.....Robert O. Reynolds  
 V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon  
 Gen. Sales Mgr.....Stanley Spero  
 Director of Bcstg., Sls. Prom.....Mark Haas  
 Chief Engineer.....L. C. Sigmon

**K P O L**

LOS ANGELES—1952

Frequency: 1540 Kc...Power: 10,000 Watts d.  
 Owned-Oper. By...Coast Radio Bdcstg. Corp.  
 Address.....4628 Wilshire Blvd.  
 Phone Number.....Webster 8-2345  
 News Service .....AP  
 Transcription Service....Associated, SESAC  
 Representative .....Keller  
 Membership .....NARTB  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer  
 Program Director.....R. Scott  
 Chief Engineer.....Floyd Hall

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**NEGRO and MEXICAN**

Markets

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LOS ANGELES  
 Represented by  
 Joseph Hershey McGillvra, Inc.

**K H J**

**LOS ANGELES—1922**  
**MBS-DON LEE**

Frequency: 930 Kc. Power: 5,000 Watts  
Owned-Oper. By.....General Teleradio, Inc.  
Address.....1313 N. Vine St., Hollywood  
Phone: Hollywood 2-2133. Air Time: Full Time  
News Service.....AP, UP  
Representative.....H-R  
Membership.....NARTB, RAB  
President.....Willet H. Brown  
General Manager.....Ward D. Ingram  
Vice Pres., Sales.....Norman Boggs  
Sales Promotion Mgr.....Robert Light  
Program Director.....A. J. LaFrano  
Publicity Director.....Bud Coulson  
Chief Engineer.....Robert Arne

**K R K D**

**LOS ANGELES—1927**

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By.....Radio Bctrs., Inc.  
Business-Studio Address.....541 So. Spring St.  
Phone: Madison 2121. Air Time: Daytime  
News Service.....AP, INS  
Transcription Service.....World, SESAC,  
Membership.....NARTB  
General Manager.....Ned Connor  
Pgm. Dir.-Chief Announcer.....Charles Clifton  
Chief Engineer.....Benjamin Brown

**K M Y C**

**MARYSVILLE—1940—MBS**

Frequency: 1410 Kc. Power: 1,000 Watts  
Owner-Oper. Marysville-Yuba City Bctrs., Inc.  
Business Address.....P. O. Box 631  
Phone: 2-2396. Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....W. S. Grant  
Membership.....NARTB, RAB  
President.....H. E. Thomas  
Gen.-Station Manager.....Joe D. Carroll  
Program Director.....W. R. Cleveland  
Chief Engineer.....Lloyd McQueary

**K Y O S**

**MERCED—1936—MBS-DON LEE-KBS**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By.....Merced Bcstg. Co.  
Business Address.....G. St. Grade  
Phone: RAndolph 2-6251. Air Time: Full Time  
News Service.....UP  
Representative.....W. S. Grant  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....C. O. Chatterton  
Commercial Manager.....Bob Garrett  
Program Director.....Gene Bell  
Sales Promotion Mgr.....Gary Lorensen  
Chief Engineer.....Mal Beavers

**K B O X**

**MODESTO—1951**

Frequency: 970 Kc. Power: 1000 Watts  
Owned.....Stanislaus County Bcstrs. Inc.  
Address.....1507 10th St.  
Phone: 3-7756. Air Time: Full Time  
News Service.....AP  
Representative.....Rambeau  
Pres., Gen., Sta. Mgr.....Milton Hibdon  
Comm., Sls., Prom. Mgr.....R. Nicholson  
Program Director.....Norma Alamshau  
Chief Engineer.....Maurice Hill

**K M O D**

**MODESTO—1950—ABC**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By.....Radio Modesto, Inc.  
Address.....P. O. Box 941  
Phone: 2-1051. Air Time: Full Time  
News Service.....AP  
Representative.....Meeker; Moore; McGavern  
Membership.....NARTB  
President.....John Griffin  
Gen. Mgr.....Don C. Reeves  
Comm. Mgr.....Judd Sturtevant  
Program Director.....Gene D'Accardo  
Chief Engineer.....Don Allen

**K T R B**

**MODESTO—1933**

Frequency: 860 Kc. Power: 10,000 d.; 1000 n.  
Owned-Operated By.....KTRB Bcstg. Co., Inc.  
Address.....Norwegian Ave.  
Phone: 3-0737. Air Time: Full Time  
News Service.....INS, UP  
Transcription Service.....Cole, Standard  
Representative.....W. S. Grant  
Pres.-Gen.-Station Mgr.....William H. Bates, Jr.  
Commercial Mgr.....Lee Roddy  
Prog. Dir.....Don E. Lapan  
News Director.....Charlie McEwen  
Chief Engineer.....William H. Bates, Jr.

**K M B Y**

**MONTEREY—1939—CBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Monterey Radio-TV Co.  
Business Address.....468 Calle Principal  
Phone: 2-4541. Air Time: Full Time  
Membership.....NARTB  
News Service.....UP  
Transcription Service.....World  
Station Representative.....Grant  
President.....Kenyon Brown  
General Manager.....S. M. Aston

**K W S D**

**MT. SHASTA—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Shasta Cascade Bcstg. Corp.  
Address.....E. Alma Street

Phone: Mt. Shasta 2124.. Air Time: Full Time  
 News Service .....AP  
 Representative .....Continental, McGavren,  
 Western Radio  
 Membership .....NARTB  
 General Manager.....Arthur Adler  
 Sta. Mgr., Chief Eng.....David H. Rees  
 Program Director.....Iola Huntingdon

News Service .....UP  
 Transcription Service.....Standard  
 Representative .....Raymer  
 Membership .....NARTB, BAB  
 President.....Sheldon F. Sackett  
 General Manager.....J. G. Paltridge  
 Program Director.....Russ Coughlan  
 Chief Engineer.....A. Pattison

## KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned-Oper. By...Gibson Radio & Pub. Co.  
 Address.....P. O. Box 911  
 Phone: Vallejo 2-7127... Air Time: Full Time  
 News Service .....UP  
 Newspaper Affil.....Times Herald, News  
 Chronicle  
 Transcription Service.....World  
 Representative.....Wm. Ayres  
 Pres., Gen. Mgr.....Luther E. Gibson  
 Sta., Comm. Mgr.....Elmer L. Gibson  
 Sales Prom. Mgr.....Dave Bous  
 Publicity Director.....Nolan S. Cruise  
 Program Director.....Cindy Morgan  
 Chief Engineer.....Harley Shumway

## KSFE

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Needles Bdcstg. Co.  
 Address.....P. O. Box C-2  
 Phone: 1234..... Air Time: Full Time  
 News Service .....INS  
 Station Representative .....Continental  
 Transcription Service .....Thesaurus  
 Partners..B. J. Fitzpatrick, L. A. Newsome, Jr.  
 Program Director.....L. A. Newsome, Jr.  
 Chief Eng.....Albert Lincoln

## KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By...Tribune Building Co.  
 Business Studio Address.....401 13th St.  
 Phone: Glencourt 1-0660.. Air Time: Full Time  
 Newspaper Affiliation.....Oakland Tribune  
 News Service .....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Moore, Walker  
 Membership .....BAB  
 President.....J. R. Knowland, Jr.  
 General Manager.....Bud Foster  
 Prog. Dir.....Bill Laws  
 Publicity Director.....Jean Williams  
 Chief Engineer.....Roswell S. Smith

## KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KROW, Inc.  
 Address.....464 19th St.  
 Phone: TWinoaks 3-9600.. Air Time: Full Time

## KWBR

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By...Warner Bros. Radio  
 Business-Studio Address.....327 22nd St.  
 Phone: Higate 4-1212... Air Time: Unlimited  
 News Service .....UP  
 Transcription .....Capitol  
 Representative .....Forjoe  
 General Manager.....S. W. Warner  
 Station Manager.....F. Wellington Morse  
 Program Director.....Jeane K. Fisher  
 Chief Engineer.....Paul Gregg

## KOCS

ONTARIO—1946

Frequency: 1510 Kc.....Power 250 Watts  
 Owned-Operated By...The Daily Report Co.  
 Business-Studio Address.....222 East "B" St.  
 Phone: 627-54..... Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....World, SESAC  
 Representative .....L. O'Connell  
 President.....Jerene A. Harnish  
 Gen., Comm. Mgr.....Harry Allen  
 Chief Engineer.....Glenn Clark

## KMOR

OROVILLE—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Bcstrs.  
 Address.....P. O. Box 1032  
 Phone Number .....1340  
 News Service .....UP  
 Representative .....Ayres (S.F.)  
 President.....Joy C. Fearnhead  
 Gen., Sta., Comm. Mgr.....J. R. Bird  
 Program Director.....Louis Coppola  
 Chief Engineer.....James R. Bird

## KCMJ

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Palm Springs Bcstg. Co.  
 Business Address.....Box KK  
 Phone: 2253..... Air Time: Full Time  
 News Service .....UP  
 Rep.....Western Radio Sales, McGavren  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Joseph E. Gamble  
 Commercial Manager.....Norman Lofthus  
 Program Director.....Jim Hadlock  
 Chief Engineer.....N. Vincent Parsons

**KPAL**

**PALM SPRINGS—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner Desert Radio-Telecasting Co.  
 Address 174 N. Palm Canyon Dr.

**KIBE**

**PALO ALTO—1947**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By Sundial Bcstg. Corp.  
 Address 149 Calif. St.  
 Phone: Yukon 2-6272 Air Time: Daytime  
 News Service UP  
 Representative Western Radio Sales  
 Membership NARTB, RAB  
 President William R. Crocker  
 General Mgr. Edward Davis  
 Sta., Comm. Sales Mgr. Peter A. Cuneo  
 Program Director George Schaller  
 Chief Engineer H. J. Richards

**KALI**

**PASADENA—1950**

Frequency 1430 Kc. Power: 5000 Watts d.  
 Owned-Operated By Consolidated Bcstg. Co.  
 Business-Studio Address 758 E. Colorado  
 Phone: RY 1-7148 Air Time: Daytime  
 News Service UP  
 Representative Harla Oakes  
 Pres., Gen. Mgr. Henry Fritzen  
 Sales Prom., Prog Dir. Ernesto Cervera  
 Chief Engineer Harvey Fritch

**KWKW**

**PASADENA—1942**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By Southern Calif. Bcstg. Corp.  
 Address 800 Sierra Madre Villa  
 Phone: Ryan 1-6744 Air Time: Unlimited  
 News Service AP  
 Rep. O'Connell, BCSTG. Time Sales  
 Membership NARTB  
 President Marshall S. Neal  
 Gen.-Station-Comm. Mgr. William J. Beaton  
 Pgm. Dir. Bill Garr  
 Chief Engineer Paul W. Spargo

**KXLA**

**PASADENA—1941**

Frequency: 1110 Kc. Power: 10,000 Watts  
 Owned-Operated By Pacific Coast Bcstg. Co.  
 Business 1401 So. Oak Knell Ave.  
 Phone: Ryan 6-8383 Air Time: Full Time  
 News Service AP  
 Trans. Ser. World, Lang-Worth, Associated  
 Membership RAB  
 President-Gen. Sta. Mgr. Loyal K. Kiny  
 Director of News Carl Saunders  
 Program Director Marian Atkinson  
 Chief Engineer Jack Reeder

**KPRL**

**PASO ROBLES—1946—MBS-KBS  
 DON LEE**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By D. J. & Bernard Schwartz  
 Business-Studio Address 32nd & Oak Sts.  
 Phone: 204 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Representative W. S. Grant  
 Station Mgr. Dale Schwartz  
 Pgm., Comm. Dir. Bernard Schwartz  
 Commercial Mgr. Dorothy Schwartz  
 Gen. Mgr., Chief Engineer Dale Schwartz

**KAFP**

**PETALUMA—1950—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Redwood Empire Bcstg. Co.  
 Address Redwood Hwy South  
 Phone Number 2-9787  
 Transcription Service World  
 News Service UP  
 Rep. Western Radio Sls., McGavren  
 Pres., Gen., Sta. Mgr. A. T. Shields  
 Comm., Sls. Prom. Mgr. Gerald M. Hauser  
 Prog., Pub. Dir. Corinne Shields  
 Chief Engineer Aubin Thomas

**KECC**

**PITTSBURG—1949**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By KECC, Inc.  
 Business 235 Railroad Ave.  
 Phone: 2-2964 Air Time: Full Time  
 News Service UP  
 Transcription Service World, Lang-Worth  
 Representative W. S. Grant  
 General Mgr. Mel D. Marshall  
 Commercial Mgr. John C. McFarland  
 Chief Engineer Wm. P. Grether

**KPMO**

**POMONA—1947**

Frequency: 1600 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Valley Bdcstg. Co.  
 Business-Studio Address 1240 E. Holt St.  
 Phone: Lycoming 2-1293 Air Time: Full Time  
 News Service UP  
 Station Representative Ben Paschall  
 Partner, Comm. Mgr. Dean H. Wickstrom  
 Chief Engineer R. H. Rogers

**KTIP**

**PORTERVILLE—1947—ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Ralph F. Miller  
 Business-Studio Address Box 1312  
 Phone: PO 1450 Air Time: Full Time  
 News Service UP

Transcription Service .....Thesaurus  
 Representative .....O'Connell  
 Gen. Mgr., Owner.....Ralph F. Miller  
 Local Sales Mgr.....B. Harland Ohde

**KBLF**

**RED BLUFF—1946—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hal K. Shade  
 Address.....737 Main St.  
 Phone: 880.....Air Time: Full Time  
 General Manager.....Hal K. Shade  
 Chief Engineer.....Harry Shelby

**KSDA**

**REDDING—1954**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner .....Valr, Inc.  
 Address.....1308 Placer St.  
 Phone.....600 & 163  
 Representative .....Grant  
 Pres., Mgr.....R. H. Dow  
 Chief Engineer.....Harry Shelby

**KVCV**

**REDDING—1936—CBS**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Golden Empire Bcstg. Co.  
 Address.....Box 717, Merced  
 Phone: 1646.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Standard  
 Representative.....Avery Knodel  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Mrs. Hugh McClung  
 Station Manager.....Fred M. Stuelpnagel  
 Commercial Manager.....H. E. McCarty  
 Sales Prom. Mgr.....Ted Dooley  
 Pgm., Prod. Dir.....Lyle Mathys  
 Publicity Director.....Charles Castor  
 Chief Engineer.....Russ Pope

**KCAL**

**REDLANDS—1954**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owner.....Southwest Bcstg. Co., Inc.  
 Address.....P. O. Box 52  
 Phone.....3-2358  
 Representative .....Tracy Moore  
 President.....Dr. Bernard Corren  
 Chief Engineer.....Robert Levinson

**KPRO**

**RIVERSIDE—1941**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned.....Bcstg. Co. of America  
 Business Address.....3401 Russell  
 Phone: Riverside 6290.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Pearson  
 Gen. Mgr.....D. R. Peterson

**KCRA**

**SACRAMENTO—1945—NBC**

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....KCRA, Inc.  
 Business Studio Address.....1010 11th St.  
 News Service .....UP  
 Transcription Service.....World  
 Representative .....Robert Meeker  
 Membership .....RAB, NARTB  
 President-General Mgr.....Ewing C. Kelly  
 Commercial Mgr.....David A. Williams  
 Station Mgr.....Howard J. Smiley  
 Publicity Director.....Irma Davis  
 Program Dir.....John Kuhlman  
 Chief Engineer.....W. Herbert Hartman

**KFBK**

**SACRAMENTO—1922—ABC**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By...McClatchy Bcstg. Co.  
 Business Studio Address.....708 Eye St.  
 Phone: Gilbert 3-1745.....Air Time: Full Time  
 Newspaper Affiliation.....Sacramento Bee  
 News Service.....UP, AP  
 Transcription Service .....Thesaurus  
 Representative.....Paul H. Raymer  
 Membership .....RAB, NARTB  
 President .....Eleanor McClatchy  
 Station Manager.....Keith B. Collins  
 Commercial Mgr.....A. C. Williams  
 Program Director.....Harry Warren  
 Chief Engineer.....Stam Sronce

**KGMS**

**SACRAMENTO—1952**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Capitol Radio Enterprises  
 Address .....Hotel Senator  
 News Service .....AP  
 Transcription Service.....World, Langworth  
 Representative.....W. S. Grant  
 Membership .....NARTB  
 General Manager.....Irving J. Schwartz  
 Station Manager.....J. Matranga  
 Commercial Manager.....S. George  
 Chief Engineer.....Vince Lambert

**KROY**

**SACRAMENTO—1937—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KROY, Inc.  
 Business-Studio Address...Hotel Sacramento  
 Phone: Gilbert 3-2525.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Avery-Knodel  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....C. L. McCarthy  
 Comm. Mgr.....W. H. Weaver  
 Sls. Prom. Mgr.....E. Jefferey  
 Prod. Mgr.....E. Gish  
 Oper. Mgr.....Orel Phillips  
 Chief Engineer.....William Karpisek

**KXOA**  
SACRAMENTO—1945—MBS  
DON LEE

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By. Sacramento Bcstrs., Inc.  
Business Address P. O. Box 94  
Phone: WABash 5-2717 Air Time: Full Time  
News Service UP  
Representative A. J. Young, McGovern  
Membership NARTB, RAB  
Pres., Gen. Mgr. Lincoln Dellar  
Comm., Sales Prom. Mgr. R. Guild  
Program Director Dean Seaton  
Chief Engineer Ewald Berger

**KDON**  
SALINAS—1935

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By. Charles Blackwood Grant  
Business Address Box 1490, Salinas  
Phone: 2-6464 Air Time: Full Time  
News Service UP  
Transcription Service World, Capitol  
Representative Weed & Co.  
Membership NARTB, RAB  
Pres., Gen. Mgr. Charles B. Grant  
Commercial Mgr. Ann Knowlton  
Program Director George Nicholaw  
Chief Engineer Omer Wright

**KSBW**  
SALINAS—1947—MBS

Frequency: 1380 Kc. Power: 1,000 Watts  
Owned-Operated By. Salinas Bcstg. Corp.  
Business Address P.O. Box 1651  
Phone Number 8071  
News Service AP  
Transcription Service Lang-Worth  
Representative Forjoe  
Membership NARTB, RAB  
Gen., Sta. Manager John C. Cohan  
Commercial Manager W. M. Oates  
Sales Prom., Pub. Dir. Mike Morisoli  
Program Director Richard E. Shermerhorn  
Chief Engineer George Freeman

**KCSB**  
SAN BERNARDINO—1947

Frequency: 1350 Kc. Power: 500 Watts  
Owned-Oper. By. Fred P. D'Angelo  
Business Address 770 Mill St.  
Phone: 8-2245 Air Time: Full Time  
News Service UP  
Representative W. S. Grant  
President, Gen. Mgr. Fred P. A'Angelo  
Pg. Dir. Jim Tracewell  
Comm. Prom. Dir. Jim Lawson

**KFXM**  
SAN BERNARDINO—1929—MBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Operated By. Lee Bros. Bcstg. Corp.  
Business-Studio Address 512 Fifth St.

Phone: 4761 Air Time: Full Time  
News Service UP  
Membership NARTB  
Representative John Blair  
President E. W. Lee  
General Manager Gene W. Lee  
Commercial Mgr. Willard Hasbrook  
Sls. Prom. Mgr. Ed England  
Pub. Dir. Bettie Iglai  
Chief Engineer George Ewing

**KITO**  
SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By. KITO, Inc.  
Address Box 889  
Phone: 7807 Air Time: Unlimited  
News Service UP  
Representative Hollingsbery  
Pres., Gen., Sta. Mgr. J. J. Flanigan  
Commercial Manager Arnold Benum  
Program Director Fred Reinhardt  
Chief Engineer Richard Klitzing

**KRNO**  
SAN BERNARDINO—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Western Empire Bcstrs., Inc.  
Address 990 Colton Ave  
Phone: 8-2771 Air Time: Full Time  
News Service AP  
Representative Donald Cooke, Western  
Radio, McGavren  
Pres., Gen. Mgr. Norman H. Rogers  
Station Manager Wesley Brock  
Program Director Chuck Palmer  
Chief Engineer George W. Brock

**KCBQ**  
SAN DIEGO—1946-ABC

Freq.: 1170 Kc. Power: 5 Kw. d; 1 Kw. n.  
Owned-Operated By. Charles E. Salik  
Bus-Studio Address P. O. Box 1629  
Phone: Cypress 5-4103 Air Time: Unlimited  
News Service UP  
Representative Weed  
Membership NARTB  
Pres. Stanley Schultz  
Gen., Station Mgr. Stan Norman  
Comm. Mgr. Matt Baer  
Sales Promotion Mgr. John Caidenhead  
Program Director Ralph Nenard  
Publicity Director Harry Dangerfield  
Chief Engineer Charles Sherburne

**KFMB**  
SAN DIEGO—1941—CBS

Freq.: 540 Kc. Power: 5 Kw. d., 5 Kw. n.  
Owned. Wrather-Alvarez Bcstg Co.  
Bus-Studio Address Fifth & Ash Sts.  
Phone: BE 2-2114 Air Time: Full Time  
News Service AP, UP  
Transcription Service Capitol



Representative .....Petry  
 Membership .....RAB, NARTB  
 President.....J. D. Wrather  
 Vice President.....Maria Helen Alvarez  
 General Manager.....George Whitney  
 Station Manager.....A. M. Mortensen  
 Comm. Mgr.....J. M. Miller  
 Sis. Prom. Mgr., Pub. Dir.....W. H. Ryan  
 Program Director.....Jerry Lee Pecht  
 Chief Engineer.....Charles F. Abel

**K F S D**

SAN DIEGO—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KFSB, Inc.  
 Business-Studio Address.....U. S. Grant Hotel  
 Phone: Belmont 3-6353....Air Time: Full Time  
 News Service.....AP  
 Representative .....Katz Agency  
 Membership .....NARTB  
 President.....James G. Rogers  
 General Manager.....William Goetze  
 Station Manager.....W. R. Hasbrook  
 Program Director.....Bill Browning  
 Chief Engineer.....Leroy Bellwood

**K G B**

SAN DIEGO—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts

Owned-Operated By.....Marion R. Harris  
 Address.....1017 First Ave.  
 Phone: BE 3-6151.....Air Time: Full Time  
 News Service .....UP  
 Representative .....H-R  
 Membership .....RAB, NARTB  
 President.....Marion R. Harris  
 Ass't Mgr.....Leonard W. Landmark  
 Program Director.....Robert S. Regan  
 Chief Engineer.....Joe Kline

**K S D O**

SAN DIEGO—1947

Freq.: 1130 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By...San Diego Bcstg. Co.  
 Bus.-Studio Address....U. S. Natl. Bank Bldg.  
 Phone: BE 2-2041.....Air Time: Full Time  
 News Service .....AP  
 Rep.....Pearson, McGavren, Moore & Lund  
 Vice-Pres., Gen. Mgr.....Wilson Edwards  
 Commercial Manager.....Norman Kay  
 Station Manager.....W. Edwards  
 Chief Engineer.....Vern Milton

**K S O N**

SAN DIEGO—1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fred & Dorothy Rabell  
 Address.....630 F. St.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Phone: BE 3-5175 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service, Associated, Standard  
 Membership ..... NARTB  
 Representative ..... Tracy Moore  
 General Manager ..... Fred Rabell  
 Program Director ..... Dick Thompson  
 Chief Engineer ..... Jack Rabell

## KGIL

SAN FERNANDO—1947

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. San Fernando Va. Bcstg. Co.  
 Business Address ..... 4919 Van Nuys Blvd.  
 Phone: State 4-6291 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription ..... Capitol, World, Lang-Worth  
 President ..... E. P. Franklin  
 Gen., Comm., Sta. Mgr. .... Howard P. Gray  
 Prog., Pub. Dir. .... Allen McKee  
 Chief Engineer ..... Jay Rice

## KCBS

SAN FRANCISCO—1912—CBS

Frequency: 740 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... CBS  
 Address ..... Palace Hotel  
 Phone: YUkon 2-7000 ..... Air Time: Full Time  
 News Service ..... AP, UP, INS  
 Representative ..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 President (CBS) ..... Frank Stanton  
 Gen., Sta. Mgr. .... Arthur Hull Hayes  
 Commercial Manager ..... Jules Dundes  
 Promotion Mgr. .... Evelyn Clark  
 Program Director ..... Pede Worth  
 Publicity Director ..... William Cullenward  
 Chief Engineer ..... Alan Cormack

## KFRC

SAN FRANCISCO—1924—MBS

Frequency: 610 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... General Teleradio  
 Business-Studio Address. 1000 Van Ness Ave.  
 Phone: Prospect 6-0500 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Representative ..... H-R Representatives  
 Membership ..... RAB, NARTB  
 General Manager ..... William D. Pabst  
 Commercial Manager ..... William E. Nichols  
 Sales Prom. Mgr.-Pub. Dir. .... Dink Templeton  
 Program Director ..... Mel Venter  
 Chief Engineer ..... E. G. Underwood

## KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc ..... Power: 50,000 Watts  
 Owned-Oper. By. .... ABC-PT  
 Business Address. .... 277 Golden Gate Ave.  
 Phone: UN 3-0077 ..... Air Time: Full Time  
 News Service ..... AP, INS  
 Transcription Service ..... Lang-Worth  
 Representative ..... Edward Petry  
 Membership ..... RAB  
 President (ABC) ..... Robert E. Kintner  
 General Manager ..... James H. Connolly  
 Station Manager ..... Paul T. Scheiner  
 Sales Manager ..... Aaron S. Bloom  
 Program Director ..... Russ Baker  
 Chief Engineer ..... Harry Jacobson

## KJBS

SAN FRANCISCO—1924

Frequency: 1100 Kc. .... Power: 1000 Watts d  
 Owned-Operated By ..... KJBS Bcstrs.  
 Business Studio Address ..... 1470 Pine St.  
 Phone: Ordway 3-4148 ..... Air Time: Daytime  
 News Service ..... AP, INS  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 Gen. Mgr.-Sta. Mgr. .... Edwin P. Franklin  
 Comm. Mgr. .... Stanley G. Breyer  
 Pgm. Dir.-Prod.-Pub. Mgr. .... Charles F. Pendleton  
 Chief Engineer ..... Roger Roberts

## KNBC

SAN FRANCISCO—1924—NBC

Frequency: 680 Kc. .... Power: 50,000 Watts  
 Owned-Operated By. .... National Bcstg. Co.  
 Address ..... 420 Taylor St.  
 Phone: GRaystone 4-8700 ..... Air Time: Full Time  
 News Service ..... AP, INS, UP  
 Transcription Service ..... Thesaurus  
 Representative ..... NBC Spot Sales  
 Membership ..... NARTB, RAB  
 President (NBC) ..... S. L. Weaver, Jr.  
 Gen., Sta. Mgr. .... George Greaves  
 Commercial Mgr. .... W. K. McDaniel  
 Sales Promotion Mgr. .... Dean Moxley  
 Program Director ..... John Thompson  
 Publicity Director ..... Jane Morrison  
 Chief Engineer ..... Curtis Peck

## KSAN

SAN FRANCISCO—1922

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Golden Gate Bcstg. Corp.  
 Business Address ..... 1355 Market St.  
 Phone: Market 1-8171 ..... Air Time: Full Time  
 News Service ..... JP  
 Representative ..... Stars National  
 President ..... S. H. Patterson  
 Gen. Mgr. .... N. J. Patterson  
 Station Mgr. .... Richard P. Bott  
 Pgm. Dir. .... Shirley Bott

Comm. Mgr. . . . . Walter Conway  
 Chief Engineer. . . . . H. Wickersham

## K S F O

**SAN FRANCISCO—1925**

Freq.: 560 Kc. . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned By. . . . . San Francisco Bcstr's, Inc.  
 Bus.-Studio Address. . . . Van Ness at Greenwich  
 Phone: PRospect 6-5100. . . Air Time: Full Time  
 News Service. . . . . INS, UP  
 Trans. Service. . . Standard; World; Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, RAB  
 President. . . . . Wesley I. Dumm  
 Gen. Sta. Mgr. . . . . Alan L. Torbet  
 Com. Mgr. . . . . Gary Garland  
 Prom. Mgr. . . . . Phyllis Diller  
 Program Dir. . . . . Robert Hansen  
 Dir. of Engineering. . . . . Charles Smith

## K Y A

**SAN FRANCISCO—1926**

Freq.: 1260 Kc. . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By. . . . . KYA, Inc.  
 Business Studio Address. . . . Fairmont Hotel  
 Phone: DOuglas 2-2536. . . Air Time: Full Time  
 News Service. . . . . UP  
 Representative . . . . . Wins, Young  
 Membership . . . . . RAB  
 President. . . . . J. Elroy McCaw  
 General Manager. . . . . H. G. Fearhead  
 Commercial Manager. . . . . Irving C. Phillips  
 Prog. Dir. . . . . Pat Heron  
 Chief Engineer. . . . . Paul Beck

## KBIF

**SANGER—1947**

Frequency: 900 Kc. . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . John Poole Bdcsta. Co.  
 Business Address. . . . . 1117 N. St.  
 Phone: 6-0791. . . . Air Time: Daytime  
 News Service . . . . . UP  
 Representative . . . . . Meeker  
 Transcription . . . . . Associated  
 Membership . . . . . RAB, NARTB  
 President. . . . . John H. Poole  
 Gen. Mgr. . . . . George Nickson  
 Comm. Mgr. . . . . Ray Grant  
 Prog. Dir. . . . . Walter K. Novell  
 Chief Engineer. . . . . Russell C. Friend

## KEEN

**SAN JOSE—1947**

Frequency 1370 Kc. . . . Power 1000 Watts  
 Owned-Operated By. . . . . United Bcstg. Co.  
 Business Studio Address. . . . Hotel De Anza  
 Phone: Cypruss 4-0344. . . Air Time. Full Time  
 News Service . . . . . UP  
 Representative . . . . . W. S. Grant  
 President. . . . . George M. Mardikian  
 V.P., Gen. Mgr. . . . . Floyd Farr  
 Commercial Mgr. . . . . Robert J. Blum

## K L O K

**SAN JOSE—1946**

Frequency: 1170 Kc. . . . Power: 5000 Watts d.  
 Owned-Operated By. . . . . Valley Bcstg Co.  
 Business Address. . . . . P. O. Box 967  
 Phone: YUkon 6-0621. . . Air Time: Full Time  
 News Service. . . . . AP  
 Membership . . . . . RAB  
 Representative . . . . . Pearson  
 President-Gen. Mgr. . . . . E. L. Barker  
 Commercial Mgr. . . . . Richard E. Ryan  
 Program Director. . . . . Ruth Poindexter  
 Chief Engineer. . . . . Bill Cunningham

## K S J O

**SAN JOSE—1946**

Freq.: 1590 Kc. . . . Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By. . . Santa Clara Bcstg. Co.  
 Business Address. . . . . P. O. Box 995  
 Phone: Cypruss 3-8030. . . Air Time: Unlimited  
 Paper Affil. . . Los Gatos Times, Gilroy Dispatch  
 News Service. . . . . UP  
 Transcription Service. . . . . Standard  
 Representative . . . . . Rambeau  
 President. . . . . Patrick H. Peabody  
 Gen., Sta. Mgr. . . . . R. M. Bruce  
 Comm. Mgr. . . . . Earle Russell  
 Sales Prom. Mgr. . . . . F. Darien  
 Program Director. . . . . Norman Paul  
 Chief Engineer. . . . . Edward W. Meese

## K X R X

**SAN JOSE—1948**

Frequency: 1500 Kc. . . . Power: 1000 Watts  
 Owned-Operated By. . . . San Jose Bcstg. Co.  
 Address . . . . . Box 167  
 Phone: Cypruss 2-5080. . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . McGavren, Tracy Moore  
 President-Gen. Mgr. . . . . Joe E. Levitt  
 Sta., Commercial Mgr. . . . . Gordon Graham  
 Program Director. . . . . Frank G. Kilpatrick  
 Chief Engineer. . . . . Frank Glass

## K A T Y

**SAN LUIS OBISPO—1949—ABC**

Frequency: 1340 Kc. . . . Power: 250 Watts  
 Owned-Operated By . . . . . KATY  
 Address. . . . . P. O. Box 700  
 Phone: 3171. . . . Air Time: Full Time  
 News Service . . . . . UP  
 Trans. Service. . . . . World  
 Representative . . . . . Meeker  
 President . . . . . Maynard Marquardt  
 Sales Prom. Mgr. . . . . Dave Hildebran  
 Program Director. . . . . Barbara Brydia  
 Publicity Director. . . . . Glenn O. Porter  
 Chief Engineer. . . . . Clay Coldwell

## K V E C

**SAN LUIS OBISPO—1937**

**MBS-DON LEE-KBS**

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.

Owned-Oper. By...Valley Electric-Jacobson  
 Business Address...787 Higuera St.  
 Phone: 1100...Air Time: Full Time  
 News Service...AP  
 Transcription Service...Standard  
 Representative...W. S. Grant  
 Membership...NARTB  
 Pres.-Owner...Christina M. Jacobson  
 Gen. Sta. Mgr...Les Hacker  
 Commercial Manager...Si Darrah  
 Program Director...Arthur Hapgood  
 Chief Engineer...James Cochrane

**KEAR**

SAN MATEO—1947

Frequency: 1550 Kc...Power: 10 Kw.  
 Owned-Oper. By...Bay Radio Inc.  
 Address...1 Nob Hill Circle  
 Phone: EX 24265...Air Time: Full Time  
 News Service...AP  
 Rep...Good Music, Western Sales  
 President...Stephen A. Cisler  
 Gen. Mgr...Ken Hildebrandt  
 Commercial Mgr...Walter Tolleson, Jr.  
 Program Director...Ward Glen  
 Chief Engineer...D. F. Mariska

**KVSM**

SAN MATEO—1947

Frequency: 1050 Kc...Power: 1000 Watts d.  
 Owned-Oper. By...Hugh H. Smith  
 Business Studio Address...279 Baldwin Ave.  
 Phone: Diamond 4-2541...Air Time: Daytime  
 News Service...INS, UP  
 Representative...Rambeau  
 President...Les Malloy  
 Program Director...Edward Kirk  
 General Manager...Jack Grant  
 Chief Engineer...Carl Rolliff

**KTIM**

SAN RAFAEL—1947

Frequency: 1510 Kc...Power: 1000 Watts d.  
 Owned-Operated By...Marin Bcstg. Co., Inc.  
 Business Address...1117 Fifth St.  
 Phone: GLenwood 3-6880...Air Time: Daytime  
 Newspaper Affiliation...S. R. Independent  
 Journal  
 News Service...UP  
 Station Rep...LaFontese, Indie  
 President...Roy A. Brown  
 Gen. Mgr. Prog. Dir...Hugh E. Turner  
 Publicity Director...Kitty Oppenheimer  
 Chief Engineer...Edward Ohmstead

**KWIZ**

SANTA ANA—1926

Frequency: 1480 Kc...Power: 1000 Watts  
 Owned...Voice of the Orange Empire  
 Business Address...105 E. 5th St.  
 Phone: Kimberly 3-8321...Air Time: Unlimited  
 News Service...UP  
 Representative...Pearson

Pres., Gen. Mgr...Ernest L. Spencer  
 Station Manager...Hal Davis  
 Commercial Mgr...Donner P. Spencer  
 Chief Engineer...Roy Morris

**KDB**

SANTA BARBARA—1921—MBS  
 DON LEE

Frequency: 1490 Kc...Power: 250 Watts  
 Owned-Oper. By...F. Robert Bauer  
 Business-Studio-Transmitter...Radio Square  
 Phone: 413...Air Time: Unlimited  
 News Service...UP  
 Representative...Pearson  
 Transcription...Standard  
 Pres., Gen. Sta...F. Robert Bauer  
 Comm. Mgr...W. Buckley  
 Program Director...Richard Barrett  
 Chief Engineer...Robert Carter

**KIST**

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc...Power: 250 Watts  
 Owned-Operated By...Harry C. Butcher  
 Business-Studio Address...Balboa Bldg.  
 Phone: Woodland 3981...Air Time: Full Time  
 News Service...UP  
 Transcription Service...Thesaurus  
 Representative...George P. Hollingbery  
 Membership...RAB  
 Pres., Gen. Sta., Pub. Mgr...Harry C. Butcher  
 Vice President...M. J. McKeogh  
 Commercial Manager...James Blomfield  
 Sales Promotion Mgr...Michael J. McKeogh  
 Program Director...Claire Behan  
 Chief Engineer...Gene Fossell

**KTMS**

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc...Power: 1000 Watts  
 Owned-Oper. By...News-Press Publishing Co.  
 Business-Studio Address...de la Guerra Plaza  
 Phone: 3921...Air Time: Full Time  
 Newspaper Affil...Santa Barbara News-Press  
 News Service...AP, UP  
 Transcription Service...Langworth  
 Representative...Paul H. Raymer  
 President...Thomas M. Storke  
 Gen. Sta. Mgr...Charles A. Storke  
 Commercial Mgr...Jo Benes  
 Prog., Prom. Dir...Gordon Phillips  
 Chief Engineer...Leo De Connick

**KSCO**

SANTA CRUZ—1947

Frequency: 1080 Kc...Power: 1000 d.; 500 n.  
 Owned-Operated By...Radio Santa Cruz  
 Business Address...P. O. Box 1080  
 Phone: GR 5-1080...Air Time: Full Time  
 News Service...AP  
 Membership...NARTB, RAB  
 Transcription Service...Standard, Thesaurus

Pres., Gen. Mgr., Chief Eng. . . . . C. V. Berlin  
 Pub. Dir. . . . . Lena Salvas

# KCOY

**SANTA MARIA—1947—ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . News-Press Publishing Co.  
 Business-Studio Address . . . . . 114 W. Cook St.  
 Phone: 5-2644 . . . . . Air Time: Full Time  
 Newspaper Affiliation . . . . . News Press Co.  
 Representative . . . . . Paul H. Raymer  
 President . . . . . T. M. Storke  
 Gen. Mgr. . . . . C. A. Storke  
 Sales Prom. Mgr. . . . . Harold Young  
 Program Director . . . . . Carolyn Conrad  
 Chief Engineer . . . . . John D. Clowes, Jr.

# KSMA

**SANTA MARIA—1945—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hagerman, Groom  
 Address . . . . . 510 W. Morrison  
 Phone: 5-2582 . . . . . Air Time: Full Time  
**News Service** . . . . . UP  
 Sta. Rep. . . . . Tracy Moore  
 Transcription Service . . . . . World  
 Partners . . . James M. Hagerman, John I. Groom  
 Program Dir. . . . . Anthony Kent  
 Chief Eng. . . . . Gale Brady

# KOWL

**SANTA MONICA—1947**

Frequency: 1580 Kc. . . . . Power: 10,000 Watts, d.  
 Owned-Operated By . . . . . KOWL, Bcsig. Co.  
 Address . . . . . Pico at Ocean  
 Phone: TEexas 0-5152 . . . . . Air Time: Daytime  
 Membership . . . . . RAB  
 President . . . . . J. D. Funk  
 General Manager . . . . . G. A. Baron  
 Office Manager . . . . . Margaret A. Johnson  
 Sls. Promotion Director . . . . . John Malone  
 Program Director . . . . . Paul Compton  
 Chief Engineer . . . . . Robert H. Dye

# KSPA

**SANTA PAULA—1948—KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . Santa Paula Bcsirs, Inc.  
 Business-Studio Address . . . . . Middle Rd.  
 Phone: 940 . . . . . Air Time: Full Time  
 Transcription Service . . . . . World, SESAC  
 Station Rep. . . . . O'Connell, Ayres  
 General Manager . . . . . Hugh D. Elder  
 Program Director . . . . . Stella Elder  
 Prom., Comm. Mgr. . . . . Chas. Martin  
 Chief Engineer . . . . . Denman Dayton

meet the people

whose

"Specialized Programming"

SELLS your clients' products

KOWL with 10,000 watts and "Specialized Programming"—gives you more complete coverage of the Negro, Spanish and Mexican-American markets in Los Angeles County, than any other radio station.



**JOE ADAMS**  
 Nation's Top Negro D.J. (also Negro spirituals).



**LILLIAN RANDOLPH**  
 Top Negro star of radio, TV and movies . . . now daily on her own variety show



**'CHICO' LIONEL SESMA**  
 The original Mexican-American D.J. (English speaking)



**CHESTER WASHINGTON**  
 Negro news and sports . . . West Coast Editor of Pittsburgh Courier and sports chief.



**ELENA SALINAS**  
 Most beloved Spanish language personality . . . variety and music.



**SEÑOR WM. OROZCO**  
 Favorite Spanish language radio personality for over 25 years . . . news and variety.



10,000 WATTS

Transmitter: Los Angeles, California  
 Executive Offices: Santa Monica, California

National Representatives:

Forjoe & Co. New York, Chicago,  
 Dallas, San Francisco  
 Dora-Clayton Atlanta, Georgia

GEORGE A. BARON, Gen'l Mgr.

# K S R O

SANTA ROSA—1937

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By: Finley Bcstg. Co.  
 Bus. Studio Address: Corner Fresno & Finley  
 Phone: 110 Air Time: Full Time  
 News Service UP  
 Representative: W. S. Grant  
 President: Mrs. Ruth Finley  
 Gen. Station Manager: Frank McLaurin  
 Program Director: Al Pearson  
 Chief Engineer: Hilmar Cann

# K R O G

SONORA—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Brewster E. Ferrel  
 Business Address: P. O. Box 996  
 Phone: Jefferson 2-7426 Air Time: Full Time  
 News Service UP  
 Transcription Service: Standard, SESAC  
 Owner, Gen. Mgr.: Brewster E. Ferrel  
 Comm. Mgr.: G. E. Manley  
 Prog. Pub. Dir.: L. E. Ferrel  
 Chief Engineer: C. W. Mitchell

# K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc. Power: 5000 Watts  
 Owned-Operated By: E. F. Pepper  
 Business Studio Address: 519 E. Market St.  
 Phone: 4-4551 Air Time: Full Time  
 News Service UP  
 Transcription Service: World  
 Representative: John Blair  
 President: E. F. Pepper  
 Gen., Comm. Mgr.: E. Smith  
 Program Director: A. Stover  
 Promotion Director: James Block  
 Publicity Dir.: L. Parkin  
 Chief Engineer: J. Tyron Kelley

# K S T N

STOCKTON—1949

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Operated By: San Joaquin Bcstg. Co.  
 Business Address: Hotel Clark  
 Phone: HO 4-7338 Air Time: Full Time  
 News Service UP  
 Representative: Hollingbery  
 Membership: NARTB, RAB  
 President: Knox La Rue  
 Gen., Sta., Com. Mgr.: D. T. Ralph  
 Program Director: Ellis Lind  
 Chief Engineer: Carl McGee

# K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: McClatchy Bcstg. Co.  
 Bus. Studio Address: 612 E. Market St.  
 Phone: HOward 5-5728 Air Time: Full Time  
 Newspaper Affiliation: McClatchy

News Service AP  
 Transcription Service Thesaurus  
 Representative: Paul H. Raymer  
 Membership: NARTB, RAB  
 President: Eleanor McClatchy  
 Station Manager: James H. Ranger  
 Program Manager: James E. Longe  
 Chief Engineer: Frank Nesmith

# K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By: KXOB, Inc.  
 Business Studio Address: Hotel Stockton  
 Phone: 4-7313 Air Time: Full Time  
 News Service UP  
 Representative: Young Co., McGavren  
 Membership: RAB  
 President: J. E. Gamble  
 Gen., Sta. Mgr.: Ort Lofthus  
 Comm. Mgr., Prog. Dir.: Arthur Taylor  
 Publicity Director: Carolyn Prybil  
 Chief Engineer: James R. Johnson

# K S U E

SUSANVILLE—1948—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Nolan Hollowell,  
 James E. McKahan  
 Phone: 2020 Air Time: Full Time  
 News Service UP  
 Transcription Service: Capitol, Standard  
 Representative: Tracy Moore  
 Membership: NARTB  
 Gen., Sta. Mgr.: Nolan Hollowell  
 Commercial Manager: Frank Rondas  
 Program Director: Gerald Oliver  
 Chief Engineer: Harold C. Houston

# K T K R

TAFT—1948—KBS

Frequency: 1310 Kc. Power: 500 Watts d.  
 Owned-Operated By: Taft Bcstg. Co.  
 Business Address: P.O. Box "WW"  
 Phone: 5-3101 Air Time: Daytime  
 News Service UP  
 Pres., Gen. Mgr.: Kenneth Aitken  
 Station Manager: George J. Tchumy, Jr.  
 Commercial Manager: Jack Smith  
 Chief Engineer: Kenneth Aitken

# K C O K

TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Oper. By: Sheldon Anderson  
 Business Address: P. O. Box 119  
 Phone: 6-9513 Air Time: Full Time  
 News Service UP  
 Representative: Forjoe  
 Membership: NARTB, RAB  
 Acting Gen. Mgr.: J. Bowles  
 Sta., Sales Prom. Mgr.: Don Weldon  
 Program Director: Jack Miller  
 Chief Engineer: Don Ferguson

**KTUR**

**TURLOCK—1949—KBS**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Turlock Bcstg. Corp.  
 Address.....P. O. Box 526  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....O'Connell  
 Membership.....NARTB, RAB  
 President.....Wallace Lindskoog  
 General Manager.....H. Ansell McMillen  
 Program Director.....B. McMillen  
 Chief Engineer.....Maxon Sayre

**KUKI**

**UKIAH—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....M. E. Sims  
 Address.....P. O. Box 638  
 Representative.....Grant  
 Transcription Service.....Standard  
 News Service.....AP  
 Membership.....NARTB  
 Pres., Gen. Mgr.....M. E. Sims  
 Commercial Mgr.....Louis DuMoulin  
 Program Director.....John Oliveira  
 Chief Engineer.....Stanley Ryno

**KGYW**

**VALLEJO—1947**

Frequency: 1190 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Vallejo Bcstg. Co.  
 Business-Studio Address.....3267 Sonoma Blvd.  
 Phone Number.....Vallejo 8-8944  
 News Service.....UP  
 Transcription.....Capitol  
 Representative.....McGavren  
 Co-Owners.....Ellsworth Peck, A. J. Krisik  
 Program Director.....Ellsworth Peck  
 Publicity Director.....Robert Wade  
 Chief Engineer.....William Roberts

**KVEN**

**VENTURA—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Coast Ventura Co.  
 Address.....Box 1611  
 Phone: Miller 3-8675.....Air Time: Full Time  
 News Service.....UP  
 Rep.....McGavren, Webb, Western Radio Sls.  
 President.....Carroll Hauser  
 General Manager.....Sydney Held  
 Station Manager.....Karl Rembe  
 Commercial Mgr.....Bob Brown  
 Sls. Prom. Mgr.....Woody Bretz  
 Program Director.....Fred Hall  
 Chief Engineer.....Charles Farmer

**KUDU**

**VENTURA—1947—KBS**

Frequency: 1590 Kc.....Power 1000 Watts

Owned-Oper. By...Voice of Ventura County  
 Business Address.....South Mills Rd.  
 Phone: Miller 3-6185.....Air Time: Full Time  
 Representative.....Walker, Oakes, Keystone  
 News Service.....AP  
 Transcription Service.....Langworth  
 Gen., Prom., Prog. Dir.....Bill E. Williams  
 Comm. Mgr.....Dwight Drumm  
 Chief Eng.....Dick Anderson

**KONG**

**VISALIA—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Tulare County Bdcstg.  
 Address.....Rt. 6, Box 205  
 Phone: 4-5811.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Hollingbery  
 President.....Knox La Rue  
 General Manager.....Stan Simpson  
 Sls. Prom. Mgr.....Virginia Hooker  
 Program Manager.....Dick Scudder  
 Publicity Dir.....Greg LeClercq  
 Chief Engineer.....Gorman Brown

**KWSO**

**WASCO—1950**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Maple Leaf Bcstg. Co.  
 Address.....P. O. Box 366  
 Phone: 4251.....Air Time: Daytime  
 Transcription Service.....Lang-Worth, SESAC  
 News Service.....UP  
 President.....E. J. Peters  
 Gen. Mgr.....E. Franz  
 Program Mgr.....Theo. G. Heinrichs  
 Comm. Mgr.....Jim Hodges  
 Pgr. Dir.....Bob Bann

**KHUB**

**WATSONVILLE—1937**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Patrick H. Peabody  
 Business Address.....P. O. Box 349  
 Phone: 4-5641.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Rambeau  
 Membership.....NARTB  
 President.....Patrick H. Peabody  
 Gen., Comm. Mgr.....Vic Rugh  
 Program Director.....Tom Martin  
 Chief Engineer.....Merle Rossman

**KSYC**

**YREKA—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.Siskiyow Cty. Bcstg. Co., Inc.  
 Address.....Lawrence Lane & S. Oregon St.  
 Phone: 624.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....T. Moore  
 Membership.....NARTB

President.....E. G. Millbourn  
 General Manager.....D. C. Hoffinger  
 Station Manager.....Jack A. Mitchell  
 Asst. Mgr., Prog. Dir.....C. Eng

## KAGR

YUBA CITY—1953

Frequency: 1450 Kc.....Power: 100 Watts  
 Owner.....James E. Jaeger  
 Address.....Box 271  
 Phone.....Marysville 3-7343  
 President.....James E. Jaeger  
 Chief Engineer.....James E. Walley

## KUBA

YUBA CITY—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By...Peachbowl Bcstrs., Inc.  
 Business Address.....Hotel Marysville  
 Phone: 3-7309.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Ayers, O'Connell  
 President.....Chester V. Ullom  
 Gen., Station Manager.....Roger R. Hunt  
 Commercial Manager.....Lloyd Klemp  
 Sales Promotion Mgr.....Robert Fahey  
 Pgm., Pub. Dir.....Ric Ryan  
 Chief Engineer.....Carl W. Pendergraft

# COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — Families 446,000  
 Radio Homes 434,000 — TV Homes 217,000 — Stations in State 31

## KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....E. L. Allen  
 Address.....P. O. Box 179  
 Phone: 26.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 General Manager.....D. L. Allen  
 Sls. Prom. Mgr.....Dick Frink  
 Prog. Director.....Kyle McClagherty  
 Chief Engineer.....Delbert L. Allen

## KBOL

BOULDER—1946

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....Boulder Radio KBOL, Inc.  
 Address.....1617 Pearl  
 Phone: Hillcrest 2-2242....Air Time: Full Time  
 News Service.....UP  
 Transcription Service....Standard, Thesaurus  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Russel Shaffer  
 Commercial Manager.....Gene Palm  
 Program Dir.....John Wilcox  
 Chief Engineer.....Blair Dobbins

## KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. Py....Royal Gorge Bcstrs., Inc.  
 Business-Studio Address....1615 Central Ave.  
 Phone: 1400.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Keystone, Cole  
 Pres.-Gen.Sta. Mgr.....Ray M. Beckner  
 Chief Engineer.....Ed Wood

## KRDO

COLORADO SPRINGS—1947

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Pikes Peak Bcstg. Co.  
 Business-Studio Address.....399 S. 8th St.  
 Phone: Melrose 2-1515....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service....Standard, Langworth,  
 Thesaurus  
 Representative.....McGillvra  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Harry W. Hoth  
 Program Director.....John Finlayson  
 Publicity Dir.....Patricia Colt  
 Chief Engineer.....Herbert Schubarth

## KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Voice of the Rockies, Inc.  
 Address.....512 So. Tejon  
 Phone: Melrose 4-2844....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Associated  
 Representative.....Hollingbery  
 Membership.....NARTB, RAB  
 President.....J. D. Russell  
 Station Mgr.....Verl Bratton  
 Sls., Prom. Mgr., Prog. Dir.....R. Conner  
 Chief Engineer.....Earl Leonard

## KRAI

CRAIG—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.No. Western Colo. Bcstg. Co.  
 Address.....P. O. Box 65  
 Phone: 707-8.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Community Network



Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....Miles Barrett  
 General Manager.....George Cory  
 Station Manager.....Richard E. Bonderod  
 Sales Prom. Mgr.....Dale Kirk  
 Program Dir.....Norman Davis  
 Chief Engineer.....Tom Weir

## KFSC

DENVER—1954

Frequency: 1220 Kc.....Power: 1 Kw.  
 Owned.....Francisco V. Sanchez  
 Address.....P. O. Box 246  
 Phone: AComa 2-8935.....Air Time: Daytime  
 News Service.....INS  
 General Manager.....Paco Sanchez  
 Manager, Director.....Levi Beall  
 Commercial Manager.....Joe Lito  
 Sales Manager.....J. R. Rutherford

## KIMN

DENVER—1923—MBS

Frequency: 950 kc.....Power: 5 kw.  
 Owned.....KIMN, Inc.  
 Address.....5350 W. 20th Ave.  
 Phone: BE 7-2734.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Station Representative.....Avery-Knodel, Inc.  
 Membership.....RAB  
 President.....A. L. Glasmann  
 Gen., Sta. Mgr.....Collin W. Lowder  
 Commercial Manager.....Kenneth E. Palmer  
 Sales Promotion Mgr.....Ted Nelson  
 Program Director.....Ronald J. McCoy  
 Publicity Director.....Ted Nelson  
 Chief Engineer.....Arthur F. Southwick

## KLIR

DENVER—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....G. B. Anderson  
 Address.....6535 W. Jewell  
 Phone: WA-2-1189.....Airtime: Daytime  
 News Service.....INS  
 Rep.....Holman, Continental, Biddick  
 Owner-Gen., Mgr.....G. B. Anderson  
 Commercial Mgr.....L. L. Tracy  
 Bus. Mgr.....H. G. Kincaid  
 Pub. Dir.....F. F. Hayes  
 Chief Engineer.....Lloyd L. Wilson

## KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Aladdin Radio & TV, Inc.  
 Business-Studio Address.....131 Speer Blvd.  
 Phone: MAin 3-4271.....Air Time: Full Time  
 News Service.....AP, INS.  
 Newspaper Affiliation.....Time, Inc.  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Hugh B. Terry

Station Mgr.....Phil Hoffman  
 Commercial Manager.....Lee Fondrew  
 Sales Prom. Mgr.....Harold Storm  
 Program Director.....Charles Roberts  
 Chief Engineer.....Harvey E. Wehrman

## KMYR

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KMYR Bcstg. Co.  
 Address.....Security Life Bldg.  
 Phone: MAin 3-4161.....Air Time: Full Time  
 News Service.....AP  
 Station Representative.....Sears & Ayer  
 Membership.....NARTB  
 Pres., Gen. Mgr.....F. W. Meyer  
 Station Manager.....A. G. Meyer  
 Commercial Manager.....Ed Koepke  
 Pgm., Prod. Dir.....Lowell Switzer  
 Chief Engineer.....Walt Wilson

## KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Metropolitan TV. Co.  
 Business-Studio Address.....1625 California St.  
 Phone: Main 3-6211.....Air Time: Full Time  
 News Service.....AP, INS  
 Representative.....Edward Petry & Co.  
 Membership.....NARTB, RAB  
 President.....William W. Grant  
 Gen., Sta. Mgr.....Don Searle  
 Sales Promotion Manager.....John Aldern  
 Comm. Mgr.....Robert Hix  
 Program Director.....Jim Atkins  
 Publicity Director.....Ralph Radetsley  
 Chief Engineer.....J. A. Slussea

## KTLN

DENVER—1948

Frequency: 1280 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Radio Station KTLN  
 Address.....431 W. Colfax  
 Phone: Acoma 2-4811.....Air Time: Full Time  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Radio Reps., Inc.  
 Owner.....Leonard Coe  
 General Manager.....John L. Buchanan  
 Local Sales Mgr.....Dean Jarvis  
 Nat. Sales Mgr.....Lee Mehlig  
 Program Director.....Jack Helling  
 Chief Engineer.....O. E. Kelly

## KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Colorado Radio Corp.  
 Business-Studio Add.....Midland Savings Bldg.  
 Phone: TAbor 5-2291.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....Free & Peters

**Membership** ..... NARTB, RAB  
**President-Gen. Mgr.**..... William D. Pyle  
**Station Manager**..... T. C. Ekrem  
**Sales Prom. Mgr.**..... Ben Stanton  
**Program Director**..... V. W. Corbett  
**Chief Engineers**..... W. D. Pyle, T. C. Ekrem

## KIUP

**DURANGO—1935—MBS-KBS**

**Frequency:** 930 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**..... San Juan Bcstg. Co.  
**Address**..... P. O. Box 641  
**Phone:** 117.....**Air Time:** Full Time  
**News Service**..... UP  
**Transcription Service**..... Thesaurus, World  
**Representative**..... Holman Co.  
**President**..... J. A. Segerberg  
**General Manager**..... R. E. O'Brien  
**Comm. Prom. Mgr.**..... Lindsey Becker  
**Program Director**..... Herb Jobs  
**Publicity Director**..... Frank Toomey  
**Chief Engineer**..... Lou Shaw

## KGMC

**ENGLEWOOD—1952**

**Frequency:** 1220 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....McMa Agency  
**Address**..... 3355 S. Broadway  
**Phone:** Sunset 1-4481.....**Air Time:** Daytime  
**News Service**..... UP  
**Co-owner, Gen. Mgr.**..... Grady F. Maples  
**Co-owner**..... R. B. McAlister  
**Comm. Mgr.**..... J. Kenneth Brothers  
**Sls. Prom. Mgr.**..... R. J. Cutting  
**Chief Engineer**..... D. F. White, Jr.

## KCOL

**FT. COLLINS—1947**

**Frequency:** 1410 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..... Northern Colo. Bcstg. Co.  
**Business-Studio Address**..... 1600 La. Porte Ave.  
**Phone:** 2600.....**Air Time:** Full Time  
**News Service**..... UP  
**Transcription Service**..... Thesaurus  
**Station Rep.**..... H.R. Reps. Inc.  
**Membership**..... NARTB, RAB  
**President**..... Herb Hollister  
**General Manager**..... Ellis Atteberry  
**Commercial Manager**..... Bob McClary  
**Program Director**..... Hollis Hoff  
**Chief Engineer**..... Dan Coltrane

## KFTM

**FORT MORGAN—1949—KBS**

**Frequency:** 1260 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**..... Morgan County Bcstg. Co.  
**Address**..... P. O. Box 431  
**Phone:** 1000.....**Air Time:** Daytime  
**News Service**..... UP  
**Transcription Service**..... Capitol  
**General Manager**..... Mac McGraw  
**Program Director**..... Frank Alien  
**Chief Engineer**..... Richard Oldfield

## KGLN

**GLENWOOD SPRINGS—1950—MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... KGLN, Inc.  
**Address**..... P. O. Box C  
**Phone:** 777.....**Air Time:** Full Time  
**Representative**..... Holman  
**Membership**..... NARTB  
**News Service**..... UP  
**President**..... Rex Howell  
**Co-owner, Gen. Mgr.**..... Jerry Fitch  
**Sales Promotion Director**..... Bob Duffy  
**Program Director**..... Gene Curtis  
**Chief Engineer**..... Bonner Z. Baker

## KEXO

**GRAND JUNCTION—1948**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Voice of Western Colo., Inc.  
**Address**..... 2508 North Ave.  
**Phone:** 1230.....**Air Time:** Full Time  
**News Service**..... INS  
**Transcription Service**..... Capitol, Thesaurus  
**Representative**..... Harlan Oakes  
**Membership**..... NARTB, RAB  
**President**..... D. Spencer Grow  
**Gen., Sta. Mgr.**..... Abbott Tessman  
**Program Director**..... Robert Collins  
**Publicity Director**..... Mildred Fuller  
**Chief Engineer**..... D. E. Towne

## KFXJ

**GRAND JUNCTION—1926—MBS**

**Freq:** 920 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**..... Western Slope Bcstg. Co.  
**Business-Studio Address**..... Box 30  
**Phone:** 1300.....**Air Time:** Full Time  
**News Service**..... UP  
**Transcription Service**..... Lang-Worth  
**Representative**..... Hal Holman  
**Membership**..... NARTB  
**Pres., Gen. Mgr.**..... Rex Howell  
**Sta., Comm. Mgr.**..... E. Anson Thomas  
**Program Director**..... Gregg Chancellor  
**Chief Engineer**..... Cecil Whitchurch

## KFKA

**GREELEY—1921**

**Frequency:** 1310 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..... Mid-Western Bcstg. Co., Inc.  
**Business-Studio Address**..... 620—8th Ave.  
**Phone:** 450.....**Air Time:** Full Time  
**Representative**..... Hal Holman  
**News Service**..... UP  
**Transcription Service**..... Thesaurus  
**Pres., Gen. Mgr.**..... H. E. Green  
**Sta., Comm. Mgr.**..... William G. Stewart  
**Program Director**..... Jack Redus  
**Chief Engineer**..... Harry Brewer

# KYOU

GREELEY—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By 2424 6th Ave., Meroco B. Co.  
 Phone: 3275.....Air Time: Full Time  
 News Service .....AP  
 Membership .....NARTB  
 Representative .....McGillvra, Inc.  
 Transcription Service .....World  
 President, Gen. Mgr.....Elwood H. Meyer  
 Comm. Mgr.....Everett Shupe  
 Sta. Mgr. Chief Engr.....John T. Roscoe

# KBNZ

LA JUNTA—1937—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Otero Broadcasting Co.  
 Address .....Box 485  
 Phone: 42.....Air Time: Full Time  
 News Service.....UP  
 Representative .....Clark  
 Transcription .....Standard  
 President.....M. S. Morrison  
 Gen., Sta. Mgr.....R. D. McGregor  
 Comm. Mgr., Chief Eng.....Don Smith  
 Sls. Prom. Mgr.....Jack Lee  
 Pub. Dir. ....Robert Mahaffey  
 Program Director.....Jane Henkenseifken

# KLMR

LAMAR—1948

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....SE Colorado Bcstg. Co.  
 Address .....P. O. Box 632  
 Phone: 804.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Continental  
 President.....Ralph Eaton  
 Gen., Sta. Mgr.....Everett Shupe  
 Comm., Prom. Mgr.....Dennis Behan  
 Program Director.....Claire Behan  
 Chief Engineer.....Kenneth Roberts

# KLVC

LEADVILLE—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Top of the Nation Station, Inc.  
 Address .....520 W. 6th St.  
 Phone: 70.....Air Time: Full Time  
 Membership .....NARTB  
 Representative .....Clark  
 President .....Arline S. Hodgins  
 General Manager.....David W. Hodgins

# KLMO

LONGMONT—1949—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Longmont Bcstg. Co.  
 Address .....Imperial Hotel  
 Phone: 1050.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Lang-Worth

Station Rep.....Continental  
 Membership .....NARTB  
 President .....Irving Ludlow  
 Program Director.....Frank Leslie  
 General Manager.....P. Reed Walker  
 Sales Manager.....Pat Patnode  
 Chief Engineer.....Walter Robinson

# KSLV

MONTE VISTA—1954—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....San Luis Valley Bcstg. Co.  
 Address .....109 Adams St.  
 Phone: 553.....Air Time: Full Time  
 News Service .....UP  
 Trans. Service .....Thesaurus  
 Membership .....NARTB  
 General Manager.....George O. Cory  
 Asst. Gen. Mgr.....Dale G. Moore  
 Station Mgr.....John McRae

# KUBC

MONTROSE—1947—KBS

Freq.: 1260 Kc.....Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By.....Uncompaghere Bcstg. Co.  
 Business-Studio Address.....P. O. Box 279  
 Phone: 599.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB, RAB  
 President.....F. J. Hartman  
 Gen. Mgr.....Geo. Cory  
 Station Mgr.....Dale G. Moore  
 Comm., Sales Prom. Mgr.....Robert Churney  
 Program Director.....Ed DeJulio  
 Chief Engineer.....Tom Weir

# KCSJ

PUEBLO—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Star Bcstg. Co., Inc.  
 Address.....2226 Big Hill Rd.  
 Phone: LI 4-5782.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative.....Avery-Knodel, Inc.  
 Pres., Gen. Mgr.....Douglas Kahle  
 Commercial Mgr.....Ray Whitworth  
 Station Mgr.....Larry Gordon  
 Chief Engineer.....Marion Cunningham

# KDZA

PUEBLO—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pueblo Radio Co.  
 Address .....3011 Elizabeth  
 Phone: 1255.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative .....McGillvra  
 Pres., Gen., Comm. Mgr.....Dee B. Crouch  
 News, Spts. Dir.....Jerry Rhoads

# WTIC...By Every Measurement A GREAT RADIO STATION

**MANAGEMENT**  
WTIC's management is in the hands of experienced men that meet daily.

**FACILITIES**  
From most modern studios to production facilities.

**PROGRAMMING**  
Many top stars of radio had their start over WTIC produced programs such as...

**PUBLIC SERVICE**  
WTIC has earned the loyalty and confidence of its listeners by placing public welfare above all other considerations. Not only in times of emergency and disaster but every day the public welfare is our concern.

**MARKET**  
Connecticut, the center of the great WTIC market, ranks first\* in the U. S. in per family income. WTIC dominates this prosperous Southern New England Market . . .

<b>Total Number of Families</b>	<b>794,700</b>
* Effective Buying Income . . . . .	\$4,763,631,000
* Total Retail Sales . . . . .	3,265,380,000
* Total Food Sales . . . . .	864,958,000

\* Copr. 1954, Sales Management Survey of Buying Power; further reproduction not licensed.



Measure of a Great  
Radio Station

REPRESENTED NATIONALLY BY  
THE HENRY I. CRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

# KGHF

**PUEBLO—1928—ABC**

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Colorado Bcstg. Co., Inc.  
 Address ..... Box 293  
 Phone: LI 2-5570. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... World  
 Representative..... Gill-Perna, Inc.  
 Membership ..... NARTB, RAB  
 President ..... Gifford Phillips  
 General Manager..... Robert D. Ellis  
 Commercial Manager..... Bill Mahoney  
 Station Manager..... J. H. McGill  
 Chief Engineer..... Willis C. Shanks

# KVRH

**SALIDA—1948—KBS-MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned..... Heart of the Rockies Bcstg. Co.  
 Phone: 30. Air Time: Full Time  
 News Service ..... INS  
 Pres., Gen. Mgr..... Jon F. Lohmer  
 Program Director..... Alan Wall  
 Chief Engineer..... O. V. Charles

# KGEK

**STERLING—1925**

Frequency: 1230 Kc. Power: 250 Watts d.  
 Owned-Operated By..... Elmer G. Beehler  
 Address..... P. O. Box 830  
 Phone: 679. Air Time: Daytime  
 News Service ..... UP  
 Trans. Service.. Lang-Worth, MacGregor, Cole  
 Membership ..... NARTB  
 Owner, Gen. Mgr..... Elmer G. Beehler  
 Station, Comm. Mgr..... Al Ross  
 Prog. Director..... John Gazdik  
 Chief Engr..... E. G. Beehler

# KCRT

**TRINIDAD—1946—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... KCRT, Inc.  
 Address ..... Box 772  
 Phone: 338. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Rep., Indie Sales..... Ken Palmer  
 Pres., Gen. Mgr..... E. M. Cooper  
 Program Director..... Pete Deluca  
 Chief Engineer..... E. M. Cooper

# CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — Families 678,000

Radio Homes 670,000 — TV Homes 557,000 — Stations in State 25

# WICC

**BRIDGEPORT—1926—MBS-YANKEE**

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Bridgeport Bcstg. Co.  
 Address ..... Box 9140  
 Phone: AM 8-1601. Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative ..... Adam Young  
 Membership ..... RAB  
 Pres., Gen., Sta. Mgr..... Philip Merryman  
 Commercial Manager..... Manning Slater  
 Sales Promotion Manager..... Joan Fisher  
 Program Director..... Bob Crane  
 Publicity Director..... Leo Miller  
 Chief Engineer..... Pat Uliano

# WNAB

**BRIDGEPORT—1941  
 ABC-CONN. STATE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WNAB, Inc.  
 Business-Studio Address..... 991 Broad St.  
 Phone: 3-3112. Air Time: Full Time  
 News Service ..... UP  
 Representative..... Burke Stuart, Walker  
 President ..... Harold Thomas

Gen., Sta., Comm. Mgr..... John Ellinger  
 Sales Prom. Mgr., Prog. Dir..... Harry Luke  
 Asst. Prog. Dir..... Jack Kane  
 Publicity Director..... Stu Warshauer  
 Chief Engineer..... Norman Howard

# WBIS

**BRISTOL—1948**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... The Bristol Bcstg. Corp.  
 Business-Studio Address..... 183 Main St.  
 Phone: 3-9265. Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Clark  
 Transcription Service..... Associated, World  
 Pres., Gen. Mgr..... Eric Hatch  
 Sta. Mgr..... R. C. Kilbourn  
 Comm. Mgr..... Amleto Ciccarelli  
 Chief Engineer..... Richard L. Ricci

# WLAD

**DANBURY—1947**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By... Berkshire Bcstg. Corp.  
 Business-Studio Address..... 207 Main St.  
 Phone: 8-3565. Air Time: Daytime  
 News Service ..... AP

Transcription Service.....World. SESAC  
 Representative.....Indie Sales  
 President.....John P. Previdi  
 Gen., Comm. Mgr., Pub. Dir.....Sol Robinson  
 Program Director.....Eleanor Kemble  
 Chief Engineer.....George McGuy

Asst. Gen. Mgr., Sls. Mgr.....Walter Johnson  
 Asst. Sales Mgr.....Irwin Cowper  
 Program Manager.....Leonard J. Patricelli  
 Public Rel. Dir.....Bernard Mullins  
 Chief Engr.....Herman D. Taylor  
 (See Page 366)

**W C C C**

**HARTFORD—1947**

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..Greater Hartford Bcstg Corp.  
 Address.....Hotel Bond  
 Phone: Jackson 5-6648.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Walker  
 President.....William M. Savitt  
 Sec'l. Treas.....M. Savitt  
 Sta., Comm. Mgr.....R. H. Klein  
 Program Director.....B. LaCoe  
 Publicity Director.....E. Seltzer  
 Chief Engineer.....Michael Cookish

**W M M W**

**MERIDEN—1947**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Silver City Crystal Co.  
 Business-Studio Address.....8 W. Main St.  
 Phone: 5-5747.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Rambeau  
 President.....C. A. Schultz  
 General Manager.....G. A. Kruttschnitt  
 Comm. Mgr.....William Golder  
 Sales Prom. Mgr.....James McGovern  
 Program Director.....Lester H. Fox  
 Chief Engineer.....John Roache

**W D R C**

**HARTFORD—1922—CBS**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By..The Connecticut Bcstg. Co.  
 Business-Studio Address..869 Blue Hills Ave.  
 Phone: Chapel 2-5596.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 President.....Franklin M. Doolittle  
 General Manager.....Walter B. Haase  
 Comm. Sales Prom. Mgr.....William F. Malo  
 Program. News Dir.....Harvey H. Olson  
 Chief Engineer.....Henry M. Broderick, Jr.

**W C N X**

**MIDDLETOWN—1948**

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Middlesex Bcstg. Co.  
 Business-Studio Address.....460 Main St.  
 Phone: Diamond 7-2565.....Air Time: Daytime  
 Transcription.....Thesaurus  
 Station Rep.....Devney  
 President.....R. J. O'Brien  
 General Manager.....Wm. J. O'Brien, Jr.  
 Program Director.....Wm. J. Glynn  
 Chief Engineer.....Kenneth A. F. Bishop

**W H A Y**

**NEW BRITAIN—1949**  
**CONNECTICUT STATE**  
**FOREIGN LANGUAGE**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By..Central Conn. Bcstg. Co.  
 Business Address.....22 Grove Hill  
 Phone: 3-2721.....Air Time: Unlimited  
 News Service.....UP  
 Representative.....Nona Kirby  
 President.....Patrick Goode  
 Exec. Vice-Pres.....Edward D. Taddei  
 General Mgr.....Aldo DeDominicis  
 Sta., Comm. Mgr.....Charles Bell  
 Program Director.....George Ehrlich  
 Chief Engineer.....Hillis W. Holt

**W G T H**

**HARTFORD—1935—MBS-ABC**

Frequency: 1410 Kc.....Power: 5,000 Watts  
 Owned-Oper. By..Gen. Times Television Corp.  
 Business-Studio Address.....54 Pratt St.  
 Phone: JA 7-9131.....Air Time: Full Time  
 News Service.....UP  
 Representative.....H-R Reps, Inc.  
 Membership.....RAB  
 President.....Thomas F. O'Neil  
 General Manager.....F. W. Wagenvoord  
 Commercial Manager.....Gordon R. Kerr  
 Program Director.....John Downey  
 Chief Engineer.....Rogers Holt

**W K N B**

**NEW BRITAIN—1946**

Frequency: 840 Kc...Power: 1000 Watts d.  
 Owned-Oper. By.....New Britain Bcstg. Co.  
 Address.....1422 New Britain Ave.  
 Phone: Baldwin 3-3603...Air Time: Daytime  
 News Service.....AP  
 Representative.....Bolling  
 President.....Julian Gross  
 General Manager.....Peter B. Kenney  
 Commercial Manager.....Gustave Nathan  
 Program Director.....Ray Neilan  
 Publicity Director.....Helen M. Loy  
 Chief Engineer.....John Shipley

**W T I C**

**HARTFORD—1925—NBC**

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Oper. By....Travelers Bcstg. Service  
 Business-Studio Address.....26 Grove St.  
 Phone: JA 5-0801.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service...Lang-Worth SESAC  
 Representative.....Christal  
 Membership.....NARTB, RAB  
 V.P., Gen. Mgr.....Paul W. Morency

# WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Operated By... WAVZ Bcstg. Corp.  
 Business-Studio Address... 152 Temple St.  
 News Service... AP  
 Representative... Forjoe, Kettell, Carter  
 Membership... RAB  
 President... Victor W. Knauth  
 V.P., Gen. Mgr... Daniel W. Kops  
 Comm. Mgr... Richard J. Monahan  
 Program Director... E. J. Markle  
 Publicity Director... S. L. Barstein  
 Chief Engineer... Ralph Carrano

# WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc. Power: 1000 Watts  
 Owned By... Conn. Radio Foundation, Inc.  
 Business-Studio Address... 221 Orange St.  
 News Service... UP  
 Representative... H. R. Repts., Rbt. Foster  
 Pres., Gen. Mgr... Richard W. Davis  
 Commercial Mgr... Edwin H. Schweitzer  
 Publicity Director... Rudy Frank  
 Program Director... Charles H. Wright  
 Chief Engineer... Fred King

# WNHC

NEW HAVEN—1944—NBC, CSN

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Elm City Bcstg. Corp.  
 Business-Studio Address... 1110 Chapel St.  
 Phone: SP 7-3611. Air Time: Full Time  
 News Service... AP  
 Representative... Katz Agency  
 Membership... NARTB  
 President... Patrick J. Goode  
 General Manager... Aldo DeDominicis  
 Exec. Vice-Pres... Edward D. Taddei  
 Commercial Manager... J. Vincent Callanan  
 Station Manager... Edward C. Obrist  
 Prom. Mgr., Publ. Dir... James W. Evans  
 Chief Engineer... Vinnie DeLaurentis

# WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... The Thames Bcstg. Corp.  
 Business-Studio Address... 281 State St.  
 Phone: GI 2-4365. Air Time: Full Time  
 News Service... UP  
 President-Gen. Sta. Mgr... Gerald J. Morey  
 Comm.-Sales Prom. Mgr... Leo B. Keegan  
 Prog., Publ. Dir... Nelson Brown  
 Chief Engineer... Randolph Barrett

# WNLK

NORWALK—1948

Frequency: 1350 Kc. Power: 500 Watts  
 Owned-Operated By... Norwalk Bcstg. Co., Inc.

Business-Studio Address... Main & Wall Sts.  
 Phone: Temple 8-5566. Air Time: Full Time  
 News Service... UP  
 Representative... McGillvra  
 Pres., Gen. Mgr... James Stolcz  
 Program Director... Dick Bounerba  
 Chief Engineer... Clarence Burnham

# WICH

NORWICH—1946

Freq: 1310 Kc. Power: 1 Kw.  
 Owned-Oper. By... Eastern Conn Bcstg. Co.  
 Business-Studio Address... Cuprak Rd.  
 Phone: Turner 7-1613. Air Time: Full Time  
 News Service... INS, UP  
 Transcription Service... CWB Time, World  
 Representative... Grant Webb  
 Membership... NARTB, RAB  
 President... D. Lasser  
 Promotion Dir... Edward Adler  
 Comm. Mgr... Richard Reed  
 Program Dir... Sid Frank  
 Chief Engineer... Alexander Dubenetsky

# WPCT

PUTNAM—1953

Frequency: 1350 Kw. Power: 500 Watts d.  
 Owned-Oper. By... Israel Putnam Bcstg. Co.  
 Address... 42 Main St.  
 Phone: 8-2721. Air Time: Daytime  
 News Service... UP  
 Transcription... World  
 Membership... NARTB  
 President... Roland A. Gayette  
 Station Manager... Ralph F. D'Andrea  
 Chief Engineer... James Bonney

# WSTC

STAMFORD—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... W. Conn. Bcstg. Co.  
 Business-Studio Address... 270 Atlantic St.  
 Phone: 4-7575. Air Time: Full Time  
 Newspaper Affiliation... Stamford Advocate  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Everett-McKinney  
 Membership... NARTB  
 President... Kingsley Gillespie  
 Gen. Manager... Julian Schwartz  
 Program Director... Steve Phillips  
 Chief Engineer... Robert A. Reynolds

# WLCR

TORRINGTON—1947

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Litchfield Cty. Radio Corp.  
 Business-Studio Address... 23 Main St.  
 Phone: Hunter 9-4173-74. Air Time: Daytime  
 News Service... UP  
 Transcription Service... World  
 Representative... Sears & Ayer

Membership .....BAB, NARTB  
 Pres. Gen. Mgr.....Charles O. Scott  
 Station Mgr.....Joe Trent  
 Comm. Mgr.....Alex Pernal  
 Program Director.....Joe Storm  
 Chief Engineer.....Alfred Pollakat

**W T O R**

**TORRINGTON—1948  
 CONN. STATE—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Torrington Bcstg. Co., Inc.  
 Business-Studio Address.....93 Perkins St.  
 Phone: 9-4181.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Rambeau  
 President .....Edmund Waller  
 Gen., Sta., Comm. Mgr.....John J. Morris  
 Program Director.....Al Ayre  
 Pub. Dir.....Louise Morris  
 Chief Engineer.....Edwin Michalski

**W A T R**

**WATERBURY—1934  
 ABC-CONN. STATE**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The WATR Co., Inc.  
 Business-Studio Address.....440 Medow St.  
 Phone: 5-1121.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Burke-Stuart  
 Membership .....NARTB  
 President .....Harold Thomas  
 Gen., Sta., Comm. Mgr.....Sam Elman

Sales Prom. Mgr.....Wallace Gordon  
 Program Director.....Wally King  
 Publicity Director .....Bob Gillespie  
 Chief Engineer.....Russell Jensen

**W B R Y**

**WATERBURY—1934—CBS**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Oper. By...American-Republican, Inc.  
 Business-Studio Address.....P. O. Box 1627  
 Phone: 3-1125.....Air Time: Full Time  
 Newspaper Affiliation..Waterbury Republican  
 News Service .....AP  
 Transcription Service .....World  
 Rep. ....Avery-Knodel, Kettel-Carter  
 Membership .....NARTB  
 President.....William J. Pape  
 Commercial Manager....Harry A. DeVorken  
 Gen. Mgr.....J. Maxim Ryder  
 Sales Promotion Mgr.....Robert Holczer  
 Program Director.....Walter O. Howard  
 Chief Engineer.....Frank B. Hales

**W W C O**

**WATERBURY—1946  
 MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Mattatuck Bcstg. Co., Inc.  
 Business-Studio Address...119 W. Main St.  
 Phone: 4-5141.....Air Time: Full Time  
 News Service .....AP  
 Representative .....McGillvra  
 President.....William G. Wells  
 General Manager.....James H. Shoemaker  
 Program Director.....Robert C. Crager  
 Chief Engineer.....Wm. Goldstein

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**



# DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — Families 103,000  
Radio Homes 99,000 — TV Homes 87,000 — Stations in State 7

## W D O V DOVER—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.  
Owned.....Del. State Bcstg. Corp.  
Business Address.....Denny's Rd.  
Phone: 5816.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....World  
Representative.....Rambeau  
Membership.....RAB  
President.....William S. Freed  
General Manager.....Cliff Goodman  
Program Director.....Virginia Bracken  
Chief Engineer.....Perley Tribout

## W J W L GEORGETOWN—1951

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Rollins Bcstg., Inc.  
Address.....DuPont Highway  
Phone: 2567.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Zimmer  
President.....John W. Rollins  
Gen., Comm. Manager.....Norman M. Glenn  
Program Director.....Bill Jaeger  
Chief Engineer.....Edward Marzoc

## W K S B MILFORD—1953

Frequency: 930 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Kent-Sussex Bcstg. Co.  
Address.....Box 444  
Phone: Milford 8881.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Lang-Worth  
Co-owner, Comm. Mgr.....H. M. Griffith Jr.  
Co-owner, Chief Engineer.....C. V. Lundstedt  
Program Director.....Borden E. Smith

## W A M S WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned.....Rollins Broadcasting Co.  
Address.....321 Delaware Ave.  
Phone: 4-8882.....Airtime: Daytime  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Rollins, Inc., N. Y. C.  
President.....O. Wayne Rollins  
General Manager.....Ralph J. Baron  
Program Director.....Tim Crow  
Chief Engineer.....Fitzgerald McDaniel

## W D E L

### WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned-Operated By.....WDEL, Inc.  
Business-Studio Address.....10th & King Sts.  
Phone: 8-7269.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Representative.....Robert Meeker  
Membership.....NARTB  
Station Executive.....Clair R. McCollough  
Station Manager.....Harvey C. Smith  
General Sales Mgr.....J. Robert Gulick  
Program Director.....R. V. Aydelotte  
Technical Director.....J. E. Mathiot

## W I L M

### WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Delaware Bcstg. Co.  
Business-Studio Address.....920 King St.  
Phone: 4-7771.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Representative.....Bolling Co.  
Membership.....RAB  
Pres., Gen. Mgr.....Ewing B. Hawkins  
Sta., Comm. Mgr.....Jackson F. Lee  
Program Director.....Warren Keyser  
Chief Engineer.....H. Edwin Kennedy

## W T U X

### WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.  
Owned-Oper. By....Port Frere Bcstg. Co., Inc.  
Business-Studio Address.....1400 Market St.  
Phone: 5-8821.....Air Time: Daytime  
News Service.....AP  
Representative.....Indie Sales, Inc.  
Pres.-Sta. Mgr.....Gordon K. MacIntosh  
V.P., Sales Mgr.....William S. Ewing  
General Mgr.....Howard Robinson  
Commercial Mgr.....John M. Talley  
Program Director.....William H. Gehlert  
Publicity Director.....Justina Spagnolo  
Chief Engineer.....Seymour Toberlsky

# DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — Families 281,000  
 Radio Homes 272,000 — TV Homes — 231,000 — Stations in State 7

## W G M S

WASHINGTON, D.C.—1947

Freq.: 570 Kc. Power: 1000 W. d.  
 Owned-Oper. By: The Good Music Station, Inc.  
 Address: Hotel Harrington  
 Phone: Executive 3-8676. Air Time: Daytime  
 Transcription Service: Associated  
 News Service: AP  
 Representative: Good Music, Thomas F. Clark  
 Pres., Gen. Sta. Mgr.: M. Robert Rogers  
 Comm., Sales Prom. Mgr.: Dan R. Cavalier  
 Program Director: Pierson Underwood  
 Chief Engineer: Nicholas J. Chaconas

## W M A L

WASHINGTON, D.C.—1925—ABC

Freq.: 630 Kc. Power: 5,000 Watts  
 Owned: Evening Sun Bcstg. Co., Inc.  
 Address: 4461 Connecticut Ave., N.W.  
 Phone: Kellogg 7-1100. Air Time: Full Time  
 News Service: AP  
 Representative: Katz  
 Newspaper Affiliation: The Evening Star  
 President: John W. Thompson, Jr.

General Manager: Fred S. Houwink  
 Station Manager: Robert W. Jonscher  
 Sales Prom. Mgr.: Arnold Katinsky  
 Program Director: Martin Pinsker  
 Chief Engineer: Allan Powley

## W O L

WASHINGTON, D. C.—1924

Frequency: 630 Kc. Power: 250 Watts  
 Owned: Wash. Bcstg. Corp.  
 Address: 2000 P. St., N. W.  
 Phone: ME 8-0010. Air Time: Full Time  
 News Service: UP  
 Representative: Gill-Perna  
 Pres., Gen. Mgr.: Henry Rau  
 Vice-Pres.: Charles Dillon  
 Comm. Mgr., Prog. Dir.: Maxwell Marvin  
 Publicity Director: Charles Brailer  
 Chief Engineer: Lloyd Smith

## W O O K

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: United Bcstg. Co.  
 Business-Studio: 8th & I Sts., N.W.

## There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. Nielsen averages show WRC delivering more homes in Washington's rich five-county area night and day than all the other radio stations combined!

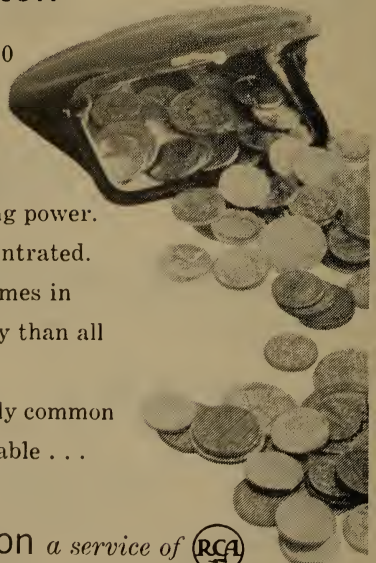
To tap this tremendous buying power, it is only common sense to use the most potent selling power available . . .



Radio in Washington a service of 

Sources: Nielsen Coverage Service;  
 Sales Management Survey of Buying Power

Represented by NBC Spot Sales



Phone: Republic 7-8000... Air Time: Full Time  
 Station Rep..... United Bcstg., Harlan Oakes  
 News Service ..... WNS  
 Pres., Gen. Mgr..... Richard Eaton  
 Program Director..... Cliff Holland  
 Comm., Sta. Mgr..... Arthur A. Snowberger

# W R C

## WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Operated By.. National Bcstg. Co., Inc.  
 Business-Studio Address.. Sheraton Park Hotel  
 Phone: Adams 4-5400... Air Time: Full Time  
 News Service..... AP, INS, UP  
 Transcription Service ..... Thesaurus  
 Representative..... NBC Spot Sales  
 Membership ..... NARTB, RAB  
 President (NBC)..... Sylvester L. Weaver Jr.  
 Exec. Vice-Pres. (NBC)..... Robert Sarnoff  
 Vice-Pres. (Wash.) ..... Frank Russell  
 Vice-Pres., Gen. Mgr..... Carlton D. Smith  
 Program Director..... James E. Kovach  
 Sales Prom. Mgr..... Robert Adams  
 Director of Sales..... Joseph W. Goodfellow  
 Commercial Mgr..... Charles de Lozier  
 Publicity Director..... Jay Royen  
 Chief Engineer..... John Rodgers

# W T O P

## WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc..... Power: 50,000 Watts  
 Owned-Operated By ..... WTOP Inc.  
 Address..... 40th & Brandywine, N.W.  
 Phone: Emerson 2-9300... Air Time: Full Time  
 News Service..... AP, UP, INS  
 Representative..... CBS Radio Spot Sales  
 Membership ..... RAB  
 President ..... John S. Hayes  
 V.P., Sta. Mgr..... Lloyd Dennis  
 Comm. Mgr..... R. W. Schellenberg  
 Sls. Prom. Mgr., Pub. Dir..... W. J. Wiggins  
 Prog. Dir. .... P. A. Searight  
 Chief Eng..... Granville Klink

# W W D C

## WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WWDC, Inc.  
 Business-Studio Address..... 1627 K St., N.W.  
 Phone: Sterling 3-3800... Air Time: Full Time  
 News Service..... AP, UP  
 Transcription Service... Standard, Thesaurus,  
 ..... Langworth, World  
 Representative ..... Blair  
 Membership ..... NARTB, RAB  
 President ..... Joseph Katz  
 General Manager..... Ben Strouse  
 Comm. Manager..... Herman Paris  
 Program Director..... Norman Reed  
 Sls. Prom., Pub. Dir..... Irving Lichtenstein  
 Chief Engineer..... Ross H. Beville

## THOSE WHO KNOW

## FAMOUS BRANDS . . .

## KNOW THE MOST

## FAMOUS BRAND

## IN NEWS IS

# AP

# FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — Families 1,141,000

Radio Homes 1,005,000 — TV Homes 490,000 — Stations in State 95

## WBAR

BARTOW—1953

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....WBAR, Inc.  
Address.....Box 820, Lakeland Hwy.  
Phone Number.....3-5111  
President.....W. A. Wynne  
General Manager.....Ted Leeper  
Commercial Mgr.....John Burgreen  
Program Dir.....Chuck Dent  
Chief Engineer.....Edward St. Clair

## WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Seminole Bcstg. Co.  
Phone: 2064.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus, World  
Membership.....RAB, NARTB  
President.....Dr. R. G. Nelson  
V.P., Gen. Mgr.....Mrs. Mary Foy  
Sales Manager.....Marvin Smith  
Program Director.....W. E. Eggleston  
Chief Engineer.....C. S. Clemans

## WTRL

BRADENTOWN—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Land o' Lakes Bcstg. Co.  
Address.....Memorial Pier, P. O. Box 1060  
Phone: 31-531.....Air Time: Full Time  
News Service.....AP  
Representative.....Hil Best  
Membership.....NARTB  
Transcription Service.....World, Standard  
President.....Howard A. Donahoe  
Gen. Sta. Mgr.....William McD. Herson  
Comm., Sales Prom. Dir.....Ken McKendree  
Program Director.....Charles A. Blake  
Publicity Director.....Earl Lindgren  
Chief Engineer.....Gerald McGougan

## WTAN

CLEARWATER—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....WTAN, Inc.  
Business Address.....200 Pierce Blvd.  
Phone: 33084.....Air Time: Full Time  
News Service.....UP  
Representative.....McGillvra  
Membership.....NARTB, RAB  
President.....Wm. G. Wells  
General, Station Manager.....H. D. Parker  
Commercial Manager.....F. L. Parker  
Program Director.....L. H. Falconnier  
Chief Engineer.....Leslie E. Freedom

## WKKO

COCOA—1953—KBS

Frequency: 860 Kc. Power: 250 Watts d.  
Owned-Operated By.....Brevard Bcstg. Co.  
Address.....Box 387  
Phone: 1020.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Standard, SESAC  
Representative.....Hil F. Best  
Membership.....BAB  
Gen. Mgr., Program Dir.....Carl G. Collins, Jr.  
Comm. Mgr.....Mercer Livermore  
Chief Engineer.....Davis E. Wilson

## WVCG

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Peninsular Bcstg. Corp.  
Business Address.....223 Aragon Ave.  
Phone: 8-74-11.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Clark  
Membership.....RAB, NARTB  
President-General Mgr.....George W. Thorpe  
Commercial Manager.....T. Hooke McCallie  
Program Director.....Robert S. Stevens  
Chief Engineer.....Thomas Middleton

## WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Gulfshores Bcstg. Co.  
Business-Studio Address.....Box 518  
Phone: 3511.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....World, SESAC  
President.....D. Grady O'Neal  
General Manager.....H. French Brown, Sr  
Program Director.....Vernon Cooper  
Station Manager.....Sam F. Townsend

## WDCF

DADE CITY—1954

Frequency: 1350 Kc. Power: 1 Kw.  
Owned.....Pasco Bcstg. Co.  
Address.....P. O. Box 387  
News Service.....AP  
Station Representative.....Dora-Clayton  
General Manager.....Elmo B. Kitts

## WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....W. Wright Esch  
Business-Studio Address.....444 N. Beach St.

Phone: 6492.....Air Time: Full Time  
 News Service .....UP  
 Membership .....NARTB  
 Representative... Joseph Hershey McGillvra  
 Station Manager.....Ray Clancy  
 Commercial Manager.....John S. Pitts  
 Program Director..... Mildred Mullins  
 Chief Engineer..... Webster K. Ellenwood

**WNDB**

**DAYTONA BEACH—1948—MBS**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....News-Journal Corp.  
 Business-Studio Address..Daytona Beach, Fla.  
 Phone: 2-1511.....Air Time: Full Time  
 News Service .....AP  
 Representative..... John H. Perry  
 Membership .....RAB, NARTB  
 Gen.-Sta.Mgr..... Jerry Stone  
 Comm. Mgr..... R. Y. Huffman  
 Prog. Dir..... Jo Bledsoe  
 Chief Engineer..... F. A. Scott

**WROD**

**DAYTONA BEACH—1947—NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Daytona Beach Bcstg. Corp.  
 Bus. Address..... Wilder Blvd. & S. Beach St.  
 Phone: 4626.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....RAB  
 Representative ..... Rambeau  
 Pres.-Gen. Mgr..... E. J. Sperry  
 Pgm. Dir., Chief Engr..... W. C. Collier

**WJBS**

**DELAND—1948—NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John B. Stetson Univ.  
 Address..... 220 East Hubbard Ave.  
 Phone: 1490.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Associated  
 Stations Rep..... Donald Cooke  
 Membership .....NARTB  
 Gen. Mgr., Prog. Dir..... C. L. Menser  
 Comm. Mgr..... William G. Hall  
 Program Dir..... C. L. Menser  
 Chief Engineer ..... John Andre

**WDBF**

**DELRAY BEACH—1954**

Frequency: 1420 Kc.....Power: 500 Kw.  
 Owned.....Delray Bcstg. Corp.  
 Address..... Bon Air Hotel  
 President..... S. R. Sague  
 Commercial Mgr..... Norman V. Bergholm  
 Station Manager..... Robert Murray  
 Promotion Mgr..... Bill Gannon  
 Chief Engineer..... Jim Lacey  
 Executive Engineer..... Bob Leedham

**WBRD**

**FT. LAUDERDALE—1950—KBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Broward Bcstg. Co.  
 Address..... P. O. Box 78  
 Phone Number .....2-2563  
 News Service .....UP  
 Representative..... Hil F. Best  
 President..... L. C. Judd  
 Gen., Sta. Mgr..... Chas. H. Gravett  
 Program Director..... Betty Phillips  
 Chief Engineer..... Theodore Dudas

**WFTL**

**FORT LAUDERDALE—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gore Publishing Co.  
 Bus.-Studio Address.....1785 S. E. 15th St.  
 Phone: 3-2511.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....World  
 President..... J. W. Dickey  
 Gen., Sta., Comm. Mgr..... R. L. Bowles  
 Program Director..... Jack W. Swart  
 Chief Engineer..... Richard P. Northey

**WINK**

**FT. MYERS—1940—CBS—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By... Ft. Myers Bcstg. Co., Inc.  
 Address..... 54 Palm Beach Blvd.  
 News Service .....AP  
 Representative ..... Donald-Cooke  
 President..... Daniel Sherby  
 General Manager..... A. J. Bauer  
 Program Director..... Frank Nodine  
 Chief Engineer..... Bob Bachman

**WMYR**

**FT. MYERS—1952**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Robert Hecksher  
 Address..... WMYR Bldg.  
 Phone: 5-1175.....Air Time: Full Time  
 News Service .....UP  
 Station Representative ..... Dora-Clayton  
 Membership .....RAB  
 Owner ..... Robert Hecksher

**WARN**

**FORT PIERCE—1952—ABC-KBS**

Frequency: 1330 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Hurricane Bcstg. Co.  
 Address..... Angle Rd.  
 Phone: 1330.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Standard  
 Membership .....NARTB, RAB  
 Co-owner, Gen. Mgr..... Murray C. Tillman  
 Co-owner, Prom. Mgr..... C. C. Tillman  
 Program Director..... Willis M. Shawver Jr.  
 Chief Engineer..... John E. Palmer

**WIRA**

**FORT PIERCE—1946—MBS-NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Indian River Bcstg. Co.  
 Business Address.....Melody Lane  
 Phone: 1400.....Air Time: Full Time  
 News Service .....UP  
 Membership .....RAB, NARTB  
 Transcription Service .....World  
 Pres., Gen. Sta. Mgr.....James L. Howe  
 Program Director.....Anne Wilder  
 Commercial Manager.....J. Kingsley Butt  
 Chief Engineer.....James Sowinski

**WFTW**

**FT. WALTON BEACH—1953**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owner.....Vacationland Bcstg. Co.  
 Address.....39 Main St., Box 87  
 Phone.....3-2601  
 President.....Wilbur R. Powell  
 Chief Engineer.....Frank Prestwood

**WGGG**

**GAINESVILLE—1948—ABC-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Alachua County Bcstg. Co., Inc.  
 Business-Studio.....1230 Waldo Rd.  
 Phone: Franklin 6-5791...Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Best  
 Pres., Gen. Mgr., Ch. Eng...R. M. Chamberlin  
 Commercial Manager.....Leon E. Mims  
 Program Director.....Pierre A. Bejano  
 Promotion Manager.....Scott Sutton

**WRUF**

**GAINESVILLE—1928—MBS**

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Univ. of Fla.  
 Business-Studio Address. Campus, Univ. of Fla.  
 Phone: 3261, Ext. 466-7-8...Air Time: Full Time  
 News Service .....AP  
 Trans. Service.....Lang-Worth, Thesaurus  
 Representative .....Burn-Smith  
 Membership .....NARTB  
 General Manager.....Garland Powell  
 Commercial Manager.....John Dunnivant  
 Program Director.....Ray Dantzler  
 Chief Engineer.....Bertram McNamara

**WGMA**

**HOLLYWOOD-MIAMI—1953**

Freq.: 1320 Kc.....Power: 500 Watts  
 Owned.....Greater Miami Broadcasters, Inc.  
 Address.....Box 757  
 Phone: Jackson 3-2616....Air Time: Daytime  
 News Service .....AP  
 Station Representative..J. Hershey McGillvra  
 Membership .....NARTB  
 President.....Major Ranulf Compton

Gen. Managers...Mr. & Mrs. Wm. B. Murphy  
 Sales Prom. Mgr.....Steve Marko  
 Program Director.....Bob Hope  
 Chief Engineer.....Wm. B. Murphy

**WIVY**

**JACKSONVILLE—1948**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WIVY, Inc.  
 Address.....1050 Spring Grove Ave.  
 News Service .....INS  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....Edward J. Oberle  
 Commercial Manager.....Randolph S. Jones  
 Program Director.....Lawrence Picus  
 Chief Engineer.....James Stephens

**WJAX**

**JACKSONVILLE—1925—NBC**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By..City of Jacksonville, Fla.  
 Business-Studio Address.....1 Broadcast Pl.  
 Air Time.....Full Time  
 Transcription Service .....MUSAC  
 Representative..John Blair; Harry E. Cummings  
 Commissioner in Charge.....J. D. Kennedy  
 Sta. Mgr., Chief Engr.....John T. Hopkins, III  
 Program Director.....Marion D. Trowell  
 Commercial Manager.....J. W. Douglass

**WJHP**

**JACKSONVILLE—1940—MBS**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Journal Co.  
 Bus.-Studio Address...4038 Phillips Highway  
 Phone: EX 8-9751.....Air Time: Full Time  
 News Service .....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative.....John H. Perry Associates  
 President.....John H. Perry, Jr.  
 General Manager.....T. S. Gilchrist, Jr.  
 Operation Mgr.....Jack Newsom  
 Commercial Mgr.....Bill Fraker  
 Sales Prom. Mgr.....Martha Thomas  
 Program Director.....Larry Bodkin  
 Publicity Director.....Martha Thomas  
 Chief Engineer.....Beecher Hayford

**WOBS**

**JACKSONVILLE—1948**

Frequency: 1360 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...So. Radio and Equip. Co.  
 Business-Studio Address.....1036 Mary St.  
 Phone: 98-3411.....Air Time: Daytime  
 Station Representative.....Stars  
 President.....E. D. Rivers, Sr.  
 General Manager.....Jim Macri  
 Chief Engineer.....W. F. Askew

**WMBR**

**JACKSONVILLE—1933—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts

Owned-Oper. By.....Washington Post Co.  
 Business-Studio Address.....605 Main St. S.  
 Phone: Ex 8-0501.....Air Time: Full Time  
**News Service**.....UP  
 Representative.....CBS Radio Spot Sales  
 Membership.....BAB  
 President.....Philip Graham  
 Vice President.....John S. Hayes  
 V.P., Comm. Mgr.....Dave Booher  
 Sls. Prom. Mgr.....Roger Langston  
 Program Director.....Ted Chapeau  
 Chief Engineer.....Ernest B. Vordermark

## W P D Q

**JACKSONVILLE—1942—ABC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Bcstg. Corp.  
 Studio Address.....Gulf Life Bldg.  
**News Service**.....AP  
 Transcription Service.....World  
 Station Rep.....Rintoul & McConnell, Ayers  
 President.....James R. Stockton  
 General-Station Manager...Robert R. Feagin  
 Comm., Prom. Mgr.....Kenneth F. Small  
 Program Director.....Wm. H. Blackburn  
 Chief Engineer.....James R. Donavan

## W R H C

**JACKSONVILLE—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Phone: 6-0461.....Air Time: Full Time  
 Membership.....NARTB, RAB  
 Representative.....Forjoe & Co.  
 Pres., Prom. Mgr.....Harold S. Cohn  
 General Manager.....Harold Cohn, II  
 Program Director.....Mrs. Elva Stein  
 Chief Engineer.....William Johnson

## W J V B

**JACKSONVILLE BEACH—1947—KBS**

Frequency: 1010 Kc...Power: 1000 Watts d.  
 Owned-Oper. By..Jacksonville Beach Bcstg. Co.  
 Address.....12th Ave., N., Box 428  
 Phone: 5-5674.....Air Time: Daytime  
 Representative.....Hil F. Best  
 Membership.....NARTB  
**News Service**.....AP  
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.  
 Station Mgr.....Morton B. Robinson  
 Commercial Mgr.....Thomas P. Harper  
 Program Director.....Morton B. Robinson  
 Chief Engineer.....Leslie C. Miner

## W K W F

**KEY WEST—1945—MBS-KBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By...John M. Spottswood  
 Address.....P. O. Box 891  
 Phone: 2-7777.....Air Time: Full Time  
 Pres., Gen. Comm., Mgr...John M. Spottswood  
 Station Manager.....Kermit Lewin  
 Chief Engineer.....Charles Lowe

## W R W B

**KISSIMMEE—1954**

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Emerson W. Browne  
 Address.....Acade Theater Bldg.  
 Phone: 2111.....Air Time: Daytime  
**News Service**.....UP  
 Transcription Service.....Standard  
 General Manager.....Emerson W. Browne  
 Commercial Mgr.....Frank Taylor

## W D S R

**LAKE CITY—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Deep South Radioways  
 Business-Studio Address..126 No. Marion St.  
 Phone: 525-591.....Air Time: Full Time  
**News Service**.....UP  
 Transcription Service.....Associated  
 General Manager.....Alfred H. Temple  
 Station Mgr.....Dick Whittington  
 Chief Engineer.....Richard L. Cook

## W L A K

**LAKELAND—1936—NBC**

Freq.: 1430 Kc.....Power: 5 Kw.  
 Owned-Operated By...Lakeland Bcstg. Corp.  
 Business Address.....P. O. Box 1211  
 Phone: MU 2-1271.....Air Time: Full Time  
**News Service**.....UP  
 Transcription Service..Associated, World, Std.  
 Station Representative.....John E. Pearson  
 Membership.....RAB, NARTB  
 Pres., Gen. Mgr.....S. O. Ward  
 Sta. Mgr., Chief Engr.....William P. Lee  
 Sales & Prom. Mgr.....S. O. Ward  
 Commercial Manager.....Powell Adams  
 Program Director.....Garland Burt  
 Chief Engineer.....William P. Lee

## W O N N

**LAKELAND—1949—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Coastal Bcstg. Co.  
 Business Address.....Lake Hunter Drive  
 Phone: MU 5117.....Air Time: Full Time  
**News Service**.....AP  
 Transcription Service.....Capitol  
 Representative.....Donald Cooke, Inc.  
 Pres., Gen., Sta. Mgr.....Robert S. Taylor  
 Commercial Mgr.....Tom Barber  
 Program Dir.....Ted Covington  
 Chief Engineer.....Duane McConnell

## W I P C

**LAKE WALES—1951—KBS**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned.....Imperial Polk Bcstg. Corp.  
 Address.....P. O. Box 712  
 Phone: 2-9831.....Air Time: Daytime  
**News Service**.....AP  
 Transcription Service.....SESAC  
 Membership.....RAB, NARTB

President.....S. W. Keen  
 Gen. Mgr., Chf. Engr.....G. Max Klmbrel  
 Program Director.....Shirley Tucker  
 Publicity Director.....John Haughee

**WLBE**

LEESBURG—1949—MBS-KBS

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WLBE, Inc.  
 Address.....Box 297  
 Phone: Leesburg 552.....Air Time: Full Time  
 News Service.....UP  
 Station Representative.....Best  
 Transcription Service.....World  
 President.....Paul A. Husebo  
 General Manager.....Wendel F. Husebo  
 Program Director.....Richard R. Coleman  
 Chief Engineer.....Martin Kirkland

**WNER**

LIVE OAK—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Suwanne Bcstg. Co.  
 Business Address.....P. O. Box 655  
 Phone: 1450.....Air Time: Full Time  
 News Service.....UP  
 Owner, Gen. Mgr.....Norman O. Protsman  
 Commercial Mgr.....John Lee Alford  
 Program Director.....Faith Protsman  
 Chief Engineer.....C. S. Parker

**WTYS**

MARIANNA—1948—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John H. Phipps Radio Stas.  
 Address.....Box 565  
 Phone: 650.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Cumminqs  
 President.....John H. Phipps  
 General Manager.....L. H. Graves  
 Station Manager.....Guy Hamilton  
 Chief Engineer.....Wm. A. Snowden, Jr.

**WMMB**

MELBOURNE—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Melbourne Bcstg. Corp.  
 Business-Studio Address.....WMMB Bldg.  
 Phone: 574-5.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Station Representative.....Rambeau  
 President.....Louis G. Bessler  
 Vice-President.....Erna Bessler  
 Gen., Comm. Mgr.....Vern L. Bessler  
 Sales Prom. Mgr.....Le Chapman  
 Publicity Director.....Robert Jobs  
 Chief Engineer.....Fred Schopflin

**WFEC**

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned-Oper. By.....David Haber  
 Address.....350 N.E. 71st St.  
 Phone: 89-7534.....Air Time: Daytime  
 Representative.....Rambeau  
 President.....David Haber  
 Gen., Comm. Mgr.....Herbert Schorr  
 Program Director.....Milton Oshins  
 Chief Engineer.....William Reeder

**WGBS**

MIAMI—1944—CBS

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned.....Storer Bcstg. Co.  
 Address.....1650 Biscayne Blvd.  
 Phone: 9-2401.....Air Time: Full Time  
 Newspaper Affiliation.....Miami Beach Sun  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Station Representative.....Katz Agency, Inc.  
 Membership.....NARTB, RAB  
 President.....George B. Storer  
 Managing Director.....Miller N. Babcock  
 Commercial Manager.....Francis J. Riordan  
 Sales Promotion Mgr.....James Storer  
 Program Director.....Donald E. Fischer  
 Chief Engineer.....Edward C. Lockwood

**WINZ**

MIAMI—1946

Freq.: 940 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By.....Hollywood Bcstg.  
 Business Address.....Biscayne Terrace Hotel  
 Phone: 82-6641-3.....Air Time: Full Time  
 News Service.....INS  
 Trans. Service.....Standard, Associated  
 Representative.....Paul Raymer  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Rex Rand  
 Nat. Sls. Mgr.....B. E. Henry  
 Chief Engineer.....Stanley Brown

**WIOD**

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Isle of Dreams Bcstg. Corp.  
 Business-Studio Address.....600 Biscayne Blvd.  
 Phone: 3-6444.....Air Time: Full Time  
 Newspaper Affiliation.....Miami Daily News  
 News Service.....AP, INS, UP  
 Transcription Service.....RCA, Theasurus  
 Representative.....Hollingbery



President.....Daniel J. Mahoney  
 General Manager.....James M. LeGate  
 Commercial Manager.....Robert L. Fidler  
 Program Director.....Scott Bishop  
 Chief Engineer.....M. C. Scott

# W M I E

## MIAMI—1948

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By...Sun Coast Bcstg. Corp.  
 Address .....244 Biscayne Blvd.  
 Phone: 3-5556.....Air Time: Full Time  
 News Service .....INS  
 Representative.....Stars Nail, Inc.  
 President.....E. D. Rivers, Sr.  
 Gen., Sta. Mgr.....Kurt Meer  
 Commercial Manager.....Stan Beaton  
 Sales Promotion Director.....S. J. Spiegel  
 Program Director.....Bill O'Hara  
 Publicity Director.....Harriet Barondess  
 Chief Engineer.....Russell Bennett

# W Q A M

## MIAMI—1921—ABC

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By.....Miami Bcstg. Co.  
 Business-Studio Address.....duPont Bldg.  
 Phone: 2-6121.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....John Blair  
 Membership .....NARTB, BAB  
 President.....John S. Knight  
 Gen., Sta., Comm. Mgr.....Owen F. Uridge  
 Sales Prom., Pub. Dir.....Ruth Tanksley  
 Program Dir.....Walt Suehla  
 Chief Engineer.....Gene Rider

# W W P B

## MIAMI—1947—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul Brake  
 Business-Studio Address...414 S.W. 2nd Ave.  
 Phone: 3-7405.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Walker  
 Pres., Gen., Sta. Mgr.....Paul Brake  
 Program Director.....Peggy Newmay  
 Publicity Director.....Bert Y. Johnson  
 Chief Engineer.....Les Bryant

# W A H R

## MIAMI BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alan H. Rosenson  
 Address.....420 Lincoln Road  
 Pres., Gen. Mgr.....Alan Rosenson

# W K A T

## MIAMI BEACH—1937—MBS

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKAT, Inc.  
 Trans.-Address.....1759 Bay Road  
 Phone: 5-5711.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Standard, Cole  
 Representative .....Headley-Reed  
 President.....A. Frank Katzentine  
 General Manager.....John I. Prosser  
 Commercial Mgr.....C. A. Wamper  
 Chief Engineer.....Arthur P. Smith, Jr.

# W M B M

## MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....R. W. Rounsaville  
 Address .....MacArthur Causeway  
 Phone: 5-5586.....Air Time: Daytime  
 News Service .....UP  
 Representatives.....Dora, Clayton, Forjoe  
 Mgr. Dir.....W. R. Wagner  
 Station Manager.....J. E. Vaughn  
 Program Director.....Ed. Cook  
 Commercial Mgr.....Arnold Kaufman  
 Chief Engineer.....E. H. Wilbur

# W E B Y

## MILTON—1954

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned.....C. W. Mapoles  
 Address.....Ward Basin Rd.  
 Air Time.....Daytime  
 News Service .....UP  
 Trans. Service .....World  
 Owner.....C. W. Mapoles

# W S B B

## NEW SMYRNA BEACH—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Beach Bcstg. Co.  
 Address.....P. O. Box 125  
 Phone: 1230-1.....Air Time: Full Time  
 News Service .....UP  
 Station Rep. ....Continental  
 Transcription Service .....Lang-Worth  
 General Manager.....A. V. Catterton  
 Program Director.....James D. King  
 Chief Engineer.....Roland W. Jordon

# W M O P

## OCALA—1953

Frequency: 900 Kc.....Power: 1000 Watts  
 Owner.....A. B. Letson  
 Address .....311 Robertson Bldg.  
 Phone .....Marion 2-4118  
 Prog. Dir.....Art Creamer  
 Chief Eng.....Lloyd Lutz

**WTMC**

**OCALA—1939—NBC-KBS**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By... Ocala Bcstg. Co. Inc  
 Address ..... 14 S. Magnolia  
 Phone: MA 2-4127. Air Time: Full Time  
 Newspaper Affiliation... Perry Newspapers  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 President ..... John H. Perry, Jr.  
 Gen. Mgr. .... Thomas S. Gilchrist, Jr.  
 Station Manager ..... T. S. Catalano  
 Comm. Mgr. .... Paul Marlowe  
 Publicity Director ..... Ken Brown  
 Program Dir. .... Ruth Brumball  
 Chief Engineer ..... William P. Callahan

**WDBO**

**ORLANDO—1924—CBS-FRN**

Frequency: 589 Kc. Power: 5000 Watts  
 Owned-Operated By... Orlando Bcstg. Co., Inc.  
 Business-Studio Address ..... P. O. Box 3707,  
 30 S. Ivamhoe Blvd.  
 Phone: 5-0541. Air Time: Full Time  
 News Service ..... AP, UP  
 Trans. Ser. .... World. Thesaurus, Associated  
 Representative... John Blair, Harry Cummings  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Harold P. Danforth  
 Sales Dir. .... W. G. McBride  
 Program Director ..... Rosalind Boggs  
 Chief Engineer ..... J. E. Yarbrough

**WHOO**

**ORLANDO—1947—ABC**

Freq.: 980 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By... WHOO, Inc.  
 Address ..... Fort Gatlin Hotel  
 Phone: 5-3591. Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Standard, World  
 Representative ..... Forjoe  
 President ..... Edward Lamb  
 Gen., Sta., Comm. Mgr. .... Carl Hallberg  
 Program Director ..... Walter Mitchell  
 Chief Engineer ..... Don Compton

**WLOF**

**ORLANDO—1940—MBS**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By... Mid-Fla. Radio Corp.  
 Business-Studio Address ..... Box 1991  
 Phone: 8163. Air Time: Full Time  
 News Service ..... UP  
 Station Rep. .... Raymer  
 Membership ..... NARTB, RAB  
 General Manager ..... Donn R. Collee  
 Commercial Mgr. .... Thomas H. Donohue  
 Program Director ..... Ernest Legge  
 Promotion Dir. .... Thomas H. Donohue  
 Chief Engineer ..... W. Dodd Daniel

**WORZ**

**ORLANDO—1947—NBC**

Freq.: 740 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Central Florida Bcstg. Co.  
 Address ..... P. O. Box 740  
 Phone: 2-2451. Air Time: Full Time  
 News Service ..... INS  
 Transcription Service ..... Capitol, Associated  
 Rep. .... Venard, Rintoul & McConnell  
 President ..... Naomi Murrell  
 Sta., Comm. Mgr. .... Eugene D. Hill  
 Comm. Mgr. .... John E. Surrick  
 Sls. Prom. Mgr. .... Maurice Marshall  
 Program Director ..... Stephen Wesley  
 Chief Engineer ..... James Guerrinni

**WWPF**

**PALATKA—1947—KBS**

Frequency: 1260 Kc. Power: 500 Watts  
 Owned-Operated By... Palatka Bcstg. Co.  
 Address ..... Box 86  
 Phone: EA 54555. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Gen. Mgr., Chief Engr. .... L. C. McCall  
 Program Dir. .... Johnny Gillis  
 Commercial Manager ..... Herb Young

**WDL P**

**PANAMA CITY—1940—NBC-KBS**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By... Panama City Bcstg. Co., Inc.  
 Business-Studio Address... 323 West Beach Dr.  
 Phone: Poplar 3-1777. Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 News Service ..... AP  
 Representative ..... Perry Associates  
 President ..... John H. Perry  
 General Manager ..... C. B. Kelly  
 Sta., Comm. Mgr. .... Don Brookins  
 Chief Engineer ..... Cal Howrigan

**WPCF**

**PANAMA CITY—1949—ABC-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Bay County Bcstg. Co.  
 Address ..... 300 E. 15th St.  
 Phone: SU 5-6176. Air Time: Full Time  
 Transcription Service ..... Thesaurus  
 Representative ..... Devney, Dora-Clayton  
 Pres., Gen. Mgr. .... E. L. DuKate  
 Program Director ..... Martha Ann Heath  
 Production Director ..... Glenn Lockhart  
 Chief Engineer ..... J. Frank Haynes

**WBSR**

**PENSACOLA—1946—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... WBSR, Inc.  
 Business Address ..... 1603 N. Pace Blvd.  
 Phone: Hemlock 2-6172. Air Time: Full Time  
 News Service ..... AP

Representative..Venard, McConnell & Rintoul  
 Pres. & Gen. Mgr.....Don J. Lynch  
 Commercial Manager.....Bo Mitchell  
 Program Director.....Tony Chastain  
 Chief Engineer.....Glenn Nichols

# WCOA

PENSACOLA—1925—NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCOA, Inc.  
 Address .....118 E. Intendencia St.  
 Newspaper Affiliation.....News-Journal  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates  
 President.....John H. Perry, Jr.  
 General Manager.....J. Holliday Veal  
 Sales Promotion Mgr.....Ronald C. Tuten  
 Program Director.....Roland Wolf, Jr.  
 Chief Engineer.....Harold Heath

# WEAR

PENSACOLA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper By.....Gulfport Bcstg. Co.  
 Address.....P. O. Box 1188  
 News Service .....AP  
 Sta. Rep. ....Hollingbery  
 Membership .....RAB  
 Pres., Gen., Sta. Mgr.....Mel Wheeler  
 Program, Pub. Dir.....Bill Anderson  
 Chief Engineer.....Jim Smith

# WPRY

PERRY—1954

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Taylor Co. Bcstg. Co.  
 Pres., Gen. Mgr.....Elmo B. Kitts

# WPLA

PLANT CITY—1949—KBS

Frequency: 1570.....Power: 250 Watts d.  
 Owned-Operated By.....W. A. Smith  
 Address.....P. O. Box 1588  
 Station Representative .....Best  
 Membership .....NARTB, BAB  
 President .....W. A. Smith  
 Gen., Sta., Comm. Mgr.....George Friend  
 Sales Prom. Mgr.....Joseph J. Wilson  
 Program Director...Miss Frankie Blackwelder  
 Publicity Director.....Gordon Solie  
 Chief Engineer.....James L. Derrick

# WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Quincy Bcstg. Corp.  
 Address .....Box 190  
 Membership .....NARTB  
 Pres., Gen. Mgr.....A. B. Letson  
 Comm. Mgr.....Wendell Taylor  
 Program Director.....Dewey C. Newton  
 Chief Engineer.....A. B. Letson

# WFOY

ST. AUGUSTINE—1936—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Fountain of Youth Bcstg. Co.  
 Address .....Box 588  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep.....W. S. Grant  
 Membership .....NARTB  
 President.....Mrs. Mary E. Bell  
 Gen., Sta. Mgr.....John E. Bernhard, Jr.  
 Prog., Pub. Dir.....Mrs. Frankie C. Walker  
 Chief Eng., Farm Editor.....Ernest Raistrick

# WSTN

ST. AUGUSTINE—1954

Frequency: 1420 Kc.....Power 1 Kw.  
 Owned.....St. Augustine Bcstg. Co.  
 Address.....66 Treasury St.  
 Phone: 815.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Rep. ....Indie  
 General Manager.....Tom Carr  
 Commercial Mgr.....Roth K. Robbins

# WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Fla. W. Coast Bcstrs., Inc  
 Address.....Royal Palm Hotel  
 Phone: 7-0511.....Air Time: Daytime  
 News Service .....AP  
 Station Representative.....Indie Sales  
 Membership .....BAB  
 President.....Dr. Charles Farrington  
 Gen., Comm. Mgr.....Arthur Mundorff  
 Station Manager.....Bob Clayton  
 Commercial Mgr.....Richard Marsh  
 Promotion Manager.....Marjorie Blank  
 Program Director.....James Carley  
 Publicity Director.....Larry Rhodes  
 Chief Engineer.....Manley St. Jean

# WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By....City of St. Petersburg  
 Business Address.....Municipal Pier  
 Phone: 5-4121.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service....Associated, World  
 Representative .....Weed  
 Membership .....NARTB  
 General Manager.....Charles L. Kelly  
 Commercial Manager.....Vera New  
 Program Director.....Louis J. Link

# WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pinellas Bcstg. Co.



Business-Studio Address.....Box 691  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....H-R  
 Membership .....NARTB, BAB  
 President .....Nelson Poynter  
 General Manager.....F. J. Kelly  
 Comm. Mgr.....L. L. Wildman  
 Prom. Prog. Dir.....Jack Faulkner  
 Chief Engineer.....William D. Mangold

# WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Myron A. Reck  
 Business Address.....Box 1541  
 News Service .....UP  
 Gen. Sta. Mgr.....Myron A. Reck  
 Commercial Manager.....Roy D. Green  
 Program Director.....J. Marion Harman, Sr.  
 Chief Engineer.....James S. Williamson, Jr.

# WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc....Power: 1000 Watts d.  
 Owned-Operated By....Sarasota Bcstg. Co.  
 Address.....P. O. Box 2431  
 Representative .....Hil Best  
 Membership .....NARTB  
 News Service .....AP  
 Transcription Service....Lang-Worth, World  
 Pres., Gen. Mgr.....A. G. Fernandez

# WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business Address.....City Island  
 Phone: Ringling 8-1811. Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....John E. Pearson  
 Membership .....NARTB, BAB  
 President.....Robert C. Jones, Jr.  
 General Manager.....John B. Browning  
 Commercial Manager.....J. M. Miller  
 Program Director.....David Hale  
 Chief Engineer.....James E. Grant

# WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Clearfield Bcstrs., Inc.  
 Business Address.....P. O. Box 233  
 Phone: 5-1811.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 News Service .....UP  
 President.....W. K. Ulerich  
 Gen. Mgr.....William J. Thomas  
 Sta. Comm. Mgr.....Al Frank  
 Program Director.....Betty Frank  
 Chief Engineer.....Robert Goshorn

# WSTU

STUART—1954—MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Bluewater Bcstg. Co.  
 Pres., Gen. Mgr.....Lester M. Combs

# WTAL

TALLAHASSEE—1935—CBS

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By.....John H. Phipps  
 Business Address.....Box 989  
 President.....John H. Phipps  
 General Manager.....L. Herschel Graves  
 Program Director.....Joe Hosford  
 Chief Engineer.....W. A. Snowden, Jr.

# WTNT

TALLAHASSEE—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Tallahassee Appl. Corp.  
 Business-Studio Address.....Duval Hotel  
 Representative .....Dora-Clayton  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Frank W. Hazelton  
 Chief Engineer.....Charles Clifton

# WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Tampa Bcstg. Co.  
 Address.....401 W. Tyler St.  
 Transcription Service .....Lang-Worth  
 Station Representative .....Pearson  
 Membership .....NARTB  
 Pres., Gen., Sta., Comm. Mgr..W. Walter Tison  
 Program Dir.....C. W. Geer  
 Chief Engineer.....J. B. Tison

# WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tampa Times Co.  
 Business Address.....N. Franklin St.  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Katz  
 President.....David E. Smalley  
 General Manager.....L. Spencer Mitchell  
 Program Director.....Kenneth W. Skelton  
 Chief Engineer.....William Pharr Moore

# WEBK

TAMPA—1950—KBS

Frequency: 1590 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Hillsboro Bcstg. Co.  
 Address.....1521 E. Broadway  
 Phone: 4-4177.....Air Time: Full Time  
 News Service .....INS



Station Rep.....Dora Clayton  
Gen. Mgr., Chf. Engr.....Elmo B. Kitts  
Commercial Mgr.....John Sanders

# WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Operated By.....Tribune Co.  
Business Address.....P. O. Box 1410  
Transcription Service.....Thesaurus  
Representative..John Blair, Harry E. Cummings  
Membership.....NARTB  
President.....John C. Council  
Sta.-Gen. Mgr.....George W. Harvey  
Sales Prom. Mgr., Pub. Dir....Tom Matthews  
Prog. Director.....Paul M. Jones  
Commercial Mgr.....Melvin E. Myer  
Chief Engineer.....Joseph Mitchell

# WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned By.....Sulphur Springs Bcstrs., Inc.  
Business Address.....11,011 Florida Ave.  
News Service.....AP  
Pres., Gen. Mgr.....Harold A. Dunlap  
Sta., Comm. Mgr.....Charley Arnett  
Program Director.....Ellen Sauls  
Chief Engineer.....Larry M. Kay

# WIOK

TAMPA—1954

Frequency: 1150 Kw.....Power: 1000 Watts  
Owner.....H. C. Young, Jr.  
Address.....Box 1101  
Phone.....4-1109  
Chief Engineer.....Henry Cassidy

# WBOY

TARPOON SPRINGS—1954

Frequency: 1470 Kc....Power: 5000 Watts d.  
Owned-Oper. By....Freedemiller Bcstg. Co.

# WNTM

VERO BEACH—1954

Frequency: 1370 Kc.....Power: 1 Kw.  
Owned.....Gen. Fla. Bcstg. Co.  
Address.....P. O. Box 397  
Sta. Rep.....Venard, Rintoul & McConnell  
President.....(Mrs.) Naomi T. Murrell  
Sta., Comm. Mgr.....Rex Barney  
Program Director.....James King, Jr.  
Publicity Director.....Jeanne Pharr  
Chief Engineer.....James Gurrinni

# WTTB

VERO BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tropics, Inc.  
President.....Merrill P. Barber

# WEAT

WEST PALM BEACH—1948—NBC

Frequency: 850 Kc.....Power: 1 Kw. d. n.  
Owned.....WEAT-TV, Inc.  
Address.....P. O. Box 70  
Phone: 2-1505.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Capitol  
Station Rep.....Walker Reps.  
President, Gen., Sta. Mgr.....J. R. Meachem  
Commercial Mgr.....Clifford H. Glick  
Sls. Prom. Mgr., Prog., Pub. Dir....Peter Cole  
Chief Engineer.....Wayne Stump

# WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....WJNO, Inc.  
Business-Studio Address..1500 N. Flagler Dr.  
Phone: 2-3638.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World, Lang-Worth  
Representative.....Robert Meeker, Ayres  
Membership.....NARTB  
President.....S. K. Russell  
Gen.-Sta. Mgr.....H. V. McMillan  
Publicity Director.....Harry Forster  
Chief Engineer.....Curtis Brinson

EST. 1936

# WJNO

CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

3rd LARGEST CITY  
On the Famous Florida Gold Coast

TRADING AREA—206,000 PLUS  
— Plus a Big Bonus Tourist Population  
Year Around

WJNO EASILY LEADS  
in Total Morning, Afternoon and Evening  
Radio

QUALITY OF MARKET INDEX

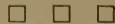
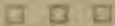
139\*

- EFFECTIVE BUYING INCOME \$190,341,000.00
- RETAIL SALES \$110,225,000.00
- BUILDING PERMITS SHOW INCREASE EACH YEAR

WJNO IS A HABIT IN  
THE PALM BEACHES

WEST PALM BEACH, FLORIDA

National Representative:  
Robert Meeker Associates, Inc.  
Southeastern: James S. Ayres Co.



# WIRK

WEST PALM BEACH—1947—MBS

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... Ken-Sell, Inc.  
 Business Address... 715 S. Flagler Drive  
 Phone: 2-1744 Air Time: Full Time  
 News Service... AP  
 Transcription Service... Associated  
 Representative... Cooke, Dora Clayton  
 Pres., Gen., Sta. Mgr... Joseph S. Field, Jr.  
 Sales & Operations Mgr... Rome Hartman  
 Chief Engineer... William P. Heitzman

# WWPG

WEST PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power 250 Watts  
 Owned... Palm Beach Bcstg. Co.  
 Address... 3000 So. Ocean Blvd.  
 News Service... UP  
 Sta. Rep... John H. Perry  
 President... Charles E. Davis  
 Program Director... Jodi Westaway  
 Chief Engineer... Clyde Walkden

# WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Citrus Belt Bcstrs., Inc.  
 Business Address... P. O. Box 633  
 Phone: 32-561 Air Time: Full Time  
 News Service... UP  
 Representative... Devney & Co.  
 President... Tom Moore  
 Gen., Sta. Manager... Larry Rollins  
 Commercial Manager... Earl Sturgeon  
 Program Director... Richard Eyrich  
 Chief Engineer... L. Orden Craig

# WABR

WINTER PARK—1954

Frequency: 1440 Kc. Power: 1 Kw.  
 Owned... Orange County Bcstrs. Inc.  
 Address... P. O. Box 7547  
 Phone: 5-6631 Air Time: Daytime  
 Sta. Rep... Stars Nat'l  
 General Mgr... R. H. Gunckel, Jr.  
 Sales Manager... Jim Macri  
 Chief Engineer... Ray Campbell

# GEORGIA

Pop. Feb. 1, 1955 (Est.) 3,732,000 — Families 998,000

Radio Homes 837,000 — TV Homes 450,000 — Stations in State 92

# WALB

ALBANY—1941—MBS

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By... Herald Publishing Co.  
 Address... 138 Pine Ave.  
 Phone: Hemlock 5-4511 Air Time: Full Time  
 News Service... UP  
 Transcription Service... World  
 Newspaper Affiliation... Albany Herald  
 Representative... Burn-Smith, Ayers  
 Membership... NARTB  
 President... James H. Gray  
 General Manager... Tom Stillwagon  
 Program Director... Jack Mayer  
 Chief Engineer... John Rivard

# WGPC

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Albany Bcstg. Co.  
 Business-Studio Address... New Albany Hotel  
 Phone: Hemlock 21277 Air Time: Full Time  
 News Service... UP  
 Representative... George P. Hollingbery  
 Membership... NARTB, BAB  
 President... J. W. Woodruff  
 Executive Manager... J. W. Woodruff, Jr.  
 Sta., Comm., Sls., Prom., Pub. Dir... L. M. George  
 Program Director... Walter H. Flint  
 Chief Engineer... Asa Tift

# WJAZ

ALBANY—1952

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Southeastern Bcstg. System  
 Representative... Dora-Clayton  
 News Service... UP  
 President... James S. Rivers  
 General Manager... Richard B. Smith  
 Sta., Comm. Mgr... R. V. Rogers

# WDEC

AMERICUS—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Americus Bcstg. Co.  
 Business-Studio Address... 109½ Windsor Ave.  
 Phone: 3681-3682 Air Time: Full Time  
 News Service... AP  
 Transcription Service... World  
 Representative... Dora-Clayton, Indie Sales  
 Vice-Pres., Gen., Sta. Mgr... Charles C. Smith  
 Comm. Mgr... J. G. Gilstrap, Jr.  
 Chief Engineer... Raymond C. LaPrade

# WGAU

ATHENS—1938—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... J. K. Patrick Bcstg. Co.  
 Business-Studio Address... Bobbin Mill Road  
 Phone: Liberty 6-6575 Air Time: Full Time

Newspaper Affiliation .....Banner-Herald  
 News Service .....AP  
 President.....C. A. Rowland, Sr.  
 Gen., Sta. Mgr.....Burl Womack  
 Program Dir.....Mary L Betts  
 Chief Engineer.....Bill Evans

# WRFC

ATHENS—1948

Freq.: 960 Kc....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Radio Athens, Inc.  
 Business-Studio Add.....279½ N. Lumpkin St.  
 News Service.....UP  
 Membership .....RAB, NARTB  
 Sta. Rep.....McIlvra  
 Pres., Gen., Sta. Mgr.....L. H. Christian  
 Commercial Mgr.....J. T. Lloyd  
 Sls. Prom. Mgr.....E. A. Thilenius  
 Program Director.....Franklin Butler  
 Publicity Director.....Ed Thilenius  
 Chief Engineer.....Lucius D. Drewry

# WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storer Bcstg. Co.  
 Bus.-Studio Address.....1018 W. Peachtree St.  
 Phone: Vernon 3553.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative .....Katz  
 Membership .....NARTB, BAB  
 President.....George B. Storer, Sr.  
 General Manager.....Claude H. Frazier  
 Promotion Manager.....R. David Mayo  
 Program Director.....Les Henrikson  
 Chief Engineer.....Hugo Bondy

# WAOK

ATLANTA—1931

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Atlanta Bcstg. Co.  
 Business Address.....201 Henry Grady Bldg.  
 Representative .....Forjoe  
 Pres., Gen. Mgr.....L. M. George  
 Station Mgr.....Dorothy Lester  
 Comm. Mgr.....Stan Raymond  
 Prog., Pub. Dir.....Zena Sears  
 Chief Engineer.....Eathel Holley

# WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....General Bcstg. Co.  
 Bus.-Studio Address...Georgian Terrace Hotel  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Station Rep.....J. Hershey McGillvra, Inc.  
 Pres.....Robert N. Pinkerton  
 Gen., Sta. Mgr.....H. W. Lanham  
 Program Director.....Edward S. Sosman  
 Chief Engineer.....Howard J. Parrish, Jr.

# WERD

ATLANTA—1948

Frequency: 860 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Business-Studio Add...274½ Auburn Ave., NE  
 Phone Number.....Lamar 0886-7-9  
 Representative.....Interstate, Dora-Clayton  
 Membership .....NARTB, BAB  
 President.....J. B. Blayton, Sr.  
 Gen. & Sta. Mgr.....J. B. Blayton, Jr.  
 Commercial Mgr.....Albert H. Saddler  
 Program Director.....Paul E. X. Brown  
 Chief Engineer.....William F. Kennedy

# WGST

ATLANTA—1923—ABC

Frequency: 920 Kc...Power: 5 Kw. d.; 1 Kw. n.  
 Owned..Board of Regents, University System  
 of Ga.  
 Bus.-Studio Address.....900 Forsyth Bldg.  
 Phone: Walnut 8441.....Air Time: Full Time  
 News Service.....AP  
 Representative .....Blair  
 Membership .....NARTB, BAB  
 Gen., Sta. Manager.....Ben Ackerman  
 Commercial Mgr.....Don Mitchell  
 Prom., Pub. Dir.....Mrs. M. Lunt  
 Program Director.....Jack Kelly  
 Chief Engineer.....Ivan Miles



# waga

ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by  
 The Katz Agency, Inc.



# Southern arithmetic:

CHANNEL  
750+2=1zillion\*  
KC SET HOMES

\*That's all there is—there ain't no more!

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

**wsb**

The Voice of the South  
750 KC

**wsb-tv**

The Great AREA station  
of the Southeast  
CHANNEL 2



**W S B**

**ATLANTA—1922—NBC**

Frequency: 750 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Atlanta Newspapers, Inc.  
 Address ..... Biltmore Hotel  
 Phone: Elgin 6711 Air Time: Full Time  
 Newspaper Affiliation... Journal, Constitution  
 News Service ..... AP, UP  
 Transcription Service ..... Associated  
 Representative ..... Edward Petry  
 Membership ..... NARTB, BAB  
 Exec. Director..... J. Leonard Reinsch  
 General Manager..... John M. Outler, Jr.  
 Station Manager..... Frank Gaither  
 Sales Promotion Mgr..... Walter Paschall  
 Program Director..... Elmo Ellis  
 Publicity Director..... Wayne L. Anderson  
 Chief Engineer..... C. F. Daugherty

**W Q X I**

**ATLANTA—1948—MBS**

Frequency: 790 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By..... R. W. Rounsaville  
 Bus-Studio Address... 3165 Mathieson Dr., N.E.  
 Transcription Service ..... Standard  
 Station Rep..... Hollingbery, Dora Clayton  
 Membership ..... NARTB  
 Station Manager..... John Fulton  
 Commercial Mgr..... Frank Erwin  
 Program Dir..... Robert Watson  
 Chief Engineer..... Elton B. Chick  
 Technical Director..... Paul Cram

**W A U G**

**AUGUSTA—1951—KBS**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned..... Geo. Nicholson, Chester H. Jones  
 Address ..... Bon Air Hotel  
 Sta. Rep..... Interstate United Newspapers  
 Membership ..... BAB  
 Pres., Gen. Sta. Mgr..... Geo. C. Nicholson  
 Comm., Sls., Prom. Mgr.... J. Louis Solomon  
 Program Dir..... Reese J. Vaughn  
 Chief Engineer..... Marvin Tarpley

**W B B Q**

**AUGUSTA—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owner..... Savannah Valley Bdcstg. Co.  
 Address ..... 515 Jefferson Davis Avenue  
 Representative ..... Walker, Dora Clayton  
 Membership ..... BAB  
 President..... John W. Weiss  
 Gen., Sta., Comm. Mgr.... Edward H. Dunbar  
 Prom. Mgr..... Joe Physioc  
 Program Director..... George W. Fisher  
 Chief Engineer..... Marvin Tarpley

**W G A C**

**AUGUSTA—1940—ABC**

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By... The Twin States Bcstg. Co.  
 Business-Studio Address..... 664 Broad St.  
 Phone: 2-2692 Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... A. D. Willard, Jr.  
 Station Mgr..... Donald MacDonald  
 Commercial Mgr..... Martin E. White  
 Program Dir..... Stanley Carey  
 Chief Engineer..... William Atkinson

**W B I A**

**AUSTIN—1945—NBC**

Frequency: 1230 Kc. Power: 250 Kw.  
 Owned ..... Media, Inc.  
 Address ..... 15 8th St.  
 Station Rep..... Forjoe & Co., Dora Clayton  
 Membership ..... NARTB, BAB  
 Vice Pres., Gen. Mgr..... J. T. Snowden, Jr.  
 Station Manager..... Steve D. Manderson  
 Program Director..... Jim Armistead  
 Chief Engineer..... Ernest Swint

**W R D W**

**AUGUSTA—1930—CBS**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By..... Radio Augusta, Inc.  
 Address ..... Masonic Bldg.  
 Phone: 2-8805 Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... RAB, NARTB  
 President..... Grover C. Maxwell  
 General Manager..... W. R. Ringson  
 Station Manager..... J. R. Owens, Jr.  
 Sales Manager..... M. C. Gregory  
 Program Director..... Richard Warner  
 Chief Engineer..... Rabun F. Bobo

**W M G R**

**BAINBRIDGE—1946—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By..... Decatur Bcstg. Co.  
 Address ..... Box 375  
 Transcription Service ..... World  
 General Manager..... Charles W. Dowdy  
 Commercial Manager..... R. A. Vaughn  
 Program Director..... Joe Hill  
 Chief Engineer..... Woodrow Dunlap

**W H A B**

**BAXLEY—1954**

Frequency: 1260 Kc. Power: 1000 d.  
 Owned-Oper. By..... Farnell O'Quinn

**W G I G**

**BRUNSWICK—1949—ABC**

Frequency: 1440 Kc. Power: 1,000 Watts  
 Owned-Operated By... Brunswick Bcstg. Corp.

Business-Studio Address.....1514 Union St.  
 Phone Number .....2714  
 News Service .....AP  
 Representative .....McGillvra  
 General Manager.....Hugh K. Tollison  
 Commercial Manager.....John Lane  
 Program Director.....Jack Lenz  
 Chief Engineer.....Herman Lange

**W M O G**

**BRUNSWICK—1940—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Brunswick Inc.  
 Address.....St. Simons Causeway  
 Phone Number.....1500  
 Representative .....Dora-Clayton  
 President.....Allen M. Woodall  
 General Manager.....E. J. Turk  
 Program Director.....Lew Carter  
 Chief Engineer.....Cecil Tankersly

**W G R A**

**CAIRO—1950—ABC—KBS-GALS**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Grady Mitchell Bcstg. Co.  
 Address .....Bainbridge Rd.  
 Phone Number .....2-4392  
 Transcription Service .....Standard  
 Station Rep. ....Indie  
 News Service .....UP  
 President .....Geise Dozier  
 General Manager .....Glenn Pelham  
 Program Director.....Gus W. Mann  
 Chief Engineer.....Ilmar A. Strang

**W C G A**

**CALHOUN—1953**

Frequency: 900 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Gordon Cty. Bcstg. Co.  
 Address.....Box 312, West Point, Ga.

**W C L B**

**CAMILLA—1954—KBS**

Frequency: 1540 Kc.....Power: 250 Watts  
 Owned.....Capel Bcstg. Co.  
 Address.....P. O. Box 205  
 Phone: 2776.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Standard  
 General Mgr.....Russell A. Browne  
 Commercial Mgr.....Charlie Browne

**W L B B**

**CARROLLTON—1947—KBS**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Carroll Bcstg. Co., Inc.  
 Business-Studio Address.....Bremen Rd.  
 Phone Number .....2-7041  
 Transcription Service .....World  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Thomas K. Vassy  
 Comm. Sales Prom. Mgr.....J. D. Norton Jr.  
 Program Director.....Bill Shell  
 Chief Engineer.....Chessley Hooper

**W B H F**

**CARTERSVILLE—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. R. Frier  
 Phone Number .....1200  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Station Manager.....W. Ryan Frier  
 Program Director.....Martha Sullins  
 Chief Engineer.....H. E. Bridges

**W G A A**

**CEDARTOWN—1941—ABC—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Polk City Bcstg. Co.  
 Business-Studio Address.....P. O. Box 807  
 Phone Number.....Cedartown 777  
 News Service.....AP  
 Representative.....Southern Radio Prod.  
 Gen. Mgr., Chief Engr.....Frank Proctor

**W D A K**

**COLUMBUS—1943—NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 Phone: 5447.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Station Representative.....Headley Reed  
 Membership .....NARTB, BAB  
 President.....Allen M. Woodall  
 Sta., Sales Prom. Mgr.....Miles H. Ferguson  
 Commercial Manager.....William Massie  
 Program Director.....Joe Byars  
 Chief Engineer.....Max F. Harper

**W G B A**

**COLUMBUS—1947**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Christian and McClure  
 Business-Studio Address...1213½ Broadway  
 Phone: 3-3603.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....McGillvra, Dora-Clayton  
 Membership .....BAB  
 Pres., Gen., Sta. Mgr.....C. A. McClure  
 Sales Prom. Mgr.....Ralph Burgess  
 Program Director.....Rhett Turnipseed  
 Publicity Director.....Robert F. Bradley  
 Chief Engineer.....F. Keith Brown

**W R B L**

**COLUMBUS—1928—CBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Columbus Bcstg. Co.  
 Business-Studio Address.....1350 - 13th St.  
 Phone: 2-0601.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Associated  
 Sta. Rep. ....Hollingbery  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....J. W. Woodruff Jr.

Operations Dir.....Ridley Bell  
 Commercial Mgr.....Walter Graham  
 Sls. Prom. Dir.....George 'Red' Jenkins  
 Program Director.....George A. Gingell  
 Chief Engineer.....Joe A. Gamble

# WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..Southeastern Bcstg. System  
 Business-Studio Address...20th Ave. & B St.  
 Representative.....T. F. Clark  
 President.....James S. Rivers  
 General Mgr.....William E. Blizzard, Jr.  
 Commercial Manager.....O. Grady Cooper  
 Program Director.....Clark Standard  
 Chief Engineer.....Russell Caldwell

# WCOR

CORNELIA—1953—ABC

Frequency: 1450 Kw.....Power: 250 Watts  
 Owned-Oper. By.....Habersham Bcstg. Co.  
 Address.....1 Burrell St.  
 Station Rep. ....Indie  
 General Manager.....Jack Bradley  
 Commercial Mgr.....Bobby Wilkes  
 Program Director.....Jim Marlow  
 Promotion Mgr.....Bob Kilgore  
 Chief Engineer.....Bobby Wilkes

# WGFS

COVINGTON—1953—KBS

Frequency: 1430 Kc.....Power: 1 Kw.  
 Owned.....Georgia Bcstg. Ser.  
 Address.....615 Monticello St.  
 Phone: 2337.....Air Time: Daytime  
 Station Representative .....Dora-Clayton  
 General Manager.....R. B. Taber

# WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dalton Bdcstg. Corp.  
 Business-Studio Address..111 South Pentz St.  
 Membership .....NARTB, BAB  
 President.....H. C. Kenemer  
 General Manager.....William B. Davies  
 Program Dir.....Marthel Acree  
 Chief Engineer.....John S. Andrews

# WRCD

DALTON—1954

Frequency: 1430 Kc.....Power: 1000 d.  
 Owned-Oper. By.....Whitefield Bcstg. Co.  
 General Manager.....Jim Honey

# WDWD

DAWSON—1948—ABC-KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.  
 Owned-Operated By.....Dawson Bdcstg. Co.  
 Trans.-Bus.-Studio Address.....Box 390

Phone Number .....416  
 News Service .....UP  
 Representative .....Indie Sales  
 President.....Ed Stevens  
 General Manager.....W. C. Woodall, Jr.  
 Program Director.....Barney Parnacott  
 Chief Engineer.....Joe Stephens

# WEAS

DECATUR—1947

Frequency: 1010 Kc.....Power: 50 Kw.  
 Owned .....WEAS, Inc.  
 Address.....217 W. Ponce de Leon Ave.  
 Phone: DE 2521.....Air Time: Daytime  
 News Service .....INS  
 Station Representative.....Stars, Inc.  
 Chairman of Board.....E. D. Rivers, Jr.  
 Vice-Chairman.....Marie Bie Rivers  
 Vice-President .....Imogene Jones  
 Secretary.....D. E. May  
 Treasurer.....Hubert E. Ulmer  
 Program Director.....Bob Siegrist  
 Chief Engineer.....W. H. Loudermilk

# WGLS

DECATUR—1949—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....DeKalb Bcstg. Co.  
 Business-Studio Address.....526 Church St.  
 Phone: Crescent 6471.....Air Time: Day Time  
 Newspaper Affiliation....."New Era"  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Rambeau  
 President.....Guy W. Rutland, Sr.  
 Gen., Sta. Mgr.....Sam W. Kane  
 Comm. Sales Prom. Mgr.....Al Ciraldo  
 Chief Engineer.....Lawson Leake

# WDMG

DOUGLAS—1947—KBS

Frequency: 860 Kc.....Power 1000 Watts D.  
 Owned-Operated By.....WDMG, Inc.  
 Business-Studio Address.....Box 590  
 Phone: 564.....Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB  
 Representative .....Dora-Clayton  
 President.....B. F. J. Timm  
 General Mgr.....Mary Jarrard  
 Prog. Director.....Donald H. Wingate  
 Chief Engr., Prog. Dir.....S. H. Strickland

# WMLT

DUBLIN—1945—MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.  
 Owned-Operated By.....Dublin Bdcstg. Co.  
 Business Address .....Dublin  
 Phone: 871.....Air Time: Day Time  
 News Service.....AP  
 Transcription Service .....World  
 Membership .....BAB  
 President.....George T. Morris  
 General Manager.....W. Newton Morris

**WTJH**

**EAST POINT—1949—KBS**

Frequency: 1260 Kc. Power: 5000 Watts d.  
 Owned-Oper. By J. S. & D. R. Rivers  
 Address Cordele, Ga.  
 News Service UP  
 President James S. Rivers  
 Gen. Mgr., Chief Engr. Wm. J. Hill

**WSGC**

**ELBERTON—1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Elberton Bcstg. Co.  
 Address Elberton  
 Manager Melvin C. Gorman

**WBHB**

**FITZGERALD—1946—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Ben Hill Bdcstg. Corp.  
 Address 601 Roanoke Dr.  
 Air Time Full Time  
 News Service AP  
 Transcription Service World  
 Representative Evans  
 President Otto Griner  
 Gen., Sta., Comm. Mgr. Al H. Evans  
 Program Director Duphine Newsome  
 Chief Engineer Ed Durham

**WFPM**

**FORT VALLEY—1951—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Operated By Peach Belt Bcstg. Co.  
 Address Fort Valley  
 News Service UP  
 Trans. Service Noew  
 Representative Indie Sales  
 President Ed Stevens  
 General Manager Hugh Birdsong  
 Program Director Lowell Register  
 Chief Engineer Wayne Foster

**WDUN**

**GAINESVILLE—1949—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Northeast Ga. Bdcstg. Co.  
 Business-Studio Address 217½ S. Main St.  
 Phone: LEnox 4-7331 Air Time: Full Time  
 News Service AP  
 Representative Indie Sales  
 Pres., Gen. Manager John W. Jacobs, Jr.  
 Station Manager J. A. Hartley  
 Program Director Julius Still  
 Chief Engineer Les Brooks

**WGGA**

**GAINESVILLE—1941—MBS-KBS**

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.  
 Owned-Operated By Blue Ridge Bdcstg. Co.

Business Address Press-Radio Center  
 Phone: LE 2-6211 Air Time: Full Time  
 News Service INS  
 Newspaper Affil. Daily Times  
 Membership NARTB, BAB  
 Representative Dora Clayton Agency  
 President Charles A. Smithgall  
 Gen., Sta. Manager Edmond F. Jared  
 Commercial Manager Robert Schwab  
 Chief Engineer Wilbert Darracott

**WKEU**

**GRIFFIN—1933—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Station WKEU  
 Address P. O. Box 155  
 Phone Number 5507  
 Air Time Full Time  
 News Service AP  
 Transcription Service Lang-Worth  
 President, General Mgr. A. W. Marshall, Jr.  
 Chief Engineer W. F. Westmoreland

**WHIE**

**GRIFFIN—1952**

Frequency: 1320 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Griffin Bcstg. System  
 Address Box 971  
 Phone Number 9451  
 News Service UP  
 Transcription Service World  
 Representative Dora Clayton  
 Membership NARTB, BAB  
 Owner Virginia Price Bowen  
 Station Manager James Watson  
 Commercial Mgr. Johnny Williams  
 Chief Engineer Charles Player

**WKLY**

**HARTWELL—1947**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By Louie L. Morris  
 Business Address Box 189, Hartwell  
 Phone Number 71  
 News Service UP  
 Transcription Service Capitol, World  
 President Louie L. Morris  
 Exec. Vice-Pres. Max G. Pfander  
 Chief Engineer Broadus McLane

**WCEH**

**HAWKINSVILLE—1952—KBS**

Frequency: 610 Kc. Power: 500 Watts  
 Owned Tri-County Bcstg. Co., Inc.  
 Address Box 184  
 Phone: TWilght 3-3381 Air Time: Day Time  
 News Service UP  
 Trans. Service World  
 Representative Dora Clayton  
 President R. T. Ragan  
 Gen., Sta., Comm. Mgr. Paul E. Reid  
 Sis. Prom. Mgr. James D. Popwell  
 Chief Engineer Mike Pelton

**W B G R**

**JESSUP—1949—KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Altamaha Bcstg. Co.  
Address.....P. O. Box 147  
Phone: 2444.....Air Time: Daytime  
News Service .....UP  
Transcription Service .....Capitol  
Representative .....Dora-Clayton  
Pres., Gen. Mgr.....W. G. Thomas, Sr.  
Sta., Comm. Mgr.....Dennis N. Brown

**W L F A**

**LAFAYETTE—1954—KBS**

Frequency: 1590 Kc.....Power: 1000 d.  
Owned-Oper. By.....Radio Dixie  
General Manager.....Harry Morgan

**W L A G**

**LA GRANGE—1941—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....LaGrange Bdcstg. Co.  
Business-Studio Address... 305-307 Broome St.  
News Service .....UP  
Representative.....Indie Sales, Dora-Clayton  
President.....Roy C. Swank  
General-Station Mgr.....Edwin Mullinax  
Sales Promotion Mgr.....Patricia Smith  
Program Director.....John Boggess  
Publicity Director.....Carol Keith  
Chief Engineer.....James McKay

**W T R P**

**LaGRANGE—1953**

Frequency: 620 Kw.....Power: 500 Watts d.  
Owned.....Chattahoochee Bcstg. Co., Ltd.  
Address .....Hammett Bldg.  
Transcription Service .....Thesaurus  
Membership .....RAB  
Partner, Gen. Mgr.....Byron H. Hurst, Jr.  
Station Manager.....W. Weyman Brooks  
Program Director.....Emil Rutland  
Publicity Director.....George Pettit  
Commercial Mgr.....Frank E. Hurst  
Chief Engineer.....Ray Relihan

**W B M L**

**MACON—1941—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Middle Georgia Bdcstg. Co.  
Business-Studio Address.....230 Second St.  
News Service.....AP  
Transcription Service.....World  
Representative .....Headley-Reed  
Membership .....RAB  
President.....C. R. Rader  
Sta., Gen. Mgr.....George W. Patton  
Commercial Mgr.....E. Frederick Griffith, Jr.  
Chief Engineer.....James M. Wilder

**W I B B**

**MACON—1948**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Peach State Bcstg. Co., Inc.  
Business-Studio Address...Professional Bldg.  
Phone: 2-2505.....Air Time: Daytime  
News Service .....AP  
Representative .....Walker, Dora-Clayton  
Membership .....NARTB  
Pres., Gen. Mgr.....Thomas H. Maxwell  
Commercial Manager.....Donald C. Frost  
Program Director.....Gordon Price

**W M A Z**

**MACON—1922—CBS**

Frequency: 940 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Southeastern Bcstg. Co.  
Address.....Bankers Insurance Bldg.  
Phone: 2-7373.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....Lang-Worth  
Representative .....Katz  
Pres., Chief Engineer.....George P. Rankin  
General Manager.....Wilton E. Cobb  
Commercial Mgr.....Frank Crowther  
Publicity Director.....Ed Pendleton  
Chief Engineer.....George P. Rankin

**W N E X**

**MACON—1945—MBS-ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Macon Bcstg. Co.  
Business-Studio Address.....Bibb Bldg.  
Phone .....5-3301  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....Branham  
President .....Ed Lowe  
General Manager.....Alfred Lowe  
Business Manager.....Emory G. Stroberg  
Commercial Manager.....Marion Bragg  
Program Director.....Jean Jackson  
Chief Engineer.....Emanuel Farber

**W F O M**

**MARIETTA—1946—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....F. Wilson & A. Jones  
Address.....P. O. Box 131  
Phone: 8-3396.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....Thesaurus  
General Manager.....Albert L. Jones  
Prog. Dir., Chief Engr.....Chuck Strauss

**W M V G**

**MILLEDGEVILLE—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Jere N. Moore  
Business-Studio Address...Milledgeville, Ga.  
Phone: 250.....Air Time: Full Time  
Newspaper Affiliation....."Union Recorder"  
Transcription Service .....Lang-Worth

Representative ..... Hazel Griffith  
 Membership ..... NARTE  
 General Manager ..... Michael T. Landy  
 Program Director ..... Josephine Ragsdale  
 Chief Engineer ..... Joseph S. Boone

### WMRE

MONROE—1954—KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Walton Bestg. Co.  
 Address ..... Monroe, Ga.  
 Phone: 8-1711 ..... Air Time: Full Time  
 News Service ..... AP  
 Manager ..... Warren G. Gilpin

### WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... John F. Pidcock  
 Business-Studio Address ..... Box 310  
 Phone Number ..... 999  
 Air Time ..... Full Time  
 News Service ..... UP  
 Representative ..... Everett-McKinney, Ayres  
 Owner, Gen. Mgr. .... John F. Pidcock  
 Station, Comm. Mgr. .... Roy F. Zess  
 Pgm., Publ. Dir. .... Robert Lenihan  
 Chief Engineer ..... Homer Sloan

### WMTM

MOULTRIE—1953

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owner ..... Douglas J. Turner  
 Owner ..... N. B. Mills  
 Chief Engineer ..... Wm. C. Player

### WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Newnan Bcstg. Co.  
 Address ..... P. O. Box 581  
 Phone: 1400 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Pres., Gen., Sta., Comm. Mgr. .... J. O. Hardin, Jr.  
 Chief Engineer ..... William E. Davis, Jr.

### WLAQ

ROME—1947—ABC

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... News Publishing Co.  
 Address ..... 209 Broad St.  
 Phone Number ..... 7767  
 Newspaper Affiliation ..... "News Tribune"  
 News Service ..... AP, INS  
 Transcription Service ..... SESAC  
 President ..... Mrs. Jane F. Mooney  
 General Manager ..... J. F. Mann  
 Station Manager ..... Roy Underwood

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

Commercial Manager.....Martha Daniel  
Program Director.....Jean Wadsworth  
Chief Engineer.....Dan Scott

# WRGA

ROME—1929—MBS-WGN-KBS

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Operated By.....Rome Bcstg. Corp.  
Bus.-Studio Address.....501 Broad St.  
Phone: 2-2411.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Walker, Dora-Clayton  
Pres. and Gen. Mgr.....Mather Payne  
Secretary-treasurer.....Charles Smithgall  
Commercial Manager.....L. B. Talley  
Sales Prom. Mgr.....Clarence Salmon  
Program Director.....Jim Roberts  
Chief Engineer.....R. A. Starr

# WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Coosa Valley Radio Co.  
Business-Studio Address.....121½ Broad St.  
Phone: 2-0833.....Air Time: Daytime  
News Service.....AP  
Representative.....Southern  
President.....Dean Covington  
Gen. Mgr.....Edward N. McKay  
Program Director.....Charlie Doss  
Chief Engineer.....Thomas Robertson

# WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated by.....Dixie Bcstg. Co.  
Business-Studio Address.....P. O. Box 943  
News Service.....UP  
Representative.....Walker  
Membership.....NARTB  
Pres., Gen. Mgr.....Carter C. Peterson  
Sta., Comm. Mgr.....Weldon Herrin  
Program Director.....Charles Beresford  
Publicity Director.....Jesse Mooney  
Chief Engineer.....William Moats

# WDAR

SAVANNAH—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WDAR, Inc.  
Business-Studio Address.....34 E. Bryan St.  
Air Time.....Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Pearson  
Membership.....NARTB-BAB  
Pres., Gen. Mgr.....H. Blair Minick  
Commercial Manager.....Robert Radecki  
Program Director.....Danny Clark  
Chief Engineer.....Joseph Testo

# WFRP

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Georgia Bcstg. Co.  
Business-Studio Address.....219 E. Charlton St.  
Phone: 3-9642.....Air Time: Full Time  
News Service.....AP  
Representative.....McKinney-Ayres  
Pres., Gen. Sta. Mgr., Pgm. Dir. John F. Pidcock  
Comm., Sls. Prom., Pub. Mgr.....John Williams  
Chief Engineer.....B. M. McKnight

# WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....WJIV, Inc.  
Bus. Address.....Box 737  
Phone.....4-7264  
News Service.....AP  
Membership.....BAB  
Representative.....Stars' Natl.  
President.....W. H. Keller, Jr.  
General Manager.....J. L. Woods  
Program Dir.....Jack Holden  
Chief Engineer.....Heyward Tuten

# WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts  
Owned-Operated By.....WSAV, Inc.  
Bus.-Studio Address.....Liberty Natl. Bank Bldg.  
Phone: 3-0234.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Blair  
Pres., Gen.-Sta. Mgr.....Harben Daniel  
Comm., Sales Prom. Mgr.....Don Jones  
Program Director.....Duane A. Hatch  
Publicity Director.....Susan Perry  
Chief Engineer.....M. E. Thompson

# WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....Savannah Bcstg. Co.  
Business-Studio Address.....516 Abercorn St.  
Phone: 2-0127.....Air Time: Full Time  
News Service.....UP  
Representative.....Katz  
Membership.....NARTB  
Pres., Gen. Mgr.....William T. Knight, Jr.  
Commercial Manager.....Ben Williams  
Program Director.....Dwight J. Bruce  
Sales Prom. Mgr.....C. J. Lipton  
Publicity Director.....Joan Purcell  
Chief Engineer.....Kyle E. Goodman

# WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Statesboro Bcstg. System  
Address.....P. O. Box 146

Phone: PO 4-5446 ..... Air Time: Full Time  
**News Service** ..... **UP**  
**Membership** ..... **NARTB, RAB**  
 Pres., Gen. Mgr. .... R. H. Thompson, Sr.  
 Station Manager ..... Jack V. LoPresti  
 Comm. Mgr., Chief Eng. .... Ed. Bass

**WGTA**

**SUMMERVILLE—1950**

Frequency: 950 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Tri-State Bcstg. Co.  
 Address ..... Box 213  
 Phone: 295 ..... Air Time: Daytime  
**News Service** ..... **UP**  
**Transcription Service** ..... **Capitol**  
 Station Rep. .... Stars Natl.  
 President ..... E. C. Pesterfield  
 General Manager ..... William B. Farrar  
 Program Director ..... Laurence Keown  
 Chief Engineer ..... Charles M. Lowry, Jr.

**WJAT**

**SWAINSBORO—1950**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Jack & Nancy M. Thompson  
 Address ..... Covena Rd.  
 Phone Number ..... 2011  
 Trans. Service ... Langworth, Capitol, World  
**News Service** ..... **UP**  
**Membership** ..... **NARTB**  
 General Manager ..... Jack A. Thompson  
 Sta. Mgr., Chief Engr. ... John H. (Jack) Wiseley  
 Program Director ..... Doris Lewis

**WSFT**

**THOMASTON—1947—MBS-KBS**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Thomaston Bcstg. Co.  
 Business-Studio Address ..... P. O. Box 689  
 Phone: 2187 ..... Air Time: Daytime  
 Newspaper Affil. ... "Times" and "Free Press"  
**Transcription Service** ..... **World**  
**News Service** ..... **AP**  
**Membership** ..... **BAB, NARTB**  
 President ..... J. B. Hardy  
 Gen., Sta. Mgr. .... S. J. Carswell  
 Comm., Sales Prom. Mgr. .... C. D. Thames  
 Program Director ..... Bill Heule  
 Chief Engineer ..... Craig Wills

**WKTG**

**THOMASVILLE—1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Southern Bcstg. System, Inc.  
 Address ..... Bank of Thomas County Bldg.  
 Phone: 1501 ..... Air Time: Daytime  
**News Service** ..... **AP**  
**Transcription Service** ..... **World, Thesaurus**  
 Representative ..... Clark, Dora-Clayton  
 Pres., Gen. Mgr. .... W. F. Scott, Jr.  
 Sta., Comm. Manager ..... L. T. Porter  
 Program Director ..... Ed Bray  
 Chief Engineer ..... Bruce E. Singleton

**WPAX**

**THOMASVILLE—1934**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... H. Wimpy  
 Business-Studio Address ... 117 Remington Ave.  
 Phone Number ..... 909  
**News Service** ..... **UP**  
**Transcription Service** ..... **Capitol**  
 Owner, Gen. Mgr. .... H. Wimpy  
 Commercial Manager ..... Al Feinberg  
 Chief Engineer ..... James Poole

**WTWA**

**THOMSON—1947—MBS-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Hickory Hill Bcstg. Co., Inc.  
 Business Address ..... 127 Journal St.  
 Phone: 777 ..... Air Time: Full Time  
 Newspaper Affiliation ... McDuffie Progress,  
 Columbia News  
**News Service** ..... **UP**  
**Transcription Service** ..... **Thesaurus**  
**Membership** ..... **NARTB, BAB**  
 President ..... Edgar H. Kobak  
 General Manager ..... Frank F. Hash  
 Commercial Mgr. .... H. E. Buffington  
 Chief Engineer ..... Gene Hardin

**WWGS**

**TIFTON—1947—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Tifton Bcstg. Corp.  
 Address ..... 800 So. Main  
 Phone: 921 ..... Air Time: Full Time  
**News Service** ..... **UP**  
**Membership** ..... **NARTB**  
 Representative ..... Thomas F. Clark  
 President ..... Ralph N. Edwards  
 Commercial Mgr. .... Evelyn K. Edwards  
 Program Director ..... Joe Beaumont  
 Publicity Director ..... Pat Newsome  
 Chief Engineer ..... J. Allen Brimmer

**WLET**

**TOCCOA—1941—MBS-KBS**

Frequency: 1420 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... R. G. LeTourneau  
 Address ..... 423 Prather Bridge Rd.  
 Phone: 544 ..... Air Time: Daytime  
**News Service** ..... **UP**  
**Transcription Service** ..... **Keystone**  
 Representative ..... Thomas F. Clark  
 President ..... R. G. LeTourneau  
 Sta. Mgr., Prog. Dir. .... Virgle E. Craig  
 Comm., Sls. Prom. Mgr. .... Roy Gaines  
 Prog. Dir. .... Virgle E. Craig  
 Chief Engineer ..... C. H. Sutton

**WGAF**

**VALDOSTA—1951—ABC**

Frequency: 910 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Valdosta Bcstg. Co.  
 Address ..... 116 W. Hill Ave.



Phone Number ..... 910  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative . . . John E. Pearson, Dora-Clayton  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... George B. Cook  
 Program Director. .... Willard Belote  
 Publicity Director. .... Mary V. McDonald  
 Chief Engineer. .... E. W. Greene

## WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By ..... WGOV, Inc.  
 Address ..... Daniel Ashley Hotel  
 Phone Number ..... 1420  
 Air Time ..... Full Time  
 News Service ..... UP  
 Chairman of Board. .... Ed Rivers  
 President. .... Wm. H. Keller, Jr.  
 General Mgr. .... A. B. Smith  
 Program Director. .... Vince Randolph  
 Chief Engineer. .... Lester Q. Hall

## WVOP

VIDALIA—1946—MBS-KBS

Frequency: 970 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Vidalia Bcstg. Co.  
 Address ..... Box 391  
 Phone: 3029. .... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Cole  
 Membership ..... NARTB  
 Bus., Gen. Mgr. .... Howard C. Gilreath  
 Station Manager. .... Ruby Bryant  
 Commercial Mgr. .... Howard C. Gilreath  
 Sales Prom. Mgr. .... R. E. Leoford  
 Program Director. .... Joe Doggan  
 Chief Engineer. .... Loren Dorough

## WRPB

WARNER ROBBINS—1954

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. .... Warner Robbins Bcstg. Co., Inc.  
 President. .... D. L. Fountain

## WACL

WAYCROSS—1951

Frequency: 570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Teletronics Inc.  
 Address ..... Memorial Drive  
 Phone Number ..... 3068  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... BAB  
 President. .... James S. Rivers  
 General Manager. .... L. H. Thesmar  
 Station Manager. .... Robert C. Lay  
 Chief Engineer. .... Lloyd E. McKinney

## WAYX

WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Jack Williams  
 Business-Studio Address. .... 1600 Carswell Ave.  
 Phone: 965. .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Representative ..... Hal Holman  
 President ..... Jack Williams  
 Commercial Mgr. .... John J. Tobola  
 Sales Prom. Mgr. .... Charles R. Witt  
 Program Director. .... Raymond Williamson  
 Publicity Director. .... Dorothy Smith  
 Chief Engineer. .... Curtis Frazier

## WBRO

WAYNESBORO—1953—MBS-KBS

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
 Owned. .... Burke County Broadcasting Co.  
 Address ..... Highway 56, McBean Road  
 Phone Number ..... 3373  
 Air Time ..... Daytime  
 News Service ..... INS  
 President. .... R. F. Chalker  
 Gen. Mgr., Chief Engr. .... Billy Fulghum

## WRLD

WEST POINT—1941—ABC-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Valley Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 312  
 Phone: 2-2771. .... Air Time: Full Time  
 Newspaper Affil. .... Valley Daily Times New  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative. .... Joseph H. McGillvra  
 Membership ..... BAB, NARTB  
 Pres., Gen. Mgr. .... J. C. Henderson  
 Sales Promotion Mgr. .... Dorothy Forrester  
 Sta. Comm. Mgr. .... Jim Murphy  
 Prog. Pub. Director. .... Aileen Love  
 Chief Engineer. .... Al Stancil

## WIMO

WINDER—1952—KBS

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ... Winder-Monroe Bcstg.  
 Business Address ..... P. O. Box 526  
 Phone Number ..... 4831  
 News Service ..... UP  
 President. .... W. C. Woodall, Jr.  
 Gen., Comm. Mgr. .... C. H. Grider  
 Program Director. .... Orson G. Swindle, Jr.  
 Publicity Director. .... R. A. Jones  
 Chief Engineer. .... W. R. Powell

# IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — Families 188,000

Radio Homes 184,000 — TV Homes 40,000 — Stations in State 24

## KBLI

BLACKFOOT—1951

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: William I. Palmer  
Address: P. O. Box 192  
Phone: 780 Air Time: Full Time  
News Service: AP  
Membership: NARTB  
President: Howard Johnson  
Gen. Sta. Mgr.: T. L. Morrison  
Program Director: Tommy Thompson  
Chief Engineer: Donald R. Clark

## KBOI

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By: Boise Valley Bcstrs., Inc.  
Business-Studio Address: 311 N. 10th St.  
Phone: 3-2511 Air Time: Full Time  
News Service: UP  
Transcription Service: World  
Representative: Free & Peters  
Membership: RAB  
Pres., Gen. Mgr.: H. Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir.: Earl Glade, Jr.  
Local Sales Mgr.: George Ganz  
Publicity Dir.: Dave Johnson  
Chief Engineer: James Jontz, Jr.

## KGEM

BOISE—1946—ABC-KBS

Frequency: 1140 Kc. Power: 10,000 Watts  
Owned-Oper. By: Idaho Bcstg. & Telev. Co.  
Business-Studio Address: 5601 Cassia  
Phone: 4-3511 Air Time: Full Time  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Avery-Knodel  
Membership: RAB, NARTB  
President: Frank C. Carman  
Comm., Gen. Mgr.: George R. Turpin  
Chief Engineer: Howard McDonald

## KIDO

BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By: KIDO, Inc.  
Address: 709 Idaho St.  
Phone: 2-4611 Air Time: Full Time  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Blair-TV, Inc.  
Membership: NARTB, RAB  
President: Georgia M. Davidson  
General Mgr.: Walter E. Wagstaff  
Commercial Mgr.: John Young  
Program Director: George Walton  
Chief Engineer: Harold W. Toedtemelr

## KBAR

BURLEY—1946—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: KBAR, Inc.  
Business-Studio Address: P. O. Box 461  
Phone: 10 Air Time: Full Time  
News Service: UP  
Membership: RAB  
Transcription Service: World  
Station Rep.: McKinney, O'Connell, Ayres  
President: Jessica L. Longston  
Commercial Mgr.: Dee Carter  
Gen., Sta. Mgr.: K. Clark  
Program Director: E. Joan Walleri  
Chief Engineer: Donald Lockwood

## KCID

CALDWELL—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Caldwell Bcstg. Co.  
Address: Box 1052  
Phone: 9-7444 Air Time: Full Time  
News Service: UP  
Membership: NARTB, RAB  
Transcription Service: Capitol  
Station Rep.: Harlan G. Oakes  
Pres., Comm. Mgr.: Clair B. Hull  
Sta. Mgr., Prog. Dir.: F. H. Booton  
Program Director: Joy Myers  
Chief Engineer: Richard Lewis

## KVNI

COEUR D'ALENE—1946—MBS

DON LEE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Coeur d'Alene Bcstg. Co.  
Business-Studio Address: Blackwell Island  
Phone: 4-2522 Air Time: Full Time  
Pres., Gen. Mgr.: Burl C. Hagadone  
Sta., Comm. Mgr.: Wayne E. Olsen  
Program Director: Bernard V. Merriman  
Chief Engineer: Don Schafer

## KORT

GRANGEVILLE—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owner: Far West Radio Inc.

## KID

IDAHO FALLS—1928—CBS

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: Idaho Radio Corp.  
Phone: 4 Air Time: Full Time  
News Service: UP  
Transcription Service: World  
Representative: Gill-Perna



General Station Manager.....C. N. Layne  
 Commercial Manager.....Leonard Wanden  
 Program Director.....Leo Higham  
 Chief Engineer.....Carroll Secrist

Program Director.....John Mix  
 Publicity Director.....Al McDonald  
 Chief Engineer.....Bert Anderson

# KIFI

IDAHO FALLS—1946—ABC-MBS  
 KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Idaho Bcastg. &  
 Television Co.  
 Business-Studio Address.....Box 581  
 Phone: 1054.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....J. M. Brady  
 Commercial Mgr.....J. L. Thomas  
 Program Director.....Hal Simmons  
 Publicity Director.....Malcolm Davis  
 Chief Engineer.....George Stone

# KLER

LEWISTON—1953

Frequency: 740 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Cole E. Wylie  
 Address.....2829 Country Club Dr.  
 Phone: 3-5558.....Air Time: Daytime  
 News Service.....AP  
 Representative.....McGillivra  
 Membership.....RAB  
 President.....Cole E. Wylie  
 General Manager.....William C. Rhodes  
 Program Director.....Robert O. Edwards  
 Chief Engineer.....Gene Wilson

# KRLC

LEWISTON—1935—MBS

Frequency: 1350 Kc.....Power: 5 Kw. d.  
 Owned-Operated By.....H. E. Studebaker  
 Business-Studio Address.....Lewis-Clark Hotel  
 Phone: 3-1551.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Weed, Moore-Lund  
 Membership.....NARTB, RAB  
 General Manager.....H. E. Studebaker  
 Station Manager.....Donald Thomas  
 Commercial Manager.....Thomas Decker  
 Program Director.....Alben Nelson  
 Chief Engineer.....William Neuman

# KRPL

MOSCOW—1947—KBC

Frequency: 1400.....Power: 250 Watts  
 Owned By.....Latah County Bcstrs.  
 Address.....Box 396  
 Phone: 2283.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Moore & Lund, Biddick  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Roy Anderson  
 Sta. Comm. Mgr.....Gale "Gub" Mix  
 Sales Prom. Mgr.....Jim New

# KFXD

NAMPA—1930—MBS  
 INTERMOUNTAIN

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Frank E. Hurt & Son  
 Business Address.....Box 891  
 Phone: 6-4611.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....RAB  
 President.....Edward P. Hurt  
 Sta., Comm. Mgr.....Doyle Cain  
 Program Director.....Shirl Black  
 Chief Engineer.....G. M. Rose

# KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Radio Service Corp.  
 Business-Studio Address.....Box 31  
 Phone: 4000.....Air Time: Full Time  
 News Service.....UP  
 Transcription, Standard, Lang-Worth, Thesaurus  
 Representative.....Weed and Co.  
 Membership.....NARTB, RAB  
 Pres., Gen., Comm. Mgr.....Henry H. Fletcher  
 Publicity Dir.....Olive M. Leoney  
 Program Director.....Ruth A. Fletcher  
 Chief Engineer.....Ellis W. Call

# KWIK

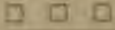
POCATELLO—1946—ABC-MBS-KBS  
 INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Pocatello TV Corp.  
 Address.....1140 Yellowstone Ave.  
 Phone: 3400.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Station Rep.....Avery-Knodel, Donald Cooke,  
 Daren McGavren, Western Radio  
 President.....James M. Brady  
 General Manager.....John R. Taylor  
 Commercial Mgr.....Roger L. Hagadone  
 Program Director.....Bert Godfrey  
 Chief Engineer.....Dean McCurdy

# KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of The Rockies, Inc.  
 Address.....Box 192  
 News Service.....UP  
 Transcription Service.....Associated  
 President.....Leon Smith  
 Gen., Sta. Mgr.....Rulon Dunn  
 Commercial Mgr.....M. S. Stocking  
 Chief Engineer.....D. A. Nash, Jr.



# K R X K

REXBURG—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By Snake River Radio & TV Co., Inc.  
 Address 445 S. 2nd East  
 Phone: 700, 701 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Rep. Radio-TV Prom. Synd., West Coast Sales  
 President Dr. M. F. Rigby  
 General Manager Merrill Skinner  
 Program Director James G. Clawson  
 Chief Engineer Merrill Andrus

# K S P T

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Bauer Bcstg. Co.  
 Address P. O. 431  
 Phone: 555 Air Time: Full Time  
 News Service AP  
 Station Rep. Continental, Moore & Lund  
 Transcription Service Standard, Langworth  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. Norman Bauer  
 Program Director Watt Moreland Jr.  
 Chief Engineer William Frey

# K E E P

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By Radio Sales Corp.  
 Address P. O. Box 511  
 Phone: 3002 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Station Rep. Gill-Perna  
 President Spencer D. Grow  
 Gen., Sta. Mgr. Kenneth W. Montgomery  
 Program Director Dick Bingham  
 Chief Engineer Harold W. Gilson

# K L I X

TWIN FALLS—1946—MBS-ABC-KBS

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned Southern Idaho Bcstg. & TV Co.  
 Business-Studio Address Elizabeth Blvd.  
 Phone: 2820 Air Time: Full Time  
 News Service AP  
 Transcription Capitol, MacGregor, Associated  
 Rep. Avery-Knodel, Moore-Lund, N. W.  
 Membership NARTB  
 V.P., Gen. Sta. Mgr. Frank C. McIntyre  
 Commercial Mgr. Juneau H. Shinn  
 Program Director Don Allen  
 Sales Prom. Mgr. Bill Folsom  
 Chief Engineer Don Cedarstrom

# K T F I

TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By Radio Bcstg. Corp.  
 Address 241 Main Ave. W.  
 Phone: 2400 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Weed  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr. F. M. Gardner  
 Commercial Mgr. D. Silvester  
 Pub., Prog. Dir., Sales Prom. Mgr. L. Parker  
 Chief Engineer Marvin Hartley

# K W A L

WALLACE—1938—MBS

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By Metals Bcstg. Co.  
 Business-Studio Address Box 930  
 Phone: 8-2111 Air Time: Full Time  
 Transcription Service Lang-Worth  
 Reps. Hal Holman, Moore & Lund Co.  
 Membership RAB  
 Pres., Gen., Sta. Mgr. R. Lee Black  
 Program Director W. E. Roberts  
 Comm., Sales Prom. Mgr. T. R. Lantry  
 Publicity Director J. D. Adams  
 Chief Engineer Joe L. Martin

# K W E I

WEISER—1949

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Inland Bcst. Co.  
 Business-Studio Address Box 791  
 Phone: 700 Air Time: Full Time  
 News Service UP  
 Transcription Service Capitol  
 Membership RAB  
 Pres., Gen., Sta. Mgr. M. V. Ling  
 Comm., Sales Prom. Mgr. George MacDonald  
 Chief Engr., Prog. Dir. Edwin C. Miller  
 Publicity Director Don Quigley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS  
BRAND IN NEWS IS

# AP

# ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — Families 2,887,000

Radio Homes 2,826,000 — TV Homes 2,212,000 — Stations in State 87

## WOKZ

ALTON—1948—KBS

Frequency: 1570 Kc. .... Power 1000 Watts  
Owned-Oper. By..... Edward N. Palen  
Address ..... Hotel Stratford  
Phone: 5-5506 ..... Air Time: Daytime  
News Service ..... UP  
Pres., Gen. Mgr..... Edward N. Palen  
Sta., Comm. Mgr..... W. Eccles Huff  
Sales Prom. Mgr..... Lloyd Smith  
Program Director..... Clyde Wiseman  
Chief Engineer..... Nicholas Bono

## WMRO

AURORA—1938

Frequency: 1280 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Martin R. O'Brien  
Business-Studio Address..... 184 S. River  
News Service ..... INS  
Transcription Service ..... Lang-Worth  
Pres., Gen., Sta. Mgr..... Martin R. O'Brien  
Comm., Sales Prom. Mgr..... Vincent G. Coffey  
Prog., Publ. Dir..... Jeanne M. Doran  
Chief Engineer..... John Kitner

## WIBV

BELLEVILLE—1947

Frequency: 1060 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address. .2100 W. Main  
Phone: AD 3-5000 ..... Air Time: Daytime  
News Service ..... AP  
Representative ..... Indie Sales  
Pres., Gen., Sta. Mgr..... John W. Lewis  
Program Director..... Wm. C. Bailey  
Comm., Prom. Mgr..... Clarence Keller  
Chief Engineer..... Marvin Molling

## WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By..... Bloomington Bcstg. Corp.  
Address..... 209 E. Washington  
Phone: 5-2078 ..... Air Time: Full Time  
News Service ..... UP  
Transcription Service..... Thesaurus, World  
Representative ..... Rambeau  
Membership ..... NARTB, RAB  
President..... Loring C. Merwin  
General Sta., Manager... Warner C. Tidemann  
Asst. Mgr., Prog. Dir..... Fred Muxfeld  
Chief Engineer..... Fred L. Bailey

## WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By..... Oscar C. Hirsch

Business Address..... Box 311  
Phone: 1490 ..... Air Time: Full Time  
News Service ..... UP  
Representative ..... John E. Pearson  
Membership ..... NARTB, RAB  
Owner-Chief Engr..... Oscar C. Hirsch  
Gen.-Station-Comm. Mgr..... Merrill C. Currier  
Program Director..... C. Graham  
Publicity Director..... E. S. Myers

## WBYS

CANTON—1947—KBS

Frequency: 1560 Kc. .... Power: 250 Watts, d.  
Owned-Operated By... Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter... East Linn Limits  
News Service ..... AP  
Transcription Service ..... SESAC  
Membership ..... RAB  
President..... H. R. Winsor  
General Manager..... Charles E. Wright  
Program Director..... Jerry Bidle  
Sta., Comm. Mgr..... Gene Mayhall  
Chief Engineer..... John Stockberger

## WCIL

CARBONDALE—1946

Frequency: 1020 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By... Southern Illinois Bcstg.  
Business-Studio Address..... 218 W. Main St.  
Phone: 167 ..... Air Time: Daytime  
News Service ..... AP  
Membership ..... NARTB  
Gen., Sta. Mgr., Chf. Engr..... Paul F. McRoy

## WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Carmi Bcstg Co.  
Address ..... 101 South Walnut Street  
News Service ..... UP  
Transcription Service..... Lang-Worth, SESAC  
Representative ..... Sears & Ayer, Inc.  
President ..... Roy Clippinger  
General Manager..... Howard M. Reedy  
Commercial Manager..... Frank Cummins  
Publicity Director..... Howard M. Beedy  
Program Director..... Bill Baker  
Chief Engineer..... John Greenwood

## WCAZ

CARTHAGE—1921

Frequency: 990 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By... Superior Bcstg. Service, Inc.  
Address ..... 502 Wabash Ave.  
Phone: 520 ..... Air Time: Daytime  
Station Rep..... Sears & Ayer  
President ..... Lola Compton  
Manager ..... John Palmer

# Others May Talk— But Here Are Facts!

In October, 1954, Fairbanks, Morse & Company ran 40 station break announcements in one day on WGN.

*Results from WGN and WGN Only:*

375 sump pumps sold at \$65 to  
\$140 each!

Every dewatering pump sold at  
double that amount!

Many electric motors sold!

Three standby generators sold!

Obtained five new dealers!

Results such as this can be yours on WGN  
— reaching more homes per week than  
any other medium in Chicago.



Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11  
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Representatives: Geo. P. Hollingbery Co.  
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—233 Peachtree Street  
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

**WCNT**

**CENTRALIA—1946**

Frequency: 1210 Kc. Power: 1000 Watts, d.  
 Owned: Southern Illinois Bcstg. Co.  
 Address: Box 428  
 Phone: 5151 Air Time: Daytime  
 News Service UP  
 Transcription Service Standard, Thesaurus  
 Membership NARTB  
 President: C. W. Rodgers  
 Gen., Sta. Mgr.: Merle G. Rogers  
 Sls. Prom. Mgr.: D. Cummings  
 Prog. Dir.: C. Dennis  
 Chief Engineer: Al Wetzell

**WDWS**

**CHAMPAIGN—1937—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: The Champaign News Gazette, Inc.  
 Business Address: 48 Main St.  
 Phone: 6-1855 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative: Robert Meeker & Associates  
 Membership NARTB  
 President: Mrs. Helen M. Stevick  
 General Manager: J. A. McDermott  
 Station Manager: Larry Stewart  
 Chief Engineer: Robert Brown

**WEIC**

**CHARLESTON—1954—KBS**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owner: The Friendly City Bcstrs.  
 Address: Box 107  
 Phone: 2990  
 Program Director: Lloyd McFee  
 Chief Engineer: William Setliffe

**WAAF**

**CHICAGO—1922**

Frequency: 950 Kc. Power: 1000 Watts, d.  
 Owned-Operated By: Corn Belt Pub., Inc.  
 Business Address: 221 N. LaSalle St.  
 Phone: Randolph 6-1932 Air Time: Daytime  
 News Service UP  
 Transcription Service Standard  
 Representative: Young  
 President: Ward A. Neff  
 Sta., Comm., Prom. Mgr.: Thomas L. Davis  
 Sales Prom. Mgr.: Fred R. Randazzo  
 Prog., Publ. Director: Bill Bauer  
 Chief Engineer: Carl W. Ulrich

**WAIT**

**CHICAGO—1936**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By: Radio Station WAIT  
 Bus. Studio Address: 75 E. Wacker Dr.  
 Phone: Franklin 2-0660 Air Time: Daytime  
 News Service UP  
 Transcription: Thesaurus, SESAC, Standard

Representative For Joe  
 Gen. Mgr., Prog. Dir.: Robert O. Miller  
 Sales Prom. Mgr.: L. Webb  
 Publicity Director: E. Reynolds  
 Chief Engineer: Edward W. Jacker

**WGN**

**CHICAGO—1924—MBS**

Frequency: 720 Kc. Power: 50,000 Watts  
 Owned-Operated By: WGN, Inc.  
 Bus. Studio Address: 441 N. Michigan Ave.  
 Phone: SU 7-0100 Air Time: Full Time  
 Newspaper Affiliation: The Chicago Tribune  
 News Service AP, INS, UP  
 Transcription Service Standard  
 Representative: Hollingsberry  
 Membership NARTB, RAB  
 President: Col. Robert R. McCormick  
 Manager-Treasurer: Frank P. Schreiber  
 Commercial Manager: William A. McGuinea  
 Sales Promotion Manager: Charles A. Wilson  
 Program Director: Bruce Dennis  
 Publicity Director: James Hanlon  
 Dir. of Engineering: Carl J. Meyers

**WBBM**

**CHICAGO—1923—CBS**

Frequency: 780 Kc. Power: 50,000 Watts  
 Owned By: CBS, Inc.  
 Operated By: CBS Radio Division  
 Address: 410 N. Michigan Ave.



CHICAGO'S  
 Only  
**GROWING**  
 Radio Station

FRANKLIN 2-0660  
**DAILY NEWS PLAZA — CHICAGO 6**

News Service . . . . . AP, UP, INS  
 Sta. Rep. . . . . CBS Spot Sls.  
 Membership . . . . . NARTB, RAB  
 Vice-Pres., Gen. Mgr. . . . . H. Leslie Atlass  
 Asst. Gen. Mgr. . . . . E. H. Shomo  
 Commercial Mgr. . . . . Wm. F. Miller  
 Program Director . . . . . Al Bland  
 Sales Prom. Mgr. . . . . C. W. Doebler  
 Publicity Dir. . . . . Andy Murphy  
 Chief Engineer . . . . . J. F. Novy

**WCFL**

CHICAGO—1926

Frequency: 1000 Kc. . . . . Power: 50,000 Watts  
 Owned . . . . . Chicago Federation of Labor  
 Business-Studio Address. . . . . 666 Lake Shore Dr.  
 Transcription Service . . . . . Standard  
 Membership . . . . . RAB  
 Representative . . . . . Burke Stuart, O'Connell  
 General Manager . . . . . Martin F. Hogan  
 Commercial Mgr. . . . . Thomas E. Haviland  
 Program Director . . . . . L. J. Ronder, Jr.  
 Chief Engineer . . . . . Charles E. Willett

**WCRW**

CHICAGO—1926

Frequency: 1240 Kc. . . . . Power: 100 Watts  
 Owned-Operated By . . . . . Clinton R. White  
 Address . . . . . 2756 Pine Grove Ave.  
 Phone: Diversey 8-4440 . . . . . Air Time: Full Time  
 General Manager . . . . . J. A. White

**WEDC**

CHICAGO—1926

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Emil Denmark, Inc.  
 Address . . . . . 3860 W. Ogden Ave.  
 Phone: Crawford 7-4100 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 President . . . . . Emil Denmark  
 Gen.-Station-Comm. Mgr. . . . . Frank J. Kotnour  
 Program, Publicity Director . . . . . Bill Mack

**WGES**

CHICAGO—1924

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Radio Station WGES  
 Address . . . . . 2708 Wash. Blvd.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 General, Station Manager . . . . . John A. Dyer  
 Commercial Mgr. . . . . Elizabeth M. Hinzman  
 Sales Promotion Maager . . . . . K. P. Freda  
 Program Director . . . . . Herbert Rudolph  
 Chief Engineer . . . . . William Shunk

**WHFC**

CHICAGO—1925

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WHFC, Inc.  
 Address . . . . . 3350 S. Kedzie Ave., Chicago 23, Ill.  
 Phone: Townhall 3-6305 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 General Manager . . . . . Richard W. Hoffman

**WIND**  
 CHICAGO—1926

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WIND, Inc.  
 Bus.-Studio Address . . . . . 400 N. Michigan Blvd.  
 Transcription Service . . . . . Standard  
 Representative . . . . . AM Radio Sales  
 Transcription . . . . . Standard  
 Membership . . . . . RAB  
 President, General Manager . . . . . Ralph L. Atlass  
 Commercial Manager . . . . . John T. Carey  
 Program Director . . . . . H. Leslie Atlass, Jr.  
 Sls. Prom. Mgr., Pub. Dir. . . . . Robert D. Peel  
 Chief Engineer . . . . . Kenneth C. Shirk

**WJJD**

CHICAGO—1934

Frequency: 1160 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Plough Bcstg. Co.  
 Bus.-Studio Address . . . . . 230 N. Michigan Ave.  
 Phone: State 2-5466 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Trans. Service . . . . . Standard, Capitol, World  
 Representative . . . . . Radio-TV Representatives, Inc.  
 Membership . . . . . RAB  
 President . . . . . Abe Plough  
 Gen., Sta. Mgr. . . . . Frederick G. Harm  
 Commercial Mgr. . . . . Louis J. Frenkel  
 Sales Prom. Mgr. . . . . Fred Livingston  
 Program Director . . . . . Ralph A. Blank  
 Chief Engineer . . . . . Walter F. Myers

**50,000 WATTS OF PERSONALITY**

featuring

**RANDY BLAKE**

**CY NELSON**

**AL PARKER**

**SID ROBERTS**

**CARL WARNER**

**ROSEMARY WAYNE**

**STELLA WHITE**

MUSIC ● NEWS ● SPORTS

THE 1160 SPOT ON YOUR DIAL

**WJJD**

230 N. MICHIGAN AVENUE  
 CHICAGO 1, ILL.

**FRED HARM**

vice-president-general manager

**A PLOUGH, INC. STATION**



**WLS**

**CHICAGO—1924—ABC**

Frequency: 890 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WLS, Inc.  
 Business Address.....1230 Washington Blvd.  
 Phone: MO 6-9700.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....John Blair  
 Membership.....NARTB  
 President.....James E. Edwards  
 Gen., Sta. Mgr.....Glenn Snyder  
 Commercial Manager.....Charles M. Freeman  
 Sls. Prom. Mgr., Pub. Dir.....Betty Howard  
 Asst. Gen. Mgr.....A. M. Harre  
 Program Director.....Harold Safford  
 Chief Engineer.....Thomas Rowe

**WMAQ**

**CHICAGO—1922—NBC**

Frequency: 670 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....National Bcstg. Co., Inc.  
 Business-Studio Address.....Merchandise Mart  
 Phone: SUpperior 7-8300..Air Time: Full Time  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus  
 Representative.....National Spot Sales  
 Membership.....NARTB  
 President.....Sylvester Weaver  
 General Manager.....Jules Herbuveaux  
 Asst. Mgr.....H. T. Sjogren  
 Director of Sales.....C. Dresser  
 Comm. Manager.....Rudi Neubauer  
 Sales Promotion Manager.....John Keys  
 Program Director.....George Heineman  
 Publicity Director.....Chet Campbell  
 Chief Engineer.....Howard Luttgens

**WSBC**

**CHICAGO—1925**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station WSBC  
 Business-Studio Address.....2400 W. Madison St.  
 Phone: Monroe 6-9060.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Stars Nat'l. Inc.  
 Gen., Sta. Mgr., Pgm. Dir.....Louis B. Lee  
 Commercial Manager.....Julius Miller

**WHOW**

**CLINTON—1947**

Frequency: 1520 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cornbelt Bcstg. Co.  
 Business Address.....401½ S. Side Sq.  
 Phone Number.....305  
 Representative.....Holman  
 Transcription Service.....SESAC  
 News Service.....AP  
 President.....J. R. Livesay  
 V.P., Gen., Sta. Mgr.....Rolland O. Looper  
 Comm. Manager.....James Williams  
 Program Director.....Frank C. Jennings

**WDAN**

**DANVILLE—1938—CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwestern Pub. Co.  
 Address.....1500 N. Washington  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Everett-McKinney, Inc.  
 Membership.....NARTB, RAB  
 General Manager.....Robert J. Burow  
 Sta., Comm. Sls. Prom. Mgr.....Max Shaffer  
 Pub. Dir.....Kay Shake  
 Chief Engineer.....T. G. Magin

**WITY**

**DANVILLE—1953**

Frequency: 980 Kc.....Power: 1 Kw. d. n.  
 Owned.....Vermilion Bcstg. Corp.  
 Address.....P. O. Box 142  
 Phone: 1312.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burns Smith  
 Membership.....NARTB, RAB  
 President.....Gilbert E. Metzger  
 Gen., Sta. Mgr.....Francis A. Higgins  
 Commercial Mgr.....Wm. O'Toole  
 Sales Prom. Mgr.....Cecil Higgins  
 Program Dir.....Eldon Q. Johnson  
 Publicity Dir.....June Holm  
 Chief Engineer.....Taylor Clowson

**WDZ**

**DECATUR—1921**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WDZ Bcstg. Co.  
 Business-Studio Address.....265 S. Park St  
 Phone: 3-9744.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Free & Peters  
 Membership.....NARTB, BAB  
 President.....Charles C. Caley  
 Gen., Sta. Mgr.....Frank C. Schroeder, Jr.  
 Program Director.....William F. Miller  
 Chief Engineer.....L. E. Mayfield

**WSOY**

**DECATUR—1925—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Illinois Bcstg. Co.  
 Address.....Rt. 48 at N. Jasper St.  
 Phone: 5371.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World, Standard, Cole  
 Representative.....Weed  
 Membership.....NARTB, RAB  
 President.....Frederick W. Schraub  
 Gen., Comm. Mgr.....Merrill Lindsay  
 Sta. Mgr.....M. H. Stuckwisch  
 Prog., Pub. Dir.....Eugene Dorsey  
 Chief Engineer.....Allan Doyle

# WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned-Oper. By...DeKalb Radio Studios, Inc.  
 Business-Studio Address...153½ N. Third St.  
 Phone: 6-3485. Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Capitol  
 Membership .....NARTB  
 Pres., Gen. Mgr. ....George C. Biggar  
 Commercial Manager.....Richard Meier  
 Program Director.....R. C. Brown  
 Publicity Dir.....Herb Carrol  
 Chief Engineer.....Robert Zirk

# WDQN

DU QUION—1951

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Operated By...Johnson & Johnson  
 Address.....30½ W. Main St.  
 Phone: 1399. Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....SESAC  
 Co-owner, Prom. Mgr.....Leonard M. Johnson  
 Co-owner, Gen. Mgr.....Leonard F. Johnson  
 Sales Manager.....Raymond Steele  
 Chief Engineer.....Favre F. Fike

# WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By-Operated By...On the Air, Inc.  
 Business-Studio Address...Broadview Hotel  
 Phone: 4-4390. Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....SESAC  
 Representative.....Sears & Ayer  
 President.....Alvin O. Eads  
 Gen., Sta. Comm. Mgr...Frank J. Prendergast  
 Promotion Mgr.....Frank Imboden  
 Promotion Director.....D. Dellamano  
 Chief Engineer.....Erle E. White

# WCRA

EFFINGHAM—1947—KBS

Frequency: 1090 Kc. Power: 250 Watts, d.  
 Owned-Operated By...Effingham Bcstg. Co.  
 Address.....110 N. Banker St.  
 Phone: 1090. Air Time: Daytime  
 News Service .....UP  
 President.....Joseph E. McNaughton  
 General Manager.....Jack Armel  
 Program Director.....Lee Hayward  
 Chief Engineer.....Tom Mathis

# WRMN

ELGIN—1949—KBS

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Oper. By .....The Elgin Bcstg Co.  
 Address.....156 Division St.  
 Phone: 7700-1. Air Time: Daytime

News Service .....UP  
 Representative ...Joseph Hershey MvGillvra  
 Pres., Gen. Sta., Comm. Mgr..J. Richard Sutter  
 Prog. Dir., Chf. Engr.....George J. Merker

# WEAW

EVANSTON—1953

Frequency: 1330 Kc. Power: 500 Watts  
 Owned.....No. Shore Bcstg. Co., Inc.  
 Address .....2425 Main  
 News Service .....AP  
 Transcription Service .....World  
 Sta. Rep.....Ayer, Good Music Bcstrs.  
 Membership .....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....Edward A. Wheeler  
 Commercial Manager.....J. Collins  
 Sales Prom. Mgr.....Burton Harris  
 Program Director.....Bill Fyffe  
 Publicity Director.....Jane Brower  
 Chief Engr.....Fred Dennison

# WNMP

EVANSTON—1948

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Evanston Bcstg. Co.  
 Business-Studio-Transmitter...2201 Oakton St.  
 Transcription .....Capitol, SESAC  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Angus D. Pfaff  
 Program Dir.....J. W. Horton  
 Chief Engineer.....Albert Griffin

# WFIW

FAIRFIELD—1953

Frequency: 1390 Kw. Power: 500 Watts d.  
 Owned-Oper. By...Wayne County Bcstg. Co.  
 Address .....Box 148  
 Phone: Fairfield 2159. Air Time: Daytime  
 News Service .....AP  
 Representative .....Grant Webb  
 Membership .....NARTB  
 Co-Owner, Gen. Mgr.....Thomas S. Land  
 Co-Owner, Prog. Dir.....Bryant Davidson  
 Commercial Mgr.....Garnet Williams

# WFRL

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Freeport Bcstg. Co., Inc.  
 Business-Studio Address...9 N. Chicago Ave.  
 Phone: State 436. Air Time: Daytime  
 News Service .....AP  
 Representative.....Sears & Ayer  
 Membership .....NARTB  
 Pres., Gen. Mgr., Ch. Engr..Vincent S. Barker  
 Commercial Manager.....Dave Taylor  
 Program Director.....Charles Harlan

# WGIL

GALESBURG—1936

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By....Galesburg Bcstg. Co., Inc.  
 Business Address.....312 Hill Arcade  
 Phone: 4626.....Air Time: Full Time  
 Newspaper Affiliation..."Daily Register Mail"  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Wm. G. Rambeau  
 President.....Mrs. O. N. Custer  
 General Manager.....Robert W. Frudeges  
 Commercial Mgr.....Roger L. Hoffman  
 Publicity Director.....David Loring  
 Chief Engineer.....H. H. Frederick

**W E B Q**

**HARRISBURG—1923—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Harrisburg Bcstg. Co.  
 Business-Studio-Transmitter...100 E. Poplar St.  
 Phone: 328.....Air Time: Full Time  
 News Service.....UP  
 Gen.-Station-Comm. Mgr....Inglis M. Taylor  
 Sales Prom. Mgr.....Ken Hamilton  
 Program Director.....Dorice Turner  
 Publicity Director.....Eddie Wise  
 Chief Engineer.....Elmer L. Gladson

**W M C W**

**HARVARD—1954**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owner.....Esther Blodget

**W C F S**

**HARVEY—1954**

Frequency: 1570.....Power: 250 Watts  
 Owner.....Chas. F. Sebastian  
 Address.....1220 N. Austin Blvd.

**W J P F**

**HERRIN—1940—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Egyptian Bcstg. Co.  
 Business-Studio Address.....P. O. Box 179  
 Phone: 382.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John E. Pearson  
 Membership.....NARTB, RAB  
 President.....Orville W. Lyerla  
 General Manager.....Charles R. Cook  
 Comm. Manager.....Fred Simmons  
 Prog. Dir.....Louise Piantanida  
 Chief Engineer.....Ben Ori

**W L D S**

**JACKSONVILLE—1941**

Frequency: 1180 Kc.....Power: 1000 Watts d.  
 Owned. Jacksonville Radio & TV Bcstg. Corp.  
 Address.....Jacksonville  
 Phone: 1180.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Newspaper Affiliation....."Journal-Courler"

Representative.....Hal Holman  
 Membership.....NARTB, RAB  
 President.....Robert A. Fay  
 Gen., Comm., Sta. Mgr.....R. Karl Baker  
 Program Director.....T. J. Fairburn  
 Chief Engineer.....G. J. Cassens

**W J O L**

**JOLIET—1924**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joliet Bcstg. Co.  
 Business-Studio-Transmitter...601 Walnut St.  
 Phone: JO 4761.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Ayer  
 Membership.....RAB  
 President.....Calvin Wilson  
 Gen., Sta. Mgr.....Joseph J. Garvey  
 Comm. Manager.....George Stofan  
 Promotion Manager.....Marion Philburn  
 Program Director.....Eileen Caron  
 Chief Engineer.....Lester DeCosta

**W K A N**

**KANKAKEE—1947**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Kankakee Daily Journal Co.  
 Business-Studio Address. 183 N. Schuyler Ave.  
 Phone: 3-6633.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Sears-Ayer  
 Membership.....NARTB  
 President.....Leslie C. Small  
 General Manager.....Burrell Small  
 Station Manager.....Bruce Brown  
 Asst. Station Manager.....Robert Hawkins  
 Sales Mgr.....M. Moncrief  
 Program Director.....Orren Allain  
 Chief Engineer.....Richard Eckles

**W K E I**

**KEWANEE—1952—KBS**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Operated By.....WKEI Bcstg. Co.  
 Address.....202½ N. Tremont  
 Phone: 4471.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....H. F. Best  
 Pres., Gen. Mgr., Chi. Eng.....E. D. Scandrett  
 Prog., Pub. Dir.....Paul Messplam

**W T A Q**

**LA GRANGE—1950**

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....The La Grange Bcstg. Co.  
 Address.....Box 408  
 Phone: FL 2-1300.....Air Time: Daytime  
 Representative.....Gill Perna  
 Membership.....NARTB, RAB  
 President.....Charles Sebastian

Partner ..... Russ Salter  
 Commercial Manager..... Ralph Faucher  
 Sales Prom. Mgr..... Vince Essig  
 Program Dir..... Ted Carlson  
 Publicity Dir..... Stan Noyes  
 Chief Engineer..... Bill Ward

Pres., Gen. Mgr..... Wm. E. Schons  
 Sta., Comm. Mgr..... Allan Fobes  
 Sales Promotion Mgr..... Don Vallier  
 Chief Engineer..... John Meyers

**WLPO**

**LA SALLE—1947**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...La Salle County Bcstg. Co.  
 Bus. Ad.....P. O. Box 215  
 Phone: 3100.....Air Time: Daytime  
 News Service .....AP  
 Newspaper Affil.....News Trib.  
 Transcription Service.....RCA, Thesaurus  
 Membership .....NARTB, RAB  
 President .....Peter Miller  
 Gen., Comm. Mgr.....William Helm  
 Program Director.....Donald Frost  
 Publicity Director.....Laverne Waltman  
 Chief Engineer.....Lawrence McCann

**WPRC**

**LINCOLN—1947—KBS**

Frequency: 1370 Kc.....Power: 500 Watts d.  
 Owned-Oper. By .....Prairie Radio Corp.  
 Address.....P. O. Box 37  
 Phone: 1370.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Rambeau  
 Membership .....RAB  
 Pres., Gen. Sta. Mgr.....Ray F. Knochel  
 Comm. Manager.....Paul E. Rankin  
 Sales Prom. Mgr.....John H. Deal  
 Program Director.....William H. Brady  
 Pblcity Director.....Earle W. Layman  
 Chief Engineer.....Donald Thompson

**WSMI**

**LITCHFIELD—1950—KBS**

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.  
 Address .....Box 241  
 Phone: 100.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Hil Best  
 Membership .....RAB  
 Pres., Gen. Mgr.....Hayward L. Talley  
 Comm. Manager.....Clark O. Whitman  
 News Ed.....Don Yaeger

**WKAI**

**MACOMB—1947—KBS**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Macomb Bcstg. Co.  
 Address .....1135 Plymouth Bldg.  
 Phone: Macomb 1350.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....Lang-Worth, World  
 Membership .....NARTB

**WGGH**

**MARION—1949**

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....George W. Dodds  
 Business Address.....P. O. Box 311  
 Phone: 824.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative.....Sears & Ayer  
 Membership .....RAB  
 Pres., Gen. Mgr., Chief Eng..George W. Dodds  
 Commercial Manager....Raymond L. Hatley  
 Prog. Dir., Sta. Mgr.....James W. Duncan

**WLBH**

**MATTOON—1946**

Frequency: 1170 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Mattoon Bcstg. Co.  
 Bus.-Studio Address....17th & Broadway Ave.  
 Phone: 6464.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Holman  
 Membership .....NARTB, RAB  
 President, Gen.-Station Mgr.....J. R. Livesay  
 Commercial Manager.....Ken Wooddell  
 Sales Promotion Manager....Dwain Bower  
 Program Director.....Robert Gwess  
 Chief Engineer.....Ray Livesay

**WMOK**

**METROPOLIS—1951—KBS**

Frequency: 920 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Fort Massac Bcstg. Co.  
 Address.....Nat'l State Bank Bldg.  
 Phone: 2106.....Air Time: Daytime  
 Transcription Service .....SESAC  
 News Service .....UP  
 Representative .....Holman  
 Membership .....NARTB, RAB  
 General Manager.....James H. Firmin  
 Commercial Mgr.....P. Roewe  
 Program Director.....Sue Teckenbrock  
 Chief Engineer.....Carlos Steel

**WQUA**

**MOLINE—1946—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Quad-City Bcstg. Corporation  
 Address.....1319 Fifth Ave.  
 Phone: 4-6727.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Geo. P. Hollingberry Co.  
 President .....Dalton A. LeMasurier  
 V. Pres., Gen. Mgr.....G. LaVerne Flambo  
 Comm. Mgr.....W. J. Archer  
 Prog. Dir., Chief Eng.....Harold Higby

# WVMC

**MOUNT CARMEL—1948—KBS**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Oper. By .....WVMC  
 Address.....No. Cherry St. Rd.  
 Phone: 1360.....Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB, RAB  
 General Manager.....Stephen P. Bellingier  
 Comm. Manager.....Charles H. Green  
 Program Director.....Gil Wallace  
 Chief Engineer.....Eugene D. Garrett

# WMIX

**MT. VERNON—1947**

Frequency: 940 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By ..Mt. Vernon Radio & Tel. Co.  
 Address.....No. 2 Radio Center  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....John E. Pearson Co.  
 President .....John Russell Mitchell  
 General Manager.....R. J. Cheney  
 Comm. Mgr.....C. Schoch  
 Chief Engineer.....Alva Hulbert

# WINI

**MURPHYSBORO**

Frequency: 1420 Kc.....Power: 500 Watts  
 Owner.....Cecil W. Roberts

# WOPA

**OAK PARK—1950**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Village Bcstg. Co.  
 Address.....408 S. Oak Park Ave.  
 Transcription Service .....Standard  
 News Service .....UP  
 Asst. Sta. Mgr.....A. Michelotti  
 Comm. Mgr.....E. Sanderling  
 Program Director.....Martin Bouhan  
 Publicity Director.....Marylou Kelley  
 Chief Engineer.....Sidney Schneider

# WVLN

**OLNEY—1947—KBS**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Operated By .....Olney Bcstg. Co.  
 Address.....302½ E. Main  
 News Service .....AP  
 Transcription Service.....SESAC, World  
 Representative .....Hal Holman  
 Pres., Gen., Sta. Mgr.....Marshall H. Poole  
 Comm. Mgr.....Clifford Thomas  
 Prog. Dir.....Dick Griggs  
 Chief Engineer.....Paul Hartsey

# WCMY

**OTTAWA—1952**

Frequency: 1430 Kc.....Power: 500 Watts d.

Owned-Operated By.....Carl H. Meyer  
 Address.....P. O. Box 687  
 Phone: 1551.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....SESAC  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr.....Carl H. Meyer  
 Comm. Mgr.....D. M. Meyer  
 Prog. Dir.....Bill Sweda  
 Chief Eng.....Sam Potter

# WPRS

**PARIS—1951—KBS**

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Paris Bcstg. Corp.  
 Address.....2 Mi. W. Paris on State Rd. 133  
 Phone: 3-1440.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Thesaurus, Capitol  
 Pres., Gen., Sta., Comm. Mgr...A. Ferguson, Jr.  
 Chief Eng.....C. Thomas

# WSIV

**PEKIN—1946**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Pekin Bcstg. Co., Inc.  
 Business-Studio Address....15 S. Capitol St.  
 News Service .....AP  
 Representative .....Rambeau  
 Pres., Gen. Mgr.....W. Kenneth Patterson  
 Commercial Manager.....James T. Butler  
 Promotion Dir.....George Udry  
 Program Director.....R. C. Furnace

# WEEK

**PEORIA—1946—NBC**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By...West Central Bcstg. Co.  
 Address.....Commercial Natl. Bank Bldg.  
 News Service .....AP  
 Representative .....Headley-Reed  
 Membership .....NARTB, RAB  
 President.....Sen. Robert S. Kerr  
 Gen. Mgr.....Fred C. Mueller  
 Sta., Comm. Mgr.....Tom Greer  
 Sales Mgr., Pub. Dir.....F. R. Oakley  
 Chief Engineer.....Wayne Lovely

# WIRL

**PEORIA—1948—ABC—MBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Illinois Valley Bcstg. Co.  
 Business-Studio Address..115 N. Jefferson Ave.  
 Phone: 4-9239.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President.....Timothy W. Swain  
 General Mgr.....Tom Gavin  
 Sta., Comm. Mgr.....Paul C. Brines  
 Sls. Prom. Mgr.....Tom Miller  
 Prog., Pub. Director.....Cal Rains  
 Chief Engineer.....Rudolph Luukinen

# W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts  
 Owned-Oper. By.....WMBD, Inc.  
 Address.....212 South Jefferson Street  
 Phone: 6-0711.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representatives.....Free & Peters  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Charles C. Caley  
 Asst. Mgr.....Marvin H. Hult  
 Sales Manager.....Harold V. Phillips  
 Promotion Mgr.....Toby Carlson  
 Program Director.....Charles A. Miller  
 Chief Engineer.....A. James Ebel

# W P E O

PEORIA—1951

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....WPEO, Inc.  
 Address.....926 Main St.  
 Phone: 4-9249.....Air Time: Daytime  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Holman  
 Pres., Gen., Sta. Mgr.....John R. Livingston  
 Program Director.....Ken Scott  
 Chief Engineer.....Gerry De Vore

# W T V H

PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By.....Hilltop Bcstg. Co.  
 Address.....234 No. Madison  
 Phone: 6-5503.....Air Time: Full Time  
 Newspaper Affiliation.....Peoria Journal  
 News Service.....AP  
 Representative.....Sears & Fyer  
 President.....Henry P. Slame  
 Gen. Mgr.....E. G. Smith  
 Asst. Gen. Mgr.....R. L. Jawer  
 Station Mgr.....Joe Faulkner  
 Sls. Prom. Mgr., Prog., Pub. Dir.....L. K. Harvey  
 Chief Engineer.....Wallace Wurz

# W B B A

PITTSFIELD

Frequency: 1580 Kc. Power: 250 Watts  
 Owner.....Pike Bcstg. Co.

# W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Operated By.....Quincy Bcstg. Co.  
 Business-Studio Address.....Hotel Quincy  
 Phone: 6840.....Air Time: Full Time  
 Newspaper Affiliation.....Quincy Herald Whig  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel

President.....T. C. Oakley  
 General Manager.....Joseph S. Bonansinga  
 Comm. Mgr.....J. E. Muse  
 Chief Engineer.....Frank E. Laughlin

# W T A D

QUINCY—1927—CBS

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Lee Bcstg., Inc.  
 Address.....10th floor, WCU Bldg.  
 Phone: 6200.....Air Time: Full Time  
 News Service.....AP, UP  
 Trans. Service.....Standard, Associated  
 Representative.....Weed & Co.  
 Membership.....NARTB, RAB  
 President.....Lee P. Loomis  
 General Manager.....Walter Rothschild  
 Sales Promotion Mgr.....Dick Moore  
 Program Dir.....Merritt Milligan  
 Chief Engineer.....J. E. Gray

# W R O K

ROCKFORD—1929—ABC

Freq.: 1440 Kc. Power: 1 Kw. d.; 500 W. n.  
 Owned.....Winnebago Newspapers, Inc.  
 Bus.-Studio Address.....Rockford Newstower  
 Phone: 2-6621.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....H. R.  
 President.....E. K. Todd  
 Gen., Comm. Mgr.....John J. Dixon  
 Publicity Dir.....Betty L. Thro  
 Program Director.....Maurice P. Owens  
 Chief Engineer.....Maurice H. Nelson

# W R R R

ROCKFORD—1953

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Rock River Bcstg.  
 Address.....113 S. Court St.  
 Phone: 8-2263.....Air Time: Daytime  
 Representative.....Radio TV Reps.  
 Exec. V.P., Chief Engr.....Boyd Phelps  
 General Manager.....L. O. Fitzgibbons  
 Commercial Mgr.....H. I. Tingley  
 Program Director.....Rick Edwards

# W H B F

ROCK ISLAND—1925—CBS

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By.....Rock Island Bcstg. Co.  
 Business-Studio Address.....231 18th St.  
 Phone: 6-5441.....Air Time: Full Time  
 Newspaper Affiliation.....Rock Island Argus  
 News Service.....UP  
 Transcription Service.....Standard, World  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 President.....Ben H. Potter  
 V.P., Gen., Sta. Mgr.....Leslie C. Johnson  
 Asst. Mgr., Dir. Sales.....Maurice Corken

Program Director.....Frank S. Hicks  
 Publicity Director.....Fern R. Hawks  
 Chief Engineer.....Robert J. Sinnott

# WCVS

SPRINGFIELD—1922—MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WCBS, Inc.  
 Business-Studio Address...523 E. Capitol Ave.  
 Transcription Service .....World  
 Membership .....NARTB  
 Representative .....Sears & Ayer  
 President.....H. L. Dewing  
 Comm., Prom., Gen. Mgr.....C. W. Neeld  
 Chief Engineer.....R. Ashenfelter

# WMAY

SPRINGFIELD—1950—NBC

Freq.: 970 Kc..Power: 1 Kw. d.; 500 W. n.  
 Owned-Oper. By.....Lincoln Bcstg. Corp.  
 Address.....711 Myers Bldg.  
 News Service .....UP  
 Transcription .....Thesaurus  
 Representative .....John E. Pearson  
 Membership .....NARTB  
 Pres., Gen., Sta., Comm. Mgr..Gordon Sherman  
 Program Director.....Syl Blinkin  
 Prom., Publ. Dir.....Mel Kempe  
 Chief Engineer.....Melvin Feldman

# WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Address.....Route 66 & E. Cook St.  
 Phone: 2-4441.....Air Time: Full Time  
 News Service .....AP  
 Transcription .....World  
 Representative .....Weed  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Oliver J. Keller  
 Commercial Manager.....O. J. Keller, Jr.  
 Sales Promotion Manager.....Bill Miller  
 Program Director.....John W. Midgely  
 Chief Engineer.....E. C. Swaringen

# WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts  
 Owned-Oper. By.....Blackhawk Bdcstg. Co.  
 Address.....218 1st Ave.  
 News Service .....AP  
 Transcription Service.....Capitol, Lang-Worth  
 Pres., Gen. Mgr.....Sam Bartlett  
 Comm. Mgr.....Lillian Bartlett  
 Program Director.....John Rohwer  
 Chief Engineer .....Ed Fisher

# WIZZ

STREATOR—1953

Frequency: 1250 Kw.....Power: 500 Watts d.

Owned-Oper. By.....Streator Bcstg. Co.  
 Address .....Box 431  
 Phone: 4147.....Air Time: Daytime  
 Representative .....Best  
 Gen., Sta., Mgr.....Vernon R. Nunn  
 Commercial Mgr.....Jack A. Dill  
 Chief Engineer.....Harold I. Peters

# WTIM

TAYLORVILLE—1952

Frequency: 1410 Kc.....Power: 1000 Watts d  
 Owned-Operated By.....Moyer Bcstg. Co.  
 Phone: 1410.....Air Time: Daytime  
 Transcription Service...Standard, Thesaurus  
 News Service .....UP  
 Representative .....Continental  
 President .....Roger Moyer  
 General Manager.....James C. Hilderbrand  
 Station Manager.....Kester Pollock  
 Chief Engineer.....Tom Giles

# WKID

URBANA—1948—KBS

Frequency: 1580 Kc. Power 250 Watts d  
 Owned-Operated By.....Sterling Bcstg. Co.  
 Address .....P. O. Box 192  
 Phone: 75431.....Air Time: Daytime  
 News Service .....INS  
 Representative .....John Pearson

# WTAX

Maximum Audience  
 at Minimum Cost!

Year after year Hooper has shown WTAX  
 far in front in Springfield, Illinois.

Its average audience exceeds that of the  
 other Springfield stations combined.

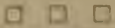
Hooper Radio Index  
 Springfield, Ill., City Zone  
 October 1954

	Morning	Afternoon	Evening
WTAX	44.7	50.8	46.7
Sta. B	17.4	18.8	25.0
Sta. C	22.4	10.9	15.6

Daytime Monday thru Friday  
 Other stations reported ranged from 1.9 to 4%

CBS RADIO Affiliate

Represented by Weed & Company



Membership ..... NARTB  
 Pres., Gen. Mgr. .... Allen Embury  
 Sta. Comm. Mgr. .... C. Loufek  
 Program Director. .... Steven Austin  
 Publicity Dir. .... Roger Klucos  
 Chief Eng. .... James Duryed

## WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... News-Sun Bcstg. Co.  
 Business Address. .... P. O. Box 500  
 Phone: DElta 6-7900. .... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service. .... Thesaurus, Standard  
 Representative ..... McGillvra  
 President ..... F. Ward Just  
 Gen., Comm. Mgr. .... Joseph B. Kirby  
 Program Director. .... A. F. Sorenson  
 Chief Engineer. .... Stanley G. Chadwick

## WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned. .... Pyramid Radio Bcstg. & TV Co.  
 Address. .... S. Logan St.  
 Phone: 1300. .... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Indie Sales  
 President. .... Guy Lambert  
 Gen., Sta., Comm. Mgr. .... Robert O. Veach  
 Program Director. .... Billy Spangler  
 Chief Engineer. .... Everett Kennedy

## WCBD

ZION—1947

Frequency: 820 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Michael J. Mintern  
 Business Address. .... Administration Bldg.  
 Phone: 2-4521. .... Air Time: Sunday only  
 Managing Director. .... Michael J. Mintern  
 Commercial Manager. .... Carl Q. Lee

# INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — Families 1,354,000

Radio Homes 1,307,000 — TV Homes 954,000 — Stations in State 50

## WCBC

ANDERSON—1946—KBS

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Civic Bdcstg Corp.  
 Address. .... 204 Tower Bldg.  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... RAB  
 Station Rep. .... Hil Best  
 President. .... Paul E. Billheimer  
 General Manager. .... Worth S. Rough  
 Program Director. .... John Snider  
 Chief Engineer. .... Marvin D. Carmony

Address. .... Radio Farm, P. O. Drawer 472  
 News Service ..... INS  
 Transcription Service. .... Thesaurus, RCA  
 Representative. .... W. S. Grant  
 Pres., Gen. Mgr. .... William C. Smith, Jr.  
 Program Director. .... Claude Parsons  
 Chief Engineer ..... Carl J. Finger

## WTTS

BLOOMINGTON—1949—ABC

Freq.: 1370 Kc. .... Power 5 Kw. d., 500 W. n.  
 Owned-Oper. By ..... Sarkes Tarzian, Inc.  
 Business-Studio Address. .... 535 S. Walnut St.  
 News Service ..... AP  
 Representative. .... Robert Meeker Associates  
 Membership ..... RAB  
 President ..... Sarkes Tarzian  
 Station Manager. .... Glenn Van Horn  
 Commercial Mgr. .... Ray Bartlett  
 Chief Engineer. .... Carl Onken

## WHBU

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Anderson Bcstg. Corp.  
 Business-Studio. .... 640 Citizens Bank Bldg.  
 Transcription Service ..... Standard  
 Representative ..... Bolling Co.  
 Membership ..... RAB, NARTB  
 President. .... C. Bruce McConnell  
 General Manager. .... John R. Atkinson

## WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Boonville Bcstg. Co.  
 Address ..... Lynville Rd.  
 News Service ..... UP  
 Co-O., Gen., Comm. Mgr. .... H. C. Sanders  
 Co-O., Asst. Mgr., Pgm. Dir. .... Norman Hall

## WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Bedford, Inc.



**WCSI**

**COLUMBUS—1950**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Syndicate Theatres, Inc.  
 Address... Carr Hill Rd.  
 Phone: 3397-98. Air Time: Daytime  
 Trans. Service... Thesaurus  
 Membership... RAB  
 Station Rep... Rambeau  
 News Service... AP  
 President... Joseph Finneran  
 General Manager... Dick Jewell  
 Chief Engineer... Max Cockley

**WCNB**

**CONNERSVILLE—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By... News Examiner Co.  
 Business-Studio Address... 406 Central Ave.  
 Phone: 1950. Air Time: Daytime  
 News Service... UP  
 Transcription Service... Thesaurus  
 Representative... Gill-Perna  
 Membership... NARTB  
 Secretary... G. S. Tatman  
 Gen., Sta., Comm. Mgr... E. M. Jackson  
 Program Director... Ralph T. Underwood  
 Chief Engineer... Earl Thompson

**WTRC**

**ELKHART—1931—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owner-Oper. By... Truth Publishing Corp.  
 Business-Studio Address... 116 S. Second St.  
 Phone: 3-1960. Air Time: Full Time  
 News Service... UP  
 President... John F. Dille, Jr.  
 General Manager... Donald McFall  
 Commercial Mgr... Don Freed  
 Chief Engineer... Lester Zellmer

**WEOA**

**EVANSVILLE—1936—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... WFBM, Inc.  
 Business-Studio Address... 24 N.W. 3rd St.  
 Phone: 4-9215. Air Time: Full Time  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Membership... NARTB, RAB  
 Representative... Katz  
 President... Harry M. Bitner, Jr.  
 General-Station-Commercial Mgr... Don Menke  
 Program Director... Michael Finn  
 Chief Engineer... William Schultz

**WGBF**

**EVANSVILLE—1923—NBC**

Frequency: 1280 Kc. Power: 5 Kd. d.; 1 Kw. n.  
 Owned-Operated By... On The Air, Inc.  
 Business-Studio Ad. ... 1001 Diamond Ave.

Phone: 21171. Air Time: Full Time  
 Representative... Weed & Co.  
 News Service... UP  
 Membership... NARTB  
 President... Alvin Q. Eades  
 Ex. V.P., Gen., Sta. Mgr... Martin L. Leich  
 Sales Prom., Pub. Dir... Del Greenwood  
 Program Director... Mrs. Pat Roper  
 Chief Engineer... Erwin P. Schoeny

**WIKY**

**EVANSVILLE—1947**

Frequency: 820 Kc. Power: 250 Watts d.  
 Owned-Oper. By... South Central Bcstg. Corp.  
 Address... 1162 Mt. Auburn Rd.  
 Phone: 4-8284. Air Time: Daytime  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... John E. Pearson Co.  
 Membership... RAB  
 Pres., Gen.-Sta. Mgr... John A. Engelbrecht  
 Chief Engineer... George F. Stoltz

**WJPS**

**EVANSVILLE—1948—ABC**

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By... WJPS, Inc.  
 Business-Studio Address... 206 Main St.  
 Phone: 5-2221. Air Time: Full Time  
 News Service... AP  
 Transcription Service... Standard, World  
 Representative... George P. Hollingbery  
 Membership... NARTB  
 President... Robert S. Davis  
 Gen., Sta. Mgr... Jack McLean  
 Sales Prom. Mgr., Pub. Dir... Charles Caldwell  
 Chief Engineer... James Jared

**WANE**

**FT. WAYNE—1948—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Radio Fort Wayne, Inc.  
 Address... Fort Wayne Nat'l Bank Bldg.  
 Phone: Anthony 6212. Air Time: Full Time  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Bolling  
 President... C. Bruce McConnell  
 General Manager... Robert McConnell  
 Station Manager... Charles E. Kennedy  
 Local Commercial Manager... Merlin Smith  
 Program Director... Robert Hill  
 Chief Engineer... Eugene Humphrey

**WGL**

**FT. WAYNE—1924—ABC**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By... News-Sentinel Bcstg. Co., Inc.  
 Business-Studio Address... 201 W. Jefferson St.  
 Phone: Eastbrook 3366. Air Time, Full Time  
 Newspaper Affiliation... News-Sentinel  
 News Service... UP  
 Transcription Service... Langworth  
 Representative... Headley-Reed

Membership ..... RAB  
 President.....Helen R. Foellinger  
 Gen. Sta. Comm. Mgr.....Merrill C. Johnson  
 Prom. Mgr., Pub. Dir.....Dorsey M. Roth  
 Program Director.....Norman Widenhofer  
 Chief Engineer.....Damon Wilson

**WKJG**

**FT. WAYNE—1947—MBS**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owner...Northeastern Indiana Bcstg. Co., Inc.  
 Business-Studio Add. ....220 E. Jefferson St.  
 Phone Number .....Anthony 2295  
 News Service.....UP, AP  
 Transcription Service .....World  
 Representative .....Raymer  
 President.....Clarence L. Schust  
 General Manager .....Edward G. Thoms  
 Sales Prom. Mgr.....Wilson Schroeder  
 Commercial Manager.....Carleton B. Evans  
 Program Dir.....Eugene A. Chase

**WOWO**

**FT. WAYNE—1926—NBC**

Frequency: 1190 Kc.....Power: 50 Kw.  
 Owner.....Westinghouse Radio Stations, Inc.  
 Bus-Studio Address. 124 W. Washington Blvd.  
 Phone: Anthony 2136.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....Free & Peters  
 Membership .....RAB  
 President.....Chris J. Witting  
 General Manager.....J. E. Baudino  
 Station Mgr.....Carl W. Vandagriff  
 Commercial Manager.....Tom Longworth  
 Sales Prom. Mgr.....Hilda C. Woehrmeyer  
 Program Director.....Guy Harris  
 Chief Engineer .....Bruce H. Ratts

**WIL0**

**FRANKFORT—1953—KBS**

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned .....Radio Frankfort  
 Address.....52½ E. Washington St.  
 Phone: 3338.....Air Time: Daytime  
 News Service .....UP  
 Station Rep.....Hil Best  
 Membership .....RAB  
 General Mgr.....George A. Foulkes

**WGRY**

**GARY—1950**

Frequency: 1370 Kc....Power: 500 Watts d.  
 Owned-Oper. By.....WGRY, Inc.  
 Address.....734 Washington St.  
 Phone: 5-7511.....Air Time: Daytime  
 News Service .....UP  
 Membership .....RAB  
 Transcription Service .....SESAC  
 Station Rep.....Indie  
 Pres., Gen. Mgr.....George Whitney  
 Program Director.....Jack Smith

**WWCA**

**GARY—1949**

Frequency: 1270 Kc. ....Power: 1000 Watts  
 Owned-Operated By ..Lake Bdcastg Co., Inc.  
 Address .....Hotel Gary  
 Phone: 6-9171.....Air Time: Full Time  
 News Service .....AP  
 Membership .....RAB  
 Station Rep.....John E. Pearson Co.  
 Pres., Gen., Sta. Mgr.....Dee O. Coe  
 Prom. Mgr.....Sam Weller  
 Program .....Todd Branson  
 Chief Engineer .....Victor Voss

**WJOB**

**HAMMOND—1928**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By....South Shore Bcstg. Corp.  
 Address .....449 State St.  
 Phone: Sheffield 8400...Air Time: Full Time  
 News Service .....UP  
 Representative....Joseph Hershey McGillvra  
 Pres., Gen. Mgr.....R. C. Adair  
 Program Director.....Gerald Mitchell  
 Chief Engineer.....Jess Peters

**WFBM**

**INDIANAPOLIS—1926—CBS**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WFBM, Inc.  
 Business-Studio Address...1330 N. Meridian St.  
 Phone Number.....MEIrose 4-8521  
 News Service.....AP, INS  
 Representative .....Katz  
 Transcription Service.....World  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr....Harry M. Bitner, Jr.  
 Commercial Manager.....William F. Kiley  
 Prom. Mgr., Pub. Dir.....Bernard W. Carney  
 Program Dir.....Robert Yeager  
 Chief Engineer.....Harold Holland

**WIBC**

**INDIANAPOLIS—1938—MBS**

Freq. 1070 Kc..Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By.....WIBC, Inc.  
 Business-Studio Address. 30 W. Washington St.  
 Phone: MEIrose 4-2305...Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....SESAC, Thesaurus  
 Representative .....John Blair  
 Membership .....NARTB  
 President, Gen. Mgr....Richard M. Fairbanks  
 Commercial Manager.....Gilbert I. Berry  
 Sales Prom., Pgm. Dir.....William L. Dean  
 Chief Engineer.....Robert W. Minton

**WIRE**

**INDIANAPOLIS—1924—NBC**

Frequency: 1430 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Indianapolis Bcstg., Inc.  
 Business-Studio Add...307 N. Pennsylvania St.

Phone: Melrose 5-1541... Air Time: Full Time  
 Newspaper Affiliation... Central Newspaper  
 News Service ..... AP  
 Transcription Service ..... Langworth  
 Representative ..... Free & Peters  
 Membership ..... RAB  
 President ..... Eugene C. Pulliam  
 General Manager ..... Willard C. Worcester  
 Commercial Manager ..... Daniel C. Park  
 Prom. Mgr., Pub. Dir. .... Richard Higgs  
 Program Director ..... M. Wayland Fullington  
 Chief Engineer ..... Eugene E. Alden

Business Address ..... 212½ North Main St.  
 Phone: 6194 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Wood  
 Membership ..... NARTB, RAB  
 President ..... Richard Blackledge  
 V.P., Gen., Sta. Mgr. .... John Carl Jeffrey  
 Promotion Mgr. .... John C. Jeffrey  
 Chief Engineer ..... Elvin Cunningham

## W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By ..... Universal Bcstg. Co., Inc.  
 Business-Studio Address. 1440 N. Meridian St.  
 Phone: MELrose 4-6411... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Bolling  
 Membership ..... RAB, NARTB  
 President ..... C. Bruce McConnell  
 Gen. Mgr. .... Robert B. McConnell  
 Sales Prom. Mgr., Pub. Dir. .... Jim Buck  
 Comm. Manager ..... Robert Ohleyer  
 Program Director ..... William E. Frosch, Jr.  
 Chief Engineer ..... Stokes Gresham, Jr.

## W X L W

INDIANAPOLIS—1948

Frequency: 950 Kc. Power: 5 Kw. d.  
 Owned-Oper. By ..... Radio Indianapolis, Inc.  
 Address ..... 3003 Kessler Blvd.  
 News Service ..... UP  
 Representative ..... John Pearson Co.  
 Membership ..... BAB, NARTB, AIMS  
 President ..... Lyman S. Ayres  
 General Manager ..... Robert D. Enoch  
 Program Director ..... G. A. Smith, Jr.  
 Chief Engineer ..... Bert Goetzinger

## W I T Z

JASPER—1948—KBS

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By .. Jasper on the Air Inc.  
 Address ..... P. O. Box 167  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... RAB  
 President ..... Dr. Gilbert E. Metzger  
 Gen., Sta. Mgr. .... Dennis Keller  
 Commercial Manager ..... Al Farber  
 Sales Prom. Mgr. .... Joe Salvi  
 Publicity Director ..... Beverly Chism  
 Program Director ..... Jim Young  
 Chief Engineer ..... Peter Russo

## W I O U

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts  
 Owner ..... North Central Indiana Bcstg. Corp.

## W A S K

LAFAYETTE—1942—MBS

Frequency: 1450 Kc. Power: 250 watts  
 Owned-Operated By ..... WFAM, Inc.  
 Business-Studio Address ..... McCarty Lane  
 Phone: 2-4300... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Wm. G. Rambeau  
 Membership ..... RAB  
 President ..... O. E. Richardson  
 Sta., Comm. Mgr. .... Herbert Nelson  
 Program Director ..... James Potter  
 Chief Engineer ..... Richard Cochran

## W L O I

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By ..... La Porte Bcstg. Co.  
 Business-Studio Address ..... Rumely Hotel  
 Phone: 3784... Air Time: Daytime  
 Sta. Rep. .... McGillvra  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 President ..... Hoyt H. Scott  
 Sec'y, Treas., Gen. Mgr. .... Dr. Edward Young  
 Station Mgr. .... Robert F. Coffin

## W B T O

LINTON—1953

Frequency: 1600 Kw. Power: 500 Watts d.  
 Owned-Oper. By ..... The Linton Bcstg. Co.  
 Address ..... c/o WBNL, Boonville, Ind.  
 Phone ..... 63  
 Owner ..... Henry C. Saunders

## W S A L

LOGANSPORT—1949—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By .. Logansport Bdg. Corp.  
 Address ..... P. O. Box 399  
 Phone: 3111... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 General Manager ..... Raymond W. Baker  
 Comm. Mgr. .... Joseph A. Wiler  
 Program Director ..... Ira McCormack  
 Chief Engineer ..... Raymond A. Olson

## W B A T

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By ..... Marion Radio Corp.

Business-Studio Address... 303 1/2 S. Adams St.  
 Phone: 5500..... Air Time: Full Time  
**News Service** ..... AP  
**Transcription Service**..... Standard, World  
**Representative** ..... Best  
**Membership** ..... NARTB  
**President** ..... John Ramp  
**Station Manager**..... William Fowler  
**Program Dir.**..... William Richards  
**Commercial Mgr.**..... Wm. J. Emard  
**Sales Promotion Mgr.**..... Forest Parsons  
**Chief Engineer**..... Tom Morrisey

**WIMS**

**MICHIGAN CITY—1947**

Freq.: 1420 Kc. Power: 1 Kw. d.: 500 Wts. n.  
 Owned.....Northern Indiana Bcstns., Inc.  
**Business-Studio Address** ..... 415 Franklin St.  
 Phone: 5-5245..... Air Time: Full Time  
**News Service** ..... UP  
**Station Representative**..... Wm. G. Rambeau  
**Pres., Gen. Mgr.**..... William N. Udell  
**Commercial Managers**... Al Halus, Jay Schoff  
**Program Director**..... Richard Olson  
**Chief Engineer**..... Robert J. Schilling

**WLBC**

**MUNCIE—1926—CBS**

Frequency: 1340 Kc ..... Power: 250 Watts  
**Owned-Operated By** .. Tri City Radio Corp.  
**Business Address**..... Hwy. No. 35  
 Phone: 4403..... Air Time: Full Time  
**News Service** ..... AP  
**Transcription Service**..... Standard, World  
**Representative**..... Walker, Hal Holman  
**Pres., Gen. Sta. Mgr.**..... D. A. Burton  
**Commercial Manager**..... Bill Craig  
**Program Director**..... Lee Allerton  
**Chief Engineer**..... M. M. Crain

**WLRP**

**NEW ALBANY—1949**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
**Owned-Operated By**.. Ohio Valley Bcstg., Inc.  
**Address** ..... Box 285  
 Phone: 4-2235..... Air Time: Full Time  
**News Service** ..... UP  
**Station Rep.**..... Hil F. Best Co.  
**Pres., Gen., Sta. Mgr.**..... Roy L. Hickox  
**Comm. Mgr.**..... Milton Lamm  
**Program Director**..... Keith Reising  
**Sales Prom. Mgr.**..... Joe Gillum  
**Chief Engineer**..... Tom Allebrandi

**WARU**

**PERU—1954**

Frequency: 1600 Kc.....Power: 500 Watts  
**Owner**.....Wabash-Peru Bcstg. Co.  
**Address** ..... Senger-Marvick Bldg.  
 Phone ..... 2271  
**President**.....Dr. Wendell Hansen

**WPGW**

**PORTLAND—1951—KBS**

Frequency: 1440 Kc.....Power: 500 Watts d.  
**Owned-Oper. By**.....Glenn West  
**Address** ..... Box 608  
**Phone Number**.....1094  
**Transcription Service**.....SESAC, World  
**Gen. Mgr.**.....Glenn West

**WRAY**

**PRINCETON—1950**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
**Owned-Oper. By**.....Princeton Bcstg. Co.  
**Address** ..... Box 8  
 Phone: 1250..... Air Time: Daytime  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Station Representative** ..... McGillvra  
**Membership** ..... RAB  
**President**..... M. R. Lankford  
**Station Manager**..... Gene Peterson  
**Commercial Mgr.**..... D. T. Critchfield  
**Program Director**..... Jack Wiedemann  
**Chief Engineer**..... Harold Bass

**WKBV**

**RICHMOND—1926—ABC**

Frequency: 1490 Kc ..... Power: 250 Watts  
**Owned-Operated By** .... Central Bcstg. Corp.  
**Address**..... W. Main St.  
 Phone: 3-1156..... Air Time: Full Time  
**News Service** ..... UP  
**Transcription Service**..... Thesaurus, World  
**Representative** ..... Robert Meeker  
**Membership** ..... RAB  
**President**..... Paul R. Quigg  
**Gen., Sta. Mgr.**..... Lester G. Spencer  
**Comm., Sls.**..... Roland L. Nusbaum  
**Program Director**..... Marie Robbins  
**Chief Engineer**..... L. J. Duning

**WSLM**

**SALEM—1953—KBS**

Frequency: 1220 Kw.....Power: 250 Watts d.  
**Owned-Oper. By**.....Don H. Martin  
**Address** ..... Radio Ridge  
**News Service** ..... AP  
**Transcription Service**.. Thesaurus, MacGregor  
**Representative**..... Hil F. Best  
**Membership** ..... RAB  
**Pres., Gen. Mgr.**..... Don H. Martin  
**Commercial Mgr.**..... Simon Spurgeon  
**Sales Promotion Mgr.**..... Boyd Smedley  
**Pub. Dir.**..... Barney Schocke  
**Program Director**..... Margaret Martin  
**Chief Engineer**..... Darrell Dixon

**WJCD**

**SEYMOUR—1949—KBS**

Frequency: 1390 Kc. ....Power: 500 Watts d.  
**Owned-Operated By**.....Dr. Azra C. Baker



Address.....1534 Ewing St.  
 General Manager.....Azra C. Baker  
 Commercial Manager.....Robert E. Shippe  
 Program Director.....Roger W. Bradley  
 Chief Engineer.....Arnold Haun

# W H O T

## SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts  
 Owned-Operated By South Bend Bcstg. Corp.  
 Address.....434 S. St. Joseph St.  
 Representative ..... Bolling  
 Membership ..... NARTB, RAB  
 Pres.....Rev. Theodore M. Hesborgh, C.S.C.  
 Sec'y, Treas.....Rev. Edmund P. Joyce, C.S.C.  
 Vice-Pres., Gen. Mgr.....Bernard Barch  
 Station Mgr.....Frank Crosiar  
 Sales Manager.....C. J. Pa-Jakowski  
 Program Director.....Wm. Etherton  
 Chief Engineer.....Ira Kealy

# W J V A

## SOUTH BEND—1947—KBS

Frequency: 1580 Kc ..... Power: 250 Watts d.  
 Owned-Oper. By St. Joseph Valley Bdstg. Corp.  
 Address ..... Box 179  
 Representative ..... Burn-Smith  
 Pres., Gen. Mgr. .... F. R. Householder  
 Program Director.....Owen Lackey Jr.  
 Commercial Mgr.....Vince Doyle  
 Chief Engineer.....Francis J. Bock

# W S B T

## SOUTH BEND—1921—CBS

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Bus.-Studio Address.....225 W. Colfax Ave.  
 Phone: CE 3-3141.....Air Time: Full Time  
 Newspaper Affiliation...South Bend Tribune  
 News Service.....UP, INS  
 Representative ..... Paul H. Raymer  
 Membership ..... NARTB, RAB  
 General Manager.....Neal B. Welch  
 Nat'l Sales Mgr.....Robert H. Elrod  
 Publicity Director.....Clarence W. Harding  
 Program Director ..... Robert J. Drain  
 Chief Engineer.....Arthur R. O'Neil

# W T C J

## TELL CITY—1948—KBS

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By.....Tell City Bcstg. Co.  
 Phone Number ..... 740  
 Owner, Manager.....James R. Brewer

# W B O W

## TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By Banks of the Wabash, Inc.

Business-Studio Address ..... 303 S. Sixth St.  
 Transcription Service ..... Thesaurus  
 Representative ..... Weed  
 President ..... Alvin Eades  
 Comm., Gen., Sta. Mgr. ..William F. Rippetoe  
 Sales Prom. Manager.....Harry E. Frey  
 Program Director.....Ralph S. McHargue  
 Publicity Director.....Ralph McHargue  
 Chief Engineer.....Howard Stewart

# W T H I

## TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. ....Power: 1000 Watts  
 Owned-Oper. By Wabash Valley Bdg. Corp.  
 Address.....918 Ohio St.  
 Phone, Crawford 9481....Air Time: Full Time  
 Representation.....Bolling Co., Inc.  
 Membership ..... NARTB  
 President.....Anton Hulman, Jr.  
 Gen. Mgr.....Joseph M. Higgins  
 Station Mgr.....Madeline K. Barry  
 Promotion Mgr.....John Ball  
 Chief Engineer.....Don Petit

# W A O V

## VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vincennes Sun Co.  
 Business Address.....Grand Hotel  
 News Service .....UP  
 Newspaper Affil.....Central Newspapers  
 Transcription Service .....World  
 Representative.....Free & Peters  
 President.....Eugene C. Pulliam  
 Sls. Prom. Mgr.....G. A. Bright  
 Program Director.....Lorraine Monnin  
 Station Mgr.....Roy Stanley

# W K A M

## WARSAW—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Kosciusko Bcstg. Corp.  
 Address.....612 W. Pike St.  
 Phone: 1210.....Air Time: Daytime  
 News Service .....AP  
 Representative ..... Hal Holman Co.  
 President.....J. W. Autenrieth, Jr.  
 Comm. Mgr.....Charles R. Palmquist, Jr.  
 Chief Engineer.....Robert Norwood

# W R S W

## WARSAW—1952

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned-Oper. By..Reub Williams & Sons, Inc.  
 Address.....Times Building  
 Trans. Service.....Thesaurus, RCA  
 President.....Raymond B. Williams  
 General Manager.....C. Reuben Williams  
 Station Mgr.....William Mollenhour  
 Comm. Mgr.....Jack Essenberg  
 Program Director.....Marie Snyder  
 Chief Engineer.....Fred Gresso

# IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — Families 882,000  
Radio Homes 857,000 — TV Homes 515,000 — Stations in State 52

## KASI

AMES—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By Ames Bcstg. Co.  
Business-Studio Address 328½ Main St.  
Phone: 3460 Air Time: Daytime  
News Service UP  
Transcription Service Thesaurus  
President W. S. Rupe  
Gen. Sta. Mgr. Arthur A. Skinner  
Commercial Mgr. Gene Loeffler, Jr.  
Program Director Ruby Tillerson  
Chief Engineer Doyle D. Kelso

## KJAN

ATLANTIC—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By Nishna Valley Bcstg. Co.  
Phone: 1717 Air Time: Daytime  
News Service AP  
Gen. Sta. Mgr. Franklin G. Miller  
Comm., Prom. Mgr. H. A. Preston  
Chief Engineer Deane Johnson

## KWBG

BOONE—1950

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Operated By Boone Bcstg. Co.  
Address Boone, Ind.  
Phone: 149 Air Time: Full Time  
News Service AP  
Representative John E. Pearson  
President Mary G. Garvey  
General Manager H. A. Garvey  
Sales Manager R. G. Cauier  
Program Dir. Tom Quinlan  
Chief Engineer Dan Garretson

## KBUR

BURLINGTON—1941—ABC

Frequency: 1490 Power: 250 Watts  
Owned-Operated By Burlington Bcstg. Co.  
Business-Studio Address Roosevelt Ave.  
Phone: PL 2-2701 Air Time: Full Time  
News Service AP  
Transcription Service Standard  
Representative Venard, McConnell  
Membership RAB, NARTB  
Pres., Gen., Sta. Mgr. Gerard B. McDermott  
Prom., Comm. Mgr. David H. Steins  
Program Director Richard Mosena  
Chief Engineer John Gallino

## KCIM

CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Carroll Broadcasting Co.  
Address 520 N. Adams St.

Transcription Service Thesaurus  
News Service AP  
Representative Pearson  
Membership NARTB  
General Manager M. W. McPherson  
Chief Engineer Eugene Reiff

## KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts  
Owned-Oper. By Cedar Rapids TV Co.  
Business 104 1st St. S.W.  
Newspaper Affil. Gazette  
News Service AP, INS  
Transcription Service World  
Representative Gill-Perna  
President Joseph F. Hladky, Jr.  
Sta., Comm. Mgr. W. S. Patterson  
Program Director Ralph D. Willey  
Promotion Mgr. Edna Herbst  
Chief Engineer Carl Rollert

## KPIG

CEDAR RAPIDS—1949—TALL CORN  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Cedar Rapids Bcstg.  
Business Address 211 1st St. S.W.  
News Service UP  
Membership RAB  
Transcription Service Capitol  
Representative Pearson  
Gen., Comm. Mgr. James I. Mitchell  
Program Director Ronald R. Barkley  
Chief Engineer Donald Carmichael

## WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts  
Owned American Bcstg. Stations, Inc.  
Bus.-Studio Address Paramount Theater Bldg.  
Phone: 4-0171 Air Time: Full Time  
News Service AP, INS, UP  
Transcription Service RCA  
Representative Katz  
Membership NARTB, RAB  
President William B. Dolph  
General Manager William B. Quarion  
Sales Manager Lew Van Nostrand  
Pub. Dir. Jim Bowermaster  
Program Manager Bruce Anderson  
Chief Engineer George Hixenbaugh

## KCOG

CENTERVILLE—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts  
Owned-Operated By Hiawatha Bdcstg. Co.

Address .....1910 South Main St.  
 Phones' 131, 407.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus, RCA  
 Representative .....McGillvra  
 Membership .....NARTB  
 President .....S. A. Chesley  
 Program Director.....Meredith Griffing  
 Chief Engineer.....Harry Hanson

**KCHA**

**CHARLES CITY—1951—KBS**

Frequency: 1580 Kc....Power: 250 Watts d.  
 Owned-Oper. By.....Radio Incorporated  
 Address.....Kelley & Main  
 Phone: 787.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....World, Thesaurus  
 Representative.....Orville Lawson, Walker  
 Membership .....NARTB  
 President.....Charles J. Ellis  
 General Manager.....Ralph A. Petti, Jr.  
 Commercial Mgr.....Vern Bromberg  
 Program Director.....John Fisher  
 Asst. Mgr. Sales.....Earl Wooton  
 Chief Engineer.....Charles J. Ellis

**KCHE**

**CHEROKEE—1952**

Frequency: 1440 Kc....Power: 500 Watts d.  
 Owned-Operated By...Cherokee Bcstg. Co.  
 Address.....219½ W. Main St.  
 Phone: 51.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Gen., Comm. Mgr.....Russell A. Hickmon  
 Prom. Mgr., Prog. Dir.....Charles Resnikow  
 Chief Engineer.....Sterling H. Heil

**KROS**

**CLINTON—1941—MBS-TALL CORN**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By ...Clinton Bdcstg Corp.  
 Address .....246 Fifth Avenue South  
 Phone: 446.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Pearson  
 Membership .....NARTB, RAB  
 President .....W. S. Jacobsen  
 General Manager.....B. M. Jacobson  
 Commercial Mgr.....Darline Gordon  
 Program Director.....Ralph Stoeckel  
 Chief Engineer .....Gerald Parker

**KSWI**

**COUNCIL BLUFFS—1947**

Frequency: 1560 Kc. ....Power: 500 Watts d.  
 Owned-Operated By ...Nonpareil Bdcstg. Co.  
 Address.....120 S. Main  
 Phone: 4041.....Air Time: Daytime  
 News Service .....AP  
 Newspaper Affil.....Nonpareil  
 Transcription Service.....Thesaurus

Representative.....Arthur Hagg & Assoc.  
 Membership .....NARTB  
 President.....Robert R. O'Brien  
 Gen., Sta. Mgr., Chief Eng. Robert H. O'Brien  
 Commercial Manager.....Richard B. Gurney  
 Sales Promotion Mgr.....Marjorie W. Morris  
 Program Director.....R. M. Hallgren  
 Publicity Director.....Robert H. O'Brien

**KSIB**

**CRESTON—1946—KBS**

Frequency: 1520 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...Southwest Iowa Bcstg. Co.  
 Address .....Creston  
 Phone: 55.....Air Time: Full Time  
 News Service .....INS  
 Transcription Service.....Thesaurus  
 Representative .....Pearson  
 President.....Arden D. McKee  
 Gen., Sta., Comm. Mgr.....E. M. Horning  
 Publicity Director.....Ron Wilson  
 Chief Engineer.....William Zollman

**KFMA**

**DAVENPORT—1952—KBS**

Frequency: 1580 Kc....Power: 250 Watts d.  
 Owned-Operated By.....KFMA Bcstg. Co.  
 Address.....415 Perry St.  
 Phone: 6-4407.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Capitol  
 Station Representative.....Best, Associated  
 Membership .....NARTB  
 Pres., Gen., Comm. Mgr.....A. D. Pierce  
 Promotion Mgr.....Doris Hanner  
 Pgm., Pub. Dir.....Eugene Larsen  
 Chief Engineer.....Francis B. Shawver

**KSTT**

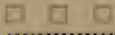
**DAVENPORT—1946—MBS**

Frequency: 1170 Kc....Power: 1000 Watts  
 Owned-Operated By..Davenport Bcstg. Co. Inc.  
 Address.....310 Harrison St.  
 Phone: 6-2541.....Air Time: Full Time  
 Representative.....Sears & Ayer  
 President.....A. M. McGregor  
 Commercial Mgr. ....Neil Conklin  
 Nat'l Sales Mgr.....Lois Snively  
 Program Director.....Bill Merchant  
 Gen. Mgr., Pub. Dir.....I. F. Whalen  
 Chief Engineer.....Jim Wycher

**WOC**

**DAVENPORT—1922—NBC**

Frequency: 1420 Kc. ....Power: 5000 Watts  
 Owned-Operated By ...Tri-City Bdcstg. Co.  
 Address .....805 Brady Street  
 Phone: 3-3661.....Air Time: Full Time  
 News Service .....UP  
 Representatives .....Free & Peters, Inc.  
 Membership .....NARTB, RAB  
 President .....Col. B. J. Palmer  
 V.P. & Treasurer.....D. D. Palmer  
 Exec. Vice-Pres.....Ralph Evans



Secretary.....Wm. D. Wagner  
 Manager.....Ernest C. Sanders  
 Sales Manager.....Mark Wodlinger  
 Program Director.....Warren Vasen  
 Publicity Director.....Paul Ives  
 Chief Engineer.....Paul Arvidson

Sales Prom. Mgr., Pub. Dir. ....Joe Hudgens  
 Program Director .....Dick Covey  
 Chief Engineer.....Charles Quantin

# K D E C

DECORAH—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Scenic Bcstg. Co.  
 Business-Studio Address.....State Road  
 Phone: 1240.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Pres., Gen. Co-Mgr.....Verne Koenig  
 Commercial Mgr.....Kenneth Bjerke  
 Program Dir.....Verne Koenig  
 Chief Engineer.....Arnie Zaruba

# K S O

DES MOINES—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Murphy Bcstg. Co.  
 Address.....1910 Ingersoll Ave.  
 Phone Number.....3-0571  
 News Service.....AP, INS  
 Transcription Service.....Capitol  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 President.....Kingsley H. Murphy  
 Gen., Sta. Mgr.....Bill C. Baldwin  
 Commercial Mgr.....Gene Shumate  
 Pub., Pgm. Dir.....Gloria Frumkin  
 Chief Engineer.....F. E. Bartlett

# K C B C

DES MOINES—1947

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Majestic Bcstg. Co.  
 Business-Studio Address.....3512 Ingersoll  
 Phone: 7-4483.....Air Time: Full Time  
 News Service.....INS  
 President.....Karl Peters  
 General Manager.....Rollo H. Bergeson  
 Commercial Manager.....Claire E. Grant  
 Sales Prom. Mgr.....Don Purdy  
 Chief Engineer.....Bob Brown

# K W D M

DES MOINES—1948—MBS

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Des Moines Bcstg. Corp.  
 Business-Studio Address.....419 Locust  
 Phone: 2-8363.....Air Time: Full Time  
 News Service.....INS, UP  
 Pres., Comm. Mgr.....George W. Webber  
 Gen., Sta. Mgr.....Robert L. Webber  
 Program Director.....Edith L. Webber  
 Sales Prom. Mgr.....Max Rowser  
 Chief Engineer.....Werner Schwarz

# K I O A

DES MOINES—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Town & Farm Co. Inc.  
 Address.....10th & Mulberry  
 Phone: 2-9191.....Air Time: Full Time  
 News Service.....INS, UP  
 Transcription Service.....World, Cole  
 Representative.....H-R Reps.  
 Membership.....RAB  
 President.....Don Searle  
 Gen., Sta. Mgr.....Joe Rohrer  
 Commercial Mgr.....Rex Lathen  
 Program Director.....Joe Rohrer  
 Chief Engineer.....Lyle Nolan

# W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Central Bcsta. Co.  
 Address.....1100 Walnut St.  
 Phone: 8-6511.....Air Time: Full Time  
 News Service.....AP, INS, UP  
 Trans. Service.....Thesaurus, SESAC, Standard  
 Station Representative.....Free & Peters  
 Membership.....NARTB, RAB  
 President.....Col. B. J. Palmer  
 Vice-Pres. & Treas.....D. D. Palmer  
 V. Pres. & Resident Mgr.....Paul A. Loyel  
 Exec. V. Pres.....Ralph Evans  
 Secretary & Controller.....William D. Wagner  
 Sales Manager.....Harold Fulton  
 Asst. Manager.....W. W. Woods  
 Sales Promotion.....John Schweiker  
 Program Director.....Jack Kerrigan  
 Production Director.....Cecil C. Huntzinger  
 News Bureau Manager.....Jack D. Shelley  
 Chief Engineer.....Reed E. Snyder

# K R N T

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cowles Bcstg. Co.  
 Business Address.....Register & Tribune Bldg.  
 Phone: 3-2111.....Air Time: Full Time  
 Newspaper Affiliation.....Register-Tribune  
 Air Time.....Full Time  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Station Representative.....The Katz Agency  
 Membership.....NARTB  
 President.....Gardner Cowles  
 General-Station Managr.....Bob Dillon  
 Commercial Manager.....Paul Elliott

# K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owner.....Dubuque Telegraph-Herald  
 Bus-Studio Address.....Eighth Ave. & Bluff St.  
 Phone: 3-7351.....Air Time: Full Time  
 Newspaper Affiliation.....Telegraph-Herald  
 News Service.....AP





Station Representative ..... Pearson  
 Membership ..... NARTB  
 President ..... Fred Woodward  
 General-Station Manager..... K. S. Gordon  
 Commercial Manager..... A. C. Newburgh  
 Program Director..... George Freund  
 Publicity Director..... Gerald McAleece  
 Chief Engineer..... Donald Abitz

News Service ..... UP, INS  
 Transcription Service ..... Thesaurus  
 Representative ..... Pearson  
 Membership ..... NARTB, RAB  
 President, General Manager .. Edward Breen  
 Commercial Manager..... Max E. Landes  
 Program Director..... Drexel Peterson  
 Chief Engineer..... David G. Sinclair

# W D B Q

## DUBUQUE—1933—MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Dubuque Bcstg. Co.  
 Business-Studio Address..... 505 Main St.  
 Phone: 3-8241.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus, RCA  
 Representative.....Robert Meeker  
 Membership ..... NARTB  
 President.....Charles T. Landon  
 Exec. V.P., Gen. Sta. Mgr.....James R. King  
 Commercial Mgr. .... Harry Hatzembuehler  
 Program Director..... Thomas G. Goodman  
 Publicity Director..... R. E. Carpenter  
 Chief Engineer..... Barker-Heim

# KLIL

## ESTHERVILLE—1952—ABC-KBS

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned.....Esterville Bcstg. Corp.  
 Address.....1151 Plymouth Bldg.  
 Phone: 1800.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service ..... World, Lang-Worth  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... William E. Schons  
 Commercial Mgr..... Jack Turnbull  
 Sales Prom. Mgr..... Ken Peterson  
 Program Dir..... James Colston  
 Publicity Dir..... Mavis Peterson  
 Chief Engineer..... Gleon LeMont

# K F A D

## FAIRFIELD—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Hiawatha Bcstg. Co.  
 Address ..... Box 494  
 Phone: 345.....Air Time: Daytime  
 Transcription Service.....Thesaurus, World  
 News Service ..... UP  
 President.....S. A. Chesely  
 General Manager..... John W. Ward  
 Program Director..... Arthur Bouldin  
 Chief Engineer..... Harry Hansen

# K V F D

## FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Bcstg. Co.  
 Business-Studio Address..... Warden Bldg.  
 Phone: Walnut 3761.....Air Time: Full Time

# K X G I

## FT. MADISON—1948

Frequency: 1360 Kc.....Power: 700 Watts d.  
 Owned-Oper. By.....KXGI, Inc.  
 Business-Studio Address.....Marquette Bldg.  
 Phone: 1360.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....Standard  
 Pres., Gen., Sta., Prom. Mgr.... Greg Rouleau  
 Commercial Mgr..... Paul Oye  
 Pgm., Pub. Dir..... Lloyd Mallette  
 Chief Engineer.....Harold Hackbarth

# K X I C

## IOWA CITY—1948—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By. Johnson County Bcstg. Corp.  
 Bus-Studio Address.....108½ E. Washington St.  
 Phone Number .....8-1181  
 News Service .....INS  
 Trans. Service.....World  
 Representative ..... Pearson  
 Membership ..... NARTB, RAB  
 President.....Scott Swisher  
 Gen. Mgr.....Gene Claussen  
 Commercial Mgr.....F. M. Broeders  
 Program Dir.....Durward Early  
 Chief Engineer.....Elliott Full

# K O K X

## KEOKUK—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By .....Keokuk Bdcstg. Co.  
 Address.....4 So. 5th St.  
 Phone: 235.....Air Time: Full Time  
 News Service .....AP  
 Membership ..... NARTB  
 President.....H. W. Stadler  
 General Manager.....Gary E. Schroeder  
 Office Manager.....Lee Loomis  
 Commercial Mgr.....Charles Kasper  
 Program Director.....Joe Malkin  
 Chief Engineer.....Virgil Fortner

# K L E M

## LE MARS—1954

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....B & B Bcstg. Co.  
 Address .....Box 1410  
 Phone: 1410.....Air Time: Daytime  
 Station Manager.....Robert McKune  
 Advertising Manager.....Robert Coddington

# K F J B

**MARSHALLTOWN—1923—MBS  
TALL CORN**

Frequency: 1230 Kc. Power: 250 Watts  
 Operated By: Marshall Electric Co.  
 Address: 133 E. Main St.  
 Phone: 3361 Air Time: Full Time  
 News Service: UP  
 Representative: Pearson  
 General Manager: William P. White  
 Commercial Manager: William C. Doll  
 Prom. Mgr., Prog. Dir.: Allan N. Schrock  
 Chief Engineer: Herbert G. Anderson

# K G L O

**MASON CITY—1937—CBS**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Operated By: Lee Radio, Inc.  
 Bus. Studio Address: 2nd & Pennsylvania  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: Weed  
 Membership: NARTB, RAB  
 President: Lee P. Loomis  
 Exec. V.P., Gen. Mgr.: Herbert R. Ohrt  
 Comm. Mgr.: Lloyd D. Loers  
 Publicity Director: Donald Harrer  
 Program Director: William G. Suter  
 Chief Engineer: Roger E. Sawyer

# K R I B

**MASON CITY—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Mason City Bcstg. Co.  
 Address: 402 - 19th S.W.  
 Phone: 5400 Air Time: Full Time  
 Representative: Pearson  
 Transcription Service: Thesaurus  
 News Service: AP  
 Pres., General Manager: Ed Lamson  
 Commercial Mgr.: Donald Obie  
 Program Director: Charlotte Ackerman  
 Publicity Dir.: Margaret Lamson  
 Chief Engineer: Howard Fullmer

# K S M N

**MASON CITY—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Mohawk Bcstg. Co.  
 Business-Studio Address: Welr Bldg.  
 News Service: UP  
 Transcription Service: APS  
 Station Rep.: Lawson, Holman, Devney  
 Pres., Gen. Mgr.: Robert M. Carson  
 Commercial Mgr.: Jack Whitsell  
 Program Director: Robert Booe  
 Chief Engineer: L. L. Miner

# K W P C

**MUSCATINE—1947**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By: Muscatine Bcstg. Co.

Address: Mulberry & Houser  
 News Service: UP  
 Transcription Service: World  
 Representative: Pearson  
 Membership: NARTB, RAB  
 Comm., Gen., Sta. Mgr.: George J. Volger  
 Program Director: John Williamson  
 Chief Engineer: Darrell Dorsey

# K O E L

**OELWEIN—1950—TALL CORN**

Frequency: 950 Kc. Power: 500 Watts  
 Owned-Oper. By: Northeast Iowa Radio Corp.  
 Address: 4½ W. Charles St.  
 Phone: 120; 121 Air Time: Full Time  
 Representative: Pearson  
 Transcription Service: Thesaurus, SESAC  
 News Service: INS, AP  
 Membership: NARTB, RAB  
 President: Earl W. Moore  
 Gen., Sta. Mgr.: W. J. Teich  
 Comm., Prom. Mgr.: Donald McKee  
 Prog. Dir.: Robert Zimmerman  
 Publicity Director: Len Bjella  
 Chief Engineer: Burt Murphy

# K B O E

**OSKALOOSA—1950—TALL CORN**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Oskaloosa Bcstg. Co.  
 Address: Highway 63, N. of Oskaloosa  
 Phone Number: 3-3493  
 Transcription Service: Thesaurus, Standard  
 News Service: AP  
 Representative: Pearson  
 Membership: NARTB  
 President: E. G. Wenrick  
 General Manager: Ken Kilmer  
 Commercial Mgr.: G. L. Stanley  
 Program Director: Bob Henry  
 Chief Engineer: Robert W. Moore

# K B I Z

**OTTUMWA—1941—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: KBIZ, Inc.  
 Address: 2513 N. Court Rd.  
 Phone: MU 2-4535-36-37 Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Membership: NARTB  
 President, General Mgr.: James J. Conroy  
 Station Manager: Alice E. Fisher  
 Comm. Mgr.: Berg Allison  
 Program Director: Woody Hirsch  
 Chief Engineer: Loyd Hanson

# K L E E

**OTTUMWA—1954**

Frequency: 1480 Kc. Power: 500 Watts  
 Owner: Lee E. Baker  
 Address: 425 West 2nd St.  
 Phone: MUr-ray 4-5425

# K F N F

**SHENANDOAH—1924—MBS**

Freq.: 920 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By.....Capital Bcstg. Co.  
 Address.....Shenandoah  
 Phone: 1302.....Air Time: Full Time  
 News Service.....AP, INS  
 Transcription Service.....World, SESAC  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 Sta., Gen., Comm. Mgr.....C. Earl Williams  
 Sls. Prom. Mgr.....Carl R. Anders  
 Publicity Director.....Mary Boyer  
 Program Director.....Earl Blakesley  
 Chief Engineer.....Franz Cherny

# K T R I

**SIoux CITY—1938**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By.....Sioux City Bcstg. Co.  
 Address.....400 Commerce Bldg.  
 Phone: 8-0165.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Venard  
 President.....John C. Kelly  
 General Manager.....James Mitchell  
 Station Manager.....H. W. Cassill  
 Sales Prom. Dir.....Harry Bulow Jr.  
 Program Director.....Bob Hansen  
 Chief Engineer.....Sam Seldon

# K M A

**SHENANDOAH—1925—ABC**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By.....May Bcstg. Co.  
 Phone: 192.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....SESAC  
 Representative.....Edward Petry  
 Membership.....NARTB  
 President.....Edward W. May  
 General Manager.....Owen Saddler  
 Station Manager.....Anthony Koelker  
 Commercial Mgr.....Harold Arkoff  
 Pub. Dir., Sales Prom. Mgr.....Floyd Nelson  
 Program Director.....Warren Nielson  
 Chief Engineer.....R. J. Schroeder

# K I C D

**SPENCER—1941—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Iowa Great Lakes Bcstg. Co.  
 Address.....Highway 71 North  
 Phone Number.....1240  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....RAB, NARTB  
 Pres., Gen., Sta. Mgr.....Ben B. Sanders  
 Comm., Prom. Mgr.....Kenneth Black  
 Program Director.....Mason Dixon  
 Publicity Director.....Tom Shumate  
 Chief Engineer.....Eldon Kanago

# K M N S

**SIoux CITY—1949—MBS**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Siouxland Bcstg. Co.  
 Address.....620 Insurance Exchange Bldg.  
 Phone: 8-0628.....Air Time: Full Time  
 Representative.....Pearson  
 Membership.....RAB  
 President.....Wm. F. Johns  
 Sales, Prom. Mgr.....Ray Coffee  
 Program Director.....Dean Murray  
 Prog. Dir., Chief Eng.....Al Smith

# K A Y L

**STORM LAKE—1948**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Cornbelt Bcstg. Co.  
 Address.....Park Building  
 Phone: 1490-1.....Air Time: Daytime  
 News Service.....AP  
 Membership.....NARTB, RAB  
 President.....O. J. Grau  
 Program Director.....P. R. Benson  
 Chief Engineer.....Paul Tarrant

# K S C J

**SIoux CITY—1927—ABC**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By.....Perkins Bros. Co.  
 Business-Studio Address.....415 Douglas St.  
 Phone Number.....5-7993  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Representative.....George P. Hollingbery  
 Membership.....NARTB  
 President.....W. R. Perkins  
 Manager.....E. T. Flaherty  
 Program Director.....Elizabeth Sammons  
 Publicity Director.....Jean Harrady  
 Chief Engineer.....Ernest Kruger

# K W W L

**WATERLOO—1947—MBS**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Black Hawk Bcstg Co.  
 Address.....Hotel Russell Lamson  
 Phone: 4404.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy  
 Commercial Manager.....Donald E. Inman  
 Program Manager.....Dale Wood  
 Chief Engineer.....T. W. Kirksey

# KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... WOPA, Inc.  
 Address ..... Highway 20 East  
 Phone: 3-3371, 3-3372. .... Air Time: Full Time  
 News Service ..... INS  
 Membership ..... NARTB  
 Representative ..... Avery-Knodel  
 Pres., Gen. Mgr. .... Egmond Sonderling  
 Commercial Mgr. .... A. J. DuMond  
 Chief Engr., Program Dir. .... Don E. Kassner

# KJFJ

WEBSTER CITY—1949—KBS

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Land O'Corn Bcstg. Co.  
 Address ..... Box 222  
 Phone: 1500. .... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Capitol  
 President ..... Charles V. Warren  
 General Manager ..... Ray Malmberg  
 Pgm. Dir. .... G. D. Warland  
 Chief Engineer ..... Cecil C. Segar

# KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — Families 621,000

Radio Homes 597,000 — TV Homes 246,000 — Stations in State 42

# KSOK

ARKANSAS CITY—1947—KBS

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .. The KSOK Bdcstg. Co.  
 Address ..... Box 172  
 Phone: 2666. .... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 President ..... Oscar S. Stauffer  
 General Manager ..... S. C. Thompson  
 Program Director ..... Richard Moore  
 Commercial Mgr. .... C. E. Archer  
 Chief Engineer ..... Edward H. Howe

# KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By .. The Midwest Bcstg. Co., Inc.  
 Business-Studio Address ..... 8th & Elm  
 Phone: 1843-4. .... Air Time: Full Time  
 News Service ..... AP, INS  
 Transcription Service ..... World  
 President ..... Richard M. Seaton  
 Gen., Sales Prom. Mgr., Pub. Dir. .... R. Pratt  
 Commercial Manager ..... E. B. Spoonamore  
 Program Dir. .... Richard S. Embody  
 Chief Engineer ..... J. S. Jaminet

# KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .. Griffith-Buenning Bdstg. Co.  
 Address ..... Fifth & Kansas Ave., Atchison  
 Phone: 2447. .... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Sears & Ayre  
 Membership ..... NARTB  
 Transcription Service ..... Standard  
 General Manager ..... J. M. Griffith  
 Comm., Sta. Mgr. .... Paul H. Buenning  
 Program Director ..... Ross Phillips  
 Chief Engineer ..... L. H. Winegardner

# KXXX

COLBY—1947

Frequency: 790 Kc. .... Power: 5000 Watts d.  
 Owned ..... Townn & Farm Co., Inc.  
 Address ..... Grand Island, Neb.  
 Phone: 790. .... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... RCA, SESAC  
 Rep. .... H-R Reps.  
 Membership ..... RAB  
 President ..... Don Searle  
 V.P., Mgr. .... Ed Mason  
 Commercial Mgr. .... William A. Martin  
 Promotion Manager ..... Mrs. Fay Keil  
 Chief Engineer ..... V. L. Lynch

# KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Cecil W. Roberts  
 Address ..... Beach & Blumber  
 Phone: 434. .... Air Time: Daytime  
 News Service ..... UP  
 President ..... Cecil W. Roberts  
 Gen. Mgr., Chief Engr. .... D. W. Hoisington  
 Comm., Sls., Prom. Mgr. .... John Wright  
 Program Director ..... Paula Hoisington

# KFRM

CONCORDIA—1947—CBS

Frequency: 550 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... KMBC Bcstg. Co.  
 Address ..... 11th & Central, Kans. City, Mo.  
 Phone: Harrison 2650. .... Air Time: Daytime  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Free & Peters  
 Membership ..... NARTB, RAB  
 President ..... L. G. Backstrom

Vice-Pres., Gen. Mgr.....George J. Higgins  
 V.P., Sales Mgr.....George T. Higgins  
 Program Director.....John T. Schilling  
 Promotion Mgr.....Harold W. Storm  
 Chief Engineer.....C. E. Moler

Owned.....Ft. Scott Bcstg. Co.  
 Address.....Ft. Scott  
 Phone: 2545.....Air Time: Daytime  
 General Mgr.....L. C. McKenney  
 Station Mgr.....Jim McKenney

## KNCK

CONCORDIA—1954

Frequency: 1390 Kc.....Power: 500 Watts  
 Owned.....General Bcstg. Co., Inc.  
 Address.....½ Mile, W. of St. Joseph Hosp.  
 Phone: 1414.....Air Time: Daytime  
 News Service.....UP  
 Pres., Gen. Mgr.....W. F. Danenbarger  
 Sales Mgr.....Oscar W. Allen

## KGNO

DODGE CITY—1930

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Dodge City Bcstg. Co.  
 Business Address.....705½ Second St.  
 Phone: HU 3-3151.....Air Time: Full Time  
 Newspaper Affiliation.Dodge City Daily Globe  
 News Service.....AP, UP  
 Representative.....Art Hagg  
 Membership.....NARTB, RAB  
 President.....J. C. Denious  
 Gen. Mgr.....W. Elliott  
 Program Director.....Herschel Holland  
 Chief Engineer.....Frank Miller  
 Commercial Mgr.....Ruth Peterson

## KBTO

EL DORADO—1953

Frequency: 1360 Kw.....Power: 500 Watts d.  
 Owned-Oper. By.....O. A. Tedrick  
 Address.....Bank of Poplar Bluff  
 Phone: 2526.....Air Time: Daytime  
 Station Rep. ....Indie  
 News Service.....AP  
 Trans. Service.....Standard  
 Owner.....O. A. Tedrick  
 General Manager.....Jim Platt  
 Chief Engineer.....Jay H. Williams

## KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Emporia Bcstg. Co., Inc.  
 Address.....P. O. Box 350  
 Phone: 153.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Gill-Perna, W. C.  
 President.....G. F. Reed  
 V.P., Gen. Mgr.....Jack Fallon  
 Commercial Manager.....Harold Servey  
 Program Director.....Hugh Aspinwall  
 Chief Engineer.....Everett Thompkins

## KMDO

FORT SCOTT—1954—KBS

Frequency: 1600 Kc.....Power: 500 Watts

## KGAR

GARDEN CITY—1948

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..Ark Valley Bcstg. Co., Inc.  
 Business-Studio Address.....878  
 Phone Number.....3041  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Hal Holman Co.  
 Membership.....NARTB  
 President.....Ellsworth Sherman  
 General Manager.....Russell D. Erickson  
 Program Director.....William J. Bennett  
 Chief Engineer.....Earl E. Tipton

## KIUL

GARDEN CITY—1935—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIUL, Inc.  
 Address.....509½ N. Main  
 Phone: 3251.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World, Thesaurus  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Robert Wells  
 Commercial Manager.....Bob Emery  
 Program Director.....Tony Jewell  
 Promotion Director.....Mary Connors  
 Chief Engineer.....Joe Tennesen

## KWGB

GOODLAND—1947—MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owner-Oper. By.....Goodland Bcstg. Co.  
 Address.....Hotel Howard  
 Phone: 331.....Air Time: Daytime  
 News Service.....UP  
 Membership.....NARTB  
 Transcription Service.....Capitol, Cole  
 Owner, General Mgr.....James E. Blair  
 Commercial Mgr.....Bert Blair  
 Program Director.....Ken Waddell  
 Chief Engineer.....Lyle Fick

## KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KVGB, Inc.  
 Address.....Sec. State Bank Bldg.  
 Phone: 4317.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation....."Daily Tribune"  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 President.....Helen T. Coogan  
 V.P., Gen., Sta. Mgr.....Grover C. Cobb  
 Asst. Mgr.....Sherwood R. Parks  
 Sls. Prom. Mgr.....Bette Moore

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**A P**

Comm. Manager.....Robert Hilgendorf  
 Program Director.....Ray H. Beals  
 Chief Engineer.....Gilbert Hanzlicek

# KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KAYS, Inc.  
 Phone: 4-2578.....Air Time: Full Time  
 Address.....2450 Hall St.  
 Newspaper Affiliation.....Hays Daily News  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 President.....Frank Motz  
 Gen., Sta., Comm. Mgr.....Bob Schmidt  
 Program Director.....Max Bicknell  
 Publicity Director.....Janie Roth  
 Promotion Manager.....Bud Ryan  
 Chief Engineer.....Glen Barnett

# KWBW

HUTCHINSON—1935—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Nation's Center Bcstg. Co.  
 Business-Studio Address.....Box 1026  
 Phone: 24486.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative..Venard, Rintoul & McConnell  
 Membership.....NARTB  
 President.....Bess Marsh Wyse  
 Station Mgr.....J. W. Powell  
 Commercial Manager.....Kainor Carson  
 Program Director.....Bill Scott  
 Chief Engineer.....Bob Bassett

# KWHK

HUTCHINSON—1946

Frequency: 1260 Kc.....Power: 1 Kw. d.; 500 n.  
 Owned-Operated By...KWHK Bcstg. Co., Inc.  
 Business-Studio Address.....18 W. 5th St.  
 Phone: 5-4461.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 Representative.....Everett-McKinney  
 President.....James E. Murray  
 General Manager.....Vern Minor  
 Comm. Mgr.....Dan Salmon  
 Chief Engineer.....Millard Clary

# KIND

INDEPENDENCE—1947—MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Central Bcstg., Inc.  
 Bus.-Studio-Transmitter.....Professional Bldg.  
 Phone: 1010.....Air Time: Daytime  
 News Service.....AP  
 Pres., Gen. Mgr.....J. Nelson Rupard  
 Comm. Manager.....Jo Randall  
 Sales Prom. Mgr.....Nedale Rowland  
 Program Director.....Phil Atkisson

# KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.  
 Owner-Oper. By.....Junction City Bcstg. Co.  
 Address.....724½ No. Washington St.  
 Phone: 8-3165.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Indie Sales  
 Transcription Service.....World  
 Pres., Gen., Comm. Mgr.....R. L. Weir, Jr.  
 Chief Eng.....Royce Baerg  
 Program Director.....Albert E. Horner

# KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KCKN Bcstg. Co.  
 Business Address.....300 Waltower Bldg.  
 Phone: Victor 3864.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Standard  
 Membership.....NARTB  
 Representative.....Capper Publications  
 President.....H. S. Blake  
 General Manager.....Ben Ludy  
 Program Director.....B. J. Stott  
 Chief Engineer.....Louis Dickensheets

# KLWN

LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Lawrence Bcstrs. Inc.  
 Address.....Lawrence  
 Phone: 3431.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Representative.....W. S. Grant  
 Membership.....NARTB, RAB  
 Gen., Sta. Mgr.....Arden Booth  
 Comm. Mgr.....Tom Beal  
 Program Director.....Ed Hundley  
 Chief Engineer.....Ollie Coburn

# KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc. ...Power: 500 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. Sys.  
 Address.....Farmington  
 Phone: 3620.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Hil F. Best  
 President.....Cecil W. Roberts  
 Station Manager.....Chet B. Kozak  
 Commercial Mgr.....Jack Campbell  
 Program Dir.....Frances Johnston  
 Chief Engineer.....Del Rush

# KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Seward County Bcstg. Co.  
 Business Address.....P. O. Box 311

Phone: 3891..... Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Hil F. Best  
 Membership .....NARTB, RAB  
 President .....All M. Landon  
 General Manager.....Leon S. Salathiel  
 Chief Engineer.....Wayne Pash

# KMAN

MANHATTAN—1950—KBS

Frequency: 1350 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Manhattan Bcstg. Co.  
 Address.....114 No. 4th St.  
 Phone: PR 8-4451..... Air Time: Daytime  
 Transcription Library.....Thesaurus, SESAC  
 Newspaper Affil....."Daily Mercury-Chronicle"  
 News Service .....AP  
 Membership .....NARTB  
 President.....Fred A. Seaton  
 Gen., Sta. Manager.....Lowell E. Jack  
 Comm. Sales Prom. Mgr.....Paulson E. Leighton  
 Program Director.....Sam Blessing  
 Chief Engineer.....Herbert P. Lavin

# KNEX

McPHERSON—1949—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....K. R. Krehbiel  
 Phone: 1540..... Air Time: Daytime  
 News Service .....AP  
 Newspaper Affiliation.....Daily Republican  
 Transcription Service.....Thesaurus  
 Membership .....RAB  
 General Manager.....Henry Dais  
 Prog. Dir.....Morris Heitschmidt  
 Chief Engineer.....Claude Hughes

# KJRG

NEWTOWN—1953—KBS

Frequency: 950 Kc.....Power: 500 Watts  
 Owned.....Geo. Basil Anderson  
 Address.....Box 77  
 Phone: 3240..... Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Continental, Biddick  
 President.....Geo. Basil Anderson  
 Station Mgr.....Robert Kent

# KOFO

OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Ottawa Bcstg. Co.  
 Address.....P. O. Box 46  
 Phone: 1045..... Air Time: Daytime  
 News Service .....UP  
 Membership .....RAB  
 Transcription Service.....Capitol, Lang-Worth  
 Pres., Gen. Mgr.....Roderick B. Cupp  
 Chief Eng.....G. Servatius

# KLKC

PARSONS—1948—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Community Bcstg. Co.  
 Address.....109½ S. Central  
 Phone: 4050..... Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Thesaurus, Associated  
 President .....Carol B. Combs  
 General Manager.....Lester M. Combs  
 Station Mgr.....Richard R. Combs  
 Chief Engineer.....L. D. Hargreaves

# KOAM

PITTSBURG—1937—NBC

Freq.: 860 Kc.....Power: 10 Kw. d., 5 Kw. n  
 Owned-Oper.....The Pittsburg Bcstg. Co., Inc.  
 Address.....Professional Bldg.  
 Phone: 2165..... Air Time: Full Time  
 News Service .....AP  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....E. V. Baxter  
 Sales Prom. Mgr.....Paul Hudson  
 Chief Engineer.....Leo Stafford

# KSEK

PITTSBURG—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KSEK Bcstg. Co., Inc.  
 Business-Studio Address.....1340 E. Quincy  
 Phone: 742..... Air Time: Full Time  
 News Service .....AP  
 Membership .....NARTB  
 Representative .....Cooke  
 President.....O. S. Stauffer  
 General Manager.....Thad M. Sandstrom  
 Chief Engineer.....Paul A. Winders

# KWSK

PRATT—1952—KBS

Frequency: 1570 Kc.....Power: 250 Watts  
 Owned.....Clem Morgan  
 Address.....207½-209½ S. Main  
 Phone: 1570-1..... Air Time: Daytime  
 News Service.....UP  
 Trans. Ser.....Thesaurus, Lang-Worth  
 Membership .....NARTB, RAB  
 General Mgr.....Clem Morgan  
 Commercial Mgr.....Bud Pratt  
 Sales Promotion Mgr.....M. H. Morgan  
 Chief Engineer.....C. Evans

# KSAL

SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KSAL, Inc.  
 Bus-Studio Address.....201 W. Iron Ave.  
 Phone Number .....3701  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....John E. Pearson



Membership .....NARTB, RAB  
 President.....R. J. Laubengayer  
 Station Mgr.....R. V. Jensen  
 Prom. Mgr., Publ. Dir.....C. R. Lamer  
 Program Director.....Al Thompson  
 Chief Engineer.....Donald Engelhardt

Membership .....NARTB, RAB  
 President.....Alf M. Landon  
 Comm., Business Manager...Fred L. Conger  
 Sales Promotion Manager...Gerald K. Barker  
 Program Manager.....Max Falkenstein  
 Technical Spvsr.....Albert J. Meyer

**KJAY**

TOPEKA—1949

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By .....S. H. Patterson  
 Address .....908 Kansas Ave.  
 Phone Number .....3-1336  
 Air Time .....Full Time  
 News Service .....INS  
 Representative .....McGillvra  
 President.....S. H. Patterson  
 Gen., Sta. Mgr.....Paul Roscoe  
 Sales Prom. Mgr.....E. Reynolds  
 Publicity Dir.....G. Allen  
 Program Director.....Jim Gosa  
 Commercial Mgr.....Wayne J. Hatchett

**KAKE**

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...KAKE Bcstg. Co., Inc.  
 Bus.-Studio Address...418 W. Douglas Ave.  
 Phone: HO 4-9369. Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Radio Reps, Inc.  
 Membership .....NARTB  
 President.....Mark H. Adams  
 Gen., Sta. Mgr., Pub. Dir....Graeme Fletcher  
 Commercial Mgr.....Roger Pepperd  
 Program Director.....Dick Williams  
 Chief Engineer.....Ira E. Courtney

**KTOP**

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Charles B. Axton  
 Address.....No. Buchanan St.  
 Phone: 4-3444. Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....Associated  
 Representative.....John E. Pearson Co.  
 Owner, Gen., Sta. Mgr.....C. B. Axton  
 Commercial Manager.....Joseph M. Purcell  
 Asst. Manager.....Marie M. McKinney  
 Program Director.....Dennis Murphy  
 Chief Engineer.....Floyd A. Griffiths

**KANS**

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....Taylor Radio & TV  
 Business-Studio Address...1015 N. Broadway  
 Phone: HO 4-2387. Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service .....Associated  
 Representative .....Raymer  
 Membership .....NARTB  
 President.....O. L. Ted Taylor  
 General Manager.....Archie J. Taylor  
 Comm. Mgr.....Alan Page  
 Program Director.....Dave Wilson  
 Chief Engineer.....Ted Heithecker

**WIBW**

TOPEKA—1926—CBS

Frequency: 580 Kc. Power: 5000 Watts  
 Owned By.....Capper Publications, Inc.  
 Business-Studio Address...1035 Topeka Blvd.  
 Phone: 3-2377. Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service...Lang-Worth, Standard  
 Membership .....NARTB  
 Station Rep.....Cappes Pubs, Inc.  
 President.....H. S. Blake  
 General-Station Manager.....Ben Ludy  
 Commercial Manager.....Hilton Hodges  
 Program Director.....Maude Carlson  
 Chief Engineer.....Lewis Dickensheets

**KFBI**

WICHITA—1922—ABC

Freq.: 1070 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KFBI, Inc.  
 Business-Studio Address.....Box 1402  
 Phone: Temple 8-3777. Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative .....Avery-Knodel  
 Membership .....NARTB, RAB  
 President.....Howard Lane  
 Gen., Sta. Mgr.....Hale Bondurant  
 Commercial Mgr.....Clarence Sewell  
 Sales Prom. Dir.....Lewis H. Hunter  
 Program Dir.....George Wells  
 Publicity Director .....Marie MacDonald  
 Chief Engineer.....K. W. Pyle

**WREN**

TOPEKA—1926—ABC

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By...WREN, Bdcstg. Co., Inc.  
 Business-Studio Address...411 W. 10th St.  
 Phone: 2-0505. Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus, World  
 Representative .....Wood

**KFH**

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By...Radio Station KFH Co.

Business-Studio Address.....KFH Bldg.  
 Phone: 2-4491.....Air Time: Full Time  
 Newspaper Affiliation....."Eagle"  
 News Service.....UP, AP  
 Transcription Service.....Capitol  
 Representative.....Blair  
 Membership.....NARTB  
 President.....John Rigby  
 V.P., Gen. Mgr.....Frank V. Webb  
 Sales Promotion Manager...Elizabeth Lathrop  
 Program Director.....Tom Bashaw  
 Chief Engineer.....Virgil Hinshaw

**K W B B**  
**WICHITA—1951**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Wichita Beacon Bcstg. Co.  
 Address.....2829 Salina Ave.  
 Phone: 8-3331.....Air Time: Full Time  
 Transcription Service.....Thesaurus, RCA  
 News Service.....AP  
 Membership.....NARTB, RAB  
 President.....O. E. Bradley  
 General Manager.....J. Milton Hall  
 Commercial Mgr.....John Merrell  
 Program Director.....Virginia Welch  
 Chief Engineer.....Gene Williams

**KENTUCKY**

Population Feb. 1, 1955 (Est.) 3,055,000 — Families 780,000  
 Radio Homes 694,000 — TV Homes 413,000 — Stations in State 58

**W C M I**

**ASHLAND—1935—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By ...Ashland Bdcstg. Co., Inc.  
 Address.....120 20th Street  
 Phone: Main 3010.....Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....World, Thesaurus  
 Representative.....H-R Reps  
 President.....Charles Sawyer  
 Exec. Vice-President.....J. P. Williams  
 Ad. Asst.....Alex Buchan  
 Sta., Sales Prom. Mgr.....W. R. Martin  
 Prog., Pub. Dir.....J. B. Sowards  
 Chief Engineer.....Clarence W. Weaver

**W W K O**

**ASHLAND—1954**

Frequency: 1420 Kc.....Power: 5 Kw.  
 Owned.....States Bcstg. System  
 Address.....Box 848  
 Phone: Grand 6784.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Station Representative.....W. S. Grant Co.  
 President, Gen. Mgr.....Charles F. Triuette  
 Sta. Mgr., Prog. Dir.....Ernest Sparkman  
 Commercial Mgr.....Joe Barker  
 Publicity Dir.....Herman Dotson  
 Chief Engineer.....David B. Jordan

**W B R T**

**BARDSTOWN—1954**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owner.....Bardstown Bcstg.  
 Address.....P. O. Box No. 1  
 Phone.....4780  
 President.....Andy Anderson  
 General Manager.....J. L. Brownell

**W C B L**

**BENTON—1954**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Purchase Bcstg. Co.  
 Air Time.....Daytime  
 General Manager.....J. Shelby McCallum

**W K C T**

**BOWLING GREEN—1947—ABC**

Freq.: 930 Kc...Power: 1 Kw. d.; 500 Wts. n.  
 Owned-Oper. By ...Daily News Bdcstg. Co.  
 Address.....Box 727  
 Phone: BO 4325.....Air Time: Full Time  
 News Service.....UP  
 Newspaper Affiliation...Park City Daily News  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NARTB  
 President.....J. Ray Gaines  
 Sta., Gen. Mgr.....Al Temple  
 Comm. Mgr.....Jeff Wright  
 Program Director.....T. J. Eversole  
 Publicity Director.....Alvis Temple  
 Chief Engineer.....Haro Durham

**W L B J**

**BOWLING GREEN—1938—MBS-KBS**

Freq.: 1410 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Bowling Green Bcstg. Co.  
 Address.....901 Fairview  
 Phone: 3212.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....RAB, NARTB  
 Pres., Gen., Sta. Mgr.....Ken D. Given

Commercial Manager.....Robert Proctor  
 Publicity Director.....Georgia Bates  
 Program Director.....Helen Given  
 Chief Engineer.....Tom Smith

## WLCK

CAMPBELLSVILLE—1950

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Taylor Bcstg. Co.  
 Address.....116 W. Main St.  
 Phone: 380.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Cole  
 Pres., Gen. Mgr.....Redman Turner  
 Commercial Manager.....Lindsey Harden  
 Promotion Mgr.....Frank Hayden  
 Program Director.....Tommie Kerr  
 Chief Engineer.....James B. Crawley

## WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....S. Cen. Ky. Bcstg. Co.  
 Business-Studio Address.....203 E. Main St.  
 Phone: 250.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World, SESAC  
 President.....H. T. Parrott  
 Gen., Sta., Comm. Mgr.....Clifford Spurlock  
 Program Dir.....Edward Miller  
 Chief Engineer.....Harvey Kingsbury

## WMTA

CENTRAL CITY—1954

Frequency: 1380 Kc.....Power: 500 Watts  
 Owner.....Central City, Greenville Bcstg. Co.

## WNES

CENTRAL CITY—1954

Frequency: 1600 Kc.....Power: 500 Watts  
 Owner.....Muhlenberg Bcstg. Co.  
 Pres., Gen. Mgr.....Wm. D. Atkinson

## WAIN

COLUMBIA—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tri-County Bcstg. Corp.  
 Address.....Columbia  
 Phone: 4111.....Air Time: Daytime  
 News Service.....UP  
 Station Representative.....Hil Best  
 Trans. Ser.....MacGregor, Thesaurus  
 Pres., Gen. Mgr.....S. C. Bybee  
 Program Director.....Oris Gowen  
 Commercial Mgr.....Lanier Burchett  
 Chief Engineer.....Lewis Owens

## WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Corbin Times-Tribune, Inc.  
 Phone: 123-4.....Air Time: Full Time

News Service.....AP  
 Transcription Service.....World  
 President.....J. Springer Robinson  
 General Manager.....John L. Crawford  
 Station Manager.....Kenneth Turner  
 Commercial Manager.....S. G. Hembree  
 Chief Engineer.....C. R. Austin

## WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....WZIP, Inc.  
 Bus.-Studio Address...Sixth & Madison Aves.  
 News Service.....AP  
 Representative.....Indies, Inc.  
 Membership.....NARTB, RAB  
 Pres., Gen., Comm. Mgr...Arthur L. Eilerman  
 Station Manager.....Walter Rehbaum  
 Chief Engineer.....Joseph M. Rice

## WCPM

CUMBERLAND—1950—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Blanfox Radio Co.  
 Address.....Harlan, Ky.  
 Phone: 260.....Air Time: Full Time  
 Trans. Service.....Thesaurus  
 Station Rep.....Burn Smith  
 Pres., Gen., Sta. Mgr.....R. B. Helms  
 Program Director.....Al Cash  
 Chief Engineer.....J. Francke Fox

## WHIR

DANVILLE—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..Commonwealth Bcstg. Corp.  
 Address.....P. O. Box 234  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Hal Holman Co.  
 Membership.....NARTB, RAB  
 Pres., Comm. Mgr.....W. T. Isaac  
 V.P., Pgm. Dir.....David B. Highbaugh  
 Chief Engineer.....Henry C. Lovell

## WIEL

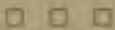
ELIZABETHTOWN—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elizabethtown Bcstg. Co.  
 Phone: 5151.....Air Time: Full Time  
 Transcription Service.....Associated  
 Station Representative.....Hil Best  
 News Service.....UP  
 Membership.....NARTB  
 President.....J. W. Hodges  
 Gen., Sta. Mgr.....Dee Huddleston  
 Program Director.....Clement Cockrell  
 Chief Engineer.....Thomas Moore Baldwin

## WFKY

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Frankfort Bcstg. Co., Inc.



Address.....Kentucky Ave. Extended  
 Phone: 48281.....Air Time: Full Time  
 News Service .....UP  
 Trans. Ser.....RCA, Thesaurus  
 Representative .....Burn-Smith  
 Pres., Gen. Mgr.....Ken Hart  
 Prog. Dir.....Mary Flynn  
 Comm. Mgr.....Bill Morrison  
 Chief Engineer.....Wally Roach

## W F K N

FRANKLIN—1954—KBS

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Franklin Bcstg. Co.  
 Address.....103 High St.  
 Phone: 33, 170.....Air Time: Daytime  
 News Service .....AP  
 General Manager.....L. L. Valentine  
 Commercial Mgr.....A. W. Kockritz, Jr.  
 Station Rep.....Southern Radio Prod.

## W F U L

FULTON—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Ken-Tenn Bcstg. Corp.  
 Address .....Box 482  
 Phone: 1270.....Air Time: Daytime  
 News Service .....UP  
 Station Representative.....Hil Best  
 Membership .....NARTB  
 Transcription Service .....Thesaurus  
 President.....Dr. R. W. Bushart  
 Gen. Mgr., Pgm. Dir.....J. O. Lewis  
 Gen. Mgr., Chief Engr.....John Latham

## W K A Y

GLASGOW—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....Glasgow Bcstg. Co., Inc.  
 Phone: 2141.....Air Time: Full Time  
 News Service .....UP  
 Trans. Service.....SESAC, World, Standard  
 Membership .....RAB  
 President.....Jack Pedigo  
 Gen., Sta. Mgr., Chief Eng.....Clovis Sadler  
 Sales Prom. Mgr.....J. M. Barrick  
 Mgr. ....Freeman Cherry  
 Program Director.....Caroline Biggers  
 Chief Engineer.....C. H. Hulse

## W H L N

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Blanfox Radio Co., Inc.  
 Phone: 625.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus, World  
 Representative .....Burn-Smlth  
 Membership .....RAB  
 President, Gen. Mgr.....R. B. Helms  
 Program Director.....Nell Bradford  
 Commercial Mgr.....J. T. Morgan  
 Chief Engineer.....Marvin Johnson

## W K I C

HAZARD—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....BMG Bcstg. Corp.  
 Address.....Peoples Bank Building  
 Phone: 720.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Hil F. Best  
 Membership .....RAB  
 President.....Fred B. Bullard  
 General Manager.....Charles W. Metcalf  
 Chief Engineer.....Marvin E. Young  
 News Director.....Charles W. Metcalf  
 Comm., Prom. Manager.....Bob Mansfield

## W S O N

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Henderson Bcstg. Co., Inc.  
 Bus.-Studio Address.....Zion Rd.  
 Phone: 3923.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Meeker  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Hecht S. Lackey  
 Comm. Mgr.....Ewing Graham  
 Program Director .....Martin E. Schaeffer  
 Publicity Dir.....Dorothy McCormick  
 Chief Engineer.....Orville D. Jackson

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

# AP

# W H O P

## HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Hopkinsville Bcstg. Co., Inc.  
 Phone: TV 5-5331. Air Time: Full Time  
 Studio-Transmitter Location. Cadiz Rd.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Meeker  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr. F. E. Lackey  
 Commercial Manager Katherine Peden  
 Program Director Margaret Wyatt  
 Pub. Dir. Mary Ruthlong  
 Chief Engineer Leo Y. Wilson

# W K O A

## HOPKINSVILLE—1954

Frequency: 1480 Kc. Power: 1000 Watts  
 Owner Pennyryle Bcstg. Co., c/o Stratton  
 Address Box 110, Russelville, Ky.

# W L B N

## LEBANON—1953

Frequency: 1590 Kc. Power: 1 Kw., d.  
 Owned Lebanon-Springfield Bcstg. Co.  
 Address P. O. Box 647  
 Phone: 486. Air Time: Daytime  
 News Service AP  
 Transcription Service World  
 Pres., Gen. Mgr. C. H. Hulse, Jr.  
 Station Mgr. Charles Shuffett  
 Commercial Mgr. Charles Hardin  
 Sales Promotion Mgr. Alan Baker  
 Program Director Charles Shuffett  
 Chief Engineer C. H. Hulse, Jr.

# W L A P

## LEXINGTON—1922—ABC

Frequency: 630 Kw. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By American Bcstg. Corp.  
 (Not ABC)  
 Business-Studio Address Radio Bldg.  
 Phone: 3-2727. Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative John E. Pearson  
 Membership NARTB, RAB  
 President Gilmore N. Nunn  
 V.P.-General Manager J. E. Willis  
 Program Director Jack Brooks  
 Sales Prom. Mgr. Joe DeLong  
 Technical Supervisor Henry C. Locklar

# W L E X

## LEXINGTON—1946—KBS

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By Central Ky. Bcstg. Co.  
 Address 134 N. Lime St.  
 Phone: 3-0433. Air Time: Full Time  
 Trans. Service Lang-Worth, MacGregor  
 Membership NARTB

Representative For Joe  
 News Service AP  
 President J. D. Gay, Jr.  
 Secy.-Treas. Guthrie Bell  
 Exec. V.P., Gen. Mgr. Earl L. Boyles  
 Commercial Mgr. D. J. Abbott  
 Chief Engineer J. M. Robertson

# W V L K

## LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By Bluegrass Bcstg. Co., Inc.  
 Address Phoenix Hotel  
 Phone: 4-6470. Air Time: Full Time  
 Membership NARTB  
 Transcription Service Thesaurus  
 Representative Burn-Smith  
 President Donald J. Horton  
 V. Pres., Gen. Mgr. Ted Grizzard  
 Secy., Sta. Dir. Ted Grizzard  
 Commercial Manager Lynn E. Knox  
 Promotion Manager George T. Webb  
 Program Director O. C. Halyard, Jr.  
 Chief Engineer Paul Dunbar

# W A V E

## LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By WAVE, Inc.  
 Business Address 334 E. Broadway  
 Phone: Wabash 2201. Air Time: Full Time  
 Transcription Service Thesaurus, Standard  
 News Service AP  
 Representative NBC Spot Sales  
 Membership NARTB, RAB  
 President George W. Norton, Jr.  
 General-Station Manager Nathan Lord  
 Commercial Manager Le Vel Waltman  
 Sales Prom. Mgr. Charles Hill  
 Program Director James Caldwell  
 Chief Engineer Wilbur Hudson

# W G R C

## LOUISVILLE—1936

Frequency: 790 Kc. Power: 5000 d. 1000 n.  
 Owned-Operated By Northside Bcstg. Corp.  
 Bus.-Studio Address Ky. Home Life Bcstg.  
 Phone: Wabash 8871. Air Time: Full Time  
 News Service UP  
 Membership NARTB  
 Representative Walker  
 President J. Porter Smith  
 Gen., Sta., Mgr. Charles L. Harris  
 Comm., Sales Prom. Mgr. Tom Underwood  
 Pgm. Dir. Ward Hatcher  
 Chief Engineer W. J. Morrison

# W H A S

## LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts  
 Owned-Oper. By WHAS, Inc.  
 Address 525 W. Broadway  
 Phone: Wabash 2211. Air Time: Full Time  
 News Service AP  
 Newspaper Affil. Courier-Journal, "Times"

Representative.....Henry I. Christal Co.  
 Membership.....NARTB  
 President.....Barry Bingham  
 V. Pres., Dir.....Victor A. Sholis  
 Station Manager.....Neil D. Cline  
 Sales Director.....John M. Fouts  
 Publicity Director.....William Loader  
 Chief Engineer.....Orrin W. Towner  
 Program Director.....Sam Gifford

## WINN

LOUISVILLE—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Kentucky Bcstg. Corp., Inc.  
 Bus.-Studio Address.....Earle Hotel  
 Phone: WAbash 5148.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....R-TV, Rep.  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Harry McTigue  
 Commercial Manager..Chas. A. Schacht, Jr.  
 Prog., Pub. Dir.....George Partridge  
 Sales Prom. Mgr.....H. E. Roberts  
 Chief Engineer.....Melvin Scarsdale

## WKLO

LOUISVILLE—1948—ABC

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Mid-America Bcstg. Corp.  
 Business-Studio Address...Henry Clay Hotel  
 Phone: Clay 4441.....Air Time: Full Time  
 Representative.....John Blair & Co.  
 Membership.....RAB  
 News Service.....UP  
 General Manager.....D. C. Summerford  
 Commercial Mgr.....Charles Farmer  
 Program Director.....Mary Louise Moore  
 Chief Engineer.....Raymond Ford

## WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Radio Kentucky, Inc.  
 Bus.-Studio Address.....431 W. Jefferson St.  
 Phone: Clay 4811.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Burn-Smith  
 President.....F. Eugene Sandford  
 Sta. Manager.....Edwin E. S. Weldon  
 Commercial Manager.....H. Parker Smith  
 Program Manager.....Paul L. Ruhle  
 Chief Engineer.....Charles L. Troutman

## WLOU

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Robert W. Rounsaville  
 Business-Studio Address.....2549 S. Third St.  
 Phone: Calhoun 3680.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Forjoe, Dora-Clayton  
 Managing Dir.....W. R. Wagner  
 Station Manager.....Lee Smith

Commercial Mgr.....Joe Starr, Jr.  
 Prog. Dir.....Cliff Butler  
 Chief Engineer.....Steve Dawson

## WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By Messenger Bdctag. Co., Inc.  
 Address.....Box 387  
 Phone: 1885.....Air Time: Daytime  
 Newspaper Affiliation...Madison Publishing  
 News Service.....UP  
 Trans. Service..Capitol, Thesaurus, Standard  
 Representative.....Continental  
 President.....Edgar Arnold, Sr.  
 Sta., Gen. Mgr.....H. W. Wells  
 Prom., Comm. Mgr.....Elmer L. Kelley, Jr.  
 Program Director.....Richard T. Harris  
 Chief Engineer.....Evers Mick

## WKT M

MAYFIELD—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Mayfield Bcstg. Co.  
 Phone: 46.....Air Time: Daytime  
 Studio Address.....Mayfield Hotel  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Best  
 Membership.....NARTB  
 President.....Mike Layman  
 General Manager.....Jack D. Henderson  
 Commercial Mgr.....Jerry Watson  
 Program Director.....Frances Reynolds  
 Chief Engineer.....Joseph M. Hargrove

## WNGO

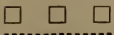
MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...West Ky. Bcstg. Co., Inc.  
 Phone: 1204.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol  
 Membership.....NARTB, RAB  
 President.....H. M. Suthard  
 Station Manager.....T. E. Brewer  
 Program Director.....O. L. Davis  
 Promotion Mgr.....Bob Lee  
 Chief Engineer.....Ben Dixon

## WFT M

MAYSVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Standard Tobacco Co., Inc.  
 Bus. Address.....626 Forest Ave.  
 Phone: Logan 4-3361.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Charles P. Clarke  
 General Mgr.....John W. Betts  
 Commercial Mgr.....James Newhart  
 Program Director.....Gene Waters  
 Chief Engineer.....Harvey Cross



# WMIK

MIDDLESBORO—1948—KBS

Frequency: 560 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Cumberland Gap Bcstg.  
 Phone: 980 Air Time: Daytime  
 Representative Holman  
 Transcription Service Thesaurus  
 News Service UP  
 Membership RAB  
 President Dr. U. G. Brummett  
 Gen., Sta., Comm. Mgr. Maurice K. Henry  
 Program Dir. Lee Wilder  
 Chief Engineer Tal England

# WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Murray Bcstg. Co.  
 Address P. O. Box 548  
 Phone: 1340 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 President H. T. Waldrop  
 Manager Edward Griffin  
 Comm. Mgr., Prog. Dir. Troy Glidwell  
 Chief Engineer Otis Cohoon

# WNOP

NEWPORT—1948

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By Tri-City Bcstg. Co.  
 Business-Studio Address 606 Monmouth St.  
 Phone: Juniper 7100 Air Time: Daytime  
 News Service UP  
 Pres., Gen. Mgr. James G. Lang  
 General Manager Ann Rolles Lang  
 Sta. Mgr., Prog. Dir. R. D. Nunn  
 Comm. Mgr. R. M. Gilmore  
 Chief Engineer William J. Snyder

# WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Owensboro Bcstg. Co., Inc.  
 Phone: 3-1558 Air Time: Full Time  
 News Service AP  
 Newspaper Affiliations Messenger, Inquirer  
 Transcription Service Thesaurus, RCA  
 Representative Burn-Smith  
 President Lawrence W. Hager  
 Gen.-Sta. Mgr. Hugh O. Potter  
 Sales Prom. Mgr. Jim Wilkinson  
 Program Director Cliffordean Potter  
 Chief Engineer Harold I. Peters

# WVJS

OWENSBORO—1947

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By Owensboro On The Air, Inc.  
 Business-Studio Address 324 Allen St.  
 Phone: 3-3521 Air Time: Full Time  
 News Service UP

Representative William G. Rambeau  
 Membership NARTB  
 President V. J. Steele  
 General Manager Malcolm Greep  
 Commercial Manager John T. Rutledge  
 Sales Prom. Mgr. Leola C. Haydon  
 Program Director Larry Adams  
 Publicity Dir. J. Walter Greep  
 Chief Engineer Robert Earl Jago

# WKYB

PADUCAH—1946—NBC

Freq: 570 Kc. Power: 1 Kw. d., 500 Wts., n.  
 Owned-Oper. By WKYB, Inc.  
 Address 504 Kentucky Ave.  
 Phone: 2-1678 Air Time: Full Time  
 News Service AP  
 Newspaper Affiliation Sun  
 Transcription Service World  
 Representative Pearson  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. E. J. Paxton, Jr.  
 Commercial Manager S. Livingston  
 Program Dir. Joe P. Knight  
 Chief Engineer E. J. Pell

# WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Paducah Bcstg. Co., Inc.  
 Address 4th & Bway—Taylor Bldg.  
 Phone: 2-8231 Air Time: Full Time  
 News Service UP  
 Trans. Serv. Lang-Worth  
 Representative Meeker  
 Membership NARTB, RAB  
 President Pierce E. Lackey  
 General Manager Prewitt Lackey  
 Asst. Sta. Mgr. Ray Mofield  
 Comm. Manager Linn Wolff  
 Prog., Pub. Dir. Ray Mofield  
 Chief Engineer U. C. Morris

# WSIP

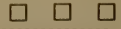
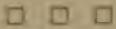
PAINTSVILLE—1949—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Big Sandy Bcstg. Co.  
 Address Meade Bldg.  
 Phone: 1196 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Station Rep. Hil Best  
 General Manager Ted Arnold Silvers  
 Station Manager Jack Welch  
 Chief Engineer Eugene Baldrige

# WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By Cumberland Pub. Co.  
 Address Pikeville  
 Phone: 456 Air Time: Daytime  
 Newspaper Affiliation Daily News  
 News Service UP



Transcription Service ..... Thesaurus  
 President ..... Mrs. W. J. Ward  
 Gen. Comm. Mgr. .... Roy E. Alexander  
 Program Dir. .... Charles T. Snowden  
 Chief Engineer ..... Guy N. Ferrell

Promotion Mgr. .... Jay Watters  
 Chief Engineer ..... Estil Anderson

# WPKE

PIKEVILLE—1949—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... E. Ky. Bdcstg. Corp.  
 Phone: 1280 ..... Air Time: Full Time  
 News Service ..... AP  
 Station Rep. .... Continental  
 Transcription Service ..... World  
 Membership ..... NARTB  
 President ..... Mitchell Preston  
 General Manager ..... W. T. Frazier  
 Program Director ..... Al Kahn  
 Chief Engineer ..... Yancey Bowling

# WPRT

PRESTONBURG—1952—KBS

Frequency: 960 Kc. .... Power: 1 Kw., d.  
 Owned ..... Kentucky Mt. Bcstg. Co.  
 Address ..... So. Lake Drive  
 Phone: 5951 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... MacGregor  
 President ..... D. C. Stephens  
 Gen., Sta. Mgr. .... Rex Osborne  
 Commercial Mgr. .... Paul R. Fairchild  
 Sales Promotion Mgr. .... Clarence Robinson  
 Program Director ..... Burt Roberts  
 Chief Engineer ..... James Hoskins

# WPKY

PRINCETON—1950—KBS

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Princeton Bcstg. Co.  
 Address ..... Box 478  
 Phone: 2072 ..... Air Time: Daytime  
 Trans. Service ..... Capitol  
 Station Rep. .... Continental  
 News Service ..... AP  
 Owner, Gen. Mgr. .... Leslie Goodaker  
 Comm. Mgr. .... James Johnson  
 Program Dir. .... Mrs. Leslie Goodaker  
 Commercial Manager ..... James H. Johnson  
 Chief Engineer ..... Marvin Mahoney

# WEKY

RICHMOND—1953—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... WEKY, Inc.  
 Address ..... McKee Bldg.  
 Phone: 1340 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President ..... Dages I. Boyle  
 General Manager ..... O. C. Halyard Jr.  
 Sales Prom. Mgr. .... Fred Welch  
 Program Director ..... Bob Doll

# WRUS

RUSSELLVILLE—1953

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Roth E. Hook  
 Address ..... P. O. Box 110  
 News Service ..... UP  
 Trans. Service ..... Capitol  
 Station Representative ..... Hil Best  
 General Manager ..... Earl H. Johnson  
 Sales Manager ..... Jim Pasteur

# WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Southeastern Bcstg. Corp.  
 Address ..... Stanford Rd.  
 Phone: 1240-41 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Representative ..... Hill F. Best  
 Pres., Gen. Mgr. .... Mike Layman  
 Commercial Manager ..... Donald Orwin  
 Program Director ..... John A. Hartnett  
 Technical Dir. .... Ralph F. Denton

# WMTC

VANCLEVE—1948

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Kentucky Mt. Holiness Assn.  
 Bus-Studio Address ..... Vancleve  
 News Service ..... AP  
 Representative ..... Continental  
 President ..... Dr. Lela G. McConnell  
 General-Station-Comm. Mgr. .... Willfred Fisher  
 Program Dir. .... Violet Person  
 Chief Engineer ..... Kenneth Amspaugh

# WTCW

WHITESBURG—1953

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Ky.-Va. Bcstg. Corp.  
 Address ..... Whitesburg  
 News Service ..... UP  
 Trans. Service ..... SESAC  
 Pres., Gen. Mgr. .... Kenneth J. Crosthwait  
 Commercial Mgr. .... Frank L. Jones  
 Program Director ..... Aubrey Garber  
 Chief Engineer ..... Clifton Branham

# WWKY

WINCHESTER—1954—MBS

Frequency: 1380 ..... Power: 1000 Watts  
 Owner ..... Winchester Bcstg. Co., Inc.  
 Address ..... 17½ W. Broadway  
 Phone ..... 1380  
 President ..... N. B. Ratliff  
 Chief Eng. .... K. P. Graham



# LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — Families 745,000  
Radio Homes 642,000 — TV Homes 323,000 — Stations in State 59

## K R O F

ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Abbeville Bcstg. Serv. Inc.  
Business Address.....P. O. Box 306  
Phone: 90.....Air Time: Daytime  
News Service .....AP  
Transcription Service .....World  
Membership .....NARTB  
General Manager.....George P. Martin  
Program Director.....Ebba Lou Martin  
Chief Engineer .....George P. Martin

## K A L B

ALEXANDRIA—1935—ABC

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.  
Address.....601 Wash. St.  
News Service .....AP. UP  
Transcription Service.....World, MacGregor  
Representative .....Weed & Co.  
Membership .....NARTB, RAB  
President .....Walter H. Allen  
Gen. Mgr.....Willard L. Cobb  
Sta., Comm. Manager.....Walter D. Melson  
Prom. Mgr. and Pub. Dir.....Mary Petrie  
Prog. Dir.....Alex Marchand  
Chief Engineer .....Jesse R. Sexton

## K D B S

ALEXANDRIA—1953—KBS

Frequency: 1410 Kc.....Power: 1 Kw.  
Owned .....Dixie Bcstg. Ser.  
Address.....915 Fourth St.  
News Service .....UP  
Commercial Mgr.....D. Ed Pebbles  
Station Director.....W. G. Lynch

## K S Y L

ALEXANDRIA—1947—NBC

Frequency: 970 Kc.....Power: 1000 Watts  
Owned-Oper. By .....KSYL, Inc.  
Address .....Box 1489  
Phone: 6611-12.....Air Time: Full Time  
News Service .....AP  
Membership .....NARTB  
Representative .....Everett-McKinney  
Pres., Comm. Mgr.....Milton Fox  
General Manager.....Virgil G. Evans  
Comm. Mgr.....Sylvan Fox  
Program Director.....Bruce Rainey  
Chief Engineer.....Thomas Marhefka

## K T R Y

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Morehouse Bcstg. Co.  
Business-Studio Address.....Box 193  
Phone: 1400.....Air Time: Daytime  
News Service .....UP  
Transcription Service .....World  
General Manager.....Bill Davis  
Program Director.....Carl Livingston  
Commercial Manager .....G. I. Johnson  
Chief Engineer.....Harry Howard

## W A F B

BATON ROUGE—1948—MBS

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....Modern Bcstg. Co.  
Address.....929 Government St.  
Phone: 4-8571.....Air Time: Full Time  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative .....Adam Young  
Membership .....NARTB, RAB  
President.....C. C. Barnard  
V.P., Gen. Mgr.....T. E. Gibbons  
Commercial Mgr.....Ron Litteral  
Pub., Program Director.....Howard Gordon  
Chief Engineer.....Donald K. Allan

## W I B R

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Community Bcstg. Co.  
Address .....P. O. Box 1226  
Phone Number .....49493  
News Service.....AP  
Trans. Serv. ....Lang-Worth & Standard  
Representative .....Walker  
President.....G. T. Owen  
Gen. Mgr.....Robert Earle  
Commercial Manager.....Roger Davison  
Program Dir.....Scott W. Erwin  
Chief Engineer .....E. E. Case

## W J B O

BATON ROUGE—1943—NBC

Frequency: 1150 Kc.....Power: 5000 Watts  
Owned-Oper. By .Baton Rouge Bcstg. Co., Inc.  
Business-Studio Address.....444 Florida St.  
Phone: 2-5271.....Air Time: Full Time  
News. Affil. ....State Times, Morning Advocate  
News Service .....AP  
Representative.....George P. Hollingbery  
Membership .....RAB, NARTB  
President.....Douglas L. Manship  
General Mgr.....Kelly Maddox  
Sales Manager.....John D. Wooldridge  
Prom. Dir.....Kitty Haworth  
Program Director.....Don Perrie  
Chief Engineer.....Theodore Hubert

# WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Air Waves, Inc.  
 Business Address.....204 North St.  
 Phone: 24411.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated, World  
 Representative.....Wm. G. Rambeau  
 Membership.....NARTB, RAB  
 President.....Norman Saurage  
 Gen. Manager.....Lamar Simmons  
 Station Manager.....Gene Nelson  
 Comm. Manager.....Olas Olsen  
 Publicity Director.....Frank Kean  
 Chief Engineer.....Edward Van Valkenburg

# WXOK

BATON ROUGE—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WXOK, Inc.  
 Address.....243 Convention St.  
 Phone: 4-7604.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Forjoe  
 Co-Owners..Jules Paglin, Stanley W. Ray, Jr.  
 Station Manager.....Gordon Lloyd  
 Comm. Mgr.....Tom McGuire  
 Sales Prom. Mgr.....Al Homberger  
 Program Director.....Ed Bishop  
 Chief Engineer.....Noel Walter

# WHXY

BOGALUSA—1954

Frequency: 920 Kc.....Power: 1 Kw.  
 Owned.....Bogalusa Bcstg. Co.  
 Address.....P. O. Box 689  
 Phone: RE 2-4254.....Air Time: Daytime  
 News Service.....AP  
 Station Rep.....Clark, Dixie  
 Exec. V.P., Gen. Mgr.....Bob Robinson  
 Program Director.....Aubry Gatewood  
 Chief Engr.....Stanley Henderson

# WIKC

BOGALUSA—1947—KBS

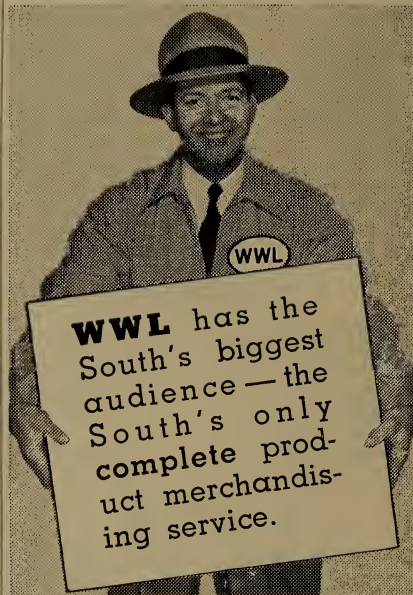
Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Enterprise Publishing Co.  
 Business Address.....605 N. Rio Grande St.  
 Phone: RE 5-1355.....Air Time: Full Time  
 News Service.....AP  
 General Manager.....Curt Siegelin

# WARB

COVINGTON—1953—KBS

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....A. R. Blossman, Inc.  
 Address.....Box 568  
 Phone: 1600.....Air Time: Daytime  
 Membership.....NARTB  
 President.....A. R. Blossman  
 Gen. Mgr., Chief Engr...William H. Bland Jr.

To **SELL** The  
**SOUTH**  
 You Need  
**WWL**  
 New Orleans



South's Greatest  
 Salesman

**WWL** 50,000 watts  
 Clear channel  
 CBS Radio Affiliate

A department of Loyola University  
 Represented nationally by the Katz Agency

Commercial Mgr.....Roy Hebert  
 Program Director.....Winford McDaniel  
 Promotion Dir.....Mildred Bland

**KSIG**  
**CROWLEY—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Acadia Bcstg. Co.  
 Bus-Studio Address...101 N. Parkerson Ave.  
 Phone: 1450-1.....Air Time: Full Time  
 News Service .....AP  
 Membership .....NARTB, RAB  
 President .....Max Thomas  
 General Manager.....George Thompson  
 Commercial Manager.....Thomas E. Griffin  
 Prog. Director.....Boyce Jim Trahan  
 Chief Engineer.....C. P. Ruffner

**KDLA**

**DeRIDDER—1951—KBS**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sabine Bcstg. Co.  
 Address.....Wash. & 1st St.  
 Phone: 7600.....Air Time: Daytime  
 News Service .....UP  
 Trans. Service .....MacGregor  
 President.....Cyril W. Reddoch  
 Commercial Manager.....Ralph L. Hooks  
 Program Director.....Ted Thompson

**KEUN**

**EUNICE—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tri-Parish Bcstg. Co.  
 Address.....Box 789  
 Phone: 3041.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 President .....Vincent Riehl  
 General Manager.....John A. Chauvin  
 Publicity Director.....Milton S. David  
 Chief Engineer.....Henry Baham

**WFPR**

**HAMMOND—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cefalu Radio Station  
 Business-Studio Address.....Box 432  
 Phone: 960.....Air Time: Full Time  
 Trans. Service.....SESAC, World  
 Station Rep. ....Continental  
 Membership .....NARTB  
 News Service .....AP  
 President .....Nicholas Cefalu  
 Gen. Comm. Mgr.....J. K. Ferris  
 Sta. Mgr., Pgm. Dir.....George Bonnell  
 Chief Engineer.....Warren Adams

**KCIL**

**HOUMA—1947—NBC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned .....KCIL, Inc.  
 Address.....P. O. Box 1031

Phone: 6828.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Station Rep.....Indie Sales  
 Membership .....NARTB  
 President.....Denver T. Brannen  
 Gen., Sta. Mgr.....L. H. Thesmar  
 Commercial Mgr.....Les Ryder  
 Sales Prom. Mgr.....Ken Rogers  
 Prog., Pub. Director.....Virginia Ryder  
 Chief Engr.....Earl Herron

**KJEF**

**JENNINGS—1950—KBS**

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Jennings Bcstg. Co., Inc.  
 Address.....1521 Lake Arthur Ave.  
 Phone: 1155.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Pres., Gen. Mgr.....Clovis L. Bailey  
 Prog. Dir.....Howard Hoag  
 Comm. Mgr.....Gerald Dugas  
 Pub. Dir., Chief Engineer.....Clovis L. Bailey

**KLFY**

**LAFAYETTE—1950—ABC**

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By.....Camellia Bcstg. Co.  
 Address.....P. O. Box 398  
 Phone: 8-9494.....Air Time: Full Time  
 Transcription Service.....World  
 News Service .....UP  
 Station Rep.....Rambeau  
 Membership .....NARTB  
 President.....Paul H. De Clouet  
 General Manager.....William A. Patton  
 Program Director.....Bob Castellon  
 Publicity Director.....Virginia Boulanger  
 Chief Engineer.....Fred Herbert

**KVOL**

**LAFAYETTE—1935—NBC**

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Evangeline Bcstg. Co., Inc.  
 Address.....519 S. Buchanan  
 Phone: 5-6426-7.....Air Time: Full Time  
 Newspaper Affiliation....."Daily Advertiser"  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Representative .....Meeker  
 Membership .....NARTB, RAB  
 President .....Morgan Murphy  
 General Manager.....George H. Thomas  
 Commercial Manager.....Thomas G. Pears  
 Prog. Dir.....B. Hillman Bailey, Jr.  
 Chief Engineer.....Louis Pilcher

**KAOK**

**LAKE CHARLES—1947—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KAOK, Inc.  
 Address.....P. O. Box 1399  
 Phone: 6-7541.....Air Time: Full Time



**News Service** .....UP  
**Representative** .....ForJoe  
**President** .....Jules J. Paglin  
**Co-Manager** .....Tom Gresham  
**Co-Mgr., Prog. Dir.** .....Roy Rhodes  
**Station Director** .....Stanley W. Ray, Jr.  
**Chief Engineer** .....Walter Jones

## K LOU

**LAKE CHARLES—1947—CBS**

**Frequency:** 1580 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By**...The Pelican Bcstg. Co., Inc.  
**Bus.-Studio Address**.....203 W. Clarence St.  
**News Service** .....AP  
**Representative** .....Pearson  
**Trans. Service** .....Thesaurus  
**Membership** .....NARTB  
**Pres., Owner**.....Sara M. Anderson  
**Commercial Mgr.**.....Harper L. Clark  
**Program Director**.....Harry Cook  
**Publicity Dir.**.....Annelle H. Bulechek  
**Chief Engineer**.....Ernest J. Vincent

## K PLC

**LAKE CHARLES—1935—NBC**

**Frequency:** 1470 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By**.....Calcasieu Bcstg. Co.  
**Address**.....P. O. Box 1521  
**Phone:** 2713. .... **Air Time:** Full Time  
**News Service** .....AP  
**Transcription Service** .....World  
**Representative** .....Weed  
**President**.....T. B. Lanford  
**Gen., Sta. Mgr.**.....David Wilson  
**Program Director**.....Ken Gilmore  
**Chief Engineer**.....A. B. Craft

## K DBC

**MANSFIELD—1954**

**Frequency:** 1360 Kc. .... **Power:** 1 Kw. d.  
**Owned**.....DeSoto Bcstg. Corp.  
**Address**.....P. O. Box 740  
**News Service** .....AP  
**Trans. Ser.**.....Standard  
**Gen., Comm. Mgr.**.....Arthur L. Greene

## K APB

**MARKSVILLE—1954**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts  
**Owner**.....Avoyelles Bcstg. Corp.  
**Address** .....Box 506

## K APK

**MINDEN—1952**

**Frequency:** 1240 Kc. .... **Power:** 100 Watts  
**Owned-Operated By**.....Parish Bcstg. Co.  
**Address** .....Box 586  
**News Service** .....UP  
**Pres., Gen., Sta. Mgr.**.....Martin Kirsch, Jr.  
**Asst. Mgr.**.....M. E. (Pat) Brown  
**Prog. Dir.**.....Ben F. Hubbard  
**Chief Engineer**.....Billy Hyatt

## KLIC

**MONROE—1950—MBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**.....Dr. Frank Cerniglia  
**Address**.....626 Bernhardt Bldg.  
**Phone:** 3-4617. .... **Air Time:** Full Time  
**Station Rep.**.....Dora Clayton  
**News Service** .....UP  
**President, Manager**.....Dr. Frank Cerniglia  
**Commercial Manager**.....William Miles  
**Program Director**.....Douglas China

## KMLB

**MONROE—1930—ABC**

**Frequency:** 1440 Kc. .... **Power:** 5000 d.; 1000 n.  
**Owned-Oper. By**...Liner's Bcstg. Station, Inc.  
**Business Address**.....Hotel Frances  
**News Service** .....AP  
**Membership** .....NARTB, RAB  
**Representative** .....Venard  
**President**.....Mrs. Robert Gaston, Jr.  
**Gen., Sta. Mgr.**.....Charles Price  
**Comm., Prog. Mgr.**.....James Plaisance  
**Chief Engineer**.....O. L. Morgan

## KNOE

**MONROE—1944—NBC**

**Frequency:** 1390 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By**.....James A. Noe  
**Business-Studio Address**.....Knoe Road  
**Phone:** 8155. .... **Air Time:** Full Time  
**News Service** .....AP  
**Transcription Service** .....World  
**Representative** .....H-R Reps  
**Membership** .....NARTB, RAB  
**President**.....James A. Noe  
**General Manager**.....Paul H. Goldman  
**Station, Commercial Mgr.**.....Al Donaldson  
**Program Director**.....Harry Arthur  
**Chief Engineer**.....Jack Ratliff

## KMRC

**MORGAN CITY—1954**

**Frequency:** 1430 Kc. .... **Power:** 500 Watts  
**Owned**.....Tri-City Bcstg. Inc.  
**Address** .....P. O. Box 889  
**News Service** .....UP  
**President**.....Warren J. Fortier  
**V.P., Gen. Mgr.**.....Samuel F. Hosea  
**Treasurer**.....Mortimer Silverman, Jr.  
**Secretary**.....A. A. Sambat, Jr.

## KWCJ

**NATCHITOCHE—1947—KBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**.....Natchitoches Bcstg. Co.  
**Business-Studio Address**.....Box 232  
**Phone:** 2353. .... **Air Time:** Full Time  
**News Service** .....AP  
**Membership** .....NARTB  
**President**.....Dr. William H. Pierson  
**Gen. Mgr.**.....Charles L. Planchard

# KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... New Iberia Bcstg. Co.  
 Address... 101 West St., Peter St.  
 Phone: 2-6726 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 General Manager George H. Thomas  
 Station Manager Dierrell Hamm  
 Sales Prom. Mgr. Charles Malone  
 Commercial Mgr. Donald Bonin  
 Prog. Mgr. Jo Elyn Chambers  
 Chief Engineer Merle Case

# KVIM

NEW IBERIA—1951

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Queen City Bcstg. Co.  
 Address... P. O. Box 50  
 Phone: 2-5826 Air Time: Daytime  
 Transcription Service Associated  
 President P. M. Cochran  
 General Manager John H. Coco  
 Promotion Mgr. L. E. Barrilleaux  
 Chief Engineer Kearney Escayne

# WBOK

NEW ORLEANS—1951

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By... WBOK, Inc.  
 Address... 505 Baronne St.  
 Phone: Tulane 5363 Air Time: Daytime  
 News Service UP  
 Representative For Joe  
 President Jules J. Paglin  
 Gen., Sta. Mgr. Stanley W. Ray, Jr.  
 Station Mgr. Ed. Prendergast  
 Comm. Mgr. Fred Schwarz  
 Sales Prom. Mgr. Jim Smith  
 Chief Engineer John Rhode

# WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By... WDSU Bcstg. Corp.  
 Business-Studio Address... 520 Royal St.  
 Phone: Tulane 4371 Air Time: Full Time  
 News Service AP, UP  
 Transcription Service Capitol, World  
 Representative John Blair  
 Membership NARTB, RAB  
 President Edgar B. Stern, Jr.  
 Exec. V.P. & Gen. Mgr. Robert Swezey  
 V.P. & Comm. Mgr. Louis Read  
 V.P. Charge Prog'ng Tom Hicks  
 Program Director Don Howell  
 Prom. Dir. Marion Annenberg  
 Chief Engineer Lindsey Riddle

# WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By... Louise C. Carlson  
 Business-Studio Address... Cigall Bldg.  
 Phone: Ma. 3488 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Pres., Gen. Mgr. Louise C. Carlson  
 Commercial Mgr. Ed. Carlson  
 Program Director Edward C. Carlson  
 Chief Engineer Frank J. Recely, Jr.

# WJMR

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 500 Watts d.  
 Owned-Operated By... Supreme Bcstg. Co., Inc.  
 Address... Jung Hotel, 1500 Canal Street  
 Phone: Canal 0356 Air Time: Daytime  
 News Service UP  
 Representative McGillvra  
 Membership NARTB, RAB  
 President Chester Owens  
 Gen., Sta., Comm. Mgr. George A. Mayoral  
 Sales Prom. Mgr. Robert E. Jeffers  
 Program Director Aubrey Moore  
 Chief Engineer Jack Petrik

# WMRY

NEW ORLEANS—1950

Frequency: 600 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Southland Bcstg. Co.  
 Address... 2107 Dryades St.  
 Phone: Tulane 4841 Air Time: Daytime  
 Representative Gill-Perna  
 Trans. Service B.M.I.  
 News Service UP  
 Membership NARTB  
 President Lester Kamin  
 General Manager Mort Silverman  
 Sales Prom., Pub. Dir. Mary Potter  
 Prog. Dir. Larry McKinley  
 Chief Engineer Samuel Perkins

# WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.  
 Owned-Operated By... James A. Noe  
 Business-Studio Address... St. Charles Hotel  
 Phone: Express 2173 Air Time: Full Time  
 News Service AP  
 Transcription Service SESAC  
 Representative H.R.  
 Membership NARTB, RAB  
 Owner James A. Noe  
 V.P., Gen., Sta. Mgr. James E. Gordon  
 Commercial Mgr. Paul Beville  
 Program Director Tom Abbott  
 Publicity Director Eldon Durand  
 Chief Engineer A. J. Bourgeois

# WSMB

NEW ORLEANS—1925—ABC

Frequency: 1350 Kc. Power: 5 Kw. d.; 5 Kw. n.  
 Owned WSMB, Inc.  
 Address... Maison Blanche Bldg.

Phone: Magnolia 5921... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Station Rep. .... Avery-Knodel  
 Membership ..... NARTB  
 President ..... Gaston Pureau  
 General. Sta. Mgr. .... John R. O'Meallie  
 Program Director. .... Marshall Pearce  
 Publicity Dir. .... Mrs. Renate May  
 Chief Engineer. .... Harold Nebe

**WTIX**

**NEW ORLEANS—1951**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Mid-Continent Bcstg. Corp.  
 Address ..... 624 Canal St.  
 Phone: MAgnolia 3562... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Station Representative ..... Young  
 President. .... Robert H. Storz  
 Exec. Vice-President. .... Todd Storz  
 Vice-Pres., Gen. Mgr. George W. Armstrong  
 Commercial Mgr. .... Fred Berthelson  
 Program Director. .... Larry Wilson  
 Chief Engineer. .... Morris E. Jones

**WTPS**

**NEW ORLEANS—1947**

Frequency: 940 Kc. .... Power: 1000 d.; 500 n.

Owned-Oper. By ..... The Times Picayune  
 Business Address ..... 615 North St.  
 Phone: Tulane 2411... Air Time: Full Time  
 Transcription Service ..... Associated  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Branham  
 President. .... John F. Tims  
 General Mgr. .... H. F. Wehrmann  
 Prog. Dir. .... Robert Smith  
 Prom. Mgr. .... Martin Burke  
 Chief Engineer. .... George DeBlieux

**WWEZ**

**NEW ORLEANS—1947**

Frequency: 690 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WWEZ Radio Inc.  
 Bus. Studio Address ..... Hotel New Orleans  
 Phone: Canal 3521... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Walker  
 President. .... A. J. Chilton  
 General Manager. .... Joe A. Oswald  
 Program Dir. .... Ken Elliott  
 Chief Engineer. .... Harrison Mondy

**WWL**

**NEW ORLEANS—1922—CBS**

Frequency: 870 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Loyola University  
 Address ..... Roosevelt Hotel  
 Phone: Raymond 2194... Air Time: Full Time  
 News Service ..... UP, AP  
 Transcription Service. .... Standard, Thesaurus  
 Representative ..... Katz  
 Membership ..... NARTB  
 President. .... Rev. Patrick Donnelly  
 General Manager. .... W. H. Summerville  
 Comm. Manager. .... Larry Baird  
 Sales Prom., Pub. Mgr. .... Harry Hildebrand  
 Program Director. .... E. M. Hoerner  
 Chief Engineer. .... J. D. Bloom, Jr.

**KREH**

**OAKDALE—1953—KBS**

Frequency: 900 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By.... Louisiana Bcstg. Service  
 Address ..... Box 571  
 Phone: 900 ..... Air Time: Daytime  
 News Service ..... UP  
 President. .... Cyril W. Reddoch  
 General Manager. .... Ralph L. Hooks  
 Commercial Mgr. .... Mel Bennett

**KSLO**


**OPELOUSAS—1947—ABC-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KSLO Bcstg. Co.  
 Address ..... ZSLO Bldg.  
 Phone Number ..... 2633  
 News Service ..... UP  
 Transcription Service ..... World

In New Orleans  
 THE  
**MID-CONTINENT  
 FORMULA**  
 works at  
 • **WTIX**

In September, 1953, WTIX was last among 11 New Orleans stations. Then Mid-Continent took over, applied new ideas, programming, personalities. Now WTIX is *first* all day with an average of 21.3%; second station 17.9%.\* Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.

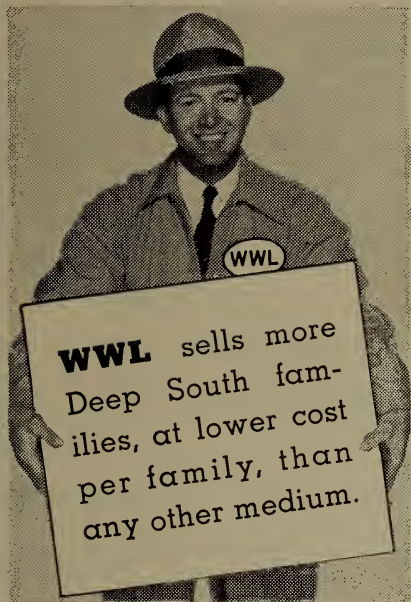
\*Per last available Hooper (November, 1954)



**MID-CONTINENT BROADCASTING CO.**  
 President: Todd Storz

KOWH, Omaha Represented by H-R Reps, Inc.	WHB, Kansas City Represented by John Blair & Co.	WTIX, New Orleans Represented by Adam J. Young, Jr.
---	--	---

To **SELL** The  
**SOUTH**  
 You Need  
**WWL**  
 New Orleans



South's Greatest  
 Salesman

**WWL** 50,000 watts  
 Clear channel  
 CBS Radio Affiliate

A department of Loyola University  
 Represented nationally by the Katz Agency

Representative.....Sears & Ayer  
 Membership.....NARTB  
 Pres., Gen. Mgr.....W. Eugene Jones  
 Commercial Mgr.....A. B. Reed Jr.  
 Program Director.....Wandell Allegood  
 Chief Engineer.....Richard M. Cole

**KRUS**

RUSTON—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ruston Bcstg. Co.  
 Bus.-Studio Address.....105 Park Ave.  
 News Service.....UP  
 Newspaper Affiliation....."Daily Leader"  
 Representative.....Best  
 President.....C. E. Faulk, Jr.  
 Station Manager.....Kenneth L. Whitaker  
 Program Director.....Bill Carter

**KANV**

SHREVEPORT—1954

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned.....Northwest La. Bcstg. Corp.  
 Address.....2730 Talbot St., P. O. Box 3611  
 Station Representative.....Dora-Clayton  
 Managing Director.....Glenn V. Wilson  
 Prog., Per. Mgr.....Doris F. Nargassans  
 Chief Engineer.....Carl F. Goulden

**KCIJ**

SHREVEPORT—1950

Frequency: 980 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Southland Bcstg. Co.  
 Address.....205 Milam St.  
 Phone: 4-6681.....Air Time: Daytime  
 Representative.....Young, Clark Brown  
 News Service.....UP, INS  
 President.....Lester Kamin  
 Gen., Comm. Mgr.....John H. Pace  
 Chief Engineer.....N. L. Keys

**KENT**

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Frank H. Ford  
 Business-Studio Address.....311 Milam Bldg.  
 Phone: 3-3681.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Frank H. Ford  
 Sta., Comm. Mgr.....Frank H. Ford, Jr.  
 Prom., Pub. Dir.....Bill Monroe  
 Sales Manager.....William F. Ford  
 Prog. Dir.....Irv Zeidman  
 Chief Engineer.....L. J. Carlson

**KJOE**

SHREVEPORT—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.  
 Owned.....Audiocasting, Inc.

Address .....507 Spring St.  
 Phone: 2-0732.....Air Time: Daytime  
 News Service .....AP  
 Station Representative .....ForJoe  
 Pres., Gen. Mgr.....Joe Monroe

## K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station KRMD  
 Bus-Studio Address.....New Jefferson Hotel  
 Phone: 3-6171.....Air Time: Full Time  
 Representative .....Weed  
 Membership .....NARTB  
 President.....T. B. Lanford  
 Manager.....G. V. Wilson  
 Program Director.....Elizabeth V. Alford  
 Chief Engineer.....Carl W. Goulden

## K T B S

SHREVEPORT—1922—NBC

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By.....KTBS, Inc.  
 Address .....312 East Kings Hwy  
 Phone: 7-3644.....Air Time: Full Time  
 News Service .....AP, UP  
 Representative .....Petry  
 Transcription Service .....Associated  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....E. Newton Wray  
 Business Manager.....Patrick White  
 Pub., Prom. Mgr.....Dorothy Goldsworthy  
 Program Director.....Michael Roppolo  
 Chief Engineer .....C. H. Maddox

## K W K H

SHREVEPORT—1925—CBS

Frequency: 1130 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....International Bcstg. Corp.  
 Business-Studio Address.....Box 1387  
 Phone: 2-8711.....Air Time: Full Time  
 Newspaper Affiliation.....Shreveport Times  
 News Service .....AP, UP  
 Transcription Service.....Standard  
 Representative .....Branham  
 Membership .....NARTB, RAB  
 President.....William H. Bronson  
 Exec. V.P., Gen. Mgr.....Henry B. Clay  
 Commercial Manager.....Fred Watkins, Jr.  
 Prom. Mgr., Pub. Dir.....James T. Briggs  
 Program Director.....Horace Logan  
 Chief Engineer.....O. S. Droke

## K B S F

SPRINGHILL—1954

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owner.....Springfield Bcstg. Co.  
 Address .....Box 508

## K T L D

TALLULAH—1954—KBS

Frequency: 1360 Kc.....Power: 500 Watts  
 Owner.....Howard E. Griffin

## K T I B

THIBODAUX—1953

Frequency: 630 Kc.....Power: 500 Watts  
 Owner.....Delta Bcstrs., Inc.  
 Address.....Lafourche Comet Building  
 Phone .....5348  
 President.....F. H. Block  
 Chief Engineer.....Don Gatz

## K V P I

VILLE PLATTE—1953

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Ville Platte Bcstg. Co.  
 Address .....Box 566  
 Phone: 5888.....Air Time: Daytime  
 Membership .....NARTB  
 President.....Lionel B. Deville  
 General Manager.....Chris Duplechain  
 Comm. Mgr.....W. O. Carson  
 Program Director.....J. S. Fontenot  
 Chief Eng.....J. S. Fontenot

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP



# MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — Families 293,000  
 Radio Homes 279,000 — TV Homes 122,000 — Stations in State 16

## WFAU

**AUGUSTA—1946—MBS-YANKEE**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Twin City Bcstg. Co., Inc.  
 Address . . . . . 223 Lisbon St.  
 Phone: 3-3878 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . O'Connell, Borgatti  
 President . . . . . Faust Couture  
 General Manager . . . . . Norman G. Gallant  
 Sales Prom. Mgr. . . . . Harry Simons  
 Program Director . . . . . Mona Hixon  
 Publicity Director . . . . . Gregory Evans  
 Supervisory Engineer . . . . . Joseph Roy

## WLBZ

**BANGOR—1926—NBC**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Maine Bcstg. Co.  
 Business-Studio Address . . . . . 100 Main St.  
 Phone: Bangor 2-4656 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, RAB  
 President . . . . . Adeline Rines  
 General Manager . . . . . Edward E. Guernsey  
 Comm. Mgr. . . . . Gordon E. Kelley  
 Program Director . . . . . Irving S. Hunter  
 Publicity Manager . . . . . George Chapman  
 Chief Engineer . . . . . John Wibby

## WRDO

**AUGUSTA—1932—NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WRDO, Inc.  
 Address . . . . . 175 Water Street  
 Phone: 3-4735 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, RAB  
 President . . . . . Adeline B. Rines  
 Sta., Comm. Mgr. . . . . Donald K. Powers  
 Publ. Pgm. Dir. . . . . Leslie R. Hubley  
 Chief Engineer . . . . . Harold T. Dinsmore

## WIDE

**BIDDEFORD—1948—MBS-YANKEE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Biddeford Bcstg. Corp.  
 Address . . . . . 234 Main St.  
 Phone: 4-4566 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World

## WABI

**BANGOR—1924—ABC**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . Community Bcstg. Service  
 Business-Studio Address . . . . . 57 State St.  
 Phone: 6446 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Hollingbery, Kettell-Carter  
 Co-O., President . . . . . Horace E. Hildreth  
 Gen., Sta., Comm. Mgr. . . . . Leon Gorman, Jr.  
 Program Dir. . . . . Richard Bronson  
 Chief Engineer . . . . . Walter Dickson

## WGUY

**BANGOR—1947—CBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Bangor Bcstg. Corp.  
 Address . . . . . 26 Central St.  
 Phone: 7354 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Station Rep. . . . . Everett-McKinney, Kirby  
 Pres., Gen. Mgr. . . . . Sherwood J. Tarlow  
 Station Mgr. . . . . Allan W. Roberts  
 Commercial Mgr. . . . . Joseph Kruger  
 Sales Prom. Mgr. . . . . Herb Vining  
 Program Dir. . . . . Kenneth Manley  
 Publicity Dir. . . . . Robert Norris  
 Chief Engineer . . . . . Sal Fulchino



## WIDE BIDDEFORD-SACO, ME. MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781. From June through September, 1,410,298 cars come into this market, bringing with them approximately 5,800,000 potential customers. 29.5 million dollars are spent annually in Biddeford and Saco. WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Peppercell, Bates and Saco-Lowell with large year-round payrolls. Together with WIDE, WAZL, WHOL, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

**ARTHUR A. DETERS**  
 President & General Mgr.  
 Rep. Paul H. Raymer Co.

Station Rep. .... Raymer, Borgatti  
 Membership ..... NARTB  
 President ..... Victor C. Diehm  
 Gen. Sta. Comm. Mgr. .... Arthur Deters  
 Comm. Mgr. .... Carl Swanson  
 Prog. Dir. .... Harold Swaney  
 Chief Eng. .... Arthur Deters

## W A B M

HOULTON—1950—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Aroostook Bdcstg. Corp.  
 Address. .... 1340 North Rd.  
 Phone: 2257. .... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 President ..... Harry E. Umphrey  
 General Manager ..... Harold D. Glidden  
 Station Manager ..... Ted Coffin  
 Commercial Mgr. .... Eben Currie  
 Program Director. .... Keith Fowles  
 Chief Engineer ..... Robert W. MacIntosh

## W C O U

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Twin City Bcstg. Co., Inc.  
 Business-Studio Address. .... 223 Lisbon St.  
 Phone: 4-6921. .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Serv. .... Standard, SESAC, World  
 Representative. .... O'Connell, Borgatti, Holman

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

# AP

President ..... Faust Couture  
 General-Station Mgr. .... John C. Libby  
 Comm. Mgr. .... Oscar J. Normand  
 Pgm., Pub. Dir. .... Herb Fontaine  
 Chief Engineer. .... Carl P. Rounds

## W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Lewiston-Auburn Bcstg.  
 Business-Studio Address. .... 129 Lisbon St.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Station Representative. .... Everett-McKinney,  
 O'Connell, Kettell-Carter  
 President, Station Mgr. .... Elden H. Shute, Jr.  
 General Manager. .... Frank S. Hoy  
 Comm., Sales Prom. Mgr. .... Gerald T. Higgins  
 Program Director. .... Harold W. Dutch  
 Chief Engineer. .... Henry Root

## W C S H

PORTLAND—1925—NBC

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Congress Square Hotel Co.  
 Business-Studio Address. .... 157 High St.  
 News Service. .... AP, UP  
 Representative ..... Weed  
 Membership ..... NARTB, RAB  
 President. .... Adeline B. Rines  
 General Manager ..... William H. Rines  
 Station Manager. .... Linwood T. Pitman  
 Commercial Manager. .... Albert W. Smith  
 Prog. Dir. .... Arthur Owens  
 Chief Engineer. .... Daniel H. Smith

## W G A N

PORTLAND—1938—CBS

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Guy Gannett Bcstg. Services  
 Business-Studio Address. .... 390 Congress St.,  
 News Service. .... AP, UP  
 Trans. Service. .... ASCAP, SESAC, B.M.I.  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 President. .... Jean Gannett Williams  
 General Manager. .... Creighton E. Gatchell  
 Commercial Manager. .... Francis H. Farnum, Jr.  
 Chief Engineer. .... Roger W. Hodgkins

## W P O R

PORTLAND—1946—ABC-YANKEE  
MBS-LOBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Oliver Bcstg. Corp.  
 Business-Studio Address. .... 477 Congress St.  
 Phone: 3-8111. .... Air Time: Full Time  
 News Service ..... AP  
 Rep. .... O'Connell, Borgatti, Holman, Scott  
 Membership ..... NARTB, RAB  
 Pres., Sta., Gen. Mgr. .... Harold H. Meyer  
 Commercial Manager. .... William J. Mullen  
 Sales Prom. Mgr. .... Robert Maynard  
 Pgm., Pub. Dir. .... Raymond Mercier  
 Chief Engineer. .... Thomas Conneen

**W A G M**

**PRESQUE ISLE—1931—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Aroostook Bcstg. Corp.  
 Address... 489 Main St.  
 Phone: 8821. Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 Transcription Service ..... Thesaurus  
 President ..... Harry Umphrey  
 Gen. Sta. Mgr. .... Harold D. Glidden  
 Pgm., Comm. Dir. .... Richard B. Marshall  
 Chief Engineer. .... Lester E. Hughes

**W R K D**

**ROCKLAND—1952—ABC**

Frequency: 1460 Kc. Power: 250 Watts  
 Owned-Oper. By... Knox Bcstg. Co.  
 Address... 493 Main St.  
 Phone: 1600. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... O'Connell, Borgatti  
 Membership ..... RAB  
 President. .... Carleton D. Brown  
 Station Manager. .... Paul R. Huber  
 Commercial Mgr. .... Vere B. Crockett  
 Chief Engineer. .... Alfred M. Thurlow, Jr.

**W R U M**

**RUMFORD—1953—KBS**

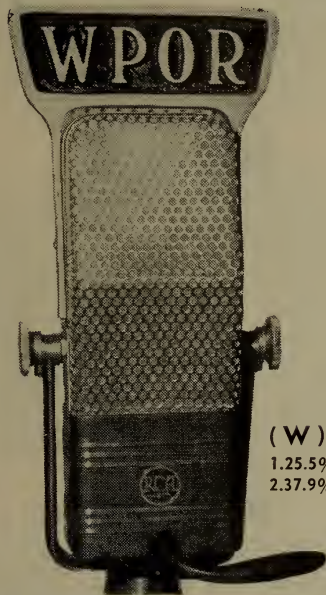
Frequency: 790 Kc. Power: 1 Kw. d.  
 Owned-Oper. By... Rumford Publ. Co.  
 Address... 89 Congress St.  
 Phone: 1057. Air Time: Daytime  
 News Service ..... UP  
 Trans. Service..... World, SESAC  
 Representative..... O'Connell  
 President..... Melvin L. Stone  
 Gen. Mgr., Prog. Dir..... Ken J. Ellis  
 Commercial Mgr..... G. B. Cunningham  
 Program Director..... Ken Ellis  
 Chief Engineer..... E. J. Tremblay

**W T V L**

**WATERVILLE—1946—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Kennebec Bcstg. Co.  
 Business-Studio Address... 36 Silver St.  
 Phone: 2700-1. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative..... O'Connell, Borgatti  
 Membership ..... NARTB, RAB  
 Pres., Gen.-Station Mgr.... Carleton D. Brown  
 Commercial Mgr..... Harold L. Vique  
 Program Director..... Fred Preble  
 Chief Engineer..... Don Sutherland

AMERICAN — YANKEE — MUTUAL — LOBSTER



**MUSIC**  
**NEWS**  
**SPORTS**

(W) PORTLAND  
 1.25.5% of state's population  
 2.37.9% of state's retail sales

*Portland's  
 Favorite Station  
 Ask Anyone*

**PORTLAND, MAINE**

Represented by: New York: O'Connell • Boston: Borgatti • Chicago: Holman • Pacific Coast: Scott • HAL MEYER, Pres.

# MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — Families 692,600

Radio Homes 662,000 — TV Homes 620,000 — Stations in State 29

## WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Annapolis Bcstg. Corp.  
Business-Studio Address . . . . . Box 749  
Phone Number . . . . . Colonial 3-2500  
News Service . . . . . UP  
Representative . . . . . Pearson, Dora-Clayton  
President, General Mgr. . . . . Morris H. Blum  
Chief Engineer . . . . . Arthur P. Dietz

## WASL

ANNAPOLIS—1946

Frequency: 810 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Chesapeake Radio Corp.  
Business Address . . . . . P. O. Box 1551  
Phone: 9211 . . . . . Air Time: Daytime  
News Service . . . . . AP  
Transcription Service . . . . . World  
Pres., Gen. Mgr. . . . . Robert L. Blalock  
Program Director . . . . . John Drew  
Chief Engineer . . . . . Jos. H. Griscom

## WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . The Capital Bcstg. Co.  
Phone: Colonial 3-2639 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Forjoe  
Membership . . . . . NARTB  
President . . . . . Albert H. MacCarthy  
Sta., Com., Sls. Prom. Mgr. . . . . M. A. Campbell, Jr.  
Program Director . . . . . Betty Straubel  
Pub. Dir. . . . . R. Norton  
Chief Engineer . . . . . Alan B. Laffler

## WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. . . . . Power: 50,000 Watts  
Owned . . . . . Hearst Corp. (Radio & TV. Div.)  
Address . . . . . 2610 North Charles St.  
Phone: Hopkins 7-3000 . . . . . Air Time: Unlimited  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Thesaurus, SESAC  
Representative . . . . . Cristal  
V.P. and Exec. Dir. . . . . Charles B. McCabe  
V.P., & Gen. Mgr. . . . . D. L. Provost  
V.P., (Engineering) . . . . . John Wilner  
Station Manager . . . . . Leslie H. Peard, Jr.  
Dir. Pub. Affairs & Educ. . . . . Arnold Wilkes  
Program Director . . . . . Victor F. Campbell

Program Manager . . . . . William N. Rock  
Local Sales Manager . . . . . Alfred Buck  
Pub. Mgr. . . . . Thomas J. White, Jr.  
Chief Engineer . . . . . William C. Bareham

## WBMD

BALTIMORE—1947

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Key Bcstg. Corp.  
Business-Studio Address . . . . . 879 Park Ave.  
Phone Number . . . . . Mulberry 5-7095  
News Service . . . . . UP  
President . . . . . George E. Hull  
Gen., Sta., Comm. Mgr. . . . . H. Shelton Earp, Jr.  
Program Dir. . . . . Thomas H. O'Connor  
Chief Engineer . . . . . Leo W. Karns

## WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Monumental Radio Co.  
Business-Studio Address . . . . . 1102 N. Charles St.  
Phone: Mulberry 5-0600 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Trans. Service . . . . . World  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NARTB  
Pres., Sta., Gen. Mgr. . . . . L. W. Milbourne  
Comm., Prom. Mgr. . . . . Robert M. Richmond  
Program Dir. . . . . George L. Filling  
Chief Engineer . . . . . Martin L. Jones

## WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc. . . . . Power: 10,000 d.; 5000 n.  
Owned-Oper. By . . . . . Baltimore Bcstg. Corp.  
Bus.-Studio Address . . . . . Harford & North Aves.  
Phone: Belmont 5-8400 . . . . . Air Time: Full Time  
Representative . . . . . Bolling  
Membership . . . . . NARTB  
President, Comm. Manager . . . . . John Elmer  
Gen., Sta., Comm. Mgr. . . . . G. H. Roeder  
Sales Director . . . . . William S. Pirie, Jr.  
Asst. Mgr., Prog. Dir. . . . . Charles A. Roeder  
Chief Engineer . . . . . G. Porter Houston

## WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Baltimore Radio Show  
Address . . . . . 10 E. No. Ave.  
Phone: Mulberry 5-1300 . . . . . Air Time: Full Time  
News Service . . . . . AP, UP



Representative .....John Blair & Co.  
 Membership .....RAB, NARTB  
 President .....Robert S. Maslin  
 V.P. & Gen. Mgr.....Robert B. Jones, Jr.  
 Sls. Prom. Manager.....Mrs. Jean Mowbray  
 Commercial Mgr.....Dudley Tichenor  
 Program Dir.....Bert Hanauer  
 Chief Engineer .....William Q. Ranft

Comm., Prom. Mgr.....Jackson Lowe  
 Chief Engineer.....Robert Carnine

# WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Oper. By.....The Shore Bcstg Co.  
 Address .....The Pines  
 Phone Number .....1580  
 News Service .....AP  
 Transcription Service .....World  
 Pres., Gen. Mgr.....G. P. Richards  
 Commercial Mgr.....Sam Cannon  
 Station Manager....Thomas H. Maquire, Jr.  
 Prog. Dir.....Bette B. Robbins  
 Chief Engineer.....Arthur Coburn

# WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Maryland Bcstg. Corp.  
 Business-Studio Address...7 E. Lexington St.  
 Phone: Lexington 9-7808..Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Forjoe  
 Membership .....RAB  
 Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.  
 Comm., Sales Prom. Mgr.....Robert C. Embry  
 Program Director.....Anna Ray Suter  
 Chief Engineer.....Allen Hedrick

# WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Tower Realty Co.  
 Address.....Willam Rd., East of City Line  
 Phone: 5400.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Forjoe  
 President.....Karl F. Steinmann  
 Sta. Mgr.....Eldred Steinmann  
 Commercial Manager .....Roy S. Knotts  
 Chief Engineer.....Paul E. Custer

# WSID

BALTIMORE—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address...912 N. Charles St.  
 Phone: Saratoga 8250.....Air Time: Full Time  
 News Service .....UP  
 Representative .....R. Wittig  
 President .....Richard Eaton  
 Sta. Mgr.....Marvin Mirvis  
 Program Director.....Helen Wherley  
 Chief Engineer.....Cliff Inman

# WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Western Md. Bcstng.  
 Address.....450 Byrd Avenue  
 Phone: Cumberland 5001..Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative ..Radio Representatives, Inc.  
 President.....Richard A. Raese  
 General Manager.....Gary Schroeder  
 Commercial Manager.....Floyd V. Cozad  
 Pgm., Pub. Dir.....Edwin Meyer  
 Chief Engineer.....George Sokol, Jr.

# WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Belvedere Bcstg. Co.  
 Address.....1119 N. Charles St.  
 Phone Number.....Saratoga 7-3555  
 News Service .....UP  
 Representative .....McGillvra  
 Pres., Gen. Mgr.....Thomasc F. McNulty  
 Station Manager.....Lenore Feldman  
 Comm. Mgr.....Bentley Stecher  
 Chief Engineer.....Frank Murphy

# WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Cumberland Valley Bcstg. Co.  
 Address.....31 Frederick St.  
 Phone: 299.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative .....Branham  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....A. William German  
 Sales Prom. Mgr.....Virginia Rosenbaum  
 Pgm. Dir.....Michael Hurst  
 Publicity Director.....Robert Rosamond  
 Chief Engineer.....Ralf Wirgman

# WUST

BETHESDA—1951

Frequency: 1120 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Broadcast Management, Inc.  
 Address.....3143 U St., Wash, D. C.  
 Phone Number.....HO 2-0011  
 News Service .....UP  
 Representative.....Forjoe & Co.  
 Pres., Gen. Mgr.....Harold E. Sheffers

# WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Operated By.... Monocacy Bcstg. Co.  
 Address..... 1 West Seventh St.  
 Phone: Monument 3-4181.... Air Time Daytime  
 News Service ..... AP  
 Station Representative ..... Meeker  
 Membership ..... NARTB  
 President ..... Laurence Leonard  
 Commercial Manager..... Alan W. Long  
 Program Director..... John W. Cooley  
 Chief Engineer..... Howard Fisher

# WARK

HAGERSTOWN—1947—CBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... United Bcstg. Co., Inc.  
 Address ..... 128 S. Prospect St.  
 Phone: 4500..... Air Time: Full Time  
 News Service ..... UP  
 Station Rep..... United Bcstg.  
 President ..... Richard Eaton  
 General Manager ..... Samuel E. Phillips, Jr.  
 Prog. Dir., Farm Editor..... Hunter Reams  
 Chief Engineer..... G. Harold Brewer

# WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1249 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address ..... Franklin Court  
 Phone: 2323 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Grover C. Crilley  
 Sta., Comm. Mgr..... William H. Paulsgrove  
 Pub., Pgm., Dir..... Robert Leshner  
 Chief Engineer..... George McIntire

# WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.... Chesapeake Bcstg. Corp.  
 Address ..... P. O. Box 97  
 Phone: 800..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President, General-Station Mgr., Jason T. Pate  
 Comm.-Sales Prom. Mgr.... Charles W. Irwin  
 Pgm., Pub. Dir..... Bob Gray  
 Chief Engineer..... Gerald D. Johnson

# WKIK

LEONARDTOWN—1953

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.... Southern Md. Bcstrs. Inc.  
 Phone Number..... Greenwood 5-2211  
 News Service ..... UP  
 President..... James L. Bittner  
 General Manager..... Charles E. Springer  
 Commercial Mgr..... W. C. Redd  
 Chief Engineer..... James L. Bittner

# WPTX

LEXINGTON PARK—1953—KBS

Frequency: 920 Kc. .... Power: 500 Watts  
 Owned..... Patuxent Radio Inc.  
 Address..... 224 Great Mills Rd.  
 Phone: 2-1031..... Air Time: Daytime  
 Newspaper Affil..... Clearfield 'Progress'  
 News Service ..... AP  
 Trans. Service ..... Lang-Worth  
 Pres., Gen. Mgr..... W. J. Thomas  
 Sta., Sls., Prom. Mgr..... Charles Rutledge  
 Commercial Manager..... Edward Lenaway  
 Program Director..... Hazel Carnahan  
 Publicity Director..... Edward Lenaway  
 Chief Engr..... Harold Huhn

# WPGC

MORNINGSIDE—1954

Frequency: 1580 Kc. .... Power: 1000 Watts  
 Owner ..... WPGC Inc.  
 Phone..... Redwood 6-8000

# WINX

ROCKVILLE—1940

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By... Montgomery Cty. Bcstg. Co.  
 Phone: Poplar 2-4357..... Air Time: Daytime  
 News Service ..... UP  
 Sta. Rep..... United, Oakes  
 General Manager..... Richard Eaton  
 Program Director..... Pierre Eaton  
 Exec. V.P..... Arthur A. Snowberger

# WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. By.... The Peninsula Bcstg. Co.  
 Bus.-Studio Address..... Radio Park  
 Phone: 6131..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Burn-Smith  
 President..... John W. Downing  
 Gen., Sta., Comm. Mgr. .... Charles J. Truitt  
 Program Director..... John W. Downing, Jr.  
 Chief Engineer..... Jack W. Ward



# WGAY

SILVER SPRING—1946

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Tri-Suburban Bcstg. Corp.  
 Business Address . . . . . 11306 Kemp Mill Rd.  
 Phone Number . . . . . Juniper 9-1050  
 News Service . . . . . AP  
 Representative . . . . . Indie Sales  
 Membership . . . . . NARTB, RAB  
 President . . . . . John W. Kluge  
 Gen.-Sta. Mgr. . . . . Joseph L. Brechner  
 Comm. Mgr. . . . . Stuart J. Hepburn  
 Program Dir. . . . . Chuck Dulane  
 Chief Engineer . . . . . Arthur McDougall

# WTOW

TOWSON—1954

Frequency: 1570 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Suburban Time Mart

# WTTR

WESTMINSTER—1953

Frequency: 1470 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Carroll County Bcstg. Corp.  
 Address . . . . . Uniontown Road  
 Phone: 1170 . . . . . Air Time: Daytime  
 President . . . . . E. Miller Richardson  
 Gen., Sta., Comm. Mgr. . . . . R. H. Morgan  
 Prog. Dir. . . . . C. T. Buffington  
 Chief Engineer . . . . . Charles T. Buffington

# W DON

WHEATON—1953

Frequency: 1540 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Commercial Radio Equip. Co.  
 Address . . . 1319 F St. N.W., Washington, D. C.  
 Phone . . . . . District 7-1356  
 Owner, Gen. Mgr. . . . . Everett L. Dillard  
 Commercial Mgr. . . . . James A. Gustafson  
 Program Director . . . . . Robert E. Best  
 Chief Engineer . . . . . John Moran

## NERVE CENTER OF THE FABULOUS DEL-MAR-PENINSULA

# WBOC

960 KC — Full Time — Est. 1940

81,915 RADIO HOMES

MUTUAL NETWORK

\*Commands 65.8 percent of the radio listening audience.

# WBOC-TV

Channel 16

Est. 1954

42,750 TV HOMES

ABC, CBS, DUMONT NETWORKS

Only Television station with a consistent signal in area.

RADIO-TV PARK . . . . . SALISBURY, MD.

SERVING 301,700 POPULATION; \$430,000,000 RETAIL SALES

President: John W. Downing

General Manager: Charles J. Truitt

\* Conlan Survey: Mon. through Fri. average, 6 AM-12 M, 63.3%; 12 M-6 PM, 68.1%; 6 PM-11 PM, 66.1%

# MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — Families 1,505,000

Radio Homes 1,489,000 — TV Homes 1,370,000 — Stations in State 50

## WARA

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By: Attleboro Radio Assn.  
Address: 8 N. Main St.  
Phone Number: AT 1-1320  
Representative: Walker  
News Service: UP  
Membership: NARTB  
General Manager: Keith S. Field  
Commercial Mgr.: William A. Dawson, Jr.  
Program Director: David P. Mohr  
Chief Engineer: Raymond D. Arwold

## WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. By: WBMS, Inc.  
Business-Studio Add.: Hotel Shelton  
Phone: Copley 7-3005 Air Time: Daytime  
News Service: UP  
Representative: Indie Sales  
President: John Laux  
General Manager: Norman Furman  
Station Mgr.: F. S. Bailey  
Chief Engineer: Donald Snider

## WBZ - WBZA

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned: Westinghouse Bestg. Co. Inc.  
Business-Studio Add.: 1170 Soldiers Field Rd.  
Phone Number: ALgonquin 4-5670  
News Service: AP, UP  
Transcription Service: Thesaurus  
Membership: RAB  
Representative: Free & Peters  
President: Chris J. Witting  
Exec. Vice Pres.: J. E. Baudino  
Station Manager: P. E. Mills  
Commercial Mgr.: William J. Williamson  
Promotion Manager: C. Lud Richards  
Program Manager: Avner Rakov  
Chief Engineer: W. H. Hauser  
Publicity Director: Joseph Cullinane

## WCOP

BOSTON—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By: Post Pub. Co.  
Business-Studio Address: 485 Boylston St.  
Phone: Copley 7-0123 Air Time: Full Time  
News Service: AP

Newspaper Affil.: Boston Post  
Transcription Service: World  
Representative: Weed  
President: John J. Fox  
Gen., Sta. Mgr.: Roy V. Whisnand  
Commercial Mgr.: P. T. McGovern  
Prog. Dir.: Irvin Dierdorff  
Chief Engineer: Roland C. Hale

## WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By: CBS Radio Division  
Business-Studio Address: 182 Tremont St.  
Phone: HUBbard 2-2323 Air Time: Full Time  
News Service: AP, UP  
Transcription Service: Lang-Worth  
Representative: CBS Radio Spot Sales  
Membership: NARTB, RAB  
President: Adrian Murphy  
Gen., Sta. Mgr.: Harvey J. Struthers  
Commercial Mgr.: Emmett J. Heerd, Jr.  
Sales Prom. Mgr.: John T. Curry, Jr.  
Program Director: K. R. Ovenden  
Publicity Director: Marie H. Houlahan  
Chief Engineer: Harold A. Doraschug

## WHDH

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By: WHDH, Inc.  
Bus-Studio Address: 6 St. James Ave.  
Phone: HANcock 6-5500 Air Time: Full Time  
Newspaper Affil.: Boston Herald  
News Service: AP  
Representative: John Blair  
Membership: NARTB, RAB  
President: Robert B. Choate  
V.P., Managing Dir.: William B. McGrath  
Commercial Manager: Alexander M. Tanger  
Program Director: George M. Perkins  
Sales Prom. Mgr., Pub. Dir.: William E. Shea  
Chief Engineer: Philip K. Baldwin

## WMEX

BOSTON—1934

Frequency: 1510 Kc. Power: 5000 Watts  
Owned-Oper. By: The Northern Corp.  
Business-Studio Address: 70 Brookline Ave.  
Phone: CO 6-3900 Air Time: Full Time  
News Service: INS  
Transcription Service: SESAC  
Pres., Prog. Dir.: John E. Reilly  
General Manager: William S. Pote  
Commercial Manager: Lawrence Flynn  
Sales Promotion Manager: George Kaplan  
Chief Engineer: William Ferruzzi



# WNAC

**BOSTON—1922—MBS-YANKEE**

Frequency: 680 Kc. Power: 50 Kw. d.  
 Owned-Oper. By...Yankee Net. Div., General  
 Teleradio, Inc.  
 Bus.-Studio Address...21 Brookline Ave.  
 Phone: CO 6-0800. Air Time: Full Time  
 News Service...INS, UP  
 Representative...H-R Reps.  
 Membership...NARTB  
 President...Tom O'Neil  
 Exec. V.P., Gen. Mgr...Norman Knight  
 Vice President...George Steffy  
 Commercial Manager...Tom Bateson  
 Sales Prom. Mgr...George Hallberg  
 Program Director...John D. Maloy  
 Publicity Director...Phyllis Doherty  
 Chief Engineer...L. B. Robinson

# WORL

**BOSTON—1950**

Frequency: 950 Kc. Power: 5000 Watts d.  
 Owned-Oper. By...Pilgrim Bcstg. Co.  
 Address...92 State St.  
 Phone: Lafayette 3-4000. Air Time: Full Time  
 News Service...AP  
 Representative...Headley Reed Co.  
 President...Joseph A. Dunn  
 Gen., Sta., Comm. Mgr...Arthur E. Haley  
 Program Director...Norm Prescott  
 Pub. Dir...Polly Haddad  
 Chief Engineer...John Parker

# WVDA

**BOSTON—1953—ABC**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By...Vic Diehm Assoc. Inc.  
 Address...275 Tremont St.  
 Phone: Hancock 6-1122. Air Time: Full Time  
 News Service...UP  
 Representative...Raymer  
 Membership...NARTB  
 President...Vic Diehm  
 Station, Comm. Mgr...Len Hornsby  
 Program Director...John Mounteer  
 Promotion Mgr...Gay Swankin  
 Publicity Dir...Bob Martin  
 Chief Engineer...Kenneth Smith

# WVOM

**BOSTON-BROOKLINE—1948—KBS**

Frequency: 1600 Kc. Power: 5000 Watts  
 Owned-Oper. By...The Boston Bcstg. Corp.  
 Address...790 Commonwealth Ave.  
 Phone: BEacon 2-5650. Air Time: Full Time  
 Transcription Service...Thesaurus  
 News Service...UP  
 V.P., Gen. Mgr...Benjamin Bartzoff  
 Program Director...James A. Fitzgerald, Jr.  
 Chief Engineer...Jerome Bartzoff

# WBET

**BROCKTON—1946**

Frequency: 1460 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Enterprise Publishing Co.  
 Business-Studio Address...60 Main St.  
 Phone: Brockton 7062. Air Time: Full Time  
 News Service...AP  
 Newspaper Affil...Enterprise Times  
 Transcription Service...Thesaurus  
 Representative...Walker  
 Membership...NARTB, RAB  
 General Manager...Charles A. Fuller  
 Commercial Mgr...Earle G. Clement  
 Program Director...Arthur B. Jones  
 Chief Engineer...Charles Nowell

# WTAO

**CAMBRIDGE—1948**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By...Middlesex Bcstg. Corp.  
 Address...439 Concord Ave.  
 Phone Number...Eliot 4-0500  
 News Service...AP  
 Membership...NARTB, RAB  
 President...Frank J. Lyman, Jr.  
 General Manager...Theodore B. Pitman, Jr.  
 Commercial Mgr...John H. Kimball, Jr.  
 Program Director...Edward Penney, Jr.  
 Chief Engineer...John Hotz



# WVDA

**BOSTON, MASS. ABC**

WVDA gives you more news and commentary than any TWO Boston stations combined and is the only station in the nation broadcasting ONLY news in the early morning, 6:00-8:30 A.M. The high calibre reporting of the news is reflective on all stations in the Vic Diehm group. Together with WDVA, WAZL, WHOL, WHLM and WIDE are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM  
 President  
 Rep. Paul H. Raymer Co.

# W A C E

## CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Regional Bcstg. Co.  
 Business Address: Hotel Bridgeway  
 Phone: 6-1323 Air Time: Daytime  
 News Service: INS  
 Representative: Bolling  
 Membership: NARTB, RAB  
 President: David Hayes  
 Gen. Sta., Comm. Mgr.: Ralph J. Robinson  
 Prog. Dir.: Ed Carter  
 Chief Engineer: H. R. Glinka

# W A L E

## FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Narragansett Bcstg. Co.  
 Address: 374 Central St.  
 Phone: 4-1400 Air Time: Full Time  
 News Service: UP  
 Newspaper Affil.: Transcript  
 Representative: Walker  
 Pres., Gen. Sta. Mgr.: George L. Sisson, Jr.  
 Commercial Mgr.: Markey Gosciminski  
 Sales Prom. Mgr.: J. Roger Sisson  
 Chief Engineer: Roland Berube

# W S A R

## FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Oper. By: Fall River Bcstg. Co., Inc.  
 Business-Studio Address: Academy Bldg.  
 Phone: 7-9477 Air Time: Full Time  
 Newspaper Affiliation: Herald News, Inc.  
 News Service: UP  
 Representative: Headley-Reed, Kettell-Carter  
 President: Frank W. Miller, Jr.  
 Gen. Mgr., Treas.: Lincoln W. N. Pratt  
 Commercial Manager: Cornelius Sullivan  
 Program Director: Joseph Welch  
 Chief Engineer: John Pavao

# W E I M

## FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By: WEIM, Fitchburg, Inc.  
 Business-Studio Address: 717 Main St.  
 Phone: Fitchburg 3-3766 Air Time: Full Time  
 News Service: UP  
 Membership: NARTB  
 Representative: Walker, Kettell-Carter  
 President: Henry G. Molina, Jr.  
 Station Mgr.: Al Maffie  
 Commercial Mgr.: James W. Chalmers  
 Chief Engineer: Ted Kallin

# W F G M

## FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Wachusett Bcstg. Co.  
 Address: 455 Main St.  
 Phone: 3-4897 Air Time: Daytime

Representative: Walker  
 News Service: UP  
 Transcription Service: SESAC  
 Pres., Gen., Sta. Mgr.: David M. Myers  
 Sales Prom. Mgr.: Joseph R. Rich  
 Program Director: Tal Hood  
 Pub. Dir.: Kirk Anderson  
 Chief Engineer: Donald L. Coleman

# W K O X

## FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.  
 Owned-Operated By: WKOX, Inc.  
 Bus.-Studio Address: Mt. Wayte Ave.  
 Transcription Service: World  
 Representative: Kettell-Carter, Grant Webb  
 President: Albert A. Anderson  
 General Manager: Richard E. Adams  
 Commercial Manager: Lewis F. Sargent  
 Program Dir.: Roy Leonard  
 Chief Engineer: Francis Bartol

# W G A W

## GARDNER—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: Gardner Bcstg. Co.  
 Business Number: 3 Pleasant St.  
 Phone: 1490 Air Time: Full Time  
 News Service: UP  
 Representative: Borgatti, Inc., Webb  
 Pres. & Treas.: Emilien R. Robillard  
 V.P., Gen. Mgr.: William C. Engel  
 Commercial Mgr.: Ernest T. Smiddy  
 Program Director: Durham Caldwell  
 Chief Engineer: Gordon Wiley

# W H A I

## GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: John W. Haigis  
 Business-Studio Address: 354 Main St.  
 Phone: 4301 Air Time: Full Time  
 News Service: AP  
 Representative: Walker  
 Membership: RAB, NARTB  
 President: John W. Haigis, Sr.  
 Gen., Sta. Mgr.: John W. Haigis, Jr.  
 Commercial Manager: H. W. Nichols  
 Sales Prom. Mgr., Pub. Dir.: Thomas J. Kelly  
 Program Director: Ira I. Hewey  
 Chief Engineer: Leland F. Wheeler

# W H A V

## HAVERHILL—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: WHAV, Inc.  
 Business-Studio Address: 30 How St.  
 News Service: UP  
 Representative: Nona Kirby Co.  
 Membership: RAB  
 Station Manager: Robert I. Kimel  
 Commercial Mgr.: John J. Kirby  
 Program Director: Arthur Flynn  
 Chief Engineer: David Cate

# W H Y N

**HOLYOKE-SPRINGFIELD—1941**  
CBS

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Oper. By...Hampden—Hamshire Corp.  
Address.....1300 Liberty St., Springfield  
Phone: Springfield 4-1126..Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Branham, Weed  
Membership.....NARTB  
Gen., Sta. Mgr.....Charles N. DeRose  
Commercial Manager....Patrick J. Montague  
Prog. Director.....W. Martin  
Chief Engineer.....Harold Schumacher

# W R E B

**HOLYOKE—1948—KBS**

Frequency: 930 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Valley Bcstg. Corp.  
Address.....Holyoke Nat. Bank Bldg.  
Phone Number.....2-3296  
Transcription Service.....SESAC  
News Service.....AP  
Representative...Kirby, WREB Radio Sales  
President.....James H. Wakelin  
Sta., Pgm. Mgr.....John H. Vondell, Jr.  
Sales Mgr.....Robert H. Berger  
News Director.....Richard H. Stewart  
Chief Engineer.....Donald A. Redman

# W C C M

**LAWRENCE—1947**

Frequency: 800 Kc. ...Power: 1000 Watts d.  
Owned-Oper. By.....Lawrence Bdcstg. Co.  
Address.....278 Essex Street  
Phone Number.....Lawrence 3-7171-2  
News Service.....AP  
Representative.....Foster, Walker  
Membership.....RAB  
Pres., Gen. Mgr.....Geo. H. Jaspert  
Comm., Sta. Mgr.....Daniel Ruggles, III  
Program Director.....Pete Ward  
Chief Engineer.....John David Bodel

# W C A P

**LOWELL—1951**

Frequency: 980 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Northeast Radio Inc.  
Address.....243 Central St.  
Phone: 4-0404.....Air Time: Daytime  
News Service.....UP  
Membership.....RAB  
Representative.....Kettell-Carter  
President.....Israel Cohen  
Gen., Sta. Mgr.....William J. Warren  
Chief Engineer.....Theodore Cohen

# W L L H

**LOWELL-LAWRENCE—1934—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Merrimac Bdcstg. Co.

Address.....39 Kearney Sq., Lowell  
Phone: Glenview 8-8715.....Lawrence 2-2148  
Air Time.....Full Time  
News Service.....UP  
Representative.....Bloomberg  
President.....Gerald Harrison  
Sta. Mgr.....Dana W. Fitzgerald  
Program Director.....Tom Clayton  
Commercial Manager.....Haskell Bloomberg  
Chief Engineer.....Anthony G. Michaels

# W L Y N

**LYNN—1946**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Puritan Bcst. Service, Inc.  
Business-Studio Address.....7 Willow St.  
Phone: LY 5-6200.....Air Time: Full Time  
News Service.....UP  
Station Representative.....Walker  
President.....Theodore Feinstein  
General Manager.....Melvin Lahr  
Chief Engineer.....Richard Drapeau

# W H I L

**MEDFORD—1952**

Frequency: 1430 Kc.....Power: 500 Watts d.  
Owned-Operated By.....Conant Bcstg. Co.  
Address.....99 Revere Beach Pkwy.  
Phone Number.....Mystic 8-2250  
News Service.....UP  
Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow  
Commercial Mgr.....Joseph Kruger  
Sales Prom. Mgr.....Arthur Stamler  
Chief Engineer.....Sal Fulchino

# W B S M

**NEW BEDFORD—1949**

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Oper. By.....Bay State Bcstg. Co.  
Address.....Pope's Island  
Phone Number.....3-1767  
Representative.....The Bolling Co.  
Membership.....NARTB  
News Service.....UP  
President.....Joseph P. Duchaine  
General Manager.....Otto F. A. Arnold  
Program Dir.....Chris Clark  
Commercial Manager.....Richard G. Evans  
Chief Engineer.....Brownell Brightman

# W N B H

**NEW BEDFORD—1921—MBS**  
YANKEE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....E. Anthony & Sons, Inc.  
Business-Studio Address.....555 Pleasant St.  
Phone: 5-7411.....Air Time: Full Time  
News Service.....AP  
Newspaper Affiliation.....Standard-Times  
Representative...Walker Co., Bertha Bannan  
Man., Comm. Mgr.....Henry N. Solomon  
Program Director.....James Gleason  
Publicity Director.....Robert Sayre

**WMNB**

**NORTH ADAMS—1947**

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Oper. By. .Northern Berkshire Bcstg. Co.  
 Bus. Studio-Transmitter Address. .466 Curran  
 Phone: MOhawk 3-6567. . . . .Air Time: Full Time  
 News Service . . . . .AP  
 Transcription Service. . . . .Thesaurus  
 Representative . . . . .McGillivra, Kirby  
 Membership . . . . .NARTB  
 Pres., Gen. Mgr. . . . .J. Gordon Keyworth  
 Prog. Dir. . . . .L. G. Truesdale

**WNAW**

**NORTH ADAMS—1949**

Frequency: 860 Kc. ....Power: 250 Watts d.  
 Owned-Operated By. . . . .Cecil F. Clifton  
 Address . . . . .Box 193  
 Phone: MOhawk 3-5356. . . . .Air Time: Daytime  
 News Service . . . . .UP  
 Transcription Service. . . . .Associated, Cole  
 President. . . . .Cecil H. Clifton  
 General Manager. . . . .Robert E. Dain  
 Chief Engineer. . . . .Ralph Haneman

**WHMP**

**NORTHAMPTON—1950**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Oper. By. . . . .Pioneer Valley Bcstg. Co.  
 Address. . . . .78 Main St.  
 Phone: 4275. . . . .Air Time: Full Time  
 News Service . . . . .AP  
 Representative. . . . .Louis Borgatti, Webb  
 President. . . . .John H. Williams  
 Gen., Sta., Comm. Mgr. . . . .Alexander W. Milne  
 Program Director. . . . .Joseph T. Fennessey  
 Chief Engineer. . . . .David Angell

**WBEC**

**PITTSFIELD—1947—ABC**

Frequency: 1490 Kc. ....Power: 250 Watts  
 Owned-Oper. By. . . . .Western Mass. Bcstg. Co.  
 Business-Studio Address. . . . .30 Eagle St.  
 Phone: 8292. . . . .Ar Time: Full Time  
 Newspaper Affiliation. . . . .Evening Eagle  
 News Service . . . . .AP  
 Transcription Service . . . . .World  
 Membership . . . . .NARTB  
 Rep. . . . .Everett-McKinney, Kettell-Carter  
 President. . . . .Donald B. Miller  
 Gen., Comm., Prom. Mgr. . . . .W. Wendell Budrow  
 Program Director. . . . .Theodore Miller  
 Chief Engineer. . . . .Walton Ayer

**WBRK**

**PITTSFIELD—1938—MBS-YANKEE**

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By. . . . .Greylock Bcstg. Co.  
 Business-Studio Address. . . . .8 Bank Row

Phone: 2-1553. . . . .Air Time: Full Time  
 News Service . . . . .UP  
 Transcription . . . . .Lang-Worth  
 Representative . . . . .Walker, Borgatti  
 Membership . . . . .NARTB, RAB  
 President . . . . .Leon Podolsky  
 Gen., Sta., Comm. Mgr. . . . .Walter Kearsey  
 Sales Promotion Manager. . . . .Robert H. Burbank  
 Program Dir. . . . .Edward Merritt  
 Chief Engineer. . . . .Edward Taffett

**WJDA**

**QUINCY—1947**

Frequency: 1300 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By. . . . .South Shore Bcstg. Co., Inc.  
 Business-Studio Address. . . . .Box 373  
 Phone: Mayflower 9-1300. . . . .Air Time: Full Time  
 News Service . . . . .UP  
 Transcription Service . . . . .World  
 Representative. . . . .Grant Webb, Kirby  
 Pres., Gen., Sta. Mgr. . . . .James D. Asher  
 Program Dir. . . . .Charles Glass  
 Chief Engineer. . . . .Arthur F. Lane

**WESX**

**SALEM—1939**

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Oper. By. . . . .North Shore Bcstg. Co.  
 Business-Studio Address. . . . .P. O. Box 710  
 Phone: Salem 5670. . . . .Air Time: Full Time  
 Transcription Service . . . . .World  
 Station Rep. . . . .Grant Webb, Nona Kirby  
 Commercial Mgr. . . . .Charles Asher  
 Pres., Gen., Sta. Mgr. . . . .William C. Asher  
 Program Director. . . . .Norman Durkee

**WBZA - WBZ**

(Synchronous Operation)  
**SPRINGFIELD-BOSTON—1921**

**NBC-NERN**

(See Boston Listing)

**WJKO**

**SPRINGFIELD—1948**

Frequency: 1600 Kc. ....Power: 5000 Watts d.  
 Owned-Oper. By. . . . .Springfield Bcstg. Co.  
 Address. . . . .P. O. Box 898  
 Phone: 2-7487. . . . .Air Time: Daytime  
 News Service . . . . .UP  
 Representative. . . . .Gill, Perna, Nona Kirby  
 Pres., Comm. Mgr. . . . .Earle G. Hewinson, Sr.  
 Gen. Mgr., Prog. Dir. . . . .Chris M. Mamitsas

**WMAS**

**SPRINGFIELD—1932—MBS  
 YANKEE**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By. . . . .WMAS, Inc.  
 Business-Studio Address. . . . .101 West St.  
 Phone: RE 7-1414. . . . .Air Time: Full Time

News Service .....UP  
 Representative .....H.R. Reps  
 Membership .....NARTB  
 President .....Gerald Harrison  
 Station Manager.....Robert Donahue  
 Commercial Mgr.....Zachary Land  
 Chief Engineer.....John Michnovsz

# WSPR

**SPRINGFIELD—1936—ABC**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WSPR, Inc.  
 Business Address.....63 Chestnut St.  
 Phone: 2-4181.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....RCA, Thesaurus  
 Representative .....George P. Hollingbery  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Alan C. Tindal  
 Commercial Manager.....John J. Sullivan  
 Program Dir.....Paul Monson  
 Chief Engineer.....George Townsend

# WPEP

**TAUNTON—1949**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Silver City Bcstg. Co.  
 Address .....174 Broadway  
 Phone: 4-7528.....Air Time: Full Time  
 News Service .....UP  
 President.....J. Marshall McGregor  
 General Manager.....James Milton Hammond  
 Sta. Mgr.....Joseph G. Quill  
 Commercial Mgr.....Edwin Stawnlak  
 Production Dir.....Charles S. Williams  
 Chief Engineer.....Lawrence Prado

# WARE

**WARE—1945—KBS**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Central Bdcstg. Co.  
 Business-Studio Address.....East St.  
 Phone: Ware 1250.....Air Time: Daytime  
 News Service .....AP  
 President.....H. Scott Killgore  
 Gen., Sta. Mgr.....William R. Sweeney  
 Comm., Sls. Prom. Mgr.....J. R. Jones  
 Prog., Pub. Dir.....L. L. Winiarski  
 Chief Engineer.....David R. Pryce

# WCRB

**WALTHAM—1948**

Frequency: 1330 Kc.....Power 1 Kw.  
 Owned.....Charles River Bcstg. Co.  
 Address.....Sheraton Plaza Hotel  
 Phone: Waltham 5-7080...Air Time: Full Time  
 News Service .....UP  
 Station Rep.....Kirby Nat'l Good Music  
 Membership .....BAB  
 Pres., Gen. Mgr.....Theodore Jones  
 Prog. Dir., Chif Engr.....Richard L. Kaye

# WTXL

**WEST SPRINGFIELD—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Ovned-Operated By.....Telecolor Corp.  
 Address.....34 Sylvan St.  
 Phone: RE 9-4768.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Walker  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....L. A. Reilly  
 Commercial Manager .....Holland D. Cameron  
 Station Mgr.....J. L. Spates

# WOCB

**WEST YARMOUTH—1940  
MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By .....E. Anthony & Sons  
 Address.....South Sea Avenue  
 Phone Number.....Hyannis 502  
 Representative .....Walker  
 President .....Basel Brewer  
 Pub., Comm. Mgr.....Paul Stiles  
 Program Director.....Marilyn Boesse  
 Chief Engineer.....Frank L. Lynch

# WAAB

**WORCESTER—1931—MBS**

Frequency: 1440 Kc.....Power: 5000 Watts  
 Owned by .....WAAB, Inc.  
 Business-Studio Address .....34 Mechanic St.  
 Phone: 2-5611.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Forjoe  
 Pres., Gen. Mgr.....Gorge F. Wilson  
 Commercial Mgr.....Wayne Teeter  
 Sales Prom. Mgr.....Robert Krieger  
 Chief Engineer.....George Capalbo

# WNEB

**WORCESTER—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....New England Bcstg. Co.  
 Address.....405 Main St.  
 Phone: 6-4672.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Bolling  
 Membership .....NARTB  
 President.....Paul C. Lytle  
 Gen. Mgr.....John J. Hurley  
 Commercial Mgr.....Edward T. McCann, Jr.  
 Program Director.....Thomas J. Decker  
 Chief Engineer.....Vernon P. Wilson

# WORC

**WORCESTER—1925—ABC**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WORC, Inc.  
 Business-Studio Address.....4 Walnut St.  
 Phone: 5-3101.....Air Time: Full Time  
 News Service .....AP

Representative... Headley-Reed, Kettell-Carter  
 President..... Robert F. Bryar  
 General Manager..... Kenneth M. Cooper  
 Commercial Mgr..... Herman M. Rosen  
 Chief Engineer..... Carroll Philbrook

Newspaper Affiliation..... Telegram & Evening Gazette  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative..... Henry L. Christal Co.  
 Membership ..... NARTB, RAB  
 Vice-Pres., Gen. Mgr..... Robert W. Booth  
 Vice Pres., Sta. Mgr..... Herbert L. Krueger  
 Commercial Manager..... Robert J. Brown  
 Sales Promotion Manager. Bernard J. La Plante  
 Prod., Pgm. Dir..... A. J. Brissette  
 Chief Engineer..... E. A. Browning

## W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WTAG, Inc.  
 Business-Studio Address..... 18 Franklin St.  
 Phone: 5-4321..... Air Time: Full Time

# MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — Families 2,020,000  
 Radio Homes 2,016,000 — TV Homes 1,680,000 — Stations in State 74

## W A B J

ADRIAN—1947

Frequency: 1490 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..... Gerity Bcstg. Co.  
 Address..... 2982 Treat Rd.  
 Phone: Colfax 5-7123..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service..... Thesaurus  
 Station Rep..... Hil Best  
 Membership ..... NARTB, RAB  
 President..... James Gerity, Jr.  
 General Manager ..... O. Wm. Myers  
 Commercial Manager..... Albert Bishop  
 Chief Engineer..... Galen Stutzman

Business Address..... M-32 West  
 Phone: 1049..... Air Time: Full Time  
 News Service ..... AP  
 General Manager..... Les Biederman  
 Station Manager..... Drew McClay  
 Chief Engineer..... William Kiker

## W H R V

ANN ARBOR—1946—ABC

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Huron Valley Bcstrs., Inc.  
 Address..... P. O. Box 608  
 Phone: NO 2-4573..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Walker  
 President..... J. F. Hopkins  
 Station Manager..... Steve Filipiak  
 Commercial Mgr..... James H. Hopkins, Jr.  
 Program Director..... Richard F. Harner  
 Publicity Director..... Donald A. Herman  
 Chief Engineer..... James Allen

## W A L M

ALBION—1952—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..... Calhoun Bcstg. Co.  
 Address..... Hawes Bldg.  
 News Service ..... UP  
 President..... J. C. Bedient  
 General Manager..... M. H. Wirth  
 Program Director..... Park Watson

## W P A G

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By..... Washtenaw Bcstg. Co.  
 Bus.-Studio Address..... 3rd Floor, Hutzel Bldg.  
 Phone: NO 2-5517..... Air Time: Daytime  
 Transcription Service..... Thesaurus  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 President..... Arthur E. Greene  
 Gen. Sta. Manager..... Edward F. Baughn  
 Commercial Manager..... Kenneth MacDonald  
 Chief Engineer..... D. N. Bowdish

## W F Y C

ALMA—1948—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... WFYC, Inc.  
 News Service ..... UP  
 Membership ..... RAB  
 Trans. Service ..... Lang-Worth, World  
 President..... L. R. Kamperman  
 V.P., Gen. Mgr..... David W. Sommerville  
 Chief Engineer..... Bruce Rigg

## W L E W

BAD AXE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.  
 Owned-Operated By..... Port Huron Bcstg. Co.  
 Address..... 935 S. Van Dyke Rd.  
 Phone: 1010..... Air Time: Daytime

## W A T Z

ALPENA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Midwestern Bcstg. Co.

Representative ..... Gill, Perna  
 Transcription Service ..... Standard  
 News Service ..... UP  
 Gen. Mgr. .... John Wismer  
 Station Manager ..... Jim Muehlenbeck  
 Prog. Dir. .... Dick Estell  
 Chief Engineer ..... Don Clotier

## WBCK

**BATTLE CREEK—1948—MBS**

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Michigan Bcstg. Co.  
 Address ..... 402 Security Natl. Bank Bldg.  
 Phone: WO 3-5555 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Burn Smith  
 President ..... Robert H. Holmes  
 General Mgr. .... E. F. Cahill  
 Chief Engineer ..... Harley Hammond

## WELL

**BATTLE CREEK—1925—ABC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. Federated Publications, Inc.  
 Address ..... Michigan National Bank Bldg.  
 Phone: WO 4-7173 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Meeker  
 Membership ..... NARTB, RAB  
 General Manager ..... Dan E. Jayne

Comm. Mgr., Pgm. Dir. .... Forrest F. Owen  
 Chief Engineer ..... Earl J. Stone

## W B C M

**BAY CITY—1928—ABC**

Freq.: 1440 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By ..... Bay Bcstg. Co., Inc.  
 Business-Studio Address ..... Wagonah Hotel  
 Phone: 7551-2 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 Membership ..... RAB  
 President ..... Harley D. Peot  
 Gen.-Station-Comm. Mgr. .... Hugh A. Glessel  
 Program Director ..... Charles E. Anthony  
 Chief Engineer ..... Ralph H. Carpenter

## W H F B

**BENTON HARBOR—1947**

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Palladium Publ. Co.  
 Address ..... Fairplain Ave.  
 Phone: 5-2113 ..... Air Time: Daytime  
 News Service ..... AP  
 Newspaper Affil. .... Palladium, Herald Press  
 Transcription Service ..... World, Thesaurus  
 Representative ..... Hal Holman  
 Membership ..... NARTB, RAB  
 President ..... Stanley R. Banyon  
 Gen., Sta. Mgr. .... J. P. Scherer  
 Program Director ..... Ray M. Turner  
 Chief Engineer ..... Munson Robinson

# 1<sup>ST</sup> IN AUDIENCE

in Greater Battle Creek

## Pulse

- First choice of radio listeners among 92,734 people in city area 68% of the time according to Pulse survey.
- Best bet for bonus audience of over 340,000 in four county primary coverage area.

930 KC • 1000 WATTS • MBS NET

Represented Nationally by Burn-Smith Inc.

**WBCK** radio

Battle Creek, Mich.

# WELL

**BATTLE CREEK**

*Battle Creek's  
top-rated station*

and the best buy because...

- 30 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by  
**ROBERT MEEKER  
ASSOCIATES, INC.**

521 — 5th Avenue  
New York City

250W • 1400

**WELL**

**NOW!... double the wallop in the Detroit area!**

**CKLW-TV**  
channel

**9**

**325,000  
WATTS**

**CKLW**  
radio  
**800 kc**

**50,000  
WATTS**

**THE  
MOST POWERFUL  
RADIO AND TELEVISION  
COVERAGE  
IN THE  
MARKET!**

**Adam J. Young Jr. Inc.  
National Rep.**

**J. E. Campeau, Pres.  
Guardian Bldg.  
Detroit**



**W B R N**

**BIG RAPIDS—1953—KBS**

Frequency: 1460 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By.....Paul A. Brandt  
 Address.....P. O. Box 825  
 Phone Number.....648  
 News Service.....AP  
 Transcription Service...Lang-Worth, SESAC  
 Membership.....RAB  
 Representative.....Holman  
 Owner.....Paul A. Brandt  
 General Manager.....Spencer Denison

**W A T T**

**CADILLAC—1945—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Midwestern Bcstg. Co.  
 Business-Studio Address.....U. S. 131, South  
 Phone Number.....PR 5-7831  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Hal Holman  
 President.....Les Biederman  
 Station Manager.....Art Nyhus  
 Sales Manager.....M. L. Chandler  
 Chief Engineer.....Bill Kiker

**W C B Y**

**CHEBOYGAN—1954**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Straits Bcstg. Co.  
 Address.....Mackinaw Ave.  
 Phone: 554.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Best  
 Pres., Gen., Sta. Mgr.....Richard E. Hunt  
 Comm., Sales Prom. Mgr.....Ben Morrow  
 Prog., Pub. Dir.....Bob Clark, Jr.  
 Chief Engineer.....Norbert C. Poepelman

**W T V B**

**COLDWATER—1949**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Twin Valley Bdcstrs, Inc.  
 Address.....Box 32  
 Phone Number.....1230  
 News Service.....AP  
 Trans. Service.....World, Thesaurus, Cole  
 Representative.....Hil F. Best  
 Membership.....RAB  
 President.....George Hosek  
 Gen., Sta. Mgr.....E. Harold Munn, Jr.  
 Program Dir.....William Traphagen  
 Chief Engineer.....Virgil Royer

**C K L W**

**DETROIT-WINDSOR—1932—MBS  
 CBC**

Frequency: 800 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Western Ontario Bcstg. Co.,  
 Ltd., Essex Bcstrs., Inc.

Business Address..3300 Guardian Bldg., Det.  
 825 Sandwich St. W. Windsor  
 Phone..Woodward 1-7200, W., CL 4-1155, Det.  
 Air Time.....Full Time  
 News Service.....INS, UP  
 Transcription Service.....World, Thesaurus  
 Representative.....All Canada Facilities,  
 Adam J. Young, Jr.  
 Membership.....NARTB  
 President, General Mgr.....J. E. Campeau  
 Dir., Oper.....S. C. Ritchie  
 Commercial Manager.....E. Wilson Wardell  
 Program Director.....John Gordon  
 Sales Prom. Mgr.....Woodruff Crouse  
 Publicity Director.....Art Gloster  
 Chief Engineer.....W. J. Carter

**W J B K**

**DETROIT—1926**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Storer Bcstg. Co.  
 Business-Studio Address.....500 Temple Ave.  
 Phone: TEmple 3-7900.....Air Time: Full Time  
 News Service.....INS, UP  
 Representative.....Katz Agency  
 Membership.....NARTB, RAB  
 President.....George B. Storer, Sr.  
 Managing Director.....Harry Lipson  
 Sales Director.....Al Nagler  
 Sales Prom. Mgr.....Kenneth H. Boehmer  
 Program Director.....Richard Fischer  
 Pub. Dir.....E. Von Grimmenstein  
 Chief Engineer.....Paul O. Frincke

**W J L B**

**DETROIT—1926**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Booth Radio & TV Stas.  
 Business Address.....Broderick Tower  
 Phone: Woodward 5-2000.....Air Time: Full Time  
 Newspaper Affiliation.....Booth  
 News Service.....AP  
 Membership.....NARTB  
 Transcription Service.....World  
 Representative.....ForJoe  
 President.....John L. Booth  
 Gen., Sta. Mgr.....Edwin E. Nyy  
 Commercial Mgr.....Eric V. Hay  
 Sales Prom. Mgr.....George Kendall  
 Chief Engineer.....Edward H. Clark

**W J R**

**DETROIT—1926—CBS**

Frequency: 760 Kc....Power: 50,000 Watts  
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
 Address.....2100 Fisher Bldg.  
 Phone: Trinity 5-4440.....Air Time: Full Time  
 News Service.....AP, INS, UP  
 Trans. Ser.....Thesaurus, Lang-Worth  
 Representative....Christal, Radio Time Sales  
 Membership.....NARTB, RAB  
 President.....John F. Patt  
 V.P., & Gen. Mgr.....Worth Kramer  
 Sec'y-Treas.....William G. Stebert

Advt. & Pub. Rel. Dir.....James Quello  
 Operations Mgr.....F. S. Moore  
 Sales Service, Research Dir.. F. A. McPhillips  
 Sales Manager.....Elmer O. Wayne  
 Prog. Mgr.....Ron Gamble  
 Chief Engineer.....A. Friedenthal

Phone: 3190-1.....Air Time: Full Time  
 News Service.....AP  
 Membership.....BAB  
 Representative.....Walker  
 Pres., Gen. Mgr.....George D. Lindenthal  
 Station Manager.....F. J. Lindenthal  
 Publicity Director.....Wm. J. Duchawe  
 Chief Engineer.....Henry C. Olsen

**W K M H**  
 DETROIT—1946

Freq.: 1310 Kc.....Power 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WKMH, Inc.  
 Address.....15001 Michigan Ave.  
 Phone: Tiffany 6-8500.....Air Time: Full Time  
 News Service.....UP, INS  
 Transcription Service.....Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 V.P., Managing Dir.....George M. Miller  
 Commercial Mgr.....John J. Carroll  
 Program Director.....Bob Seymour  
 Chief Engineer.....Jerrold Martin

**W E S K**

ESCANABA—1953—NBC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....M & M Bcstg. Co.  
 Address.....Sherman Hotel  
 Phone: 3750.....Air Time: Full Time  
 News Service.....UP  
 President.....William E. Walker  
 General Manager.....Barclay Conley  
 Commercial Manager.....Don Gamelin  
 Program Director.....Eric Parker  
 Chief Engineer.....Alister Alexander

**W W J**

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Evening News Assn.  
 Address.....622 W. Lafayette  
 Phone: Woodward 2-2000. Air Time: Full Time  
 Newspaper Affiliation....."Detroit News"  
 News Service.....AP, UP  
 Trans. Serv. ....Lang-Worth & Thesaurus  
 Representative...George P. Hollingsberry Co.  
 Membership.....NARTB  
 President.....Warren S. Booth  
 General Manager.....Edwin K. Wheeler  
 Asst. Gen. Mgr.....Don DeGroot  
 Program Mgr.....M. C. Wissman  
 Public Affairs Manager...James Eberle  
 National Sales Mgr.....Thomas Warner  
 Sales Mgr.....Robert J. McIntosh  
 Sales Prom. Mgr.....Glen Kyker  
 Business Mgr.....Henry C. Rogers  
 Chief Engineer.....E. J. Love

**W B B C**

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Booth Radio & TV Stations.  
 Bus-Studio Address.....3076 E. Bristol Rd.  
 Phone: Cedar 9-8686.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Weed  
 President.....John Lord Booth  
 Sta., Gen., Mgr.....W. Gerald Schroeder  
 Comm. Mgr.....Gene Ellerman  
 Program Director.....James Rush  
 Chief Engineer.....E. H. Clark

**W X Y Z**

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WXYZ, Inc.  
 Business Address.....1700 Mutual Bldg.  
 Phone: Woodward 3-8321. Air Time: Full Time  
 News Service.....AP, INS  
 Representative.....John Blair  
 Membership.....BAB  
 President.....James G. Riddell  
 Commercial Manager.....Harold L. Neal  
 Sales Prom. Mgr.....Robert Baldrice  
 Chief Engineer.....Charles Kocher

**W F D F**

FLINT—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Trebit Corp.  
 Address.....Garland at First Ave.  
 Phone: CE 2-7158.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service....Standard, Thesaurus  
 Representative.....Katz  
 Membership.....NARTB, BAB  
 President.....Harry M. Bltner, Sr.  
 Gen. Sta. Mgr.....Lester W. Lindow  
 Sales Prom. Mgr.....Marvin Lovey  
 Program Director.....Elmer A. Knopf  
 Chief Engineer.....Gerald Wolpert

**W D B C**

ESCANABA—1941—MBS

Frequency: 880 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Delta Bcstg. Co.  
 Business-Studio Address.....P. O. Box 419

**W K M F**

FLINT—1952

Frequency: 1470 Kc.....Power: 1 Kw.  
 Owned.....WKMH, Inc.  
 Address.....112 W. Water St.  
 Phone: 9-7608.....Air Time: Full Time  
 Station Rep....Mich. Spot Sls., Headley-Reed  
 Pres., Gen. Mgr.....Fred A. Knorr  
 Managing Director.....W. Eldon Garner

# W M R P

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Methodist Radio Parish, Inc.  
 Address.....3217 Lapeer St.  
 Phone: 3-5112.....Air Time: Daytime  
 Representative ..... Best  
 News Service ..... UP  
 President .....Herbe.t Hausser  
 General Manager..... William H. Morford  
 Commercial Manager.....Richard Carter  
 Chief Engineer.....Duane Mrohs

# W T A C

FLINT—1946—ABC

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned.....WTAC, The BIG Station, Inc.  
 Address.....740 South Saginaw St.  
 Phone: CE 2-1136.....Air Time: Full Time  
 Transcription Service .....Lang-Worth  
 Station Representative.....Bolling Co.  
 President.....John M. Shaheen  
 Gen., Sta., Comm. Mgr.....Jon R. McKinley  
 Program Director.....Oscar A. Huff, Jr.  
 Chief Engineer.....Frank Folsom

# W B F C

FREMONT—1954

Frequency: 1490 Kc.....Power: 100 Watts  
 Owner.....Paul A. Brandt  
 Address.....901 E. Maple St., Mt. Pleasant

# W A T C

GAYLORD—1950—BUNYAN  
 MBS-KBS

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwestern Bcastg. Co.  
 Address....Paul Bunyan Bldg., Traverse City  
 Phone: Traverse City 2700. Air Time: Daytime  
 Representative .....Holman  
 Pres., Gen. Mgr.....Les Biederman  
 Commercial Mgr.....C. O. Reed  
 Program Director.....Robert Fritz  
 Chief Engineer.....William Kiker

# W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Furniture City Bcastg. Corp.  
 Address.....399 Garfield Ave., S.W.  
 Phone: GL 6-9541.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....McGillvra  
 Pres., Gen., Sta. Mgr. ....William Kuiper  
 Commercial Manager.....H. J. Swlerenga  
 Chief Engineer.....Jack Timmer



The **BIG** station  
 in Eastern Michigan is  
**W T A C**  
 Flint

Delivers more of  
 Eastern Michigan  
 than any other Flint  
 Station.

Dominate Sales with  
 Eastern Michigan's  
 Dominant Station.

It's Better When It's Big  
 Expect and get **BIG**  
 sales results with the  
**BIG** Station

**W T A C**  
 Flint

1000 watts at 600

nationally represented by  
**The Bolling Company, Inc.**

**W T A C**  
 The **BIG** Station, Inc.  
 Flint, Michigan

# WGRD

## GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Operated By: Music Bcstg. Co.  
 Business-Studio Add.: 35 Lafayette Ave., N.E.  
 Phone: 94-111 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Gill Perna  
 Pres., Gen. Mgr.: Paul F. Eichhorn  
 Sales Prom., Prog. Dir.: Glenn LePard  
 Publicity Director: Dirk M. Nebbeling  
 Chief Engineer: Richard Groenevelt

# WJEF

## GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Fetzer Bdcstg. Co.  
 Address: 187 Monroe N.W.  
 Phone: Glendale 8-8512 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Avery-Knodel, Inc.  
 Membership: NARTB, RAB  
 President: John E. Fetzer  
 Sta., Comm. Mgr.: Martin Giacomo  
 Managing Director: Carl E. Lee  
 Program Director: Michael Joseph  
 Publicity Director: Dr. Willis F. Dunbar  
 Chief Engineer: Bruce Glycadgis

# WLAV

## GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned: Versluis Radio & Television, Inc.  
 Address: 6 Fountain St., N.E.  
 Phone: Glendale 6-5461 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 Representative: John E. Pearson  
 President: Leonard A. Versluis  
 Gen., Comm. Mgr.: Lee G. Stevens  
 Prog., Pub. Dir.: Don Mullen  
 Chief Engineer: Carroll Hutchings

# WMAX

## GRAND RAPIDS—1954

Frequency: 1480 Kc. Power: 500 Watts  
 Owner: WMAX, Inc.  
 President: Joseph C. Hooker  
 General Manager: Chas. A. Sprague

# WOOD

## GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By: Grandwood Bdcstg. Co.  
 Address: 120 College Ave., S.E.  
 Phone: 9-4125 Air Time: Full Time  
 News Service: AP, INS

Transcription Service: World  
 Representative: Katz Agency  
 Membership: NARTB, RAB  
 President: H. M. Bitner, Sr.  
 Gen., Sta. Mgr.: Willard Schroeder  
 Gen. Sales Mgr.: Arthur M. Swift  
 Program Director: Frank Sisson  
 Publicity Director: John Dragomier  
 Chief Engineer: Louis Bergenroth

# WHTC

## HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Holland Bcstg. Co.  
 Address: Hotel Warm Friend Tavern  
 Phone: 9482 Air Time: Full Time  
 News Service: AP  
 Transc. Serv.: World, Lang-Worth, Thesaurus  
 Representative: Best  
 President: W. A. Butler  
 General Manager: Sandy Meek  
 Program Director: William Gargano  
 Chief Engineer: John Klungle

# WHDF

## HOUGHTON—1929—NBC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Upper Michigan Bcstg. Co.  
 Address: Douglass Hotel  
 Phone: Houghton 1 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Walker  
 Membership: NARTB  
 Chief Owner: G. L. Burgan  
 General Manager: Albert W. Payne  
 Program Director: Earl Norlen  
 Publicity Director: F. Grant Richards  
 Chief Engineer: George L. Burgan

# WHGR

## HOUGHTON LAKE—1954

Frequency: 1290 Kc. Power: 1 Kw.  
 Owned: Sparks Bcstg. Co.  
 Address: 3431 Houghton Lake Dr.  
 Air Time: Daytime  
 Pres., Gen. Mgr.: Jacob B. Sparks  
 Commercial Mgr.: Harold Frisbey  
 Mgr., Secy., Treas.: Gordon A. Sparks  
 V.P., Chief Engr.: Garnet G. Sparks

# WION

## IONIA—1953

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Ionia Bcstg. Co.  
 Address: Box 143  
 Phone: 1537 Air Time: Daytime  
 News Service: AP  
 Representative: Best  
 Transcription Service: Thesaurus  
 Owner: Monroe MacPherson, Sr.  
 Commercial Mgr.: Kenneth R. Chapin  
 Program Director: W. M. MacPherson  
 Chief Engineer: Erwin Fuller

# WMIQ

**IRON MOUNTAIN—1947  
ABC-NORTHERN**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned . . . . . Iron Mountain-Kingsford Bcstg. Co.  
Business-Studio Address . . 211 E. Ludington St.  
Phone: 2031 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
President . . . . . Frank J. Russell  
General Manager . . . . . Russell J. Staffeld  
Commercial Manager . . . . . William C. Johnson  
Prog. Dir. . . . . Donald J. Burdick  
Chief Engineer . . . . . Paul F. Anick

# WIKB

**IRON RIVER—1949—MBS—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By . . . . . WIKB, Inc.  
Address . . . . . Iron River Natl. Bank  
Phone: 102-3 . . . . . Air Time: Full Time  
Representative . . . . . Walker  
President . . . . . H. H. Frailing  
General Manager . . . . . Len Johnson  
Chief Engineer . . . . . Lester Patten

# WJMS

**IRONWOOD—1931—MBS-KBS**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Upper Michigan-Wisconsin  
Bcstg. Co., Inc.  
Business-Studio Address . . 124 E. McLeod Ave.  
Phone: 20 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Walker  
President . . . . . William L. Johnson  
Program Director . . . . . Laura Johnson  
Chief Engineer . . . . . Arne Dahlbacka

# WJPD

**ISHPEMING—1947—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Ishpeming Bcstg. Co.  
Business-Studio Address . . . . . Jenks Block  
Phone: HU 6-9937 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Pres., Gen., Sta. Mgr. . . . . J. P. Deegan  
Program Director . . . . . Paul C. Crowley  
Sales Prom. Mgr. . . . . Carl B. Tupala  
Chief Engineer . . . . . Bernard R. Maloney

# WIBM

**JACKSON—1927—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned . . . . . Booth Radio & TV Stations, Inc.  
Address . . . . . 700 Buhl Bldg.  
Phone: WO 2-0220 . . . . . Air Time: Full Time  
News Service . . . . . AP

**THOSE WHO KNOW**

**FAMOUS BRANDS . . .**

**KNOW THE MOST**

**FAMOUS BRAND**

**IN NEWS IS**

**AP**

Station Representative.....Weed & Co.  
 Pres., Gen. Mgr.....John L. Booth  
 Station Manager.....George P. Lasley  
 Comm., Prom. Mgr.....Robert Lees  
 Prog., Pub. Dir.....Jack Underwood  
 Chief Engineer.....Paul Wolcale

# WKHM

## JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Jackson Bcstg. & Tele. Corp.  
 Address.....441 Wildwood  
 Phone: 4-7181.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Fred A. Knorr  
 Station Mgr.....John O. Gilbert II  
 Program Director.....E. Richard Schueler  
 Chief Engineer.....Paul Wright

# WKMI

## KALAMAZOO—1947

Frequency: 1360 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Steere Bcstg. Co.  
 Business-Studio Address...State Theatre Bldg.  
 Phone Number.....4-0111  
 News Service.....UP  
 Representative.....Forjoe

Pres., Comm. Mgr.....Howard D. Steere  
 Station Manager.....Emil J. Popke, Jr.  
 Prog. Dir.....Dan Daniels  
 Chief Engineer.....Kenneth Farrance

# WKZO

## KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Fetzer Bcstg. Co.  
 Business Address.....124 W. Michigan Ave.  
 Phone: 5-2101.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....John E. Fetzer  
 Sales Service Director.....John W. O'Harrow  
 Program Director.....Charles T. Lynch  
 Managing Director.....Carl E. Lee  
 Publicity Dir.....Robert Dye  
 Chief Engineer.....Arthur E. Covell

# WILS

## LANSING—1946

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Lansing Bcstg. Co.  
 Bus. Studio Address.....407 N. Washington  
 Phone: 2-1655.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Venard  
 Pres., Gen. Mgr.....John C. Pomeroy

# WKMI KALAMAZOO

# NOW

# 5,000 WATTS

### WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

### MUSIC • NEWS • SPORTS • 21½ HOURS A DAY • 1360 KC.

Covering 1,719,000 population in the primary area... including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone... and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.  
 In Detroit: Michigan Spot Sales

## WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN



Sales Prom. Mgr., Pub. Dir.....Stanley Kirby  
Program Director.....David L. Froh  
Chief Engineer.....John Whitacre

# W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By .....WJIM, Inc.  
Address.....Saginaw & Howard  
Phone: 2-1333.....Air Time: Full Time  
News Service .....UP  
Transcription Service.....World, Standard  
Representative .....Petry  
Membership .....NARTB, RAB  
President.....Harold F. Gross  
General Manager.....Howard K. Finch  
Sta. Mgr., Prog. Dir.....Richard Nason  
Commercial Mgr.....Wm. Brazzil  
Sales Prom. Mgr., Pub. Dir.....E. H. Davis  
Chief Engineer.....Chas. I. Brady

# W K L A

LUDINGTON—1944—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Raymond A. Plank  
Address.....1204 East Ludington Ave.  
Phone: 1450.....Air Time: Full Time  
Transcription Service .....UP  
Membership .....NARTB, RAB  
Pres., Gen. Mgr.....Raymond A. Plank  
Commercial Mgr.....Don Hack  
Sales Prom. Mgr.....Hal Hall  
Program Director.....C. J. Hagerman  
Publicity Dir.....Tom Roy

# W M T E

MANISTEE—1951—KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Manistee Radio Corp.  
Address .....Box 332  
Phone: 1340.....Air Time: Full Time  
News Service .....AP  
Trans. Ser.....Lang-Worth, Thesaurus  
Representative .....Best  
Membership .....NARTB  
President.....Dr. T. H. Manwell  
General Manager.....Stephen Cole  
Commercial Manager.....Edward Owens  
Sales Prom. Mgr.....Norm Knudstrup  
Program Director.....Lucille Blake

# W D O G

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Clair, Inc.  
Address.....5300 Marine City Hwy.  
Phone: Rockwell 2-1111.....Air Time: Daytime  
President .....Jerry Coughlin  
General Manager.....Harry C. Coughlin  
Sales Prom., Pub. Dir.....Harry Coughlin  
Chief Engineer.....Carlton Goodwin, Jr.

# W D M J

MARQUETTE—1931—MBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Lake Superior Bcstg. Co., Inc.  
Business-Studio Address.....Mining Jnl. Bldg.  
Phone: 616.....Air Time: Full Time  
General Manager.....Leo G. Brott  
Station Manager.....E. W. Wallace  
Commercial Manager.....Robert Luke  
Program Director.....Eldon Wallace  
Chief Engineer.....Gordon Brozek

# W M A W

MENOMINEE—1952—ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Green Bay Bcstg. Co.  
Phone: HE 5-5331.....Air Time: Full Time  
News Service .....UP  
Trans. Ser.....Lang-Worth, Thesaurus  
Representative .....Pearson  
President.....Ben Laird  
Gen. Sta. Mgr.....Vernon Uecker  
Commercial Mgr.....Ed Swartzby  
Sales Promotion Mgr.....Jack DuBlon  
Program Dir.....Larry Koesling  
Publicity Dir.....Elaine Mottard  
Chief Engineer.....Bob Reimers

# W M D N

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Rich Publ. House, Inc.  
Address.....124 So. McDonald St.  
Phone: Temple 9-9988.....Air Time: Full Time  
News Service .....AP  
Transcription Service.....Lang-Worth, Thesaurus  
Station Rep.....Hil F. Best  
President.....Phillip T. Rich  
Station Mgr.....Peter A. Wolf  
Commercial Mgr.....Harry B. Sherman  
Program Director.....Betty Studer  
Chief Engineer.....Peter A. Wolf

# W C E N

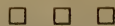
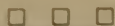
MT. PLEASANT—1949—KBS

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned.....Paul A. Brandt  
Address.....Mt. Pleasant, Mich.  
Phone: 33171.....Air Time: Full Time  
News Service .....AP  
Trans. Ser.....Thesaurus, SESAC, Lang-Worth  
Membership .....NARTB, RAB  
Pres., Gen. Mgr.....Paul A. Brandt  
Sta., Prom. Mgr.....Russell Holcomb  
Commercial Mgr.....Georgia Martin  
Chief Engineer.....Peter Fronzarak

# W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Ashbacker Radio Corp.



Business-Studio Address.....432 Apple Ave.  
 Phone: 2-6051..... Air Time: Full Time  
 News Service .....AP  
 Trans. Serv. ....Thesaurus  
 Representative .....Meeker  
 Membership .....NARTB  
 Pres., Gen. Mgr..... Arch Shawd  
 Program Director..... W. L. Trap  
 Publicity Director..... B. L. Bennett  
 Chief Engineer..... George Krivitzky

**W K N K**

MUSKEGON—1949

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....NK Bcstg. Co.  
 Address .....Federal Square  
 Phone: 32126..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Best  
 President..... Nicholas W. Kuris  
 Program Director..... Evelyn Johnson  
 Chief Engineer..... P. L. Reynolds

**W M U S**

MUSKEGON—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address.....517 W. Giles Rd.  
 Phone: 4-1672..... Air Time: Daytime  
 News Service .....AP  
 Station Rep. ....McGillvra  
 President..... R. Bunker Rogoski  
 Gen. Mgr..... Dalton C. Hille  
 Comm. Mgr..... William Kuiper  
 Prom. Mgr..... Henry Swierenga  
 Chief Engineer..... Sam Lombardi

**W O A P**

OWOSSO—1947—KBS

Frequency: 1080 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Owosso Bcstg. Co.  
 Address .....2301 N. Shiawassee  
 Phone: 980..... Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative..... Joseph Hershey McGillvra  
 President..... J. E. Campbell  
 General Manager..... M. H. Wirth  
 Sta., Comm. Prog. Mgr..... Merrill Walker  
 Chief Engineer..... Fran Bowles

**W M B N**

PETOSKEY—1946—MBS-BUNYAN  
 KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Bus-Studio Address.....Traverse City  
 Station Representative .....Holman  
 President..... Les Biederman  
 Station Manager..... Ralph Pierson  
 Commercial Mgr..... Merton Carter  
 Program Director..... Kenn Haven  
 Chief Engineer..... William Kiker

**W P O N**

PONTIAC—1954

Frequency: 1460 Kc.....Power: 500 Watts  
 Owned.....Gerity Bcstg. Co.  
 Address.....7 S. Perry  
 Phone: Federal 8-0444..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Representative..... Hil Best  
 President..... James Gerity, Jr.  
 Vice-President..... O. W. Myers  
 Station Manager..... Davis Lewis Norton  
 Asst. Mgr., Prog. Dir..... Larry Payne

**W H L S**

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Port Huron Bdcstg. Co.  
 Address .....932 Military St.  
 Phone: Yukon 28536..... Air Time: Full Time  
 News Service .....AP  
 Trans. Ser..... World, Standard, Lang-Worth  
 Representative .....Gill-Perna  
 Membership .....NARTB  
 General Manager..... John F. Wismer  
 Station Mgr..... Ned S. Hubbell  
 Comm., Prom. Mgr..... John L. Shepard  
 Prom. Mgr..... Frank Singelyn  
 Program Director..... Thomas G. Sicklesteel  
 Chief Engineer..... Harold Oliver

**W T T H**

PORT HURON—1947—ABC

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Times Herald Co.  
 Address .....606 Water St.  
 Phone: Yukon 5-5171..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Membership .....NARTB  
 Pres., Exec. V.P..... F. Granger Weil  
 General Manager..... R. S. Sommerville  
 Commercial Manager..... Gaylord H. Forbes  
 Program Director..... K. M. Blevins  
 Chief Engineer..... Kenneth Kunze

**W H A K**

ROGERS CITY—1948

Frequency: 960 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Rogers City Bcstg. Co.  
 Address .....Moltke Dr.  
 Phone: 7751..... Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB  
 Transcription Service .....Thesaurus  
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann  
 Prom., Comm. Mgr. ....Albert Klann  
 Program Director..... H. E. Broge



**WEXL**  
ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Sparks Bcstg. Co.  
Business Address: 212 W. Sixth St.  
Phone: Jordan 4-6523 Air Time: Full Time  
News Service AP, INS  
Transcription Service Thesaurus  
Station Representative Gill-Perna  
Membership NARTB  
Pres., Gen. Mgr. Jacob B. Sparks  
Program Director Gordon A. Sparks  
Sales Manager Ernest Holder  
Chief Engineer Garnet G. Sparks

**WKNX**  
SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.  
Owned-Oper. By Lake Huron Bdcstg. Corp.  
Address: 221 So. Wash. Ave.  
News Service UP  
Representative Gill-Perna  
Transcription Service Lang-Worth  
Membership NARTB, RAB  
Pres., Gen. Mgr. William J. Edwards  
Vice-President Alvin M. Bentley  
Station Manager Howard H. Wolfe  
Sales Prom. Mgr. Henry Scott  
Program Director Robert Dyer  
Chief Engineer Max W. Thomas

**WSAM**  
SAGINAW—1942—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Saginaw Bdcstg. Co.  
Address: 2435 Holland Ave.  
News Service AP  
Transcription Service Standard  
Representative Headley-Reed Co.  
Membership NARTB  
President Milton L. Greenebaum  
Gen., Sta. Mgr. Robert W. Cessna  
Program Director Richard Crowley  
Chief Engineer Orin Nordenskjold

**WSGW**  
SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By Booth Radlo & TV Stations  
Address: 400 Mason Bldg.  
Representative Pearson  
Transcription Service NBC Thesaurus  
News Service AP  
Pres., Mngg. Dir. John L. Booth  
Vice-Pres. & Gen. Mgr. Robert W. Phillips  
Prog., Pub. Director Fred Krell  
Chief Engineer Harold Volz, Jr.

**WSOO**  
SAULT STE. MARIE—1940—ABC  
Frequency: 1230 Kc. Power: 250 W. d. n.  
Owned-Operated By Hlawathaland Bcstg. Co.

Business-Studio Address: 208 Ashmun St.  
Phone: Melrose 2-2231 Air Time: Full Time  
Membership NARTB, RAB  
Transcription Service Thesaurus  
President Stanley R. Pratt  
General Mgr. Richard Y. Burnett  
Publicity Dir. Edward L. Krieger  
Program Director J. Oscar Frenette  
Chief Engineer William F. Morris

**WSTR**  
STURGIS—1951

Frequency: 1230 Kc. Power: 250 Watts d.  
Owned-Operated By WSTR, Inc.  
Address: So. Nottawa Rd.  
Phone: 1199 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Representative Hil B. Best  
Membership RAB  
President Dr. Clarence H. Snyder  
General Manager E. Harold Munn Jr.  
Station Manager Bob Geerdes  
Chief Engineer William S. Miller

**WTCM**  
TRAVERSE CITY—1941—MBS  
BUNYON-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bdcstg. Co.  
Address: Paul Bunyan Bldg.  
Phone: 2700-1 Air Time: Full Time  
Representative Hal Holman Co.  
General Manager Les Biederman  
Commercial Manager R. E. Detwiler  
Program Director Kenn Haven  
Chief Engineer W. H. Kiker

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Pop. Feb. 1, 1955 (Est.) 3,165,000 — Families 950,000  
 Radio Homes 927,000 — TV Homes 505,000 — Stations in State 50

## K A S M

ALBANY—1950—KBS

Frequency: 1150 Kc. Power: 500 Watts d.  
 Owned-Oper. By Stearns Co. Bcstg. Co.  
 Phone: 53005 Air Time: Daytime  
 News Service UP  
 Transcription Service Lang-Worth  
 Station Rep. Continental, Lawson  
 President William Blattner  
 General, Sta. Manager Urban J. Keppers  
 Commercial Mgr. Arthur Boss  
 Promotion Manager John Nugent  
 Chief Engineer Dale Howard

## K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owner Albert Lea-Austin Bdcstg. Co., Inc.  
 Address 332 South Broadway  
 Phone: 2338 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus

Representative Meeker  
 Membership RAB  
 President Bennett O. Knudson  
 General Manager Anson Van Alstyne  
 Program Director Dale Dickerson  
 Pub. Dir. E. A. VanAlstyne  
 Chief Engineer Robert Holt

## K X R A

ALEXANDER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Alexandria Bcstg. Co.  
 Address 1315 Broadway  
 Phone: 1000 Air Time: Full Time  
 News Service UP  
 Transcription Service Keystone  
 Representative Lawson  
 General Manager R. C. Brown  
 Station Manager Kenneth A. Tessmer  
 Commercial Manager Everette Q. Walters  
 Publicity Director Ercel Aga  
 Chief Engineer Kenneth Olson

**NATIONAL Advertisers GO LOCAL WITH ONE ORDER .. ONE BILLING!**

**MINNESOTA'S Billion Dollar FARM MARKET**

- \* RETAIL SALES: \$1,369,158,000.00
- \* HOME-STATIONS FOR 1,251,900 PEOPLE
- \* 50% OF MINNESOTA'S FARM POPULATION
- \* 84% OF MINNESOTA'S CORN PRODUCTION

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 WILLMAR MARSHALL MANKATO MONTEVIDEO REDWOOD FALLS  
 REPRESENTED BY JOHN E. PEARSON COMPANY

THE **Linder** GROUP  
 HARRY W. LINDER  
 EXECUTIVE OFFICES  
 WILLMAR, MINNESOTA

# KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned-Oper. By Cedar Valley Bcstg. Co., Inc.  
Business-Studio Address.....405A N. Main St.  
Phone: 8836.....Air Time: Full Time  
News Service .....AP  
Transcription Service .....World  
Representative .....Pearson  
Membership .....NARTB  
President .....Martin Bustad  
Gen., Sta., Comm. Mgr.....Tom Steensland  
Sales Promotion Mgr.....Ken Soderberg  
Chief Engineer.....John Ecklin

# KBUN

BEMIDJI—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Butler Bcstg. Co., Inc.  
Business-Studio Address .419½ Beltrami Ave.  
Phone 1900.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....World  
Representative .....Lawson  
Pres., Gen. Mgr.....Edward W. Butler  
Pgm., Prod. Dir.....Gwenyth Butler  
Chief Engineer.....Delwyn Grace

# KLIZ

BRainerd—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Brainerd Bcstg. Co.  
Business Address.....2700 E. Oak  
Phone: 2853.....Air Time: Full Time  
News Service .....AP  
Transcription Service.....Associated  
Representative .....Walker  
Membership .....NARTB  
President, General Manager....E. T. O'Brien  
Sta., Comm. Mgr.....Earl R. Johnsen  
Sls. Prom., Pub. Dir.....Betty Smith  
Chief Engineer.....James Peterson

# KBMW

BRECKENRIDGE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Interstate Bdcstg. Corp.  
Address.....519 Dakota Ave., Wahpeton, N. D.  
Phone: 2-5567-8.....Air Time: Full Time  
News Service .....UP  
Station Representative...Continental, Lawson  
Membership .....NARTB  
Transcription Service .....Standard  
General Manager.....H. M. Griffith  
Commercial Manager.....Geo. Kaufman  
Program Director.....Clayton Kulseth  
Chief Engineer.....Harold Unkenholz

# WKLK

CLOQUET—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Cloquet Bcstg. Co.  
Address .....Reliable Bldg.

Phone .....4-6725  
News Service .....UP  
Transcription Service .....Lang-Worth  
General Manager.....Richard A. Rail  
Sales Promotion Manager....Beverly Norgren  
Chief Engineer.....Darrel Gander

# KROX

CROOKSTON—1948—KBS

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.  
Owned-Operated By.....Crookston Bcstg. Co.  
Business-Studio Address.....Eagles Bldg.  
Phone: 1050.....Air Time: Full Time  
News Service .....UP  
Transcription Service.....Thesaurus, World  
Rep.....Donald Cook, Tracy Moore, Lawson  
President.....Jerome A. Dahlberg  
General Manager.....William J. Kiewel

# KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Detroit Lakes Bcstg. Corp.  
Address.....1360 Richmond Rd.  
Phone: 1100.....Air Time: Daytime  
News Service .....AP  
Transcription Service .....World  
Representative .....Lawson  
President.....R. C. Brown  
General Manager.....Gordon Hutton  
Commercial Manager.....James Patterson  
Chief Engineer.....Eric Munro

# KDAL

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Red River Bcstg. Co., Inc.  
Business-Studio Address.....218 Bradley Bldg.  
Phone: 2-2628.....Air Time: Full Time  
News Service .....AP  
Transcription Service .....Lang-Worth  
Representative .....Avery-Knodel  
Membership .....NARTB  
Pres., Gen. Mgr.....Dalton Le Masurier  
Sta., Comm. Manager.....Odin S. Ramsland  
Sales Prom. Mgr.....Dale Cowle  
Program Director.....Jack Gordon  
Chief Engineer.....Robert A. Dettman

# WEBC

DULUTH—1924—NBC-Arrowhead

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By..Head of the Lakes Bcstg. Co.  
Business-Studio Address.....WEBC Bldg.  
Phone: RA 2-2873.....Air Time: Full Time  
News Service .....UP  
Representative .....Hollingbery  
President .....Morgan Murphy  
General Manager.....Harold Parise  
Station Manager.....Robert J. Rich



Comm. Mgr. .... Jack Bartikoski  
 Prog. am Director. .... Dennis Murphy  
 Chief Engineer. .... Norman Gill

# WELY

ELY—1954

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Charles B. Persons  
 Phone. .... Ely 744-R  
 Pres., Gen. Mgr. .... Charles B. Persons  
 Program Director. .... Rus Avery

# WEVE

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Carl Bloomquist  
 Phone: 1340. .... Air Time: Full Time  
 Transcription Service. .... Standard  
 Representative. .... Orville Lawson  
 Membership. .... NARTB  
 President. .... Carl Bloomquist  
 General Manager. .... Arthur F. Nelson  
 Traffic Director. .... Rose Ullman  
 Chief Engineer. .... Joe Cerar

# KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Fairmont Bdcstg. Co.  
 Address. .... 306 North Park St.  
 Phone: 1370. .... Air Time: Full Time  
 News Service. .... AP  
 Representative. .... Rambeau, Lawson  
 Trans. Serv. .... Thesaurus  
 Membership. .... NARTB, RAB  
 President. .... Leo J. Seifert  
 Gen., Sta. Mgr. .... Frank Endersbe  
 Program Director. .... James L. Barkley  
 Chief Engineer. .... Lawrence Lawson

# KDHL

FARIBAULT—1948

Frequency: 920 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... KDHL Bdcstg. Co.  
 Business-Studio Address. .... 213 Central Ave.  
 Phone: 4-4345. .... Air Time: Full Time  
 News Service. .... AP  
 Transcription. .... Capitol, World, Standard  
 General Mgr. .... J. E. Hyde, Jr.  
 Commercial Mgr. .... Palmer Dragsten  
 Prog. Dir. .... Irv Kuelland

# KGDE

FERGUS FALLS—1926—MBS

Freq.: 1250 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By. .... Fergus Radio Corp.  
 Business-Studio Address. .... Fergus Falls  
 Phone: 6996. .... Air Time: Full Time  
 News Service. .... AP  
 Representative. .... Bulmer & Johnson  
 Membership. .... NARTB  
 Secy.-Treas., Gen. Mgr. .... Harold L. Dell

Station Manager. .... Frederic T. Dell  
 Chief Engineer. .... Harold E. Allen

# KOZY

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Itasca Bcstg. Co.  
 Phone: 6-3446. .... Air Time: Full Time  
 Membership. .... RAB, NARTB  
 Pres., General Manager. .... Robert D. Kennedy  
 Program Director. .... Bud Germ  
 Chief Engineer. .... Ross A. Fessenmeyer

# WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Head of the Lakes Bcstg. Co.  
 Address. .... WMFG Bldg., W. 37th St.  
 Phone: 3-7531. .... Air Time: Full Time  
 News Service. .... UP  
 Transcription Service. .... World  
 Representative. .... Hollingsbery, Bulmer & Johnson  
 Membership. .... NARTB  
 President. .... Morgan Murphy  
 General Manager. .... Harold Parise  
 Commercial Mgr. .... J. F. Kauper  
 Program Director. .... Clyde Johnson  
 Chief Engineer. .... Norman Gill

# KDUZ

HUTCHINSON—1953—KBS

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... A. & P. Tedesco  
 Address. .... Radio City  
 Phone: 1555. .... Air Time: Daytime  
 General Manager. .... Albert Tedesco  
 Commercial Mgr. .... Dean Holt  
 Program Director. .... Pearl MacClod  
 Promotion Mgr. .... Duke Fruck  
 Chief Engineer. .... Darrel Gander

# KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Little Falls Bcstg. Co.  
 Address. .... 105½ Broadway E.  
 Phone: 367. .... Air Time: Daytime  
 News Service. .... UP  
 Membership. .... RAB  
 Transcription Service. .... World, Capitol  
 Pres., Gen. Mgr. .... John H. Lemme  
 Station Manager. .... Jack J. Nugent  
 Commercial Manager. .... Richard J. Rudeck  
 Program Director. .... Sumner Sabean

# KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Minnesota Valley Bcstg. Co.  
 Address. .... Box 550  
 Phone: 4537. .... Air Time: Full Time  
 News Service. .... AP

Representative ..... Pearson  
 President ..... H. W. Linder  
 Gen., Sta. Manager ..... D. O. Linder  
 Sls. Prom. Dir. .... Willard Smith  
 Prog. Dir. .... Wayne Hill  
 Chief Engineer ..... Steve Wolf

**K Y S M**

**MANKATO—1938—NBC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... F. B. Clements & Co.  
 Address ..... 101 N. Second St.  
 Phone: 4673. .... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Meeker  
 Membership ..... NARTB, RAB  
 Gen., Station, Comm. Mgr. .... Robert E. Dehaven  
 Sales Promotion Manager .... Thomas Corniea  
 Program Director ..... Charles Pasek  
 Chief Engineer ..... James Houts

**K M H L**

**MARSHALL—1946—ABC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Harry W. Linder  
 Business-Studio Address ..... KMHL Bldg.  
 Phone: 2282. .... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... John E. Pearson  
 Owner ..... Harry W. Linder  
 General Manager ..... Gilmore F. Frayseth  
 Program Director ..... Gil Amundson  
 Chief Engineer ..... Elwood Ewy

**KEYD**

**MINNEAPOLIS—1948**

Frequency: 1440 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By ..... Family Bcstg. Corp.  
 Address ..... Foshay Tower  
 Phone: Lincoln 8451. .... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... H-R  
 Membership ..... NARTB, RAB  
 President ..... Leslie C. Park  
 Gen., Sta. Mgr. .... Lee L. Whiting  
 Commercial Manager .... Raymond Tenpenny  
 Sales Promotion Mgr. .... Jim McGovern  
 Program Dir. .... J. Randolph Norris  
 Chief Engineer ..... Harvey V. Headen

**W C C O**

**MINNEAPOLIS—1924**

**CBS Radio**

Frequency: 830 Kc. .... Power: 50,000 Watts  
 Owned By ..... Midwest Radio-Television, Inc.  
 Business-Studio Address ..... 625 Second Ave. S.  
 Phone: Main 1202. .... Air Time: Full Time  
 News Service ..... AP, UP, INS  
 Transcription Service ..... Lang-Worth  
 Representative ..... CBS Radio SPOT Sales  
 Membership ..... NARTB, RAB  
 General Manager ..... Larry Hoeg

Commercial Manager ..... Phil Lewis  
 Director Research ..... C. H. Smith  
 Program Director ..... Bob McKinsey  
 Prom., Pub. Dir. .... C. Kaufman  
 Chief Engineer ..... Kermit Sueker

**W D G Y**

**MINNEAPOLIS—1923—MBS**

Freq.: 1130 Kc. .... Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By ..... Twin Cities Bcstg. Corp.  
 Address ..... Builders Exchange Bldg.  
 Phone: Bridgeport 2271. .... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Clarence T. Hagman  
 Commercial Manager ..... Samuel N. Nemer  
 Program Director ..... Don O'Brien  
 Chief Engrs. .... Kenneth Olson, Kenneth Larson

**W L O L**

**MINNEAPOLIS—1940**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Independent Bcstg. Co.  
 Address ..... 554 Northwestern Bank Bldg.  
 Phone: Atlantic 0406. .... Air Time: Full Time  
 News Service ..... UP, AP  
 Representative ..... A. M. Radio Sales  
 President ..... Ralph L. Atlas  
 Station Manager ..... Wayne Williams  
 Prom., Pgm. Dir. .... Edward L. Wiebe  
 Chief Engineer ..... Merle Bjork

**W P B C**

**MINNEAPOLIS—1949**

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... People's Bcstg. Co.  
 Address ..... 1133 Stinson Blvd.  
 Phone: GR 4356. .... Air Time: Daytime  
 Representative ..... Indie Sales, Inc.  
 Pres., Gen., Sta. Mgr. .... M. V. Stewart  
 Commercial Mgr. .... D. Mylo Beam  
 Merchandising Mgr. .... Jack I. Moore  
 Prog., Pub. Dir. .... Mrs. B. A. Stewart  
 Chief Engineer ..... Ken Hanson

**W T C N**

**MINNEAPOLIS—ST. PAUL—1935**

**ABC**

Freq.: 1280 Kc. .... Power: 5 Kw. d.; 1 Kw. n.  
 Owned ..... Minnesota TV Public Service Corp.  
 Address ..... 2925 Dean Blvd.  
 Phone: WA 7-8881. .... Air Time: Daytime  
 News Service ..... AP, UP  
 Transcription Service ..... Associated  
 Representative ..... John Blair  
 Membership ..... NARTB  
 President ..... Robert Butler  
 General Manager ..... Joseph L. Merkle  
 Sta., Comm. Mgr. .... Bill Daley  
 Sls. Prom. Mgr., Pub. Dir. .... G. E. LaRocque  
 Program Director ..... Jim Boyson  
 Chief Engineer ..... Mike Fleming



# KDMA

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. Power: 100 Watts  
Owned-Oper. By: Midwest Bcstg. Corp.  
Address: P. O. Box 369  
Phone: 8891 Air Time: Full Time  
Representative: Pearson  
Pres., Gen. Mgr.: H. Willard Linder  
Commercial Mgr.: Bill Farrell  
Chief Engineer: Richard Beekman

# KVOX

MOORHEAD—1937  
MBS-GREAT NORTHERN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: KVOX Bcstg. Co.  
Address: FM Hotel  
Phone: 3-1522 Air Time: Full Time  
News Service: UP  
Representative: Walker  
Membership: NARTB  
President: E. J. McKellar  
Gen., Station Mgr.: M. M. Marget  
Comm., Sls. Prom. Mgr.: R. L. Owens  
Program Dir.: Dewey Berquist  
Pub. Director: T. P. Hannaher  
Chief Engineer: Don Geiken

# KNUJ

NEW ULM—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By: KNUJ, Inc.  
Address: 304½ N. Minn. St.  
Phone: 904 Air Time: Daytime  
News Service: AP  
Transcription Service: Lang-Worth  
Membership: RAB  
President: W. K. Mickelson  
General Manager: George E. Korenchen

# KOBK

OWATONNA—1950—KBS

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By: Owatonna Bcstg. Co.  
Address: 307 Vesterby Bldg.  
Phone: 3388 Air Time: Daytime  
News Service: UP  
Representative: Clark  
Membership: RAB  
President: Myles H. Johns  
Gen., Sta., Comm., Sls. Prom. Mgr.: H. Bulow, Jr.  
Program Director: Thelma Bulow  
Chief Engineer: W. S. Weikle

# KAAA

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Red Wing Bcstg. Co.  
Address: Highway 58, Red Wing  
Phone: 3511 Air Time: Daytime  
Transcription Service: World  
Gen., Station Mgr.: Maxine Jacobs

Commercial Mgr.: James Bailey  
Sales Promotion Mgr.: H. D. Cory  
Program Director: Peter Lyman  
Chief Engineer: Donald M. Willie

# KLGR

REDWOOD FALLS—1954

Frequency: 1490 Kc. Power: 100 Watts  
Owner: H. W. Linder  
Address: 209 S. Washington St.  
Phone: 2729  
Representative: Pearson, Dairyland  
General Manager: Willard Linder

# KROC

ROCHESTER—1935—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Southern Minnesota Bcstg. Co.  
Address: 100 1st Avenue Bldg.  
Phone: 3924 Air Time: Full Time  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Meeker  
Membership: NARTB, RAB  
President: Mrs. Gregory P. Gentling  
General Mgr.: G. David Gentling  
Sta. Mgr., Prog. Dir.: Cal Smith  
Comm. Mgr.: Warren Miller  
Sls. Prom. Mgr., Pub. Dir.: A. Janus  
Chief Engineer: Robert Cross

# KFAM

ST. CLOUD—1938—NBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Times Publ. Co.  
Address: Weber Bldg.  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Pearson  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: Frederick C. Schilplin  
Sales Prom., Pub., Comm. Mgr.: Donald J. Orth  
Program Director: Betty May  
Chief Engineer: Robert Witschen

# WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Granite City Bcstg. Co.  
Address: St. Cloud Hotel  
Phone: 1240 Air Time: Daytime  
Transcription Service: World  
News Service: UP  
President: Max H. Lavine  
Gen., Sta. Mgr.: M. Bartelme  
Program Director: Wallace MacBriar  
Chief Engineer: Charles Willms

# KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC  
NORTHWEST

Frequency: 1500 Kc. Power: 50,000 Watts  
Owned By: KSTP, Inc.

Bus.-Studio Address.....3415 University Ave.  
 Phone: Prior 2724.....Aid Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Edward Petry  
 President, Gen. Mgr.....Stanley E. Hubbard  
 Nat. Sales Mgr.....Karl A. Plain  
 Exec. V.P., Treas.....K. M. Hance  
 Production Supervisor....D. Brooks Henderson  
 Promotion-Publicity Director.....Wm. Davey  
 Chief Engineer.....William S. Sadler

**W M I N**

**ST. PAUL—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WMIN Bcstg. Co.  
 Address.....611 Frontenac Place  
 Phone: Prior 7757.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Clark  
 Pres., Gen. Mgr.....N. L. Bentson  
 Commercial Mgr.....Frank M. Devaney  
 Sls., Prom. Mgr.....Sherle M. Lowe  
 Program Director.....Norman Page  
 Chief Engineer.....Warren B. Fritze

**W M N S**

**ST. PAUL—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Franklin Bcstg. Co.  
 Address.....611 Frontenac Pl.  
 Phone.....PRIOR 7757  
 President.....William F. Johns  
 Program Director.....Norm Page  
 Chief Engineer.....Warren Fritze

**W C O W**

**SOUTH ST. PAUL—1951**

Frequency: 1590 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....South St. Paul Bcstg. Co.  
 Address.....58 White Bear Ave.  
 Phone: VA 5588.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....John E. Pearson  
 General Manager.....Victor J. Tedesco  
 Commercial Mgr.....N. Tedesco  
 Station Mgr.....A. Peterson  
 Sls. Prom. Mgr.....W. Freer  
 Pub. Dir.....Sam Sabeam  
 Program Director.....Jack Douglas  
 Chief Engineer.....Paul Dominguez

**W S H B**

**STILLWATER—1949—KBS**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....126½ S. Main St.  
 Phone: 46, 47.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Donald Cook, Inc., Lawson

President.....William F. Johns, Jr.  
 General Manager.....Richard Power  
 Commercial Manager.....James McLaughlin  
 Prog. Dir.....Roger Erickson  
 Chief Engineer.....Elmer Christenson

**K T R F**

**THIEF RIVER FALLS—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Henry K. Arneson  
 Phone: 13.....Air Time: Full Time  
 Transcription Service.....World  
 Representative.....Bulmer & Johnson, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Don Olsen  
 Prog. Dir.....Jane Carlson  
 Chief Engineer.....Henry J. Bothman

**W H L B**

**VIRGINIA—1936—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Head of the Lakes Bcstg.  
 Address.....WEBC Bldg.  
 Phone: Randolph 2-2873...Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Hollingbery  
 President.....W. C. Bridges  
 Station Manager.....Baldino W. Rodorigo  
 Program Director.....Harry Willis  
 Chief Engineer.....Norman Gill

**K W A D**

**WADENA—1947—MBS**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Associated Bcstrs., Inc.  
 Bus.-Studio Address.....First Natl. Bank Bldg.  
 Phone: 920-1.....Air Time: Full Time  
 News Service.....UP  
 Transcription.....World  
 Membership.....NARTB  
 Representatives.....Bulmer & Johnson  
 General Manager.....James Beuchan  
 Program Director.....Roxanne Michaels  
 Chief Engineer.....Howard Helland

**K W L M**

**WILLMAR—1940—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lakeland Bcstg. Co.  
 Business-Studio Address.....1340 N. 7th St.  
 Phone: Belmont 5-1340...Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Cole  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 President, Gen. Mgr.....H. W. Linder  
 Commercial Manager.....Jack Lynch  
 Program Director.....Joe Martinson  
 Chief Engineer.....Francois Peterson

# K W N O

WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Winona Radio Service  
 Business-Studio Address.....216 Center St.  
 Phone: 3314.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation.....Daily News  
 Transcription Service.....Standard, World  
 Membership.....NARTB, RAB  
 Representative.....John E. Pearson  
 President.....M. H. White  
 Gen., Sta. Mgr.....E. M. Allen  
 Prog. Dir.....C. E. Williams  
 Pub. Dir.....J. Rizzardi

Commercial Manager.....H. Rod Hurd  
 Chief Engineer.....Lewis Denes

# K W O A

WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Worthington Bcstg. Co., Inc.  
 Address.....Hotel Thompson  
 Phone: 2-7301.....Air Time: Daytime  
 Representative.....Bulmer & Johnson  
 Trans. Ser.....Lang-Worth, Thesaurus  
 Membership.....NARTB  
 President.....R. W. Olson  
 General Manager.....R. E. Shepard  
 Commercial Manager.....Arne Karhu

# MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,248,000 — Families 590,000

Radio Homes 473,000 — TV Homes 137,000 — Stations in State 55

# W M P A

ABERDEEN—1952—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Prairie Bdcstg. Co.  
 Address.....P. O. Box 402  
 Phone: 1050.....Air Time: Full Time  
 News Service.....UP  
 Representative.....McGillvra  
 Transcription Service.....Lang-Worth  
 President.....T. A. Richardson  
 Gen., Sta., Comm. Mgr.....William Felton  
 Prog., Pub. Dir.....Helen McShane  
 Chief Engineer.....Preston Derryberry

Membership.....NARTB, RAB  
 President.....James S. Love, Jr.  
 General Manager.....Ray Butterfield  
 Commercial Manager.....Thomas B. Majure  
 Sales Prom. Mgr.....Richard Kettering  
 Program Director.....Mary Burns Griffin  
 Chief Eng.....Thomas B. Majure

# W A M Y

AMORY—1954

Frequency: 1580 Kc.....Power: 5000 Watts  
 Owner.....Charles C. Boren, Jr.

# W B L E

BATESVILLE—1953

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Panola Bcstg. Co.  
 Address.....Drawer No. 73  
 Co-Owner, Gen. Mgr.....Harold B. McCarley  
 Co-Owners.....Travis A. Palmer,  
 James E. Hartness

# W V M I

BILOXI—1950

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Associates  
 Address.....P. O. Box 152  
 Phone: 6961.....Air Time: Daytime  
 Rep.....Nat'l. Time Sales, Dora-Clayton  
 Transcription Service.....Thesaurus, SESAC  
 Membership.....RAB, NARTB  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....Odes E. Robinson  
 Sales Prom., Comm. Mgr.....Homer Dedeaux  
 Program Director.....Earl B. Blessey  
 Chief Engineer.....Odes E. Robinson, Jr.

# W L O X

BILOXI—GULFPORT—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WLOX Bcstg. Co.  
 Address.....Buena Vista Hotel  
 Phone: 5581-2.....Air Time: Full Time  
 Trans. Ser.....Lang-Worth, Standard  
 News Service.....UP  
 Representative.....Holman

# W B I P

BOONEVILLE—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Booneville Bcstg. Co  
 Address.....Highway No. 45-S  
 Newspaper Affiliation.....The Independent  
 Representative.....Continental Radio Sales  
 President, Gen. Mgr.....E. O. Roden  
 Sta. Comm., Sales Prom. Mgr.....V. K. Wroten  
 Program Director.....Betty Box

# W J M B

BROOKHAVEN—1949

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Brookhaven Bcstg. Co.



Address.....W. Chickasaw St.  
 Phone: 1298.....Air Time: Full Time  
 Station Representative.....Continental  
 News Service.....AP  
 Transcription Service.....World  
 Pres., Gen. Mgr.....Tullius Brady

# W D O B

## CANTON—1953—KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By...Madison County Bcstg. Co.  
 Address.....Box 182  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Dora-Clayton, Indie  
 Gen., Sta. Mgr.....Jerry P. Keith  
 Commercial Mgr.....Tom Brewer  
 Sales Prom. Mgr.....Elizabeth Gunn  
 Program Director.....Buddy Thames  
 Publicity Director.....Merle Godfrey  
 Chief Engineer.....Hampton C. Clark, Jr.

# W G L C

## CENTREVILLE—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Southern Bdcstg. Co.  
 Address.....Hiway 25  
 News Service.....UP  
 Transcription Service.....Capitol  
 Phone Number.....4001  
 President.....Carl Trepndahl  
 General Manager.....Alvin Sansing  
 Commercial Mgr.....C. W. Wright  
 Chief Engineer.....Bill Norris

# W R O X

## CLARKSDALE—1943—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mrs. Eunice T. Imes  
 Address.....Columbus, Miss.  
 Phone: 1566.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....RCA Thesaurus  
 Station Rep.....McGillvra  
 General Manager.....Bob McRaney  
 Program Director.....Jack Cristil  
 Comm. Mgr.....Helen Sugg  
 Station Manager.....P. B. Hinman  
 Publicity Dir.....John Thomas  
 Chief Engineer.....C. D. Graves

# W C L D

## CLEVELAND—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Voice of the Delta, Inc.  
 Address.....H'way 61 So.  
 Phone: 1115.....Air Time: Full Time  
 News Service.....AP  
 Station Representative.....Best  
 President.....Joseph W. Carson  
 Gen., Sta., Comm. Mgr.....C. W. Capps  
 Program Director.....Elizabeth Bradley  
 Chief Engineer.....Earl B. Neal

# W C J U

## COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Lester Williams, WCJU, Inc.  
 Address.....P. O. Box 472  
 Phone: 755.....Air Time: Full Time  
 Newspaper Affiliation.....The Progress  
 News Service.....AP  
 Transcription Service.....World  
 Pres., Gen. Manager.....Lester Williams  
 Sta. Mgr., Chief Eng.....Ray Tolar  
 Program Director.....Clifford Chance

# W A C R

## COLUMBUS—1950—KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.  
 Owned.....J. W. Furr  
 Address.....P. O. Box 1011  
 Phone: 768.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Best  
 Membership.....NARTB  
 Owner.....J. W. Furr  
 Gen., Sta., Comm. Mgr.....B. M. Dabney, Jr.  
 Prog., Pub. Dir.....G. Wayne Harris  
 Production Mgr.....C. Landis Rogers  
 Chief Engineer.....Robert Montgomery

# W C B I

## COLUMBUS—1940 MBS—KBS-MID SOUTH

Frequency: 500 Kc.....Power: 1 Kw. d.  
 Owned.....Columbus Bcstg. Co., Inc.  
 Address.....Gilmer Hotel  
 Phone: 1313, 1430.....Air Time: Full Time  
 Newspaper Affil.....Commercial Dispatch  
 News Service.....SAURUS  
 Station Represntative.....McGillvra  
 Membership.....NARTB  
 President.....Birney Imes, Jr.  
 Gen., Prom. Mgr.....Bob McRaney  
 Sta., Comm. Mgr.....J. W. Eatherton  
 Program Director.....Martha Puckett  
 Chief Engineer.....Thos. McFerrin

# W C M A

## CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Corinth Bcstg. Co., Inc.  
 Business-Studio Address.....Ray Bldg.  
 Phone: 5575.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Vice-Pres.....Aaron B. Robinson  
 Station Manager.....John E. Bell  
 Program Director.....Vincent Lawrence  
 Commercial Manager.....Joe P. Van Dyke  
 Sales Prom. Mgr.....John E. Bell  
 Chief Engineer.....James D. Anderson

# WGVM

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Cotton Belt Broadcasting Co.  
 Bus. Studio Address... 118 So. B'way  
 Phone: 4559 Air Time: Daytime  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Membership... NARTB  
 Representative... Dora-Clayton, Melville  
 Pres., General Manager... David M. Seegal  
 Station Manager... E. M. Guss  
 Prom. Sta. Mgr... Jack Stull  
 Program Director... Wallace D. Hoy  
 Chief Engineer... W. McChristian

# WJPR

GREENVILLE—1939—MBS-KBS

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By... Radio Services Co.  
 Business-Studio Address... 120 So. Poplar St.  
 Phone: 2434 Air Time: Full Time  
 Representative... Sears & Ayer  
 Gen. Sta. Mgr... Emmett H. McMurry  
 Commercial Manager... Frank W. Baldwin  
 Program Director... Murray Schroyer  
 Chief Engineer... Percy L. Kuhn

# WABG

GREENWOOD—1950

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By... Greenwood Bcstg. Co.  
 Address... Howard St.  
 Phone: 3010 Air Time: Full Time  
 News Service... AP  
 President... Cy Bahakel  
 Manager... Tom Reardon  
 Chief Engineer... Clifford Greene

# WGRM

GREENWOOD—1937—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Operated By... P. K. Ewing  
 Address... 600 Walnut St.  
 Phone: 1900-1 Air Time: Full Time  
 Studio-Transmitter Location... Walnut St.  
 President... P. K. Ewing  
 General Manager... F. C. Ewing  
 Chief Engr. Comm. Mgr... Louis Pierce

# WNAG

GRENADA—1949—MBS-MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Birney Imes, Jr.  
 Phone: 1400 Air Time: Full Time  
 Representative... McGillvra  
 Newspaper Affiliation... Dispatch  
 President... Birney Imes, Jr.  
 General Manager... Bob McRaney  
 Sta., Comm. Mgr... Monroe Looney  
 Chief Engineer... Jimmie Pinnix

# WGCM

GULFPORT—1928—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... WGCM Bcstg. Co.  
 Address... Hewes-Martin Bldg.  
 Phone: 1110 Air Time: Full Time  
 News Service... AP  
 Transcription Service... World  
 Station Representative... McGillvra  
 Membership... NARTB  
 Owner & Gen. Mgr... Hugh O. Jones  
 Station Manager... C. Edwin Vann  
 Commercial Manager... Mrs. O. L. Owens  
 Sales Prom. Mgr... Holton Turnbough  
 Program Director... C. "Eddie" Vann  
 Chief Engineer... Charles T. Hook

# WBKH

HATTIESBURG—1954

Frequency: 950 Kc. Power: 950 Watts  
 Owner... Hattiesburg Bcstg. Co.  
 Address... 122½ E. Front St.  
 Phone... JU 3-1625  
 Station Manager... Frank Holified

# WFOR

HATTIESBURG—1925—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Forrest Bcstg. Co.  
 Address... 302 Hemphill St.  
 Phone: Juniper 4-5432 Air Time: Full Time  
 News Service... UP  
 Membership... NARTB  
 President... C. J. Wright, Sr.  
 General, Station Manager... C. J. Wright, Jr.  
 Program Director... David L. Waite  
 Commercial Mgr... E. M. Jenkins  
 Chief Engineer... B. B. McLemore

# WHSY

HATTIESBURG—1948—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Hub City Bcstg. Co. Inc.  
 Address... Highway 11, North  
 Phone: Juniper 3-1741 Air Time: Full Time  
 News Service... AP  
 Station Representative... T. F. Clark  
 Membership... NARTB, RAB  
 President, Gen. Mgr... Charles W. Holt  
 Sta. Mgr... W. R. England  
 Comm. Mgr... Bill Veidt  
 Sales Prom. Mgr... W. Murphey  
 Program Director... Dean Griffin  
 Publicity Director... Alice Bivin  
 Chief Engineer... Charles Sharpling

# WMDC

HAZLEHURST—1953—KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned... Southwestern Bcstg. Co. of Miss.  
 Address... P. O. Box 571



Phone Number .....869  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 General Manager.....Louis Alford  
 Sta. Mgr., Chief Engr.....A. M. Smith  
 Commercial Mgr.....Greg Breland  
 Program Director.....Malcolm Jones  
 Chief Engineer.....A. M. Smith

# WNLA

INDIANOLA 1953

Frequency: 1380 Kc....Power: 500 watts d.  
 Owned.....Central Delta Bcstg. Co.  
 Address.....134 Baker St.  
 Phone: 500.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Representative.....Thomas F. Clark  
 Membership .....NARTB, MBA  
 Co-Owners.....W. L. Kent; J. M. McLendon  
 Gen., Sta. Mgr.....Howard M. Peters  
 Sales Promotion Mgr.....Barbee Ashley  
 Program Director.....Paul Artman  
 Chief Engineer.....Bob Meador

# WJDX

JACKSON—1929—NBC

Frequency: 620 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Lamar Life Ins. Co.  
 Business Address.....P. O. Box 2171  
 Phone: 2-2691, 3.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....George P. Hollingbery  
 Membership .....NARTB  
 General Manager.....Fred L. Beard  
 Commercial Manager.....Frank Gentry  
 Program Director.....Forrest Cox  
 Chief Engineer.....Percy G. Root

# WJQS

JACKSON—1947—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Mississippi Bcstg. Co., Inc.  
 Business-Studio Address.....Edwards Hotel  
 Phone: 3-9681.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Standard  
 President, General Manager...Withers Gavin

# WJXN

JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....916 Foley St.  
 Phone: 2-6673.....Air Time: Full Time  
 News Service .....INS  
 Representative .....Indie, Dora Clayton  
 Pres., Gen. Mgr.....James T. Ownby  
 Progress Dir.....Lucy Pennel  
 Chief Engineer.....Robert Statham

# WOKJ

JACKSON—1954

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned.....Dixieland Bcstg. Co.  
 Address.....1017 Lynch St.  
 Air Time .....Daytime  
 News Service .....UP  
 Station Rep. ....McGillvra  
 Gen. Mgrs.....Wilburn Kent, John McLendon  
 Station Manager.....Jay Gilbert  
 Promotion Dir.....Chuck Allen

# WRBC

JACKSON—1947—MBS

Freq.: 1300 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By....Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125 So. Lamar  
 Phone: 5-1562.....Air Time: Full Time  
 Transcription Service .....Associated  
 Representative .....Branham  
 General Manager.....J. W. Carlier  
 Sales Prom. Mgr.....W. V. Dubard  
 Program Director.....A. C. Leonard  
 Chief Engineer.....G. G. Benson

# WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Standard Life Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1847  
 Phone: 3-2788.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative .....Weed  
 Membership .....NARTB, RAB  
 President.....W. R. Newman  
 General-Station Manager.....L. M. Sepaugh  
 Commercial Manager.....F. E. Wilkerson, Jr.  
 Program Director.....B. K. Smith  
 Chief Engineer.....C. A. Perkins

# WKOZ

KOSCIUSKO—1947—KBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Kosciusko Bcstg. Co.  
 Address.....109 W. Jefferson  
 Phone: 782.....Air Time: Full Time  
 Representative .....McGillvra  
 Membership .....NARTB  
 General Manager.....Cy N. Bahakel  
 Sta., Comm. Mgr.....Mims Boswell, Jr.  
 Program Director.....Gertrude Chennault  
 Chief Engineer.....J. R. Collins

# WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...New Laurel Radio Station  
 Bus.-Studio Address.....442 6th Ave.  
 Phone Number .....5601  
 News Service .....AP  
 Transcription Service .....World



Representative.....George P. Hollingbery  
 Membership.....NARTB, RAB  
 President.....Harold Matison  
 Gen. Sta. Mgr.....Granville Walters  
 Commercial Manager.....M. M. Caver  
 Program Director.....Stanley Walters  
 Chief Engineer.....Clyne Graves

## WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Operated By....Southland Bcstg. Co.  
 Address.....437 N. Magnolia St.  
 Phone: 8-7227.....Air Time: Full Time  
 News Service.....UP  
 Representative.....McGillvra  
 Membership.....RAB, NARTB  
 President.....C. T. McCallum  
 Gen. Sta. Mgr.....Norma H. Leggett  
 Comm. Sales Prom. Mgr.....Teck Jones  
 Pgm., Pub. Dir.....David Kane  
 Chief Engineer.....W. B. Carter

## WLSM

LOUISVILLE—1953

Frequency: 1270 Kc....Power: 1000 Watts d.  
 Owned-Oper. By....Louisville Bcstg. Corp.  
 Address.....Box 111  
 Phone: 1000.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Representative.....Hil Best  
 Station Manager.....William R. Parkes  
 Chief Engineer.....Herb Guthrie

## WMBC

MACON—1947—MISS-KBS

Frequency: 1400 Kc....Power: 250 Watts  
 Owned.....J. W. (Billy) Furr  
 Address.....WACR, Bldg., Columbus, Miss.  
 Phone: 310.....Air Time: Full Time  
 News Service.....UP  
 Station Rep.....Hil Best  
 Membership.....NARTB  
 President.....J. W. (Billy) Furr  
 General Manager.....Felix Adams, Jr.  
 Program Director.....John Isaacs  
 Chief Engineer.....Bob Montgomery

## WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc....Power: 1000 Watts d.  
 Owned-Operated By...S. W. Bcstg. Co. of Miss.  
 Address.....Pike Hotel  
 Phone: 1884.....Air Time: Daytime  
 Station Rep.....Continental  
 Transcription Service.....Lang-Worth, World  
 President.....Louis Alford  
 Commercial Mgr.....W. K. Johnston  
 Sales Prom. Mgr.....Cindy Gardner  
 Program Director.....James Hemphill  
 General Manager.....Phillip Brady

## WHNY

McCOMB—1939

Freq.: 1250 Kc....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....Bcstrs. Service, Inc.  
 Address.....P. O. Box 111  
 Phone: 2080.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Dora-Clayton, Clark  
 General Manager.....Lester Williams  
 Station Manager.....W. R. Taylor  
 Commercial Manager.....Bill Tyler  
 Chief Engineer.....Robert L. Sanders

## WCOB

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Mississippi Bcstg. Co., Inc.  
 Business-Studio Address.....Threefoot Bldg.  
 Phone: 7714.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 President, General Manager...Withers Gavin

## WMOX

MERIDIAN—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Birney Imes, Jr.  
 Address.....P. O. Box 1511  
 Phone: 2-0171.....Air Time: Full Time  
 News Service.....AP  
 Representative.....McGillvra  
 Transcription Service.....Thesaurus  
 President.....Birney Imes, Jr.  
 General Manager.....Bob McRaney  
 Station Manager.....Joseph W. Carson  
 Comm., Mgr., Prog. Dir.....Eddie Holladay  
 Chief Engineer.....Winton Beaver

## WTOK

MERIDIAN—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southern TV Corp.  
 Address.....Southern Bldg.  
 News Service.....AP  
 Transcription Service.....SESAC  
 Pres., Gen. Mgr.....Robert F. Wright  
 Sta., Comm. Mgr.....Jerry J. Joiner  
 Program Director.....Gene Reeves  
 Publicity Director.....George Shannon  
 Chief Engineer.....Joe H. Saxon

## WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Natchez Bcstg. Co.  
 Address.....615 Main St.  
 Phone: 8211.....Air Time: Full Time  
 President.....P. K. Ewing  
 General Manager.....P. K. Ewing, Jr.  
 Commercial Mgr.....Ervin Parks  
 Program Director.....Hoyle Littlejohn  
 Chief Engineer.....George W. Wilson

**WNAT**

**NATCHEZ—1949—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Old South Bcstg. Co.  
 Address .....Eola Hotel  
 Phone Number .....4621  
 News Service .....UP  
 President.....Mrs. Laurie G. Ratcliffe  
 General Manager.....Paul Schilling  
 Prog. Dir.....Val Jensen  
 Commercial Mgr.....Eddie Phelan  
 Pub. Dir.....Irene Griffey  
 Chief Engineer.....Martin Tyronne

**WPMP**

**PASCAGOULA—1951—KBS-ABC**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Crest Bcstg. Co., Inc.  
 Address.....P. O. Box 391  
 Phone: 83391.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NARTB  
 Pres., Gen. Mgr.....William R. Guest, Jr.  
 Sta., Comm. Mgr.....Floyd W. Hess  
 Prom. Mgr.....Bill Brewer  
 Program Director.....Tommy Gilbert  
 Chief Engineer.....Fred Strother

**WHOC**

**PHILADELPHIA—1948—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....William Howard Cole  
 Phone: 740.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Capitol  
 President, Manager...William Howard Cole  
 Program Director.....Mrs. Wm. H. Cole  
 Chief Eng.....Paul M. Miller

**WRJW**

**PICAYUNE—1949—KBS**

Frequency: 1320 Kc.....Power: 5000 d.  
 Owned-Oper. By.....Tung Bcstg. Co.  
 Address .....Picayune  
 Phone: 510.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....SESAC  
 Gen., Sta. Mgr.....Jimmie Willson  
 Program Director.....Archie Rushing, Jr.  
 Chief Engineer.....Don Murphy

**WSSO**

**STARKVILLE—1949—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Starkville Bcstg. Co.  
 Business-Studio Address.....WSSO Bldg.  
 Phone: 1230.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Capitol  
 Pres., Gen., Comm. Mgr.....Joe Phillips  
 Program Director.....Clarice Cruickshank

**WELO**

**TUPELO—1944—MBS-MID SOUTH**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tupelo Bcstg. Co.  
 Business-Studio Address.....Welo Bldg.  
 Phone: 1400.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Gen. Mgr.....Bob McRaney  
 Station Manager.....Bob Evans  
 Commercial Manager.....E. L. Bowen, Jr.  
 Prog. Dir.....Edward Cleary  
 Chief Engineer.....LeRoy Green

**WTUP**

**TUPELO—1953—KBS**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Lee Bcstg. Co.  
 Address .....Box 612  
 Phone: 3111.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Station Representative .....Dora-Clayton  
 Partner.....E. O. Roden  
 Gen., Comm. Mgr.....James E. Reese  
 Chief Engineer.....Keith Wroten

**WQBC**

**VICKSBURG—1931—MBS-KBS**

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By...Delta Bcstg. Co., Inc.  
 Business-Studio Address.....Post-Herald Bldg.  
 Phone: 312.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....SESAC  
 Representative.....Sears & Ayer  
 Membership .....NARTB  
 President.....L. P. Cashman  
 General-Station Mgr.....Mary-Van Cashman  
 Commercial Manager.....L. L. Miller  
 Chief Engineer.....Waverley Conway

**WVIM**

**VICKSBURG—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Mias., Inc.  
 Business-Studio Address.....Box 76  
 Phone: 3901.....Air Time: Full Time  
 Representative.....Indie Sales, Dora-Clayton  
 President.....J. Dige Bishop  
 General Manager.....Cecil Goodreau  
 Chief Engineer.....J. W. Gardner

**WABO**

**WAYNESBORO—1954**

Frequency: 990 Kc.....Power: 250 Watts  
 Owner.....New Laurel Radio Sta., Inc.  
 Phone .....5-4700  
 Representative .....Dixie  
 General Manager.....Granville Walters  
 Chief Engineer.....Clyne Graves

# WROB

WEST POINT—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Bob McRaney, Sr.  
Phone: 1450.....Air Time: Full Time  
Station Rep.....McGillvra  
Pres., Gen. Mgr.....Bob McRaney Sr.  
Station Manager.....Jack King

# WAZF

YAZOO CITY—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned .....WAZF, Inc.  
Address.....South Main St.  
Phone: 1300.....Air Time: Full Time  
News Service .....UP  
President.....E. O. Roden  
General Mgr.....Richard F. Crans  
Commercial Mgr.....Ollie Bales  
Program Director.....Joel Netherland  
Publicity Director.....Glenda Bridges  
Chief Engineer.....Keith Wroten

# MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — Families 1,265,000

Radio Homes 1,196,000 — TV Homes 783,000 — Stations in State 65

# KWRT

BOONVILLE—1953

Frequency: 1370 Kc.....Power: 1000 Watts  
Owner.....Wm. R. Tedrick  
Address.....KWRT Building  
Phone.....1031  
Representative.....Indie  
General Manager.....Wm. R. Tedrick  
Chief Engineer.....H. J. Schumaker

News Service .....AP  
Station Rep.....Continental  
Membership .....NARTB  
Owner, Gen. Mgr.....J. J. Daly  
Prog. Dir., Prom. Mgr.....Leon Crocker  
Chief Engineer.....William Woods

# KFVS

CAPE GIRARDEAU—1925—MBS

Freq: 960 Kc....Power: 1 Kw. d. 500 W. n.  
Owned-Operated By.....Hirsch Bcstg. Co.  
Business-Studio Address.....324 Broadway  
Phone: 5-5511.....Air Time: Full Time  
News Service .....UP  
Membership .....NARTB, RAB  
Representative.....John E. Pearson  
President.....Oscar C. Hirsch  
Station Manager.....Ralph L. Hirsch

# KCRV

CARUTHERSVILLE—1950—KBS

Frequency: 1370 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Pemiscot Bcstg. Co.  
Address.....106 W. 3rd St.  
Phone: 965.....Air Time: Daytime  
Transcription Service.....Thesaurus, World  
News Service .....UP  
President.....J. E. Taylor  
General Manager.....Robert L. Harrison  
Commercial Manager.....Ed Dyer  
Program Director.....Harry A. Moreland  
Chief Engineer.....Al Lawrence

# KGMO

CAPE GIRARDEAU—1952—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....KGMO Radio-TV Inc.  
Address.....Box 274  
Phone: 5-8228.....Air Time: Full Time  
Pres., Prog. Dir.....William C. Brandt  
General Manager.....Richard C. Brandt  
Chief Engineer.....William M. Bryan

# KCHR

CHARLESTON—1953—KBS

Frequency: 1350 Kc....Power: 500 Watts d.  
Owned-Oper. By.....South Mo. Bcstg. Co.  
Phone: 2-4451.....Air Time: Daytime  
News Service .....Thesaurus  
Representative.....Hil Best  
Co-Owner, Gen. Mgr.....Kermit Barker  
Program Director.....James L. Byrd IIIrd

# KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Carthage Bcstg. Co.  
Address.....1201 E. Chestnut  
Phone: 2648, 2623.....Air Time: Full Time

# KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc....Power: 250 Watts d.  
Owned-Oper. By.....Cecil W. Roberts  
Address.....Highway 36  
Phone: 1920.....Air Time: Daytime  
News Service .....UP  
Representative.....Hil F. Best, Conwell  
President.....Cecil W. Roberts

General Manager.....Howard G. Rion  
Commercial Mgr.....Jerry Wilson  
Chief Engineer.....Donald P. O'Brien

# KDKD

CLINTON—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....KDKD, Inc.  
Phone: 233.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....World  
Representative.....Keystone  
Membership.....NARTB  
President.....David M. Segal  
Station Manager.....Stanley Dixon  
Chief Engineer.....Dean Clayton

# KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....KFRU, Inc.  
Business Address.....Box 89  
Phone: 4141.....Air Time: Full Time  
News Service.....AP, INS  
Newspaper Affil.....Tribune  
Station Rep.....Webb  
Transcription Service.....Lang-Worth, World  
Membership.....NARTB, RAB  
President.....H. J. Waters, Jr.  
General Manager.....Mahlon R. Aldridge, Jr.  
Commercial Mgr.....F. J. LeGrand  
Program Director.....Shirley Bauderer  
Chief Engineer.....Robert Haigh

# KREI

FARMINGTON—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Midwest Bcstg. System  
Address.....Ozarks Bldg.  
Phone: 1107.....Air Time: Daytime  
News Service.....UP  
Station Rep.....Hil F. Best  
President.....Cecil W. Roberts  
Station Manager.....Earl L. Whitener  
Comm. Mgr.....Roy Brewington  
Chief Engineer.....Bill Westbrook

# KJCF

FESTUS—1951—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.  
Owned.....Jefferson County Radio & TV Co.  
News Service.....UP  
Phone: YE 7-3810.....Air Time: Daytime  
General Manager.....Donald M. Donze  
Chief Engineer.....Russell Seals, Jr.

# KFMO

FLAT RIVER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Lead Belt Bcstg. Corp.  
Business-Studio Address.....Flat River  
Phone: 1000.....Air Time: Full Time  
News Service.....UP

Representative.....John E. Pearson  
Membership.....RAB  
President, General Manager...Oscar C. Hirsch  
Station-Comm. Mgr.....James F. Collins  
Prom. Mgr.....James Strader  
Program Director.....Lynn Bobs  
Chief Engineer.....Gilbert Collins

# KFAL

FULTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Mo. Central Bcstrs.  
Address.....5th and Market  
Phone: 1400.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Standard  
Membership.....NARTB, RAB  
General Manager.....Robert W. Nickles  
Station Director.....Roger P. Fox  
Comm., Prom. Mgr.....L. Reed Holt  
Chief Engineer.....J. J. Patterson

# KHMO

HANNIBAL—1941—MBS

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Bolling Bcstg. Co.  
Business-Studio Address...102½ S. Main St.  
News Service.....AP  
Representative.....John E. Pearson  
Partners.....James and Ada Bolling  
General Manager.....William H. Shaw  
Prog. Dir.....Gene Hoenes  
Chief Engineer.....Ben Parrish

# KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Craig Siegfried  
Business-Studio Address.....310 N. Osage  
Newspaper Affil.....Daily News  
News Service.....AP  
Transcription Service.....Thesaurus  
President.....Craig Siegfried  
General Manager.....Harry L. Becker  
Sales Prom. Mgr.....Herb Dawson  
Chief Engineer.....Robert Atkinson

# KLIK

JEFFERSON CITY—1953

Frequency: 950 Kc.....Power: 5 Kw., d.  
Owned.....Empire Bcstg. Co.  
Address.....410 Capital  
News Service.....UP  
Transcription Service.....Standard  
Station Representative...Jerrell A. Shepherd  
Gen., Sta. Mgr.....Lynn Bickett  
Commercial Mgr.....Bill Brown  
Chief Engineer.....John Halligan

# KWOS

JEFFERSON CITY—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Capital Bcstg. Co.

Business-Studio Address ..... 210 Monroe St.  
 Phone: 6-3137 ..... Air Time: Full Time  
 Newspaper Affiliation ..... News Tribune Co.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Station Rep. .... Joe Bogner  
 President ..... Mrs. L. R. Geshorn  
 Gen. Sta. Comm. Mgr. .... Catherine Roer  
 Sales Director ..... E. A. Richter  
 Chief Engineer ..... Leroy S. Hackmann

## KFSB

### JOPLIN—1948

Freq.: 1310 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Four States Bcstg. Inc.  
 Address ..... 1027 Main  
 Phone: MA 4-1310 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker  
 Membership ..... NARTB  
 President ..... Harry Easley  
 V.P., Gen. Mgr. .... W. H. Clark  
 Sales Prom. Mgr. .... Sam Babcock  
 Program Director ..... Ed Johnson  
 Chief Engineer ..... Lloyd Frazier

## KSWM

### JOPLIN—1946—CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Air Time, Inc.  
 Address ..... 1928 W. 13 St.  
 Phone: MA 4-760 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... William G. Rambeau  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Austin A. Harrison  
 Sta. Mgr., Pgm. Dir. .... Ronald Robson  
 Commercial Mgr. .... D. T. Knight Jr.  
 Publicity Director ..... Austin A. Harrison  
 Chief Engineer ..... Jack Langford

## WMBH

### JOPLIN—1934—MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Joplin Bcstg. Co.  
 Business-Studio Address ..... Frisco Bldg.  
 Phone: 330 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Sears & Ayer  
 Membership ..... NARTB  
 Pres., Gen. Sta. Mgr. .... D. J. Poynor  
 Comm. Mgr. .... M. E. Dunn  
 Program Director ..... Golda Shaunce  
 Chief Engineer ..... Jack Langford

## KCKN

### KANSAS CITY—1925

(See Kansas City, Kansas, listing)

## KCMO

### KANSAS CITY—1936—ABC

Freq.: 810 Kc. .... Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By ..... KCMO Bcstg. Co.  
 Address ..... 125 E. 31st St.  
 Phone: Jefferson 6789 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Associated  
 Representative ..... Katz  
 Membership ..... NARTB, RAB  
 President ..... E. T. Meredith  
 General Manager ..... E. K. Hartenbower  
 Asst. Manager ..... C. E. Breazel  
 Commercial Manager ..... R. W. Evans  
 Sales Prom., Pub. Dir. .... F. C. Strawn  
 Program Director ..... George Stump  
 Chief Engineer ..... Karl Troeqlen

## KFRM

### KANSAS CITY—1947

For KFRM Listing—See Concordia, Kansas

## KMBC

### KANSAS CITY—1921—CBS

Frequency: 980 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... KMBC Bcstg. Co.  
 Address ..... 222 W. 11th St.  
 Phone: HARRISON 2650 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Free & Peters  
 Membership ..... NARTB, RAB  
 President ..... L. G. Backstrom  
 V.P., Managing Director ..... John T. Schilling  
 Sales Prom. Mgr. .... George J. Higgins  
 Chief Engineer ..... Harry Goldenberg

## KPRS

### KANSAS CITY—1949

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Twin City Adv. Agency  
 Address ..... 2814 E. 23rd St.  
 Phone: Humbolt 3100 ..... Air Time: Daytime  
 Station Rep. .... McGillvra  
 News Service ..... AP  
 General Manager ..... Edward H. Pate  
 Commercial Mgr., Chief Engr. .... Andrew Carter  
 Program Director ..... Eugenia Pate

## KUDL

### KANSAS CITY—1953

Frequency: 1380 Kc. .... Power: 1 Kw. d.  
 Owned ..... KUDL, Inc.  
 Address ..... 1012 Baltimore Ave.  
 Phone: Baltimore 0077 ..... Air Time: Daytime  
 News Service ..... UP



Station Representative.....Forjoe & Co.  
 Membership.....NARIB  
 President.....David M. Segal  
 General Mgr.....Harold Backun  
 Commercial Mgr.....Irving Schwartz  
 Program Director.....Jack Baruth  
 Chief Engineer.....William Simons

Gen., Sta. Mgr.....Samuel A. Burk  
 Comm., Sales Prom. Mgr..James J. Dougherty  
 Program Director.....Lois Daudel  
 Chief Engineer.....Ralph Neely

## W D A F

### KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By....The Kansas City Star Co.  
 Business-Studio Address....1729 Grand Ave.  
 Phone: Harrison 1200...Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil.....Kansas City Star  
 Transcription Service....Standard, Thesaurus  
 Representative.....H. I. Christal  
 President.....Roy A. Roberts  
 Gen. Mgr.....H. Dean Fitzer  
 Station Manager.....V. S. Batton  
 Commercial Manager.....E. Manne Russo  
 Pgm., Publ. Dir.....Harry J. Kaufmann  
 Chief Engineer.....J. A. Flaherty

## W H B

### KANSAS CITY—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Mid-Continent Bcstg Co.  
 Address.....10th & McGee  
 Phone: Baltimore 8300...Air Time: Full Time  
 News Service.....AP  
 Station Representative.....John Blair Co.  
 Membership.....NARTB  
 President.....Robert H. Storz  
 Exec. V.P.....Todd Storz  
 V.P. Gen. Mgr.....George W. Armstrong  
 Sales Promotion Mgr.....Jack Sampson  
 Program Director.....John Pearson  
 Technical Director.....Dale Moudy

## K B O A

### KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts a.  
 Owned-Operated By.....Kennett Bcstg. Corp.  
 Business-Studio.....Kennett  
 Phone: 84-616.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President, General Manager....Paul C. Jones  
 Station Manager.....C. H. Harrison  
 Commercial Manager.....Joe Bankhead  
 Chief Engineer.....Robert H. Conner

## K I R X

### KIRKSVILLE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....North Mo. Bcstg. Co.  
 Business-Studio Address....KIRX Bldg.  
 Phone: 5-3781.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....RAB

## K L W T

### LEBANON—1947—MBS

Frequency 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lebanon Bcstg. Co.  
 Bus.-Studio Address....221 E. Commercial St.  
 Phone: 1015.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service....Langworth, SESAC  
 President.....Robert C. Fields  
 General Manager.....O. R. Wright  
 Comm. Mgr., Prog. Dir.....Jack A. Sellers  
 Chief Engineer.....Gene Clay

## K T C B

### MALDEN—1954

Frequency: 1470 Kc.....Power: 1 Kw.  
 Owned.....Tri-County Bcstg. Co.  
 Address.....100 W. Main St.  
 Phone: 851.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 General Manager.....Harold Gregson  
 Commercial Mgr.....Gerald Jumper  
 Promotion Mgr.....Ted Pyle



In Kansas City  
 THE  
**MID-CONTINENT  
 FORMULA**  
 works at  
**WHB**

Mid-Continent purchased WHB in June, 1954. There's a new listen over K.C.'s oldest (1922) call letters. New programming, personalities, ideas and news have rocketed WHB to *first* place. Latest available Hooper: WHB *first* all day with 35.7%; second station, 17.5%. Talk to John Blair, or WHB General Manager, George W. Armstrong.

 **MID-CONTINENT BROADCASTING CO.**  
 President: Todd Storz

WTIX, New Orleans Represented by Adam J. Young, Jr.	KOWH, Omaha Represented by H-R Reprs, Inc.	WHB, Kansas City Represented by John Blair & Co.
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# K M M O

MARSHALL—1949

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By: KMMO, Inc.  
 Address: Marshall  
 News Service: UP  
 Transcription Service: World  
 Station Rep.: Pearson  
 General Manager: J. M. Silvey  
 Sta., Comm., Prom. Mgr.: Harold Douglas  
 Program Director: Don Clem  
 Chief Engineer: Bill Williams

# K N I M

MARYVILLE—1953—KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Maryville Radio-TV Inc.  
 Address: Box 278  
 Phone: 730. Air Time: Daytime  
 News Service: AP  
 President: R. W. Wilson  
 Prog., Gen. Mgr.: J. L. Jaquay  
 Commercial Mgr.: Gilbert Poesse  
 Chief Engineer: Arnold Wilson

# K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Audrain Bcstg. Corp.  
 Address: Box 260  
 Phone: 2340-1. Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Membership: NARTB, RAB  
 President: John Badaracco  
 Gen., Sta. Mgr.: W. Earl Dougherty  
 Program Dir.: Greg Swanson  
 Chief Engineer: Hyle Lemen

# K N C M

MOBERLY—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Moberly Bcstg. Co.  
 Address: Box 396  
 Phone: 1600. Air Time: Full Time  
 Transcription Service: Lang-Worth, Thesaurus  
 Membership: RAB  
 News Service: AP  
 Owner, Gen. Mgr.: Jerrill A. Shepherd  
 Program Director: James Lipsey  
 Chief Engineer: Ed Scarr

# K R M O

MONETT—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Carthage Bcstg. Co.  
 Phone: 858. Air Time: Daytime  
 News Service: AP  
 Station Rep.: Continental  
 Membership: NARTB

General Manager: L. C. McKenney  
 Partner: J. J. Daly  
 Program Director: Floyd Stewart  
 Commercial Mgr.: Marion Pilant  
 Chief Engineer: George Province

# K L R S

MOUNTAIN GROVE—1954

Frequency: 1360 Kc. Power: 1000 Watts  
 Owner: Kickapoo Prairie Bcstg. Co.  
 General Manager: L. C. McKenney

# K B T N

NEOSHO—1954—KBS

Frequency: 1420 Kc. Power: 500 Watts  
 Owner: Ozarks Playground Bcstrs.  
 Address: 212½ E. Main St.  
 Phone: 1666  
 Pres., Gen. Mgr.: John V. Turner  
 Chief Engineer: Norman Bradford

# K N E M

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio KNEM  
 Address: P. O. Box 15  
 Phone: 15. Air Time: Full Time  
 News Service: UP  
 Station Rep.: Hil Best  
 President: John Blake  
 Gen. Mgr., Chief Engr.: Kenneth E. White

# K R M S

OSAGE BEACH—1953

Frequency: 1150 Kc. Power: 1 Kw. d.  
 Owned: Robert M. Smith  
 News Service: AP  
 Membership: NARTB  
 President: Robert M. Smith  
 Gen., Sta. Mgr.: Javes von Gremp  
 Comm., Sales Prom. Mgr.: G. S. Strickland  
 Prog., Pub. Dir.: Helen R. Huber  
 Chief Engineer: Robert M. Smith

# K W O C

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By: Poplar Bluff Bcstg. Co., Inc.  
 Transmitter Address: 428 Vine St.  
 Transcription Service: SESAC, World  
 Representative: John E. Pearson  
 General Manager: A. L. McCarthy  
 Sales Manager: L. G. Stovall  
 Production Dir.: Ted Pyle  
 Chief Engineer: Donald M. Lidenton

# K T T R

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper By: "Show-Me" Bcstg. Co.

Address ..... P. O. Box 567  
 Phone: 380 ..... Air Time: Full Time  
 News Service ..... **AP**  
 Transcription Service ..... World  
 Pres., Gen., Sta. Mgr. .... Luther W. Martin  
 Comm., Prom. Mgr. .... Wilson C. Burkhead  
 Prog. Dir. .... Roxy Rhodes  
 Pub. Dir. .... Murl Nash  
 Chief Engineer. .... Martin M. Mitchum

## KSGM

**STE. GENEVIEVE—1947—KBS**

Frequency: 980 Kc. .... Power: 500 Watts  
 Owned-Oper. By. .... Donze Enterprises, nc.  
 Bus.-Studio Address. .... 410 Merchant St.  
 Phone: 580 ..... Air Time: Full Time  
 News Service ..... **UP**  
 President, General Manager. . . Elmer L. Donze  
 Chief Engineer. .... Murel L. Rose

## KFEQ

**ST. JOSEPH—1923—MBS**

Frequency: 680 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... **KFEQ, Inc.**  
 Business-Studio ..... **KFEQ Bldg.**  
 Phone: 3-2528 ..... Air Time: Full Time  
 News Service ..... **AP**  
 Transcription Service. .... **RCA, Thesaurus**  
 Representative ..... **Headley-Reed**  
 Membership ..... **NARTB**  
 Pres., Gen. Mgr. .... Barton Pitts  
 Commercial Mgr. .... J. Ted Branson  
 Program Director. .... William R. Balch  
 Chief Engineer. .... J. Wesley Koch

## KRESS

**ST. JOSEPH—1946—KBS**

Frequency: 1550 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... **KRESS Radio Corp.**  
 Address ..... Box 69  
 Membership ..... **NARTB**  
 News Service ..... **AP**  
 Pres., Gen., Sta. Mgr. .... Tee Casper  
 Commercial Mgr. .... Robert Mosiman  
 Prog., Pub. Dir. .... Richard Irving  
 Chief Engineer. .... Floyd George

## KMOX

**ST. LOUIS—1925—CBS**

Frequency: 1120 Kc. .... Power: 50,000 Watts  
 Owned By. .... **Columbia Bcstg. System, Inc.**  
 Operated By. .... **CBS Radio Division**  
 Business-Studio Address. .... 401 So. 12th St.  
 Phone: Central 8240 ..... Air Time: Full Time  
 News Service. .... **AP, UP**  
 Transcription Service ..... **Associated**  
 Representative. .... **CBS Radio Spot Sales**  
 Membership ..... **RAB, NARTB**  
 General Manager. .... Gene Wilkey  
 Commercial Manager. .... Robert Hyland, Jr.  
 Sales Prom., Pub. Mgr. .... Foster Brown  
 Program Director. .... Mark Russell  
 Chief Engineer. .... **Harry Harvey**

## KSD

**ST. LOUIS—1922—NBC**

Frequency: 550 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. **The Pulitzer Publishing Co.**  
 Business-Studio Address. .... 1111 Olive St.  
 Phone ..... Main 1-1111  
 News Service ..... **AP**  
 Newspaper Affil. .... **St. Louis Post Dispatch**  
 Transcription Service. .... **World, Thesaurus**  
 Representative. .... **NBC Spot Sales**  
 Membership ..... **NARTB**  
 President ..... **Joseph Pulitzer**  
 General Manager. .... **George M. Burbach**  
 Sales Manager. .... **Arthur J. Casey**  
 Program Director. .... **Harold Grams**  
 Promotion Manager ..... **David Pasternak**  
 Chief Engineer ..... **J. E. Risk**

## KSTL

**ST. LOUIS—1948**

Frequency: 690 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... **Radio St. Louis, Inc.**  
 Address. .... 5915 Berthold Ave.  
 Phone: Sterling 1-3636 ..... Air Time: Daytime  
 Representative ..... **For Joe**  
 Station Manager. .... **Dick J. Kasten**  
 Commercial Manager. .... **William A. Knight**  
 Program Director. .... **Tony Glenn**  
 Sales Prom. Mgr. .... **Joseph Voss**  
 Publicity Director. .... **Norman Edwards**  
 Chief Engineer. .... **Ira E. Pollock**

## KWK

**ST. LOUIS—1927—MBS**

Frequency: 1380 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... **KWK, Inc.**  
 Address. .... 1215 Cole St.  
 Phone: Main 1-9109 ..... Air Time: Full Time  
 Newspaper Affiliation. .... **St. Louis Globe-Democrat**  
 News Service ..... **AP**  
 Representative ..... **Katz**  
 President, General Mgr. .... **Robert T. Convey**  
 Station Manager. .... **Ray E. Dady**  
 Commercial Manager. .... **V. E. Carmichael**  
 Program Director ..... **John W. Tinnea**  
 Prom., Publ. Director. .... **Fred J. Mueller**  
 Chief Engineer. .... **N. J. Zehr**

## KXLW

**ST. LOUIS—1946**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... **St. Louis County Bcstg. Co.**  
 Bus.-Studio Address. .... 2735 Bonaparte Ave.  
 Phone: WO 1-1320 ..... Air Time: Daytime  
 News Service ..... **UP**  
 Representative ..... **Pearson**  
 President. .... **John W. Kluge**  
 General Manager. .... **William W. Jefferay**  
 Commercial Manager. .... **Edward W. Pope**  
 Program Director. .... **June R. Hardaway**  
 Chief Engineer. .... **James F. Mitchell**

# KXOK

ST. LOUIS—1938—ABC-KBS

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KXOX, Inc.  
 Address.....710 No. 12th Blvd.  
 Phone: CHestnut 1-6000...Air Time: Full Time  
 News Service.....UP  
 Representative.....John Blair  
 Membership.....NARTB  
 President.....E. M. Roberts  
 General Manager.....C. L. Thomas  
 Comm. Mgr.....V. N. Springgate  
 Sales Prom. Mgr.....Frank Doyle  
 Program Director.....Elmer Muschany  
 Publicity Director.....Frank Doyle  
 Chief Engineer.....Arthur F. Rekart

# WEW

ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The St. Louis University  
 Address.....3642 Lindell Blvd.  
 Phone: FRanklin 1-5685...Air Time: Daytime  
 Transcription Service.....Lang-Worth  
 Representative.....Gill Perna  
 President (St. Louis U.)  
 Very Rev. Paul C. Reinert, S.J.  
 General Manager.....Geo. A. Volz  
 Commercial Manager.....Ray Korpowicz  
 Program Director.....Lambert Kaiman  
 Chief Engineer.....Charles C. Casey

# WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Missouri Bcstg. Corp.  
 Business-Studio Address.....Hotel Sheraton  
 Phone Number.....Olive 2-4500  
 News Service.....AP  
 Pres., Gen. Mgr.....L. A. Benson  
 Vice-Pres., Sales Mgr.....R. M. Hetherington  
 Station Manager.....Nick Pagliara  
 Sales Prom. Mgr.....C. W. Beintker  
 Chief Engineer.....L. A. Benson

# KSMO

SALEM—1953

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....."Show-Me" Bcstg. Co.  
 Address.....Box 71  
 Phone: 303.....Air Time: Full Time  
 News Service.....AP  
 General Manager.....Luther W. Martin  
 Promotion Mgr.....Joseph Leon Parker  
 Station Manager.....William B. Smith  
 Program Director.....Donna L. Sullinger  
 Chief Engineer.....Kenneth Wilkins

# KDRO

SEDALIA—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Milton J. Hinlein

Bus-Studio Address.....2100 W. Broadway  
 Phone: 4004.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Pearson  
 President.....Milton J. Hinlein  
 General Manager.....Herbert W. Brandes  
 Program Director.....Bob Harvey  
 Commercial Manager.....James F. Glenn

# KSIS

SEDALIA—1953

Frequency: 1050.....Power: 1000 Watts  
 Owner.....Yates Bcstg. Co.  
 Address.....KSIS Building  
 Phone.....590  
 Pres., Gen. Mgr.....Carl W. Yates

# KSIM

SIKESTON—1948

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner-Oper....Sikeston Community Bcstg. Co.  
 Bus-Studio-Transmitter Address...Hwry. 60 W.  
 Phone: 1.....Air Time: Full Time  
 News Service.....AP  
 President.....Lyman R. Bowman, Jr.  
 Sta., Comm. Mgr.....Richard L. Watkins, Jr.  
 Program Director.....James Palmer

# KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Springfield Bcstg. Co.  
 Bus-Studio Address.....605 Boonville Ave.  
 Phone: 4-2822.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil. Springfield Newspapers, Inc.  
 Transcription Service.....Thesaurus  
 Rep.....Venard, Rintoul & McConnell  
 Membership.....NARTB  
 President.....Tams Bixby, Jr.  
 Gen., Sta. Mgr.....K. G. Wells  
 Commercial Mgr.....Tyler Offutt  
 Program Director.....Francis Uhlis  
 Pub., Prom. Dir.....Dudley Morris  
 Chief Engineer.....Richard Bowman

# KICK

SPRINGFIELD—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address.....610 College St.  
 Phone: 4-1561.....Air Time: Full Time  
 News Service.....UP  
 Representative.....McGillvra  
 Membership.....NARTB, RAB  
 President.....Floyd W. Jones  
 General Manager.....L. C. McKenney  
 Comm., Sales Prom. Mgr...Richard Bradley  
 Sta. Mgr., Prog. Dir.....Robert Vinyard  
 Publicity Director.....Les Kennon  
 Chief Engineer.....William Walker

# K T T S

**SPRINGFIELD—1941—CBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address.....P. O. Box 1716 S. S. S.  
 Phone: 2-7474.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....Sears & Ayer  
 Membership .....NARTB  
 President.....J H. G. Cooper  
 General Manager.....G. Pearson Ward  
 Commercial Manager.....Bob Burke  
 Program Director.....Wendel Smith  
 Chief Engineer.....William F. Curry

# K W T O

**SPRINGFIELD—1933—ABC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ozarks Bcstg. Co.  
 Business-Studio Address.....606 St. Louis St.  
 Phone: 2-4422.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Ralph D. Foster  
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon  
 Commercial Manager...Raymond M. Keltner  
 Program Director.....Joe Slattery  
 Prom., Pub. Dir.....Bill Bailey  
 Chief Engineer.....Fritz Bauer

# K A L M

**THAYER—1953—KBS**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned.....Robert F. Neathery  
 Address.....North Hiway 63  
 Phone: 165.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Keystone  
 Pres., Gen. Sta. Mgr.....Robert F. Neathery  
 Chief Engineer.....Sam Beatty

# K L P W

**UNION—1954**

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Franklin County Bcstg. Co.  
 Address.....P. O. Box 72  
 Phone: Wash. 1439.....Air Time: Daytime  
 News Service .....AP  
 Owner .....Les Ware  
 General Manager.....Norb Moore

# K O K O

**WARRENSBURG—1953—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Warrensburg Bcstg. Co.  
 Address.....Box 395  
 Phone: 1260.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Station Rep. ....Forjoe

President.....Lee E. Baker  
 General Manager.....C. L. Parks  
 Commercial Manager.....Dorsey Dobson  
 Program Director.....Jim Gammon  
 Publicity Director.....Gene Tipton  
 Chief Engineer.....Jim Preston

# K W R E

**WARRENTON—1949—KBS**

Frequency: 730 Kc.....Power: 500 Watts  
 Owned.....W. T. Zimmerman  
 Address.....Warrenton  
 Phone: 398.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Continental  
 Gen., Sta. Mgr.....W. T. Zimmerman  
 Comm. Mgr.....Russell Benton  
 Sales Prom. Mgr.....Leo Waters

# K W P M

**WEST PLAINS—1947—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Robert F. Neathery  
 Address.....E. Abe Taylor Blvd.  
 Phone: 700.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Pres., Gen. Mgr.....Robert F. Neathery  
 Commercial Mgr.....Fritze W. Dixon  
 Program Director.....John Billingsley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

# AP

# MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — Families 191,000  
Radio Homes 186,000 — TV Homes 52,000 — Stations in State 26

## KANA

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Anaconda Bcstg. Co.  
Address.....P. O. Box 727  
Phone: 136.....Air Time: Full Time  
News Service.....UP  
Trans. Ser.....Lang-Worth, MacGregor, Republic  
Station Rep.....Gill-Perna  
President.....A. J. Mosby  
Program Director.....King Harmon  
Chief Engineer.....Charles Field

## KBMY

BILLINGS—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned.....Billings Bcstg. Co.  
Address.....Box 2124  
News Service.....AP  
Trans. Ser.....Associated, Lang-Worth  
Station Representative.....Avery-Knodel, Inc.  
Membership.....NARTB, RAB  
President.....Rockwood Brown  
General Manager.....Ken Nybo  
Commercial Mgr.....Warren Marshall  
Program Director.....Charles G. du Bois  
Chief Engineer.....T. A. Hildebrand

## KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5 Kw. d.  
Owned.....Midland Empire Bcstg. Co.  
Address.....5th Ave. & North B'way  
News Service.....UP  
Transcription Service.....Standard, SESAC  
Station Representative.....Katz  
Membership.....RAB  
President.....P. N. Fortin  
Gen. Mgr., Chief Eng.....Jeff Kiichli  
Sta. Mgr., Prog. Dir.....V. Braunberger  
Comm., Prom. Mgr.....Ed Yocum

## KOOK

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By.....The Montana Network  
Address.....P. O. Box 1498  
Phone: 9-5970.....Air Time: Full Time  
News Service.....AP, UP  
Transcription Service.....World  
Representative.....Headley-Reed  
Membership.....NARTB  
President.....C. L. Crist  
Station Manager.....V. V. "Bud" Clark  
Commercial Manager.....Lloyd Larsen  
Program Director.....Cliff Ewing  
Chief Engineer.....Grant French

## KBMN

BOZEMAN—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Penn Engineering Co.  
Address.....Box 691  
Phone: 2105.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....G. Norman Penwell  
Sta., Comm. Mgr.....Dan Snyder  
Chief Engineer.....Ben Hespen

## KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....KRBM Bcstrs. Inc.  
Address.....Bozeman, Mont.  
Phone: 1420.....Air Time: Full Time  
News Service.....UP  
Representative.....Walker  
President.....E. B. Craney  
General Mgr.....Ernie Neath  
Commercial Mgr.....Ernest Seccomb, Jr.  
Prog. Dir.....Dick Smiley  
Publicity Dir.....Jim Gidley  
Chief Engineer.....Pen Edwards

## KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Copper City Radio Co.  
Address.....720 Yale Ave.  
Phone: 7429.....Air Time: Full Time  
News Service.....UP  
Station Rep.....Cooke  
President.....Frank Reardon  
Chief Engineer.....Al Morgan

## KOPR

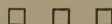
BUTTE—1948—ABC-MBS

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By.....Copper Bcstg. Co.  
Business-Studio Address.....Hotel Finlen  
Phone: 6546.....Air Time: Full Time  
News Service.....UP  
Representative.....Avery-Knodell  
President.....Frank C. Carman  
General Manager.....Ed Cooney  
Program Director.....Jim Harrold  
Chief Engineer.....John Gort

## KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By.....KGIR, Inc.  
Address.....Box 1956



Phone: 22-344.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Standard, SESAC  
 Representative.....Walker; Pacific No. West  
 Pres., Gen. Mgr.....E. B. Craney  
 Sta., Comm. Mgr.....Ame E. Ansjon  
 Program Director.....Paul Hatton  
 Promotion Mgr.....Ray Larson  
 Chief Engineer.....Vern Totten

## KLTZ

GLASGOW—1954

Frequency: 1240 Kc.....Power: 250 Watts  
 Owner.....Glasgow Bcstg. Co.  
 Address.....1st Nat. Bank Bldg.  
 Phone.....1000  
 General Manager.....James C. Carson  
 Chief Engineer.....William Sebastian

## KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Glendive Bcstg. Co.  
 Address.....Box 200  
 Phone: EM 5-3377.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard, World  
 Representative.....Lawson  
 President.....Lewis Wiles Moore  
 General Manager.....Daniel C. Palen  
 Commercial Mgr.....William Danielson  
 Sales Prom. Mgr.....James Taylor  
 Prog. Dir.....Eleanor Rosman  
 Chief Engineer.....Don Powers

## KFBB

GREAT FALLS—1921—CBS

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wilkins Bcstg., Inc.  
 Bus.-Studio Address.....607 First Natl. Bank Bldg.  
 Phone: 4-4377.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Station Rep.....Headley-Reed  
 Membership.....NARTB, RAB  
 President.....J. P. Wilkins  
 Station Manager.....LeRoy Stahl  
 Commercial Manager.....W. C. Blanchette  
 Program Director.....J. R. Kelley  
 Chief Engineer.....Wilbur L. Myhre

## KMON

GREAT FALLS—1947—MBS  
ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Montana Farmer Bcstg. Co.  
 Business Address.....Box 1935  
 Phone: 4-4382.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 President.....Lester Cole  
 General Manager.....Robert H. Warner

Commercial Manager.....Frank W. Kaull  
 Program Director.....Mel Hallock  
 Chief Engineers.....Eugene B. Bunker, Ben Rush

## KXLK

GREAT FALLS—1947—NBC NET

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Great Falls Bcstg. Co.  
 Bus.-Studio-Transmitter Add.....P. O. Box 2072  
 Phone: 2-2453.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Walker, Pacific Northwest  
 President.....Barclay Craighead  
 Gen., Sta., Comm. Mgr.....T. L. Fraying  
 Program Director.....William Zimlich  
 Prom. Mgr., Chief Eng.....Eugene Kukkola

## KOJM

HAVRE—1946—MBS-KBS

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Operated By.....No. Montana Bcstg. Co.  
 Address.....Box 70  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Cooke, Inc., Avery-Knodel  
 Membership.....NARTB  
 President.....O. R. Rubie  
 General Manager.....Charlotte H. Brader  
 Commercial Manager.....Carlyle D. Leeds  
 Program Director.....James R. Saenger  
 Publicity Director.....Stan G. Stephens  
 Chief Engineer.....George H. Bauer

## KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lewis & Clark Bcstg. Corp.  
 Address.....P. O. Box 1164  
 Membership.....NARTB  
 President.....Edward Maronick  
 General Manager.....K. O. MacPherson  
 Commercial Mgr.....Carl Argabright  
 Sales Prom. Mgr.....Walter H. Marshall  
 Program Director.....Pat Lee  
 Chief Engineer.....Dean Mack

## KXLJ

HELENA—1937—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Peoples Forum of the Air  
 Address.....1306 Eleventh Ave.  
 News Service.....UP, AP  
 Representative.....Walker, Moore  
 President.....A. T. Hibbard  
 Gen., Sta. Mgr.....Barclay Craighead  
 Commercial Mgr.....Gene Hogan  
 Sales Prom. Mgr.....George Wenstrum  
 Chief Engineer.....Glenn Breech

## KGEZ

KALISPELL—1927—MBS-KBS

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KGEZ, Inc.

Bus-Studio Address.....7 Main St.  
 Phone: 4331..... Air Time: Full Time  
**News Service** .....UP  
 Transcription Service..World, SESAC, Standard  
 Station Rep.....Donald Cook, Inc.  
 Membership .....NARTB, RAB  
 President.....Frank Reardon  
 Sales Prom. Mgr.....Richard V. Vick  
 Gen., Sta. Mgr., Prog. Dir.....Norm Fisher  
 Chief Engineer.....Paul Johnston

Representative .....Avery-Knodel  
 Membership .....NARTB, RAB  
 Gen., Sta. Mgr.....Ian A. Elliot  
 Commercial Manager.....Fred B. Hunnes  
 Sales Prom. Mgr.....Norval B. Davis  
 Program Director.....Earl L. Dahlstrom  
 Publicity Director.....Donald Kern  
 Chief Engineer.....Francis Kelly

## KXLO

LEWISTOWN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. G. Kelly  
 Address.....P. O. Box 620  
 Phone: 1210..... Air Time: Full Time  
**News Service** .....UP  
 Station Rep .....Intermountain  
 President.....William G. Kelly  
 General Manager.....Donald C. Williams  
 Comm. Mgr.....Joe Spoja  
 Chief Engineer .....David Sather

## KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Mosby's, Inc.  
 Business-Studio Address.....127 E. Main St.  
 Phone: 2-2155..... Air Time: Full Time  
**News Service** .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Gill Perna  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....A. J. Mosby  
 Sta., Comm. Mgr.....Guy B. Farnsworth  
 Prom. Mgr., Prog. Dir.....Don Bradley  
 Chief Engineer.....Leo Stewart

## KLCB

LIBBY—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Lincoln County Bcstrs. Inc.  
 Address .....Box 636  
 Phone: 410..... Air Time: Full Time  
**News Service** .....UP  
 Transcription Service..Langworth, MacGregor  
 Membership .....NARTB  
 President .....Smith McNeill  
 Station Manager.....Joe Menehan  
 Prog., Pub. Dir.....James Maurer  
 Chief Engineer.....Jim L. McLaughlin

## KXLL

MISSOULA—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Western Montana Assoc.  
 Phone: 4-4114..... Air Time: Full Time  
**News Service** .....UP  
 Representative .....Walker  
 Pres., Gen., Sta. Mgr.....Pat M. Goodover  
 Comm., Prom. Mgr.....Bob Gillis  
 Program Director.....Pat M. Goodover  
 Publicity Director.....John Campbell  
 Chief Engineer.....Ray Lee

## KPRK

LIVINGSTON—1947—KBS  
INTERMTN.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Yellowstone Amuse. Co.  
 Business Address .....Box 691  
 Phone: 1000..... Air Time: Full Time  
**News Service** .....UP  
 Station Rep .....Avery-Knodel  
 Transcription Service .....World  
 Pres., Gen. Mgr.....Paul B. McAdam  
 Commercial Manager.....Jack Hinman  
 Program Director.....Nikki Kolence  
 Chief Engineer.....Duke Long

## KIYI

SHELBY—1947—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Tri County Radio Corp.  
 Address.....P. O. Box 185  
 Phone: 5541..... Air Time: Full Time  
 Representative .....Cooke  
 Membership .....NARTB, RAB  
 President .....John Lyon  
 Sec.-Treas.....Frank Krshka  
 Program Director.....Don Redfield  
 Chief Engineer.....George Potter

## KATL

MILES CITY—1941—KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Printing Co.  
 Address .....Box 209  
 Phone: 1340..... Air Time: Full Time  
 Newspaper Affiliation....."Daily Star"  
**News Service** .....UP  
 Transcription Service.....Thesaurus

## KGCX

SIDNEY—1926—MBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....E. E. Krebsbach  
 Address.....109 S. Central  
 Phone: 408..... Air Time: Full Time  
**News Service** .....UP  
 Representative .....Lawson  
 General Manager.....E. E. Krebsbach  
 Commercial Mgr.....Keith Krebsbach  
 Sales Prom. Mgr.....Don Cole  
 Chief Engineer.....O. H. Halvorson



# NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — Families 436,000  
Radio Homes 418,000 — TV Homes 208,000 — Stations in State 27

## K C O W

**ALLIANCE—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Sandhills Bcstg. Corp.  
T ans. Address... 1100 West 10th St.  
Phone: 1300. Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... McGillvra  
Membership ..... NARTB  
President ..... Hansford Jaggers  
General Manager..... Gene Ackerley  
Program Director..... George Vogel  
Chief Engineer..... Roland Reed

## K W B E

**BEATRICE—1949—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Blue Valley Bcstg. Co.  
Address ..... Box 567  
Phone: 1245. Air Time: Full Time  
News Service ..... AP  
Transcription Service..... Thesaurus, Cole  
Membership ..... NARTB  
President ..... Merle G. Jones  
General Manager..... Bud Pentz  
Commercial Mgr..... William Boyce  
Program Director..... Madge McGavren  
Chief Engineer..... Earl McWilliams

## K C N I

**BROKEN BOW—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Custer County Bstg. Co.  
Address ..... Box 561  
Phone: 611. Air Time: Daytime  
News Service ..... UP  
Transcription Service ..... Capitol  
Gen. Mgr., Chief Engr..... Bud Crawford  
Commercial Mgr..... Joe Grieser

## K C S R

**CHADRON—1954**

Frequency: 1450 Kc. Power: 250 Watts  
Owned..... Community Ser. Radio Corp.  
Address..... 212 Bordeaux St., Box 949  
Phone: 5545. Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Co-Owners..... Bill Finch, Bob Fouse

## K J S K

**COLUMBUS—1948—KBS**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... George Basil Anderson

Business Address..... Box 460  
Phone: 5154. Air Time: Daytime  
News Service ..... AP  
Representative ..... Biddick, Continental  
Transcription Service ..... Thesaurus  
Pres., Gen. Sta. Mgr.... George Basil Anderson  
Commercial Manager ..... Milo Kincaid  
Chief Engineer..... Max Reeve

## K F G T

**FREMONT—1939**

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Oper. By..... Walker Radio, Inc.  
Business-Studio Address..... 118 E. 5 St.  
Newspaper Affiliation..... Guide, Tribune  
Membership ..... NARTB  
News Service ..... AP  
Transcription Service ..... Capitol  
Pres., Gen. Mgr..... Lester A. Walker  
Station Manager..... Robert L. Johnson  
Program Director..... Ken Headrick  
Chief Engineer..... Harry Snyder

## K M M J

**GRAND ISLAND—1925—ABC**

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Town & Farm Co., Inc.  
Business-Studio Address... Division at Cedar  
Phone: 703-4. Air Time: Daytime  
News Service ..... UP  
Transcription Service..... Thesaurus  
Representative ..... H-R  
Membership ..... RAB  
President ..... Don Searle  
V.P. & General Manager..... Bill Martin  
V.P. & Regional Sales Mgr..... Ed Mason  
Comm. Mgr..... Ken Titus  
Program Director..... Ed Meyer  
Publicity Dir..... Willard Morton  
Chief Engineer..... U. L. Lynch

## K R G I

**GRAND ISLAND—1953**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By..... Grand Island Bcstg. Co.  
Address..... 315 South Locust  
News Service ..... AP  
Trans. Service..... Capitol, Lang-Worth  
Representative..... Sears & Ayer  
President..... Robert L. Lester  
General Manager..... Wick Heath  
Comm. Mgr., Prog. Dir..... Ray Kozak  
Chief Engineer..... Don Campbell

## K H A S

**HASTINGS—1940—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... Nebraska Bcstg. Co.



Transmitter Address . . . . . 906½ W. Second St.  
 Phone: 2-5101 . . . . . Air Time: Full Time  
 News Service . . . . . INS  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Gill-Perna  
 Membership . . . . . NARTB  
 President . . . . . Fred A. Seaton  
 Gen., Sta. Mgr. . . . . James Pickett  
 Pub. Prog. Dir. . . . . Lloyd O. Thomas  
 Chief Engineer . . . . . Duane B. Allison

# K G F W

**KEARNEY—1930—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Neb. Bcstg. Corp.  
 Bus.-Studio Address . . . . . 2221 Central Ave.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Hal Holman  
 Pres., Sta. Mgr. . . . . John W. Yeager, Jr.  
 General Manager . . . . . J. C. Mitchell  
 Commercial Mgr. . . . . Bob Riedy  
 Pgm., Pub. Dir. . . . . Robert Rudy  
 Chief Engineer . . . . . Howard Harrington

# K R V N

**LEXINGTON—1950**

Frequency: 1010 Kc. . . . . Power: 25,000 Watts d.  
 Owned-Oper. By . . . . . Nebraska Rural Radio  
 Address . . . . . 104 W. 8th St.  
 Phone: 716 . . . . . Air Time: Daytime  
 Transcription Service . . . . . Standard  
 News Service . . . . . AP  
 Representative . . . . . Raymer  
 President . . . . . Jay A. Person  
 General Manager . . . . . Max Brown  
 Commercial Manager . . . . . Harry H. Packard  
 Program Director . . . . . G. W. Embree  
 Chief Engineer . . . . . Robert Bitner

# K F O R

**LINCOLN—1924—ABC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cornbelt Bcstg. Corp.  
 Business-Studio Address . . . . . 48th and Vine Sts.  
 Phone: 2-6965 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . Paul Raymer  
 Membership . . . . . NARTB, RAB  
 President . . . . . James Stuart  
 Gen., Sta. Mgr. . . . . Richard Chapin  
 Commercial Manager . . . . . Roger Larson  
 Program Director . . . . . Avrun Bondarin  
 Chief Engineer . . . . . Al Pugsley

# K L M S

**LINCOLN—1949—KBS**

Freq.: 1480 Kc. . . . . Power: 1 Kw. d., 1 Kw. n.  
 Owned . . . . . Lincoln Bcstg. Corp.  
 Address . . . . . 130 N. 18th St.  
 Phone: 2-7578 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard

Station Representative . . . . . McGillvra  
 President . . . . . Howard A. Shuman  
 Gen., Sta., Comm. Mgr. . . . . Frank Stubbs  
 Chief Engineer . . . . . Charles Winkler

# K O L N

**LINCOLN—1947—MBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Cornhusker Radio & TV. Corp.  
 Business-Studio Address . . . . . 40th and W Sts.  
 Phone: 6-2367 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, RAB  
 President . . . . . John E. Fetzer  
 General Manager . . . . . A. James Ebel  
 Radio Mgr. . . . . Dale V. Berger  
 Commercial Mgr. . . . . Otis H. Seegler  
 Program Director . . . . . Jack Meyer  
 Prom. Mgr. . . . . Graham Jeambey  
 Chief Engineer . . . . . Ray Taylor

# K B R L

**McCOOK—1947—MBS-KBS**

Frequency: 1300 Kc. . . . . Power: 1 Kw. d.  
 Owned . . . . . McCook Bcstg. Co.  
 Address . . . . . 1300 West J St.  
 Phone: 1300 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Representative . . . . . McGillvra, Inc.  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Sta. Mgr. . . . . LeRoy W. Lenwell  
 Program Dir. . . . . Ronald D. Schaffer  
 Chief Engineer . . . . . Gilbert H. Mitchell

# W J A G

**NORFOLK—1922**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Huse Publ. Co.  
 Phone: 432 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, RAB  
 President . . . . . Gene Huse  
 Station Manager . . . . . Bob Thomas  
 Operations Dir. . . . . Evans G. Meier  
 Program Director . . . . . Glen Hixson  
 Chief Engineer . . . . . Frank Wiedenbach

# K N B R

**NORTH PLATTE—1952**

Frequency: 970 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . John Townsend  
 Address . . . . . P. O. Box 778  
 Phone: 3528 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, SESAC  
 Representative . . . . . Indie Sales  
 Owner . . . . . John Townsend  
 Gen., Comm. Mgr., Prog. Dir. . . . . Bill Lemke  
 Chief Engineer . . . . . Herb Zimmerman

# K O D Y

**NORTH PLATTE—1930—NBC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station KODY  
 Bus.-Studio-Transmitter Address...1521 W. 12th  
 Phone: 382.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 Representative .....Meeker  
 Membership .....NARTB  
 Gen., Sta. Mgr.....John Alexander  
 Program Director.....Bill Wood  
 Commercial Manager.....Joe di Natale  
 Chief Engineer.....Jay Blakesley

# K O G A

**OGALLALA—1954—KBS**

Frequency: 930 Kc.....Power: 500 Watts  
 Owner.....Ogallala Bcstg. Corp.  
 Address.....216 N. Spruce  
 Phone .....845  
 General Manager.....Ed Launer  
 Chief Engineer.....Al Peters

# K B O N

**OMAHA—1942—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Bcstg. Co.  
 Business-Studio Add.....676 World Ins. Bldg.  
 Phone: JAcKson 8282.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....Thesaurus, London  
 Representative .....Pearson  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Paul R. Fry  
 Commercial Manager.....Ernest S. Priesman  
 Chief Engineer.....Richard E. Welna

# K F A B

**OMAHA—1924—CBS**

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KFAB Bcstg. Co.  
 Business-Studio Address....620 Farnam Bldg.  
 Phone: Jc. 3420.....Air Time: 24 Hours  
 Newspaper Affil....."Journal & Star" (Lincoln)  
 News Service.....INS, AP  
 Transcription Service .....SESAC  
 Representative.....Free & Peters  
 Membership .....NARTB  
 President .....Victor Toft  
 Gen., Sta. Mgr.....Harry Burke  
 Commercial Mgr.....Harold Soderlund  
 Prom. Mgr., Pub. Dir.....Don Shoemaker  
 Program Director.....Lyell Bremser  
 Transmitter Engineer.....Art Stewart

# K O I L

**OMAHA—1925—ABC**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By....Central States Bcstg. Co.  
 Business-Studio Address....511 So. 17th St.  
 Phone: JAcKson 7828....Air Time: Full Time  
 News Service.....AP, INS

Transcription Service. Capitol, Standard, World  
 Representative.....Paul H. Raymer  
 Membership .....NARTB, RAB  
 Gen. Managers. Don W. Burden, Chic Crabtree  
 Commercial Mgr.....Had Hughes

# K O W H

**OMAHA—1922**

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Mid-Continent Bcstg. Co.  
 Address .....Kilpatrick Bldg.  
 Phone: Atlantic 2228.....Air Time: Daytime  
 News Service.....AP, INS, UP  
 Representative .....H-R  
 Membership .....NARTB  
 President .....Todd Storz  
 V.P., Gen. Mgr.....Virgil Sharpe  
 Local Sales Mgrs....Jack Sandler, Ed Morgan  
 Production Mgrs.....James O'Neill,  
 James Milliken, William Baldwin

# W O W

**OMAHA—1923—NBC**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meredith WOW, Inc.  
 Business-Studio Address...280 Insurance Bldg.  
 Phone: Webster 3400.....Air Time: Full Time  
 News Service.....INS, UP  
 Transcription Service .....Standard

In Omaha

THE


**MID-CONTINENT**

**FORMULA**

works at

**KOWH**

Mid-Continent ideas, programming, personalities brought KOWH to the top in December, 1951, and have kept KOWH on top ever since without a break. Last available Hooper Continuing Measurement noted KOWH ahead in 36 out of 40 daytime quarter hours, with ratings of 50% or more in 18 quarter hours. Latest Hooper gives KOWH 46.7%; second station 19.9%. Talk to H-R Reps, or KOWH General Manager, Virgil Sharpe.



**MID-CONTINENT BROADCASTING CO.**  
 President: Todd Storz

WHB, Kansas City Represented by John Blair & Co.	WTX, New Orleans Represented by Adam J. Young, Jr.	KOWH, Omaha Represented by H-R Reps, Inc.
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Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 Chairman of Board ..... Fred Mohen  
 President ..... E. T. Meredith, Jr.  
 Vice Pres., Gen. Mgr. .... Frank P. Fogarty  
 Sales Manager ..... Bill Wiseman  
 Program Director ..... Ray Olson  
 Chief Engineer ..... Glenn Flynn

## KNEB

SCOTTSBLUFF—1948—MBS

Freq.: 960 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By ..... Platte Valley Bcstg. Corp.  
 Business-Studio Address ..... Golden Rule Bldg.  
 Phone: 1620 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Hal Holman  
 Membership ..... NARTB  
 President ..... John R. Jirton  
 General-Station Mgr. .... Russ M. Stewart  
 Commercial Mgr. .... Byron Joachim  
 Sales Prom. Mgr. .... Paul Freygang  
 Program Director ..... Wayne McIntosh  
 Publicity Director ..... Fred Walgren  
 Chief Engineer ..... Leslie A. Proctor

## KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Operated By ..... The Hilliard Co.  
 Address ..... 1517½ Bway  
 Phone: 856 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB, RAB  
 Representative ..... Gill-Perna  
 Pres., Gen.-Sta. Mgr. .... L. L. Hilliard  
 Commercial Manager ..... Tony Kehl  
 Program Director ..... A. W. Taylor  
 Chief Engineer ..... Harland A. Morrison

## KSID

SIDNEY—1952—ABC-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Wm. C. Grove, Inc.  
 Address ..... Legion Park  
 Phone: 5503 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 Pres., Chief Eng. .... W. C. Grove  
 Gen., Comm. Mgr. .... David W. Young  
 Program Director ..... Edith Sanks

# NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — Families 76,000  
 Radio Homes 74,000 — TV Homes 26,000 — Stations in State 12

## KELK

ELKO—1948—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Elko Bcstg. Co.  
 Address ..... P. O. Box 790  
 Phone: 260 ..... Air Time: Full Time  
 News Service ..... UP  
 President ..... Chris Sheerin  
 General Manager ..... John J. Gammick  
 Program Director ..... Bob Vizina  
 Chief Engineer ..... Milo Taber

## KELY

ELY—1953

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... White Pine Bcstg. Co.  
 Address ..... Box 1088  
 Phone: 2077 ..... Air Time: Full Time  
 Membership ..... RAB  
 News Service ..... AP  
 Co-Manager ..... D. I. Hansen  
 Co-Manager ..... D. V. Bradley

## KBMI

HENDERSON—1954

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned ..... KBMI Bcstrs.

Phone: Frontier 2-1131 ..... Air Time: Full Time  
 News Service ..... AP  
 Manager ..... Tom Magowan

## KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Nevada Bcstg. Co.  
 Address ..... 2700 So. 1st St.  
 Phone: 1400 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... W. S. Grant  
 Membership ..... NARTB  
 Pres., Gen.-Sta. Manager ..... Maxwell Kelch  
 Commercial Mgr. .... Merl Sage  
 Pgm., Pub. Dir. .... Ken O'Connell  
 Chief Engineer ..... R. O. Dow

## KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Las Vegas Bcstrs., Inc.  
 Address ..... Desert Inn, P. O. Box 1510  
 Phone: 4646 ..... Air Time: Full Time  
 Transcription Service ..... Standard  
 News Service ..... AP  
 Representative ..... Weed & Co.  
 Membership ..... RAB

President.....R. G. Jolley  
 General Manager.....Tom Ivory  
 Commercial Manager.....Bill Pursel  
 Program Director.....James Hart  
 Publicity Director.....Lois Lott  
 Chief Engineer.....Greg Gelhart

## KORK

**LAS VEGAS—1951—NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Vegas Valley Bcstg. Co.  
 Address.....Hotel Thunderbird  
 Phone: 6500.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Geo. P. Hollingbery  
 Membership.....RAB  
 President.....David McKay  
 Sales Prom. Mgr.....Lois Earp  
 Gen. Mgr.....Jean Paul King  
 Program Director.....Robert Baker  
 Chief Engineer.....Bill Binford

## KRAM

**LAS VEGAS—1947—MBS-KBS  
 INTERMOUNTAIN**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Boulder City Bcstg. Co.  
 Address.....P. O. Box 1712  
 Phone: 920.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Station Representative.....Avery-Knodel  
 President.....Edward J. Jansen  
 General Manager.....Truman B. Hinkle  
 Commercial Manager.....Lester Seiffer  
 Program Director.....Sam Salerno  
 Chief Engineer.....Fred Young

## KATO

**RENO—1946—MBS-DON LEE-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Robert L. Stoddard  
 Business-Studio Address.....Box 2231  
 Phone: 2-4501.....Air Time: Full Time  
 Rep.....Walker, McGavren, Western Radio  
 News Service.....UP  
 Trans. Service.....Langworth, McGregor  
 Membership.....NARTB  
 Pres., Gen. Mgr.....R. L. Stoddard  
 Commercial Manager.....Robert S. Hughes  
 Program Director.....Betty Stoddard  
 Chief Engineer.....Al Glass

## KOH

**RENO—1928—NBC**

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owner.....McClatchy Bcstg. Co.  
 Address.....P. O. Box 2271  
 Phone: 3-5106.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Paul H. Raymer

President.....Eleanor McClatchy  
 Manager.....Hewitt Kees  
 Program Director.....Bruce Branson  
 Chief Engineer.....Wesley Craig

## KOLO

**RENO—1946—CBS**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Reno Bcstg. Co.  
 Business-Studio Address.....33 Sierra St.  
 Phone: 2-4518.....Air Time: Full Time  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 Membership.....NARTB, RAB  
 President.....Dave McKay  
 General-Station Manager.....H. G. Wells  
 Commercial Manager.....Howard Doyle, Jr.  
 Sales Prom. Mgr.....Gene McKenna  
 Program Director.....Roland DuBois  
 Publicity Director.....Pat Welty  
 Chief Engineer.....George O'Brien

## KWRN

**RENO—1947—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KWRN, Inc.  
 Address.....Riverside Hotel  
 Phone: 3-6156.....Air Time: Full Time  
 News Service.....UP  
 Station Rep.....W. S. Grand  
 Pres., Gen. Mgr.....Franz J. Robischon  
 Commercial Mgr.....W. V. Leroy Swecker  
 Chief Engineer.....Walt Rees

## KWNA

**WINNEMUCCA—1955**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....N. W. Radio & TV Corp.  
 Address.....Box 546  
 President.....Lester W. Pearce

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

# NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — Families 159,000  
Radio Homes 155,000 — TV Homes 105,000 — Stations in State 12

## W M O U BERLIN—1946—KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. .... White Mtns., Bcstg. Co.  
Address ..... 27 Green Square  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Kettell-Carter, Stars Natl.  
Membership ..... NARTB, RAB  
President ..... John W. Guider  
General Manager ..... Wendell C. MacKenzie  
Program Dir. .... Charles Ross  
Chief Engineer ..... Herschel M. Howe

## W T S V CLAREMONT—1948

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Grandview Inc.  
Trans. Address ..... 221 Washington St.  
Representative ..... A. Young, L. Borgatti  
President ..... William J. Barkley  
General Manager ..... Ralph Gottlieb  
Sales Prom., Comm., Sta. Mgr. .... F. Richard Hill  
Prog., Pub. Dir. .... J. V. Shaw  
Chief Engineer ..... A. J. Davis

## W K X L CONCORD—1946—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Capitol Bcstg. Co.  
Business-Studio Address ..... Eagle Hotel  
Phone: 5-5521 ..... Air Time: Full Time  
News Service ..... AP  
Representative ..... Adam Young, Kettell-Carter  
President ..... H. Scott Kilgore  
Gen., Sta., Comm. Mgr. .... H. Chase  
Prog. Dir. .... Gary Miller  
Pub. Dir. .... E. O'Connor  
Chief Engineer ..... Fred Sheehan

## W T S L HANOVER-LEBANON—1950—ABC GRANITE

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WTSL Inc.  
Address ..... 155 Front St.  
Phone: 4-4075 ..... Air Time: Full Time  
News Service ..... UP  
Station Rep. .... Borgatti, Young  
President ..... William J. Barkley  
General Manager ..... Ralph Gottlieb  
Chief Engineer ..... Al Davis

## W K N E KEENE—1926—CBS

Frequency: 1290 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WKNE Corp.

Address ..... 17 Dunbar St.  
Phone: 2080 ..... Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Representative ..... Meeker, Kettell-Carter  
Membership ..... NARTB, RAB  
President ..... Joseph K. Close  
Gen., Sta., Comm. Mgr. .... Frank B. Estes  
Sales Prom. Mgr., Pub. Dir. .... Ted B. Sawyer  
Chief Engineer ..... Ernest Roberge

## W L N H LACONIA—1922—ABC-KBS

Frequency: 1350 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Northern Bcstg. Corp.  
Business-Studio Address ..... 653 Main St.  
News Service ..... AP  
Representative ..... Kettell-Carter, Grant  
Membership ..... NARTB  
Transcription Service ..... Lang-Worth  
President ..... Genevieve Wingate  
Gen., Sta. Mgr. .... Arthur Rothafel  
Commercial Manager ..... Sydney Clarke  
Program Director ..... Irving W. Kaizer  
Chief Engineer ..... Walter Avery

## W F E A MANCHESTER—1932—CBS

Frequency: 1370 Kc. .... Power: 5 Kw. d. n.  
Owned ..... Public Information, Inc.  
Address ..... P. O. Box 446  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Station Rep. .... McKinney, Kettell-Carter  
President ..... Farris E. Rahall  
General Mgr. .... O. R. Davis  
Station Mgr. .... Norton I. Virgine, Jr.  
Commercial Mgr. .... Albert L. Auclair  
Program Dir. .... Donald L. Jones  
Publicity Dir. .... Alan Rock  
Chief Engineer ..... Jay Kosik

## W K B R MANCHESTER—1946 GRANITE STATE

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned ..... Granite State Bcstg. Co.  
Address ..... 155 Front St.  
Phone: 4-4075, 6, 7 ..... Air Time: Full Time  
News Service ..... UP  
Station Rep. .... Borgatti, Young  
Membership ..... NARTB  
President ..... William J. Barkley  
General Manager ..... Ralph Gottlieb  
Station Manager ..... Warren H. Journey  
Commercial Mgr. .... Saul Gross  
Sales Prom. Mgr. .... Forrest Morgan  
Program Director ..... Norman Bailey  
Chief Engineer ..... Royston Phillips

## WMUR

MANCHESTER—1941—CBS

Freq.: 610 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned.....The Radio Voice of N. H. Inc.  
 Business-Studio Address.....1819 Elm St.  
 Phone: 5-5788.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NARTB, RAB  
 President.....Hon. Francis P. Murphy  
 V.P., Gen. Mgr.....N. Gittleston  
 Commercial Mgr.....Wallace A. Walker  
 Program Director.....Bernie Mack  
 Chief Engineer.....Vincent Chandler

## WOTW

NASHUA—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Nashua Bcstg. Corp.  
 Bus.-Studio-Transmitter Location....Lund Rd.  
 Phone: 2-2781.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Walker  
 Membership.....RAB  
 Pres., Gen., Sta. Mgr.....Arthur A. Newcomb  
 Station Manager.....R. E. Berry  
 Comm. Mgr.....H. Q. Bauman  
 Chief Engineer.....R. C. Bingham

## WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....WHEB, Inc.  
 Phone: 4080.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Kettel-Carter, Walker  
 Pres., Comm. Mgr.....Charles M. Dale  
 Gen., Prom. Mgr.....Thomas M. Dale  
 Program Dir.....George Pinkerton  
 Chief Engineer.....Anthony Vaccaro

## WNNH

ROCHESTER—1948  
 GRANITE STATE

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Strafford Bcstg. Corp.  
 Address.....Rochester Hill Rd.  
 Phone: 1400-1.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Borgati, Webb  
 Membership.....RAB, NARTB  
 Pres., Gen. Mgr.....A. J. K. Mallin  
 Commercial Mgr.....M. C. Ball  
 Station Manager.....H. Martin  
 Prog. Dir.....J. Alan Jasper  
 Chief Engineer.....Ralph Warren

# NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — Families 1,577,000

Radio Homes 1,523,000 — TV Homes 1,456,000 — Stations in State 21

## WJLK

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 250 Watts  
 Owned-Operated By.....Asbury Park Press, Inc.  
 Address.....Press Plaza  
 Phone: Prospect 4-3000.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Wayne D. McMurray  
 Station Manager.....Everett Rudloff  
 Commercial Manager.....Margaret Curtis  
 Prog. Mgr.....Charles F. Hill  
 Program Director.....Frank Huber

## WFPG

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Neptune Bcstg. Corp.  
 Business Address.....Steel Pier  
 Phone: 5-2188.....Air Time: Full Time  
 News Service.....UP  
 Representative.....John E. Pearson  
 President.....Fred Weber  
 Director of Operations.....Blair K. Thron  
 Commercial Mgr.....Cole Leaming

Office Manager.....Pearl Kogen  
 Program Dir.....Ed Davis  
 Publicity Director.....Jessie Morris  
 Chief Engineer.....Earle Godfrey  
*(See Page 498)*

## WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.  
 Address.....Brighton Hotel  
 Phone: 4-1340.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated, World  
 Representative.....Stars Natl.  
 Membership.....NARTB  
 President.....Richard Endicott  
 Gen., Sta. Mgr.....David H. Freedman  
 Program Director.....Alan Owen  
 Publicity Dir.....Dow Rich

## WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Eastern States Bcstg. Corp.  
 Phone: BR 2930.....Air Time: Full Time



News Service .....UP  
 Transcription Service .....Thesaurus  
 Station Representative .....Clark  
 Membership .....NARTB  
 President.....Russell S. Henderson  
 Vice-Pres., Gen. Mgr.....Paul Alger  
 Sales Prom., Prog. Dir.....Joseph McCulley  
 Publicity Dir.....Don Hart  
 Chief Engineer.....Ed Bold

Business-Studio Address.2881 Mt. Ephraim Ave.  
 Phone: Emerson 5-7200.....Air Time: Daytime  
 Representative .....Rambeau  
 Membership .....NARTB  
 News Service .....AP  
 President.....Ranulf Compton  
 General Manager.....Gordon Giffen  
 Program Director.....Harvey Husten  
 Chief Engineer.....Robert Houston

## WCAM

CAMDEN—1926

Frequency: 1310 Kc.....Power: 250 Watts  
 Owned-Oper. By.....City of Camden  
 Business Address.....Camden 1  
 Phone: Emerson 5-5600...Air Time: Full Time  
 Transcription Service .....Standard  
 News Service .....UP  
 Membership .....NARTB  
 General Manager.....John Cleary  
 Sales Prom. Mgr.....Gil Whiting  
 Program Director.....Jack La Mar  
 Publicity Director.....Jack Silin  
 Chief Engineer.....John Zander

## WKDN

CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....South Jersey Bcstg. Co.

## WMLV

MILLVILLE—1953

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owner .....Union Lake Bcstrs., Inc.  
 Address .....Lincoln Rd.  
 Phone .....2600  
 Chief Eng., Mgr.....R. G. Ballou

## WMTR

MORRISTOWN—1948—ABC

Frequency: 1250 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Morristown Bcstg. Co.  
 Address .....Box 345  
 Phone: MO 4-5700.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Membership .....NARTB  
 President.....George S. Croy  
 General Manager.....Kenneth A. Croy  
 Commercial Mgr.....Henry Behre  
 Program Director.....Bob Vesel  
 News Dir.....Merrill Morris  
 Chief Engineer.....Rudolph C. Prow

## WAAT

NEWARK—1921

Frequency: 970 Kc....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Bremer Bcstg. Corp.  
 Business-Studio Address.....1020 Broad St.  
 Phone..Mitchell 2-6400; BArlcay 7-3260 (N. Y.)  
 News Service .....AP  
 Air Time.....Full Time  
 Transcription Service.....Associated. SESAC  
 Membership .....NARTB  
 President, Gen. Mgr.....Irving R. Rosenhaus  
 V.P., Sales.....Bertram Lebharr, Jr.  
 Sales Prom. Dir.....Lou Frankel  
 Program Director.....George Green  
 V.P., Engineering.....Frank V. Bremer

## WHBI

NEWARK—1922

Freq.: 1280 Kc..Power: 2½ Kw. d., 1 Kw. n.  
 Owned-Operated By...May Radio Bcst. Corp.  
 Business-Studio Address.....100 Shipman St.  
 Phone: Mitchell 2-7354...Air Time: Sun. Only  
 President.....James L. Shearer  
 General Manager.....William Masi  
 Program Dir.....Marie Masi  
 Chief Engineer.....Harold Michaels

### FRIENDLY GROUP STATIONS

UNITED PRESS NEWS-AFFILIATE  
 JOHN E. PEARSON COMPANY—REPRESENTED

#### WFPG-AM

CBS Network  
 Sports  
 Music-News

Atlantic City, N. J.

#### WBMS-AM

Independent  
 Music-News

Boston, Mass.

#### WPIT-AM

Independent  
 Features-  
 Music-News

Pittsburgh, Pa.

#### WSTV-TV

CBS-TV Network  
 MBS Network

#### WSTV-AM

Sports  
 Music-News

Stuebenville, Ohio



# WNJR

NEWARK—1947

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Oper. By: Rollins Bcstg. Co.  
 Business-Studio Address: P. O. Box 1258  
 Phone: Unionville 2-3665, Worth 4-3445  
 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 President: O. Wayne Rollins  
 General Manager: A. R. Lanphear

# WVNJ

NEWARK—1947

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By: Newark Bcstg. Corp.  
 Address: W. Mt. Pleasant Ave., Livingston  
 Phone Number: Mitchell 3-7600  
 News Service: UP  
 Transcription Service: Standard  
 President: Edward W. Scudder, Jr.  
 Gen., Sta. Mgr.: Harry D. Goodwin  
 Commercial Mgr.: Ivon B. Newman  
 Chief Engineer: Peter Testan

# WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Chanticleer Bcstg. Co.

Business-Studio Address: 385 George St.  
 Phone: Charter 7-1450 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Membership: NARTB, RAB  
 President: James L. Howe  
 Station Manager: James L. Howe  
 Commercial Manager: James M. Vogdes, Jr.  
 Prog. Dir.: John Allen Potts  
 Chief Engineer: Victor Takach

# WNNJ

NEWTON—1953

Frequency: 1360 Kc. Power: 500 Watts  
 Owned: Sussex County Bcstrs.  
 Address: Box 23  
 Phone: 1616 Air Time: Daytime  
 News Service: AP  
 Gen., Sta. Mgr.: Thurston Holmes  
 Comm., Prom. Mgr.: George Coghlan  
 Program Director: Bob Hamilton  
 Chief Engineer: William Fairclough

# WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Pioneer Bcstrs., Inc.  
 Address: Old Turnpike  
 Phone: 3971 Air Time: Full Time  
 Transcription Service: Standard, Thesaurus  
 News Service: AP

"Good Counsellors  
 Lack No Clients."

... the Bard



"Mighty Mike"

400,000 Central Jerseyans  
 with \$402 million to spend  
 consult WCTC for

Music LOCAL NEWS Sports  
 New Brunswick, N. J. CH 7-1450

1450 AM **WCTC** 98.3 FM

## In ATLANTIC CITY

it's the  
 South Jersey Key

the  
**WOND**erful music station  
 for sensational  
**RESULTS**

More People Listen to **WOND**  
 Than Any Other Station

**WOND**

It's listener loyalty to top personali-  
 ties on programs of music, news  
 and sports geared to local tastes.  
 That's why most Atlantic advertisers  
 and more national sponsors are  
 using

**WOND**

Studios—Pleasantville, N. J.  
 John G. Struckell, Gen. Mgr.

\* Advertest Research

Membership .....NARTB, RAB  
 President .....Charles Rupp  
 Sta. Gen. Mgr.....John Struckell  
 Chief Engineer.....Milton Thurlow, Jr.

**W P A T**  
**PATERSON—1941**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By. North Jersey Bcstg. Co., Inc.  
 Business-Studio Address.....66 Hamilton St.  
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)  
 Air Time.....Full Time  
 Ex. V.P., General Mgr.....D. J. Wright  
 Business Manager.....Charles W. Parker  
 Chief Engineer.....Earl F. Lucas

**W B U D**  
**TRENTON—1947**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Morrisville Bcstg. Co.  
 Address.....Ewingville Rd.  
 Phone: EX 4-7191.....Air Time: Full Time  
 News Service.....AP  
 Station Rep.....United Bcstg.  
 Membership.....RAB  
 Transcription Service.....World, Lang-Worth  
 General Manager.....Richard M. Hardin  
 Program Director.....Albert Eastburn  
 Chief Engineer.....William A. Brewer

**W T N J**

**TRENTON—1923**

Frequency: 1300 Kc.....Power: 250 Watts  
 Owned.....WOAX, Inc.  
 Address.....416 Bellevue Ave.  
 Phone: EX 3-4281.....Air Time: Daytime  
 News Service.....UP  
 Station Representative.....Grant Webb  
 President.....William DeFreitas  
 General Manager.....William G. Long  
 Commercial Manager.....Leonard H. Levitt  
 Program Director.....Albert Leibert  
 Chief Engineer.....Nicholas Dalessandro

**W T T M**

**TRENTON—1941—NBC**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Peoples Bcst. Corp.  
 Business-Studio Address.....541 E. State St.  
 Phone: OW 5-8515.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....ForJoe  
 Membership.....NARTB, RAB  
 President.....M. D. Lincoln  
 General Manager.....F. L. Bernstein  
 Publicity Director.....Howard Tedder  
 Prog. Dir.....Wes Hopkins  
 Chief Engineer.....Chester Sunderland

increased

**RESULTS**

for advertisers

**PROVE**

conclusively that

**W P A T**

is the outstanding buy  
 in the important  
 New York—New Jersey Market

**5000** watts Paterson, N. J. **930** KC

# W W B Z

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By... Community Bcstg. Serv.  
 Address..... 633 Wood St.  
 Phone: Vineland 7-1360... Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Gill, Perna  
 President.....Joseph M. Bullock  
 Gen., Sta., Prom. Mgr.....Fred M. Wood  
 Commercial Manager.....John Serra  
 Prog. Dir.....Dorothy H. Carlson  
 Chief Engineer.....Saul Altzman

# W C M C

WILDWOOD—1951

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By... Francis J. Matrangola  
 Address..... 3010 N. J. Ave.  
 Phone: 2-7751... Air Time: Full Time  
 Transcription Service .....Capitol  
 News Service .....AP  
 Membership .....NARTB  
 Owner, Gen. Mgr..... Francis J. Matrangola  
 Comm. Manager.....Edward Brown  
 Program Director.....George M. Hart  
 Chief Engineer.....Carlton S. Owen

# NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — Families 203,000

Radio Homes 191,000 — TV Homes 98,000 — Stations in State 31

# K A L G

ALAMOGORDO—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... William Wayne Phelps  
 Address ..... Box 268  
 Phone: 211... Air Time: Full Time  
 News Service .....UP  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr..... Wayne Phelps  
 Chief Engineer.....Bill Shimer

# K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By... New Mexico Bcstg. Co.  
 Business Address..... 1414 Coal St., S.W.  
 Phone: 3-4543... Air Time: Full Time  
 Representative .....Weed & Co.  
 Transcription Service .....World  
 President.....A. R. Hebenstreit  
 Comm. Mgr.....Geo. Morgan  
 Program Director.....Robert Vandriel  
 Chief Engineer.....Leonard F. Dodds

# K A B Q

ALBUQUERQUE—1947—MBS  
 INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... KABQ Bcstg. Co.  
 Address ..... 317 N. Broadway, Box 1388  
 Transcription Service .....Thesaurus  
 News Service .....AP  
 Representative.....Richard O'Connell, Oakes  
 Membership .....RAB  
 Pres., Prom. Mgr.....Helen A. Price  
 V.P., Gen. Mgr.....Bert Arnold  
 Commercial Mgr.....Lloyd Anderson  
 Program Director.....Lowell Christison  
 Chief Engineer.....John Morrison

# K O A T

ALBUQUERQUE—1946—ABC

Frequency: 860 Kc. Power: 1 Kw. d.  
 Owned-Oper. By... Sunshine Bcstg. Co., Inc.  
 Bus.-Studio Address... 2000 Indian School Rd.  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....Hollingbery  
 President.....Wm. Wayne Phelps  
 Station Manager.....Bob Watson  
 General Manager.....A. M. Caldwell  
 Chief Engineer.....Donald Delaney

# K D E F

ALBUQUERQUE—1953

Frequency: 1280 Kc. Power: 1 Kw. d.  
 Owned.....KDEF Bcstg. Co.  
 Address..... 506 2nd St. N.W.  
 News Service .....AP  
 Transcription Service .....Standard  
 Station Representative .....McGillvra  
 Membership .....NARTB  
 President, Gen. Mgr.....Frank Quinn  
 Sta. Mgr., Prog. Dir.....Wayne Griffin  
 Chief Engineer.....Don White

# K O B

ALBUQUERQUE—1921—NBC

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By... Albuquerque Bcstg. Co.  
 Address..... 1430 Coal Ave. S.W.  
 Phone: 3-4411... Air Time: Full Time  
 News, Service.....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative .....Branham  
 Membership .....RAB, NARTB  
 Pres., Gen. Mgr.....Wayne Coy  
 Commercial Manager.....Rolf Nielson  
 Program Director.....Michael Dillon  
 Chief Engineer.....George S. Johnson

# K S V P

## ARTESIA—1946—KBS-MBS

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By ... Artesia Bcstg. Corp.  
 Business-Studio Address ... Box 38  
 Phone: 650 Air Time: Full Time  
 News Service ... UP  
 Transcription Service ... Standard, Capitol  
 Representative ... Keystone  
 Membership ... NARTB, RAB  
 President ... Martin Yates III  
 General Manager ... David M. Button  
 Comm. Mgr. ... Thomas Howard  
 Chief Engineer ... Ronald Austin

# K A V E

## CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By ... Carlsbad Bcstg. Corp.  
 Business-Studio Address ... 601 No. Canal St.  
 Phone: 5-4101 Air Time: Full Time  
 News Service ... AP  
 Representative ... Branham  
 Transcription Service ... Standard  
 President ... Val Lawrence  
 General-Station Mgr. ... Norman R. Loose  
 Commercial Manager ... Richard E. Doyle  
 Sales Prom. Mgr. ... Richard Miner  
 Program Director ... Alexander Pitcaithley  
 Chief Engineer ... Harland Nifong

# K P B M

## CARLSBAD—1950

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By ... Coronado Bcstg. Co.  
 Address ... 313 W. Mermod  
 Phone: 5-5373 Air Time: Daytime  
 Transcription Service ... Lang-Worth  
 Representative ... McGillvra  
 Membership ... RAB, NARTB  
 Pres., Gen. Sta. Mgr. ... Darrell A. Swayze  
 Prog. Dir. ... Martin Murray  
 Chief Engineer ... Vic Daley

# K L M X

## CLAYTON—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper By ... Ari-Ne-Mix Bcstg.  
 Address ... Box 7, Fair Grounds  
 Phone: 616 Air Time: Full Time  
 Transcription Service ... Thesaurus  
 News Service ... UP  
 Representative ... Best, Palmer  
 President ... Arthur Jernigan  
 Gen., Sta., Comm. Mgr. ... Frank Vale  
 Prog., Pub. Dir. ... Henry Pruet  
 Chief Engineer ... Robert Waters

# K C L V

## CLOVIS—1952

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By ... New-Tex Bdcstg.

Address ... 2112 Thornton  
 Phone: 4401 Air Time: Full Time  
 News Service ... UP  
 Transcription Service ... Lang-Worth  
 Membership ... NARTB  
 Representative ... Pearson  
 President ... Odis L. Echols, Sr.  
 Sta., Comm. Mgr. ... Odis L. Echols, Jr.  
 Sales Prom. Mgr. ... Dave Follis  
 Program Director ... Albert Houpe  
 Chief Engineer ... Clayton Fuchs

# K I C A

## CLOVIS—1931—MBS

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Oper. By ... Hugh DeWitt Landis  
 Address ... 520 Pile  
 Phone: 5511 Air Time: Full Time  
 News Service ... UP  
 Transcription Service ... World  
 Station Representative ... Hal Holman  
 Membership ... RAB, NARTB  
 Station Manager ... DeWitt Landis  
 Pgm., Pub. Dir. ... Harold Cook  
 Chief Engineer ... M. S. O'Dell

# K O T S

## DEMING—1954—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned ... Luna County Bcstg. Co.  
 Address ... P. O. Box 470  
 Phone: 999 Air Time: Daytime  
 News Service ... UP  
 Transcription Service ... World  
 General Mnaager ... Robert W. Tobey

# K V B C

## FARMINGTON—1951—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By ... Valley Bcstg. Co.  
 Address ... 413½ West Main St.  
 Phone: Davis 5-3541 Air Time: Full Time  
 News Service ... UP  
 Membership ... RAB  
 Transcription Service ... World  
 Pres., Gen. Mgr. ... Marvin E. Bowles  
 Station Mgr. ... C. O. Kendrick  
 Commercial Mgr. ... James Montgomery  
 Prog. Dir. ... Gene Pearsall  
 Chief Eng. ... M. E. Bowles

# K G A K

## GALLUP—1945—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By ... Thunderbird Bcstg. Co.  
 Address ... P. O. Box 1150  
 Phone: 1300 Air Time: Full Time  
 Newspaper Affiliation ... Times  
 News Service ... UP, AP  
 Transcription Service ... Lang-Worth  
 Station Representative ... McGillvra  
 Membership ... NARTB, RAB  
 P-es., Gen. Mgr. ... Merle H. Tucker  
 Program Director ... Stewart Chamberlain  
 Chief Engineer ... Robert Adamson

# KHOB

HOBBS—1954

Frequency: 1280 Kc. Power: 1 Kw.  
 Owned.....Lea County Bcstg. Co.  
 Address.....P. O. Box 1596  
 Phone: 3-5148. Air Time: Daytime  
 Station Rep.....Melville  
 Owner & Gen. Mgr.....Lloyd Hawkins  
 Sales Mgr.....Jack Crandall

# KWEW

HOBBS—1938  
 MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....KWEW, Inc.  
 Business-Studio Address.....116 E. Dunnam  
 Representative.....Branham  
 President.....Mrs. Theresa Whitmore  
 General Manager.....Harry McAdams  
 Commercial Manager.....Phil McGee  
 Chief Engineer.....Roy Evans

# KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
 Bus.-Studio Address.....902 N. Main St.  
 Phone: Jackson 6-2496. Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 President.....M. B. Thompson  
 General Manager.....R. J. Gregory, Jr.  
 Chief Engineer.....Jack Diehl

# KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Sunshine Bcsters, Inc.  
 Business Address.....Box 710  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB, RAB  
 Representative.....Hil F. Best  
 Pres., Comm. Mgr.....Ernest N. Thwaites  
 Chief Engineer.....A. F. Schultz

# KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Sunshine Bcstg. Co  
 Address.....Community Center  
 Representative.....George P. Hollingbery  
 Transcription Service.....Associated  
 News Service.....UP  
 Membership.....RAB, NARTB  
 President.....W. W. Phelps  
 General Manager.....A. M. Cadwell  
 Sta., Comm. Mgr.....Bob Porton  
 Program Director.....William Spack, Jr.  
 Publicity Director.....Jack N. Hardwick  
 Chief Engineer.....John L. Lockhart

# KLEA

LOVINGTON—1952

Frequency: 630 Kc. Power: 500 Watts  
 Owned-Oper. By.....Prosperity Land Bcstg. Co.  
 Address.....P. O. Drawer 865  
 Phone: 8911, 62211. Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Clyde Melville  
 Owner, Gen. Mgr.....David R. Worley  
 Station Manager.....James Littlejohn  
 Comm. Mgr.....Hoyt Caldwell  
 Program Director.....Bobby Stone  
 Chief Engineer.....Francis Clements

# KENM

PORTALES—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Plains Bcstg. Co.  
 Address.....Box 447, Roswell  
 Phone: 600. Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth, MacGregor  
 Membership.....NARTB  
 President.....John Burroughs  
 Gen. Sta., Comm. Mgr.....L. Randolph  
 Prog., Pub. Dir.....Bill Mathers  
 Chief Engineer.....Rollie Simmons, Jr.

# KRTN

RATON—1948—MBS  
 INTERMOUNTAIN

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Southwest Bcsters, Inc.  
 Business Address.....Box 767  
 Phone: 875. Air Time: Full Time  
 News Service.....UP, INS  
 Station Rep.....Hil Best  
 Transcription Service.....Standard  
 Membership.....RAB  
 Pres., Gen. Manager.....Ernest N. Thwaites  
 Sta., Comm., Prom. Mgr.....Dorothy G. Thwaites  
 Chief Engineer.....A. F. Schultz

# KBIM

ROSWELL—1953—KBS

Frequency: 910 Kc. Power: 5000 Watts  
 Owned.....Taylor Bcstg. Co.  
 Address.....512 W. 2nd St.  
 Phone: 4848, 9. Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Clark  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....William C. Taylor  
 Comm., Prom. Mgr.....Woodrow Groves  
 Program Director.....S. A. Harral  
 Chief Engineer.....Vernon N. Hughes

# KGFL

ROSWELL—1927—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....KGFL, Inc.

Business-Studio Address.....Box 1019  
 Phone: 2000.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Langworth, World  
 Membership.....NARTB  
 Representative.....Branham  
 President.....Mrs. W. E. Whitmore  
 General Manager.....G. F. Roberts  
 Chief Engineer.....E. C. Rader

### K S W S

ROSWELL—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John A. Barnett  
 Business-Studio Address.....1723 W. Second  
 Phone: 3737.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 Representative.....Meeker, Melville  
 Owner & Gen. Mgr.....John A. Barnett  
 Prog. Dir.....John Anderson  
 Dir. Sales Service.....Paul B. McEvoy  
 Asst. Gen. Mgr.....W. L. Shackelford  
 Chief Engineer.....Ray R. Summersgill

### K T R C

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....J. Gibbs & Bayne A. Spring  
 Address.....210 E. Marcy St.  
 Phone: 3-6685.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....J. Gibbs Spring  
 Commercial Mgr.....S. C. Horn  
 Prog. Dir.....Bayne A. Spring  
 Chief Engineer.....Lloyd Storr

### K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts

Owned-Oper. By.....Sante Fe Bcstg. Co.  
 Business-Studio Address.....759 Cerrillos Rd.  
 Phone: 3-7319.....Air Time: Full Time  
 Representative.....Weed  
 President.....A. R. Hebenstreit  
 Gen., Comm. Mgr.....Ivan R. Head  
 Chief Engineer.....E. J. Vanderwood

### K S I L

SILVER CITY—1946—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....James H. Duncan  
 Bus.-Studio-Transmitter Address...17th & Cactus  
 Phone: 611, 612.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Branham  
 Pres., Gen. Mgr.....J. H. Duncan  
 Chief Engineer.....Earl McCall

### K C H S

TRUTH OR CONSEQUENCES—1946  
KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Rex A. Tynes  
 Address.....P. O. Box 351  
 Phone: 161.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Continental Radio Sales  
 Program Director.....Richard Bonner  
 Chief Engineer.....Dell Sanders

### K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Quay County Bcstg. Co.  
 Business Address.....Box 668  
 Transcription Service.....World  
 Representative.....Melville  
 Membership.....NARTB  
 Gen., Sta. Mgr.....Lloyd Hawkins  
 Commercial Mgr.....Richard S. Fox  
 Program Director.....Kathryn Stephenson  
 Chief Engineer.....Howard Maudlin

## NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — Families 4,772,000

Radio Homes 4,630,000 — TV Homes 4,310,000 — Stations in State 101

### W A B Y

ALBANY—1933

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Eastern N. Y. Bcstg.  
 Business-Studio.....80 Braintree St.  
 Representative.....Rambeau  
 President.....David Kyle  
 Gen. Mgr.....Edward L. Trudeau  
 Station Mgr.....Toni Brady  
 Comm. Mgr.....Alix Blake  
 Chief Engineer.....Tom McDermott

### W O K O

ALBANY—1924

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gov. Dongan Bcstg. Corp.  
 Business-Studio Address.....Hotel Wellington  
 Representative.....McGillvra  
 President, General Mgr.....James T. Healey  
 Station Manager.....Eugene J. Fitzpatrick  
 Program Director.....Frank G. Panny  
 Chief Engineer.....Stanley J. Pawlic

# WPTR

ALBANY—1948—MBS

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By...Patron Brcdstg. Co., Inc.  
 Address .....Box 1540  
 Phone: 5-3345. Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service .....World  
 Station Representative.....Weed and Co.  
 Membership .....RAB  
 President .....J. Myer Schine  
 General Manager.....Leo Rosen  
 Program Director.....George Miller  
 Chief Engineer.....W. Russell David

# WROW

ALBANY—1947—ABC

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Hudson Valley Br. Co., Inc.  
 Address.....P. O. Box 4100  
 Phone: 3-2225. Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Station Representative.....The Bolling Co.  
 Membership .....NARTB  
 General Manager.....T. S. Murphy  
 Station Manager.....Harry L. Goldman

Sales Manager.....Harry V. Barker  
 Chief Engineer .....Charles Heisler

# WCSS

AMSTERDAM—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...Community Service Bcat.  
 Business-Studio Address....Upper Locust Ave.  
 Phone: Victor 3-2500. Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....McGillvra  
 Membership .....RAB  
 President.....Alphonse Di Mezza  
 V.P. & Gen. Mgr.....Walter T. Gaines  
 Chief Engineer.....Barry Frank

# WMBO

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....WMBO, Inc.  
 Business-Studio Address.....141 Genesee St.  
 Phone: 2-3511. Air Time: Full Time  
 Newspaper Affiliation .....“Advertiser”  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....Thomas F. Clark

## PYRAMID SALES WITH THE WPTR PYRAMID PLAN

CONTACT  
 YOUR  
 WEED  
 MAN

Here's the plan to parlay profits . . . power-packed radio, 7-foot bus cards, displays in 90 A&P's, 60 drug stores, mailings to 5,000 dealers, scheduled promcs, news ads, etc. Your only cost—production and postage, small schedule.

**WPTR** 1540 KCS  
 ALBANY, N. Y.  
 50,000 WATTS OF POWER,  
 PERSONALITY & PUNCH!  
 LEO ROSEN, GENERAL MANAGER



AMSTERDAM IS  
 Leading New York  
 State in Progress

The New York Daily Mirror,  
 twice in 1954, carried stories  
 of WCSS's service.

FOREIGN LANGUAGE PROGRAMS  
 Jewish • Italian • Polish  
 Ukrainian • Lithuanian

Wherever you go, in the Car-  
 pet and Glove Cities Area,  
 there's radio—

# WCSS

AMSTERDAM, N. Y.

WALT GAINES Vice Pres. & Gen. Mgr.



## SMALL BUDGET ADVERTISERS

# GET **BIG** BUDGET COVERAGE

## ON **WKBW** IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .  
**\$100 A WEEK!**



. . . you'll be surprised what \$100 a week will buy!

### **SATURATION**

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it.

### **MORE LISTENERS PER DOLLAR**

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details call Avery-Knodel or WKBW.

50,000 WATTS  
AVERY-KNODEL, INC.  
National Representatives

# **WKBW**

**BUFFALO'S MOST POWERFUL STATION**

**BASIC ABC**  
CLINTON H. CHURCHILL  
Founder, President  
and General Manager



Membership ..... NARTB, RAB  
 President..... William O. Dapping  
 General Manager..... Frederick L. Keesee  
 Prog., Pub. Dir..... Robert B. Morgan  
 Chief Engineer..... Herbert House

# W B T A

**BATAVIA—1941—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Batavia Bcstg. Corp.  
 Business-Studio Address... 218 East Main St.  
 News Service ..... AP  
 Transcription Service ..... World  
 Pres., Gen. Mgr..... Edmund R. Gamble  
 Sales Prom. Mgr..... Charles L. Snow  
 Commercial Mgr..... Charles Snow  
 Program Director..... Jim Fagan  
 Chief Engineer..... Fred Callendar

# W E N E

**BINGHAMTON—ENDICOTT—1947  
ABC**

Frequency: 1430 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Ottaway Stations, Inc.  
 Business-Studio Address..... 909 E. Main  
 Transcription Service..... Associated  
 Representative..... Radio Reps. Inc.  
 Membership ..... NARTB, BAB  
 President..... James H. Ottaway  
 Managing Director..... F. H. Brinkley  
 Station Manager..... S. W. Ryder  
 Sales Manager..... Norman F. Flynn  
 Program Director..... Len Hathaway  
 Chief Engineer..... Sheldon W. Weyland

# W I N R

**BINGHAMTON—1946—NBC**

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By. Southern Tier Radio Service  
 Business-Studio Address.. Court House Square  
 Phone: 4-4318..... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 Representative..... George P. Hollingsbery  
 President..... Donald Kramer  
 General Manager..... George J. O'Connor  
 Commercial Manager..... H. R. Nicholson  
 Pgm., Prom. Dir..... Charles Bishara  
 Chief Engineer..... A. A. Kelley

# W K O P

**BINGHAMTON—1947—MBS**

Freq.: 1360 Kc.... Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By. The Binghamton Bcstrs., Inc.  
 Business-Studio Address..... 34 Chenango St.  
 Phone: 2-3437..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr..... Andrew Jarema  
 Commercial Mgr..... Wally Buman  
 Chief Engineer..... Charles Hallinan

# W N B F

**BINGHAMTON—1927—CBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.... Clark Associates, Inc.  
 Business Address..... P. O. Box No. 48  
 Phone: 3-7311..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Bolling  
 Membership ..... NARTB  
 General Manager..... George R. Dunham  
 Sales Manager..... S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir..... John Turner  
 Program Director..... E. M. Scala  
 Chief Engineer..... L. H. Stantz

# W B E N

**BUFFALO—1930—CBS**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WBen, Inc.  
 Phone: MOhawk 0930..... Air Time: Full Time  
 Newspaper Affiliation.. Buffalo Evening News  
 News Service ..... AP, INS, UP  
 Transcription Service ..... Lang-Worth  
 Representative..... Henry I. Christal  
 Membership ..... NARTB, BAB  
 President..... Edward H. Butler  
 Vice-President..... A. H. Kirchhofer  
 General Manager..... C. Robert Thompson  
 Station Manager..... Frank W. Kelly  
 Sales Manager..... C. E. Daly  
 Program Director..... Carl Erickson  
 Publicity Director..... Joseph A. Haefner  
 Chief Engineer..... Ralph J. Kingsley

# W B N Y

**BUFFALO—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned..... Roy L. Albertson, Inc.  
 Address..... 485 Main St.  
 News Service ..... AP, UP  
 Transcription Service ..... Capitol  
 Station Representative..... Adam J. Young  
 President..... Roy L. Albertson, Sr.  
 General Mgr..... Michael L. Merla  
 Sales Promotion Mgr..... Eugene K. McWhite  
 Chief Engineer..... Thomas L. Vines

# W K B W

**BUFFALO—1925—ABC**

Frequency: 1520 Kc.....Power: 50,000 Watts  
 Owned-Operated By..... WKBW, Inc.  
 Business Address.. Radio Center, 1430 Main St.  
 Phone: Grant 5101..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Clinton H. Churchill  
 Public Service Dir..... Dorothy L. Ireland  
 Station Mgr..... Alfred E. Anscome  
 Program Director..... Frank Ward  
 Chief Engineer..... Leroy Fiedler

# WEBR

**BUFFALO—1924—MBS**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By WEBR, Inc.  
 Business-Studio Address 23 North St.  
 Newspaper Affiliation "Courier-Express"  
 News Service AP, INS, UP  
 Trans. Service Thesaurus, Standard, SESAC  
 Representative Katz  
 Membership NARTB, BAB  
 President William J. Conners, III  
 General Manager William Doerr  
 Commercial Manager Carl J. Kirchofer  
 Pgm., Prom. Mgr. Wm. Schweitzer  
 Chief Engineer Frank B. Ridgeway

# WGR

**BUFFALO—1922—NBC**

Frequency: 550 Kc. Power: 5 Kw. d.  
 Owned WGR Corp.  
 Address Lafayette Hotel  
 Phone: WA 3100 Air Time: Full Time  
 News Service UP  
 Station Representative Free & Peters, Inc.  
 Membership NARTB, BAB  
 President George F. Goodyear  
 General Mgr. J. J. Bernard  
 Sta., Comm. Mgr. Nat. L. Cohen  
 Sales Prom. Mgr. Philip H. Curtis  
 Program Dir. Robert J. Strigl  
 Chief Engineer Karl B. Hoffman

# WWOL

**BUFFALO—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.  
 Owned-Operated By Greater Erie Broad. Co.  
 Address 315 Main St.  
 Phone: MO 1200 Air Time: Daytime  
 Representative Forjoe  
 Owner Leon Wyszatycki  
 General Manager Ted Wyszatycki  
 Commercial Manager Jack Greenfield  
 Chief Engineer Walter Williams Jr.

# WXRA

**BUFFALO—KENMORE—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Operated By W. New York Broad. Co.  
 Address Box 85  
 Phone: AMherst 1160 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Station Representative Wm. G. Rambeau  
 Gen., Comm. Mgr. Thaddeus Podbielniak  
 Sales Prom., Pub. Dir. Bradley D. Steiger  
 Program Director James J. Frieling  
 Chief Engineer Roger W. Fleming

# WCBA

**CORNING—1949**

Frequency: 1350 Kc. Power: 1000Watts d.  
 Owned Wellsboro Corning Broad. Adv. Inc.

Address Caton Road  
 Phone: 6-7000 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Representative McGillvra, Inc.  
 Pres., Gen. Mgr. Paul L. Carpenter  
 Station Manager Paul E. Carpenter  
 Program Director Richard Buzzard  
 Chief Engineer Thomas Shaffer

# WCLI

**CORNING—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Radio Corning, Inc.  
 Address 90 W. First St.  
 Phone: 6-5421 Air Time: Full Time  
 Transcription Service Thesaurus  
 Station Representative Meeker  
 News Service AP  
 Pres., Gen. Mgr. Gordon M. Jenkins  
 Prom., Comm. Mgr. Frank P. Costello  
 Sta. Mgr., Prog. Dir. George P. Droelle, Jr.  
 Chief Engineer Frank Saia

# WKRT

**CORTLAND—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By Radio Cortland, Inc.  
 Bus-Studio Address State Theatre Bldg.  
 Phone Skyline 6-2828, 2829  
 Air Time Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Gill, Perna  
 Membership RAB  
 President Leighton A. Hope  
 General Manager William L. Thompson  
 Chief Engineer William Barron

# WFCB

**DUNKIRK—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Operated By Dunkirk Broad. Corp.  
 Address 316 Main St.  
 Phone: 7756 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus, World  
 Station Representative Walker  
 Membership NARTB, RAB  
 Pres., Gen. Mgr., Sta. Mgr. Alois A. Schmidt  
 Commercial Manager B. F. Goodrich  
 Program Director Van Miller  
 Chief Engineer J. T. Grace

# WELM

**ELMIRA—1947—CBS-ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner Radio Elmira, Inc.  
 Business-Studio Address 222 E. Market St.  
 Phone: 3-5626 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Station Representative Meeker  
 Membership NARTB  
 President John S. Riggs

Vice Pres. (Sales).....Keith W. Horton  
 Vice Pres. (Bcstg.).....Phil Cameron  
 Program Director.....Ruth E. Dibble  
 Chief Engineer.....Arthur French

# W E N Y

**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Elmira Star-Gazette, Inc.  
 Bus. Studio Address.....Mark Twain Hotel  
 Phone: 5181.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation...Gazette, Advertiser  
 Transcription Service.....World  
 Representative.....Everett & McKinney  
 Membership.....NARTB, RAB  
 General Manager.....Dale L. Taylor  
 Commercial Mgr.....Bill Pope  
 Sales Manager.....Ellis Erdman  
 Program Director.....Ted Hodge  
 Chief Engineer.....Thurlow A. Greene

# W G B B

**FREEPORT—1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Business-Studio Address...44 So. Grove St.  
 Phone: Freeport 9-1400...Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 General Manager.....John D. Whitmore  
 Station Manager.....Murray C. Evans  
 Program Director.....A. Cheesman  
 Publicity Manager.....Herbert Clock

# W O S C

**FULTON—1949—KBS**

Frequency. 1300 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Cassill Radio Corp.  
 Address.....Box 97, Oswego  
 Phone: Fulton 2-2255.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Richard C. Mitchell  
 Station Manager.....Jack Burgess  
 Program Director.....Edward Reich  
 Publicity Dir.....Betty J. Sterling  
 Chief Engineer.....Robert N. Blair

# W G V A

**GENEVA—1947—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.  
 Address.....Geneva Federal Savings Bldg.  
 Phone: 6691.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Cooke  
 Transcription Service.....World  
 Membership.....RAB  
 President.....M. B. Forman  
 General Manager.....Thomas L. Brown  
 Sta., Comm. Mgr.....Ernest F. Oliver  
 Program Director.....Alex Lamutis  
 Sales Prom. Mgr.....Archie Fabretti  
 Chief Engineer.....R. Carleton Greene

# W W S C

**GLENS FALLS—1946—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Gt. Northern Radio Co.  
 Address.....13 Warren St.  
 Phone: 2-6518.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Devney  
 Membership.....RAB  
 President.....Louis Brown  
 Gen., Comm. Mgr.....Martin Karig  
 Comm. Mgr.....E. V. Wiley  
 Program Director.....Carl Mattison  
 Chief Engineer.....Wilson P. Foy

# W E N T

**GLOVERSVILLE—1944—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sacandaga Bcstg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 Phone: 4-7175.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Gill, Perna  
 President.....George Bissell  
 General Manager.....A. C. Lloyd, Jr.  
 Program Director.....Peter Dreyer  
 Chief Engineer.....Richard Stewart

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

# AP

# WHLI

"THE VOICE  
OF LONG ISLAND"

*"The Pulse" Proves:*

Strong LOCAL programming gives **WHLI**  
the Largest Daytime Audience in the  
*big booming Major Long Island Market*

- Familiar good music Long Islanders prefer
- LOCAL Long Island — national — international news
- Railroad — bus — school and industrial plant information
- LOCAL special events — editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather — boating — fishing — beach and garden reports

**WHLI** "THE VOICE OF LONG ISLAND" has a  
larger daytime audience in the Major Long Island  
Market than any network or independent station!

\* Data: "The Pulse" Report  
Daytime, Nov. 1954  
Hempstead Township, N. Y.

## WHLI

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.  
PAUL GODOFSKY, Pres.

*the voice of  
long island*

Represented by Rambeau

# WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By: FM Bcstg. Corp.  
 Business-Studio Address: 245 Baldwin Rd.  
 Phone: Ivanhoe 1-8000 Air Time: Daytime  
 News Service UP  
 Transcription Service Associated, World, Thesaurus  
 Representative Rambeau  
 Membership RAB  
 Pres., Gen. Mgr. Paul Godofsky  
 Ex-Vice-President Joseph A. Lenn  
 Prog. Dir. Jerry Carr  
 Publicity Director George Ball  
 V.P., Chief Engineer Frank E. Knack

# WGS M

HUNTINGTON—1951

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned: Huntington-Montauk Bcstg. Co., Inc.  
 Address: 379 New York Ave.  
 Phone: Huntington 4-6740 Air Time: Daytime  
 News Service UP  
 Station Representative Robert Keller  
 Transcription Service World  
 President Byron T. Sammis  
 Gen., Sta. Mgr. Edward J. Fitzgerald  
 Program Director Marjorie Anning  
 Publicity Director Ruth Rogers  
 Chief Engineer William Naramore

# WLEA

HORNELL—1951—MBS-KBS

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Hornell Bcstg. Corp.  
 Business-Studio Address: 97 Main St.  
 Phone: 1420 Air Time: Daytime  
 News Service UP  
 Representative Gill, Perna  
 Membership RAB  
 Pres., Gen. Mgr. Charles D. Henderson  
 Sta. Mgr. G. W. Stidstone  
 Prog. Dir. Don Jones  
 Chief Engineer Frederick Witter

# WHCU

ITHACA—1940—CBS

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cornell University  
 Business-Studio Address: Savings Bank Bldg.  
 Phone: 4-6301 Air Time: Full Time  
 News Service UP  
 Transcription Service Associated  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. Michael R. Hanna  
 Commercial Mgr. H. E. M. Brockway  
 Program Director Joseph A. Short  
 Publicity Director Sam Woodside  
 Chief Engineer Herbert P. Michels

# WWHG

HORNELL—1949

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By: W. H. Greenhow Co.  
 Address: 85 Canisteo St.  
 Phone: 2000, 1 Air Time: Daytime  
 Newspaper Affil.: Tribune, Advocate  
 News Service AP  
 Transcription Service Thesaurus  
 Representative McGillvra  
 Pres., Gen. Mgr. Louis G. Buisch  
 Station Manager Donald J. Curran  
 Commercial Mgr. Sheffield Davis  
 Program Director Edward Spoo  
 Chief Engineer Howard Huff

# WJOC

JAMESTOWN—1948—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts d.  
 Owned-Operated By: Air Waves, Inc.  
 Trans.-Bus.-Studio Address: 415 W. Fourth St.  
 Phone: 5-108 Air Time: Full Time  
 News Service AP  
 Representative Gill-Perna  
 Transcription Service World  
 Membership NARTB, RAB  
 Pres., Gen. Sta. Mgr. Harold P. Kane  
 Program Director William Winn  
 Sales Prom. Mgr. T. Graham Maxwell  
 Chief Engineer Burton O. Waterman

# WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Colgren Bcstg. Co.  
 Address: Union Turnpike  
 Phone: HU 8-3341 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative McGillvra, Kittell-Carter  
 Membership NARTB  
 General Manager John Kearney  
 Commercial Manager Robert Strakos  
 Program Director James P. Cranna  
 Publicity Director Jennie Weaver  
 Chief Engineer Charles Weiler

# WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: James Bcstg. Co., Inc.  
 Bus.-Studio Address: Hotel Jamestown  
 Phone: 7-151 Air Time: Full Time  
 News Service UP  
 Transcription Service Associated, McGregor  
 Representative Venard, Rintoul & McConnell  
 Membership NARTB, RAB  
 President Jay E. Masor  
 Gen., Sta. Mgr. Simon Goldman  
 Comm. Mgr. J. Carl Willems  
 Program Director George Pfeleger  
 Publicity Dir. Christine O'Polka  
 Chief Engineer Harold J. Kratzert

# WKNY

**KINGSTON—1939—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Kingston Bcstg. Corp.  
 Business-Studio Address.....601 Broadway  
 Phone: 4500.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Meeker  
 Membership .....RAB, NARTB  
 President.....Joseph K. Close  
 General Station Mgr.....Robert M. Peebles  
 Program Director.....Ernest Ward  
 Publicity Director.....Richard McCarthy  
 Chief Engineer.....Carl Egolf

# WVOS

**LIBERTY—1947—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Sullivan County Bcstg. Co.  
 Phone: 1680-1.....Air Time: Full Time  
 News Service .....UP  
 Pres., Gen. Mgr.....S. D. Lubin  
 Commercial Mgr.....H. G. Borwick  
 Chief Engineer.....Robert Gessner

# WLFH

**LITTLE FALLS—1952—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio City Bcstrs.  
 Address.....339 S. 2nd St.  
 Phone: 654.....Air Time: Full Time  
 News Service .....AP  
 Representative .....McGillvra  
 President.....Arthur Feldman  
 Vice-President.....Robert Feldman  
 Commercial Mgr.....Frank Camarata  
 Chief Engineer.....Arthur Clark

# WUSJ

**LOCKPORT—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Union-Sun & Journal, Inc.  
 Trans-Address .....320 Michigan St.  
 Phone: 3-5944.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Newspaper Afil....."Union Sun & Journal"  
 Representative .....Gill, Perna  
 Membership .....NARTB  
 President.....Egbert D. Corson  
 General Manager.....William J. Kemble  
 Comm. Mgr.....Joseph A. Pinna  
 Prog. Dir.....Tony Allen  
 Chief Engineer.....Richard Weatherbee

# WICY

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper By.....North Country Bcstg. Co.  
 Address.....65 Woodward St.  
 Phone: 187.....Air Time: Full Time

News Service .....UP  
 Pres., Gen. Sta. Mgr.....Mitchell C. Tackley  
 Commercial Manager.....Alice M. Tackley  
 Program Director.....Donald J. Paye  
 Publicity Dir.....M. C. Tackley  
 Chief Engineer.....Adolf Stromer

# WMSA

**MASSENA—1945—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Brockway Co.  
 Business Address.....Arcade St.  
 Phone: Watertown 27.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative .....Weed  
 Membership .....NARTB, RAB  
 President.....John B. Johnson  
 General Manager.....Louis Salff, Jr.  
 Station Manager.....Thomas R. McHugh  
 Program Director.....James H. Nash  
 Chief Engineer.....Michael Terkulich

# WALL

**MIDDLETOWN—1942—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...The Community Bcstg. Corp.  
 Business-Studio Address.....62 North St.  
 Phone: Middletown 3119..Air Time: Full Time  
 News Service .....AP  
 Pres., Gen. Comm. Mgr.....James M. Patt  
 Program Director.....Jerry Wax  
 Chief Engineer.....Fred Schoelkoph

# WGN Y

**NEWBURGH—1933**

Frequency: 1220 Kc....Power: 1000 Watts d.  
 Owned.....Orange County Bcstg. Co., Inc.  
 Business-Studio Address.....161 Broadway  
 Phone: Newburgh 4600....Air Time: Daytime  
 News Service .....AP  
 Membership .....RAB  
 Sta. Rep.....Kettell-Carter  
 Pres., Gen. Mgr.....George W. Bingham  
 Commercial Manager.....Joseph Rake  
 Prog. Dir.....Richard Kaskin  
 Chief Engineer.....Marvin S. Seimes

# WNRC

**NEW ROCHELLE—1950**

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Radio New Rochelle, Inc.  
 Address.....411 Fifth Ave.  
 Phone: 6-0800.....Air Time: Daytime  
 News Service .....AP  
 Pres., Gen. Sta. Mgr.....James A. Iodice  
 Comm., Prog. Dir.....Paul V. Coughlin  
 Sales Prom. Mgr.....Nick Andrews  
 Publicity Director.....Jerry Dale

# WABC

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts  
 Owned-Oper. By... American Bcstg. Co., Inc.  
 Business Address... 7 West 66th St.  
 Phone: SU 7-5000... Air Time: Full Time  
 News Service... AP, INS  
 Representative... Edward Petry & Co.  
 President... Robert E. Kintner  
 Acting Gen. Mgr... Michael Renault  
 Program Manager... Myrtle Tower  
 Sales Prom. Mgr... Eugene Accas  
 Chief Engineer... John Bourcier

# WBNX

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By... WBNX Bcstg. Co., Inc.  
 Bus.-Studio Address... 260 E. 161st St. Bronx  
 Phone: MELrose 5-0333... Air Time: Full Time  
 News Service... AP  
 Transcription Service... SESAC  
 Representative... King  
 President... A. L. Haskell  
 V.P., Sta.-Gen. Manager... William I. Moore  
 Assl. Comm. Mgr... Edward Betchley  
 Production Director... Frank Johnson

# WCBS

NEW YORK—1924—CBS  
 RADIO

Frequency: 880 Kc. Power: 50,000 Watts  
 Owned By... Columbia Bcstg. System, Inc.  
 Operated By... CBS Radio Division  
 General Studio Address... 485 Madison Ave.  
 Phone: PLaza 1-2345... Air Time: Full Time  
 News Service... AP, INS, UP  
 Transcription Service... Capitol  
 Representative... CBS Radio Spot Sales  
 Membership... NARTB, RAB  
 President of CBS... Frank Stanton  
 General Manager... Carl Ward  
 Sales Manager... Henry Untermeyer  
 Merchandising Dir... Howard Lally  
 Sales Prom. Mgr... Murray Gross  
 Program Director... Sam Slate  
 Public Affairs Dir... D. Gordon Graham  
 Publicity Director... Milton Rich  
 Chief Engineer... Davidson Vorhes

# WEVD

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By... Debs Memorial Radio Fund  
 Business-Studio Address... 117 W. 46th St.  
 Phone Number... PLaza 7-0880  
 News Service... AP  
 President... Adolph Held  
 Gen.-Sta.-Comm. Mgr... Henry Greenfield  
 Program Director... George Field  
 Chief Engineer... Charles Brown

# WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By... WMCA, Inc.  
 Business-Studio Address... 1657 Broadway  
 Phone: Circle 6-2200... Air Time: Full Time  
 Transcription Service... World  
 Representative... AM Radio Sales  
 Membership... BAB  
 President... Nathan Straus  
 General Manager... M. M. Fleischl  
 Program Director... Leon Goldstein  
 Sales Prom. Mgr... Patricia Bolton  
 Sales Mgr... John J. McSweeney  
 Chief Engineer... James McCafferty

# WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Marcus Loew Booking Agcy.  
 Business-Studio Address... 711 Fifth Ave.  
 Phone: MU 8-1000... Air Time: Full Time  
 News Service... UP, AP  
 Representative... Rambeau  
 Director... Arthur M. Tolchin  
 General Manager... Frank Roehrenbeck  
 Sales Manager... Samuel Faust  
 Program Director... Raymond Katz  
 Publicity Director... Jo Ranson  
 Chief Engineer... Paul Fuelling

TAP THE RICH MARKET  
 OF METROPOLITAN NEW YORK

through

**WEVD** AM 1330 K.C. 5000 K.W.  
 FM 97.9 20 K.W.

ENGLISH . . . JEWISH

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast Metropolitan New York market.

For more than two decades top-draw national and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners.

Renewing their contracts year after year, these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

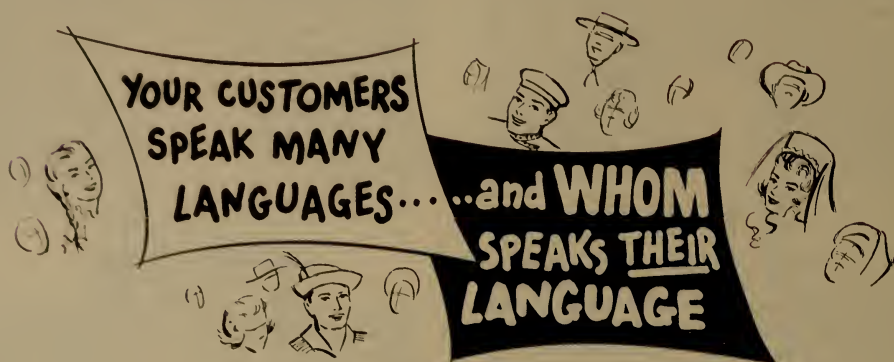
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**WHO'S WHO AMONG WEVD'S SPONSORS**

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**WEVD** 117-119 West 46th Street  
 New York 36, N. Y.

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- 62 Hours a Week of Spanish Programs.
- 18 Hours a Week of Italian Programs.
- 18 Hours a Week of Polish Programs.
- 12 Hours a Week of German Programs.
- 4½ Hours a Week of Russian Programs.
- 3½ Hours a Week of Ukranian Programs.

... 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jockeys on the air.

ATLANTIC BROADCASTING COMPANY, INC.  
136 West 52 St. CI 6-3900  
New York 19, N. Y.





# WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
 Business Address.....136 W. 52nd St.  
 Phone: Circle 6-3900.....Air Time: Full Time  
 Newspaper Affil...Il Progreso, Italo-Americano  
 News Service .....UP  
 President .....Fortune Pope  
 V.P., Chge. Sales.....Charles Baltin  
 Sales Prom. Mgr.....R. A. Fornier  
 Program Director .....Ralph Constantino  
 Chief Engineer.....George Steiger

# WINS

NEW YORK—1926

Frequency: 1010 Kc.....Power: 50,000 Wtts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....28 W. 44th St.  
 Phone: BRyant 9-6000.....Air Time: Full Time  
 News Service.....INS, UP  
 Membership .....NARTB, BAB  
 President.....J. Elroy McCaw  
 General Manager.....Robert Leder  
 Director of Sales.....Jacques Biraben  
 Sales Prom. Mgr.....Joe Besch  
 Program Director.....Robert Smith  
 Chief Engineer.....Paul von Kunitz

(See Page 516)

## The Red Cross Needs



## Your Unstinting Assistance

# GIVE!

**BOB & RAY**

*the* **PETER ROBERTS** *show*

**YANKEE  
BASEBALL**

**LISTEN TO LACY**

SINGING  
BATTLE ROYAL

**WINS** "The Smile on your Dial spot"

**STAN SHAW**

**LES KEITER'S**



**SPORTS**

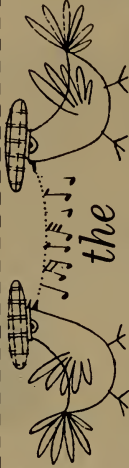
**SHOW**

*the*

**ALAN  
FREED**

*Rock 'n Roll  
Party*

**PETER ROBERTS** \* news \* special events



**BIRDLAND SHOW**

**WINS**



NEW YORK • 50 KW

**DREW  
PEARSON**

**SATURDAY NIGHT HOP**

**24 HOURS A DAY**

**the U. N. today**

# WLIB

NEW YORK—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....New Bcstg. Co., Inc.  
Business-Studio Address.....207 E. 30th St.  
Phone: ORegon 9-2720.....Air Time: Daytime  
News Service .....AP

Representative .....For Joe  
President .....Morris S. Novik  
General Mgr.....Harry Novik  
Program Director.....Nat Rudich  
Comm. Mgr.....George A. Bernstein  
Chief Engineer.....Gordon A. Greenfield  
*(See Page 518)*

FOR THE  
**WHLI** Story  
AND  
PERSONNEL ROSTER  
SEE  
PAGES 510-511

# LARGEST MORNING NEGRO AUDIENCE IN N. Y. — PULSE

## The Only station in New York with studios in Harlem.



WALTER WHITE

**WALTER WHITE SHOW**  
SYNDICATED NATIONALLY  
FEATURES NEWS AND  
INTERVIEWS WITH  
FAMOUS PEOPLE  
IN ALL WALKS  
OF LIFE.

—WRITE FOR RATES

### S T A R R I N G



GEO. GOODMAN



LLOYD WILLIAMS



VICTOR BOZEMAN

NEW YORK NEGRO  
POPULATION IS 1,012,883  
(U. S. CENSUS, 1952)

NEGRO COMMUNITY NEWS  
PROGRAMS EVERY HOUR ON THE HALF  
HOUR—35 NEWSCASTS PER WEEK



THE BOWERS



HAL JACKSON



BILL JENKINS

# WLIB

## 1190

207 EAST 30th STREET, NEW YORK 16, N. Y.

ON THE DIAL

*See pages 100-101 for*

# **LISTING OF NEW YORK PHONE NUMBERS**



**NETWORKS**



**PUBLICATIONS**



**ORGANIZATIONS**



**TALENT AGENCIES**



**FM RADIO STATIONS**



**AM RADIO STATIONS**



**NEWS ASSOCIATIONS**



**TELEVISION STATIONS**



**PROGRAM PRODUCERS**



**RECORDING COMPANIES**



**ADVERTISING AGENCIES**



**TRANSCRIPTION COMPANIES**



**STATION REPRESENTATIVES**



# The Italian Influence

In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact. Let WOV show you how to direct this influence to the profit of the product you advertise.

*One of  
America's  
Important  
Stations*

**WOV**  
NEW YORK  
**5000 WATTS**

Representatives:  
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

# W N E W

NEW YORK—1934

Freq.: 1130 Kc. . . . . Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By . . . . . WNEW, Inc.  
 Business-Studio Address . . . . . 565 Fifth Ave.  
 Phone: Plaza 3-3300 . . . . . Air Time: Full Time  
 Transcription Service . . . . . Lang-Worth  
 News Service . . . . . AP  
 Representative . . . . . John Blair  
 Pres. & Gen. Mgr. . . . . R. D. Buckley  
 V.P., Sales Director . . . . . Ira Herbert  
 Promotion Manager . . . . . Kenneth Klein  
 Coordinator of Operations (V.P.) . . . . . John Jaeger  
 Chief Engineer . . . . . Max Welner

# W O V

NEW YORK—1926

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Wodaam Corp.  
 Business-Studio Address . . . . . 730 Fifth Ave.  
 Phone: CI 5-7979 . . . . . Air Time: 21 Hrs.  
 News Service . . . . . AP, ANSA  
 Transcription Service Standard . . . . . MacGregor  
 Representative . . . . . Pearson, Walker  
 Membership . . . . . RAB  
 President . . . . . Richard E. O'Dea  
 General Manager . . . . . Ralph N. Well  
 Commercial Manager . . . . . Joseph N. Curl  
 Sales Promotion Mgr. . . . . Carroll Forbes  
 Program Director . . . . . Arnold Hartley  
 Chief Engineer . . . . . Emile Hill

# W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business-Studio Address . . . . . 1440 Broadway  
 Phone: Longacre 4-8000 . . . . . Air Time: Full Time  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . H-R Reps.  
 Membership . . . . . NARTB, RAB  
 President . . . . . Thomas F. O'Neil  
 V.P., Gen. Mgr., Prog. Dir. . . . . Gordon Gray  
 Commercial Mgr. . . . . William Dix  
 Publicity Manager . . . . . Richard Jackson  
 Chief Engineer . . . . . Charles Singer

(See Page 302)

# W R C A

NEW YORK—1922—NBC

Frequency: 660 Kc. . . . . Power: 50 Kw., d.  
 Owned . . . . . National Bcstg. Co.  
 Address . . . . . 30 Rockefeller Plaza  
 Phone: CI 7-8300 . . . . . Air Time: Full Time  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus  
 Station Rep. . . . . NBC Spot Sales  
 Membership . . . . . NARTB, BAB  
 President . . . . . Sylvester Weaver  
 General Mgr. . . . . Hamilton Shea  
 Station Mgr. . . . . Ernest dela Ossa  
 Commercial Mgr. . . . . George Stevens  
 Sales Prom. Mgr. . . . . Max Buck  
 Program Dir. . . . . Steve White  
 Chief Engineer . . . . . Gerald Sellar

## THOSE WHO KNOW FAMOUS BRANDS . . .

## KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP





# W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Interstate Bcstg. Co.  
 Business-Studio Address..... 229 W. 43rd St.  
 Phone: LA 4-1100..... Air Time: Full Time  
 News Service..... N. Y. Times (Owner)  
 Transcription Service..... Associated, SESAC  
 Representative..... Paul H. Raymer  
 President..... Arthur Hays Sulzberger  
 Exec. V.P., Gen. Mgr..... Elliott M. Sanger  
 V.P. Sales Mgr..... Norman S. McGee  
 Sales Prom. Dir..... Mary Rice Anderson  
 Program Director..... Eleanor N. Sanger  
 Pub. Dir..... E. "Pat" Hurley  
 Chief Engineer..... L. J. Kleinklaus

# W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By..... Earl C. Hull  
 Business-Studio Address..... Hotel Niagara  
 Phone: 8421..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... Associated, Standard  
 Representative..... Headley-Reed  
 Membership..... NARTB  
 V.P., Gen.-Station Mgr..... Earl C. Hull  
 Commercial Mgr..... Jack Whitney  
 Program Director..... Eddy Joseph  
 Chief Engineer..... Robert Wilson

# W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... John J. Laux  
 Address..... 129 Main St.  
 Phone: 5796..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... SESAC  
 Representative..... Pearson  
 Gen., Comm. Mgr..... Tom W. Talbot  
 Program Director..... Tiny Hamerick  
 Chief Engineer..... Gustav Czaplak

# W C H N

NORWICH—1953

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Radio Norwich, Inc.  
 Address..... 14 S. Broad St.  
 Phone: 4-2218..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Station Rep..... McGillvra  
 Pres., Gen. Mgr..... William J. Hall  
 Publicity Director..... Ray Whitlock  
 Chief Engineer..... Kenneth Rockwell

# W S L B

OGDENSBURG—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... St. Lawrence Bcstg. Corp.

Address..... 2315 Knox St.  
 Phone Number..... 500  
 News Service..... UP  
 Membership..... RAB  
 President..... Joseph R. Brandy  
 General Manager..... Harold J. Frank  
 Comm. Mgr..... Joseph R. Brandy  
 Program Director..... Hal Gilman  
 Chief Engineer..... Ellsworth Hall

# W H D L

OLEAN—1929—ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WHDL, Inc.  
 Address..... 3219 State St.  
 Phone: 4149..... Air Time: Full Time  
 Newspaper Affiliation..... Times Herald  
 News Service..... AP  
 Transcription Service..... World  
 Representative..... Everett & McKinney  
 Membership..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... John R. Henzel  
 Commercial Manager..... James F. Hastings  
 Program Director..... Donald W. Merriman  
 Chief Engineer..... Wallace D. Taylor

# W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... Ottoway Stations, Inc.  
 Bus.-Studio Address..... 104 Chestnut St.  
 Phone: 2470..... Air Time: Full Time  
 News Service..... UP  
 Newspaper Affiliation..... Oneonta Star  
 Transcription Service..... Associated  
 Representative..... Radio Reps.  
 Membership..... RAB  
 President..... James H. Ottoway  
 Managing Director..... Francis H. Brinkley  
 Station Manager..... Harold E. Graves  
 Comm. Mgr..... Benjamin Turnbull  
 Program Director..... Howard Atwell  
 Chief Engineer..... Wiley Bates

# W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts  
 Owned-Oper. By..... Bcstg. System, Inc.  
 Address..... Jericho Turnpike, Mineola, Box 750  
 Phone: Pioneer 6-6700..... Air Time: Daytime  
 News Service..... UP  
 Pres. & Gen. Mgr..... Lee Hollingsworth  
 Comm. Mgr..... D. B. Robbins  
 Sales Prom. Mgr..... Tommy Hollingsworth  
 Program Dir..... Bob Jenkins  
 Chief Engineer..... Lee Hollingsworth

# W A L K

PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Suffolk Bcstg. Corp.  
 Address..... P. O. Box 230  
 Phone: Patchogue 3-0408..... Air Time: Daytime

News Service .....AP  
 Newspaper Affiliation.....Suffolk Cons. Press  
 Transcription Service.....Associated, Capitol  
 Representative .....Webb  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Nils E. Segerdahl  
 Vice-President.....W. K. Macy, Jr.  
 Gen. Mgr.....Nils E. Segerdahl  
 Prog. Dir.....Jack Ellsworth  
 Chief Engineer.....George Chandler

## WPAC

PATCHOGUE—1951

Frequency: 1580 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Address .....Box 651  
 Phone: Patchogue 3-4600..Air Time: Daytime  
 News Service .....UP  
 Pres., Gen. Mgr.....Lee Morrison  
 Station Mgr.....Stam Allan  
 Comm. Mgr.....Herbert Morrison  
 Sales Prom. Mgr.....Don Lombardy  
 Program Director.....Dick Hodkin  
 Chief Engineer.....Morton Morrison

## WLNA

PEEKSKILL—1948

Frequency: 1420 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Highland Bcstg. Corp.  
 Trans. Address.....Radio Terrace  
 Phone: Peekskill 7-1124..Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....SESAC, World  
 Station Rep.....Kettell-Carter  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Irving E. Cottrell  
 Comm., Sales Prom. Mgr.....Francis Lough

## WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Plattsburg Bcstg. Corp.  
 Studio Address.....153 Margaret St.  
 Phone: 1600.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Gill-Perna  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....George F. Bissell  
 Program Director.....Leon Kelly  
 Commercial Mgr.....Jack Charles  
 Sales Prom. Mgr.....Alex Coursey  
 Chief Engineer.....Larry Lapanne

## WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.  
 Trans. Loca. Address ....301-03 Cornelia St.  
 Phone: Plattsburg 2800..Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....W. S. Grant Co., Inc.  
 Membership .....NARTB, RAB

Pres., Gen., Comm. Mgr. ....Joel H. Scheier  
 Business Mgr.....Donald Pelkey  
 Program Director.....Betty Kraus  
 Chief Engineer .....John M. Nazak

## WDLC

PORT JERVIS—1953

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Port Jervis Bcstg. Co.  
 Address .....Neversink Drive  
 News Service .....AP  
 Membership .....NARTB  
 Transcription Service .....World  
 President.....William H. Ware  
 General Manager.....Ernest C. Winkler  
 Commercial Mgr.....Oscar Wein  
 Program Director.....Henry Schwartz  
 Chief Engineer.....Richard L. Van Schaick

## WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc....Power: 1000 Watts, d.  
 Owned-Operated By...Mid-Hudson Bcsts. Inc.  
 Business-Studio Address.....385 Main St.  
 News Service .....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Everett-McKinney  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Arthur J. Barry, Jr.  
 Comm. Mgr.....Frank Breslin  
 Prom. Dir.....William Eames  
 Chief Engineer.....John P. Burke

1000 W **WEAV** 960 KC

### ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .  
 . . . a fast growing, fertile market for your product's sales.  
 . . . a natural test market.

*Retail Sales Almost Tripled in 10 Years*

250 W **WENT** 1340 KC

### CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

*WENT means consistently high listenership and best results for advertisers.*  
*WENT can sell the rich Gloversville-Johnstown area for you.*

### GILL-PERNA, INC.

National Representative

# HOW TO APPLY FOR FCC LICENSE

(Continued from Page 249)

## License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Ap-

plication for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature; i.e., where no substantial changes in interest occur.

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**



## THERE'S A NEW AUDIENCE IN WGYLAND

The New York State Thruway brings a huge and important Auto-Radio audience to upstate New York. WGY will hold this audience for more than 200 miles.

WGY

32 YEARS

And... WGY also covers 54 counties of New York and Western New England with a population of 2,752,800.

WGY's 50,000 Watts now cover one of the most prosperous markets in New York, 24 hours a day.



Measure of a Great  
Radio Station

# WGY

A  
GENERAL ELECTRIC  
STATION

ALBANY—TROY—SCHENECTADY—plus—  
54 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc.  
New York—Boston—Chicago—Detroit—San Francisco

**WKIP****POUGHKEEPSIE—1940—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Dutchess County Bcstg. Corp.  
 Business-Studio Address.....Box 889  
 Phone: 6800.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Associated  
 Station Rep.....Kettell-Carter  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....George W. Bingham  
 Commercial Manager.....Richard A. Dwelley  
 Program Director.....John Kuhn  
 Chief Engineer.....Marvin S. Seimes

**WBBF****ROCHESTER—1947—MBS**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WBBF, Inc.  
 Bus.-Studio Address.....Sheraton Hotel  
 Phone: HA 8920.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Cooke  
 Transcription Service .....RCA  
 President.....Thomas L. Brown  
 Commercial Mgr.....Lloyd B. Gibson  
 Sales Prom. Mgr.....Nick Nickson  
 Program Director.....Claude Johnstone  
 Chief Engineer.....Vincent Lopopolo

**WHAM****ROCHESTER—1922—NBC**

Frequency: 1180 Kc.....Power: 50,000 Watts  
 Owned-Operated By...Stromberg-Carlson Co.  
 Business Address.....Rochester Radio Cty.  
 Phone: Culver 7240.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....World, Standard  
 Representative.....George P. Hollingbery  
 Membership .....NARTB  
 Sta., Gen. Mgr.....William Fay  
 Commercial Manager...John W. Kennedy, Jr.  
 Program Director.....Charles W. Siverson  
 Sales Manager.....Arthur W. Kelly  
 Chief Engineer.....Kenneth Gardner

**WHEC****ROCHESTER—1925—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned.....Gannett Co. Inc.  
 Bus.-Studio Address.....55 Exchange St.  
 Phone: Locust 5600.....Air Time: Full time  
 News Service .....AP  
 Newspaper Affiliation.....Gannett Co.  
 Representative .....Everett McKinney  
 Membership .....NARTB, RAB  
 President.....Frank E. Gannett  
 General Manager.....Glover Delaney  
 Commercial Manager...Lowell H. MacMillan  
 Sales Prom. Mgr.....R. Bovanizer  
 Program Director.....Warren Doremus  
 Chief Engineer.....Bern C. O'Brien

**WRNY****ROCHESTER—1947**

Frequency: 680 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Rochester Bcstg. Co., Inc.  
 Business-Studio Address.....191 East Ave.  
 Phone: Hamilton 9775....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Associated, etc.  
 Representative .....Stars Natl.  
 Membership .....RAB  
 President.....Arthur C. Kyle, Jr.  
 Gen., Sta. Mgr.....J. A. Shefrin  
 Chief Engineer.....John Rathbun

**WSAY****ROCHESTER—1936**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Federal Bcstg. System, Inc.  
 Business-Studio Address.....328 Main St. E.  
 Phone: Baker 4870.....Air Time: Full Time  
 News Service .....INS  
 Representative .....Walker, Webb  
 Pres., Gen. Mgr.....Gordon P. Brown  
 Station Director.....John Hill

**WVET****ROCHESTER—1947—ABC**

Frequency: 1280 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....Veterans Bdcstg. Inc.  
 Address .....17 Clinton Ave So.  
 Phone: HAmilton 4820.....Air Time: Full Time  
 News Service .....AP  
 Pres., Gen. Mgr.....Ervin F. Lyke  
 Gen. Sales Mgr.....Arthur Murrellwright  
 Program Director.....Paul C. Louthier  
 Chief Engineer.....Raymond Jobes

**WKAL****ROME—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Copper City Bcstg. Corp.  
 Business-Studio Address..Capitol Theatre Bldg.  
 Phone: 3616-7.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Cooke  
 President.....Myron J. Kallet  
 General Manager.....Joseph Kallet  
 Program Director .....Louis Barile  
 Chief Engineer.....James Delaney

# WNBZ

**SARANAC LAKE—1927—ABC-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Upstate Bcstg. Corp.  
 Business-Studio Address. .... 88 Main St.  
 Phone: 1320. .... Air Time: Full Time  
 News Service. .... AP  
 Transcription Service. .... World  
 Representative. .... Wm. G. Rambeau  
 Membership. .... NARTB  
 Pres., Gen. Mgr. .... Jacques DeMattos  
 Chief Engineer. .... H. Berwind Williams

# WSPN

**SARATOGA SPRINGS—1954**

Frequency: 900 Kc. .... Power: 250 Watts  
 Owner. .... Spa Bcstrs., Inc.  
 Address. .... 71 West Ave.  
 Phone. .... 2180  
 Pres., Gen. Mgr. .... Richard O'Connor

# WGY

**SCHENECTADY—1922—NBC**

Frequency: 810 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... General Electric Co.  
 Business-Studio Address. .... 1 River Rd.  
 Phone: 7-2261. .... Air Time: Full Time  
 News Service. .... AP, UP  
 Transcription Service. .... Thesaurus, World

Covering the Adirondacks

Since 1927

# WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

Representative. .... Henry I. Christal  
 Membership. .... NARTB, RAB  
 General Manager. .... Merl L. Galusha  
 Station Operations Mgr. .... R. W. Welpott  
 Supervisor of Sales. .... Robert F. Reid  
 Promotion Mgr. .... James Cobb  
 Station Service. .... Caleb Paine  
 Spvr. of Programs. .... A. G. Zink  
 Mgr. of Engineering. .... W. J. Purcell  
*(See Page 526)*

# WSNY

**SCHENECTADY—1942**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Western Gateway Bcstg.  
 Business-Studio Address. .... 619 State St.  
 Phone Number. .... 3-3622  
 News Service. .... AP  
 Transcription Service. .... Lang-Worth  
 Membership. .... RAB  
 President, Gen. Mgr. .... Winslow Leighton  
 Comm., Sls. Prom. Mgr. .... Thomas Seeley  
 Prog. Dir. .... Stephen Fitz  
 Chief Engineer. .... Irving P. Beck

# WHEN

**SYRACUSE—1941—ABC**

Frequency: 620 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned. .... Meredith Syracuse Radio Corp.  
 Address. .... 511 Loew Bldg.  
 Phone: 2-0277. .... Air Time: Full Time  
 Newspaper Affil. .... Meredith Publishing Co.  
 News Service. .... AP  
 Transcription Service. .... Standard  
 Station Representative. .... Katz  
 Membership. .... NARTB, RAB  
 V.P. & Gen. Mgr. .... Paul Adanti  
 Local Sales. .... L. N. Parmentier  
 Promotion Mgr. .... Robert Peel  
 Program Director. .... John L. Scott  
 Chief Engineer. .... Donald F. Langham

# WFBL

**SYRACUSE—1922—CBS**

Frequency: 1390 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Onondaga Radio Bcstg.  
 Bus.-Studio Address. .... 433 S. Warren St.  
 Phone: 2-1147. .... Air Time: Full Time  
 News Service. .... UP  
 Representative. .... Free & Peters  
 Membership. .... NARTB, RAB  
 President. .... Oscar F. Soule  
 Chief Engr., Gen. Mgr. .... Charles F. Phillips  
 Commercial Mgr. .... Richard F. Polgreen  
 Sales Prom. Mgr. .... Robert W. Weir  
 Program Director. .... Edward Bryant  
 Publicity Director. .... Robert W. Weir

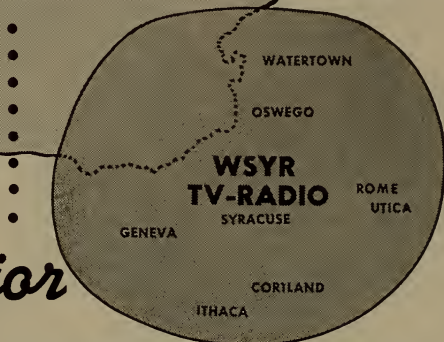
# WSYR

**SYRACUSE—1922—NBC**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Central N. Y. Bcstg.  
 Bus.-Studio Address. .... 224 Harrison St.  
 Phone: SY 3-7111. .... Air Time: Full Time  
 News Service. .... UP, AP

*Definitely . . .*

**CENTRAL NEW YORK'S**



*Superior*

**BROADCASTING SERVICES!**

WSYR-TV is Central New York's *only* maximum-power television station. WSYR Radio is the area's *only* low-frequency station operating day *and* night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business *right here in Central New York.*

It's that combination of topnotch facilities, *plus* topnotch local programming, *plus* the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

**WSYR**

**TV**

100 KW  
CHANNEL 3

**RADIO**

5 KW  
570 KC

Represented Nationally by  
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by  
The HENRY I. CHRISTAL CO., Inc.

**S Y R A C U S E , N . Y .**

Trans. Service.....Lang-Worth Capitol "Q"  
 Newspaper Affiliation.....Herald-Journal,  
 Post Standard  
 Rep.....Henry I. Christal, Harrington,  
 Righter & Parsons  
 Representative.....Henry I. Christch  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....E. R. Vadeboncoeur  
 Commercial Mgr.....W. R. Alford, Jr.  
 Sales Prom. Mgr.....Thomas McCollum  
 V.P., Pgm. Dir.....Bill Rothrum  
 V.P., Chief Engineer.....Albert J. Eicholzer

## WNDR

SYRACUSE—1946—MBS

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bcstg. Corp.  
 Address.....Box 1212  
 Station Rep.....Rambeau  
 Membership.....NARTB  
 General Manager.....Arthur C. Kyle, Jr.  
 Asst. Manager.....James A. McKechnie  
 Commercial Mgr.....M. Silvieus  
 Program Director.....Fred L. Jeske  
 Chief Engineer.....Fred Schamu

## WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Bus.-Studio Address.....Kirkpatrick & Van  
 Rensselaer Sts.

Phone: 2-7211.....Air Time: Full Time  
 Transcription Service.....Standard  
 Representative.....Walker  
 President, General Mgr...T. Sherman Marshall  
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle  
 Chief Engineer.....Don Muir

## WIPS

TICONDEROGA—1954—ABC-KBS

Frequency: 1250 Kc.....Power: 500 Watts  
 Owner.....Portage Bcstg. Co., Inc.  
 Phone.....1776  
 President.....Martin Karig  
 Prog. Dir., Chief Eng.....John Glynn

## WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Troy Bcstg. Co., Inc.  
 Business-Studio Address.....92 Fourth St.  
 Phone.....Albany 4-2500, Ashley 4-1100  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 President.....H. C. Wilder  
 General Manager.....W. W. Carter  
 Commercial Manager.....E. M. Sleighel  
 Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.  
 Program Director.....Randolph English  
 Chief Engineer.....A. H. Chismark

The map shows the Albany-Troy-Schenectady radio market. The station call letters 'WTRY' are prominently displayed in the center. The map includes labels for major cities: Schenectady, Albany, and Troy. It also shows various counties and smaller towns within the region, such as Saratoga, Bennington, and Rensselaer. The station's broadcast range is indicated by a large circle centered on the Albany-Troy area.

In this, the nation's 32nd retail market, WTRY remains the most popular station and benefits from these characteristics of the market:

RADIO PENETRATION: 99.1%  
 TV PENETRATION: 76%  
 RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%  
 TV TUNE-IN, 7:00 AM-12 PM: 18%

\*SHARE OF AUDIENCE:

	AM	PM	6-12PM
WTRY	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

\*Pulse, Inc. October 1954

**STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY**  
 JOHN BLAIR & COMPANY...NEW NATIONAL REPRESENTATIVE FOR WTRY



**WGAT**

UTICA—1946

Freq.: 1310 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned. . . . . Central Bcstg. Co.  
 Address . . . . . Kellogg Rd.  
 Phone: 5-5209. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Station Rep. . . . . J. Hershey McGillvra  
 President. . . . . J. Eric Williams  
 Station Manager. . . . . C. D. Williams  
 Sales Prom. Mgr. . . . . Nicola Capomacchio  
 Program Director. . . . . Nick Dardano  
 Chief Engineer . . . . . Frederick H. Harrington

**WIBX**

UTICA—1925—CBS

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WIBX, Inc.  
 Address . . . . . First Bank Bldg.  
 Phone: 2-2101. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Reps. . . . . Biddick, Walker  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . Mrs. Margaret B. Stevens  
 Exec. V.P., Sta. Mgr., Pgm. Dir. . . . . Elliott Stewart  
 Production Director . . . . . Betty Cushing Griffin  
 Comm. Mgr., Pub. Dir. . . . . Nathan W. Cook  
 Merchandising Mgr. . . . . F. C. Bowen  
 V.P., Secretary . . . . . Gladys P. Moore  
 Chief Engineer . . . . . John T. Dowdell

**WRUN**

UTICA—ROME—1947—ABC

Freq.: 1150 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. . . . . The Rome Sentinel Co.  
 Business-Studio Address. . . . . 258 Genesse St.  
 Phone: 2-5111. . . . . Air Time: Full Time  
 Representative . . . . . Avery-Knodel  
 Transcription Service . . . . . Associated  
 President. . . . . Bradley C. Barnard  
 General Manager. . . . . Fritz S. Updike  
 Program Director. . . . . Edward M. Stemmler  
 Sta., Comm. Mgr. . . . . Richard A. Clark  
 Chief Engineer. . . . . George S. Woods

**WDLA**

WALTON—1951—KBS

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Delaware County Bcstg.  
 Address. . . . . Bear Spring Mt.  
 Phone: UN 5-4321. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Rambeau  
 President. . . . . Dr. E. Ogden Bush  
 V.P., Gen., Comm. Mgr. . . . . Michael J. Cuneen  
 Program Director. . . . . James T. Kirwan  
 Chief Engineer. . . . . Robert Devine

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

# W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Watertown Bcstg. Corp.  
 Bus.-Studio Location.....118 Washington St.  
 Phone Number.....2424  
 Transcription Service.....Standard, SESAC  
 Membership.....NARTB  
 Pres., Gen. Mgr.....G. Harry Righter

# W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address.....Hotel Woodruff  
 Phone: 4120.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Weed  
 Membership.....NARTB, RAB  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....Earl R. Kelly  
 Sales Manager.....Patrick E. Rheame  
 Production Manager.....John V. Evans  
 Chief Engineer.....M. B. Davis

# W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....P. O. Box 711  
 Phone: WH 9-6400.....Air Time: Full Time  
 News Service.....AP  
 Trans. Service.....Amp, Thesaurus, SESAC  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer..Frank A. Seltz  
 Program Director.....Randall Kaler

# W W R L

WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address..41-30 58th St.  
 Phone: DE 5-1600.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated, SESAC  
 President.....W. H. Reuman  
 Gen., Sta. Mgr.....Edith Dick  
 Sales Prom. Mgr.....Selvin Donneson  
 Program Director.....Fred Barr  
 Chief Engineer.....Benton R. Bartlett

# WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest  
Market at the Lowest Cost



TOPS in New York

for the

NEGRO MARKET

SPANISH

GERMAN



1600 Kc DEFender 5-1600

## 54 in '54!

46 Agencies placed Fifty Four National and Regional Accounts\* on

# W F A S

to reach the Billion Dollar

Westchester Market in

1954!

\* No "P.I.'s, No "Call-me-Now"s!

# WFAS and WFAS-FM

White Plains, N. Y.

# NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,600 — Families 1,150,000  
Radio Homes 1,004,000 — TV Homes 556,000 — Stations in State 115

## WRCS

**AHOSKIE—1947—KBS**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned. . . . .Roanoke-Chowan Bcstg. Co., Inc.  
Business Address. . . . .P. O. Box 89  
Phone: 3101. . . . .Air Time: Daytime  
News Service. . . . .UP  
Transcription Service. . . . .Associated  
Station Rep. . . . .Dora-Clayton  
President. . . . .Charles H. Jenkins  
Gen. Comm. Mgr. . . . .P. G. Sewell  
Program Director. . . . .Bill Smith  
Chief Engineer. . . . .W. G. Barnes

## WABZ

**ALBEMARLE—1948—KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . .Radio Station WABZ, Inc.  
Business-Studio Address. . . . .Hotel Albemarle  
Phone: 1100. . . . .Air Time: Daytime  
News Service. . . . .AP  
Transcription Service. . . . .World  
Representative. . . . .Dora-Clayton  
President. . . . .S. R. Williams  
General Manager. . . . .W. J. Page  
Commercial Manager. . . . .J. T. Newman  
Program Director. . . . .C. H. Fletcher  
Chief Engineer. . . . .J. D. Brooks

## WGWR

**ASHEBORO—1947—KBS**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By. . . . .Asheboro Bcstg. Co., Inc.  
Business-Studio Address. . . . .Box 309  
Phone: 2187. . . . .Air Time: Daytime  
News Service. . . . .UP  
Newspaper Affil. . . . .Courier Tribune  
Transcription Service. . . . .Thesaurus  
Membership. . . . .RAB  
President. . . . .Roy Cox  
Gen., Sta., Comm., Prom. Mgr. . . . .J. R. Marlowe  
Program Director. . . . .A. B. Brown  
Chief Engineer. . . . .W. H. Trogdon

## WISE

**ASHEVILLE—1939—NBC**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. . . . .Radio Station WISE, Inc.  
Address. . . . .Langren Hotel  
Phone: 3-5381-3. . . . .Air Time: Full Time  
News Service. . . . .AP  
Membership. . . . .RAB, BMB  
Representative. . . . .Bolling Co.  
Pres., Gen. Sta. Mgr. . . . .Harold H. Thoms  
Commercial Mgr. . . . .Lloyd B. Leonard  
Program Director. . . . .Dick Harshaw  
Publicity Dir. . . . .Skeeter Moore  
Chief Engineer. . . . .John Randolph

## WLOS

**ASHEVILLE—1947—ABC**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. . . . .Skyway Bcstg. Co.  
Business-Studio Address. . . . .288 Macon Ave.  
Phone: 2-2431. . . . .Air Time: Full Time  
News Service. . . . .UP  
Transcription Service. . . . .World  
Representative. . . . .Venard, Inc., Ayers  
Executive Vice President. . . . .Charles B. Britt  
Commercial Mgr. . . . .Bradley H. Roberts  
Program Director. . . . .R. Fred Brown Jr.  
Chief Engineer. . . . .M. D. Hunnicut

## WSKY

**ASHEVILLE—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. . . . .Radio Asheville, Inc.  
Business-Studio Address. . . . .12 Church St.  
Phone: 3-4451. . . . .Air Time: Full Time  
News Service. . . . .AP  
Representative. . . . .Rambeau  
Pres., Gen., Sta. Mgr. . . . .Zeb Lee  
Prom., Pub., Comm. Mgr. . . . .James W. Young  
Program Director. . . . .Sam Greene  
Chief Engineer. . . . .Bill Clements

## WWNC

**ASHEVILLE—1927—CBS**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By. . . . .Asheville Citizen-Times Co.  
Business-Studio Address. . . . .14 O'Henry Ave.  
Phone: 5611. . . . .Air Time: Full Time  
Newspaper Affiliation. . . . .Citizen-Times  
News Service. . . . .AP, UP  
Transcription Service. . . . .Thesaurus  
Representative. . . . .H-R  
Membership. . . . .NARTB, RAB  
President. . . . .Charlie Peace  
Gen., Sta., Prom. Mgr. . . . .Cecil B. Hoskins  
Comm. Mgr. . . . .James A. Hagan  
Program Director. . . . .William F. Melia  
Chief Engineer. . . . .William H. Hamrick

## WCGC

**BELMONT—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owner. . . . .Central Bcstg. Co.  
Address. . . . .Box 58  
Gen. Mgr., Chief Eng. . . . .Robert R. Hilker

## WATA

**BOONE—1950**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. . . . .Wilkes Bcstg. Co.  
Address. . . . .Depot St.  
Phone: Amherst 4-8461. . . . .Air Time: Full Time

**criteria in the carolinas**




44% for JEANNE ALEXANDER and "JIM & JEANNE" weekday mornings.



GIL STAMPER pulls 42% with the charming "Sunday Scrapbook".



CLYDE McLEAN captures 61% with "Thursday Night Classicals".



PHIL AGRESTA'S "Carolina News" has 57%



65% gather Wednesday nites for ARTHUR SMITH and THE CRACKERJACKS.



LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 59% by "Startite Salute".



A 48% share for ALAN NEWCOMB'S "HITCHHIKER"



GRADY COLE... for 25 years "Mr. Radio" in the South with a 45% share of audience.



JACK KNELL and the news commands 54% of the 6:00 P.M. traffic.



BOB RAIFORD'S "Raiford at Random" attracts 61%.



40% in the afternoon for JIMMY PATTERSON, "By Jimmy".

Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1954... from 39% to 65% shares of audience, each personality leading all other competition.

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 600,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, synopation and public service, they couple their individual personalities with the 32-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

**WBT**  
CHARLOTTE, N. C.

**JEFFERSON STANDARD BROADCASTING COMPANY**  
Represented Nationally by CBS Radio Spot Sales

News Service .....AP  
 Transcription Service .....Thesaurus  
 President.....Doris B. Brown  
 General Manager.....Roland Potter  
 Commercial Manager.....Ralph Tugman  
 Program Director.....Dwight Larick  
 Chief Engineer.....Bob Daugherty

## W P N F

**BREVARD—1950—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.  
 Phone: 3-2611.....Air Time: Full Time  
 News Service .....AP  
 News. Affil....."Transylvania Times"  
 News Service .....AP  
 President.....Ed M. Anderson  
 Gen., Comm. Mgr.....Jack Hammette  
 Program Director.....John Dellinger  
 Sales Prom. Mgr.....John Anderson  
 Chief Engineer.....Baxter Morris

## W B B B

**BURLINGTON—1941—MBS-KBS**

Frequency: 920 Kc.....Power: 5000 Watts d.  
 Owned-Operated By. Alamance Bcstg. Co., Inc.  
 Business-Studio Address.....318 S. Main St.  
 Phone: 6-6376.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Associated  
 Station Rep.....Media Sales  
 General Manager.....E. Z. Jones  
 Commercial Manager.....Robert Ray  
 Program Director.....Ed Brooks  
 Publicity Director.....Cletus Peacock  
 Chief Engineer.....Berry Tysor

## W F N S

**BURLINGTON—1946**

Frequency: 1150 .....Power: 1000 Watts d.  
 Owned-Oper. By Burlington-Graham Bcstg Co.  
 Address.....P. O. Box 1328  
 Phone: 4261.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Sears & Ayer  
 Membership .....NARTB, RAB  
 President.....L. E. Neese  
 Gen., Sta. Mgr.....G. C. Starnes  
 Comm. Prom. Mgr.....Harold Nall  
 Program Director.....Phil Peterson  
 Chief Engineer .....Charles D. Chandler

## W W I T

**CANTON—1954**

Frequency: 970 Kc.....Power: 1 Kw.  
 Owned.....Western N. C. Bcstrs., Inc.  
 Address.....Radio Center  
 Phone: 3588.....Air Time: Daytime  
 Membership .....NARTB  
 News Service .....UP  
 President.....Beverly M. Middleton  
 Vice-President .....Kermit Edney  
 Treasurer.....D. A. Gilmore

## W C H L

**CHAPEL HILL—1953**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Village Bcstg. Co.  
 Address .....Box 338  
 Phone: 8484.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Lang-Worth, Indie  
 Pres., Gen. Mgr.....R. McClamroch, Jr.  
 Asst. to Gen. Mgr.....W. M. Alexander  
 Chief Engineer.....Fritz Thurston

## W A Y S

**CHARLOTTE—1941—ABC**

Freq: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Inter-City Advertising Co.  
 Business-Studio Address.....3229 S. Blvd.  
 Phone: 3-7173.....Air Time: Full Time  
 Representative.....Bolling Co., Ayers  
 President.....George W. Dowdy  
 Gen., Sta. Mgr.....J. P. Poston  
 Sales Prom., Pub. Dir.....Don Matney  
 Chief Engineer .....B. C. Stewart

## W B T

**CHARLOTTE—1922—CBS**

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Oper. By..Jefferson Standard Bcstg.  
 Address.....1901 W. Morehead St.  
 Phone: ED 3-8833.....Air Time: Full Time  
 News Service .....AP, UP  
 Transcription Service .....World  
 Representative.....CBS Radio Spot Sales  
 Membership .....NARTB, RAB  
 President .....J. M. Bryan  
 General Manager....Charles H. Crutchfield  
 V.P., Sales & Prom.....Robert Covington  
 Program Director.....William Nelson  
 Prom. Super.....John Dillon  
 Publicity Director.....Ned Burgess  
 Chief Engineer.....Thomas Howard

## W G I V

**CHARLOTTE—1947**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Charlotte Radio & TV Corp.  
 Business Address.....2520 Toomey Ave.  
 News Service .....AP  
 Representative .....ForJoe  
 Transcription .....Capital  
 Pres., Gen. Mr.....Francis M. Fitzgerald  
 Sales Prom. Mgr.....Everett Benout  
 Commercial Mgr.....Ray Ervin  
 Program Director.....John McKeel  
 Pub. Dir.....Nelda McMamus  
 Chief Engineer.....S. K. Lineberger

## W I S T

**CHARLOTTE—1951—MBS**

Frequency: 930 Kc.....Power: 5000 d; 1000 n.  
 Owned-Oper. By.....Bcstg. Co. of South

Address.....204 Liberty Life Bldg.  
 Phone: 6-3511.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Free & Peters  
 Membership .....NARTB, RAB  
 President.....B. C. Hipp  
 General Manager.....G. R. Shafto  
 Station Mgr.....W. Frank Harden  
 Comm. Mgr.....T. B. Sawyer  
 Prom., Pub. Dir.....Charles Friar  
 Program Director.....Fred Vinroot  
 Chief Engineer.....John N. Parker

## W S O C

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon St.  
 Phone: Edison 2-7138.....Air Time: Full Time  
 News Service .....AP  
 Representative .....H.R. Reps  
 Membership .....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....E. J. Gluck  
 Commercial Mgr.....Bomar A. Lowrance  
 Sls. Prom. Mgr., Pub. Dir., Charles M. Marshall  
 Program Director.....Armand F. Bodie  
 Chief Engineer.....L. L. Caudle, Jr.

## W R R Z

CLINTON—1946

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned.....Tar Heel Bcstg. System, Inc.  
 Bus.-Studio Address.....Butler Bldg.  
 News Service .....AP  
 Transcription Service .....World  
 Station Rep. ....Walker  
 President.....W. R. Roberson, Sr.

## W E G O

CONCORD—1943—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owne-Oper. By .....Cabarrus Bdcstg. Co.  
 Business-Studio Address .....P. O. 527  
 Phone .....2-6000  
 Station Rep. ....Continental  
 President.....A. W. Huckle  
 General Manager.....Elizabeth Huckle  
 Pgm., Comm. Dir.....Howard McCurry  
 Chief Engineer.....Kenneth R. Kennedy

## W C K B

DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Car. Cent. Bcstrs.  
 Business Address .....Box 431  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep. ....Media  
 President.....Leflon A. Tart, Sr.  
 Sta., Gen. Mgr.....A. Lincoln Faulk  
 Commercial Manager.....Carl Lamm  
 Sales Prom. Mgr.....John Ciccone  
 Program Director.....Hershell Barbour  
 Publicity Director.....John Thomas  
 Chief Engineer .....Joseph Kotlas

## W D N C

DURHAM—1934—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By....The Durham Radio Corp.  
 Bus.-Studio Address...138½ E. Chapel Hill St.  
 Phone: 6155.....Air Time: Full Time  
 News Service .....UP  
 Newspaper Affiliation.....Herald Sun  
 Transcription Service .....Associated  
 Representative.....Paul H. Raymer  
 Membership .....NARTB, RAB  
 President.....C. C. Council  
 V.P., Gen. Mgr.....J. Frank Jarman  
 Office Manager.....Sue Germino  
 Commercial Manager....C. James Woodhouse  
 Program Director.....E. R. Higgins, Jr.  
 Chief Engineer.....G. W. Bartlett

## W S R C

DURHAM—1954

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Southern Bcstg. Co.  
 Address.....Box 28, East Club Blvd.  
 Phone: 2-4681.....Air Time: Daytime  
 Station Rep.....Rambeau, Dora-Clayton  
 General Manager.....John C. Greene, Jr.

## W S S B

DURHAM—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By ....Public Information Corp.  
 Address.....211 Rigsbee Ave.  
 News Service .....INS  
 Station Rep. ....McGillivra  
 Pres., Gen. Mgr.....E. L. Clinton  
 Program Director.....C. Cook  
 Chief Engineer .....Edward Norman

## W T I K

DURHAM—1946—ABC

Freq.: 1310 Kc...Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....WTIK, Inc.  
 Address.....205½ W. Main St.  
 News Service .....AP  
 Representative .....Bolling Co.  
 Membership .....NARTB, RAB  
 President.....James L. Howe  
 General Mgr.....Robert L. Williams  
 Commercial Mgr.....James W. Batts  
 Program Dir.....William P. Weathers  
 Chief Engineer.....Robert L. Williams

## W C N C

ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....Albemarle Bcstg. Co., Inc.  
 Address.....E. Colonial Ave.  
 Transcription Service....Lang-Worth, SESAC  
 Station Rep. ....Continental  
 General Manager.....R. C. Ryan  
 Commercial Mgr.....Norman Ragsdale  
 Program Director.....Charles R. Burroughs

# WGAI

ELIZABETH CITY—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By...WGAI Radio Co., Inc.  
 Business-Studio Address.....Kramer Bldg.  
 Phone: 4371-2.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....RAB  
 President.....C. Alden Baker  
 Commercial Mgr.....Jim Woods  
 Prom., Pub. Dir.....Don Owens  
 Chief Engineer.....Goodrich Williams

# WIFM

ELKIN—1949

Frequency: 1540 Kc.....Power: 250 Watts  
 Owned.....Tri-County Bcstg. Co. Inc.  
 Address.....Elk Spur St.  
 Phone: 860.....Air Time: Daytime  
 News Service.....AP  
 Station Rep.....Media-Sales & Service  
 President.....H. Leffoon  
 General Mgr.....Will Erwin  
 Commercial Mgr.....Eugene Smith, Jr.  
 Program Director.....Mrs. Ruth Smith  
 Chief Engineer.....Eugene Smith, Jr.

# WFMO

FAIRMONT—1953

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Carolinas Bcstg. Corp.  
 Address.....Box 492  
 Phone: 4781.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President.....Cutlar Moore  
 Gen., Sta., Prom. Mgr.....B. E. Peele  
 Comm., Prog. Dir.....Jim Clark  
 Chief Engineer.....J. F. Milazzo

# WFAI

FAYETTEVILLE—1951—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ralph E. Hess  
 Bus.-Studio Add.....Huske Bldg.  
 Phone: 2-8131.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....RCA Thesaurus  
 Representative.....Thomas F. Clark  
 President.....Ralph E. Hess  
 General Manager.....James H. Mayes, Jr.  
 Comm. Mgr.....Bob Smith  
 Publicity Director.....Covey Moorman  
 Program Director.....Dick Perry  
 Chief Engineer.....Bob Money

# WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.  
 Address.....P. O. Box 512

Phone Number.....2-7136  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP  
 Representative.....Burn-Smith  
 Membership.....NARTB, RAB  
 General Manager.....L. W. Allen  
 Commercial Manager.....W. D. Bailey  
 Sales Prom. Mgr.....W. B. Belche  
 Chief Engineer.....Richard Madson

# WFNC

FAYETTEVILLE—1940

MBS—TOBACCO NET

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Cape Fear Bcstg. Co.  
 Address.....1009 William Clark Rd.  
 Phone: 2-4196, 2-4197.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Walker  
 Membership.....RAB  
 Pres., Gen. Mgr.....Victor W. Dawson  
 Commercial Manager.....Tom Harrell  
 Program Director.....Mac Stamps  
 Chief Engineer.....John Ikner

# WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Rutherford County Radio  
 Co., Inc.  
 Address.....Forest City  
 Phone: 3205.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Media  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Ed M. Anderson  
 Sta., Comm. Mgr.....Fred Blanton  
 Sales Prom. Mgr., Prog. Dir.....Jame Smith  
 Chief Engineer.....Merton Iwerks

# WFVG

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. ....Power: 1000 Watts a.  
 Owned-Oper. By.....WFVG Bdcstg. Co.  
 Business-Studio Address.....Box 465  
 Phone: 333.....Air Time: Daytime  
 News Service.....UP  
 President.....J. M. Stephenson  
 Gen., Sta. Mgr.....Robert E. Stephenson  
 Comm., Prom. Mgr.....Rupert Weathers  
 Prog., Pub. Dir.....Walter M. Pearson  
 Chief Engineer.....Harry Stephenson

# WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Catherine T. McSwain  
 Address.....Dallas Highway  
 Phone: 8501.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental Radio Sales  
 President.....Catherine T. McSwain  
 Gen., Sta. Mgr.....Pat McSwain



Commercial Manager.....F. C. Abernathy  
 Program Director.....Fred Gray  
 Chief Engineer.....W. C. Groves, Jr.

**WLTC****GASTONIA—1947—KBS**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Gastonia Bcstg. Serv., Inc.  
 Address.....P. O. Box 1142  
 Phone: 5-1079.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr., Chief Eng.....James B. Petty  
 Commercial Manager.....Boyce C. Morrow  
 News Director.....Don Voigt

**WFMC****GOLDSBORO—1951—KBC**

Frequency: 750 Kc.....Power: 1 Kw. d.  
 Owned.....Southern Radio & TV Corp.  
 Address.....P. O. Box 655  
 Phone: 963.....Air Time: Daytime  
 News Service.....UP  
 Trans. Service....World, Lang-Worth, SESAC  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Kenneth T. Marshall  
 Prog. Dir., Chief Eng...Henry M. Harrison, Jr.

**WGBR****GOLDSBORO—1938—ABC**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.  
 Address.....P. O. Box 1024  
 Phone: 3730.....Air Time: Full Time  
 Transcription Service.....Associated  
 President.....A. T. Hawkins  
 Comm., Gen. Mgr.....V. Gerald Balkcum  
 Chief Engineer.....Daniel B. Trueblood  
 Program Director...Norman D. Satterthwaite

**WBIG****GREENSBORO—1926—CBS**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By....North Carolina Bcstg. Co.  
 Phone: 2-6125.....Air Time: Full Time  
 Studio Address.....O. Henry Hotel Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....George P. Hollingbery  
 Membership.....NARTB, RAB  
 President.....Michaux H. Crocker  
 Gen., Prom., Sta. Mgr.....Allen Wannamaker  
 Commercial Mgr.....William P. Mitchell  
 Publicity Director.....Virginia Neese  
 Program Director.....Dan Griffin  
 Chief Engineer.....William H. Malone

**WCOG****GREENSBORO—1948—ABC**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Inter-City Adv. Co., Inc.  
 Business-Studio Address.....314 S. Greene St.

Phone: 3-6925.....Air Time: Full Time  
 News Service.....UP  
 Representative.....The Bolling Co.  
 Membership.....NARTB  
 President.....George W. Dowdy  
 General Manager.....Gilbert M. Hutchison  
 Commercial Manager.....Terry Bane  
 Sales Prom. Mgr.....Mrs. Margaret Jones  
 Chief Engineer.....Joseph L. Lamb, Jr.

**WGBG****GREENSBORO—1942—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By....Greensboro Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 2280  
 Phone: 3-3631.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Burn-Smith  
 Pres., Gen., Sta. Mgr.....Ralph M. Lambeth  
 Commercial Mgr.....B. George Barber, Jr.  
 Publicity Director.....Earl O. Sullivan  
 Program Director.....H. Marie Craven  
 Chief Engineer.....Fred S. Smith

**WPET****GREENSBORO—1954**

Frequency: 950 Kc.....Power: 500 Watts  
 Owned.....Wayne M. Nelson  
 Address.....Meadowview Rd.  
 Phone: 5-4464.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Cole, Capitol  
 Station Rep.....W. S. Grant  
 Owner, Gen. Mgr.....Wayne M. Nelson

**WGTC****GREENVILLE—1940  
TOBACCO—MBS**

Freq.: 1590 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.  
 Address.....Evans St. & 5th  
 Phone: 6181.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Capitol, Associated  
 Representative.....John E. Pearson Co.  
 Membership.....NARTB  
 President.....H. W. Anderson  
 General Manager.....A. Hartwell Campbell  
 Commercial Manager.....John G. Clark, Jr.  
 Program Director.....Bill Durwell  
 Chief Engineer.....Hank Tribley

**WHNC****HENDERSON—1945—MBS-KBS**

Frequency: 890 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Henderson Radio Corp.  
 Bus.-Studio Address.....Norlina Road  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Pres., Gen., Pub. Comm. Mgr...Nathan Frank  
 Program Director.....Tommy Powell  
 Station Manager.....Edwin Evans  
 Chief Engineer.....James Mayo



# W H K P

**HENDERSONVILLE—1946—ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Hendersonville, Inc.  
 Address... Chimney Rock Road  
 Phone: 9061 Air Time: Daytime  
 News Service... UP  
 Transcription... McGeqor, Keystone, Standard  
 Representative... Donald Cooke  
 President... Beverly Middleton  
 Station Manager... Kermit Edney  
 Commercial Manager... Robert Smith  
 Chief Engineer... Charles Renfrow

# W H K Y

**HICKORY—1939—ABC**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Catawba Valley Bcstg. Co.  
 Address... 415 1st Ave., N.W.  
 Representative... Dora Clayton; Media  
 Transcription Service... World  
 News. Affil... "Daily Record"  
 Membership... NARTB  
 News Service... UP  
 President... Carl V. Cline  
 General Manager... Edmund S. Long  
 Comm. Prom. Mgr... Ted Weaver  
 Prog., Pub. Dir... Laura Hall  
 Chief Engineer... Thomas E. Long

# W I R C

**HICKORY—1948—TOBACCO NET**

Frequency: 630 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Foothills Bdcstg., Inc.  
 Address... 329 1st Ave.  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... John E. Pearson  
 Membership... NARTB  
 President... Margaret A. Smith  
 General Manager... E. H. Smith, Jr.  
 Sta. Mgr., Chief Engr... Elmer Troutman  
 Commercial Manager... Lee Douglas  
 Program Director... Mattie I. Padgett

# W H P E

**HIGH POINT—1947—KBS**

Frequency: 1070 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... High Point Enterprise, Inc.  
 Business-Studio Address... 504½ N. Main St.  
 News Service... AP  
 Transcription Service... World  
 Station Rep... Media Sales  
 President... Gary C. Davis  
 Gen., Comm. Mgr... James A. Penley  
 Chief Engineer... Robert Moore

# W M F R

**HIGH POINT—1935—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Station WMFR, Inc.

Business Studio Address... 164 S. Main  
 Phone: 4593 Air Time: Full Time  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Burn-Smith  
 Membership... RAB  
 Pres., Gen.-Station Mgr... Frank S. Lambeth  
 Commercial Manager... Frank Smith  
 Sales Prom. Mgr... William Smith  
 Publicity Dir... Gerald D. Sullivan  
 Program Director... Max Meeks  
 Chief Engineer... Robert P. Boyd

# W N O S

**HIGH POINT—1953**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... North State Bcstg. Co.  
 Address... Box 1448  
 Phone: 8900 Air Time: Daytime  
 News Service... AP  
 Transcription Service... Associated  
 Station Rep... Continental  
 Pres., Gen. Mgr... W. H. Currie  
 Commercial Mgr... Howell F. McElfresh  
 Program Director... Joy A. Currie  
 Chief Engineer... Yancey Cecil

# W J N C

**JACKSONVILLE—1945—MBS-TBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned... Greater Carolina TV & Radio, Inc.  
 Address... Box "E"

LESTER L. GOULD  
 PRESIDENT  
 MUTUAL AND TOBACCO  
 NETWORKS AFFILIATE

## WJNC MUTUAL

*Greater Carolinas  
 Television and  
 Radio Industries, Inc.  
 Jacksonville, North Carolina*

IF YOU  
 HAVE ANY  
 BUSINESS IN  
 ONSLOW COUNTY —  
 TALK IT OVER WJNC  
 SINCE 1945,  
 YOUR COMMUNITY STATION

HOME OF CAMP LEJEUNE, WORLD'S LARGEST  
 ALL PURPOSE TRAINING BASE OF THE  
 UNITED STATES MARINE CORPS



Phone: 7707-7708..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World, Capitol  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Lester L. Gould  
 Comm. Mgr..... Rodric L. Jones  
 Sales Prom. Mgr..... W. Shelton Kellum  
 Publicity Dir..... Richard J. Bove  
 Program Director..... Dorothy R. Gould  
 Chief Engineer..... Rod O. Dorsey

## WLAS

JACKSONVILLE—1954

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Oper. .... Seaboard Bcstg. Corp.  
 Address ..... Box 56  
 Phone ..... 3901  
 President ..... Jerry Popkin  
 Prog. Dir., Chief Eng..... Tancil Horne

## WGTL

KANNAPOLIS—1946

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Fred H. Whitley, Inc.  
 Address ..... Box 997  
 Transcription Service ..... Lang-Worth, World  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Fred H. Whitley  
 Chief Engineer..... Foy Hlason

## WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc..... Power: 1 Kw. d.  
 Owned-Oper. By... Southern Radiocasting Co.  
 Address ..... Box 669  
 Phone: 999..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Dora-Clayton  
 President ..... R. H. Whitesides  
 Gen., Sta. Mgr..... Jonas R. Bridges  
 Comm. Mgr..... Paul League  
 Sales Prom. Mgr..... Ed Campbell  
 Program Dir..... Doris Bridges  
 Chief Engineer..... Bob Hilker

## WELS

KINSTON—1950—KBS

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By... Farmers Bstg. Service, Inc.  
 Address ..... 1400 W. Vernon Ave.  
 Transcription Service ..... Thesaurus  
 Representative ..... Devney, Dora Clayton  
 Membership ..... RAB  
 President ..... William S. Page  
 General Manager ..... Jack P. Hankins  
 Prog. Dir..... W. A. Kiker  
 Chief Engineer..... William Dixon

## WFTC

KINSTON—1937—ABC

Frequency: 960 Kc..... Power: 5000 d.; 1000 n.  
 Owned-Operated By..... Kinston Bcstg. Co.

Address..... 204 East King St.  
 Phone: 4111..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... RAB  
 General Manager..... J. Harold Vester  
 Chief Engineer..... Herman Civils

## WISP

KINSTON—1953—MBS

Frequency: 1230 Kc..... Power: 100 Watts  
 Owned-Oper. By..... E. J. Schuffman  
 Address ..... Oasis Bldg.  
 Phone: 6161..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Pres., Gen. Mgr..... E. J. Schuffman  
 Commercial Mgr..... J. L. Moseley  
 Program Director..... Robert E. Mongold  
 Chief Engineer..... David Hardison

## WEWO

LAURINBURG—1947—KBS

Frequency: 1080 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Scotland Bcstg. Co.  
 Bus.-Studio Address ..... State Bank Bldg.  
 Phone: 770..... Air Time: Daytime  
 News Service ..... AP, UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Sta. Rep..... Dora Clayton  
 President ..... Edwin Pate  
 General Manager..... J. R. Dalrymple, Jr.  
 Commercial Mgr..... Bud Ward  
 Chief Engineer..... Truman N. Brock

## WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... WLOE, Inc.  
 Address ..... Box L, Blvd. St.  
 Phone: MA 3-3118..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Douglas L. Craddock  
 Sales Prom. Mgr..... Carl F. Webb  
 Program Director..... Barbara Earles  
 Chief Engineer..... Eldred Winn

## WJRI

LENOIR—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By ..... John P. Rabb  
 Address ..... 107 West Ave.  
 Phone: PL 4-5361..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Media Sales & Ser.  
 Pres., Gen. Mgr..... John P. Rabb  
 Commercial Manager ..... F. Kent Atwater  
 Program Director ..... K. Rabb  
 Chief Engineer..... Arnold Setzer

# WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Davidson County Bcstg. Co.  
 Business Address P. O. Box 359  
 Phone: 2716 Air Time: Daytime  
 News Service UP  
 Transmitter Service Thesaurus  
 Station Rep. Continental  
 Membership RAB  
 General Manager Omar G. Hilton  
 Station Manager Walley Mack  
 Commercial Mgr. Dewey Hutchins  
 Program Director Claude White  
 Chief Engineer Fred Honeycutt

# WLON

LINCOLNTON—1953

Frequency: 1050 Kc. Power: 500 Watts  
 Owned Lincoln County Bcstg. Co., Inc.  
 Address Startown Rd., Box 248  
 Phone: RE 5-8071-2 Air Time: Daytime  
 News Service AP  
 Representative Media Sales  
 President J. A. Polhill  
 Gen., Sta., Comm. Mgr. W. Jack Brown  
 Prog. Dir. Charles W. Loveland  
 Chief Engineer Dennis C. Long

# WAGR

LUMBERTON—1954—ABC

Frequency: 1480 Kc. Power: 1000 Watts  
 Owner Southeastern Bcstg. Corp.  
 Address 217 E. 3rd St.  
 Phone 3394  
 General Manager Billy S. Hodges

# WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Robeson Bcstg. Corp.  
 Business-Studio Address 112 W. Fifth St.  
 Phone: 6056 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Transcription Service World  
 Representative Continental Radio Sales  
 President H. E. Stacy  
 Program Director Marv Stuart  
 Chief Engineer J. E. Howell  
 General Manager James MacNeil

# WBRM

MARION—1949

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By Lake City Bcstg. Corp.  
 Address 229  
 Phone 7221  
 News Service UP  
 President W. P. Erwin  
 Commercial Mgr. J. C. Pleasant  
 Sta. Mgr., Prog. Dir. J. L. Reynolds, Jr.  
 Chief Engineer Hubert C. Martin

# WMAP

MONROE—1948—KBS

Frequency: 1060 Kc. Power: 250 Watts d.  
 Owned-Operated By Union Bcstg. Corp.  
 Business Address Walkup Ave.  
 Phone: 1060 Air Time: Daytime  
 Transcription Service World  
 Station Rep. Continental  
 News Service UP  
 President Dick Marable  
 Station Manager W. D. Benton  
 Program Director Frank Funderburk  
 Chief Engineer Robert I. Smith

# WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By Wayne M. Nelson  
 Address Mooresville, N. C.  
 News Service UP  
 Transcription Service Capitol  
 Pres., Gen., Sta. Mgr. Wayne M. Nelson  
 Chief Engineer E. M. Stanton, Jr.

# WMBL

MOREHEAD CITY—1947—KBS

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Carteret Bcstg. Co., Inc.  
 Address Box 740  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB  
 Representative McGillvra  
 Pres., Gen. Mgr. Grover C. Munden  
 Sales Prom. Mgr. Charles Markey  
 Comm. Mgr., Chief Eng. Walder Niemi  
 Program Director Ray Cummins

# WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Nathan J. Cooper  
 Address Box 698  
 News Service AP  
 Pres., Gen. Mgr. Nathan J. Cooper  
 Chief Engineer Frank A. Ballew  
 Program Director Madelyn V. Patton

# WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By Ralph D. Epperson  
 Address Springs Rd.  
 Phone: 1400-1 Air Time: Daytime  
 News Service AP  
 Representative Thomas Clark  
 Membership NARTB  
 Pres., Gen.-Sta. Mgr. Ralph D. Epperson  
 Commercial Manager Lucy Bowman  
 Sales Prom. Mgr. Bill Belton  
 Program Director Costin Lindsay  
 Chief Engineer Harry A. Epperson, Jr.

# WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mount Airy Bcstrs., Inc.,  
Address.....P. O. Box 209  
Phone: 581.....Air Time: Full Time  
Pres., Gen. Mgr.....Robert H. Epperson  
Commercial Manager.....Erastus F. Poore  
Program Director.....Alma Hiatt

# WHIT

NEW BERN—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station WHIT  
Address.....Highway 17, So.  
Phone: 4450-4024.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....Lang-Worth  
Representative .....John E. Pearson  
President .....Harmon Duncan  
Gen.-Sta.-Comm. Mgr. ....Ray D. Williams  
Sales Prom. Mgr.....William Banks  
Program Director.....George Nelson  
Pub. Dir.....Jim Putnam  
Chief Engineer.....Roy Gallagher

# WOOO

NEW BERN—1952—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Craven Bcstg. Co.  
Address .....Glenburnie Gardens  
Phone: 3311.....Air Time: Full Time  
Transcription Service .....Thesaurus  
Co-Owners. L. T. Grantham, L. H. Wetherington  
General Manager.....L. T. Grantham  
Commercial Mgr.....James C. Clark  
Program Director.....Harry Doggette  
Chief Engineer.....Sam Birdsong

# WNNC

NEWTON—1948—KBC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Newton-Conover Bcstg. Co.  
Business Address.....West "A" St.  
Phone: 930.....Air Time: Full Time  
Transcription Service .....SESAC  
News Service .....UP  
General Manager.....Earl Holder  
Partner.....R. H. Whitesides  
Commercial Mgr.....Eugene Henry  
Program Director.....Sylvia Cope  
Chief Engineer.....Eddie Cope

# WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Wilkes Bcstg. Co.  
Address .....Radio Bldg.  
Phone: 633.....Air Time: Daytime  
News Service .....AP

Transcription Service .....World  
Pres., Gen. Mgr.....Doris B. Brown  
Comm.-Sales Prom. Mgr.....Roland B. Potter  
Chief Engineer.....Walter Harrold

# WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Oxford Bcstg. Corp.  
Address.....P. O. Box 1111  
Phone: 4167.....Air Time: Full Time  
News Service .....UP  
President.....Charles Allen  
General Manager. ....James F. Flanagan  
Comm. Mgr., Prog. Dir.....Bob Gilreath  
Promotion Manager.....Bob Smith  
Chief Engineer.....Gale Louis

# WMSN

RALEIGH—1954

Frequency: 570 Kc.....Power: 500 Watts  
Owned.....B. H. Ingle, Sr.  
Address.....649 Maywood Ave.  
Phone: 3-3874.....Air Time: Daytime  
News Service .....AP  
Transcription Service .....SESAC  
General Mgr.....B. H. Ingle, Jr.  
Program Dir.....Mrs. Josh Johnson  
Commercial Mgr.....H. Tom Morris  
Chief Engineer.....Lewis E. McLeod

# WNAO

RALEIGH—1948—ABC

Freq: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By...Sir Walter Television Co.  
Address .....219 So. McDowell St.  
Phone: 2-0321.....Air Time: Full Time  
News Service .....AP  
Transcription Service .....World  
Representative .....Avery-Knodel  
Membership .....NARTB, RAB  
President.....John W. English  
Gen., Sta. Mgr.....Charles G. Baskerville  
Commercial Mgr.....Earl Welde  
Program Director.....Leo Ribitzki  
Chief Engineer.....Pete Miller

# WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....WPTF Radio Co.  
Business-Studio Address.....Insurance Bldg.  
Phone: 8311.....Air Time: Full Time  
News Service.....AP, UP  
Transcription Service .....Thesaurus  
Representative.....Free & Peters  
Membership .....NARTB  
Pres., Gen. Mgr.....Richard H. Mason  
Commercial Mgr.....R. W. Youngsteadt  
Program Manager.....Graham B. Poyner  
Publicity Director.....Henry T. Vaden  
Chief Engineer.....Henry Hulck, Jr.

# WRAL

RALEIGH—1939—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address... 130 S. Salisbury St.  
 Phone: 4-6401 Air Time: Full Time  
 News Service AP  
 Representative Forjoe & Co.  
 Membership NARTB, RAB  
 President A. J. Fletcher  
 General Manager Fred Fletcher  
 Commercial Mgr. N. Fletcher Turner, Jr.  
 Program Director George Hall  
 Chief Engineer Virgil D. Duncan

# WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By... Piedmont Carolina Bcstg.  
 Business-Studio Address... Box 990, Gilmer St.  
 Phone: 4361-2 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 President H. T. Williams  
 Gen., Sta. Mgr. Stephen F. Woodson  
 Sales Prom. Mgr. Page Smith  
 Program Director Alfred Nelson  
 Publicity Director Page Smith  
 Chief Engineer Sam Sexton

# WREX

REIDSVILLE—1948

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Reidsville Bcstg. Co.  
 Address Drawer 1349  
 Phone: 7051 Air Time: Daytime  
 News Service UP  
 Representative Webb, Media Sales  
 Pres., Gen. Mgr. William M. Oliver, Sr.  
 Program Director Mrs. Katye P. Oliver  
 Chief Engineer William M. Oliver, Jr.

# WCBT

ROANOKE RAPIDS—1940—MBS  
 KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... WCBT, Inc.  
 Address 251 Roanoke Ave.  
 News Service AP  
 Station Rep. Continental  
 Transcription Service World  
 Pres., Mgr. J. Winfield Crew, Jr.  
 Station Manager Jerry Elliott  
 Commercial Mgr. Donald O. Collins  
 Program Director Dick Phillips  
 Chief Engineer Marvin Floyd

# WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By... WAYN, Inc.

Address Manufacturers Bldg.  
 Phone: 4041 Air Time: Daytime  
 Transcription Service World  
 Pres., Gen. Mgr. Wayne M. Nelson  
 Commercial Mgr. William Futterer  
 Chief Engineer William Henley

# WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Operated By... E. Caro. Elec.  
 Bus.-Studio Address... 115 N. Church St.  
 News Service AP  
 Newspaper Affiliation Telegram  
 Representative Pearson  
 President Josh L. Horne  
 General Manager Mel Warner  
 Commercial Manager Ray Thompson  
 Program Director Ray Wilkinson  
 Chief Engineer Grover Taylor

# WEED

ROCKY MOUNT—1933—ABC

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... W. A. Wynne  
 Address Box 752  
 Phone: 2-6149 Air Time: Full Time  
 News Service AP  
 Transcription Service RCA Thesaurus  
 Representative Burn-Smith  
 Gen.-Sta. Manager W. A. Wynne  
 Commercial Mgr. R. E. Horner  
 Chief Engineer Joe R. Morris

# WRXO

ROXBORO—1949

Frequency: 1430 Power: 1000 Watts d.  
 Owned-Operated By... Roxboro Bcstg. Co.  
 Address Box 130  
 Phone: 6013 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 President H. S. Taylor  
 Chief Engineer Lloyd Perkins

# WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By... Mid-Carolina Bcstg. Co.  
 Business-Address Drawer 99  
 Phone: 276 Air Time: Full Time  
 News Service UP  
 Representative McGillvra  
 Membership NARTB  
 President Charles H. Wentz  
 Gen., Sta. Mgr. Harry L. Welch  
 Program Director Johnny L. Joyce  
 Chief Engineer Elbert Sherman

# WSTP

SALISBURY—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Piedmont Bcstg. Corp.

Bus. Studio Address....Center Theatre Bldg.  
 Phone: 2121.....Air Time: Full Time  
 Representative.....Burn-Smith  
 Membership.....NCAB  
 Pres., Gen. Mgr.....Robert Wallace  
 Sta. Mgr., Prog. Dir.....Russ McIntire  
 Comm. Mgr.....Katherine F. Murphy  
 Sales Prom. Mgr.....Russell Hunt  
 Publicity Dir.....Jim Turner  
 Chief Engineer.....Carl B. Watson

## WEYE

SANFORD—1952

Frequency: 1290 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Lee Bcstg. Corp.  
 Address.....137 S. Steele St.  
 Phone: 4-5561.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Associated, SESAC  
 President.....W. L. Simmons  
 Comm. Mgr.....L. B. Nelson  
 General Manager.....W. W. Primm  
 Program Director.....W. M. Primm

## WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Sandhills Bcstg. Corp.  
 Address.....P. O. Box 651  
 Phone: 3-6611.....Air Time: Daytime  
 News Service.....UP  
 Newspaper Affiliation.....Herald  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....J. C. McIver  
 Gen., Sta., Comm. Mgr.....Del Carty  
 Prog. Dir.....Dan Moss  
 Chief Engineer.....J. S. Dees

## WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc....Power: 250 Watts  
 Owned-Oper. By.....Western Carolina Radio  
 Business Address.....Box 1401, Shelby  
 Phone: 6313.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....SESAC  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Robert M. Wallace  
 Comm., Prom. Mgr.....Max P. Butler  
 Program Director.....Hugh Dover  
 Chief Engineer.....Edwin Patterson

## WNCA

SILER CITY—1953

Frequency: 1570 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Chatam Bdcstg. Co.  
 Address.....P. O. Box 352  
 Phone: 616.....Air Time: Daytime  
 News Service.....UP  
 Membership.....RAB  
 Transcription Service.....Lang-Worth, SESAC  
 General Manager.....L. C. Bruce  
 Chief Engineer.....Henry P. Irvin

## WMPM

SMITHFIELD—1950

Frequency: 1270 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...Selma-Smithfield Bcstg. Co.  
 Address.....Buffalo Rd.  
 Phone: 2434.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Capitol  
 General Manager.....John S. Townsend  
 Program Director.....Bill Kirby  
 Commercial Mgr.....Bill Burwell  
 Chief Engineer.....John Townsend

## WEBB

SOUTHERN PINES—1947

Frequency: 990 Kc....Power: 1000 Watts d.  
 Owned..The Sandhill Community Bcstrs., Inc.  
 Address.....Drawer 1140  
 Phone: 2-2942, 2-2952.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Associated  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Jack S. Younts  
 Commercial Mgr.....Joe A. Warren  
 Program Director.....Charles G. Clapp  
 Chief Engineer.....J. A. Warren

## WSIC

STATESVILLE—1947—MBS

Frequency: 1400 Kc....Power: 250 Watts  
 Owned-Oper. By.....Statesville Bcstg. Co.  
 Address.....Box 1189  
 Phone: 9078.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Southern Radio Reps  
 Membership.....NARTB, RAB  
 Gen., Comm. Mgr.....Charles D. Melton  
 Sales Prom. Mgr.....Garrett Allen  
 Program Director.....Tom Lawrence  
 Chief Engineer.....T. K. Abernethy

## WCPS

TARBORO—1946

Frequency: 760 Kc....Power: 1000 Watts d.  
 Owned-Oper....Coastal Plains Bcstg. Co., Inc.  
 Bus. Studio Address.....Edgecombe Bank Bldg.  
 Phone: 2191-2.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Dora-Clayton  
 Membership.....NARTB  
 President.....V. E. Fountain  
 Prom., Gen., Sta. Mgr.....G. Lee Hodges  
 Sales Director.....R. M. Fountain  
 Program Director.....Tom Shields  
 Chief Engineer.....G. Lee Hodges

# WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned By.....The Thomasville Bcstg. Co.  
Address.....P. O. Box 750  
Representative.....Continental  
President.....George W. Lyles, Sr.  
Gen., Sta., Comm. Mgr.....Harold Harrison  
Chief Engineer.....James McAden

# WTYN

TRYON—1954

Frequency: 1580 Kc. Power: 250 Watts  
Owned.....Thermal Bcstg. Co.  
Address.....P. O. Box 1482  
Manager.....Mildred Allen  
Commercial Mgr.....Edithe Mooneyham  
Program Director.....G. H. Bridgeman, Jr.

# WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....R. P. Lyon & Son  
Address.....P. O. Box 341  
Representative.....Walker  
General Mgr.....W. P. Billingsley  
Program Director.....Peggy L. Mitchell  
Chief Engineer.....Kenneth Read

# WLSE

WALLACE—1953—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Duplin Bcstg. Co.  
Address.....Box 449  
President.....Harry Kramer  
General Manager.....Lester L. Gould  
Station Mgr.....Howard Fisher  
Chief Engineer.....Gene Vinson

# WHED

WASHINGTON—1948—KBS

Frequency: 930 Kc. Power: 5 Ww d; 1 Kw, n.  
Owned-Oper. By.....Pamlico Bcstg. Co.  
Representative.....Continental  
President.....R. R. Knowles  
Gen., Sta., Comm. Mgr.....W. W. Moore  
Program Director.....Alex Dare  
Chief Engineer.....R. Tripp

# WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5 Kw., 1 Kw, n.  
Owned-Oper. By.....Tar Heel Bcstg. System, Inc.  
Bus.-Studio Add.....Bank of Washington Bldg.  
Representative.....Walker  
President.....W. R. Roberson, Jr.  
Gen., Sta. Mgr.....T. H. Patterson  
Comm., Sales Prom. Mgr.....William Abeyounis  
Prog., Pub. Dir.....Merrill Daniels  
Chief Engineer.....L. E. Hiland

# WHCC

WAYNESVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By.....WHCC, Inc.  
Business-Studio Address.....Box 180  
Station Rep.....Media Sales  
Pres., Gen. Mgr.....K. D. Fry  
Chief Engineer.....Joseph W. Herman

# WENC

WHITEVILLE—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Whiteville Bcstg. Co., Inc.  
Business-Studio Address.....P. O. Box 700  
Representative.....Clark  
Membership.....NARTB, RAB  
President.....Josiah Maulsby  
General Manager.....Jim Newton  
Commercial Manager.....Jerry Honeycutt  
Chief Engineer.....Steve Hart

# WIAM

WILLIAMSTON—1951—KBS

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....E. Carolina Bcstg. Co.  
Address.....115 E. Main St.  
Phone: 2478.....Air Time: Daytime  
Co-O., Sta. Mgr., Pgm. Dir., William H. Farrior  
Co-O., Gen., Comm. Mgr., Charles M. Gaylord  
Prog., Pub. Dir.....William H. Farrior  
Chief Engineer.....Charles Neer

# WGNL

WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....New Hanover Bcstg. Corp.  
Business Address.....211 N. 2nd St.  
Representative.....Pearson  
President.....J. S. Brody  
General Manager.....Allen B. Jones  
Commercial Mgr.....A. V. Thompson  
Program Director.....Carl Caudill  
Chief Engineer.....Arthur L. Madeley

# WMFD

WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By.....R. A. Dunlea  
Address.....Box 696  
Representative.....Burn-Smith  
Membership.....RAB  
Pres., Gen. Mgr.....R. A. Dunlea, Sr.  
Station Manager.....R. A. Dunlea, Jr.  
Commercial Mgr.....Charles Castleberry  
Program Director.....Al Compton  
Chief Engineer.....E. I. Herring, Jr.

# WGTM

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By.....Watson Industries, Inc.  
Bus.-Studio Address.....Herring Ave. Ext.  
Transcription Service.....Thesaurus  
Representative.....Walker  
President.....Penn Thomas Watson  
General Manager.....Desmond Barclay  
Commercial Mgr.....J. Q. Wallace  
Program Director.....Bill Bunn  
Chief Engineer.....Ernie Pate

**WVOT**

**WILSON—1948—MBS-TOBACCO**

Freq.: 1420 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Wilson Radio Co., Inc.  
 Address . . . . . Wilson  
 President . . . . . H. W. Anderson  
 Gen., Sta. Mgr. . . . . Harry Severance  
 Commercial Mgr. . . . . P. O. Barnes  
 Sales Prom. Mgr. . . . . Lynda Thomas  
 Program Director . . . . . Joel Lawhon  
 Chief Engineer . . . . . Dan Williams

**WAAA**

**WINSTON-SALEM—1950**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Community Bcstg. Service, Inc.  
 Address . . . . . Box 3119  
 Station Rep. . . . . Stars Nat'l  
 President . . . . . Roger Page, Jr.  
 Gen., Comm. Mgr. . . . . Tom Buckley

**WAIR**

**WINSTON-SALEM—1937—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Radio Winston-Salem, Inc.  
 Business Address . . . . . Box 3078  
 Representative . . . . . Meeker  
 Membership . . . . . RAB  
 President . . . . . John S. Riggs  
 General Manager . . . . . Joseph A. Pace  
 Comm., Prog. Mgr. . . . . Wallace Voigt  
 Program Director . . . . . Lawrence Patrick  
 Chief Engineer . . . . . Lee King

**WSJS**

**WINSTON-SALEM—1930—NBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Piedmont Publishing Co.  
 Bus.-Studio Address . . . . . 419-21 N. Spruce St.  
 Phone: 5-2311 . . . . . Air Time: Full Time  
 Transcription Service . . . . . Lang-Worth  
 Newspaper Affiliation . . . . . Winston-Salem  
 Journal, Twin City Sentinel  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB, RAB  
 President . . . . . Gordon Gray  
 V.P., Gen. Mgr. . . . . Harold Essex  
 Operations Manager . . . . . Phil Hedrick  
 Sales Manager . . . . . Harry B. Shaw  
 Program Manager . . . . . John Comas  
 Publicity Director . . . . . Jean Isenhower  
 Chief Engineer . . . . . Leon Casley

**WTOB**

**WINSTON-SALEM—1947—CBS**

Freq.: 1380 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By . . . Winston-Salem Bcstg. Co., Inc.  
 Address . . . . . 300 S. Stratford  
 News Service . . . . . AP  
 Representative . . . . . H-R Reps., Avers  
 President . . . . . James W. Coan  
 General Manager . . . . . John G. Johnson  
 Sales Prom. Manager . . . . . Charles Brunt  
 Chief Engineer . . . . . James Hoke

**GOOD . . .** advertising  
 always pays in the . . . . .

**RICH, GROWING  
 NORTH CAROLINA  
 MARKET**

**BETTER . . .** coverage  
 than ever before is yours with  
**RADIO** in the . . . . .

**15-county  
 Winston-Salem  
 NORTH CAROLINA  
 Market**

**BEST . . .** buy morning,  
 afternoon and evening is



600 KC—5 KW  
 AM - FM



Represented by  
**HEADLEY-REED CO.**



# NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — Families 227,000  
Radio Homes 218,000 — TV Homes 32,000 — Stations in State 15

## KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By.....Meyer Bcstg. Co.  
Bus.-Studio Address.....202½ Fourth St.  
Phone: CA 3-0900.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....Thesaurus  
Membership .....NARTB, RAB  
Representative .....John Blair  
President.....Mrs. P. G. Meyers  
General Manager.....F. E. Fitzsimonds  
Commercial Mgr.....R. W. MacLeod  
Program Director.....Cal Culver  
Promotion Dir.....Jack Swenson  
Chief Engineer.....Ivar Nelson

## KDLR

DEVILS LAKE—1925

MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....KDLR, Inc.  
Business-Studio Address.....1025 3rd St.  
Representative .....Lawson  
Pres., Gen., Sta. Mgr.....Bert Wick  
Comm., Sales Prom. Mgr.....Paul R. Lange  
Program Director.....Wilbur Clemenson  
Chief Engineer.....Richard Moritz

## KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Dickinson Radio Assn.  
Bus.-Studio Address.....119 2d Ave. W.  
Trans. Service.....Standard, SESAC, World  
Representative .....Holman  
Membership .....NARTB, RAB  
President.....Dr. P. J. Weir  
Gen.-Sta. Mgr.....Orville F. Burda  
Commercial Manager.....E. A. Spear  
Prog., Pub. Dir.....Lauren Haacke  
Chief Engineer.....Benjamin G. Lockerd

## KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By.....Northern States Bcstg. Co.  
Business-Studio Address.....KFGO Bldg.  
Transcription Service.....Standard, World  
Representative .....Walker  
President.....W. R. Haggart  
Gen., Sta., Comm. Mgr.....Charles G. Burke  
Prog. Dir.....Don French  
Sales Prom. Mgr.....Garry Fox  
Chief Engineer.....Olaf Gabrielson

## this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place.

So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get

television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarck. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds  
KFYR Radio  
Bismarck, North Dakota

# W D A Y

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By: WDAY, Inc.  
Business-Studio Address: Black Bldg.  
Phone: 5357 Air Time: Full Time  
News Service: AP, UP  
Transcription Service: Thesaurus  
Membership: NARTB, RAB  
Representative: Free & Peters  
President, Gen. Mgr.: E. C. Reineke  
Station Manager: Jack Dunn  
Commercial Manager: Tom Barnes  
Sales Promotion Manager: Roy Pedersen  
Program Director: Ken Kennedy  
Technical Director: Julius Helland  
Chief Engineer: Juline Savold

# K I L O

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.  
Owned-Oper. By: Grand Forks Herald, Inc.  
Bus.-Studio Address: First Natl. Bank Bldg.  
Phone: 4-5321 Air Time: Full Time  
News Service: AP  
Newspaper Affiliation: "Herald"  
Transcription Service: Thesaurus  
Representative: Everett-McKinney  
Membership: NARTB  
Pres., Gen. Mgr.: M. M. Oppegard  
Commercial Manager: Herman Livingston  
Program Director: John Doyle  
Chief Engineer: A. F. Petrich

# K N O X

GRAND FORKS—1947—MBS  
KBS—GREAT NORTHERN

Frequency: 1310 Kc. Power: 5000 Watts  
Owned By: Community Radio Corp.  
Address: P. O. Box 1110  
Phone: 4-4611 Air Time: Full Time  
News Service: UP  
Membership: NARTB  
Representative: Rambeau, Bulmer & Johnson  
President: Carroll E. Day  
Gen., Sta. Mgr.: John G. French  
Program Director: John Dark  
Chief Engineer: David Chumley

# K N D C

HETTINGER—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Hettinger Bcstg. Co.  
Address: Lambert Bldg.  
Phone: 549 Air Time: Full Time  
News Service: Thesaurus  
Station Rep.: Orville Lawson  
Manager: Les Kleven  
Membership: NARTB

# K E Y J

JAMESTOWN—1954—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned: James River Bcstg. Co.  
Address: White Bldg.  
Phone: 1400 Air Time: Full Time  
President: Robert E. Ingstad  
Sales Manager: A. G. Berry

# K S J B

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By: N. Dak. Bcstg. Co., Inc.  
Address: 429 S. W. Second St.  
Phone: 1600 Air Time: Full Time  
News Service: UP, AP  
Representative: Weed & Co.  
Membership: NARTB  
Pres., Gen. Mgr.: John W. Boler  
Station Mgr.: C. Reiten  
Sales Prom. Mgr.: Bob Ingersoll  
Program Director: Jerald Uppman  
Chief Engineer: Harvey Van Erum

# K G C U

MANDAN—1925—MBS-ABC-KBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.  
Owned-Oper. By: Mandan Radio Assn.  
Business-Studio Address: 200 Third Ave.  
Phone: 561 Air Time: Full Time  
News Service: AP  
Transcription Service: Lang-Worth, Associated  
Representative: Walker  
Membership: RAB  
President: W. S. Russell  
Sta., Comm. Mgr.: Paul C. Gussner  
Program Director: Merritt Bushee  
Chief Engineer: Ray Barnett

# K C J B

MINOT—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By: No. Dakota Bcstg. Co.  
Address: 15-A West Central Ave.  
Phone: 51-161 Air Time: Full Time  
Representative: Weed  
Transcription Service: Associated  
News Service: UP  
Pres., Gen. Mgr.: John W. Boler  
Sta., Comm., Sales Prom. Mgr.: H. Burkart  
Prog., Pub. Dir.: Don Kingsley  
Chief Engineer: Joseph Main

# K L P M

MINOT—1929—ABC-MBS  
GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Minot Bcstg. Co.  
Business-Studio Address: Fairblock, So. Main  
Phone: 41-146 Air Time: Full Time  
News Service: AP, UP  
Transcription Service: World  
Representative: Walker  
General Manager: John B. Cooley  
Commercial Mgr.: Leslie E. Maupin  
Publicity Director: Dean Thurow  
Sta. Mgr., Chief Engineer: C. W. Baker

# K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOV.C, Inc.  
 Business-Studio Address..135 Central Ave. S.  
 Air Time.....Full Time  
 Transcription Service .....Standard  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Program Director.....Russ Kaber  
 Comm. Mgr.....M. Obie  
 Chief Engineer.....Charles Sjostrom

# K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KWBM Bcstg. Co.  
 Address.....Box 198, Williston  
 Phone: 35-371.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Standard  
 Membership .....RAB  
 Gen., Comm., Prom. Mgr.....James C. Carson  
 Publicity Director.....W. L. Holter  
 Prog. Dir.....Ben Innes  
 Chief Engineer.....Charles L. Scofield

# OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — Families 2,579,000

Raadio Homes 2,515,000 — TV Homes 2,319,000 — Stations in State 81

# W A D C

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Allen T. Simmons  
 Bus.-Studio Address.....WADC Bldg.  
 Phone: JEfferson 5-6165.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Standard, World  
 Representative.....George P. Hollingbery  
 Owner-Operator.....Allen T. Simmons  
 Assistant Manager.....Robert B. Wilson  
 Sales Prom. Mgr.....Doc Williams  
 Program Director.....Harold H. Hageman  
 Chief Engineer.....Arnold Bock

Sta., Comm. Mgr.....Jack Maurer  
 Asst. Sales Mgr.....P. Meyers  
 Program Director.....Jack Clifton  
 Chief Engineer.....George V. Paul

# W H K K

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WHKK Bcstg. Co.  
 Business-Studio Address.....51 W. State St.  
 Phone: BI 3-7101.....Air Time: Full Time  
 Membership .....RAB  
 Representative .....Bolling  
 Co-Manager.....Philip R. Herbert  
 Co-Manager.....Jackson B. Maurer  
 Program Director.....Cliff Rodgers  
 Chief Engineer.....Henry Neiderkofler

# W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned By.....Summit Radio Corp.  
 Address.....853 Copley Rd.  
 Phone: PO 2-8811.....Air Time: Full Time  
 Newspaper Affiliation.....Beacon Journal  
 News Service .....UP, AP  
 Representative .....Weed  
 President, Gen. Mgr.....S. Bernard Berk  
 Station Manager.....Roger G. Berk  
 Comm.-Sales Mgr.....Keith Baldwin  
 Pgm., Pub. Dir.....A. R. Cooper  
 Chief Engineer.....Irwin L. Knopp

# W F A H

ALLIANCE—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Review Pub.  
 Address.....2720 S. Union  
 Phone .....1-5345  
 Representative .....Rambeau  
 News Service .....AP  
 Newspaper Affiliation.....Alliance Review  
 Transcription Service.....World, Langworth  
 Membership .....NARTB  
 General Manager.....D. A. Peterson  
 Commercial Mgr.....Frank LaBarba  
 Asst. Sta. Mgr., Prog. Dir.....R. A. Gates  
 Chief Engineer.....Gene Peterman

# W C U E

AKRON—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Akron Bcstg. Corp.  
 Address.....41 S. Main St.  
 Phone: Fr. 6-7114.....Air Time: Daytime  
 Representative .....Forjoe  
 News Service .....UP  
 Membership .....NARTB  
 President, Gen. Mgr.....Tim Elliot

# W A T G

ASHLAND—1950

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ashland-Mansfield Rd.  
 Address .....Route 42

Phone: 2-1573..... Air Time: Full Time  
 Transcription Service ..... Thesaurus  
 Representative ..... McGillvra  
 News Service ..... AP  
 President..... Robert S. Burke  
 General Manager..... Eugene E. Mills  
 Station Manager..... Don Holzapfel  
 Sales Prom. Mgr..... Harlan Cook Jr.  
 Program Director..... Richard Leidy  
 Chief Engineer..... Richard Matthes

**WICA****ASHTABULA—1937**

Freq.: 970 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... WICA, Inc.  
 Address..... P. O. Box 372  
 Phone: 32-126..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Everett-McKinney  
 President..... D. C. Rowley  
 General Manager..... John Colin  
 Program Director..... John C. Strassen  
 Chief Engineer..... F. N. Barnato

**WATH****ATHENS—1950**

Frequency: 1540 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By.... Andrew Kovlan & James  
 Sinyard  
 Address..... P. O. Box 502  
 Phone: 3-1360..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Station Rep. .... Continental  
 Membership ..... NARTB  
 Gen. Mgr., Chief Engr..... Andrew Kovlan  
 Comm., Sls. Prom. Mgr..... J. D. Sinyard  
 Prog:am Director..... Joe Klarke

**WTRX****BELLAIRE—1947—MBS**

Frequency: 1290 Kc..... Power: 1000 Watts d.  
 Owned..... Ohio-West Va. Bcstg. Co.  
 Phone: BE 1515..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Hollingberry  
 Membership ..... NARTB, RAB  
 President..... John W. Kluge  
 V.P., Gen. Mgr..... Franklin R. Curtis  
 Program Director..... Paul Howard  
 Pub. Dir., Sales Prom. Mgr... William Greaver  
 Chief Engineer..... Howard Daubenmeyer

**WOHP****BELLEFONTAINE—1952—KBS**

Frequency: 1390 Kc..... Power: 500 Watts  
 Owned..... Lake Erie Radio & TV Corp.  
 Address..... R.R. No. 3, E. Sandusky Ave.  
 Phone: 6681..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service..... RCA, Thesaurus  
 President..... T. M. Nelson

General Mgr..... Patrick Shannon  
 Station Mgr..... Joe E. Smith  
 Commercial Mgr..... Andy Anderson  
 Sales Promotion Mgr..... Ted Roberts  
 Program Dir..... Richard Winn  
 Publicity Dir..... Jan Evans  
 Chief Engineer..... Chester Terry

**WWBG****BOWLING GREEN—1954**

Frequency: 730 Kc..... Power: 250 Watts  
 Owner..... Howard R. Ward  
 Address ..... Box 105  
 Phone ..... 31334  
 Pres., Gen. Mgr..... Howard R. Ward  
 Chief Engineer..... George Stearns

**WILE****CAMBRIDGE—1948—KBS**

Frequency: 1270 Kc..... Power: 1000 Watts a.  
 Owned-Oper... Land o' The Lakes Bcstg. Corp.  
 Business-Studio Address..... 917 Beatty Ave.  
 Phone: 4-5605..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Chairman of Board..... H. D. McClelland  
 President..... Howard A. Donahoe  
 Comm. Mgr..... Bruce Meighen  
 Program Director..... David C. Lorimer  
 Sta. Mgr., Chief Eng..... A. G. Engel

**WAND****CANTON—1947—KBS**

Frequency: 900 Kc..... Power: 500 Watts d.  
 Owned-Oper. By.... Magic Wand Bcstg. Co.  
 Address ..... 106 High Ave. N.W.  
 Phone: 68396..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service..... Capitol, Standard  
 Representative..... Hil F. Best  
 President..... P. C. Wilson  
 General Manager..... James Wilson  
 Chief Engineer..... Ronald Baker

**WCMW****CANTON—1946**

Frequency: 1060 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Stark Bcstg. Corp.  
 Bus.-Studio Address..... Hills & Dales Rd.  
 Phone: 5-9475..... Air Time: Daytime  
 News Service ..... INS  
 Transcription Service ..... Thesaurus, World  
 Representative ..... McGillvra  
 Pres., Gen. Mgr..... S. L. Huffman  
 Station Manager..... Clark L. Dozer  
 Commercial Mgr..... Jack R. Hale  
 Chief Engineer..... W. Waechter

**WHBC****CANTON—1925—ABC**

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Ohio Bcstg. Co.  
 Business-Studio Address..... 550 S. Market St.

Phone: 6-7166.....Air Time: Full Time  
 News Service.....AP  
 Representative...Venard, Rintoul, McConnell  
 Membership.....NARTB, RAB  
 President.....Gordon G. Strong  
 Director of Radio.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Paul E. Gilmore  
 Publicity Dir.....Louise Maag  
 Program Director.....Robert Breen  
 Chief Engineer.....Kenneth L. Sliker

**W B E X**

**CHILLICOTHE—1947—ABC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Shawnee Bcstg. Co.  
 Business-Studio Address.....Pohlman Road  
 Phone: 20646.....Air Time: Full Time  
 News Service.....UP  
 Representative.....W. S. Grant  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....John Halliday  
 General Manager.....Truman Morris  
 Station Mgr.....William R. Minch  
 Comm. Mgr.....Lew Wagner  
 Sales Prom. Mgr.....Dave Achor  
 Program Director.....Robert M. Carano  
 Chief Engineer.....James Egbert

**W C I N**

**CINCINNATI—1953**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Robert W. Rounsaville  
 Address...Radio Station WQXI, Atlanta, Ga.  
 Phone: MU 7600.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Forjoe, Dora-Clayton  
 Station Manager.....William R. Wagner  
 Commercial Manager.....Ralph B. Johnson  
 Sales Prom. Mgr.....Bob Williams  
 Program Director.....Larry Dean Faulker  
 Publicity Director.....George White  
 Chief Engineer.....Joseph McCormick

**W C K Y**

**CINCINNATI—1929**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus.-Studio Address.....Hotel Sheraton Gibson  
 Phone: Cherry 6565.....Air Time: Full Time  
 News Service.....INS  
 Transcription Service.....Standard, Associated  
 Representative.....Thomas Welstead  
 Membership.....RAB  
 President, General Manager.....L. B. Wilson  
 Exec. V.P.....Chas. H. Topmiller  
 Local Sales Mgr.....Geo. H. Moore

Sales Promotion Mgr.....Robert M. Fleming  
 Traffic Mgr.....Jeanette Heinze  
 Chief Engineer.....C. H. Topmiller

**W C P O**

**CINCINNATI—1927—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Phone: Capitol 0777.....Air Time: Full Time  
 Studio Address.....2345 Symmes St.  
 News Service.....UP  
 Representative.....Branhams  
 Membership.....NARTB  
 President.....Jack R. Howard  
 General Manager.....M. C. Watters  
 Station Mgr.....Glenn C. Miller  
 Program Director.....Earl Corbett  
 Chief Engineer.....Paul Adams

**W K R C**

**CINCINNATI—1921—CBS**

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address-Trans.....Hotel Alms  
 Phone: Woodburn 0550...Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation.....Times-Star  
 Transcription Service.....SESAC  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Hulbert Taft, Jr.  
 General Manager.....Hub Wood  
 Sales Prom. Mgr.....Lila Lambert  
 Commercial Manager.....Hubbard Hood  
 National Sales Mgr.....Kenneth W. Church  
 Program Director.....Ed Kennedy  
 Publicity Dir.....Fred Thomas  
 Chief Engineer.....W. Kennedy

**W L W**

**CINCINNATI—1922—MBS-NBC**

Frequency: 700 Kc.....Power: 50 Kw.  
 Owned.....Crosley Bcstg., Corp.  
 Address.....140 W. Ninth St.  
 Phone: Cherry 1822.....Air Time: Full Time  
 News Service.....INS, UP  
 Representative...WLW Sls., NBC Spot Sls.  
 Membership.....NARTB, RAB  
 Chm. of Board.....James D. Shouse  
 Pres., Gen. Mgr.....Robert E. Dunville  
 V.P., Asst. Gen. Mgr.....Ward Quaal  
 V.P., Treas.....K. T. Murphy  
 V.P., chg. of Sls.....Harry Mason Smith  
 V.P., Public Relations.....Gilbert Kingsbury  
 Sales Mgr.....Carlos Franco  
 Dir. Client Ser. Dept.....Richard K. Jones  
 Dir., Prom.....Richard McCarthy  
 Program Dir.....Chester Herman  
 Publicity Dir.....James Allen  
 Chief Engineer.....R. J. Rockwell

# The new sound in Cincinnati has a cash register ring!



*The local merchant measures his results by sales--not ratings.*

*He listens for the sound of his cash register.*

*WSAI's new and aggressive management with programming carefully dedicated to Cincinnati and its tastes, plus wide-swinging promotion has changed radio thinking in Cincinnati.*



### *Listen to reason:*

There's a reason why the two greatest supermarket chains in Cincinnati advertise on the same station—and it's the first time in Cincinnati radio history that the two giants direct their messages to identical buying audiences . . . the buy-minded listeners of WSAI.

There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business *than any other Cincinnati station*. Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

Want to see some sales-ability? Call Weed.

National Representatives  
for the new sound in Cincinnati  
Weed & Company

# wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER



**THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!**

**W S A I****CINCINNATI—1923—ABC**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Oper. By: Gordon Bcstg. Co.  
 Address: Sinton Hotel  
 Phone: Main 1068 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Weed  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: Sherwood R. Gordon  
 Nat'l Sales Manager: Tom Thuman  
 Station Manager: Charles Black  
 Publicity Director: Arthur Plaut  
 Chief Engineer: Jonas Heiser

**W D O K****CLEVELAND—1950**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By: Civic Bcstrs., Inc.  
 Address: 1515 Euclid Ave.  
 Phone: Main 1-2890 Air Time: Full Time  
 News Service: UP, INS  
 Representative: Everett-McKinney  
 Transcription Service: SESAC, World  
 Membership: NARTB  
 Pres.: R. Morris Pierce  
 Exec. V.P., Gen. Mgr.: Willard L. Doucherty  
 Ass't to Pres. & Treas.: Frederick Wolf  
 Chief Eng.: Ralph Quay

**W E R E****CLEVELAND—1948**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Operated By: Cleveland Bcstg. Inc.  
 Address: 1501 Euclid Ave.  
 Phone: SUperior 1-9600 Air Time: Full Time  
 News Service: AP, INS  
 Station Rep.: Venard  
 President: Ray T. Miller  
 General Manager: Richard M. Klaus  
 Program Director: Ed Stevens  
 Chief Engineer: Harry Dennis

**W G A R****CLEVELAND—1930—CBS**

Frequency: 1220 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Peoples Bcstg. Corp.  
 Address: 246 No. High St.  
 Phone: Capitol 8-4711  
 News Service: INS, UP  
 Representative: Christal  
 Membership: NARTB, RAB  
 President: Herbert L. Evans  
 General Manager: Carl E. George  
 Commercial Mgr.: Robert E. Forker  
 Sales Promotion Mgr.: Robert C. Smith  
 Program Director: Reg Merridew  
 Publicity Director: Robert Smith  
 Chief Engineer: Lloyd C. Wingard

**W H K****CLEVELAND—1921—MBS**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By: United Bcstg. Co.

Business-Studio Address: 5000 Euclid Avenue  
 Phone: Express 1-5000 Air Time: Full Time  
 News Service: INS  
 Transcription Service: BMI, ASCAP  
 Representative: Headley-Reed  
 Membership: NARTB  
 President: Sterling E. Graham  
 General Manager: K. K. Hackathorn  
 Commercial Manager: W. K. Brusman  
 Sales Prom. Manager: John Wyman  
 Program Director: C. M. Hunter  
 Publicity Director: F. P. Wilhelm  
 Chief Engineer: R. H. DeLany

**W J M O****CLEVELAND—1947**

Frequency: 1540 Kc. Power: 1000 Watts &  
 Owned-Operated By: Friendly Bcstg. Co.  
 Address: 2157 Euclid Ave.  
 Phone Number: SUperior 1-4424  
 News Service: UP  
 Transcription Service: Lang-Worth  
 President: Richard Eaton  
 Station Manager: Paul Nakel  
 Comm. Mgr.: Leonard P. Adams  
 Ass't to Pres.: C. C. Courtney

**W J W****CLEVELAND—1943—ABC**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By: WJW, Inc.  
 Business-Studio Address: 1375 Euclid Ave.  
 Phone: SUperior 1-0101 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Katz  
 Gen., Sls. Mgr.: John D. Kelly  
 Program Director: Bruce MacDonald  
 Promotion Director: Peter Lee  
 Chief Engineer: Gerald G. Roberts

**W T A M****CLEVELAND—1923—NBC**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By: National Bcstg. Co., Inc.  
 Bus.-Studio Address: 815 Superior Ave.  
 Phone: CHerry 1-0942 Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: Thesaurus  
 Representative: NBC Spot Sales  
 Membership: NARTB, RAB  
 Chairman of the Board: David Sarnoff  
 General Manager: Lloyd E. Yode  
 Program Mgr.: Lawson Deming  
 Sales Manager: Harold W. Waddell  
 Adv. & Prom. Mgr.: Clement G. Scerbac  
 Publicity Director: Robert Horan  
 Engineer-in-Charge: S. E. Leonard

# WSRS CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSRS, Inc.  
 Address.....2156 Lee Rd.  
 Phone: ERievew 1-2005..Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Forjoe & Co.  
 Pres., Gen. Mgr., Pgm. Dir.....S. R. Sague  
 Exec. Dir. Oper. & Sls....Norman V. Bergholm  
 Sales Prom. Mgr.....Bill Gannon  
 Prog. Director.....S. R. Sague  
 Chief Engineer.....Bob Leedham

# WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....RadiOhio, Inc.  
 Business-Studio Address.....33 N. High St.  
 Phone: CA. 4-9265.....Air Time: Full Time  
 News Service.....AP  
 Representative.....John Blair  
 Membership.....NARTE, RAB  
 General Manager.....Richard A. Borel  
 Commercial Manager.....W. I. Orr  
 Sales Prom. Director.....Jim Yeran  
 Program Director.....Geer Parkinson  
 Chief Engineer.....Lester H. Natzger

# WCOL COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Air Trails, Inc.  
 Business-Studio Address..E. Broad & Young St.  
 Representative.....H-R Repts., Inc.  
 Membership.....RAB  
 President.....Charles Sawyer  
 Exec. V.P.....J. P. Williams  
 Administrative Asst.....Alex Buchan  
 Station Manager.....W. H. Spencer  
 Program Director.....Michael Ryan  
 Chief Engineer.....Harold E. Beard

# WTVN

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address.....22 East Gay St.  
 Transcription Service.....Lang-Worth  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General Manager.....Byron Taggart  
 Comm. Mgr.....Sam T. Johnston  
 Sls. Prom. Mgr., Pub. Dir.....Jo Ann Smart  
 Program Director.....Paul Frank  
 Chief Engineer.....W. T. Hansher

## LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?

IN THE CLEVELAND MARKET

# WSRS

*"The Community Information Station  
with The All-American Family Appeal."*

**CLEVELAND'S ONLY NEWS STATION**

**ON THE AIR... 24 HOURS DAILY**

**'ROUND THE CLOCK**

**LOCAL NEWS EVERY SIXTY  
MINUTES ON THE HALF  
HOUR 'ROUND THE CLOCK**

# WSRS CLEVELAND

**TEST YOUR PRODUCT IN A GREAT TESTING  
MARKET AT THE LOWEST COST PER THOUSAND!**



**WVKO**

COLUMBUS—1951

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Sky Way Bcstg. Corp.  
 Address. 274 S. 3rd St.  
 Phone: CA. 1-5247. Air Time: Daytime  
 News Service. UP  
 Transcription Service. Standard, Capitol  
 Representative. Forjoe  
 President. Gustav Hirsch  
 Gen., Sta. Manager. Bert Charles  
 Comm., Sales Prom. Mgr. William Selander  
 Prog. Dir. Bert Charles  
 Publicity Dir. Marjorie White  
 Chief Engineer. William Hammett

**WTNS**

COSHOCTON—1947

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Coshocton Bcstg. Co.  
 Business-Studio Address. 114 N. 6th St.  
 Phone: 1560, 2140. Air Time: Daytime  
 Trans. Service. World  
 News Service. UP  
 Membership. NARTB  
 Pres., Gen. Mgr. Bruce Wallace  
 Commercial Mgr. James Sigman  
 Sales Prom. Mgr. Carl Speaks  
 Program Director. Stanley Robinson  
 Chief Engineer. Elmer Moravecky

**WHIO**

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By. Miami Valley Bcstg. Corp.  
 Business-Studio Address. 1414 Wilmington Ave.  
 Phone: Madison 6581. Air Time: Full Time  
 News Service. AP, UP  
 Newspaper Affiliation. "Daily News"  
 Representative. Hollingbery  
 Membership. NARTB  
 President. James M. Cox, Jr.  
 General Manager. Robert H. Moody  
 Commercial Mgr. W. E. Wolaver  
 Station Manager. Wade H. Alley  
 Publicity Director. Chuck Gay  
 Chief Engineer. Ernest L. Adams

**WING**

DAYTON—1924—ABC

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Oper. By. Great Trails Bcstg. Co.  
 Business-Studio Address. 121 N. Main St.  
 Phone: Hemlock 3773. Air Time: Full Time  
 News Service. AP  
 President. Charles Sawyer  
 Exec. V.P. & Gen. Mgr. John Pattison Williams  
 Vice-Pres. George Lenning  
 V.P., Adm. Asst. Alexander Buchan  
 Publicity Director. Larry Marker  
 Chief Engineer. Howard Ryan

**WONE**

DAYTON—1949

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By. Skyland Bcstg. Corp.  
 Address. 380 West First St.  
 Phone: Michigan 6501. Air Time: Full Time  
 News Service. AP  
 Representative. Headley Reed  
 President. Ronald B. Woodyard  
 Nat'l Sales Manager. C. J. Thornquest  
 Commercial Manager. Louis G. Froelich  
 Chief Engineer. Stanley A. Beck

**WONW**

DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Tri-State Bcstg. Co.  
 Address. P. O. Box 278  
 Phone: 32226. Air Time: Full Time  
 News Service. UP  
 Transcription Service. Associated  
 Representative. Devney  
 President. Richard W. Crowell  
 Gen., Comm. Mgr. Glenn R. Thayer  
 Program Director. Paul R. Murphy

**WJER**

DOVER—1950—KBC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Dover Bcstg. Co., Inc.  
 Address. 210 Blvd.  
 Phone: 4-2126. Air Time: Full Time  
 Transcription Service. World, Thesaurus  
 News Service. UP  
 President. Agnes J. Reeves Greer  
 Gen., Sta. Mgr. W. B. Steis  
 Commercial Manager. John C. Needs  
 Prog. Dir. Bob Valliquette  
 Chief Engineer. Don Graff

**WOHI**

EAST LIVERPOOL—1949—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. East Liverpool Bcstg. Co.  
 Address. 516 Market St.  
 Phone: FU. 5-1490. Air Time: Full Time  
 News Service. AP  
 Transcription Service. World  
 President, Gen. Manager. Richard V. Beatty  
 Comm., Prom. Mgr. George T. Farrall  
 Sta. Mgr., Prog. Dir. Bob Metcalfe  
 Chief Engineer. George Kelly

**WEOL**

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By. Elyria-Lorain Bcstg. Co.  
 Address. Elyria Savings and Trust Bldg.  
 Phone: EL 2255. Air Time: Full Time  
 News Service. UP  
 Trans. Service. World  
 Station Representative. Walker

President ..... Roy W. Ammel  
 General Manager ..... Alex Buchan  
 Comm., Sta. Mgr. .... Richard E. Barrett  
 Program Director ..... Pat Fredericks  
 Chief Engineer ..... William Albrecht

Station Manager ..... Marianne Campbell  
 Sales Prom. Mgr. .... K. W. Robinson  
 Program Director ..... William Watterson, Jr.  
 Chief Engineer ..... Edgar Atkins

**W F I N**  
**FINDLAY—1941**

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... The Findlay Publ. Co.  
 Address ..... 101½ W. Sandusky St.  
 Phone: 1330 ..... Air Time: Daytime  
 News Service ..... INS, UP, AP  
 Newspaper Affil. .... "Republican-Courier"  
 Representative ..... McGillvra  
 President ..... R. L. Heminger  
 Gen., Sta., Comm. Mgr. .... Harold H. Heminger  
 Sla. Prom. Mgr. .... Allen P. Dudley  
 Prog. Dir. .... Jack Douglas  
 Chief Engineer ..... Edgar C. Smith

**W M O H**  
**HAMILTON—1944—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Fort Hamilton Bcstg. Co.  
 Bus-Studio Address ..... Second Natl. Bank Bldg.  
 Phone: Hamilton 4-6543 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Work  
 Representative ..... W. S. Grant  
 President ..... Robert J. Briede  
 General Manager ..... Robert L. Odson  
 Program Director ..... Norm Keller  
 Commercial Manager ..... Ray Motley  
 Chief Engineer ..... Dick Plessinger

**W F O B**  
**FOSTORIA—1946—KBS**

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Seneca Radio Corp.  
 Address ..... P. O. Box 589  
 Phone: 5666 ..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Service ..... Capitol, SESAC, World  
 Station Rep. .... Rambeau  
 President ..... Andrew Emerine  
 General Manager ..... Mel Murray  
 Commercial Mgr. .... Roger V. Wise  
 Prog. Director ..... Jim Paulus  
 Chief Engineer ..... Farrell Elsea

**W I R O**  
**IRONTON—1951—MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owner ..... Iron City Bcstg. Co.  
 Address ..... Radio Plaza  
 Representative ..... McGillvra  
 Pres., Ch. Eng. .... C. A. Baker  
 Gen., Sta. Mgr. .... C. E. McElroy  
 Comm. Mgr. .... L. Howard  
 Prog., Pub. Dir. .... Jay Brushart

**W F R O**  
**FREMONT—1949**

Frequency: 900 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Wolfe Bcstg. Corp.  
 Address ..... 905 W. State St.  
 Phone: FE. 2-3951 ..... Air Time: Daytime  
 Transcription Service ..... Standard  
 Representative ..... Hil F. Best  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 President ..... Robert F. Wolfe  
 Managing Director ..... R. C. Force  
 Sla. Prom. Mgr. .... J. W. Kerr  
 Prog. Dir. .... Frank Swartz  
 Chief Engineer ..... Allen Kaubel

**W L M J**  
**JACKSON—1953—KBS**

Frequency: 1280 Kc. .... Power: 1 Kw., d.  
 Owned ..... WLMJ Inc.  
 Address ..... P.O. Box 72  
 Phone: 850; 950 ..... Air Time: Daytime  
 News Service ..... UP  
 Station Representative ..... W. S. Grant  
 President ..... Frances D. Moore  
 General Mgr. .... Truman A. Morris  
 Station Mgr. .... Don W. Hughes  
 Commercial Mgr. .... Patricia Roy  
 Program Director ..... Nina Ladd  
 Chief Engineer ..... Eddie Adkins

**W J E H**  
**GALLIPOLIS—1950—KBS**

Frequency: 990 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Ohio Valley on the Air, Inc.  
 Address ..... Box 244  
 Phone: 1160-1 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Grant  
 President ..... John E. Halliday  
 General Manager ..... Truman A. Morris

**W H O K**  
**LANCASTER—1947**

Frequency: 1320 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc. .... Memorial Dr.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Dr. Nelson Embrey  
 Station Manager ..... William L. Zimmerman  
 Chief Engineer ..... Robert Wery

**W I M A**  
**LIMA—1948—ABC**

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... N.W. Ohio Bcstg. Corp.

Business-Studio Address.....223 N. Main St.  
 Phone: 32660.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....G. E. Hamilton  
 General Sta. Mgr.....R. W. Mack  
 Commercial Mgr.....C. B. Heller  
 Sls. Prom. Mgr. & Pub. Dir.....R. McDermott  
 Program Dir.....Easter Straker  
 Chief Engineer.....A. J. F. Smith

## W L O K

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLOK, Inc.  
 Business Address.....1424 Rice Avenue  
 Phone Number.....6-3411  
 Transcription Service.....World  
 Membership.....NARTB  
 News Service.....UP  
 Representative.....H-R Reprs., Inc.  
 President.....L. A. Pixley  
 Station Manager.....Robert O. Runnerstrom  
 Program Director.....William Huffman  
 Commercial Mgr.....Lawrence Webb  
 Chief Engineer.....Darrel Hunter

## W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Business-Studio Address...144½ Park Ave. W.  
 Phone: 4235-6.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative..Venard, Rinfoul & McConnell  
 Membership.....NARTB, RAB  
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara  
 Sales Prom. Manager.....John Patrick  
 Prog.-Pub. Dir.....Robert James  
 Chief Engineer.....William Morrison

## W M O A

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Marietta Bcstg. Co.  
 Business Address.....P. O. Box 201  
 Phone: 1690.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....McGillvra  
 Membership.....NARTB  
 President.....William G. Wells  
 General Manager.....R. Sanford Guyer  
 Commercial Manager.....Fred Reynolds  
 Program Director.....Leah R. Thorla  
 Chief Engineer.....Charles E. Clark

## W M R N

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Marion Bcstg. Co.  
 Business Address.....P. O. 518

Phone: 3-1131.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 Pres., Gen.-Sta. Mgr.....Robert T. Mason  
 Commercial Manager.....Arthur L. Martin  
 Prog. Dir.....Madge Cooper  
 Sls. Prom. Mgr., Pub. Dir.....Majorie Williams  
 Chief Engineer.....Francis Joseph Peters

## W P F B

MIDDLETOWN—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.  
 Owned-Operated By.....Paul F. Braden  
 Address-Trans. Loc.....Lebanon-Coles Rd.  
 Phone: 2-3625.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Rep.....Grant Webb  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Paul F. Braden  
 Comm., Sls. Prom. Mgr.....J. H. LeMoyné  
 Program Director.....George Lummis  
 Chief Engineer.....Larry Beckwith

## W M V O

MT. VERNON—1953—KBS

Frequency: 1300 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Mt. Vernon Bcstg.  
 Address.....Coshocton Rd., Box 390  
 News Service.....UP  
 Transcription.....Thesaurus, SESAC  
 President.....Dr. Charles Tramont  
 General Manager.....Mrs. C. M. Zerkowitz  
 Program Director.....George Bennett  
 Chief Engineer.....Royce O. Woodward

## W C L T

NEWARK—1946

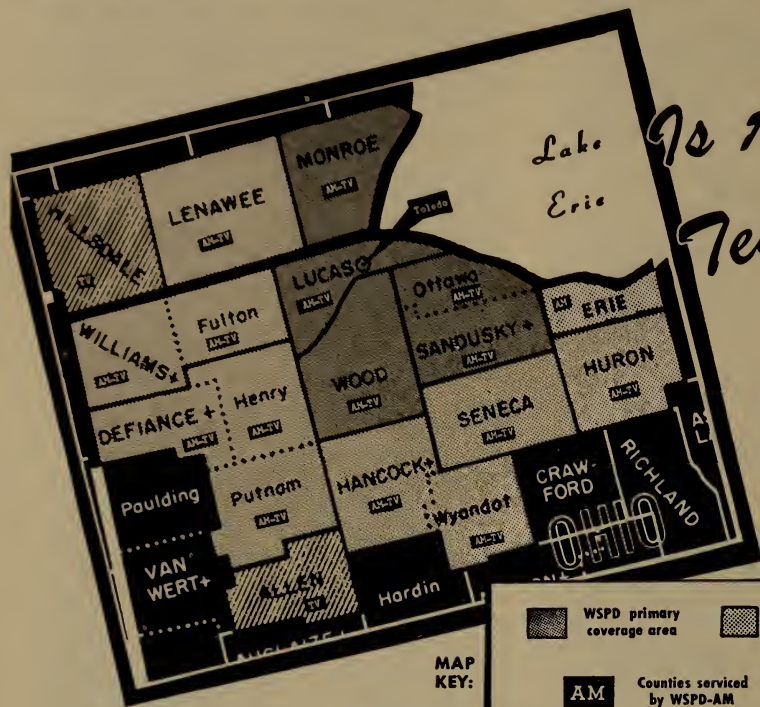
Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Advocate Printing Co.  
 Address.....27 West Main St.  
 Phone: 4007.....Air Time: Daytime  
 News Service.....AP  
 Newspaper Affiliation.....The Advocate  
 Transcription Service.....Thesaurus  
 Representative.....Meeker Associates  
 Membership.....NARTB, RAB  
 President.....Frank W. Spencer  
 Gen., Sta. Mgr.....Thomas A. Rogers  
 Commercial Mgr.....Robert Pricer  
 Program Director.....John Fisher  
 Chief Engineer.....Benjamin Windle

## W P T W

PIQUA—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper...Miami County Bcstg. Co., Inc.  
 Address-Trans.....1625 W. Covington Ave.  
 Phone: 1420-1.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Best  
 Membership.....RAB

# WSPD's "Billion Dollar Market"



*Is America's  
Testground*



MAP KEY:

WSPD primary coverage area	WSPD secondary coverage area	Fringe area
<b>AM</b> Counties serviced by WSPD-AM	<b>TV</b> Counties serviced by WSPD-TV	

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

- Population 1,181,800
- Families 359,150
- Radio Homes 355,050
- Percent tuned to WSPD-AM
  - Daytime 56.8%
  - Nighttime 48.6%
- \*Television Homes 300,050
- Percent tuned to WSPD-TV
  - Daytime 78%
  - Nighttime 91.5%
- EFFECTIVE BUYING POWER**
  - Total—\$1,917,277,000
  - Per Capita \$1,622
  - Per Family \$5,338
- RETAIL SALES**
  - Total \$1,409,122,532
  - Per Family \$3,923
  - Spent For:
    - Food \$332,271,000
    - Gen. Mdse. \$137,070,000
    - Furniture & Household—\$72,696,000
    - Automotive \$311,027,000
    - Drug \$36,600,000

- Toledo ranks high in the nation's 200 leading areas
- Toledo ranks 38th in population
- Toledo ranks 33rd in total income
- Toledo ranks 37th in total retail sales
- Toledo ranks 34th in food store sales
- Toledo ranks 34th in gen. mdse. store sales
- Toledo ranks 37th in home furnishing sales
- Toledo ranks 31st in automotive store sales
- Toledo ranks 35th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:  
 \*October 1, 1954  
 Standard Rate and Data Consumer Markets  
 Nielsen Coverage Service  
 Television Magazine  
 Sales Management



Represented Nationally  
by KATZ

Storer Broadcasting Company  
 TOM HARKER, NAT. SALES DIR., 110 E. 57th STREET, NEW YORK

Pres., Gen. Mgr. .... Richard E. Hunt  
 Sta., Comm. Mgr. .... Robert Bubb  
 Prog., Pub. Dir. .... Ken Shroyer  
 Chief Engineer. .... Dallas Davis

**WNXT**

**PORTSMOUTH—1951—ABC**

Frequency: 1260 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By .... Portsmouth Bcstg. Co.  
 Address. .... Masonic Temple Bldg.  
 News Service .... UP  
 Representative .... Everett-McKinney  
 Membership .... RAB  
 Pres., Gen., Sta., Comm. Mgr. .... Marshall Rosene  
 Program Director. .... Phil Phillips  
 Publicity Director. .... Thelma Henderson  
 Chief Engineer. .... Russell Newman

**WPAY**

**PORTSMOUTH—1935—CBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... The Scioto Bcstg. Co.  
 Address. .... 1009 Gallia St.  
 News Service .... AP  
 Newspaper Affil. .... Brush-Moore  
 Transcription Service .... Associated  
 Representative ... Venard, Rintoul & McConnell  
 Membership .... NARTB, RAB  
 President .... Eugene Carr  
 Gen. Mgr. .... G. Gordon Strong  
 Station Mgr. .... Gerald F. Boyd  
 Program Director. .... E. G. Sheridan  
 Chief Engineer. .... Maurice L. Myers

**WLEC**

**SANDUSKY—1947—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Lake Erie Bcstg. Co.  
 Address. .... Cleveland Rd. & Huntington  
 Phone: 5170 .... Air Time: Full Time  
 News Service .... UP  
 Transcription Service. .... World, Thesaurus  
 Representative .... Hal Holman  
 Membership .... NARTB, RAB  
 Pres., General-Station Mgr. .... Jay Wagner  
 Commercial Manager. .... Louis Mohla  
 Program Director. .... Robert Hinners  
 Chief Engineer. .... Jay Leibach

**WAVI**

**SPRINGFIELD—1947**

Frequency: 1210 Kc. .... Power: 250 Watts  
 Owned. .... WAVI Bcstg. Corp.  
 Address .... Cincinnati St.  
 Air Time .... Daytime  
 News Service .... AP  
 Station Rep. .... Gill-Perna  
 Membership .... NARTB, RAB  
 Pres., Gen. Mgr. .... Harry K. Crowl  
 Sta. Mgr., Prog., Pub. Dir. .... Art Burnham  
 Chief Engineer. .... Vern Yeich

**WIZE**

**SPRINGFIELD—1940—ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Radio Voice of Springfield

Trans.-Address .... 117 W. High St.  
 Phone: 3-4955 .... Air Time: Full Time  
 News Service .... AP  
 Transcription Service .... World  
 Representative. .... H. R. Representative, Inc.  
 President .... Charles Sawyer  
 General Manager. .... Adna Karns  
 Program Director. .... John McEnaney  
 Sta., Comm. Mgr. .... Virginia Bennett  
 Chief Engineer. .... Victor L. Bushong

**WJEL**

**SPRINGFIELD—1947**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Champion City Bcstg. Co.  
 Business Address. .... Guardian Bank Bldg.  
 Phone: 3-4678 .... Air Time: Daytime  
 Representative .... McGillvra  
 Transcription Service .... Associated  
 President. .... R. Stanley Lucas  
 General Manager. .... Robert Yontz  
 Commerical Mgr. .... Charles Perry  
 Chief Engineer. .... Ken Arnold

**WSTV**

**STEUBENVILLE—1940—MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... WSTV, Inc.  
 Bus.-Studio Address. .... Exchange Realty Bldg.  
 Phone: ATLantic 2-6265 .... Air Time: Full Time  
 News Service .... UP  
 Transcription Service .... World  
 Representative .... Avery-Knoedel  
 Pres. .... Jack N. Berkman  
 V.P., Gen. Mgr. .... John J. Laux  
 Asst. General Manager. .... Joseph M. Troesch  
 Pgm., Pub. Dir. .... Harry Birrell  
 Chief Engineer. .... Charles S. Shepherd

**WOHO**

**TOLEDO—1954**

Frequency: 1470 Kc. .... Power: 1470 Watts  
 Owner. .... Midwestern Bcstg. Co.  
 Address. .... 2965 Pickle Road  
 Phone .... Taylor 4321  
 Representative .... Pearson  
 President .... Ford R. Weber  
 Chief Engineer. .... Edwin J. Powell

**WSPD**

**TOLEDO—1921—NBC**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... Storer Broadcasting Co.  
 Bus.-Studio Address. .... 136 Huron St.  
 Phone: Adams 3175 .... Air Time: Full Time  
 News Service. .... INS, UP  
 Transcription Service .... Lana-Worth  
 Membership .... NARTB, RAB  
 Representative .... Katz  
 President. .... George B. Storer  
 Gen., Sta. Mgr. .... Allen L. Haid  
 Comm. Mgr. .... Westford F. Shannon  
 General Manager. .... Emerson Kimble  
 Chief Engineer. .... William M. Stringfellow

# WTOD

TOLEDO—1946

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Unity Corp.  
 Business-Studio Address: 515 Madison Ave.  
 Phone Number: Garfield 5551  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Forjoe  
 President: Edward Lamb  
 General Manager: Sunne Miller  
 Program Director: Richard Rice  
 Chief Engineer: Robert Sowers

# WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Community Bcstg. Co.  
 Trans.-Address: Bell Bldg.  
 Phone: Adams 3291 Air Time: Full Time  
 News Service: AP, UP  
 Representative: Paul H. Raymer  
 Membership: NARTB, RAB  
 President: Frazier Reams  
 Gen.-Station Mgr.: Thomas S. Bretherton  
 Sales Prom. Mgr., Pub. Dir.: R. H. Edsall  
 Program Director: Robert Krieghoff  
 Chief Engineer: Harold Holmes

# WHHH

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned-Oper. By: Warren Tribune Radio  
 Station, Inc.  
 Business-Studio Address: 108 Main St.  
 Phone: 2212-9 Air Time: Full Time  
 News Service: AP  
 Newspaper Affil.: Tribune Co.  
 Representative: Rambeur  
 Transcription Service: Associated  
 President: Helen Hart Hurlbert  
 General Manager: Carl J. Raymond  
 Sales Prom.: Peter J. Dignan  
 Comm. Mgr.: D. M. Shaver  
 Chief Engineer: Robert E. Hardy

# WCHO

WASHINGTON COURT HOUSE—  
1952—KBS

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Court House Bdcstg. Co.  
 Address: 113½ S. Main St.  
 Phone: 5-6211 Air Time: Daytime  
 News Service: AP  
 Transcription Service: SESAC  
 Station Rep.: Hil F. Best  
 Membership: RAB  
 President: W. N. Nungesser  
 Gen., Comm. Mgr.: Leon Lloyd  
 Program Director: William Hughes  
 Chief Engineer: Carl Egbert

# WPKO

WAVERLY—1954

Frequency: 1380 Power: 1000 Watts  
 Owner: Hi Kinco Bcstrs.  
 Phone: Piketon 2781  
 Gen. Mgr., Chief Eng.: D. E. Kinker

# WKOV

WELLSTON—1952

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Family Bdcstg Co.  
 Address: P. O. Bo. 190  
 News Service: UP  
 Transcription: World  
 President: Stephen H. Kovalan  
 General Manager: Parks Robinson  
 Program Director: John E. Wilson  
 St., Comm. Mgr.: K. Williams

# WWST

WOOSTER—1947—KBS

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Wooster Republican Ptg. Co.  
 Phone: 3-5075 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Thesaurus, SESAC  
 General Manager: E. B. Evans  
 Commercial Mgr.: Quentin W. Welty  
 Program Director: Robert Heeter  
 Chief Engineer: Burton L. Bowman

# WRFD

WORTHINGTON—1947

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Peoples Bcstg. Corp.  
 Address: 246 N. High St.  
 Phone: CA. 84711 Air Time: Daytime  
 Transcription Service: Thesaurus  
 Representative: Meecker  
 Membership: NARTB, RAB  
 President: M. D. Lincoln  
 General Manager: Herbert E. Evans  
 Sta., Mgr.: Joseph D. Bradshaw  
 Comm. Mgr.: Harry H. Hoessly  
 Program Director: Bill Arthurs  
 Sales Prom. Mgr.: Phil Sheridan  
 Chief Engineer: Harold SchAAF

# WBBW

YOUNGSTOWN—1949—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Mahoning Valley Bcstg. Corp.  
 Address: Warner Theatre Bldg.  
 Phone: Riverside 44421 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Station Representative: Weed  
 Membership: NARTB  
 President, Ch. Eng.: John Cherpack, Jr.  
 Vice-Pres., Gen.-Comm. Mgr.: Gene Trace  
 Program Director: Tony Ross  
 Publicity Director: Marilyn Noble

**W F M J****YOUNGSTOWN—1939—NBC**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: WFMJ Bcstg. Co.  
 Business-Studio Address: 101 W. Boardman  
 Phone: Riverside 3-4121. Air Time: Full Time  
 News Service: AP, UP  
 Representative: Headley-Reed  
 Transcription Ser.: Thesaurus, SESAC  
 Membership: NARTB  
 Pres., Gen. Mgr.: William F. Maag, Jr.  
 Gen., Sta. Mgr.: Mitchell F. Stanley  
 Program Director: Robert Locke  
 Chief Engineer: Frank A. Dieringer

**W K B N****YOUNGSTOWN—1926—CBS**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WKBN Bcstg. Corp.  
 Phone Number: Sterling 2-1145  
 Air Time: Full Time  
 Address: 3930 Sunset Blvd.  
 News Service: UP, AP  
 Newspaper Affiliation: Plain Dealer

Transcription Service: World, Lang-Worth  
 Representative: Paul H. Raymer  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.  
 Station Manager: J. Lothar Bowden  
 Program Director: Don Brice  
 Public Relations Director: Jim Smith  
 Chief Engineer: B. T. Wilkins

**W H I Z****ZANESVILLE—1924—NBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner: Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address: Lind Arcade Bldg.  
 Phone: 2-5431. Air Time: Full Time  
 Newspaper Affiliation: Zanesville Publ. Co.  
 News Service: UP  
 Representative: John E. Pearson  
 Membership: NARTB, RAB  
 President: Clay Littick  
 Sales Prom. Mgr., Pub. Dir.: Nancy Armstrong  
 Gen., Station Manager: Allan Lund  
 Comm. Mgr.: Nate Milder  
 Prog. Dir.: Bob Wagner  
 Chief Engineer: William A. Hunt, Sr.

**OKLAHOMA**

Pop. Feb. 1, 1955 (Est.) 2,312,000 — Families 658,000  
 Radio Homes 590,000 — TV Homes 360,000 — Stations in State 47

**K A D A****ADA—1934—ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: KADA Bcstg., Inc.  
 Business Address: Box 642  
 Phone: 12 & 13. Air Time: Full Time  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Venard, Rintoul & McConnell  
 Membership: NARTB, RAB  
 President: Dr. C. C. Morris  
 V.P. & General Manager: Billy T. Hoover  
 Station Manager: Jerry Spencer  
 Secy. Treas.: B. Morris  
 Program Director: Fred Thompson  
 Chief Engineer: George Miller, Jr.

**K V S O****ARDMORE—1935—ABC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Ardmoreite Publishing Co.  
 Bus.-Studio Address: 112 N. Washington  
 Phone: 3030. Air Time: Full Time  
 News Service: AP  
 Newspaper Affiliation: Daily Ardmoreite  
 Membership: NARTB, RAB  
 Representative: Venard  
 General Manager: Albert Riesen  
 Comm. Mgr.: J. E. Riesen  
 Program Director: Dolly Dutton  
 Publicity Director: Galy Varnell  
 Chief Engineer: William E. Kolb

**K W H W****ALTUS—1946—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Altus Bcstg. Co., Inc.  
 Phone: 1405. Air Time: Full Time  
 News Service: AP  
 Representative: Pearson  
 Membership: NARTB  
 Newspaper Affiliation: "Times-Democrat"  
 Membership: NARTB  
 Pres., Gen. Mgr.: Frank E. Wimberly  
 Chief Engineer: Ernest Baucum

**K W O N****BARTLESVILLE—1942—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Bartlesville Bcstg. Co.  
 Address: KWON Bldg.  
 Phone: 1400. Air Time: Full Time  
 President, Gen., Sta. Mgr.: J. Fred Case  
 Commercial Mgr.: John Collins  
 Chief Engineer: Nathan Parsons

**K B W L****BLACKWELL—1952—KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By: Star Bcstg. Co., Inc.

Address ..... Masonic Bldg.  
 Phone: 309 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Station Rep. .... Best  
 General Manager..... John W. Carrick  
 Chief Engineer..... H. B. Green

## K W C O

**CHICKASHA—1946—MBS-KBS**

Freq.: 1560 Kc....Power: 1 Kw. d., 250 W. n.  
 Owned-Oper. By... Washita Valley Bcstg. Corp.  
 Address ..... 4th & Grand  
 Phone: 2898 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... H. F. Best  
 Gen. Mgr..... Jack L. Pink  
 Commercial Manager..... Tom Miller  
 Program Director..... Marjorie Richards  
 Chief Engineer..... W. K. Berry

## K W O E

**CLINTON—1949**

Frequency: 1320 Kc....Power: 1000 Watts d.  
 Owned-Operated By... Western Okla. Bcstg. Co.  
 Address ..... Neptune Park  
 Phone: 618 ..... Air Time: Daytime  
 News Service ..... UP  
 Station Representative..... Hil F. Best  
 General Manager..... V. M. Preston  
 Commercial Mgr..... Leo Tremblay  
 Chief Engineer..... Hubert Gaston

## K W H P

**CUSHING—1952—KBS**

Frequency: 1600 Kc....Power: 1000 Watts d.  
 Owned-Operated By... W. H. Payne  
 Address ..... Box 791  
 Phone: 922 ..... Air Time: Daytime  
 News Service ..... AP  
 Representative ..... Hil F. Best  
 Transcription Service ..... Thesaurus  
 Gen., Comm. Manager..... William H. Payne  
 Station Mgr..... George S. Lanham  
 Program Director..... Mary Lou Wright  
 Chief Engineer..... Charles F. Hebard

## K R H D

**DUNCAN—1947—MBS-KBS**

Frequency: 1350 Kc....Power: 250 Watts d.  
 Owned-Operated By..... Duncan Bcstg. Co.  
 Address ..... West Pine St.  
 Phone: 1350 ..... Air Time: Full Time  
 Representative ..... Hil F. Best  
 Membership ..... NARTB, RAB  
 President ..... R. H. Drury  
 Gen., Sta. Mgr..... W. M. Brubaker  
 Comm., Sales Prom. Mgr..... Leste' Agee  
 Program Director..... John Moen

## K S E O

**DURANT—1947—KBS**

Frequency: 750 Kc....Power: 250 Watts d.  
 Owned-Operated By... Democrat Printing Co.

Address ..... Democrat Bldg.  
 Phone: 2200 ..... Air Time: Daytime  
 News Service ..... AP  
 Membership ..... NARTB  
 Transcription Service ..... Standard  
 Partners..... R. F. Story, Bennett Story  
 General Manager..... Leroy Moses  
 Chief Engineer..... Leonard Brown

## K A S A

**ELK CITY—1932—MBS-KBS**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By..... Southwest Bcstg. Co.  
 Address ..... 204 N. Main  
 Phone: 730 ..... Air Time: Full Time  
 Station Rep..... Best  
 Manager..... Lonnie J. Preston  
 Program Director..... Alice Howenstine  
 Chief Engineer..... Robert Hemphill

## K C R C

**ENID—1929—ABC-OKLA. NET-KBS**

Frequency: 1390 Kc....Power: 1000 Watts  
 Owned-Oper. By..... Enid Radiophone Co.  
 Bus. Studio Address..... Broadway Tower  
 Phone: 447 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 News. Affil. "Morning News," "Daily Eagle"  
 Representative..... John E. Pearson Co.  
 Membership ..... NARTB  
 President..... Milton B. Garber  
 General Manager..... Pat Murphy  
 Commercial Mgr..... H. P. Hale  
 Program Director..... B. Napier  
 Chief Engineer..... Murray D. Coleman

## K G W A

**ENID—1950—MBS**

Frequency: 960 Kc....Power: 1000 Watts  
 Owned-Oper. By... Public Bcstg. Service, Inc.  
 Address ..... 115½ E. Broadway  
 Phone: 4230 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Pearson  
 President..... George E. Failing  
 General Manager..... H. J. Godschalk  
 Chief Engineer..... Ralph Druen

## K T A T

**FREDERICK—1948—KBS**

Frequency: 1570 Kc....Power: 250 Watts d.  
 Owned-Operated By..... Frederick Bcstg. Co.  
 Address ..... Main & Grand  
 Phone: 5-2131 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service..... Keystone  
 Representative ..... Hil F. Best  
 General Manager..... J. D. Jones, Jr.  
 Partner..... Ronald W. Wheeler  
 Comm. Mgr., Pub. Dir..... E. Jones  
 Sls. Prom. Mgr., Chief Eng..... D. Jones  
 Program Director..... Mary Wheeler



# KGYN

GUYMON—1948

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Plains Bcstg. Co.  
 Business-Studio Address . . . . . P. O. Box 38  
 Phone: 888 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Thesaurus  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Hil F. Best  
 President, Gen. Mgr. . . . . T. M. Raburn, Jr.  
 Commercial Mgr. . . . . Edward J. Slater  
 Chief Engineer . . . . . Herbert L. Noyes

# KTJS

HOBART—1947—KBS

Frequency: 1420 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . A. R. Fuchs  
 Address . . . . . Box 796  
 Phone: 1070 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 President, Ch. Eng. . . . . A. Fuchs  
 Comm. Sls. Prom. Mgr. . . . . D. Davis

# KIHN

HUGO—1948—KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Little Dixie Bcstg. Co.  
 Address . . . . . East on Highway 70  
 Phone: 1140 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 President . . . . . O. A. Brewer  
 Gen. Manager . . . . . R. A. Prichard  
 Chief Engineer . . . . . Dalton E. Jones

# KBEL

IDABEL—1953

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Idabel Bcstg. Co.  
 Address . . . . . Box 1072  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Winston O. Ward  
 Comm., Sls. Prom. Mgr. . . . . J. P. Stanley  
 Program Director . . . . . Ralph Mills  
 Chief Engineer . . . . . Cliff Taylor

# KSWO

LAWTON—1941—ABC-OKLA. NET

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Okla. Quality Bcstg. Co.  
 Bus.-Studio Address . . . . . 406½ D Ave.  
 Phone: 1380 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcrip. Service . . . . . World, Lang-Worth, Standard  
 Representative . . . . . John Pearson  
 Membership . . . . . NARTB, RAB  
 President . . . . . R. H. Drewry  
 Gen., Sta. Mgr. . . . . Leo R. Morris  
 Program Director . . . . . Tom Gilmore  
 Chief Engineer . . . . . Willard Cochran

# KNED

McALESTER—1950

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Pittsburg Bcstg. Co., Inc.  
 Address . . . . . Aldrige Hotel  
 Phone: 1460 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Pearson  
 Pres., Gen. Mgr. . . . . Ray Van Hooser  
 Commercial Manager . . . . . Phil Reed  
 Sls. Promotion Mgr. . . . . Frank Hopkins  
 Prog. Dir. . . . . Mary Jo Lawson  
 Chief Engineer . . . . . Dexter Ferry

# KTMC

McALESTER—1946—ABC-OKLA. KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . McAlester Bcstg. Co.  
 Business-Studio Address . . . . . Earle Hotel  
 Phone: 2411 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Venard  
 Membership . . . . . NARTB  
 President . . . . . William Young  
 Gen., Sta. Mgr. . . . . Bob Baggett  
 Commercial Mgr. . . . . Bill Skeith  
 Sls. Prom. Mgr. . . . . Larry Craft  
 Publicity Director . . . . . Bob Bristow  
 Program Director . . . . . Geraldine Jones  
 Chief Engineer . . . . . Harold Duncan

# KGLC

MIAMI—1948—KBS

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Miami Bcstg. Co.  
 Address . . . . . Miami Hotel  
 Transcription . . . . . Carital  
 Membership . . . . . NARTB, RAB  
 News Service . . . . . UP  
 Representative . . . . . Adam Young  
 President . . . . . Kenyon Brown  
 General Manager . . . . . William A. Searle  
 Supv. . . . . Frank J. Lynch  
 Prog. Dir. . . . . Carm Soricelli  
 Chief Engineer . . . . . Lewis Stone

# KBIX

MUSKOGEE—1936—ABC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Okla. Press Pub. Co.  
 Address . . . . . Barnes Bldg.  
 Phone: MU 2-1331 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Venard  
 President . . . . . Tams Bixby, Jr.  
 General Manager . . . . . Walter W. Weber  
 Commercial Mgr. . . . . George Lanham  
 Program Director . . . . . Howard Whitely  
 Chief Engineer . . . . . Clyde Miller

**K M U S**

**MUSKOGEE—1948**

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
 Owned-Oper. By... Eastern Okla. Bcstg. Corp.  
 Address.....412½ Court St.  
 Phone: MU 2-2488..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Pearson  
 President.....R. M. Mountcastle  
 Gen., Station Mgr.....Jimmie Barry  
 Sls. Prom. Mgr.....Paul Weatherbee  
 Program Director.....George Overton  
 Chief Engineer.....James Kettel

**K N O R**

**NORMAN—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Cleveland County Bcstg. Co.  
 Address.....P. O. Box 542  
 Phone: 474..... Air Time: Full Time  
 News Service .....UP  
 Station Rep. ....Best  
 Gen. Mgr. (Ptrn.).....William S. Morgan  
 President.....Tol Dickenson  
 Comm. Mgr.....James B. Logan  
 Program Director.....Gene Stansberry  
 Chief Engineer.....Gene Morris

**K B Y E**

**OKLAHOMA CITY—1946—KBS**

Frequency: 890 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....State Bcstg. Co.  
 Bus. Studio Address.....9th & B'way  
 Phone: FO 5-2323..... Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB, RAB  
 President.....A. Earl Cullum  
 General Manager.....Frank J. Lynch  
 Program Director.....F. F. Lynch  
 Chief Engineer.....Robert E. Schilb

**K L P R**

**OKLAHOMA CITY—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Okla. City Bcstg. Co.  
 Business Address.....128½ W. Commerce St.  
 Phone: FO 5-6358..... Air Time: Daytime  
 Membership .....NARTB, RAB  
 News Service .....AP  
 Owner, Pres., Gen. Mgr.....Byrne Ross  
 Comm., Promotion Mgr.....Monty Wells  
 Program Director.....Mrs. Kathleen Burkett  
 Pub. Dir.....Grant Ladd  
 Chief Engineer.....Jay Davis

**K O C Y**

**OKLAHOMA CITY—1938—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Plaza Court Bcstg. Co.  
 Business-Studio Address...Plaza Court Bldg.  
 Phone: Forest 5-4333..... Air Time: Full Time  
 News Service .....AP  
 Representative .....Pearson

Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....M. H. Bcnebrake  
 Sta., Comm. Mgr.....George Collisson  
 Program Director.....Bill Ward  
 Chief Engineer.....Hal Henegar

**K O M A**

**OKLAHOMA CITY—1931—CBS**

Frequency: 1520 Kc. Power: 50,000 Watts  
 Owned-Operated By.....KOMA, Inc.  
 Business-Studio Address.....7300 Lincoln Blvd.  
 News Service.....UP  
 Transcription Service...Standard, Lang-Worth  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President.....John Toole Griffin  
 General-Station Mgr.....Edgar T. Bell  
 Sales Mgr.....Gene Riesen  
 Program Director.....Perry Dickey  
 Chief Engineer.....M. W. Thomas

**K T O K**

**OKLAHOMA CITY—1927—ABC**

Frequency: 1000 Kc. Power: 5000 Watts  
 Owned-Operated By.....KTOK, Inc.  
 Business-Studio Address.....1800 W. Main  
 Phone: FO 5-8352..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Paul H. Raymer  
 Membership .....RAB  
 President .....Wendell Mayes  
 Gen. Mgr.....John Hopkins  
 Prog. Dir.....Bill Bryan  
 Chief Engineer.....Clifford Easum

**K T O W**

**OKLAHOMA CITY—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Sooner Bcstg. Co.  
 Business-Studio Address...Liberty Bank Bldg.  
 Phone: CE 2-6367..... Air Time: Daytime  
 News Service .....AP  
 Representative .....Rambeau  
 Membership .....NARTB  
 President .....Ralph Ball  
 Gen., Sta. Mgr.....Rex M. Lester, Jr.  
 Comm. Mgr.....Eddie Peak  
 Sls. Prom. Mgr.....J. Claybaugh  
 Prog. Dir.....Morgan Roberts  
 Pub. Dir.....Betty Carr  
 Chief Engineer.....Thomas F. Lindsey

**W K Y**

**OKLAHOMA CITY—1920—NBC**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Oper. By.....WKY Radiophone Co.  
 Business-Studio Address.....500 E. Britton  
 Phone: TRinity 8-2161..... Air Time: Full Time  
 News Service .....AP, UP  
 Newspaper Afiliation....Oklahoma Pub. Co.  
 Transcription Service .....Standard  
 Representative .....Katz

**Membership** .....NARTB  
**Pres., Gen. Mgr.**.....E. K. Gaylord  
**Station Manager**.....P. A. Sugg  
**Dir. of Radio**.....Eugene B. Dodson  
**Program Director**.....Paul Brawner  
**Public Relations Mgr.**.....Wally Kinnan  
**Chief Engineer**.....H. J. Lovell

**K H B G**

**OKMULGEE—1937—MBS-KBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Okmulgee Bcstg. Corp.  
**Business Address**.....Times Bldg.  
**News Service** .....AP  
**Trans. Service** .....Lang-Worth  
**President** .....Don Reynolds  
**Station Manager**.....John D. Whitt  
**Program Director**.....Nil Kenan  
**Chief Engineer**.....John Brennerman

**K V L H**

**PAULS VALLEY—1947—KBS**

**Frequency:** 1470 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**.....KVLH Bcstg. Co.  
**Business Trans. Address**.....P. O. Box 610  
**News Service** .....UP  
**Transcription Service** .....Lang-Worth  
**Representative**.....Hil F. Best  
**President**.....James T. Jackson  
**General Manager**.....Phl Crenshaw  
**Comm. Mgr.**.....Jim Gray  
**Chief Engineer**.....George Rountree

**W B B Z**

**PONCA CITY—1928—MBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Ponca City Pub. Co.  
**Address**.....1601 E. Okla.  
**Phone:** RO. 5-6607.....**Air Time:** Full Time  
**Newspaper Affiliation**.....The News  
**News Service** .....AP  
**Transcription Service** .....World  
**Representative** .....Pearson  
**Membership** .....NARTB, RAB  
**President**.....Clyde E. Muchmore  
**Sta., Gen. Mgr.**.....Cy Casper  
**Commercial Mgr.**.....Bill Gorman  
**Prog. Dr.**.....William G. Maugans  
**Chief Engineer**.....Chuck Chaney

**K L C O**

**POTEAU—1953—KBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owner**.....LeFlora Bcstg. Co.  
**Address** .....Box 511  
**Phone** .....660  
**Co-Owner, Gen. Mgr.**.....R. B. Bell  
**Co-Owner, Prog. Dir.**.....Bernice Bell

**K O L S**

**PRYOR—1950—KBS**

**Frequency:** 1570 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Lakes Area Bcstg. Co.

**Address**.....Fifth & S. Mill Sta.  
**Phone:** 1263.....**Air Time:** Daytime  
**Transcription Service**.....SESAC  
**News Service** .....AP  
**Representative**.....H. F. Best  
**Owner, Gen. Sta. Mgr.**.....L. L. Gaffaney  
**Commercial Manager**.....Mrs. L. L. Gaffaney  
**Program Director**.....Merle Caldwell

**K G F F**

**SHAWNEE—1930—MBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....KGFF Bcstg. Co., Inc.  
**Address** .....Hotel Aldridge  
**Phone:** 4390.....**Air Time:** Full Time  
**News Service** .....AP  
**Newspaper Affiliation**.....Stauffer Publ., Inc.  
**Transcription Service** .....World  
**President**.....Oscar S. Stauffer  
**Gen., Sta. Manager**.....William A. Weaver  
**Chief Engineer**.....Earl R. Ward

**K S P I**

**STILLWATER—1947—MBS**

**Frequency:** 780 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Stillwater Publishing Co.  
**Business Address**.....P. O. Box 231  
**News Service** .....UP  
**Newspaper Affiliation** .....News-Press  
**Transcription Service**.....World  
**Sta. Rep.**.....Clark  
**Gen. Mgr., Program Director**.....J. R. Bellatti  
**Chief Engineer**.....Paul McCollum

**K A K C**

**TULSA—1946**

**Frequency:** 970 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Public Radio Corp.  
**Bus-Studio Address**.....412 E. Fifth St.  
**Phone:** 4-2401.....**Air Time:** Full Time  
**News Service** .....AP  
**Representative** .....Walker  
**President-Treas.**.....S. E. Avey  
**V.P., General Manager**.....James L. Neal  
**Program Director**.....Rusty Kirk  
**Chief Engineer**.....M. M. Donley

**K F M J**

**TULSA—1946**

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Fred Jones Bcstg. Co.  
**Business-Studio Address**.....1242 S. Boston  
**Phone:** 5-5555.....**Air Time:** Daytime  
**News Service** .....UP  
**Representative** .....Bolling  
**President**.....Fred Jones  
**Comm. Manager**.....Jack Betz  
**General Manager**.....Lawson Taylor  
**Chief Engineer**.....Nathan Wilcox

**K O M E**

**TULSA—1938—KBS**

**Frequency:** 1300 Kc.....**Power:** 5000 d., 1000 n.  
**Owned-Oper. By**.....Oil Capital Sales Corp.

Business-Studio Address.....8th & Main  
 Phone: 3-4121.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Gill-Perna  
 Membership.....RAB  
 President.....John E. Brown Jr.  
 General Manager.....E. William George  
 Comm. Manager.....C. W. Grim, Jr.  
 Chief Engineer.....Roy Brown

### KRMG

TULSA—1949—ABC

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By.....Western Bcstg. Co.  
 Business-Studio Address...311 So. Denver Ave.  
 Phone: 54-4291.....Air Time: Full Time  
 Representative.....John Blair  
 News Service.....AP  
 Membership.....NARTB, RAB  
 President.....Harrington Wimberly  
 Gen., Comm. Manager.....Frank S. Lane  
 Prog., Pub. Director.....Keith Bretz  
 Chief Engineer.....William H. Bradley

### KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tulsa Bcstg. Co.  
 Business Address.....Boulder-on-the-Park  
 Phone: 2-3191.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 President.....John T. Griffin  
 V.P. & Gen. Mgr.....L. A. Blust, Jr.  
 National Sls. Mgr.....B. Holmes  
 Sales Mgr.....William D. Swanson  
 Gen. Prom. Mgr.....George Ketcham  
 Program Director.....John Devine  
 Chief Engineer.....Robert Snider

### KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts  
 Owned-Oper. By....Southwestern Sales Corp.

Bus-Studio Address.....Philtower Bldg.  
 Phone: 2-3281.....Air-Time: Full Time  
 Transcription Service.....Standard, World  
 Membership.....RAB  
 Representative.....Edward Petry  
 President.....W. G. Skelly  
 V.P., General Mgr.....William B. Way  
 Commercial Manager...Gustav K. Brandborg  
 Sales Prom. Mgr.....W. T. McClarin  
 Program Director.....Joseph O'Neil  
 Chief Engineer.....John Bushnell

### KWSH

WEWAKA—1948—ABC-KBS-MBS

Frequency: 1260 Kc.....Power: 1,000 Watts  
 Owned-Operated By...Tri Cities Bcstg. Co., Inc.  
 Address.....Box 1260  
 Phone: 1260-1261.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Venard  
 President.....Dr. C. C. Morris  
 General Manager.....Bill Hoover  
 Station Manager.....Roy Judge  
 Prog. Dir., Prom. Mgr.....Gladys Williams  
 Publicity Director.....Jav Harmon  
 Chief Engineer.....Warren W. Abbott

### KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Woodward Bcstg. Co.  
 Address Trans. Loc.....22 & Cedar Sts.  
 Phone: 1450.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Membership.....NARTB, RAB  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Edward A. Ryan  
 Program Director.....Lenora W. Ryan  
 Chief Engineer.....Francis R. Berry

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

# OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — Families 602,000  
Radio Homes 586,000 — TV Homes 215,000 — Stations in State 50

## KWIL

### ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By... Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm  
Phone: WA 6-2233 Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... World  
Newspaper Affiliation.... "Democrat Herald"  
Representative ..... Moore-Lund, Ayres, Best  
Membership ..... NARTB, RAB  
President ..... R. R. Cronise  
General Manager..... Chet Wheeler  
Commercial Manager..... Dewey Rand  
Station Manager..... Warren Stoffer  
Sales Prom. Mgr..... John Boyer  
Program Director..... LeRoy Jolley  
Chief Engineer..... Herbert Davidson

## KWIN

### ASHLAND—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.... Rogue Valley Bcstg. Co.  
Address..... 1160 Helman Rd.  
News Service ..... AP  
President ..... Don Miller  
Station Manager ..... Daren L. Flickinger  
Program Dir..... Bill Lively

## KAST

### ASTORIA—1925—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Operated By..... Astoria Bcstg. Co.  
Bus.-Studio Address..... 1006 Taylor Ave.  
Phone: 95 Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Moore-Lund, Ayres  
Membership ..... RAB, NARTB  
President..... Robert B. Chessman  
Gen., Sta. Mgr..... R. D. Holmes  
Program Director..... Mrs. Mary Ristola  
Commercial Manager..... Irving Steinbock  
Chief Engineer..... Jay Bruce Whitwell

## KVAS

### ASTORIA—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned..... Lower Columbus Bcstg. Co., Inc.  
Address..... 612 Commercial St.  
News Service..... UP  
Representative..... Moore, Holman  
Membership ..... NARTB  
Pres., Gen. Mgr..... A. L. Capstaff  
Station Mgr..... T. R. Williams  
Sales Prom. Mgr..... Chas. Dean  
Chief Engineer..... James Titus

## KBKR

### BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Inland Radio, Inc.  
Bus.Studio Address..... 3032 Auburn Ave.  
Phone: 140 Air Time: Full Time  
Station Rep..... Best, Moore & Lund  
Membership ..... NARTB  
Transcription Service ..... World  
Gen., Comm. Mgr..... Kenneth B. Lockwood  
Program Dir..... Kenneth Holden  
Chief Engineer..... Walter E. Stewart

## KBND

### BEND—1937—MBS-DON LEE-KBS

Frequency: 1110 Kc. Power: 1000 Watts  
Owned-Oper. By.... Central Oregon Bcstg. Co.  
Bus.-Studio Address..... Coble Bldg.  
Phone: 848 Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... W. S. Grant, Moore-Lund  
Membership ..... NARTB  
Pres., Gen., Sta. Mgr..... Frank H. Loggan  
Comm. Mgr..... Doug Gaines  
Pgm. Dir..... Kessler Cannon  
Chief Engineer..... Robert Dickinson

## KOOS

### COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... KOOS, Inc.  
Address..... 505 Hall Bldg.  
Phone: Congress 7-2121 Air Time: Full Time  
News Service ..... UP  
Representative ..... Moore-Lund  
Membership ..... RAB  
President..... Sheldon F. Sackett  
Comm. Mgr..... William Cook  
Station Manager..... Phil Waters  
Prog. Dir..... John Tasnady  
Chief Engineer..... Nate Olson

## KWRO

### COQUILLE—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... KWRO, Inc.  
Address ..... P. O. Box 396  
Phone: 3961 Air Time: Full Time  
News Service ..... UP  
Rep..... Moore-Lund, Continental, O'Connell  
Sect.-Treas..... W. E. Walsh  
General Manager..... Lynn C. Thomas  
Chief Engr..... Drew Walker



# KCOV

CORVALLIS—1954

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Midland Bcstg. Co.  
 Address...Corvallis Hotel, Second & Madison  
 News Service.....UP  
 Rep.....Everett-McKinney, Moore & Lund  
 Supervisor.....Lee Bishop  
 President.....Don McCormick  
 Manager.....Frank Flynn

# KRUL

CORVALLIS—1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pacific States Radio Co.  
 Address Trans. Lot.....1221 So. 15th St.  
 News Service.....AP  
 Representative.....McGillvra  
 Membership.....RAB  
 President.....Fred T. Haley  
 Gen., Comm. Mgr.....Douglas Setterberg  
 Sales Prom. Mgr.....Jack Gallant  
 Program Director.....Hal Wehmeier  
 Chief Engineer.....Steve Wade

# KOMB

COTTAGE GROVE—1953

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Orlo M. Bagley  
 Address.....P. O. Box 606  
 Phone: 1400.....Air Time: Full Time  
 News Service.....UP  
 Station Rep.....Continental  
 Manager.....Anthony Maucione

# KODL

THE DALLAS—1940—ABC

Frequency: 1440 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Western Radio Corp.  
 Phone: 2300.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Moore & Lund, Ayres  
 Pres., General Manager.....V. B. Kenworthy  
 Station Manager.....Paul E. Walden  
 Comm. Mgr.....Lawrence Beaudoin  
 Promotion Director.....Monte DeVon  
 Prog. Dir.....George Pence  
 Chief Engineer.....Bruce Elliott

# KASH

EUGENE—1947—ABC-KBS

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Air Ways, Inc.  
 Address.....P. O. Box 1600  
 Phone: 5-3357.....Air Time: Full Time  
 Rep. W. Coast Sls.....Donald Cooke  
 Pres., Gen. Mgr.....E. L. Kincaid  
 Commercial Manager.....Paul N. Plank  
 Program Director.....Laura Plank  
 Asst. Mgr., Pub. Dir.....Clare Mattingly  
 Chief Engineer.....Norville M. Packard

# KERG

EUGENE—1949—CBS

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Guard Pub. Co.  
 Address.....P. O. Box 506  
 Phone: 5-4304.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation....."Register-Guard"  
 Transcription Service.....Columbia Masterwks.  
 Representative.....Weed & Co.  
 Membership.....NARTB, RAB  
 President.....Alton F. Baker  
 Gen., Sta. Mgr.....L. W. Trommlitz  
 Commercial Manager.....Herb Michael  
 Publicity Director.....Jack Craig  
 Prom. Mgr.....Robert Fulton  
 Chief Engineer.....Calvert Applegate

# KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lane Bcstg. Co.  
 Business Address.....P. O. Box 1032  
 Phone: 4-4214.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Rep.....Everett-McKinney, Moore & Lund  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Lee Bishop  
 Commercial Mgr.....Virgil Parker  
 Sales Prom. Mgr.....Bob Davis  
 Program Director.....Harry Kirk  
 Chief Engineer.....Floyd Vikes

# KUGN

EUGENE—1946—NBC

Freq: 590 Kc.....Power: 1 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KUGN, Inc.  
 Business Address.....P. O. Box 112  
 Phone: 4-6216.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Meeker  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....C. O. Fisher  
 Commercial Manager.....E. W. Karl  
 Sls. Prom. Mgr., Pub. Dir.....Reg Roos  
 Chief Engineer.....George Hathaway

# KRWC

FOREST GROVE—1950

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Irving G. Schmidtke  
 Address.....Rt. 2, Box 59  
 Phone: Forest Grove 6091..Air Time: Daytime  
 Representative....Wm. Ayres, Moore & Lund  
 Transcription Service.....Standard  
 Pres., Gen. Mgr.....Irving V. Schmidtke  
 Commercial Mgr.....Clarence S. Sherman  
 Prog. Dir.....Jack L. White  
 Pub. Dir.....Robert Kingsley

# KUIN

GRANTS PASS—1939—MBS  
DON LEE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By..Southern Oregon Bcastg. Co.  
Business Address.....P. O. Box 148  
Phone.....GR 6-4477  
Transcription Service.....World  
Representative.....W. S. Grant  
Representative.....NARTB, RAB  
President.....A. E. Voorhies  
General Manager.....E. A. Malone  
Commercial Mgr.....M. K. Ball  
Program Director.....Dave Allen  
Chief Engineer.....N. L. Williams

# KRTV

HILLSBORO—1954

Frequency: 1360 Kc.....Power: 1000 Watts  
Representative.....Moore & Lund  
President.....Harold C. Singleton  
Chief Engineer.....Paul Alexander

# KIHR

HOOD RIVER—1950

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ore.-Wash. Bcstrs.  
Address.....P. O. Box 207  
Phone: 8561.....Air Time: Full Time  
News Service.....AP  
Transcription.....World  
Representative.....Moore-Lund  
Membership.....RAB  
President.....C. H. Fisher  
Sta. Mgr., Prog. Dir.....Don McCutcheon  
Comm. Mgr.....R. C. Weisenburger  
Chief Engineer.....Don I. Morris

# KFJI

KLAMATH FALLS—1923—MBS  
DON LEE

Frequency: 1150 Kc....Power: 5000 d., 1000 n.  
Owned-Oper. By.....KFJI Bcstrs., Inc.  
Address.....P. O. Box 692  
Phone: 22551.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....W. S. Grant, Moore-Lund  
Membership.....NARTB  
President.....W. D. Miller  
Station Mgr.....Alan K. Abner  
Program Dir.....Brad Cole  
Chief Eng.....W. Loerke

# KFLW

KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Herald Publ. Co.  
Address.....P. O. Box 941  
Phone Number.....8115

Air Time.....Full Time  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Everett-McKinney  
Membership.....NARTB, BAB  
President.....Frank Jenkins  
General Manager.....Bud Chandler  
Commercial Manager.....Aaron Boe  
Chief Engineer.....Bill Grimes

# KLBM

LA GRANDE—1928—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Inland Radio, Inc.  
Phone: 2201.....Air Time: Full Time  
Transcription Service.....Standard  
Representative.....Moore & Lund, Best  
Membership.....NARTB  
Gen., Comm. Manager.....Ken Lillard  
Program Director.....Judy Holman  
Chief Engineer.....Len Serdar

# KGAL

LEBANON—1950—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Linn County Bcstrs., Inc.  
Address.....P. O. Box 341  
Phone: 8631.....Air Time: Full Time  
News Service.....AP  
Station Rep.....Holman  
Transcription Service.....Langworth, SESAC  
President.....W. Gordon Allen  
General Manager.....John Truhan  
Commercial Manager.....Don Wellman  
Program Director.....Nate Bridges  
Chief Engineer.....Danny Bridges

# KMCM

McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Yamhill Bcstrs.  
Address.....P. O. Box 207  
Phone: 3811.....Air Time: Full Time  
Newspaper Affil.....Daily News-Register  
Transcription Service.....World  
Station Rep.....Continental  
News Service.....AP  
President.....Jack B. Bladine  
Gen., Comm. Mgr.....Glasco Branson  
Program Director.....Leslie Cunningham  
Chief Engineer.....Jack Adkins

# KBOY

MEDFORD—1954

Frequency: 730 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....K-Boy Bcstrs.  
Address.....P. O. Box 1109  
Phone.....3-5355  
Partner, Gen. Mgr., Prog. Dir....C. E. Wilson  
Partner.....P. D. Jackson  
Prtn., Comm. Mgr., Chief Eng...W. H. Hansen

# K M E D

**MEDFORD—1922—NBC**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Radio Medford, Inc.  
 Address..... P. O. Box 1306  
 Phone: 2-4000..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Station Representative..... Meeker Assoc.  
 Membership..... NARTB  
 President..... Vern Robinson  
 General Sta. Mgr..... Ray Johnson  
 Commercial Mgr..... Tom Tubbs  
 Publicity Director..... Norm Oberst  
 Program Director..... Russ Jamison  
 Chief Engineer..... Don Smith

# K Y J C

**MEDFORD—1947—ABC-CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By .. Medford Printing Co.  
 Trans. Address..... 27 North Fir St.  
 Phone: 2-5277..... Air Time: Full Time  
 News Service..... UP  
 Newspaper Affiliation..... Mail Tribune  
 Representative..... Grant  
 Transcription Service..... Lang-Worth  
 Membership..... NARTB  
 President..... Robert W. Ruhl  
 Gen., Sta., Prom. Mgr..... Jimmy Dunlevy  
 Comm., Mgr..... Tom MacLeod  
 Program Director..... John Ahern  
 Chief Engineer..... Dick Woods

# K N P T

**NEWPORT—1948**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Yaquina Radio, Inc.  
 Business Address..... 1940 N. Coast H'way  
 News Service..... AP  
 Rep..... Ayres, Moore & Lund, Continental  
 Pres., Gen. Mgr..... Tom R. Becker  
 Comm. Mgr., Prog. Dir..... Bob Eubanks  
 Sales Prom. Mgr..... Helen Wade

# K F I R

**NORTH BEND—1951—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By..... Bay Bcstg. Co.  
 Address..... Box 905  
 Phone: SK 9-7351..... Air Time: Full Time  
 News Service..... AP  
 Representative..... W. S. Grant, Keating  
 Owner, Gen. Mgr..... Josephine Edwards  
 Station Manager..... Glenn Nickell  
 Comm. Manager..... William Jones  
 Sales Prom. Mgr..... Charles Lee  
 Chief Engineer..... Arthur Schuldt

# K S R V

**ONTARIO—1946—KBS**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Operated By..... Inland Radio, Inc.

Address..... Box 540  
 Phone: 212..... Air Time: Full Time  
 News Service..... UP  
 Rep..... Pac. Northwest, Moore-Lund, Best  
 Transcription Service..... Standard  
 Tran. Ser..... Standard, Langworth  
 General Manager..... Gordon L. Capps  
 Asst. Manager..... Charles E. Harland  
 Commercial Manager..... Robert Humphreys  
 Program Director..... Rodrick Walter  
 Chief Engineer..... Geoffrey Gass

# K G O N

**OREGON CITY—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Clackamas Bcstrs.  
 Business Address..... Box 391  
 Phone: OR 5249..... Air Time: Full Time  
 News Service..... UP  
 Trans. Ser..... World, Associated, Standard  
 Rep..... Robt. Meeker, Moore-Lund, Paschall  
 Membership..... NARTB, RAB  
 President..... Dr. John H. Fitzgibbon  
 Comm., Prom., Gen. Mgr..... Irwin S. Adams  
 Program Director..... Sonora B. Hoffman  
 Chief Engineer..... Edward G. Saxe

# K W R C

**PENDLETON—1941—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... Western Radio Corp.  
 Business Address..... P. O. Box 178  
 News Service..... UP  
 Trans. Ser..... Thesaurus  
 Station Rep..... Moore & Lund  
 Pres., Gen. Mgr..... V. B. Kenworthy  
 Station Manager..... Ted A. Smith  
 Commercial Mgr..... John Webb  
 Program Director..... John F. Cameron  
 Chief Engineer..... Douglas Whipple

# K E X

**PORTLAND—1926—ABC**

Frequency: 1190 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Westinghouse Radio  
 Address..... 1230 SW Main St.  
 Phone: CApital 1881..... Air Time: Full Time  
 News Service..... UP, INS  
 Transcription Service..... Associated  
 Membership..... RAB  
 Station Representative..... Free & Peters Inc.  
 President..... Chris Witting  
 General Manager..... Joseph E. Baudino  
 Station Manager..... J. B. Conley  
 Commercial Manager..... R. E. Rudolph  
 Sales Promotion Manager..... Charles L. Burrow  
 Program Director..... Mel Bailey  
 Chief Engineer..... Jack Erwin

# K G W

**PORTLAND—1922—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper..... Pioneer Bcstrs, Inc.  
 Bus-Studio Address..... 1320 S.W. Broadway  
 Phone: BEacon 6364..... Air Time: Full Time



News Service.....AP, INS  
 Representative.....Edward Petry  
 Membership.....NARTB, RAB  
 Transcription.....SESAC  
 President.....George Orput  
 Gen., Sta. Mgr.....James A. Mount  
 Asst. Mgr.....T. D. Rishworth  
 Comm. Mgr.....R. H. Prigmore  
 Prog., Pub. Dir.....Robert E. Franklin  
 Chief Engineer.....Earl E. Petersen

**K O I N**

**PORTLAND—1925—CBS**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned.....Mt. Hood Radio-TV Bestag, Corp.  
 Business Address.....P. O. Box 1031  
 Phone: ATwater 3333.....Air Time: Full Time  
 News Service.....AP, INS, UP  
 Transcription Service.....World, Standard  
 Representative.....CBS, Spot & Sls.  
 Membership.....NARTB, RAB  
 President.....Ted Gamble  
 Gen. Mgr.....Harry H. Buckendahl  
 Promotion Director.....George Wann  
 Program Manager.....Willard Mears  
 Nat'l Adv. Mgr.....J. L. Palmer  
 Dir. of Engineering.....Louis S. Bookwalter

**K P A M**

**PORTLAND—1951**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Bcstrs, Oregon Ltd.  
 Address.....P. O. Box 1230  
 Phone: ATwater 0106.....Air Time: Daytime  
 News Service.....AP  
 Membership.....NARTB  
 Trans. Serv.....Associated, World, SESAC  
 Pres., Sta., Gen. Mgr.....Stanley M. Goard  
 Program Director.....Douglas Ducklow  
 Comm. Manager.....Deal O. Wilkins  
 Sales, Prom. Mgr.....Jack Hampton  
 Publicity Director.....Jim McGuire  
 Chief Engineer.....Charles K. Dickson

**K P D Q**

**PORTLAND—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.  
 Phone: CA 9209.....Air Time: Daytime  
 News Service.....AP  
 Membership.....RAB  
 Pres., Gen. Mgr.....Jack W. Davis  
 Program Director....."Wink" Guthrie  
 Chief Engineer.....Bob Beattie

**K P O J**

**PORTLAND—1932—MBS—DON LEE**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KPOL, Inc.  
 Phone: Broadway 3484.....Air Time: Full Time  
 Studio Address.....1019 S.W. 10th  
 News Service.....UP  
 Newspaper Affiliation.....Oregon Journal  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 President.....Wm. W. Knight

General-Station Manager.....R. M. Brown  
 Commercial Manager.....Robert C. La Bonte  
 Program Director.....Jack Moys  
 Chief Engineer.....Richard R. Pooley

**K W J J**

**PORTLAND—1925**

Frequency: 1080 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Rodney F. Johnson  
 Bus.-Studio Address.....1011 S.W. 6th Ave.  
 Phone: ATwater 4393.....Air Time: Full Time  
 News Service.....INS  
 Representative.....Burn-Smith, McGawen, Young  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Rod F. Johnson  
 Comm. Mgr.....Ben T. Crosby  
 Sales Prom. Mgr.....Charles A. Larsen  
 Prog. Dir.....Jerry Speerstra  
 Chief Engineer.....Les Windes

**K X L**

**PORTLAND—1926**

Frequency: 750 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....KXL Bcstrs.  
 Business-Studio Address.....Box 5886  
 Phone: EV 1-6558.....Air Time: Daytime  
 News Service.....UP, AP  
 Transcription Service.....Associated  
 Rep., Walker, Pacific Northwest, Moore & Lund  
 Pres., Gen., Comm. Mgr.....H. S. Jacobson  
 Program Director.....Ric Thomas  
 Chief Engineer.....Len Garrett

**K R C O**

**PRINEVILLE—1950**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Central Oregon  
 Address.....P. O. Box 188  
 Phone: 6-239.....Air Time: Full Time  
 Membership.....RAB  
 Trans. Serv.....Thesaurus  
 Representative.....Best, Moore & Lund  
 News Service.....UP  
 Pres., Gen. Mgr.....Norbert A. Miksche  
 Program Manager.....Elsie Stover  
 Comm. Mgr., Chief Engr.....C. R. Matheny  
 Chief Eng.....Gene Johnschick

**K J U N**

**REDMOND—1952—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Juniper Bcstrs., Inc.  
 Address.....P. O. Box 1240  
 Representative.....McGillvra  
 News Service.....UP  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....F. G. Lieser  
 Bus., Prog. Dir.....Patricia Riggs  
 Chief Engr.....Gene Johnschick

**K R N R**

**ROSEBURG—1935—CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....News Review Co.

Address.....134 N. Jackson  
 Phone: 3-5551.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Newspaper Affiliation.....News Review Co.  
 Representatives.....Moore & Lund, Grant  
 Membership.....NARTB, RAB  
 President.....Frank Jenkins  
 Gen., Sta. Mgr.....Leroy Hiatt  
 Commercial Mgr.....Warren Ward  
 Program Director.....Lyle Fenner  
 Chief Engineer.....Max Dick

### K R X L

ROSEBURG—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Umpqua Bcstrs., Inc.  
 Address.....P. O. Box 847  
 Phone: OR 3-4464.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....World, Lang-Worth  
 Station Rep.....Regional Rep., Cox  
 Membership.....NARTB  
 President.....Donn Radabaugh  
 Sta., Comm., Gen. Mgr.....Iris Rice Helliwell  
 Program Director.....Del McKay  
 Publicity Director.....Carol Kerr  
 Chief Engineer.....Leo Reetz

### K G A E

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KGAE, Inc.  
 Address.....Box 768  
 Phone: 4-1430.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Holman  
 President.....W. Gordon Allen  
 General Manager.....Earle Headrick  
 Program Director.....Jean McLean  
 Comm. Manager.....Robt. Morse  
 Chief Engineer.....John Truhan

### K O C O

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Loring Schmidt

Address Trans. Loca. ....1426 Edgewater St.  
 Phone: 3-3108.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard, Associated  
 Representative.....William G. Rambeau  
 Gen. Mgr.....Loring Schmidt  
 Program Director.....Carl Ritchie  
 Commercial Manager.....Seth Smith  
 Chief Engineer.....Bruce Fountain

### K S L M

SALEM—1934—MBS—DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....P. O. Box 631  
 Phone: 3-4831.....Air Time: Full Time  
 Representative.....Everett, McKinney  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....RAB  
 President, Gen. Mgr.....Glenn McCormick  
 Comm., Sta. Mgr.....Dave Hoss  
 Sales Prom., Mer.....Bill Ross  
 Prog., & Publicity Director.....Herb Johnston  
 Chief Engineer.....Clyde Carlton

### K R G A

SPRINGFIELD—1954

Frequency: 1050 Kc.....Power: 1 Kw.  
 Owned.....W. Gordon Allen  
 Address.....P. O. Box 696  
 Air Time.....Daytime  
 News Service.....UP  
 Station Rep.....Hal Holman  
 President.....W. Gordon Allen  
 V.P., Gen. Mgr.....Glen M. Stadler

### K T I L

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tillamook Bcstg. Co., Inc.  
 Business Address.....Box 1590  
 Phone: Victor 2-4422.....Air Time: Full Time  
 News Service.....UP  
 Rep.....Continental, Ayres, Moore & Lund  
 President.....F. H. Guyton  
 Manager.....Tom Hoover  
 Chief Engineer.....Larry Bruner

THOSE WHO KNOW FAMOUS BRANDS . . .  
 KNOW THE MOST FAMOUS BRAND IN NEWS IS



# PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — Families 3,095,000  
Radio Homes 2,985,000 — TV Homes 2,537,000 — Stations in State 124

## W A E B

ALLENTOWN—1948

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By: WAEB, Inc.  
Address: 7th & Hamilton Sts.  
Phone: HE. 4-9364. Air Time: Full Time  
News Service UP  
Representative Radio-Rep.  
President Howard Wasserman  
General Mgr. P. Robert Ackley  
Program Dir. John Mraz  
Chief Engineer William Gottshall

## W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned. Allentown Bcsig, Corp.  
Address: Colorado & Poplar Sts.  
Phone: HE. 4-4801. Air Time: Full Time  
News Service UP  
Transcription Service RCA, Thesaurus  
Representative Raymer  
Membership NARTB  
President Charles G. Helwig  
Station Mgr. James G. Chambers  
Comm. Sales Prom. Mgr. Alfred F. Wilcox  
Program Dir. James F. Chambers  
Publicity Dir. Paul Mitchell  
Chief Engineer Gerald B. Werst

## W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts  
Operated By: WKAP, Inc.  
Bus-Studio Address: P. O. Box 689  
Phone: Hemlock 3-3166. Air Time: Full Time  
News Service AP  
Transcription Service Associated  
Representative Weed  
President N. Joe Rahall  
Sta., Gen. Mgr. O. R. Davies  
Prog. Dir. Marshall S. Cleaver  
Chief Engineer C. Frank Cordaro

## W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By: Lehigh Valley Bcsig. Co.  
Bus-Studio Address: 39-41 N. Tenth St.  
Phone: Hemlock 4-9511. Air Time: Full Time  
News Service AP  
Transcription Service World  
Representative Headley Reed  
Membership NARTB, RAB  
General Manager B. Bryan Musselman  
Sta., Comm. Mgr. Olivia M. Barnes  
Dir. of Programs George Y. Snyder  
Chief Engineer Revel H. Musselman

## W F B G

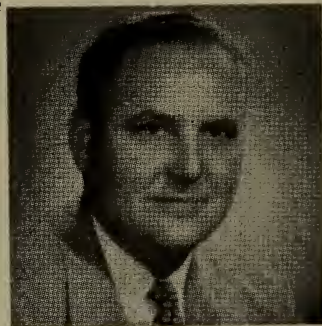
ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Gable Bcsig. Co.  
Address: 1320 11th Ave.  
Phone: 6467. Air Time: Full Time  
News Service AP  
Transcription Service World  
Representative H-R Reps., Inc.  
Membership NARTB  
President George P. Gable  
General Manager John M. Snyder  
Sta., Sales Prom. Mgr. James R. Gates  
Chief Engineer George Burgoon

## W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Thompson Bcsig. Co.  
Address: 1421 12th Ave.  
Phone: 6646. Air Time: Full Time  
News Service UP  
Transcription Service Associated  
Representative Robert Meeker  
Membership NARTB



## W H O L

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation. The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1953 amounted to more than five hundred million dollars and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you. Together with WHOL, WAZL, WHLM, WIDE and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHARLES G. HELWIG, Esq.

President

Rep. Paul H. Raymer Co.

Pres., Gen. Mgr. . . . . Roy T. Thompson  
 Sta. Comm., Prom. Mgr. . . . . William Clear  
 Program Director . . . . . Dorothy M. Thompson  
 Publicity Director . . . . . Marge Griffith  
 Chief Engineer . . . . . John Grimm

**W V A M**

**ALTOONA—1948—CBS**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . General Bcstg. Corp.  
 Address . . . . . 2727 W. Albert Dr.  
 Phone: 8127 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Transcription Service . . . . . Standard  
 Representative . . . . . Weed & Co.  
 President . . . . . Emanuel S. Leopold  
 Gen., Prom. Manager . . . . . Will Ketner  
 Comm. Manager . . . . . Will Union  
 Chief Engineer . . . . . Dominic Legge

**W A V L**

**APOLLO—1947**

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Oper. By . . . . . Tri-Borough Bcstg. Co.  
 Address . . . . . Press & Radio Bldg.  
 Phone: 72-3921 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Trans. Ser. . . . . SESAC, Cole, Lang-Worth  
 General Manager . . . . . Cecil F. Clifton  
 Business Manager . . . . . A. J. West  
 Program Director . . . . . Silas West  
 Chief Engineer . . . . . H. E. Smith

**W N C C**

**BARNSBORO—1950—KBS**

Frequency 950 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . No. Cambria Bcstrs.  
 Address . . . . . Maple Ave.  
 Transcription Service . . . . . Thesaurus, World  
 News Service . . . . . UP  
 Membership . . . . . RAB  
 Pres. . . . . Harris G. Breth  
 General Manager . . . . . W. J. Thomas  
 Program Director . . . . . William R. Raihall  
 Chief Engineer . . . . . Dyle Miller

**W B V P**

**BEAVER FALLS—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WBVP, Inc.  
 Business-Studio Address . . . . . 1216 Seventh Ave.  
 Phone Number . . . . . 4100  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Frank R. Smith, Jr.  
 Commercial Mgr. . . . . Thomas B. Price  
 Program Director . . . . . Charles H. Wilson  
 Pub. Dir. . . . . Jean E. Biggard  
 Chief Engineer . . . . . Robert Ramsey

**W G P A**

**BETHLEHEM—1946**

Frequency: 1100 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . The Bethlehems' Globe

Bus-Studio Address . . . . . 428 Brodhead Ave.  
 Phone: University 6-8074 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Newspaper Affil . . . . . Bethlehem Globe Times  
 Transcription Service . . . . . Capitol, Thesaurus  
 Membership . . . . . NARTB  
 President . . . . . Rolland L. Adams  
 General Manager . . . . . Ellis Service  
 Station Manager . . . . . Arthur C. McCracken  
 Comm. Sales Prom. Mgr. . . . . Frank Collie  
 Prog. Dir. . . . . Stefan George  
 Pub. Dir. . . . . Frank Collie  
 Chief Engineer . . . . . Edwin L. Rybak

**W C N R**


**BLOOMSBURG—1946**

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . The Columbia-Montour  
 Bcstg. Corp.  
 Bus-Studio Address . . . . . 38 W. Main St.  
 Phone: 1700 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Trans. Ser. . . . . Associated  
 Membership . . . . . NARTB  
 Gen. Mgr. . . . . Ed Darlington  
 Chief Engineer . . . . . Robert Fulton

**W H L M**

**BLOOMSBURG—1948**

Frequency: 550 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Harry L. Magee  
 Address . . . . . 107 W. Main St.  
 Phone: 1800-1 . . . . . Air Time: Full Time



**WHLM**  
**BLOOMSBURG, PA.**

WHLM has big news . . . announcing that they are now a full time operation, gaining 20,000 potential new listeners; completely new studios and a brand new RCA transmitter. WHLM has a continuous merchandising program, and their coverage is directed along the banks of the Susquehanna River, the center of population for eastern and central Pennsylvania. Add all this together and you get a pretty fair idea of why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM." Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

Together with WHLM, WAZL, WHOL, WIDE and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

**HARRY L. MAGEE**  
 Owner and Operator  
 Rep. Paul H. Raymer Co.

News Service ..... AP, UP  
 Transcription Service..... Lang-Worth, World  
 Representative ..... Raymer  
 Membership ..... NARTB  
 President..... Harry L. Magee  
 Gen., Sta. Mgr..... Robert R. Williams  
 Commercial Mgr..... Pat Campbell  
 Sales Prom. Mgr..... Ray Calabrese  
 Program Dir..... Anthony Perry  
 Publicity Dir..... Patsy O'Brien  
 Chief Engineer..... Anthony Hogg

**W L O A**

**BRADDOCK—1947**

Frequency: 1550 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Matta Bcstg. Co.  
 Business-Studio Address...1233 Braddock Ave.  
 Phone: Electric 1-1100.....Air Time: Daytime  
 News Service ..... UP  
 President.....William G. Matta  
 Commercial Manager.....George Matta  
 Chief Engineer.....Elmer L. Heess

**W E S B**

**BRADFORD—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WESB  
 Business Address.....43 Main St.  
 Phone: 3173.....Air Time: Full Time  
 News Service ..... AP  
 Transcription Service.....Thesaurus RCA  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 Gen. Mgr., Sls. Prom., Pub. Dir., J. M. Cleary  
 Commercial Manager...Frederick P. Tascone  
 Program Dir.....Lloyd P. Gordon  
 Publicity Dir.....Frederick P. Tascone  
 Chief Engineer.....Dean Merry

**W B U T**

**BUTLER—1949**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Operated By.....WBUT, Inc.  
 Address ..... Mcquistion Rd.  
 Phone: 75-778.....Air Time: Daytime  
 News Service ..... AP  
 Station Representative..... Gill-Perna, Inc.  
 President.....J. Patrick Beacom  
 Gen. & Sta. Mgr.....Gerald D. Coleman

**W I S R**

**BUTLER—1941**

Frequency: 680 Kc.....Power: 250 Watts d.  
 Owned-Oper. By ..The Butler Bcstg. Co., Inc.  
 Business-Studio Address.....357 N. Main St.  
 Phone: Butler 7-4701.....Air Time: Daytime  
 Membership ..... PAB  
 News Service ..... UP  
 President.....Joel W. Rosenblum  
 General Manager.....Robert Kaufman  
 Comm. Manager.....Harry W. Critchlow  
 Program Director.....Warren Ihlenfeld  
 Chief Engineer.....Paul Rex

**W C D L**

**CARBONDALE—1950—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By Carbondale Bdcsg., Co., Inc.  
 Address.....127 Salem Rd.  
 Phone: Carbon 1230.....Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Dona'd Cooke, Inc.  
 President ..... William H. Ware  
 General Manager..... Robert G. Adams  
 Comm. Manager..... Phil E. Ladd  
 Prog. Director.....Edward J. Hughes  
 Chief Engineer.....Walter F. Rude

**W H Y L**

**CARLISLE—1952—KBS**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Richard Field Lewis, Jr.  
 Business Address.....Holly Pike  
 News Service ..... UP  
 Membership ..... NARTB  
 President.....Richard F. Lewis, Jr.  
 Gen., Sta., Comm. Mgr.....Winslow T. Porter  
 Prog. Dir.....C. H. Morse  
 Chief Engineer.....Jack Simmons

**W C H A**

**CHAMBERSBURG—1946**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Chambersburg Bcstg. Co.  
 Bus.-Studio Address.....Craft Press Bldg.  
 News Service ..... AP  
 Transcription Service.....Thesaurus, Standard  
 Representative ..... Forjoe  
 General Manager.....John S. Booth  
 Sta., Comm. Mgr.....Earl P. Strine  
 Chief Engineer.....James McCurdy

**W E S A**

**CHARLEROI—1947—KBS**

Frequency: 940 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Monongahela Valley Bcstg.  
 Address ..... Box 584  
 Phone: Hudson 3-6551.....Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 President.....Dr. A. S. Sickman  
 Gen. Mgr.....C. R. Duva'l  
 Program Dir.....George Gailey  
 Chief Engineer.....Sylvio Gartolo

**W D R F**

**CHESTER—1947**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Eastern Bcstg. Co., Inc.  
 Business Address.....3500 Edgmtown Ave.  
 News Service ..... UP  
 General Manager.....Howard C. Weiss  
 Commercial Manager.....Cy Swingle  
 Chief Engineer.....Harry Simington

# WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Operated By James M. Tisdale  
Bus.-Studio Address Wolf Bldg., Market Sq.  
Phone: Chester 2-8861 Air Time: Daytime  
News Service UP  
Station Rep. Webb  
Pres., Gen. Mgr., Chief Eng. James M. Tisdale  
Program Director Robert A. Hibbert, Jr.

# WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By Clearfield Bdcsters, Inc.  
Address 215 Church St.  
Phone 5-5541  
Newspaper Affiliation Clearfield Progress  
News Service UP  
Transcription Service Thesaurus, Lang-Worth  
Membership NARTB  
President W. K. Ulerich  
General Manager W. J. Thomas  
Sta., Comm. Mgr. Joseph Milsop  
Program Director Margaret Nemeth  
Chief Engineer Lewellyn Duck

# WCOJ

COATESVILLE—1949—QUAKER

Freq: 1420 Kc. Power: 5 Kw. d., 5 Kw. n.  
Owned-Oper. By Chester Co. Bcstg. Co.  
Address 809 E. Lincoln H'way  
Phone Number 2100  
Transcription Service SESAC  
News Service UP  
Membership NARTB  
President Louis N. Seltzer  
General Manager William S. Halpern  
Comm., Prom. Mgr. Donald Kimes  
Chief Engineer Louis N. Seltzer

# WCVI

CONNELLSVILLE—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Connellsville Bcstrs., Inc.  
Bus.-Studio Address 126 W. Crawford Ave.  
Phone Number Connellsville 2700  
News Service UP  
Membership RAB  
Trans. Service Thesaurus  
President Cam T. Troilo, M.D.  
Gen., Sta. Mgr. Jack Craddock  
Program Director Joseph Speeney  
Chief Engineer Robert Ray

# WOTR

CORRY—1954

Frequency: 1370 Kc. Power: 500 Watts  
Air Time Daytime  
Owned-Oper. by Olivia T. Rennekamp

# WFRM

COUDERSPORT—1953

Frequency: 600 Kc. Power: 500 Watts d.  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 9 N. Main St.  
Phone: 611 Air Time: Daytime  
News Service AP  
Trans. Service World, SESAC  
President C. H. Simpson  
Vice-Pres., Gen. Mgr. John A. Fay  
Prog. Dir. C. F. Robison  
Commercial Mgr. James F. Ponder  
Chief Engineer F. K. Reed

# WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Operated By Charles M. Meredith  
Business-Studio Address Hart Bldg.  
Transcription Service World  
Membership NARTB, RAB  
Representative Indie Sales, Inc.  
President Charles M. Meredith  
Gen., Comm. Mgr. William A. Lynch  
Program Director Robert Fretz  
Chief Engineer P. Robert Wright

# WCED

DUBOIS—1941—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Tri-County Bcstg. Co.  
Business-Studio Address 80 N. Park Pl.  
Transcription Service SESAC  
Representative McGillvra  
President Harold Gray  
General Mgr. Jason S. Gray  
Comm., Sta. Mgr. George Williams  
Program Director Ken Johnson  
Chief Engineer Burrell Morris

# WEST

EASTON—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Associated Bcstrs., Inc.  
Bus.-Studio Address 516 Northampton St.  
Transcription Service World  
Representative Robert Meeker  
Membership NARTB, RAB  
Station Exec. Clair R. McCollough  
Station Manager Theodore W. Pierce  
General Sales Manager J. Robert Gulick  
Program Director Eugene Bethman  
Technical Director J. E. Mathiot

# WEMR

EMPORIUM—1954—KBS

Frequency: 1340 Kc. Power: 5000 Watts  
Owned-Oper. By Kenneth E. Rennekamp  
Address 513-15 Berger Bldg., Pittsburgh  
Phone Atlantic 1-1365  
President Kenneth E. Rennekamp  
Gen., Commercial Mgr. Curt Doelicke  
Prog. Director O. T. Rennekamp  
Chief Engineer Calvin Custer

# WERC

ERIE—1941—ABC

Frequency: 1260 Kc. Power: 5 Kw.  
 Owned by.....Presque Isle Bcstg. Co.  
 Address.....121 West 10th St.  
 Phone: 4-6367. Air Time: Full Time  
 News Service.....UP  
 Station Representative.....Weed  
 President.....Jacob A. Young  
 Gen. Mgr.....Arthur M. Ingram  
 Comm. Mgr.....Robert Yochim  
 Program Dir.....J. Jacob Young  
 Chief Engineer.....Kenneth L. Hestor

# WIKK

ERIE—1949—ABC, NBC

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Community Service Bcstg.  
 Bus. Studio Address.....3514 State St.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 President.....Edward Lamb  
 Sta. & Comm. Mgr.....Charles R. Kinney  
 Promotion Director.....Jack Shumaker  
 Program Director.....Charles R. Kinney  
 Chief Engineer.....Ken Husband

# WJET

ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Jet Bcstg. Co.  
 Address.....18th & Ash St.  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Myron Jones  
 Commercial Manager.....Lou Skelly  
 Chief Engineer.....William Fleckenstein

# WLEU

ERIE—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Commodore Perry Bcstg. Ser. Inc.  
 Address.....212 Commerce Bldg.  
 Phone: 22-129, 23-327. Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Rambeau  
 Membership.....RAB  
 President.....Owne K. Murphy  
 General Manager.....Philip B. Hirsch  
 Commercial Mgr.....James D. Brownyard  
 Program Director.....Robert Eaton  
 Chief Engineer.....William P. Sebenick

# WFAR

FARRELL

Frequency: 1470 Kc. Power: 500 Watts  
 Owned-Oper. By.....Sanford A. Schafitz  
 Address.....Hoelzle Rd.  
 Representative.....Clark  
 President, Gen. Mgr.....Sanford A. Schafitz  
 Commercial Mgr.....Leonard J. Schafitz

# WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Times & News Pub. Co.  
 Address.....P. O. Box 28  
 Phone: 850. Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, RAB  
 Gen., Comm. Mgr.....P. H. Cunningham  
 Program Director.....Edwin L. Shoop, Jr.  
 Chief Engineer.....Lester Blair

# WHJB

GREENSBURG—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.  
 Owned.....Pittsburgh Radio Supply House  
 Business-Studio Address...128 N. Penn Ave.  
 Phone: Greensburg 3740. Air Time: Full Time  
 News Service.....UP  
 Membership.....NARTB  
 President.....H. Kenneth Brennen  
 Prog. Mgr.....Glenn Grayson  
 Chief Engineer.....L. L. Allen

# WHVR

HANOVER—1949—MBS

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By.....Radio Hanover, Inc.

# WERC

ERIE PENNSYLVANIA'S  
 LEADING REGIONAL STATION  
 GIVES YOU OUTSTANDING  
 MERCHANDISING

Pluses



5000 WATTS  
 1260 KC

BUS CARDS  
 TAXI POSTERS  
 DIRECT MAIL  
 POINT OF SALE  
 POSTERS  
 THEATER SCREEN  
 PROMOTION

Represented by  
**WEED & CO.**

Address ..... Hanover Rd.  
 Phone: 3831 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Pres., Sta. Gen. Mgr. .... John D. Bare  
 Comm. & Asst. Mgr. .... Murray L. Goldsborough  
 Program Director ..... Ned Rutledge  
 Publicity Director ..... Ed John  
 Chief Engineer ..... Phillip Rohrbaugh

News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Weed  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Herbert Kendrick  
 Station Manager ..... Jack Hooper  
 Comm. Mgr. .... Ralph Hartman  
 Pub. Dir. .... Jack Hooper  
 Chief Engineer ..... William Kuntz

# WCMB

HARRISBURG—1948—MBS

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rossmoyne Corp.  
 Business-Studio Address ..... 228 Court St.  
 Phone: 4-3005 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Donald Cooke, Inc.  
 Membership ..... NARTB  
 President ..... Edgar T. Shepard, Jr.  
 General Manager ..... Ed K. Smith  
 Program Director ..... Ed. Gonzales  
 Chief Engineer ..... J. Howard Bair

# WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WHP, Inc.  
 Business-Studio Address ..... 216 Locust St.  
 Phone: 4-3211 ..... Air Time: Full Time  
 Representative ..... The Bolling Co.  
 Membership ..... NARTB  
 Gen.-Comm. Mgr. .... A. K. Redmond  
 Sales Prom. Mgr. .... Beatrice Potteliger  
 Program Director ..... Dick Redmond  
 Publicity Dir. .... John Price  
 Chief Engineer ..... E. Daniel Leibensperger

# WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Kendrick Bcstg. Co., Inc.  
 Bus.-Studio-Trans. Address ..... 112 Market St.  
 Phone: 4-4988 ..... Air Time: Full Time

# WKBO

HARRISBURG—1922—NBC

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Keystone Bcstg. Corp.  
 Bus.-Studio Address ..... 31 N. Second St.

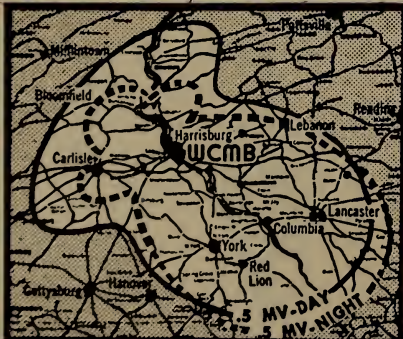
# WCMB

means BUSINESS in HARRISBURG

**POWER** 5000 watts day and night covers the ENTIRE Harrisburg Market.

**PROGRAMS** Top News, Sports, Local and MBS Features.

**PROMOTION** Window displays, bus cards, theater screens, etc.



MUTUAL FOR HARRISBURG 5000 WATTS 24 HOURS DAILY

# WCMB-TV

Channel 27

Harrisburg's LOWEST CHANNEL, HIGHEST POWER, gives you Harrisburg's BEST COVERAGE.

Definitely your best buy on Cost Per 1000 basis. INVESTIGATE!

SEE FOR JOE

# WCMB-TV HARRISBURG



**News Service** .....UP  
**Transcription Service** .....World  
**Representative** .....Robert Meeker  
**Membership** .....NARTB, RAB  
**Station Executive** .....Clair R. McCollough  
**Station Manager** .....Henry M. Traugh  
**Natl. Sales Mgr.** .....J. Robert Gulick  
**Program Director** .....Seibert D. Eberly  
**Technical Director** .....J. E. Mathiot

**WAZL**

**HAZLETON—1932—NBC-MBS**

**Frequency:** 1490 Kc. ....Power: 250 Watts  
**Owned-Operated By** .....Hazleton Bcstg. Co.  
**Address** .....708 Hazleton Natl. Bank Bldg.  
**Phone:** GL 4-3531-32. ....Air Time: Full Time  
**News Service** .....AP  
**Transcription Service** .....World  
**Representative** .....Raul H. Raymer, Co.  
**Membership** .....NARTB  
**Pres., Gen., Mgr.** .....Victor C. Diehm  
**Station Mgr.** .....Kathryn E. Kahler  
**Sales Prom. Mgr.** .....Robert J. Sacco  
**Comm. Mgr.** .....Thomas A. Tito  
**Program Director** .....Bill Graham  
**Publicity Dir.** .....Paul Cerula  
**Chief Engineer** .....Elwood Tito

**WHOD**

**HOMESTEAD—1948**

**Frequency:** 860 Kc. ....Power: 250 Watts d.  
**Owned-Operated By** .....Steel City Bcstg. Corp.  
**Bus. Studio Address** .....105 E. Eighth Ave.  
**Phone:** HO 1-0172. ....Air Time: Daytime  
**News Service** .....UP  
**Representative** .....For Joe  
**President** .....Anthony S. Drtale  
**Comm., Prom., Prog. Sta. Mgr.** .....Leonard Walk  
**Chief Engineer** .....James Herbert

**WHUN**

**HUNTINGDON—1947—KBS**

**Frequency:** 1150 Kc. ....Power: 1000 Watts  
**Owned-Oper. By** .....Joseph F. Biddle Publ. Co.  
**Bus. Studio Address** .....400 Washington St.  
**Phone:** 1291. ....Air Time: Daytime  
**Newspaper Affiliation** .....“Daily News”  
**News Service** .....UP  
**Trans. Ser.** .....SESAC, Lang-Worth  
**President** .....John H. Biddle  
**General Manager** .....William E. Germann  
**Chief Engineer** .....Ernest A. Craig

**WDAD**

**INDIANA—1945—CBS-KBS**

**Frequency:** 1450 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....WDAD Inc.  
**Address** .....673 Philadelphia St.  
**Phone:** 5-5511. ....Air Time: Full Time  
**News Service** .....UP  
**Trans. Ser.** .....World  
**President** .....W. K. Ulerich  
**General Manager** .....W. J. Thomas  
**Commercial Mgr.** .....Jonas Termin  
**Chief Engineer** .....Stanley Graziadio

**WARD**

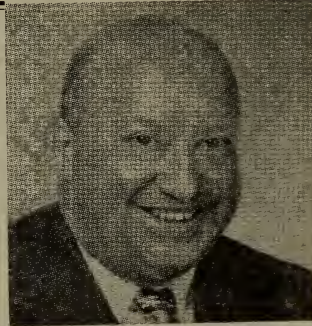
**JOHNSTOWN—1946—CBS**

**Frequency:** 1490 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....Central Bcstg. Co., Inc.  
**Business-Studio Address** .....Porch Bldg.  
**Phone:** 81-216. ....Air Time: Full Time  
**News Service** .....UP  
**Transcription Service** .....World  
**Membership** .....NARTB  
**Representative** .....Weed  
**President** .....Paul Short  
**General Manager** .....Robert R. Nelson  
**Station Manager** .....Steward W. Phillips  
**Comm. Manager** .....Joseph E. Cavanaugh  
**Publicity Director** .....James Malloy  
**Chief Engineer** .....Millard C. Coleman

**WCRO**

**JOHNSTOWN—1947—ABC-MBS**

**Frequency:** 1230 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....Century Bcstg. Corp.  
**Bus. Studio Address** .....Fort Stanwix Hotel  
**Phone:** 9-1187. ....Air Time: Full Time  
**News Service** .....INS  
**Representative** .....Radio-TV Reps  
**President** .....John J. Keel  
**General Manager** .....John Pallottini  
**Prog. Dir.** .....Dick Olinger  
**Chief Engineer** .....Earl Castine



**WAZL**

**HAZLETON, PA. NBC-MBS**

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000. Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . \$6,570.00 per family and they use it to buy the products advertised on WAZL. A recent survey conducted in November, 1954, showed WAZL with 73 per cent of the radio listening audience from 7:00 in the morning until midnight.

Together with WAZL, WHOL, WIDE, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

**VICTOR C. DIEHM**  
 President & General Mgr.  
 Rep. Paul H. Raymer Co.



# W J A C

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... WJAC, Inc.  
 Bus.-Studio Address... 329 Main St.  
 Phone: 4-1267. Air Time: Full Time  
 Newspaper Affiliation... Tribune-Democrat  
 News Service... AP  
 Representative... Young  
 Membership... NARTB  
 President... W. W. Krebs  
 Comm. Mgr... Park Claycomb  
 Prog. Dir... John P. Foster  
 Publicity Director... Edward T. Bunn  
 Chief Engineer... Theodore E. Campbell

# W A D P

KANE—1954

Frequency: 960 Kc. Power: 500 Watts  
 Owned... Northern Allegheny Bcstg. Co.  
 Address... Penn-Kane Hotel  
 Phone... 1520  
 President, Gen. Mgr... David Potter  
 Sta. Mgr., Pro. Director... Robert Johnson  
 Commercial Mgr... Dick Feit  
 Chief Engineer... John Nordine

# W A C B

KITTANNING—1948

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... The Armstrong County  
 Bcstg. Corp.  
 Bus.-Studio Address... 325 Market St.  
 Phone: 43-1381. Air Time: Daytime  
 News Service... AP  
 Transcription Service... Thesaurus  
 Station Rep... Rambeau  
 Membership... NARTB, RAB  
 President... J. B. Moore  
 Gen. Mgr... Charles M. Erhard  
 Commercial Mgr... William C. Frederick  
 Chief Engineer... Frank Walleck

# W G A L

LANCASTER—1922—NBC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... WGAL, Inc.  
 Business-Studio Address... 8 W. King St.  
 Phone Number... 5251  
 News Service... UP  
 Transcription Service... World  
 Representative... Robert Meeker  
 President... Clair R. McCollough  
 Station Manager... Maynard W. Thomas  
 Nat. Sales Mgr... J. Robert Gulick  
 Program Mgr... Kenneth Kreider  
 Technical Director... J. E. Mathiot

# W L A N

LANCASTER—1946—ABC-MBS

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By... The Peoples Bcstg. Co.  
 Bus.-Studio Address... 252 N. Queen St.

Phone: 4-7261. Air Time: Full Time  
 News Service... AP  
 Transcription Service... Lang-Worth, Capitol  
 Representative... Headley-Reed  
 Membership... NARTB  
 Pres., Gen. Mgr... Frank H. Altdoerffer  
 Vice-President... S. M. Altdoerffer  
 Commercial Mgr... Stanley Baker  
 Prog. Dir... Karl Shayne  
 Program Dir... Raymond Sherman

# W L S H

LANSFORD—1952

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Miners Bcstg. Service, Inc.  
 Address... P. O. Box D  
 Phone: 1440. Air Time: Full Time  
 News Service... UP  
 Transcription Service... Associated, Thesaurus  
 Representative... Everett-McKinney  
 President... Joseph L. Maguire  
 Station Manager... John W. Angst  
 Commercial Manager... J. C. Lindvay  
 Chief Engineer... Milton W. Seltzer

# W A K U

LATROBE—1951

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By... Clearfield Bcstrs. Inc.  
 Address... P. O. Box 208  
 Phone: 2348. Air Time: Daytime  
 News Service... AP  
 Transcription Service... Thesaurus, World  
 President... W. K. Ulerick  
 General Manager... W. J. Thomas  
 Chief Engineer... Stanley Graziado

# W L B R

LEBANON—1946

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Lebanon Bcstg. Co.  
 Bus.-Studio Address... 8th & Cumberland Sts.  
 Phone: 2-7651. Air Time: Full Time  
 News Service... UP  
 Transcription Service... World  
 Representative... Burn-Smith  
 Representative... NARTB, RAB  
 President... Lester P. Etter  
 General Mgr... H. Raymond Stadium  
 Operation Mgr... Julian F. Skinnell  
 Dir. Local Sales... Philip J. Reilly  
 Dir. Nat. Sales... Julian F. Skinnell  
 Program Dir... Thomas Holston  
 Publicity Dir... Henry Homan  
 Chief Engineer... William Zehring

# W K V A

LEWISTOWN—1949—ABC

Frequency: 920 Kc. Power: 1000 Watts a.  
 Owned-Operated By... Central Pa. Bcstg. Co.  
 Address... 19 S. Wayne St.  
 Phone: 6771. Air Time: Day Time  
 News Service... UP  
 Representative... Gill-Perna

Membership ..... RAB  
 Pres., Sta., Gen. Mgr..... Robert L. Wilson  
 Pgm. Dir..... Lynn Bloom  
 Promotion Dir..... Reed Gray  
 Chief Engineer..... Robert Steltzer

## W M R F

**LEWISTOWN—1941—NBC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Lewistown Bcstg. Co.  
 Business-Studio Address.... Monument Square  
 Phone: 6757..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 President..... J. S. Woods  
 General Manager..... T. W. Metzger  
 Commercial Manager..... Ralph Parker  
 Prom., Pub. Director..... James Keyes  
 Chief Engineer..... Kenneth Callahan

## W B P Z

**LOCK HAVEN—1946—MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lock Haven Bcstg. Corp.  
 Bus.-Studio Address..... 132½ E. Main St.  
 Phone: 4038..... Air Time: Full Time  
 News Service ..... AP  
 Trans. Ser..... Asso., World, SESAC  
 Representative ..... McGillvra  
 Membership ..... NARTB, RAB  
 President..... Donald C. Welch  
 Gen., Comm. Manager..... Harris Lipetz  
 Program Director..... Dave King  
 Chief Engineer..... Kenneth C. Caum

## W E D O

**McKEESPORT—1947**

Frequency: 810 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Tri-City Bcstg. Co.  
 Business-Studio Address..... 547 5th Ave.  
 Phone..... No. 4-7167, Homestead 1-3113  
 News Service ..... AP  
 Membership ..... RAB  
 Trans. Service ..... Thesaurus  
 Station Rep..... Rambeau  
 Pres., Gen. Mgr..... Edward J. Hirschberg  
 Sta. Mgr..... Robert E. Badger  
 Prog. Director..... Charles Moyer  
 Publicity Director..... R. R. Weiskircher  
 Chief Engineer..... Wilkes E. Hurley

## W M C K

**McKEESPORT—1946**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Mon-Yough Bcstg. Co.  
 Business-Studio Address..... 516 Market St.  
 Phone Number ..... 8-8888  
 News Service ..... UP  
 Transcription Service.... Lang-Worth, World  
 President ..... Robert M. Cox  
 Gen., Prom. Mgr..... Gene Kline  
 Station Manager..... Sam Vidnovic  
 Chief Engineer..... Charles White

## W M G W

**MEADVILLE—1947—ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By .Meadville Bdcstg. Serv., Inc.  
 Address ..... 1st National Bank Bldg.  
 Phone: 46-723..... Air Time: Full Time  
 News Service ..... UP  
 Transcriptoin Service ..... World  
 Membership ..... NARTB, RAB  
 President ..... H. C. Winslow  
 Station Manager..... Robert Trace  
 Commercial Manager..... Douglas M. Rose  
 Program Director..... James Strickler  
 Chief Engineer..... Jack Harvey

## W P E L

**MONTROSE—1953**

Frequency: 1250 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By..... Montrose Bcstg.  
 Address..... Lake & Locust St.  
 Phone Number ..... 397  
 News Service ..... AP  
 Trans. Service ..... SESAC  
 President..... W. Douglas Roe  
 Prog. Dir..... Bill Ohman  
 Chief Engineer..... Charles Hallinan

## W H W L

**NANTICOKE—1946**

Frequency: 730 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Radio Anthracite, Inc.  
 Business-Studio Address..... 38 E. Main St.  
 Phone ..... Nanticoke 1332  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... ForJoe  
 President..... Henry W. Lark  
 General Mgr..... Charles Petrie  
 Station Manager..... Milton Laughlin  
 Sales Promotion Mgr..... Ronn Bergen  
 Program Director..... Bill Jones  
 Publicity Director..... Cary Williams  
 Chief Engineer..... Bernard Bailey

## W K S T

**NEW CASTLE—1938—MBS-QUAKER**

Frequency: 1280 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WKST, Inc.  
 Address..... 110 E. Lincoln  
 Phone: Oliver 4-5501.... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Everett-McKinley  
 President, General Mgr..... S. W. Townsend  
 Station Manager..... Harley West  
 Comm., Sales Prom. Mgr..... G. E. McGary  
 Prog., Pub. Dir..... Harry Reith  
 Chief Engineer..... Donald Dout

## W K P A

**NEW KENSINGTON—1940**

Frequency: 1150 Kc..... Power: 250 Watts d.  
 Owned-Oper. By.... Allegheny-Kiski Bcstg. Co.

The Station You Think of

**1**st

**1** ... in Philadelphia

**WFIL**

**560** on the dial

The Philadelphia Inquirer Station

Represented by John Blair & Company

Business-Studio Address.....810 Fifth Ave.  
 Phone: Edison 7-3588.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....Continental Radio Sales  
 President .....C. R. Cooper  
 Gen., Sta. Mgr.....E. J. Kroen  
 Commercial Manager.....Melvin Goldberg  
 Program Dir.....Edward J. Kroen  
 Chief Engineer.....W. W. Neely

## W N A R

NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Norristown Bcstg. Co.  
 Bus.-Studio Address.....115 W. Main St.  
 Phone: Norristown 8-7600..Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....SESAC  
 Membership .....NARTB  
 President.....N. Joe Rahall  
 Gen. Mgr.....Ogden R. Davies  
 Station Manager.....John M. Banzhoff  
 Program Dir.....Bernard Brode  
 Chief Engineer.....Anthony De Sola

## W K R Z

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKRZ, Inc.  
 Business-Studio Address.....201 Fair Bldg.  
 Phone: 4-1260.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Pres., Gen. Mgr.....Kenneth E. Rennekamp  
 Commercial Mgr.....Catherine McLaughlin  
 Promotion Mgr.....Glenn Henderson  
 Program Director.....John Remus  
 Chief Engineer.....Robert Weber  
 Publicity Director.....Patrick Nuhfer

## K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts  
 Owned-Oper. By. Westinghouse Bcstg. Co. Inc.  
 Business-Studio Address.....1619 Walnut St.  
 Phone: LOcust 4-3700...Air Time: Full Time  
 News Service.....INS, UP  
 Transcription Service .....Thesaurus  
 Representative.....Free & Peters  
 Membership .....RAB  
 President.....Chris J. Witting  
 General Manager.....Franklin A. Tooke  
 Sales Manager.....R. H. Teter  
 Promotion Manager.....John J. Signor  
 Program Mgr.....Gordon Davis  
 Chief Engineer.....Raymond J. Bowley

## W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WCAU, Inc.  
 Address.....City & Monument Ave.

Phone: Greenwood 7-8300. Air Time: Unlimited  
 News Service .....AP, INS, UP  
 Newspaper Affil.....Bulletin  
 Trans. Service. Lang-Worth, Capitol, Associated  
 Representative.....CBS Radio Spot Sales  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Donald W. Thornburgh  
 Exec. Vice-President.....Jos. L. Tinney  
 Sales Manager.....John S. DeRussy  
 V.P., Prog. Director.....Jos. T. Connolly  
 V.P., Prom. Dir.....Robert N. Pryor  
 V.P., Director of Engr.....John G. Leitch

## W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By .....Max M. Leon, Inc.  
 Business-Studio Address.....223 Arch St.  
 Phone: MArket 7-8484...Air Time: Full Time  
 News Service .....AP  
 Representative .....ForJoe  
 President .....Max M. Leon  
 Gen., Comm. Mgr.....Robert A. Klein  
 Program Director.....Jerry Grove  
 Prom. Mgr.....Irving L. Timbers  
 Chief Engineer.....Frank W. Unterberger

## W F I L

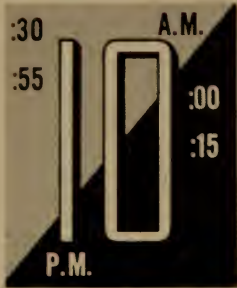
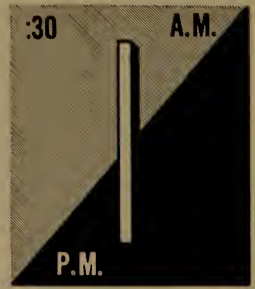
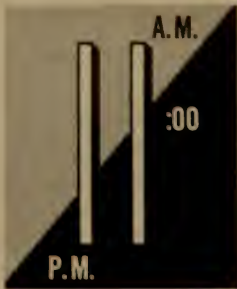
PHILADELPHIA—1922—ABC

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned.....Triangle Publications, Inc.  
 Business-Studio Address.....46th & Market  
 Phone: Evergreen 2-4700..Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Associated, World  
 Representative .....Blair  
 Membership .....NARTB  
 General Manager.....Roger W. Clipp  
 Station Manager.....George A. Koehler  
 Promotion Mgr.....Joe Zimmermann  
 Program Dir.....Felix Meyer  
 Publicity Dir.....John J. Hyland  
 Chief Engineer.....Henry Rhea

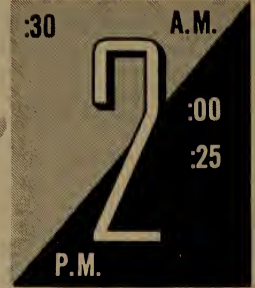
## W H A T

PHILADELPHIA—1925

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Independence Bcstg. Co.  
 Address...Conshohocken & Windemere Aves.  
 Phone: Ritthenhouse 6-2058. Air Time: Full Time  
 News Service.....AP  
 Representative .....Indie Sales  
 Pres., Gen., Comm. Mgr. .William A. Banks  
 Station Manager.....Dolly Banks  
 Sales Prom. Mgr.....Lew Stevens  
 Prog. Dir.....Annette Cromaner  
 Chief Engineer.....Charles Lehmann



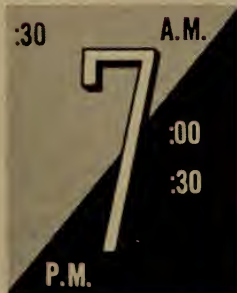
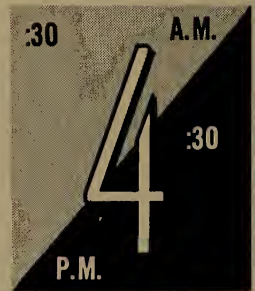
## The NEWS WATCH NEVER STOPS...



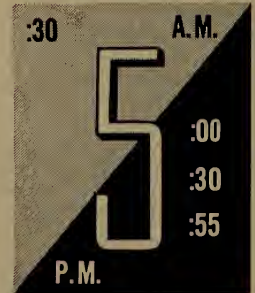
Philadelphia's Pioneer Voice is the only station in its area which is NEVER off the air. News 'round the clock seven days a week with top local and network news reporters.



MBS **WIP** 610 KC 5,000 WATTS



National Representatives  
EDWARD PETRY & CO., INC.



# WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned.....Seaboard Radio Bcstg. Corp.  
 Business-Studio Address.....1425 Walnut St.  
 Phone: RIttenhouse 6-2300. Air Time: Full Time  
 News Service.....UP  
 Representative.....Radio Reps.  
 President.....Paul F. Harron  
 Vice-Pres.....Joseph Lang  
 Gen., Comm. Mgr.....Edward D. Clery  
 Sales Prom., Publ. Dir.....Rupe Werling  
 Prog. Dir.....Douglas Arthur  
 Technical Director.....John H. Henninger  
 Chief Engineer.....George Hooper

# WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Pennsylvania Bcstg. Co.  
 Business-Studio Address.....35 S. 9th St.  
 Phone: WAlnut 2-6800. Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Edward Petry  
 Membership.....RAB  
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.  
 V.P., Director of Sales.....Ralph Brent  
 Loc. Comm. Mgr.....Clyde Spitzner  
 Program Director.....Varner Paulsen  
 Prom. Mgr., Pub. Dir.....Paul Martin  
 Chief Engineer.....Clifford C. Harris

# WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Patrick J. Stanton  
 Business-Studio Address.....2043 Locust St.  
 Phone: LOcust 4-2300. Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....McGillvra  
 Pres., Gen. Mgr.....Patrick J. Stanton  
 Commercial Mgr.....Charles Stahl  
 Sales Prom. Mgr.....James Rubenstone  
 Prog. Dir.....Michael Deegan  
 Chief Engineer.....Alec Felton Iles

# WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By.....William Penn Bcstg. Co.  
 Business-Studio Address.....2212 Walnut St.  
 Phone: LOcust 4-6000. Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Gill-Perna  
 Membership.....RAB  
 President.....William Syk  
 V.P., Gen. Mgr.....William B. Caskey  
 Asst. Sta. Mgr.....Murray Arnold  
 Commercial Mgr.....Erwin Rosner  
 Prom. Mgr., Prog., Pub. Dir.....S. Elber  
 Chief Engineer.....Charles W. Burtis

# WIBG

PHILADELPHIA

NATIONAL SPOT BUSINESS

AT OUR ALL-TIME  
 HIGH — AND  
 WE'VE BEEN IN  
 BUSINESS SINCE  
 1925

10,000 WATTS of SPORTS, NEWS and MUSIC

NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES

**WTEL**

**PHILADELPHIA—1924**

Frequency: 860 Kc. Power: 250 Watts d.  
Owned: Foulkrod Radio Engineering Co.  
Business-Studio Address: 4312 N. Broad St.  
Phone: Davenport 4-4310  
Pres., Pgm. Dir.: E. Douglass Hibbs  
General Manager: Henry N. Cocker  
Chief Engineer: Edward Stenzel

**KDKA**

**PITTSBURGH—1920—NBC**

Frequency: 1020 Kc. Power: 50,000 Watts  
Owned-Oper. By: Westinghouse Bcstg. Co. Inc.  
Business-Studio Address: Grant Bldg.  
Phone: Grant 1-4200 Air Time: Full Time  
News Service: AP, UP  
Trans. Service: Thesaurus  
Representative: Free & Peters  
Membership: RAB  
President: Chris J. Witting  
Gen., Station Mgr.: L. R. Rawlins  
Sales Manager: John Stilli  
Promotion Manager: David N. Lewis  
Program Manager: Robert E. White  
Publicity Manager: Lee Curran  
Chief Engineer: Theodore C. Kenney

**KQV**

**PITTSBURGH—1919—CBS**

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Oper. By: Allegheny Bcstg. Co.  
Address: 800 Chamber of Commerce Bldg.  
Phone: Atlantic 1-9100 Air Time: Full Time  
News Service: UP  
Representative: Raymer  
Exec. Vice President: Gunnar O. Wiig  
General Manager: J. F. Murray  
Sales Manager: Chris Salmon  
Prom., Pub. Dir.: Owen Simon  
Program Dir.: John Gibbs  
Chief Engineer: James J. Schultz

**WCAE**

**PITTSBURGH—1922—ABC**

Frequency: 1250 Kc. Power: 5000 Watts  
Owned-Operated By: WCAE, Inc.  
Bus.-Studio Address: Carlton House  
Phone: Atlantic 1-6900 Air Time: Full Time  
News Service: INS  
Membership: NARTB  
Pres., General Manager: Leonard Kapner  
Gen., Sta. Mgr., Prog. Dir.: R. Clifton Daniel  
Commercial Manager: Alan Trench  
Prom. Mgr., Pub. Dir.: William Thieman  
Prog. Dir.: R. Clifton Daniel  
Chief Engineer: James Greenwood

**WILY**

**PITTSBURGH—1947**

Frequency: 1080 Kc. Power: 1 Kw.  
Owned By: Pittsburgh Bcstg. Co.

Address: 220 N. Highland Ave.  
Phone: EM. 1-5000 Air Time: Daytime  
News Service: AP  
Station Representative: Stars Nat.  
Membership: NARTB, RAB  
President: John Kluge  
General Manager: Ernie Tannen  
Commercial Manager: Herbert Waters  
Program Dir.: William Powell  
Publicity Dir.: Lee Dorris  
Chief Engineer: Ralph Ketterer

**WJAS**

**PITTSBURGH—1921—MBS**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By: Pittsburgh Radio Supply  
House, Inc.  
Address: 1406 Chamber of Comm. Bldg.  
Phone: Grant 1-4860 Air Time: Full Time  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: H. R. Reps  
Pres., Gen. Mgr.: H. K. Brønner  
Comm.-Sales Prom. Mgr.: John H. Buchholt  
Program Director: William Babcock  
Publicity Director: Caley E. Augustine  
Chief Engineer: Walter W. McCoy

**WPIT**

**PITTSBURGH—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By: WPIT, Inc.  
Business-Studio Address: 213 Smithfield St.  
Phone Number: Atlantic 1-1900  
News Service: UP  
Representative: Forjoe  
President: John J. Laux  
V.P., Gen., Sta., Comm. Mgr.: Don Ioset  
Prom. Mgr., Prog. Dir.: Clifford Charles  
Chief Engineer: Mike Komichak

**WWSW**

**PITTSBURGH—1932**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By: WWSW, Inc.  
Bus.-Studio Address: Sheraton Hotel  
Phone Number: Grant 1-5200  
Newspaper Affil.: Post Gazette  
News Service: UP  
Representative: John Blair  
Membership: NARTB  
President, Gen. Mgr.: Pete Schloss  
Station Manager: Ben W. Muros  
Chief Engineer: Henry R. Kaiser

**WPTS**

**PITTSBURGH—1954**

Frequency: 1540 Kc. Power: 100 Watts  
Owned-Oper. By: Midway Bcstg. Co., Inc.  
Address: Newrose Bldg.  
Phone: Olympic 4-3388 Air Time: Daytime  
Representative: Indie  
Partner, Pres., Gen. Mgr.: Angelo W. Fiorani  
Partner: Rose F. Fiorani  
Commercial Mgr.: R. E. Florey



Station Manager.....Frank Silva  
 Program Director.....Charles Mantione  
 Promotion Mgr.....Ruth Goodman  
 Chief Engineer.....John P. McGoldrick

## WPAZ

POTTSTOWN—1951—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Pottstown Bcstg. Co.  
 Address.....247 High St.  
 News Service.....UP  
 Trans. Ser.....Thesaurus  
 Representative.....Indie Sales  
 Membership.....RAB  
 Pres., Gen. Mgr.....Herbert Scott  
 Commercial Manager.....Clifford M. Chafey  
 Chief Engineer.....Ralph E. P. Mellon

## WPAM

POTTSVILLE—1947—MBS-KBS  
 QUAKER

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Miners Bcstg. Serv., Inc.  
 Business-Studio Address.....Box 629  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Everett-McKinney  
 President.....Joseph L. Maguire  
 General Mgr.....Louis H. Murray  
 Comm. Mgr.....Frank L. Tamulonis  
 Prom. Mgr.....John Gallagher  
 Chief Engineer.....Milton Seltzer

## WPPA

POTTSVILLE—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Pottsville Bcstg. Co.  
 Bus-Studio Address.....212 S. Centre St.  
 News Service.....AP  
 Transcription Service.....World  
 Owner, Gen. Mgr.....A. V. Tidmore  
 Commercial Manager.....Ralph L. Price, Jr.  
 Chief Engineer.....William P. Tidmore

## WPME

PUNXSUTAWNEY—1952

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Punxsutawney Bcstg Co.  
 Address.....103 N. Gilpin St.  
 Phone: 1221.....Air Time: Daytime  
 News Service.....AP  
 Trans. Service.....Thesaurus  
 President.....Sheridan Pruett  
 Vice-Pres., Gen. Mgr.....C. M. Erhard Jr.  
 Commercial Mgr.....Michael Catanzarito  
 Sales Prom. Mgr.....William Carlton  
 Program Director.....Albert Fusco  
 Chief Engineer.....Joseph Pelletier

## WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Jefferson Bcstg.  
 Address.....110 N. Findley  
 Trans. Ser.....SESAC  
 Representative.....McGillvra  
 President.....C. H. Simpson  
 General Manager.....John F. Belin  
 Program Director.....Leonard M. Zelick  
 Chief Engineer.....Kenneth Bowers

## WEEU

READING—1932  
 ABC—QUAKER

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned By.....Hawley Bcstg. Co.  
 Business-Studio Address.....433 Penn St.  
 Phone: 6-7335.....Air Time: Full Time  
 Newspaper Affiliation....."Eagle Times"  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 President.....Hawley Quier  
 Exec. V.P., Gen. Mgr.....Thomas Martin  
 Asst. Dir. Radio Sales.....K. Richard Creftz  
 Program Director.....George Carroll  
 Prom., Public Relations.....Jane E. Winne  
 Dir., Tech. Oper.....Robert S. Guldin  
 Asst. Dir., Tech.....Harold E. Scheerer  
 Chief Engineer.....David J. Miller, Jr.

## WHUM

READING—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Radio Corp.  
 Business-Studio Address.....Berkshire Hotel  
 News Service.....INS, AP  
 Representative.....H-R Reprs.  
 Pres., Gen., Sta. Mgr.....Humboldt J. Grelg  
 Comm. Mgr.....Dick Paisley  
 Program Director.....Alan Lane  
 Chief Engineer.....Joseph Risse

## WRAW

READING—1922—NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Reading Bcstg. Co., Inc.  
 Business-Studio Address.....19 N. Fifth St.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Frank J. Voss  
 Natl. Sales Mgr.....J. Robert Gullick  
 Program Director.....Saul Miller  
 Technical Director.....J. E. Mathlot

## WGCB

RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Red Lion Bcstg. Co.  
 Address.....Box 88

Phone: 3-3471.....Air Time: Daytime  
 News Service .....UP  
 Trans. Ser. ....Capitol, SESAC  
 Station Rep. ....Kennedy  
 President.....Rev. John M. Norris  
 Gen., Sta. Mgr.....John H. Norris  
 Commercial Mgr.....Vincent A. Freeman  
 Chief Engineer.....Geary Russell

President.....Mrs. M. E. Megargee  
 Vice-President.....Mrs. Douglas Holcomb  
 Gen., Comm. Mgr.....George D. Coleman  
 Station Manager.....Robert E. McDowell  
 Program Director.....Frank Monaghan  
 Chief Engineer.....Kenneth R. Cooke

# WKBI

ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elk Cameron Bcstg. Co.  
 Address.....41 Erle Ave.  
 Phone: 4-2821.....Air Time: Full Time  
 Transcription Service .....Standard  
 News Service .....AP  
 Membership .....NARTB  
 General Manager.....C. H. Simpson  
 Commercial Manager.....R. H. Knouse  
 Program Director.....John A. Fay  
 Promotion Manager.....Herbie Martin  
 Chief Engineer.....Gilbert H. Wogan

# WATS

SAYRE—1950—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Susquehanna Val. Bcstg. Co.  
 Address.....110 N. Elmer Ave.  
 Phone Number.....Turner 2-2401  
 Transcription Service.....Thesaurus, World  
 Representative .....Indie Sales  
 Membership .....NARTB, RAB  
 News Service .....UP  
 Owner .....Thompson K. Cassel  
 General Manager.....Walter D. Knowles  
 Program Director.....William J. Miller  
 Chief Engineer .....Benjamin A. Franklin

# WARM

SCRANTON—1939—ABC

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By .....Union Bdcst. Co.  
 Address .....Bowman Bldg.  
 Phone: 3-1245.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Hollingbery Co.  
 Transcription Service .....Thesaurus  
 Membership .....RAB  
 President .....Martin F. Memolo  
 Gen., Manager.....William M. Dawson  
 Comm. Mgr.....S. Feigenbaum  
 Sls. Prom. Mgr., Pub. Dir.....Jay Russell  
 Program Director.....Art Bolin  
 Chief Engineer.....Roswell J. Parker

# WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Scranton Bcstrs., Inc.  
 Business-Studio Address.....1000 Wyoming Ave.  
 Phone: DL 2-7634-5-6-7.....Air Time: Full Time  
 News Service .....AP  
 Representative .....John Blair  
 Membership .....NARTB

# WICK

SCRANTON—1954

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Scranton Radio Corp.  
 Address.....522 Lackawanna River  
 Phone: DI 7-7303.....Air Time: Full Time  
 News Service .....AP  
 Station Rep. ....Walker  
 Pres., Gen. Mgr.....Joe Dobbs  
 Chief Engineer.....John P. McGoldrick

# WQAN

SCRANTON—1950

Frequency: 630 Kc. ....Power: 500 Watts d.  
 Owned-Oper. By.....E. T. & Eliz. Lynett  
 Address.....149 Penn Ave.  
 Phone: DI. 2-9151.....Air Time: Day Time  
 News Service .....UP, AP  
 Trans. Ser. ....Standard, Lang-Worth  
 Membership .....NARTB, RAB  
 Station Rep. ....Meeker  
 Gen., Sta., Mgr.....Cecil Woodland  
 Comm. Mgr.....Frank McCaffery  
 Program Director.....Hugh Connor  
 Chief Engineer.....Guy Rauer

# WSCR

SCRANTON—1947—NBC

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned By...Lackawanna Valley Bcstg. Co.  
 Business-Studio Address...116 Adams Ave.  
 Phone: 7-3388.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Headley-Reed  
 Pres., Gen., Mgr.....David M. Baltimore  
 Station's Mgr.....Barry Sherman  
 Comm. Mgr.....Bert Oliver  
 Program Dir.....Robt. Mchale  
 Chief Engineer.....Willard Shimsky

# WISL

SHAMOKIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Bus.-Studio Address.....Rock & Sunbury Sts.  
 Phone: 8-6831.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....RCA-Thesaurus  
 Representative .....ForJoe  
 President.....Henry W. Lark  
 General Manager.....Charles R. Petrie  
 Program Director.....Dick Owens  
 Chief Engineer.....Ray Willard

**WPIC**  
SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.  
Owned-Oper. By....Sharon Herald Bcstg. Co.  
Business Address.....P. O. Box 541  
Phone: 4113.....Air Time: Daytime  
News Service .....UP  
Transcription... Associated, World Thesaurus  
Representative.....Adam J. Young, Jr.  
Pres., Gen. Mgr.....John Fahnline, Jr.  
Program Director.....Harold R. Smith  
Chief Engineer.....A. C. Heck

**WVSC**  
SOMERSET—1951

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Somerset Bcstg. Co.  
Address.....P. O. Box 231  
Phone: 4186.....Air Time: Daytime  
News Service .....UP  
Transcription Service .....Standard  
Membership .....RAB  
Representative .....Indie Sales  
Gen., Comm. Mgr.....T. H. Oppegard  
Chief Engr., Sta. Mgr.....Carl R. Lee

**WMAJ**  
STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Centre Bcstrs., Inc.

Bus.-Studio Address.....209 E. Beaver Ave.  
Air Time .....Full Time  
News Service .....AP  
Transcription Service .....World  
President.....W. K. Ulerich  
General Manager.....Mrs. Alethea Ulerich  
Comm. Manager.....Mary Beezer  
Station Manager.....Milton Bergstein  
Program Director.....W. J. Morris  
Chief Engineer.....Douglas Beman

**WVPO**  
STROUDSBURG—1947

Frequency: 840 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Pocono Bcstg., Inc.  
Business-Studio Address.....578 Main St.  
Phone: 1102.....Air Time: Daytime  
News Service .....UP  
Transcription Service .....Associated  
Representative .....Radio Reps.  
President.....James H. Ottaway  
General Manager.....Merle C. Ostrom  
Station Mgr.....Chester S. Miller  
Comm. Mgr.....Edwards Somers  
Managing Director.....Francis H. Brinkley  
Program Dir.....Joseph Webster  
Chief Engineer.....Ernest Transue

**WKOK**  
SUNBURY—1933—CBS-QUAKER  
Frequency: 1240 Kc.....Power: 250 Watts

**ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION**

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

<i>Total Retail Sales</i>	<i>Radio Families</i>	<i>Population</i>
\$1,034,174,000	276,470	1,172,900

— Data from 1954 Consumer Markets-SRDS —

FOOD .....	\$247,722,000	FILLING STATIONS .....	38,581,000
GENERAL MERCHANDISE .....	101,169,000	BUILDING MATERIALS-	
APPAREL .....	72,815,000	HARDWARE .....	53,752,000
HOME FURNISHINGS .....	55,657,000	EAT-DRINK .....	73,825,000
AUTOMOTIVE .....	146,815,000	DRUG .....	19,662,000
		FARM INCOME .....	60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

S E E  
FORJOE & COMPANY

New York — Chicago — Atlanta — Los Angeles — San Francisco

**WISL**  
1000 W... 1480 Kc  
Full Time... Mutual

RADIO ANTHRACITE, INC.  
Rock and Sunbury Sts.  
Shamokin, Penna.

**WHWL**  
1000 W... 730 Kc  
Day Time... Independent

Owned-Operated By....Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter.....1150 N. Front St.  
 Phone: Sunbury 1325-6... Air Time: Full Time  
 News Service .....AP  
 Membership .....NARTB  
 President.....Harry H. Haddon  
 Gen., Sta. Manager.....Homer R. Smith  
 Commercial Manager.....C. Donald Walther  
 Program Director.....Michael J. Kane  
 Publicity Director.....Malcolm E. Arter  
 Chief Engineer.....John W. Keller, Jr.

**W T R N**  
 TYRON—1954

Frequency: 1580 Kc.....Power: 250 Watts  
 Owned.....Throne Bcstg. Co.  
 Address.....Pennsylvania Ave.  
 Air Time.....Daytime  
 News Service .....UP  
 Trans. Ser. ....World  
 President.....C. H. Simpson  
 V.P., Gen. Mgr.....John A. Fay  
 Sales Manager.....Mac Goheen

**W M B S**  
 UNIONTOWN—1937  
 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fayette Bdcstg. Corp.  
 Address.....F. Nail Bldg.  
 Phone: GE 8-3900..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....World  
 Representative.....Meeker Asso., Inc.  
 Pres., Gen. Mgr.....J. C. Burwell  
 Station Manager.....James Gismondi  
 Comm., Sls. Prom. Mgr.....Frederick David  
 Program Director.....C. H. Underwood  
 Publicity Director.....Anne Fox  
 Chief Engineer.....William Henzly

**W N A E**  
 WARREN—1946

Frequency: 1310 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....N. Allegheny Bdcstg. Co.  
 Address.....Second Ave.  
 Phone: 3033..... Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....David Potter, Jr.  
 Commercial Manager.....James W. Potter  
 Sls. Prom. Mgr.....Frank Foster  
 Program Director.....Leroy Schneck  
 Chief Engineer.....Homer M. Haines

**W J P A**  
 WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Washington Bcstg. Co.  
 Bus. Address.....George Washington Hotel  
 Phone Number.....4870  
 News Service .....UP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra

Managing Director.....A. Boyd Siegel  
 Gen., Prom. Manager.....John L. Merdian  
 Commercial Mgr.....Peter Stanton  
 Chief Engineer.....Robert Kark

**W A Y Z**  
 WAYNESBORO—1953—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Richard Field Lewis Jr.  
 Address.....WAYZ, Winchester, Va.  
 News Service .....UP  
 Membership .....NARTB  
 President.....Richard Field Lewis Jr.  
 General Manager.....Sam Hanshaw  
 Sales Prom. Mgr.....Robert Harrison  
 Program Director.....John Geiger  
 Chief Engineer.....Fred Brabandt

**W B A X**  
 WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Anna Stenger  
 Business-Studio Address.....85 W. Union St.  
 Phone: VA. 3-0198..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Associated  
 Representative.....Burn-Smith  
 Licensee.....Anna Stenger  
 General Manager.....John H. Stenger, III  
 Program Director.....Ed Kuzma  
 Chief Engineer.....Milan Krupa

**W B R E**  
 WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Louis G. Baltimore  
 Bus.-Studio Address.....62 S. Franklin St.  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Headley-Reed  
 Membership .....NARTB, RAB  
 Owner.....Louis G. Baltimore  
 General Manager.....David M. Baltimore  
 Comm. Mgr.....Ernest Lewis  
 Program Director.....Franklin D. Coslett  
 Chief Engineer.....Charles Sakoski, Sr.

**W I L K**  
 WILKES-BARRE—1947  
 ABC

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..Wyoming Valley Bcstg. Co.  
 Bus.-Studio Address.....88 No. Franklin St.  
 Phone: VA. 4-4666..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership .....NARTB  
 President.....Mitchell Jenkins  
 Exec. V.P., Gen. Mgr.....Roy E. Morgan  
 Treasurer.....Thomas P. Shelburne  
 Sls. Prom. Mgr.....Dorothy Albee  
 Commercial Manager.....Luther Strittmatter  
 Program Director.....Tom Bigler  
 Chief Engineer.....Theodore French

**WLYC**

**WILLIAMSPORT—1949—ABC-KBC**

Frequency: 1050 Kc.....Power: 1 Kw.  
 Owned By.....Lycoming Bcstg. Co.  
 Address.....331 Pint St. Box 389  
 Phone: 2-4676.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Radio-TV Promotion Syndicate  
 President.....John T. Keliher  
 General Manager.....W. Richard Carlson  
 Commercial Mgr.....Vince Campana  
 Program Dir.....Vern Hester  
 Chief Engineer.....Norman Briggs

**WRAK**

**WILLIAMSPORT—1930—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WRAK, Inc.  
 Address.....244 West 4th St.  
 Phone: 2-6116.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Everett McKinney  
 Membership.....NARTB  
 Pres., Gen. Mgr.....George E. Joy  
 Comm. Mgr.....J. Wright Mackey  
 Production Mgr.....Irving Berndt  
 Promotion Manager.....Everett W. Rubendall  
 Chief Engineer.....Glen L. Sherman

**WWPA**

**WILLIAMSPORT—1949—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned..Williamsport Radio Bcstg. Assoc., Inc.  
 Address.....330 Government Pl  
 Phone: 7119.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NARTB, RAB  
 President.....Harry J. W. Klessling  
 Gen., Sta. Manager.....Woodrow W. Ott  
 Program Director.....Louis C. Cate  
 Comm. Mgr.....Phil Lane  
 Publicity Director.....John B. Willmann  
 Chief Engineer.....Carl Steinbacher

**WNOW**

**YORK—1948—KBS**

Frequency: 1250 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Helm Coal Co.  
 Business-Studio Address.....25 S. Duke St.  
 Phone: 8-2911, 8-2952.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 Gen., Sta. Mgr.....Lowell W. Williams  
 Program Director.....H. E. Daugherty  
 Comm. Sls. Prom. Mgr.....Edwin L. Jay  
 Chief Engineer.....Glenn Winter

Our **25th** Anniversary Year

A QUARTER CENTURY  
 OF **EXPERIENCE**  
 IN **SELLING**  
 IN **WILLIAMSPORT, PA.**



AM — AFFILIATE — FM

Call  
**EVERETT-McKINNEY, INC.**  
 NEW YORK — LOS ANGELES  
 CHICAGO

**more  
New Englanders  
listen to WPRO  
than to any other  
Rhode Island  
station**

Survey after survey \* conclusively proves that WPRO offers you single-station dominance of the nation's 14th largest market—Providence, R.I., and Fall River and New Bedford, Mass. The reasons: WPRO's popular local personalities . . . audience-winning CBS Radio network programs . . . 5,000 powerful watts on 630 kc. With WPRO, you can sell this rich market at lowest-cost-per-thousand. Ask JOHN BLAIR!

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most buyers...**

**BUY BASIC..**



**WPRO** AM  
& FM  
PROVIDENCE • 630 KC • 5000 W

**Represented by JOHN BLAIR & COMPANY**

# WORK

**YORK—1932—NBC-MBS**

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: York Bcstg. Co.  
 Business-Studio Address: 13 S. Beaver St.  
 Phone: 6629. Air Time: Daytime  
 Transcription Service: Thesaurus  
 Representative: Robert Meeker  
 Station Executive: Clair R. McCollough  
 Station Manager: Clare I. Miller  
 Natl. Sales Mgr.: J. Robert Gulick  
 Program Director: Glenn M. Brillhart  
 Technical Director: J. E. Mathlot

# WSBA

**YORK—1941—ABC—MBS**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By: Susquehanna Bdctsg. Co.  
 Phone: 25521. Air Time: Full Time  
 Transcription Service: World  
 Representative: Young  
 Membership: NARTB, RAB  
 President: Louis J. Appell  
 Gen. Sta. Mgr.: Clarence L. Doty  
 Comm., Sales Prom. Mgr.: Philip K. Eberly  
 Prog. Dir.: Robert Shipley  
 Chief Engineer: Llewellyn Jones

# RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — Families 308,000

Radio Homes 304,000 — TV Homes 265,000 — Stations in State 11

# WADK

**NEWPORT—1948—KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The Aquidneck Bcstg. Corp.  
 Transcription Service: World  
 Representative: Walker  
 Pres., Gen. Mgr.: Milton E. Mitler  
 Comm. Mgr.: Gordon Gurney  
 Sales Prom. Mgr.: Henry N. Petersen  
 Prog. Mgr.: Flo Simpson  
 Chief Engineer: Jos. Britto

# WPRO

**PROVIDENCE—1924—CBS**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By: Cherry & Webb Bcstg. Co.  
 Bus-Stud. Add.: 24 Mason St., WPRO Bldg.  
 Phone: Plantations 1-9776. Air Time: Full Time  
 News Service: AP, UP  
 Trans. Service: Thesaurus  
 Representative: Blair  
 Membership: NARTB  
 President: William S. Cherry, Jr.  
 General Manager: Arnold F. Schoen, Jr.  
 Commercial Mgr.: Kenneth Curto  
 Program Director: John A. Owen  
 Chief Engineer: John V. Ferri

# WPAW

**PAWTUCKET—1950—KBS**

Frequency: 550 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Roger Williams Bcstg. Co.  
 Address: 34 N. Union St.  
 Transcription Service: MacGregor  
 Representative: Rambeau  
 President: Dominick Hysko  
 Gen., Comm. Mgr.: Allen Jones  
 Program Director: Graham Richards  
 Chief Engineer: James Bonney

# WRIB

**PROVIDENCE—1947**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: R. I. Bcstg. Co.  
 Address: 29 Weybosset St.  
 Phone: Union 1-4512. Air Time: Daytime  
 News Service: UP  
 Representative: Indie  
 President: Frank Rao  
 Prog. Dir.: Don Rogers  
 General Manager: Nicholas Roggeri  
 Comm., Sales Prom. Mgr.: Edward McBride  
 Chief Engineer: Fred Weiss

# WEAN

**PROVIDENCE—1922—ABC-MBS**

**YANKEE**

Frequency: 790 Kc. Power: 5 Kw. d.  
 Owned: Providence Journal Co.  
 Address: 75 Fountain St.  
 Newspaper Affil.: Providence Journal  
 News Service: AP, UP  
 Station Rep.: Venard, Borgatti  
 Membership: NARTB  
 President: George P. Metcalf  
 General Manager: H. William Koster  
 Sales Prom. Mgr.: Arthur E. Lathrop, Jr.  
 Program Director: Don Morton  
 Chief Engineer: George W. Sharpe

# WICE

**PROVIDENCE—1947**

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Narragansett Bay B. Co.  
 Address: 1111 N. Main St.  
 Phone: Jackson 1-6565. Air Time: Daytime  
 News Service: UP  
 President: Louis A. R. Pieri  
 Station Manager: John C. Martin  
 Sales Prom. Mgr.: John F. Crohan  
 Comm. Mgr.: Frederick P. Grady  
 Chief Engineer: Oliver R. Adams

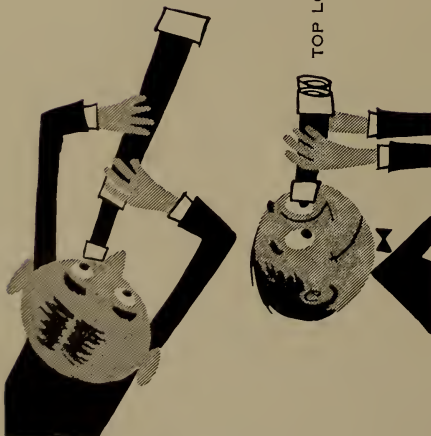
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PROVIDENCE

REPRESENTED BY HEADLEY-NEED

ANYWAY YOU LOOK AT IT - IN PROVIDENCE ITS  
TOP LOCAL AUDIENCE + TOP TALENTS = RESULTS



# WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Intercity Bcstg. Co.  
Business-Studio Address . . . . . 144 Westminster St.  
Phone Number . . . . . Union 1-4211  
News Service . . . . . AP  
Representative . . . . . Headley-Reed, Kettel-Carter  
President, Gen.-Sta. Mgr. . . . . Robert T. Engles  
Chief Engineer . . . . . Carroll Philbrook

# WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . The Outlet Co.  
Business-Studio Address . . . . . 176 Weybosset St.  
Phone: Gaspee 1-8521 . . . . . Air Time: Full Time  
Transcription Service . . . . . SESAC  
News Service . . . . . AP, INS  
Representative . . . . . Weed, Bannan  
Membership . . . . . NARTB  
Vice Pres., Treas. . . . . George O. Griffith  
General Mgr. . . . . John J. Boyle  
Station Manager . . . . . Sothern Abbott  
Comm. Mgr. . . . . David J. Shurtleff  
Chief Engineer . . . . . Thomas C. J. Prior

# WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned Oper. By . . . . . Radio Westerly, Inc.  
Address . . . . . 34 Main St.  
Phone: WE. 2263 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
President . . . . . Richard G. Moore  
Gen., Sta. Mgr. . . . . Warren M. Greenwood  
Prog., Publ. Director . . . . . Brud Warren  
Chief Engineer . . . . . Anibal Martins

# WNRI

WOONSOCKET—1954

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owner . . . . . Friendly Bcstg. Co., Inc.  
Address . . . . . 814 Diamond Hill Road  
Pres., Gen. Mgr. . . . . Jack C. Salera  
Chief Eng. . . . . Joseph Britto

# WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Woonsocket Bcstg. Co.  
Business-Studio Address . . . . . 99 Main St.  
Phone: Woonsocket 1240 . . . . . Air Time: Full Time  
Station Rep. . . . . Webb, Borgatti  
Transcription Service . . . . . World  
Membership . . . . . NARTB, RAB  
President . . . . . Mrs. Andrew P. Palmer  
General Manager . . . . . Eugene C. Rousseau  
Chief Engineer . . . . . Harold Belknap



# SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — Families 555,000

Radio Homes 466,000 — TV Homes 230,000 — Stations in State 55

## WAKN AIKEN—1952

Frequency: 990 Kc....Power: 1000 Watts d.  
Owned-Oper. By Aiken Electronics Adv. Corp.  
Address .....Box 811  
Phone: 774242.....Air Time: Daytime  
News Service .....AP  
Transcription Service.....World, Capitol  
Membership .....NARTB, RAB  
Representative .....Rambreau  
President.....B. T. Whitmire  
General Manager.....W. Randall Davidson  
Com., Prom. Mgr.....Charlie Sciple  
Prog. Dir.....Wayne Mashburn  
Chief Engineer.....Allen Askins

## WAIM ANDERSON—1935—CBS

Frequency: 1230 Kc....Power: 250 Watts  
Owned-Operated By.....Wilton E. Hall  
Address-Trans. Loca.....1 Martin St.  
Phone: CA. 6-1511-2-3....Air Time: Full Time  
News Service .....INS  
Newspaper Affiliation...Independent, Daily  
Mail  
Transcription Service.....Lang-Worth  
Representative .....Headley-Reed  
President.....Wilton E. Hall  
General Manager.....Glenn P. Warnock  
Commercial Mgr.....G. P. Browne  
Sales Prom. Mgr.....V. Barath  
Program Director.....Marshall Gaillard  
Chief Engineer.....John Willis

## WANS ANDERSON—1949—MBS

Frequency: 1280 Kc....Power: 1000 Watts  
Owned-Operated By.....Carolina Bcstrs.  
Address .....Box 211  
Phone: CA 4-3424.....Air Time: Full Time  
Transcription Service .....Standard  
Membership .....NARTB  
Representative .....Devney  
News Service .....UP  
President.....C. R. Johnson  
General Manager.....R. E. Liverance  
Commercial Mgr.....Robert S. Fant  
Chief Engineer .....Alfred W. Pratt

## WBAW BARNWELL—1953—KBS

Frequency: 740 Kc....Power: 250 Watts d.  
Owned-Oper. By...Blue Ridge Bcstg. Co. Inc.  
Phone: 3507.....Air Time: Daytime  
News Service .....UP  
Transcription Service .....Thesaurus  
Station Rep.....Radio Sales  
President.....J. A. Gallimore  
Comm., Sta. Mgr.....Joe Wilder

Program Director.....Frank Harmon  
Chief Engineer.....Marion P. Jones

## WBEU BEAUFORT—1954—KBS

Frequency: 960 Kc....Power: 1 Kw.  
Owned.....Beaufort Bcstg. Co.  
Address .....Beaufort  
Phone: 812.....Air Time: Daytime  
News Service .....World  
Trans. Service .....World  
General Mgr.....W. C. Bochman  
Asst. Mgr., Prog. Dir.....Newton Smyth

## WBSC BENNETTSVILLE—1947—MBS

Freq.: 1550 Kc....Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By.....Bennettsville Bcstg. Co.  
Business-Studio Address .....Box 639  
Phone: 1080.....Air Time: Full Time  
News Service .....AP  
Pres., Gen. Sta. Mgr.....John W. Orvin  
Comm. Mgr.....W. G. Hazel  
Prog., Director.....Neil Terrell  
Chief Engineer.....John Gronert

## WAGS BISHOPVILLE—1954—KBS

Frequency: 1380 Kc....Power: 1 Kw.  
Owned.....Lee County Bcstg. Co.  
Phone: 1380.....Air Time: Daytime  
News Service .....AP  
Trans. Ser. ....World  
Station Rep.....Clark  
General Manager.....Howard Ginsberg  
Program Director.....Bess Ginsberg

## WACA CAMDEN—1948—KBS

Frequency: 1590 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Station WACA  
Address .....Camden  
Phone: Hemlock 2-2311....Air Time: Daytime  
News Service .....UP  
Station Rep.....Dora-Clayton  
Transcription Service .....World  
President.....Haygood S. Bowden  
General Manager.....Tom Richards  
Commercial Manager.....C. Ballard  
Program Director.....Arthur Sheleen  
Chief Engineer.....Angelo Amodio

## WCSC CHARLESTON—1930—CBS

Frequency: 1390 Kc....Power: 5000 Watts  
Owned-Oper. By .....WCSC, Inc.  
Address.....485 East Bay St.  
Phone: 2-7611.....Air Time: Full Time  
News Service .....UP

Transcription Service ..... World  
 Representative ..... Free & Peters  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... John M. Rivers  
 Comm. Mgr. .... John B. Hearne  
 Program Director ..... Robert Tamblyn  
 Pub. Dir. .... Annie Lee Small  
 Chief Engineer ..... Wilbur Albee

**W H A N**

**CHARLESTON—1946—ABC-KBC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Charleston Bcstg. Co.  
 Business Address ..... Box 183  
 Transcription Service ..... Capitol  
 Representative ..... Burn-Smith  
 President ..... Frederick G. Storey  
 General Manager ..... E. H. Keown  
 Sales Prom. Mgr. .... Joann Daley  
 Program Director ..... E. H. Keown  
 Publicity Director ..... George Rogers  
 Chief Engineer ..... William P. Birchfield

**W P A L**

**CHARLESTON—1947**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Palmetto Bdcstrs., Inc.  
 Business-Studio Address ... 149 Wentworth St.  
 Representative ..... Forjoe, Dora-Clayton  
 Membership ..... NARTB  
 President ..... George G. Weiss  
 General Manager ..... Laurens Moore  
 Commercial Mgr. .... Bob Chrystie  
 Program Director ..... Louise Withrock  
 Chief Engineer ..... Gunnar Sundeen

**W T M A**

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Oper. By ..... Atlantic Coast Bcstg. Co.  
 Business Address ..... 133 Church St.  
 Phone: 2-2681. .... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr. .... Charles E. Smith  
 Station Mgr. .... Ralph J. Shade  
 Commercial Mgr. .... H. J. Guzik  
 Sales Prom. Mgr. .... Chester Pike  
 Program Dir. .... Jack Gale  
 Publicity Dir. .... Anne Loyd  
 Chief Engineer ..... David W. Jefferies

**W U S N**

**CHARLESTON—1948—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Southern Bcstg. Co.  
 Address ..... 42 10th Ave.  
 Phone: 2-2652. .... Air Time: Full Time  
 News Service ..... UP  
 Station Rep. .... H-R. Ayres  
 Transcription Service ..... Standard  
 Membership ..... RAB  
 Pres., Gen., Comm. Mgr. .... J. Drayton Hastie  
 Promotion Manager ..... Martha Martin  
 Station Manager ..... George S. Cuthbert, Jr.

Program Director ..... Henry Hoppe  
 Publicity Director ..... Edith Crosby  
 Chief Engineer ..... Walter Nelson

**W C R E**

**CHERAW—1953**

Frequency: 1420 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Three States Bcstg. Co.  
 Address ..... Box 631  
 Phone: 7500. .... Air Time: Daytime  
 Membership ..... RAB  
 President ..... Dr. R. D. Baxley  
 Vice-President ..... R. D. Meisheimer  
 Prog. Dir., Gen. Mgr. .... Fred A. Staples  
 Chief Engineer ..... Ansel Bryan

**W G C D**

**CHESTER—1948—MBS—KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Craig Bdcstg. Co.  
 Address ..... 128 Main St.  
 Phone: 2171. .... Air Time: Full Time  
 Trans. Ser. .... World  
 Station Rep. .... McGillvra  
 President, Chief Eng. .... Morgan J. Craig  
 Gen., Sta., Comm. Mgr. .... George P. Cobb  
 Promotion Director ..... James Kennedy

**W C O S**

**COLUMBIA—1939—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Columbia  
 Address ..... Cornel Arms Bldg.  
 Phone: 2-2177. .... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Charles W. Pittman  
 Commercial Manager ..... John Kress  
 Program Director ..... John Ropp  
 Chief Engineer ..... Robert D. Lambert, Jr.

**W I S**

**COLUMBIA—1930—NBC**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Bcstg. Co. of the South  
 Business-Studio Address ..... 1111 Bull St.  
 Phone: 3-6431. .... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... SESAC, Thesaurus  
 Representative ..... Free & Peters  
 Membership ..... NARTB, RAB  
 President ..... B. Calhoun Hipp  
 General Manager ..... G. Richard Shafto  
 Managing Director ..... J. Dudley Saumenig  
 Sales Mgr. .... W. Miller Montgomery  
 Promotion Dir. .... Lisa Battle  
 Program Director ..... Frank Harden  
 Chief Engineer ..... Herbert G. Eldson, Jr.

**W M S C**

**COLUMBIA—1945—CBS**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WMSC Radio, Inc.

Business-Studio Address.....1127 Lady St.  
 Phone: 2-8659.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Associated  
 Representative .....H.R. Representatives  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta., Mgr.....C. Wallace Martin  
 News Director.....Charles Wickensberg  
 Prom. Mgr.....Don Clark  
 Prog. Dir.....Gray Olive  
 Chief Engineer.....C. E. Stone

## WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Palmetto Radio Corp.  
 Address.....1811 Main St., Box 5307  
 News Service .....AP  
 Representative .....Raymer  
 General Manager.....H. Moody McElveen, Jr.  
 Program Director.....Bill Routh  
 Chief Engineer .....Don Willoughby

## WOIC

COLUMBIA—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.  
 Owned.....Michalak Bcstg. Co.  
 Address.....3300 Main St.  
 Phone: 6-1551.....Air Time: Daytime  
 Representative.....National, Forjoe, Clayton  
 Pres.; Gen. Mgr.....Frank A. Michalak  
 Sta., Comm., Prom. Mgr.....Joe E. Morris  
 Chief Engineer.....William Bridges

## WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Coastal Bcstg. Co.  
 Business-Studio Address.....P. O. Box 799  
 Phone: 340.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Joseph Hershey McGillvra  
 Ptnr., Gen. Mgr.....L. M. Hawley  
 Ptnr., Chief Eng.....H. L. Hanks  
 Prog. Director.....Jack E. Hawley

## WDSC

DILLON—1946—ABC

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Border Bcstg. Co., Inc.  
 Address.....U. S. Highway 301  
 News Service .....UP  
 Representative .....Gill-Perna-Clayton  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Joseph Martin  
 Station Mgr.....Jim Murff  
 Commercial Manager...Adelaide C. Monroe  
 Prog. Mgr.....Lee Lumpkin  
 Sales Prom. Mgr.....David Loyd Rush  
 Publicity Director.....Johnny Quick  
 Chief Engineer.....H. C. Sanford

## WELP

EASLEY—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Pickens County Bcstg. Co.  
 Address .....Box 522  
 Phone: 9388.....Air Time: Daytime  
 News Service .....UP  
 Trans. Ser.....Associated  
 Representative .....Indie Sales  
 Membership .....RAB  
 Pres., Gen. Mgr.....Cleatus Brazzell  
 Prog. Director.....Chas. B. Smith  
 Chief Engineer.....H. O. McDonald, Jr.

## WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1211  
 Phone: 6351.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB  
 Representative .....Walker  
 President.....Eugene E. Stone  
 Gen., Sta. Mgr.....Paul H. Benson, Jr.  
 Chief Engineer.....Frank Jenne

## WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Florence Bcstg. Co., Inc.  
 Business-Studio Address...151 S. Dargan St.  
 Phone: 3271-2.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....SESAC  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Melvin Purvis  
 Sta., Comm. Mgr.....A. P. Skinner  
 Program Director.....Don Gray  
 Chief Engineer.....John Cooper

## WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Cherokee Radio Co., Inc.  
 Address .....P. O. Box 759  
 Phone: 4795-6.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service....Lang-Worth, SESAC  
 President .....A. Ray Godshall  
 Gen., Sta. Mgr.....Morton E. Green  
 Promotion Mgr.....Mrs. E. Stacy  
 Program Director.....B. Gibbons  
 Chief Engineer.....J. E. Parker

## WGTV

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Georgetown Bcstg. Co.  
 Address, Trans. Loc.....216 Fraser St.  
 Phone: 3-3421.....Air Time: Full Time  
 Station Rep.....Donald Cook

Pres., Gen. Manager.....J. B. Delzell  
 Commercial Manager.....Al Webster  
 Program Mgr.....Mamie A. Delzell  
 Chief Engineer.....Don Delany

# WAKE

GREENVILLE—1950—CBS

Frequency: 1440 Kc.....Power: 5 Kw., d.  
 Owned-Oper. By...Piedmont Bcstg. Co., Inc.  
 Address.....3 College St.  
 Phone: 5-7406.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Pearson  
 President.....V. D. Ramseur  
 Gen. Mgr., Prog. Dir.....J. F. McDonough  
 Comm. Mgr.....Don Price  
 Publicity.....Inez Anders  
 Prog. Dir.....Jerry Mosteller  
 Chief Engineer.....Palmer Greer

# WESC

GREENVILLE—1947

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned-Operated By....Greenville Bcstg. Co.  
 Business-Studio Address.....1 College St.  
 Phone: 2-8241.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Rambreau, Dora-Clayton  
 President.....(Mrs.) James Meade  
 General Manager.....James G. Meade  
 Station Mgr.....J. Davenport  
 Commercial Manager.....William Ingram  
 Program Dir.....I. Wayne Davis  
 Chief Engineer.....Harold White

# WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 500 Watts  
 Owned-Oper. By.....WMRC, Inc.  
 Business-Studio Address.....Poinsett Hotel  
 Phone: 5-8525.....Air Time: Full Time  
 News Service.....UP  
 Transcription.....Thesaurus, SESAC  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 Chairman of Board.....Roger Peace  
 President.....R. A. Jolley, Sr.  
 Gen., Sta. Mgr.....Kenneth Beachboard  
 Commercial Mgr.....Keener Garrett  
 Sls. Prom. Mgr., Pub. Dir.....Curtis Guthrie  
 Program Director.....Bruce Buchanan  
 Chief Engineer.....Burton T. Anderson

# WMRB

GREENVILLE—1954—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Paramount Bcstg. Co. Inc.  
 Address.....400 Mayberry St., Box 989  
 Phone: 3-2751.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....Lang-Worth  
 Station Rep.....Devney, Media Sls.  
 Pres., Gen. Mgr.....C. F. Cope  
 Vice-Pres.....Robert D. Poole  
 Asst. Mgr., Prod. Dir.....William T. Arrington

# WMUU

GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bob Jones Univ.  
 Address.....Greenville  
 Phone: GR. 2-6711.....Air Time: Daytime  
 News Service.....AP, INS  
 Trans. Ser.....SESAC, Associated, Lang-Worth  
 Station Rep.....Continental  
 Membership.....RAB  
 President.....Dr. Bob Jones, Jr.  
 General Manager.....R. K. Johnson  
 Station Manager.....Jim Ryerson  
 Commercial Manager.....Glen Schunk  
 Service Manager.....Mrs. Joan B. Schultz  
 Program Director.....David Yearick  
 Production Director.....Jack Buttram  
 Chief Engineer.....Steward Ensign

# WCRS

GREENWOOD—1941

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Grenco, Inc.  
 Address.....P. O. Box 868  
 Phone: 9-1300, 6646.....Air Time: Full Time  
 News Service.....AP  
 Trans. Service.....Thesaurus, Associated, World  
 Representative.....Clark, Ayers  
 Membership.....NARTB  
 President.....Douglas Featherstone  
 Gen., Sta. Mgr.....Dan Crosland  
 Commercial Mgr.....Ralph Norman  
 Program Dir.....David A. Moss  
 Chief Engineer.....Charles M. Sparks

# WGSW

GREENWOOD—1953—MBS

Frequency: 1350 Kc.....Power 1000 Watts d.  
 Owned.....Radio Greenwood, Inc.  
 Address.....Edward Arms Bldg.  
 Phone: 9-7372.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Indie Sales; Dora-Clayton  
 President.....W. C. Woodall, Jr.  
 Gen., Sta. Mgr.....George B. Cook, Jr.  
 Comm. Mgr.....Olyn L. Gee  
 Prog. Dir.....Ben H. Dekle  
 Publicity Director.....J. E. Smith  
 Chief Engineer.....Robert K. James

# WEAB

GREER—1949—KBS

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Greer Bcstg. Co.  
 Address.....P. O. Box 151  
 Phone: 1057-8.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Co.-O., Gen., Comm. Mgr.....E. A. Burch  
 Co-Owner.....W. Ryan Frier  
 Program Director.....Betty Beers  
 Chief Engineer.....Cecil Sills

# WHSC

## HARTSVILLE—1946—MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Hartsville Bcstg. Co., Inc.  
 Address: 1306 College Ave.  
 Phone: 1450. Air Time: Full Time  
 News Service: AP  
 Transcription Service: Capitol  
 V.P., Gen. Mgr.: Raymond Caddell  
 Commercial Mgr.: Jim Putnam  
 Sales Prom. Mgr.: Lamar Caldwell  
 Prog. Dir.: Earl Catton  
 Publicity Dir.: Eleanor Flowers  
 Chief Engineer: Donald Brien

# WDKD

## KINGSTREE—1949

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Palmetto Bcstg. Co.  
 Address: Kingstree  
 Phone: 6761. Air Time: Daytime  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Gen. Sta. Manager: E. G. Robinson, Jr.  
 Program Director: Carroll Godwin  
 Chief Engineer: Dan Owen

# WJOT

## LAKE CITY—1953

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned: Lake Bcstg. Corp.  
 Address: 10 S. Acline Ave.  
 Phone: 7631. Air Time: Daytime  
 News Service: UP  
 Transcription Service: Lang-Worth  
 President: J. Olin Tice, Jr.  
 Gen., Sta. Mgr.: J. Olin Tice, Sr.  
 Comm., Prom. Mgr.: Philip Rice  
 Program Dir.: Frances M. Tice  
 Chief Engineer: Walter Turner

# WLCM

## LANCASTER—1951—KBS

Frequency: 1360 Kc. Power: 1000 Wtts d.  
 Owned-Operated By: Royal Bcstg. Co.  
 Address: 103 S. Catawba St.  
 Phone: 2051. Air Time: Daytime  
 News Service: AP  
 Station Rep.: Media Sales  
 Transcription Service: Thesaurus, World  
 President: Charles Connelly  
 General Manager: William Coble  
 Station Manager: Garry Coble  
 Program Director: Joann McManus  
 Chief Engineer: Robert Shikenjanski

# WLBG

## LAURENS—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By: WLBG, Inc.  
 Business Address: Box 642, Laurens  
 Phone: 2-2331. Air Time: Daytime

News Service: UP  
 Membership: NARTB  
 Transcription Service: World  
 President: James C. Todd  
 General Manager: Milton Scarboro  
 Program Director: Betty Bishop  
 Chief Engineer: Jack Taylor

# WJAY

## MULLINS—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Mullins & Marion Bcstg. Co.  
 Address: Highway 76  
 Phone: 390. Air Time: Daytime  
 News Service: AP  
 Transcription Service: Lang-Worth  
 President: W. G. Smith  
 Gen., Sta., Comm. Mgr.: James F. Ramsey  
 Prog. Dr.: Kenneth Gasque  
 Chief Engineer: George Magera

# WMYB

## MYRTLE BEACH—1954—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Coastal Carolina Bcstg. Corp.  
 Address: Oak St. at 28th Ave.  
 Phone: 7123. Air Time: Full Time  
 News Service: UP  
 Transcription Service: Thesaurus  
 President: James Olin Tice, Jr.  
 Gen., Comm. Manager: J. Olin Tice, Sr.  
 Sta., Prog. Mgr.: Harry Hyman  
 Chief Engineer: W. D. Tabler

# WKDK

## NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Newberry Bcstg. Co., Inc.  
 Address, Trans.: 11 Radio Dr.  
 Phone: 143. Air Time: Full Time  
 Representative: Clayton  
 News Service: AP  
 Transcription Service: World  
 Pres., Gen., Sta. Mgr.: James F. Coggins  
 Commercial Mgr.: Emory Bedenbaugh  
 Prog., Pub. Dir.: Marcia Coggins  
 Chief Engineer: Ray Gilliam

# WDIX

## ORANGEBURG—1946—ABC MBS-KBS

Frequency: 1150 Kc. Power: 5 Kw. d.  
 Owned-Oper. By: WDIX, Inc.  
 Address: Box 662  
 Phone: 1420. Air Time: Full Time  
 News Service: AP  
 Membership: RAB  
 Station Rep.: Devney, Holman  
 President: Charles S. Henery  
 General Manager: Frank B. Best  
 Asst. Manager: Frank Best, Jr.  
 Program Director: Joe Phillips  
 Commercial Mgr.: Norman M. Matthews  
 Chief Engineer: Gus Browning

# WTND

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Sims Pub. Co.  
 Address.....1 Memorial Plaza  
 Phone: 1600.....Air Time: Daytime  
 Transcription Service.....World  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Thos. F. Clark  
 Gen., Sta. Mgr., Pres.....J. I. Sims  
 Program Director.....Richard R. Rhame  
 Chief Engineers.....Larry W. Styles,  
 Perry Herrington

# WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....York Co. Brcdg. Co.  
 Address.....Rock Hill Nat. Bk. Bldg.  
 Phone: 2085.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Commercial Manager.....Harper S. Gault

# WTYC

ROCK HILL—1949

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned.....Tri-County Bcstg. Corp.  
 Address.....P. O. Box 1091  
 Phone: 3175.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Media Sales  
 President.....T. Lamar Simmons  
 Gen., Sta. Mgr.....E. L. Burwell  
 Comm., Prom. Mgr.....Arnold Baynard  
 Prog., Pub. Dir.....I. E. Brooks  
 Chief Engineer.....Ed Roberts

# WSNW

SENECA—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Blue Ridge Bcstg. Co., Inc.  
 Address.....P. O. Box 443  
 Phone: 8234.....Air Time: Daytime  
 Station Rep.....Continental  
 Pres., Gen. Mgr.....J. A. Gallimore  
 Program Director.....Virginia Gallimore  
 Commercial Mgr.....Charles W. Gwyn  
 Chief Engineer.....Herbert Hosea

# WJAN

SPARTANBURG—1953—ABC-MBS  
KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Spartanburg Bcstg. Co.  
 Address.....101 Schuyler Bldg.  
 Phone: 3-1400.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....World

Owner, Gen. Mgr.....W. Ennis Bray  
 Commercial Mgr.....Charles Goodyear  
 Prom. Manager.....W. Reid Bray  
 Publicity Director.....Dave Moss  
 Program Director.....Gene Bollinger  
 Chief Engineer.....James Tate

# WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Word, Inc.  
 Business-Studio Address.....291 E. Main St.  
 News Service.....AP  
 Representative.....Raymer  
 Membership.....NARTB  
 Transcription Service.....Thesaurus  
 President.....Irwin Kahn  
 Gen. Mgr.....Paul von Hagel  
 Comm. Manager.....John W. Kirkpatrick  
 Program Director.....Buddy Womick  
 Chief Engineer.....Ralph Queen

# WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned.....Spartan Radiocasting Co.  
 Business-Studio Address.....224 E. Main St.  
 Phone: 33621.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB  
 Representative.....Hollingbery  
 President.....Walter J. Brown  
 Managing Director.....Roger A. Shaffer  
 Commercial Manager.....Ross M. Holmes  
 Program Director.....Ed McGrath  
 Chief Engineer.....H. R. Beckholt

# WFIG

SUMTER—1940—MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Station WFIG, Inc.  
 Business-Studio Address...Radio Center Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Joseph Hershey McGillvra  
 Pres., Comm. Mgr.....Fulton B. Creech  
 General Manager.....T. Doug Youngblood  
 Commercial Mgr.....Fulton B. Creech, Jr.  
 Sales Promotion Director...Charles E. Ballard  
 Program Director.....Paul Reidy  
 Chief Engineer.....Richard Elam

# WSSC

SUMTER—1953—ABC

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Radio Sumter  
 Address.....E. Calhoun Ext.  
 News Service.....UP  
 Trans-Service.....RCA, Thesaurus  
 President.....J. A. Gallimore  
 General Manager.....Ed Dameron  
 Program Director.....Tony James  
 Promotion Manager.....Harry Fowler  
 Chief Engineer.....Rod. B. Arkel

# W B C U

UNION—1946—MBS-KBS

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By. Bcstg. Co. of Union, Inc.  
 Address . . . . . 210 East Main St.  
 Phone: 1200. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Station Rep. . . . . Dora-Clayton, Media Sales  
 Pres., Gen. Mgr. . . . . Edward L. B. Osborne  
 Program Director. . . . . Noel Belue  
 Chief Engineer . . . . . T. W. Weathers

# W A L D

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Walterboro Bcstg. Co.  
 Studio Address. . . . . Box 833  
 Phone: 3861. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 President. . . . . R. M. Jefferles  
 General Manager. . . . . Louis M. Neale, Jr.  
 Program Director. . . . . Mary Alice Seigler

# SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — Families 233,000

Radio Homes 223,000 — TV Homes 37,000 — Stations in State 14

# K A B R

ABERDEEN—1952

Frequency: 1220 Kc. Power: 250 Watts a.  
 Owned-Operated By. . . . . Aberdeen Bcstg. Svc.  
 Address . . . . . Rt. 2, Box 173  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr., Chief Eng. . . . . D. T. Hunt

Bus.-Studio Address. . . . . 1726 Dakota Ave., S.  
 Phone: 765. . . . . Air Time: Full Time  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Max F. Staley  
 Comm. Sls. Prom. Mgr. . . . . Wwright Coursey  
 Program Dir. . . . . Dale Larson  
 Chief Eng. . . . . Lydell J. Smith

# K S D N

ABERDEEN—1948—ABC

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By. . . . . Aberdeen News Co.  
 Phone: 4573. . . . . Air Time: Full Time  
 Newspaper Affil. . . . . American-News  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 President. . . . . Henry J. Schmitt  
 Sta., Gen. Manager . . . . . Byron McElligott  
 Commercial Manager. . . . . Russa Osborne  
 Program Director. . . . . E. C. Pieplow  
 Chief Engineer. . . . . George Crocker

# K O R N

MITCHELL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . Mitchell Bcstg. Assn.  
 Bus.-Studio Address. . . . . 217-219 N. Main  
 Phone: 621. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 Gen., Sta. Mgr. . . . . Raymond V. Eppel  
 Comm., Sales Prom. Mgr. . . . . M. Johnson  
 Chief Engineer. . . . . J. R. Doherty

# K D S J

DEADWOOD—1946—MBS-KBS

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Oper. By. . . . . Heart of the Black Hills Sta.  
 Address . . . . . 745 Main  
 Phone: 186. . . . . Air Time: Full Time  
 Transcription Service . . . . . World  
 Station Rep. . . . . Holman  
 Membership . . . . . NARTB  
 News Service . . . . . UP  
 Gen. Mgr., Chief Engr. . . . . Eli Danlels  
 Commercial Manager . . . . . Harry Daniels  
 Program Director. . . . . Bonnie Laughlin

# K G F X

PIERRE—1916

Frequency: 630 Kc. Power: 200 Watts d.  
 Owned-Oper. By. . . . . Estate of Dana McNeil  
 Bus.-Studio Address. . . . . 203 W. Summit Ave.  
 Phone: 2351. . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Representative . . . . . Larson  
 President . . . . . Ida A. McNeil

# K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By. . . . . Black Hills Bcstg. Co. of  
 Rapid City  
 Business Address . . . . . 1819 W. St. Joe St.  
 Phone: Fillmore 2000. . . . . Air Time: Full Time  
 News Service. . . . . UP, AP  
 Representative. . . . . Headley-Reed, Bulmer &  
 Johnson

# K I J V

HURON—1947—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . . James Valley Bcstg. Co., Inc.

Transcription Service.....World, Capitol  
 Membership .....NARTB, RAB  
 President.....Helen S. Duhamel  
 General Manager.....Leo D. Borin  
 Sales Prom. Mgr.....Jack A. Crowley  
 Program Director.....J. Norman Heffron  
 Business Manager.....William F. Turner  
 Farm. Ranch Dir.....Gene Taylor  
 Chief Eng.....Robert Musfeldt

Phone: 4-5571.....Air Time: Full Time  
 News Service .....AP  
 Station Rep.....Cooke, Lawson  
 President.....H. R. Alton  
 Gen. Mgr., Prog. Dir.....Verl Thomson  
 Comm. Manager.....Warren Wright  
 Sales Prom. Mgr.....Bob Printup  
 Program Director.....Verl Thomson  
 Publicity Director.....Helen Achatz  
 Chief Engineer.....Roy Thorson

**K R S D**

**RAPID CITY—1953—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Heart of the Black Hills Sta.  
 Address.....816 Kansas City St.  
 Phone: Fillmore 2-6050.....Air Time: Full Time  
 News Service .....UP  
 Trans. Ser.....Thesaurus  
 Station Rep.....Holman  
 President.....John Daniels  
 General Manager.....Eli Daniels  
 Commercial Manager.....Stan Lieberman  
 Program Director.....Truman Walrod

**K S O O**

**SIOUX FALLS—1927**

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Sioux Falls Bcstg. Asso., Inc.  
 Address.....317 S. Phillips Ave.  
 Phone: 4-5601.....Air Time: Full Time  
 News Service .....AP  
 Transcr. Service .....RCA, Thesaurus  
 Membership .....NARTB, RAB  
 Station Representative.....Avery-Knodel, Inc.  
 President.....Morton Henkin  
 Vice Pres., Gen. Mgr.....George R. Hahn  
 Station Manager.....George "Bill" Rohn  
 Comm. Manager.....Don Cavitt  
 Chief Engineer.....Max Pierce

**K E L O**

**SIOUX FALLS—1937—NBC**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Midcontinent Bcstg. Co.  
 Bus.-Studio Address.....Phillips Ave.—8th St.  
 Phone: 4-5841.....Air Time: Full Time  
 News Service .....UP  
 Trans. Ser.....Standard  
 Representative.....Raymer, Bulmer & Johnson  
 Membership .....NARTB, RAB  
 President, Gen. Mgr.....Joe Floyd  
 Station Manager.....Evans Nord  
 Program Director.....Chet Raasch  
 Commercial Mgr.....Elda Clingmam  
 Sales Prom. Mgr.....Jack Townsend  
 Chief Engineer.....Lester Froke

**K W A T**

**WATERTOWN—1926—KBS-MBS**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Midland Natl. Life Ins. Co.  
 Address.....5 W. Kemp St.  
 Phone: 777.....Air Time: Full Time  
 News Service .....AP  
 Transcr. Service .....Standard  
 Representative.....Walker, Lawson  
 Membership .....NARTB, RAB  
 President.....John Ehrstrom  
 General Manager.....Ross E. Case  
 Sales Prom. Mgr.....Bernard Kinney  
 Chief Engineer.....Francis Alwin

**K I H O**

**SIOUX FALLS—1946—MBS**

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Big Sioux Bcstg. Co., Inc.  
 Address.....218 South Main Ave.  
 Phone: 4-7736.....Air Time: Full Time  
 News Service .....UP  
 Representative.....Pearson  
 Trans. Ser.....World  
 President.....Dr. J. D. Conner  
 General Manager.....David J. Kempkes  
 Comm. Manager.....Fred Schwelkher  
 Program Director.....Paul Beckstrand  
 Chief Engr.....Ralph N. Maples

**W N A X**

**YANKTON—1923—CBS**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Cowles Bcstg. Co.  
 Bus.-Studio Address.....3rd & Mulberry Sts.  
 Phone: YA. 442.....Air Time: Full Time  
 News Service .....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative.....Katz  
 Membership .....NARTB, RAB  
 President.....Gardner Cowles  
 General Manager.....Robert R. Tincher  
 Asst. Manager.....Chris Mack  
 Comm. Mgr.....Donald D. Sullivan  
 Promotion Mgr.....Gordon Laughead  
 Program Director.....Roland Peterson  
 Chief Engineer.....Clifton M. Todd

**K I S D**

**SIOUX FALLS—1948—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KISD, Inc.  
 Bus.-Studio Address.....KISD Bldg., W. 12th



# TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — Families 885,000  
Radio Homes 769,000 — TV Homes 450,000 — Stations in State 77

## W L A R

**ATHENS—1946—KBS-MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Athens Bcstg. Co.  
Business-Studio Address ..... N. Jackson St.  
News Service ..... UP  
Transcription Service ..... Thesaurus  
President ..... Lowell F. Arterburn  
General Manager ..... Buell J. Charles  
Program Director ..... E. Max Robinette  
Commercial Manager ..... Leonard Dawson  
Chief Engineer ..... J. W. Turner

## W O P I

**BRISTOL—1929—NBC**

(See Also Bristol, Va.)

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. Radiophone Bcstg. Station, WOPI, Inc.  
Address. Easley-Wright Bldg., State & 4th Sts.  
Phone: South 3730. .... Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Burn-Smith  
Membership ..... NARTB, RAB  
Pres., Gen., Sta. Mgr. .... W. A. Wilson  
Commercial Mgr. .... James C. Wilson  
Prom. Mgr. .... Wm. A. Wilson, Jr.  
Program Director ..... Rocky Stone  
Publicity Director ..... Walsh McQueen  
Chief Engineer ..... George Guertin

## W A G C

**CHATTANOOGA—1945—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Tenn. Valley Bcstg. Co.  
Address ..... Hotel Patten  
Phone: 7-1128. .... Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Walker  
Gen. & Comm. Mgr. .... Cliff Bowers  
Program Director ..... Bill Giddens  
Chief Engineer ..... George McMurtrie

## W A P O

**CHATTANOOGA—1936**

Frequency: 1150 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By ..... WAPO Bcstg. Service  
Business-Studio Address ..... Read House  
News Service ..... INS  
Transcription Service ..... Thesaurus  
Representative ..... Avery-Knodel  
Membership ..... NARTB  
Pres., Gen., Sta. Mgr. .... R. G. Patterson  
Program Director ..... Frances Harley  
Prom., Pub. Dir. .... Helen Patterson  
Chief Engineer ..... B. B. Barnes

## W D E F

**CHATTANOOGA—1941—NBC**

Frequency: 1370 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WDEF Bcstg. Co.  
Bus. Studio Address ..... 425 Volunteer Bldg.  
Phone: 6-0124. .... Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... Capitol  
Representative ..... Branham  
Membership ..... NARTB, RAB  
President ..... Carter M. Parham  
Gen. Sta. Comm. Mgr. .... Ken Flenniken  
Publicity Dir. .... Warren Herring  
Program Director ..... Kenn Early  
Chief Engineer ..... B. C. Baker

## W D O D

**CHATTANOOGA—1925—CBS**

Frequency: 1310 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WDO D Bcstg. Corp.  
Address ..... Hamilton Natl. Bank Bldg.  
Phone: 6-5117. .... Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Standard, World  
Representative ..... Paul H. Raymer  
Membership ..... NARTB, RAB  
President ..... Earl W. Winger  
Vice Pres., Gen. Mgr. .... Norman A. Thomas  
Publicity Director ..... Byron J. Bush  
Program Director ..... Frank F. Hubbs  
Chief Engineer ..... James E. Walker

## W D X B

**CHATTANOOGA—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WDXB, Inc.  
Address ..... 100 Dome Bldg.  
Phone: 6-1114. .... Air Time: Full Time  
Representative ..... Forjoe  
Membership ..... NARTB, RAB  
News Service ..... AP, UP  
President ..... Joseph Bloom  
General Manager ..... James C. Cole  
Comm. Manager ..... Luther Wilson  
Chief Engineer ..... E. E. East

## W M F S

**CHATTANOOGA—1951**

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... WMFS, Inc.  
Address ..... 215 W. Ninth St.  
Phone: 6-4145. .... Air Time: Daytime  
Representative ..... Pearson  
Pres., Gen. Mgr. .... Brody Timm  
Sta., Comm. Mgr., Prog. Dir. .... Fred Webb

# W M C H

**CHURCH HILL—1954**

Frequency: 1260.....Power: 1000 Watts  
 Owned-Oper. By.....Twin Cities Bcstg. Co.  
 Address ..... P. O. Box 4  
 Phone: Elgin 7-2601.....Air Time: Full Time  
 Owner.....Thales E. Wallace  
 General Manager.....Carroll G. Ogle  
 Program Director.....Sterling Manis  
 Chief Engineer.....James Ruth

# W D X N

**CLARKSVILLE—1954**

Frequency: 540 Kc.....Power: 250 Watts  
 Owned.....Clarksville Bcstg. Co., Inc.  
 Address .....Bailey Bros.  
 Air Time .....Daytime  
 Manager.....J. M. Cecil

# W J Z M

**CLARKSVILLE—1941—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Campbell & Sheftall  
 Business-Studio Address.....411 Madison St.  
 Phone: 6414.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB, RAB  
 Representative .....Rambeau  
 Pres., Gen.-Sta. Mgr.....J. Parry Sheftall

Commercial Manager.....Charles Malone  
 Program Director.....Clay Cline  
 Sls. Prom. Mgr.....Bill Vogel  
 Publicity Dir.....Melvin Sandler  
 Chief Engineer .....John Bailey

# W B A C

**CLEVELAND—1945—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Robert W. Rounsaville  
 Business-Studio Address .....Central Ave.  
 Representative .....Dora Clayton  
 Mngg. Dir.....John Fulton  
 Comm., Sls. Prom. Mgr.....Bland Sells  
 Station Manager.....Thad F. Fitch  
 Program Director.....Paul Kirksey  
 Chief Engineer.....William D. Stuart

# W K R M

**COLUMBIA—1946—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Middle Tenn. Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address..P. O. Box 71  
 Phone: 1340.....Air Time: Full Time  
 Transcription Service .....World  
 Representative .....Walker  
 Membership .....NARTB, RAB  
 Pres., Gen.-Sta.-Comm. Mgr..R. M. McKay, Jr.  
 Sales Prom. Mgr.....Mel Dugger  
 Program Director.....Walt D. Hard  
 Chief Engineer .....Cameron McKay

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

# AP

# WHUB

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: WHUB, Inc.  
 Bus.-Studio Address: 315 E. Spring St.  
 Phone: 789 Air Time: Full Time  
 News Service UP  
 Representative: Continental Radio Sales  
 Membership: NARTB, RAB  
 Pres., General Manager: M. L. Medley  
 Station Prog. Dir.: Joe Mabry  
 Sales Prom. Mgr., Pub. Dir.: Stacey Mott  
 Chief Engineer: Claude Haston

# WKBL

COVINGTON—1954

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By: Tipton County Bcstg. Co.  
 Address: P. O. Box 289  
 Phone: 9635 Air Time: Daytime  
 General Manager: Charles K. Sparks  
 Commercial Mgr.: Carl Swafford  
 Program Director: Charles C. Watts Jr.  
 Prom. Dir., Chief Engr.: R. William Hoffman

# WAEW

CROSSVILLE—1952—KBS

Frequency: 1340 Kc. Power: 100 Watts  
 Owned-Oper. By: WAEW, Inc.  
 Address: 406 E. B'way  
 Phone: 333 Air Time: Full Time  
 News Service UP  
 President: Arthur Wilkerson  
 Manager: James H. Lee  
 Chief Eng.: Allen Breazeale

# WDSG

DYERSBURG—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: State Gazette Bcstg. Co., Inc.  
 Address: Box 58  
 Phone: 77 Air Time: Full Time  
 Transcription Service: World  
 News Service: AP  
 General Manager: William Ward  
 Commercial Manager: Wendell Vaughan  
 Program Director: Shirley Jones  
 Chief Engineer: Dave Ross

# WBEJ

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned: Robert Rounsaville & George Clark  
 Business-Studio Address: Elk Ave.  
 Phone: 2-1241 Air Time: Full Time  
 Rep.: Dora Clayton  
 News Service: UP  
 Senior Partner: R. W. Rounsaville  
 Mng. Dir.: John Fulton  
 Station Manager: Frazier Cochrane  
 Commercial Mgr.: Terry Sams  
 Program Director: Bill Hale  
 Chief Engineer: M. C. Bowers, Jr.

# WEKR

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Fayetteville Bcstg. Co.  
 Business-Studio Address: Box 625  
 Phone: 1240 Air Time: Full Time  
 News Service: AP  
 Trans. Ser.: Thesaurus  
 Membership: NARTB, RAB  
 President: John R. Crowder  
 General Manager: James Porter Clark  
 Station Manager: Jim Tate  
 Program Director: Teddy Barnes  
 Chief Engineer: Ernest Tucker

# WAGG

FRANKLIN—1953

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Williamson County Bcstg.  
 Address: Mallory Rd.  
 Phone: 982 Air Time: Daytime  
 News Service: AP  
 Membership: NARTB, RAB  
 Pres., Gen. Sta. Mgr.: William Ormes  
 Commercial Mgr.: Wilson Herbert  
 Program Director: John Haeberle  
 Chief Engineer: Ellis F. Jones Jr.

# WHIN

GALLATIN—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Sumner County Bcstg. Co.  
 Address: Portland Rd.  
 Phone: 1010 Air Time: Daytime  
 News Service: UP  
 Representative: Indie Sales  
 Membership: NARTB  
 President: A. B. Perkins  
 Gen., Mgr.: J. B. Thomas  
 Commercial Manager: Charles Brewer  
 Chief Engineer: Lee Raines

# WGRV

GREENEVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Greeneville, Inc.  
 Address: Box 243  
 Phone: 4147 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Capitol  
 Pres., Gen. Mgr.: Paul Metcalfe  
 Commercial Manager: Hugh Pickel  
 Program Director: Pete Luttreil  
 Chief Engineer: Laile Hampton

# WHBT

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: The Harriman Bcstg. Co., Inc.  
 Address: Devonia & Crescent  
 Phone: 661 Air Time: Full Time  
 News Service: UP

Trans. Ser.....World, SESAC  
 Representative .....Continental  
 Owner, Gen. Mgr.....F. L. Crowder  
 Comm., Sales Prom. Mgr..Walter Scarbrough  
 Pgm. Dir., Chief Ann.....Carl Williams  
 Chief Engineer.....Reggie Honey

# WIRJ

**HUMBOLDT—1949—Mid-South KBS**  
 Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.  
 Address.....210 N. 22nd Ave.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 President .....J. F. Warmath  
 Gen., Sta. Mr.....Howard E. Byrum  
 Chief Engineer.....Gerald Hicks

# WDXI

## JACKSON—1948—MBS—KBS

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Dixie Bcstg. Co.  
 Business-Studio Address.....Williams Bldg.  
 Phone: 7-9611.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Burn-Smith  
 Pres., Gen. Mgr.....Aaron B. Robinson  
 Station Manager.....Bill Winsett  
 Commercial Mgr.....Jack Murphy  
 Program Director.....Larry Crenshaw  
 Sales Prom. Director.....Leonard Fielding  
 Publicity Director.....Dave O'Brien  
 Chief Engineer.....James S. Thomas

# WTJS

## JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Sun Publishing Co.  
 Bus.-Studio Address .....Jackson  
 Phone: 7-3316.....Air Time: Full Time  
 News Service .....AP  
 Newspaper Affil.....Jackson Sun  
 Transcription Service.....Thesaurus  
 Representative .....Branham  
 Membership .....NARTB, RAB  
 V.P., Gen. Mgr.....A. A. Stone  
 Station Manager.....Frank S. Proctor  
 Asst. Mgr.....L. R. Brooks  
 Sls. Prom. Mgr., Pub. Dir....Peggy McKinnie  
 Program Director.....Vince Tapler  
 Chief Engineer.....Joseph Rhodes

# WETB

## JOHNSON CITY—1947

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Press, Inc.  
 Business Address.....Main St.  
 Newspaper Affil.....Chronicle  
 Representative .....McGillvra  
 Transcription Service .....World  
 President.....Carl A. Jones  
 Gen., Sta. Manager.....Arthur Kelsey  
 Program Director.....Bernard Burleson  
 Chief Engineer.....E. B. Jones

# WJHL

## JOHNSON CITY—1938—ABC

Freq.: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WJHL, Inc.  
 Business-Studio Address.....145 W. Main St.  
 Phone: 2780 .....Air Time: Full Time  
 News Service .....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 President .....W. H. Lancaster, Sr.  
 General Manager.....W. H. Lancaster, Jr.  
 Comm. Mgr.....K. Marsh  
 Sls. Prom. Mgr., Prog., Pub. Dir..William Shell

# WKIN

## KINGSPORT—1951—KBS

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned & Operated.....WKIN, Inc.  
 Address.....Market & Wexler Sts.  
 Phone: Cl. 6-8131.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....World, Keystone  
 Representative .....Rambeau  
 Pres., Gen. Mgr.....Cy N. Bahakel  
 Station Manager.....Phil Bahakel  
 Comm., Sls. Prom. Mgr.....Andy Grauer  
 Program Director.....Chuck Foster  
 Chief Engineer.....Robert Heath

# WKPT

## KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By....Kingsport Bcstg. Co., Inc.  
 Business-Studio Address.....222 Commerce St.  
 Phone: Cl. 5-4161.....Air Time: Full Time  
 Transcription Service.....Thesaurus  
 Representative .....Burn-Smith  
 Membership .....NARTB, RAB  
 President.....C. P. Edwards, Jr.  
 Gen., Sta. Manager.....Paul L. Overbay  
 Commercial Mgr.....Phil Weaver  
 Sales Prom. Mgr.....Joe N. Tipton  
 Program Dir.....Martin Karant  
 Publicity Dir.....Jim Davis  
 Chief Engineer.....Thomas Phillips

# WBIR

## KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....Radio Station WBIR, Inc.  
 Business-Studio Address.....618 S. Gay St.  
 Phone: 4-3321.....Air Time: Full Time  
 Transcription Service .....Thesaurus  
 News Service .....UP  
 Representative .....Gill Perna  
 Membership .....NARTB, RAB  
 Pres., Gen. Sta., Comm. Mgr.....John P. Hart  
 Prog., Pub. Director.....Neal Branch  
 Chief Engineer.....J. Rex Horton

# WIVK

**KNOXVILLE—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Dick Bcstg. Co.  
 Address. 319 N. Gay Street  
 Phone: 4-3694 Air Time: Daytime  
 News Service AP  
 Representative Forjoe  
 Membership NARTB  
 Pres., Gen., Sta., Sls. Prom. Mgr. J. A. Dick  
 Comm. Mgr. T. C. Hooper  
 Prog. Dir. J. P. Hess, Jr.  
 Chief Eng. Milton Jones

# WKG N

**KNOXVILLE—1947—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. WKG N Bcstg. Co.  
 Bus. Studio Address. Park Natl. Bank Bldg.  
 Phone: 4-0766 Air Time: Full Time  
 News Service AP  
 Transcription Service Lang-Worth  
 Sta. Rep. Everett-McKinney, O'Connell  
 Membership NARTB  
 President. George P. Mooney  
 Commercial Mgr. J. Horton Davis  
 Program Director. John Ward  
 Chief Engineer. Milton L. Jones

# WKXV

**KNOXVILLE—1954—KBS**

Frequency: 900 Kc. Power: 1000 Watts  
 Owner. Knoxville Ra-Tel., Inc.  
 Address. 411½ W. Main St.  
 President. Roy S. Carr  
 General Manager. Tom Carr  
 Program Director. W. C. Day  
 Chief Eng. John D. Caylor

# WNOX

**KNOXVILLE—1921—CBS**

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By. Scripps-Howard Radio, Inc.  
 Business-Studio Address. 110 S. Gay St.  
 Phone: 3-3171 Air Time: Full Time  
 Newspaper Affiliation. "News Sentinel"  
 News Service UP  
 Transcription Service Standard  
 Representative Branham  
 Membership NARTB  
 President. Jack R. Howard  
 General Manager. R. B. Westergaard  
 Comm. Sta. Dir. Mgr. O. L. Smith  
 Sls. Prom., Pub. Dir., Pro. Dir. C. A. McMahon  
 Chief Engineer. Ray Evans

# WROL

**KNOXVILLE—1927—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By. Mountcastle Bcstg. Co.  
 Business-Studio Address. 612 Gay St.  
 Phone: 2-7111 Air Time: Full Time  
 News Service UP

Transcription Service World  
 Representative Avery-Knodel  
 Membership NARTB, RAB  
 President Paul Mountcastle  
 Gen., Sta. Mgr. W. H. Linebaugh  
 Commercial Manager J. T. McCloud  
 Program Dir. J. H. Reese  
 Prom., Pub. Dir. H. W. Hudson  
 Chief Engineer. Fred Andrews

# WLAF

**LAFOLLETTE—1953—MBS**

Frequency: 1450 Kc. Power: 100 Watts  
 Owner. LaFollette Bcstg. Co.  
 Address. Piedmont Hotel  
 Phone. 1060  
 Gen. Mgr., Chief Eng. Marvin L. Paul  
 Program Director. Robert M. Leibforth

# WDXE

**LAWRENCEBURG—1951—MBS-KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Lawrenceburg Bcstg. Co.  
 Address. Locke Bldg.  
 Phone: 4462 Air Time: Daytime  
 News Service UP  
 Trans. Ser. World  
 Rep. Burn-Smith, Dora-Clayton  
 President. Aaron B. Robinson  
 General Manager. George Eubanks  
 Gen., Sta. Mgr. Ken Marston  
 Promotion Manager. Bud Sawyer  
 Chief Engineer. Phillip Kemper

# WCOR

**LEBANON—1949—KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Operated By. Lebanon Bcstg. Co., Inc.  
 Address. 106½ S. Cumberland Ave.  
 Phone: 1540 Air Time: Daytime  
 News Service AP  
 Trans. Ser. RCA, Thesaurus  
 Pres., Gen. Mgr. Theo. F. Exell, Jr.  
 Comm. Manager. Jack Hendrickson  
 Chief Engineer. William Johnston

# WLIL

**LENOIR CITY—1950—KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owner. WLIL, Inc.  
 Address. 406 E. Broadway  
 Phone Number. 1095  
 News Service UP  
 Membership NARTB, RAB  
 News Service UP  
 Pres., Gen. Mgr. Arthur Wilkerson  
 Comm., Sls. Prom. Mgr. Thomas Tuck  
 Prog. Dir. E. Grubb  
 Chief Engineer. Allen Breazale

# WJJM

**LEWISBURG—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Louis D. Lingner

Address ..... East Hill  
 Phone: 780..... Air Time: Full Time  
 Trans. Ser. .... World  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 General Manager..... Louis D. Lingner  
 Chief Engineer..... R. C. Wiley

# W D X L

LEXINGTON—1954—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned..... Lexington Bcstg. Co.  
 Address ..... Scott Bldg.  
 Phone: 3500, 3155..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... World  
 Station Rep..... Burn-Smith, Dora-Clayton  
 President..... Aaron B. Robinson  
 General Manager..... Neal B. Bunn

# W G A P

MARYVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By..... Aluminum Cities Bcstg. Co.  
 Address ..... Bittle Bldg.  
 Phone: 2490..... Air Time: Full Time  
 Membership ..... NARTB, RAB  
 News Service ..... AP  
 Transcription Service..... Thesaurus Keystone  
 General Manager..... F. H. Corbett  
 Commercial Manager..... Horace McGill  
 Prog. Dir..... Ken D. Kribbs  
 Chief Engineer..... Mark Murphy

# W H D M

McKENZIE—1954

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned..... Tri-County Bcstg. Co., Inc.  
 Address..... P. O. Box 191  
 Phone: 3371, 3372..... Air Time: Daytime  
 News Service ..... AP  
 Trans. Ser. .... Thesaurus  
 Station Rep. .... Clark  
 Pres., Gen. Mgr..... Michael R. Freeland  
 Program Manager..... George Martin  
 Sales Director..... Irene Morgan  
 Chief Engr..... James D. McClure

# W M M T

McMINNVILLE—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..McMinnville Bldg. Co., Inc.  
 Address..... N. Chancery St.  
 Phone: 2233..... Air Time: Full Time  
 News Service ..... UP  
 President..... Dr. Sam J. Albritton  
 General Manager..... Royce E. Richards

# W C B R

MEMPHIS—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Chickasaw Bcstg. Co.  
 Address ..... 378 Beale St.  
 Phone: 5-7545..... Air Time: Daytime  
 Representative ..... McGillvra  
 Comm. Manager..... Dick Whitmore  
 Program Director..... Donald G. Nicely  
 General Manager..... W. M. H. Smith

# W D I A

MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned By..... Bluff City Bcstg. Co.  
 Business-Studio Address..... 2074 Union Ave.  
 Phone: 36-2703..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Pearson, Dora-Clayton  
 Membership ..... NARTB, RAB  
 Pres..... John R. Pepper  
 Sec. Mgr..... Bert Ferguson  
 Commercial Manager..... Harold F. Walker  
 Sls. Prom. Mgr..... F. Armstrong  
 Prod. Dir..... David James  
 Pub. Dir..... Don Kern  
 Chief Engineer..... Henry N. Fones

# W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Gen. Teleradio, Inc.  
 Bus.-Studio Address..... Hotel Chisca  
 Phone: 8-6868..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... SESAC  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 President..... Thomas J. O'Neil  
 Gen., Sta. Mgr..... John Cleghorn  
 Commercial Mgr..... Tom W. Ragland  
 Program Director..... Dick Covington  
 Sales Prom. Mgr..... Jerry Buckaloo  
 Publicity Director..... Jack Starr  
 Chief Engineer..... Welton Roy

# W H H M

MEMPHIS—1946

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Mid-South Bcstg. Corp.  
 Business-Studio Address..... 433 Sterick Bldg.  
 Phone: 37-4422..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... A. Young; C. Melville  
 Membership ..... NARTB  
 President..... P. E. Furlow  
 Gen. Mgr., VP..... C. K. Beaver  
 Commercial Mgr..... Allan Avery  
 Program Director..... Jay Black  
 Chief Engineer..... William Marsh

**W M C**

**MEMPHIS—1923—NBC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By... Memphis Publishing Co.  
 Bus.-Studio Address... Goodwyn Institute Bldg.  
 Phone: 8-7464. Air Time: Full Time  
 News Service UP, AP  
 Trans. Ser. Thesaurus,  
 Representative Branham  
 Membership NARTB  
 President Enoch Brown  
 Gen., Sta. Mgr. H. W. Slavick  
 Commercial Mgr. Richard Voorhis  
 Sales Prom. Manager Walter E. Frase  
 Program Director Harlan Judkins  
 Chief Engineer E. C. Frase, Jr.

**W M P S**

**MEMPHIS—1925—ABC**

Freq.: 680 Kc. Power: 10 Kw. d.; 5 Kw. n.  
 Owned-Operated By... WMPS, Inc.  
 Business-Studio Address... Radio Center  
 Phone: 5-2663. Air Time: Full Time  
 News Service UP  
 Transcription Service Standard World  
 Representative Radio-TV Representatives  
 Membership NARTB  
 Pres., Gen. Mgr. Harold R. Krelstein  
 Sta., Sls. Prom. Mgr. Charles De Vois  
 Program Dir. Gene Plumstead  
 Chief Engineer J. G. Deaderick

**W R E C**

**MEMPHIS—1922—CBS**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By... WREC Bcstg. Service  
 Business-Studio Address... Hotel Peabody  
 News Service UP  
 Transcription Service World, Lang-Worth  
 Membership NARTB  
 Representative Katz  
 Owner, General Manager Hoyt B. Wooten  
 Commercial Manager Hollis R. Wooten  
 Program Director Jack Michael  
 Chief Engineer Wilson Raney

**W C R K**

**MORRISTOWN—1947—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter Address... Radio Center  
 News Service AP  
 Trans. Ser. World  
 Representative Hal Holman  
 President Herbert S. Walters  
 General Manager Howell Ashford  
 Program Director John Frank McCrary  
 Chief Engineer James R. Redden

**W G N S**

**MURFREESBORO—1946—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... WGNS, Inc.

Address... P. O. Box 456  
 Phone: 1450. Air Time: Full Time  
 News Service AP, UP  
 Representative Holman  
 Trans. Ser. World, Lang-Worth, Thesaurus  
 Pres., Gen. Mgr. Cecil Elrod, Jr.  
 Station Manager William O. Barry  
 Program Director John D. Hood  
 Chief Engineer Paul Howell

**W M T S**

**MURFREESBORO—1953**

Frequency: 860 Kc. Power: 250 Watts  
 Owned... Murfreesboro Bcstg. Co.  
 Address... 112 N. W. Broad St.  
 Trans. Service Standard  
 President A. D. Smith, Jr.  
 Gen., Sta. Mgr. Virgil Trimm  
 Commercial Mgr. Charles Snoddy  
 Sales Prom. Mgr. Clyde Major  
 Program Dir. Jim Edwards  
 Publicity Dir. Yvonne Mingle  
 Chief Engineer Eugene Covington

**W K D A**

**NASHVILLE—1947**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Capitol Bcstg. Co.  
 Address... 1st American Natl. Bank Bldg.  
 Trans. Ser. Capitol  
 Representative Pearson  
 Membership NARTB, RAB  
 President John W. Kluge  
 Vice Pres., Gen. Mgr. Harvey L. Glascock  
 Prog. Dir., Prom. Mgr. Tom Parrish  
 Chief Engineer Oscar C. Griffin, Jr.

**W L A C**

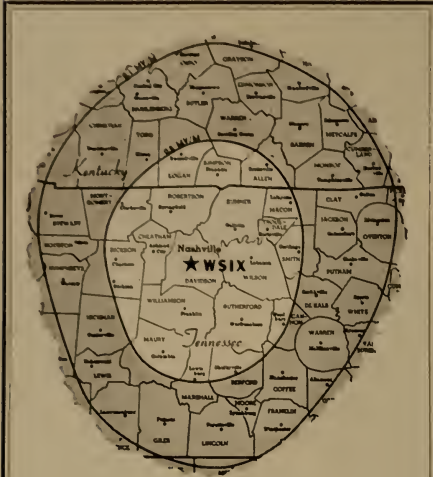
**NASHVILLE—1926—CBS**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned... Life & Casualty Insurance Co., Tenn.  
 Bus.-Studio Address... Third Natl. Bank Bldg.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Katz  
 Membership NARTB, RAB  
 Gen. Mgr. F. C. Sowell  
 Commercial Manager E. G. Blackman  
 Promotion Manager Jerry Glaser  
 Program Director Paul Oliphant  
 Chief Engineer F. D. Binns

**W M A K**

**NASHVILLE—1948—MBS**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By... Volunteer State Bcstg. Co.  
 Address... Maxwell House Hotel  
 Phone: 4-3411. Air Time: Full Time  
 Station Rep. Weed  
 Membership RAB  
 President Frank W. Mayborn  
 General Manager Robert E. Cooper  
 Chief Engineer Charles W. Stokely



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**WNAH**

**NASHVILLE—1949—KBS-LBS**

Frequency: 1360 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Hermitage Bcstg. Corp.  
Address.....James Robertson Hotel  
Phone: 4-7611.....Air Time: Daytime  
News Service.....UP  
Representative.....Continental  
Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.  
Comm., Prom. Mgr.....Herman Rippey  
Program Director.....Howell Smith  
Publicity Dir.....Webber Parrish  
Chief Engineer.....Harold Woodard

**WSIX**

**NASHVILLE—1927—ABC**

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WSIX, Inc.  
Address.....Nashville Trust Building  
Phone: 5-5431.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Station Representative..George P. Hollingbery  
Membership.....NARTB, RAB  
Pres. Gen. Mgr.....R. D. Stanford  
Sls. Prom. Mgr.....J. L. Harper  
Pub. Dir.....W. C. Baird, Jr.  
Commercial Mgr.....E. S. Tanner  
Program Director.....Jack Simpson  
Chief Engineer.....Charles R. Duke

**WSM**

**NASHVILLE—1925—NBC**

Frequency: 650 Kc.....Power: 50,000 Watts  
Owned-Operated By..Nat'l Life & Acc. Ins. Co.  
Bus.-Studio Address.....301 7th Ave. N.  
Phone: 6-7181.....Air Time: Full Time  
News Service.....AP, INS  
Trans. Ser. ....Associated  
Representative.....Edward Petry  
Membership.....RAB  
Chairman of Board.....E. W. Craig  
President.....John H. DeWitt, Jr.  
Commercial Manager.....Irving C. Waugh  
Dir. of Publicity.....Wm. R. McDaniel  
Program Director.....Jack Stapp  
Chief Engineer.....George A. Reynolds

**WSOK**

**NASHVILLE—1951**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
Owned-Operated By....Nashville Bcstg. Co.  
Address.....419 Fourth Ave. N.  
Phone: 42-0489.....Air Time: Daytime  
News Service.....INS  
Representative.....Forjoe, Dora-Clayton  
Membership.....RAB  
Pres., Gen. Mgr.....H. C. Young, Jr.  
Com., Prom. Mgr.....Norman Stewart  
Pub. Dir.....R. Goldman  
Chief Engineer.....Arthur Viaches



**W L I K**

**NEWPORT—1954**

Frequency: 1270 Kc.....Power: 1 Kw.  
Owned.....Arthur Wilkerson Lumber Co.  
Address.....406 E. B'way, Lenoir City  
Phone: 3095.....Air Time: Daytime  
News Service.....UP  
President, Gen. Mgr.....Arthur Wilkerson  
Sta., Comm. Mgr.....Ira B. Crisp

**W A T O**

**OAK RIDGE—1948—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WATO, Inc.  
Address.....Municipal Market Bldg.  
Phone: 5-3535.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
President.....Ross Charles  
Comm. Manager.....Samuel P. Thrower, Jr.  
Program Director.....Tom Carlisle  
Chief Engineer.....Hal Tompkins

**W O K E**

**OAK RIDGE—1951**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Air Mart Corp.  
Address.....Box 391  
Pres., Gen., Sta. Mgr.....Harry C. Weaver  
Commercial Mgr.....O. E. O'Bleness  
Sls. Prom. Mgr.....Mrs. F. Allen  
Program Director.....William E. Sorrell  
Chief Engineer.....Bob Goodman

**W T P R**

**PARIS—1947—KBS-MBS**

Frequency: 710 Kc.....Power: 250 Watts d.  
Owner.....Paris Bcstg. Co.  
Address.....N. Poplar St.  
News Service.....UP  
Trans. Ser.....World  
Sta. Rep.....Burn-Smith  
President.....A. B. Robinson  
General Manager.....J. M. Cecil  
Commercial Manager.....B. C. Kilgore  
Chief Engineer.....Don Somerville

**W K S R**

**PULASKI—1947—ABC**

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Oper. By.....The Richland Bdcstg. Co.  
Address.....So. First St.  
Phone: 1066-67.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Clark  
Membership.....NARTB  
President.....J. R. Stephens  
Comercial Mgr.....Beechie Stephens  
Sls. Prom. Mgr.....Clarence Holley  
Prog. Dir.....Corky Hoover  
Pub. Dir.....Nathan Street  
Chief Engineer.....N. G. Morgan

**W T R B**

**RIPLEY—1954**

Frequency: 1570 Kc.....Power: 250 Watts  
Owned.....West Tenn. Radio Service  
Address.....P. O. Box 302  
Phone: 1060.....Air Time: Daytime  
News Service.....UP  
Trans. Ser.....SESAC  
Gen., Comm. Mgr.....Hobson H. Daws  
Sales Prom. Mgr., Pub. Dir.....Harold L. Baker  
Program Director.....Earl W. Daly  
Chief Engr.....Charles R. Sykes

**W R G S**

**ROGERSVILLE—1954**

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Rogersville Bcstg. Co.  
Address.....Burem Pike  
Phone: 6491.....Air Time: Daytime  
General Manager.....John E. Beal  
Commercial Manager.....Charles W. Beal  
Promotion Mgr.....George Beal

**W H A L**

**SHELBYVILLE—1946—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Shelbyville Bcstg. Co., Inc.  
Address.....P. O. Box 241  
Phone: 1400.....Air Time: Full Time  
V.P., Gen. Mgr.....Charles Christian  
Chief Engineer.....Tim Marsh

**W E P G**

**SOUTH PITTSBURGH—1954**

Frequency: 910 Kc.....Power: 500 Watts  
Owned-Oper. By.....Eaton P. Govan, Jr.  
Address.....Railroad St.  
Phone: 6185.....Air Time: Daytime  
Pres., Gen., Comm. Mgr.....Eaton P. Govan, Jr.  
Program Director.....Vinetta B. Govan  
Chief Engineer.....William Dunn

**W S M T**

**SPARTA—1953**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sparta Bcstg. Co. Inc.  
Address.....Box O  
Phone: 3751.....Air Time: Daytime  
Transcription.....World  
Membership.....RAB  
President.....Sam J. Albritton  
Gen., Sta. Manager.....B. L. Upchurch  
Commercial Mgr.....Van L. Slack  
Program Director.....William Round Jr.  
Chief Engineer.....Hubert A. Beasley

**W D B L**

**SPRINGFIELD—1950—KBS**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Springfield Bcstg. Co., Inc.  
Address.....P. O. Box 464

Phone: 1287 ..... Air Time: Daytime  
 Transcription Service ..... World  
 Membership ..... RAB  
 News Service ..... AP  
 Gen., Sta. Mgr. .... Walter A. Duke  
 Comm., Sls. Prom. Mgr. .... H. Dean Rhodes  
 Chief Engineer ..... Anna Duke

# WJIG

TULLAHOMA—1947

Frequency: 740 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... WJIG Bcstg.  
 Business Address ..... West End Drive  
 Phone: 2607-8 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Pres., Owner ... Col. Raymond L. Prescott, Jr.  
 General Manager ..... Wallace Beecham  
 Chief Engineer ..... Alfred Parsons

# WENK

UNION CITY—1946—MBS-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By .. Union City Bcstg. Co.

Phone: 1240 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 President ..... Aaron B. Robinson  
 Station Manager ..... Louis C. Wrather  
 Commercial Mgr. .... Edwin A. Kallenberg, Jr.  
 Program Director ..... Mrs. J. Osborne  
 Chief Engineer ..... Charles Holland

# WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. Franklin County Bcstg. Co.  
 Address ..... Box 1103  
 Phone: 2201 ..... Air Time: Full Time  
 News Service ..... UP  
 Gen. Mgr., Prom. Mgr. .... Ernest Richards, Jr.  
 Commercial Manager ..... Harry W. Sullivan  
 Program Director ..... Hank Murray  
 Chief Engineer ..... James F. Spencer

# TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — Families 2,763,000

Radio Homes 2,443,000 — TV Homes 1,300,000 — Stations in State 200

# KRBC

ABILENE—1936—ABC—TEXAS

Freq.: 1470 ..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Abilene Radio & TV  
 Business Address ..... 4510 S. 14th St.  
 Phone: 2-8491 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... John E. Pearson  
 Membership ..... RAB  
 President ..... Dale Ackers  
 Station Mgr., Pro. Director ..... Bro Mingus  
 Comm., Sales Prom. Mgr. .... Forest Lane  
 Chief Engineer ..... Troy Mallon

# KWKC

ABILENE—1948—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Citizens Bcstg. Co.  
 Bus.-Studio Address ..... 2500 Butternut  
 Phone: 3-2545 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Venard  
 President ..... W. P. Wright  
 Gen., Prom. Mgr. .... A. C. Etter  
 Commercial Manager ..... Tyler Stewart  
 Program Director ..... Leonard Johnson  
 Chief Engineer ..... Forrest Tipton

# KBKI

ALICE—1947—MBS

Frequency: 1070 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Alice Bcstg. Co.  
 Business Address ..... Box 731  
 Phone: 4-4324 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Pearson  
 Membership ..... NARTB  
 President ..... Givens A. Parr  
 General Manager ..... Robert I. Grimes  
 Sales Prom. Mgr. .... Irma Salas  
 Program Dir. .... J. Allen Frye  
 Publicity Director ..... Ruth Norris  
 Chief Engineer ..... S. L. Spencer

# KVLF

ALPINE—1947—KBS-CACTUS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Big Bend Bcstrs.  
 Business Address ..... P. O. Box 779  
 Phone: 2144 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 President ..... Jack Hawkins  
 Gen. Sta., Comm. Mgr. .... Gene Hendryx  
 Program Director ..... Bill Hight  
 Chief Engineer ..... Sherman Newsom

# KAMQ

AMARILLO—1947—MBS

Freq.: 1010 Kc. . . . . Power: 1 Kw. d., 500 Watts  
 Owned-Oper. By . . . . . Top of Texas Bcstg. Co.  
 Address . . . . . 1301 Polk St.  
 Phone: 2-6543 . . . . . Air Time: Full Time  
 Representative . . . . . For Joe  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . AP  
 Co-Owner, P. . . . . H. W. Houck  
 Co-Owner, Gen. Mgr. . . . . R. D. Houck  
 Comm. Manager . . . . . Les Smith  
 Program Director . . . . . Webb Smith  
 Publicity Director . . . . . Johnny Hathcock  
 Chief Engineer . . . . . Stewart Parsons

# KFDA

AMARILLO—1939—ABC

Fre.: 1440 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Amarillo Bcstg. Co., Inc.  
 Business-Studio Address . . . . . Box 1400  
 Phone: 4-5343 . . . . . Air Time: Full Time  
 News Service . . . . . UP, AP  
 Representative . . . . . Headley Reed

Membership . . . . . RAB  
 President . . . . . Gene L. Cagle  
 V. P., Gen. Mgr. . . . . Stan Wilson  
 Commercial Mgr. . . . . Murray Woroner  
 Program Director . . . . . Warren Anderson  
 Sls. Prom. Mgr., Pub. Dir. . . . . L. Knorpp  
 Chief Engineer . . . . . W. B. Spiller

# KLYN

AMARILLO—1949—CBS

Frequency: 940 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Plains Empire Bdcstg. Co.  
 Address . . . . . 1014 West Seventh  
 Phone: 2-6773 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . John Blair & Co.  
 Membership . . . . . NARTB, RAB  
 President . . . . . R. G. Hughes  
 Director . . . . . Kenyon Brown  
 General Manager . . . . . Willard L. Kline  
 Comm. Manager . . . . . John Heetland  
 Program Director . . . . . Joe S. Ramay  
 Publicity Director . . . . . Mrs. V. Nelson  
 Chief Engineer . . . . . Gene Fennimore

# ONE HALF OF TEXAS!



**KMAC**  
 HOWARD W. DAVIS, Owner  
 SAN ANTONIO, TEXAS  
 5000 WATTS  
 ON 630



**KLBS**  
 HOWARD W. DAVIS, Pres.  
 GLENN DOUGLASS, Mgr.  
 HOUSTON, TEXAS  
 5000 WATTS  
 ON 610

FOR THE 6TH  
 CONSECUTIVE  
 YEAR  
 KMAC WILL BE  
 SAN ANTONIO'S  
 BIG LEAGUE  
 BASEBALL  
 STATION.

KLBS  
 GROSSED 48%  
 MORE IN 1954  
 THAN IN 1953.  
 THE BIG BUY  
 IN THE BIG  
 STATE.

ASK THE WALKER REPRESENTATION CO., INC.

# "SEE THE AMARILLO MARKET BY PLANE?"

*Man, you need a Canberra jet!"*



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.<sup>1</sup> Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.<sup>2</sup> What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.<sup>3</sup> Up road, boys with Erector sets.<sup>4</sup> Turned nw, over vast oil refinery.<sup>5</sup> Another town, with kids fooling around space ships.<sup>6</sup> Guide pointed out three carbon black plants with huge smokestacks, one not working.<sup>7</sup> South, over scattered dozen lonesome structures.<sup>8</sup> Thin cloud across horizon; closed in on zinc smelter,<sup>9</sup> smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of! Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC's antennas.<sup>10</sup> Panhandle big place, all buildings new. People great—speak to stranger on street."

<sup>1</sup>Palo Duro Canyon, recreation spot. <sup>2</sup>Raw natural gas becomes plastic bases here. <sup>3</sup>Cabot Carbon's; pump units for oil wells also made here. <sup>4</sup>The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). <sup>5</sup>Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. <sup>6</sup>Town of Borger, with butadiene plant; looks like something from another world. <sup>7</sup>Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. <sup>8</sup>Natural gas pumping stations, on pipelines supplying 27 states. <sup>9</sup>The American Zinc Smelter, located near Dumas because of low gas rate. <sup>10</sup>Whence, powered with 10,000 watts, our signal reaches 78 Texas, Colorado, Oklahoma, New Mexico and Kansas counties with gross cash farm income of \$925,000,000. See Katz for further information.



**NBC and DuMONT AFFILIATE**

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

**KGNC**

**AMARILLO—1922—NBC-TQN**

Frequency: 710 Kc. Power: 10,000 Watts  
 Owned-Oper. By Plains Radio Bdstg. Co.  
 Address: P. O. Box 751  
 Phone: DR 4-4601 Air Time: Full Time  
 News Service UP, AP  
 Transcription Service World  
 Representative Katz  
 Membership NARTB, RAB  
 President B. E. Walker  
 General Manager Wes Izzard  
 Business Manager Calvin Handy  
 Sta., Mgr., Prog. Dir. Bob Watson  
 Prom. Mgr., Pub. Dir. Marianne Johnson  
 Chief Engineer W. H. Torrey

**KACT**

**ANDREWS—1954**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned-Oper. By Andrews Bcstg. Co.  
 Address: Box 883  
 Phone: 1360 Air Time: Daytime  
 Co-Owner, Gen. Mgr. Joseph E. Young  
 Co-Owner Archie Holman  
 Program Director Jacqui Young

**KBUD**

**ATHENS—1948—KBS**

Frequency: 1410 Kc. Power: 250 Watts  
 Owned J. B. McNutt, Jr.  
 Address: Box 309  
 Phone: 2277 Air Time: Daytime  
 News Service UP  
 Trans. Service Lang Worth  
 Membership BAB  
 President B. McNutt, Jr.

**KALT**

**ATLANTA—1950**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Ark-La-Tex Bcstg. Co.  
 Phone: 900 Air Time: Daytime  
 Transcription Service World  
 News Service AP  
 Representative Hill F. Best  
 President Herman H. Wommack, Jr.  
 Gen., Sta. Mgr. David A. Wommack  
 Commercial Manager A. N. Dowd  
 Program Director George D. Wommack  
 Publicity Director Jean Wommack  
 Chief Engr. James L. Waites

**KNOW**

**AUSTIN—1927—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Pioneer Bcstg. Co., Inc.  
 Address: 520 Capital Nat. Bank Bldg.  
 Phone: 2-6213 Air Time: Full Time  
 News Service AP  
 Trans. Service Standard  
 Station Rep. Pearson  
 Membership NARTB

President Wendell Mayes  
 Gen., Sta. Mgr. Louis R. Cook  
 Commercial Mgr. M. H. Coleman  
 Program Dir. Frank Bissett  
 Chief Engineer J. E. Lewis

**KTBC**

**AUSTIN—1939—CBS**

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.  
 Owned-Oper. By Texas Bcstg. Corp.  
 Bus.-Studio Address: P. O. Box 717  
 Phone Number: 2-2424  
 News Service UP  
 Representative Raymer  
 President Claudia T. Johnson  
 Gen., Sta. Mgr. J. C. Kellam  
 Sales Manager O. P. (Bob) Bobbitt  
 Sales Prom. Mgr. Van Hulto  
 Program Director Cactus Pryor  
 Chief Engineer A. B. Hearn

**KTXN**

**AUSTIN—1947**

Frequency 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Station KTXN  
 Address: 1211 E. 6th St.  
 Phone Number: 74476  
 Rep. Oakes, Clayton, O'Connell  
 Membership NARTB  
 President Ed. C. James, Sr.  
 General Manager Frank Stewart  
 Comm. Manager Calvin Adams  
 Program Director Lilia Guzman  
 Publicity Director Glenda Faye Robertson  
 Chief Engineer Paul Lindhorn

**KVET**

**AUSTIN—1946—MBS**

Frequency: 1300 Kc. Power: 1 Kw., d.  
 Owned Austin Bcstg. Corp.  
 Address: 113 West Eighth  
 Phone: 8-8521 Air Time: Full Time  
 News Service UP  
 Representative Forjoe  
 Membership NARTB, RAB  
 President John B. Connally  
 Gen., Sta. Mgr. Willard Deason  
 Commercial Mgr. Charles L. Howell  
 Program Dir. Dave Smith  
 Chief Engineer Willis Morter

**KRUN**

**BALLINGER—1947—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Runnels County Bcstg. Co.  
 Address: Box 351  
 Phone: 3151 Air Time: Full Time  
 News Service AP  
 Membership RAB  
 Trans. Ser. World  
 Rep. Best, Melville  
 President Walter G. Russell  
 General Manager R. F. McGarvey  
 Commercial Manager Clayton Jay  
 Chief Engineer W. C. Kelley

# K I O X

**BAY CITY—1947—MBS-KBS**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Oper. By Bay City Bcstg. Co.  
 Business Address Box 1391  
 Phone: 4642-3 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Hil F. Best  
 President J. G. Long  
 General Manager Bryan Powell  
 Station Manager Vernon Townsend  
 Commercial Manager Boyd Porter  
 Chief Engineer Sam Sitterlee

# K R C T

**BAYTOWN—1947—KBS**

Frequency: 650 Kc. Power: 250 Watts d.  
 Owned-Operated By Bay Bcstg. Co.  
 Address Box 629  
 Phone 8251  
 News Service AP  
 Station Rep. Best  
 President W. D. Christmas  
 General Manager J. H. Touchstone

# K R E L

**BAYTOWN—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By Tri-Cities Bcstg. Co.  
 Business Address Decker Drive  
 Phone: 8211-2 Air Time: Full Time  
 News Service UP  
 Representative Interstate  
 Membership NARTB  
 President J. B. Blayton, Sr.  
 General Manager J. B. Blayton, Jr.  
 Station Manager Robert H. Brisendine  
 Commercial Mgr. Albert H. Saddler  
 Sales Prom. Mgr. Samuel Harris  
 Program Director Larry Wayne  
 Chief Engr. Mack S. Malpee

# K F D M

**BEAUMONT—1924—ABC**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By Beaumont Bdcstg. Corp.  
 Address P. O. Box 2950  
 Phone: 2-7758 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Free & Peters  
 Membership NARTB  
 President D. A. Cannan  
 Ex. V.P., Gen. Sta., Comm. Mgr. C. B. Locke  
 Program Director Dave Russell  
 Pub. Dir., Sales Prom. Mgr. H. F. Caldwell  
 Chief Engineer Harold W. Bartlett

# K J E T

**BEAUMONT—1948**

Frequency: 1380 Kc. Power: 1 Kw.  
 Owned. KPBX Bcstg. Corp.  
 Address P. O. Box 2673

Phone: 2-0201 Air Time: Daytime  
 News Service UP  
 Station Rep. Forjce  
 Membership NARTB  
 President Ben J. Rogers  
 Gen., Comm. Mgr. Walter L. Rubens  
 Chief Engr. Arthur Kendal

# K R I C

**BEAUMONT—1938**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By The Enterprise Co.  
 Bus.-Studio-Trans. Address 380 Walnut  
 Phone: 4-3311 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Newspaper Affiliation "Enterprise & Journal"  
 Representative Branham  
 President O. Eugene Davis  
 General Mgr. E. C. Davis  
 Station Mgr. R. M. Frost  
 Prog. Dir. Gordon Clark  
 Commercial Mgr. Louis Durst  
 Chief Engineer Marvin J. Easterwood

# K T R M

**BEAUMONT—1947**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned-Operated By KTRM, Inc.  
 Business-Studio Address 230 Orleans St.  
 Phone: 2-8478 Air Time: Full Time  
 Rep. Adam Young, Clarke Brown  
 Pres., Gen. Mgr. Jack Neil  
 Station Manager Joseph S. Trum  
 Commercial Mgr. Bill McRae  
 Chief Engineer Ben F. Hughes

# K I B L

**BEEVILLE—1949**

Frequency: 1490 Kc. Power: 250 Wts. d. n.  
 Owned-Oper. By Bee Bdcstg. Co.  
 Address P. O. Box 650  
 Phone: 1490 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 President (Partnership) John D. Rossi,  
 V. L. Rossi  
 General Manager John D. Rossi  
 Station Manager James V. Rossi  
 Commercial Mgr. Fred Strong  
 Prog. Dir. William S. Bennett  
 Chief Engineer Edward Bertram

# K B S T

**BIG SPRING—1936—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Big Spring Bcstg. Co.  
 Bus.-Studio Address 702 Johnson St.  
 Phone: 4-6391 Air Time: Full Time  
 News Service AP  
 Transcription Service Standard  
 Representative Pearson  
 Pres., Gen., Sta. Mgr. William J. Wallace  
 Commercial Manager William L. Cox  
 Pub., Pgm. Dir. J. N. Young, Jr.  
 Chief Engineer Andrew M. Jones

**KTXC**

**BIG SPRING—1949—KBS**

Frequency: 1400 Kc. Power: 100 Watts  
 Owned-Oper. By Big State Bdcstg. Co.  
 Address Big Spring City Park  
 Phone: 4-4201, 4-5932 Air Time: Full Time  
 Transcription Service World  
 News Service AP  
 Rep. Hil F. Best, Clyde Melville  
 President V. T. Anderson  
 General Manager Myrl Stein

**KFYN**

**BONHAM—1948**

Frequency: 1420 Kc. Power: 250 Watts d.  
 Owned-Oper. Charles L. & Jessie Mae Cain  
 Bus. Studio Address 903 E. Fourth St.  
 Phone: 915 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Membership RAB  
 President, Gen. Mgr. Charles Cain

**KHUZ**

**BORGER—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By KHUZ, Inc.  
 Business Address Box 110  
 Phone: 1600 Air Time: Full Time  
 News Service UP  
 Trans. Serv. World, SESAC  
 Membership NARTB, RAB  
 President R. G. Hughes  
 Mgr., Prog. Dir. Jack Roberts  
 Commercial Manager Louis Roberts  
 Sales Prom. Mgr. H. Blymiller  
 Pub. Dir. Jake Saxton  
 Chief Engineer Herman Kreiger

**KNEL**

**BRADY—1933—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By G. L. Burns  
 Business-Studio Address Gibbons Bldg.  
 Phone: 777 Air Time: Full Time  
 Representative Hil F. Best  
 President Mrs. G. L. Burns  
 General Manager G. L. Burns  
 Commercial Manager J. S. Sloane  
 Chief Engineer Cecil Nellin

**KSTB**

**BRECKENRIDGE—1947—KBS**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Stephens County Bcstg. Co.  
 Business-Studio Address Miller Bldg.  
 Phone: 1430 Air Time: Daytime  
 News Service AP  
 Membership NARTB  
 Station Rep. Best  
 Transcription Service Lang-Worth  
 Representative Best, Melville  
 Pres., Gen. Mgr. R. W. Chapman  
 Chief Engineer R. E. Smith

**KWHI**

**BRENHAM—1947—KBS**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Tom S. Whitehead, Sr.  
 Business Address 108½ Main St.  
 Phone: 3655 Air Time: Daytime  
 Newspaper Affil. Brenham Banner Press  
 News Service UP  
 Transcription Service World  
 Pres., Gen., Sta. Mgr. Tom S. Whitehead, Sr.  
 Commercial Manager J. C. Price  
 Chief Engineer Lonnie R. Schlottmann

**KTFY**

**BROWNFIELD—1949—KBS**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Terry Cty. Bdcstg. Co.  
 Address Drawer 1032  
 Phone: 2111 Air Time: Daytime  
 News Service AP  
 Trans. Service Standard, World, Thesaurus  
 Pres., Sta., Gen., Comm. Mgr. Mike A. Barrett  
 Sales Prom. Mgr. E. Grawford Taylor  
 Program Director Dick Aker  
 Chief Engineer Franklin Bonner

**KBOR**

**BROWNSVILLE—1949—ABC-KBS**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Brownsville Bcstg. Co.  
 Address Box 472  
 Phone: 2-5677 Air Time: Full Time  
 News Service UP  
 Trans. Service World, Thesaurus  
 Representative Best  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr. M. J. Wilson  
 Commercial Manager Vance C. Wilson  
 Program Dir. Les Brecht  
 Prom. Mgr., Pub. Dir. Earl Wheeler  
 Chief Engineer Willis A. Wilson

**KBWD**

**BROWNWOOD—1941—MBS-KBS**

Freq.: 1380 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By Brown County Bcstg. Co.  
 Business-Studio Address 800 Hawkins St.  
 Phone: 2401 Air Time: Full Time  
 News Service AP  
 Representative Pearson  
 Pres., Gen., Sta. Mgr. W. Mayes  
 Commercial Manager Bill Jamar  
 Sls. P. om., Publicity Director Barbara Taylor  
 Program Director Wendell Mayes, Jr.  
 Chief Engineer A. W. Stewart

**KEAN**

**BROWNWOOD—1953**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. By Lyman Brown Enterprises  
 Address Box 666  
 Representative Best

# KORA

**BRYAN—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Bryan Bcstg. Co.  
 Bus.-Studio Address. 604 Varisco Bldg.  
 Phone: 3-1240. Air Time: Full Time  
 News Service INS  
 Trans. Ser. SESAC  
 Station Rep. Best  
 Pres., Gen. Mgr. David C. Jones, Jr.  
 Comm., Prom. Mgr. Mike Mistovich  
 Chief Engineer. James W. Robertson

# KDET

**CENTER—1949**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Center Bcstg. Co., Inc.  
 Address. 205 Austin St.  
 Phone: 1199. Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Representative Hil F. Best  
 Gen., Sta. Mgr. Tom E. Foster  
 Program Director Tolbert E. Foster  
 Commercial Manager Jack Bell  
 Sales Promotion Manager Joe Foster  
 Chief Engineer Harlan Riley

# KCTX

**CHILDRESS—1947—MBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Golden West Bcstg. Co., Inc.  
 Bus.-Studio Address. P. O. Box 272  
 News Service AP  
 Transcription Service World  
 Representative Hil F. Best  
 President. R. Malone Hagan  
 Program Director LeRoy Carter  
 Publicity Director Nelle Carter  
 Chief Engineer S. J. Woodworth

# KCLE

**CLEBURNE—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Marti, Inc.  
 Address. 919 N. Main  
 News Service AP  
 Representative Hil F. Best  
 Membership NARTB, RAB  
 Pres., Gen., Sta. Mgr. George W. Marti  
 Commercial Mgr. John Marti  
 Sales Prom. Mgr. Frank H. Hardgrove  
 Program Director D'Voe Lee  
 Chief Engineer Walter C. Lacy

# KVLB

**CLEVELAND—1954**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned & Oper. By. Harvard C. Bailes  
 Address Plum Grove Road  
 Phone 692  
 President General Mgr. Harvard C. Bailes  
 Chief Engineer Al Strong

# KSTA

**COLEMAN—1947—KBS**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Coleman County Bcstg. Co.  
 Business Address. Box 432  
 Phone: 8406. Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Membership RAB  
 President. H. H. Jackson  
 Gen., Sta. Mgr. Floyd Shelton  
 Comm., Prom. Mgr. Paul Johnson  
 Prog. Dir. Jay Staggs  
 Chief Engineer J. D. Larson

# WTAW

**COLLEGE STATION—1922—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. A. & M. College of Tex.  
 Bus.-Studio Address College Station  
 Phone: 66724. Air Time: Daytime  
 Sta. Mgr. Richard L. Webb  
 Commercial Manager Elsie Patranella  
 Sales Prom. Mgr. Iris Bullard  
 Prog. Dir. John Scogin  
 Chief Engineer James E. Austin

# KVMC

**COLORADO CITY—1950—KBS**

Frequency: 1320 Kc. Power: 500 Watts d.  
 Owned. Colo. City Bcstg. Co.  
 Address. P. O. Box 990  
 Phone: 1320. Air Time: Daytime  
 News Service AP  
 Trans. Ser. Thesaurus  
 Representative Best  
 Co-Owners. Eldon & John Mahon  
 General Manager Charles Diegel  
 Chief Engineer Porter Richardson

# KMCO

**CONROE—1951**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned. Montgomery County Bcstg. Co.  
 Address Conroe  
 Phone: 6-4466. Air Time: Daytime  
 News Service UP  
 Pres., Gen. Mgr. Reagan Smith  
 Prog. Dir. James C. Dorrell  
 Sta., Comm., Sls. Prom. Mgr. David L. Oglesby  
 Chief Engineer John W. Neathery, Jr.

# KCCT

**CORPUS CHRISTI—1954**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
 Owned & Oper. By. International Radio Co.  
 Address 401 South Staples  
 Phone Number 4-2426  
 Representative O'Connell  
 President Gabe Lozano  
 Gen. Mgr., Chief Eng. Mike Ferdin  
 Comm. Manager Alex Moore



# KEYS

## CORPUS CHRISTI—1941

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Nueces Bcstg. Co.  
 Address.....Centre Theatre Bldg.  
 Phone.....2-7411  
 Transcription Service.....World  
 Representative.....Raymer  
 News Service.....UP  
 Membership.....NARTB, RAB  
 General Manager.....E. C. Hughes  
 Sta., Comm., Mgr.....Allan Dale  
 Chief Engineer.....Harold Griffith

# KRIS

## CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Address.....P. O. Box 840  
 Phone Number.....4-6354  
 Air Time.....Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Free & Peters  
 Pres., Gen., Sta. Mgr.....T. Frank Smith  
 Commercial Manager.....William Eikner  
 Program Director.....Charles Nethery  
 Chief Engineer.....Don Morris

# KSIX

## CORPUS CHRISTI—1947 ABC-TEXAS STATE

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Corpus Christi Bdsg. Co., Inc.  
 Address.....Show Room Bldg.  
 Phone: 2-9242.....Air Time: Full Time  
 Representative.....Forjoe  
 Membership.....NARTB  
 President.....Vann M. Kennedy  
 Commercial Mgr.....Charles R. Manning  
 Program Director.....Eugene M. Looper  
 Chief Engineer.....W. K. Bridges

# KUNO

## CORPUS CHRISTI—1950

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....KUNO, Inc.  
 Address-Trans. Loca.....P. O. Box 4286  
 Phone: 4-5203.....Air Time: Full Time  
 Transcription Service.....Associated  
 News Service.....UP  
 Representative.....Everett-McKinney, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Leslie C. Smith  
 Commercial Mgr.....Herb Garrett  
 Prog. Dir.....Hector Elpidio Barrera  
 Chief Engineer.....J. H. Mayberry

# KWBU

## CORPUS CHRISTI—1944

Frequency: 1030 Kc. Power: 50 Kw. d.  
 Owned.....Baptist Gen. Convention of Texas  
 Address.....Buick Bldg

Phone: 4-5258.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Branham  
 General Mgr.....Carr D. Collins  
 Station Mgr.....Harry H. Hayes  
 Commercial Mgr.....Ray O'Neal  
 Sls. Prom. Mgr.....Harry H. Hayes  
 Program Dir.....W. Dean Walker  
 Publicity Dir.....Dorothy St. John  
 Chief Engineer.....Paul Waller

# KAND

## CORSICANA—1937—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Alto, Inc.  
 Bus-Studio Address.....State Natl. Bank Bldg.  
 Phone: 4-7421.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Branham  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Luther A. Johnson, Jr.

# KIVY

## CROCKETT—1949—KBS

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Pioneer Bcstg. Co.  
 Address.....Box 670  
 Phone.....222  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 Comm., Prom. Mgr., Chief Eng.....Bill Carter  
 Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs

# KCFH

## CUERO—1949

Frequency: 1600 Kc. Power: 500 Watts d  
 Owned-Oper. By.....A. M. Respondek  
 Phone: 5-3430.....Air Time: Daytime  
 Representative.....Best  
 Pres., Gen. Mgr., Chief Engr.....A. M. Respondek  
 Commercial Mgr.....Frank Notzon

# KXIT

## DALHART—1948—KBS

Frequency: 1410 Kc. Power: 500 Watts a.  
 Owned-Operated By.....Dalrad Associates  
 Address.....Box 1350  
 Phone: 740.....Air Time: Daytime  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Best  
 Transcription Service.....World  
 General Manager.....Ken Bishop  
 Comm. Manager.....William J. B. Smith  
 Chief Engineer.....Bill Smith

# KGKO

## DALLAS—1953

Freq.: 1480 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Lakewood Bcstg. Co.  
 Address.....P. O. Box 5808  
 Phone: WE. 7594.....Air Time: Full Time

Representative ..... Radio-TV, Rep.  
 News Service ..... UP  
 President ..... H. H. Coffield  
 General Manager ..... W. S. Morgan, Jr.  
 Prog. Dir. .... T. A. (Buddy) Harris  
 Chief Engineer..... Henderson Rogers

**KIXL**  
**DALLAS—1947**

Frequency: 1040 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By... Variety Bcstg. Co., Inc.  
 Business-Studio Address... 1401 S. Akard St.  
 Phone: RI. 4521. .... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service..... Standard, World.  
 Capitol, Associated, McGregor, Thesaurus  
 Representative ..... Pearson  
 President ..... Lee Segall  
 Gen., Mgr..... Charles F. Payne  
 Prog. Dir..... Don Robinson  
 Chief Engineer..... Bob E. Tripp

**KLIF**  
**DALLAS—1947**

Freq.: 1190 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Trinity Bdcstg. Corp.  
 Business-Studio Address..... 2104 Jackson St.  
 Phone: RA. 7121. .... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... H-R Reps.

President..... B. R. McLendon  
 General Manager..... Gordon McLendon  
 Sta., Comm. Mgr..... Bill Weaver  
 Program Director..... Bill Stewart  
 Chief Engineer..... Glenn Callison

**KRLD**  
**DALLAS—1926—CBS**

Frequency: 1080 Kc. .... Power: 50,000 Watts  
 Owned-Operated By..... KRLD Radio Corp.  
 Address ..... Herald Square  
 Phone: RA. 6811. .... Air Time: Full Time  
 News Service ..... UP, INS  
 Transcription Service .... Standard, Thesaurus  
 Newspaper Affiliation..... "Times Herald"  
 Representative ..... Branham  
 Membership ..... NARTB, RAB  
 President..... Clyde W. Rembert  
 Station Mgr..... J. W. Crocker  
 Commercial Mgr..... William A. Roberts  
 Sales Prom. Mgr..... A. J. Putnam  
 Program Director..... Ted Parrino  
 Publicity Director..... Norman Marks  
 Chief Engineer..... Bill B. Honeycutt

**KSKY**  
**DALLAS—1941**

Frequency: 660 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By..... SKY Bcstg. Service  
 Address ..... Hotel Stowleigh

**Selling the SOUTHWEST'S LARGEST  
 METROPOLITAN AREA—Dallas & Ft. Worth**

**KRLD-TV**

CHANNEL 4

Dallas' Only

**MAXIMUM POWER**

Television Station

Ⓞ KRLD-TV's new 1521-foot Tower now  
 under construction... to be completed  
 in '55.

First in North  
 Central Texas!

**KRLD Radio**

SATURATES MARKET  
 EQUAL TO 68 SECONDARY  
 STATIONS WITHIN  
**KRLD'S 0.5 MILLIVOLT LINE!**  
 95% MORE RADIO HOMES

Since 1940

Total Population:  
 3,555,300

in KRLD'S PRIMARY  
 COVERAGE AREA

**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. Runyon, Chairman of the Board

Clyde W. Rembert, President

The BRANHAM CO., Exclusive Representative

Phone: RA. 6193.....Air Time: Daytime  
 News Service .....UP  
 President.....A. L. Chilton  
 Gen., Prom. Manager.....R. G. Terrill  
 Commercial Manager.....R. L. Kanatzar  
 Prog. Dir.....Leonard Holland  
 Chief Engineer.....Morris M. Ming

## W F A A

DALLAS—1922—NBC-ABC

Frequency: 820 Kc.....Power: 50,000 Watts  
 Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....A. H. Belo Corp.  
 Business-Studio Address.....1122 Jackson St.  
 Phone: Riverside 9631.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Edward M. Petry  
 Membership.....NARTB, RAB  
 President.....E. M. Dealey  
 Station Manager.....Alex Keese  
 Commercial Manager.....George K. Utley  
 Sales Prom. Mgr.....Mrs. Winona Portwood  
 Program Director.....Karl Lambertz  
 Chief Engineer.....William C. Ellis

## W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Business Address.....Municipal Radio Bldg.  
 Phone: TE. 6101.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Red Seal DJ  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 Gen., Comm. Mgr., Chief Engr.....Durward Tucker  
 Sales Prom. Mgr.....Mrs. J. Thompson  
 Program Director.....Richard Workman

## K D L K

DEL RIO—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Del Rio Bcstg. Co.  
 Business Address.....P. O. Box 1162  
 Phone: 5-2431.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 General Manager.....Don R. Howard  
 Chief Engineer.....Pat Jeter

## K D S X

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts  
 Owned-Oper. By.....KDSX, Inc.  
 Address.....Denison Hotel  
 Phone: 3400.....Air Time: Full Time  
 News Service.....AP  
 Sta. Rep.....Falter  
 Co-Owners.....B. V. Hammond, Jr., L. L. Hendrick  
 Program Director.....William A. Duke  
 Chief Engineer.....J. P. Knight

## K D N T

DENTON—1938—KBS

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Harwell V. Shepard  
 Address.....Radio Center Bldg.  
 Phone: CE. 4144.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, BAB  
 Owner & Manager.....Harwell V. Shepard

## K D D D

DUMAS—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....North Plains Bcstg. Corp.  
 Address.....Box 337  
 Phone: 2-5000.....Air Time: Daytime  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Hil F. Best  
 Pres., Gen. Mgr.....Ken Duke  
 Promotion Mgr.....Al Tremble, Jr.  
 Program Director.....Bill Lask

## K E R C

EASTLAND—1953—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Tri-Cities Bcstg. Co.  
 Address.....109½ S. Seaman St.  
 Phone: 7.....Air Time: Daytime  
 News Service.....AP  
 Trans. Ser.....Capitol, Thesaurus  
 Pres., Gen. Mgr.....F. James Dabney  
 Program Director.....Jimmy Key

## K U R V

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....KURV, Inc.  
 Address.....P. O. Box 480  
 Phone: 3-2777.....Air Time: Full Time  
 News Service.....UP  
 President.....Rogers Kelley  
 General Manager.....J. M. McDonald  
 Program Director.....Robert F. Dodson  
 Chief Engineer.....L. D. Williams

## K U L P

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wharton County Bcstg. Co.  
 Business Address.....Box 1390  
 Phone: 1390.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Culp Krueger  
 General Manager.....Bob Hathaway  
 Comm. Manager.....V. Frank Jones  
 Sales Prom. Mgr.....Chuck Schwartzkopf  
 Publicity Director.....Bill Reading  
 Program Director.....Jerry H. Werlla  
 Chief Engineer.....Bob Hathaway

# KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By: Trinity Bdcstg. Corp.  
 Address: 4530 Delta St.  
 Phone: 3-3658 Air Time: Full Time  
 Representative: Forjoe, UP  
 Gen., Sta., Mgr.: Joe Roddy, Jr.  
 President: B. R. McLendon  
 Ex. Dir.: G. B. McLendon  
 Commercial Mgr.: Woody Fagette  
 Program Director: Al Cobb  
 Sls. Prom. Mgr.: E. Allen  
 Chief Eng.: Dave Mott

# KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 10,000 Watts  
 Owned-Oper. By: KEPO, Inc.  
 Address: 2419 N. Piedras St.  
 Phone: 5-2731 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard, Lang-Worth  
 Representative: Pearson  
 Membership: NARTB  
 President: W. B. Pratt  
 Comm. Manager: Gene Rethmeyer  
 Prom., Prog. Mgr.: Arthur B. Davis  
 Chief Engineer: E. L. Gemoets

# KROD

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By: Roderick Bcstg. Co.  
 Business-Studio Address: 2201 Wyoming St.  
 Phone: 2-6551 Air Time: Full Time  
 News Service: AP  
 Membership: NARTB  
 Transcription Service: Capitol  
 Representative: Branham  
 Chairman: Dorrance D. Roderick  
 General Manager: Val Lawrence  
 Station Mgr.: Bruce Barnard  
 Comm. Manager: Tom Wisheart  
 Promotion Manager: Ken McClure  
 Program Director: Ted Hunt  
 Chief Engineer: Edward P. Talbott

# KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Rio Grande Bcstg. Co.  
 Address: 904 Magoffin  
 Phone: 3-2693 Air Time: Full Time  
 Representative: McGillvra  
 Transcription Service: Capitol  
 News Service: AP  
 Membership: NARTB, RAB  
 President: Fred Hervey  
 General Manager: Tom R. McKenna  
 Station Mgr.: G. E. Bullard  
 Commercial Manager: Warren Pullen  
 Program Director: Tom Hipps  
 Prom., Pub. Dir.: A. D. Harlem  
 Chief Engineer: E. A. Sullivan

# KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
 Owned-Oper. By: Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address: 801 N. Oregon St.  
 Phone: 2-5423 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: George P. Hollingbery  
 Membership: NARTB  
 Pres., Gen. Mgr.: Karl O. Wyler  
 Commercial Manager: Roy T. Capman  
 Program Director: Jack Chapman  
 Chief Engineer: Kenneth J. Walton

# KBLP

FALFURRIAS—1953—KBS

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned & Oper. By: Ben L. Parker  
 Address: 104 North St. Mary's  
 Phone: 555 Air Time: Daytime  
 President: Ben L. Parker  
 Gen., Comm. Mgr.: Albert C. Ryan  
 Chief Engineer: Humberto Gomez

# KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Operated By: West Texas Bcstrs. Inc.  
 Address: P. O. Box 955  
 Phone: 900 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Continental  
 President: Ed Holmes  
 Gen., Sta., Comm. Mgr.: W. Robison  
 Program Director: Carl Minor  
 Chief Engineer: W. M. Highfill

# KFST

FORT STOCKTON—1954—KBS

Frequency: 860 Kc. Power: 250 Watts  
 Owned: Fort Stockton Bcstg. Co.  
 Address: Springerherst Hotel Bldg.  
 Phone: 651 Air Time: Daytime  
 News Service: AP  
 Trans. Ser.: Lang-Worth  
 General Mgr.: James O. Taylor  
 Program Director: Grace Dossett  
 Chief Engr.: Warren Anderson

# KCNC

FORT WORTH—1947

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address: 2212 East 4th St.  
 Phone: FO. 7175 Air Time: Daytime  
 News Service: UP  
 Membership: NARTB  
 Pres., Gen., Sta. Mgr.: J. H. Speck  
 Commercial Manager: J. N. Mullan  
 Prog. Dir.: Walt Jones  
 Asst. Mgr., Chf. Engr.: Chester Grubbs

**K C U L**

**FORT WORTH—1946**

Freq.: 1540 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By East-West Bdcstg. Co.  
 Address 3607 Camp Bowie Blvd.  
 Phone: SUNset 6555 Air Time: Full Time  
 Representative AP  
 News Service AP  
 Transcription Service Thesaurus  
 Pres., Gen., Sta. Mgr. Jas. G. Ulmer  
 Program Director Maydell Wallace  
 Chief Engineer R. L. McAlister

**K F J Z**

**FORT WORTH  
 MBS-TEXAS STATE**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Oper. By Tarrant Bcstg. Co.  
 Business-Studio Address 1201 W. Lancaster  
 Phone Number Ed 3474  
 News Service AP  
 Representative H. R., Rep.  
 Membership RAB  
 Pres., Gen. Mgr. Gene L. Cagle  
 Comm. Mgr. Clyde D. Pemberton  
 Program Director Hazel Riley  
 Chief Engineer James T. Peterson

**K W B C**

**FORT WORTH 1946**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Assoc. Bcstrs. Inc.  
 Business-Studio Address P. O. Box 7116  
 Phone: VA. 1278 Air Time: Daytime  
 News Service UP  
 Representative Gill-Perna  
 President John Flood Jr.  
 Sta., Com. Mgr. J. R. Pipes  
 Sales Prom., Pub. Dir. Joe W. Evans  
 Prog. Dir. Linda Loftin  
 Chief Engineer Robert Christian

**K X O L**

**FORT WORTH—1947**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By Fort Worth Bcstg. Co., Inc.  
 Bus.-Studio Address 3004 W. Lancaster St.  
 Phone: Edison 1448 Air Time: Full Time  
 News Service AP  
 Representative Forjoe & Co.  
 President F. M. Skinner  
 V. P., Gen. Comm. Mgr. E. Fletcher  
 Local Sales Mgr. Hewell Jones  
 Prog. Director Jerry Hahn  
 Chief Engineer John R. Crouse

**W B A P**

**FORT WORTH—1922  
 NBC-ABC-TQN**

Frequency: 820 Kc. Power: 50,000 Watts  
 Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By Carter Publications, Inc.  
 Business Address 3900 Barnett St.

Phone: Ft. Worth LO-1981 Air Time: Full Time  
 News Service AP  
 Newspaper Affiliation Star Telegram  
 Transcription Service Associated, World  
 Representative Free & Peters  
 Membership NARTB  
 Bd. Chairman Amon Carter, Sr.  
 President Amon Carter, Jr.  
 Director Harold Hough  
 General Manager George Cranston  
 Commercial Manager Roy Bacus  
 Program Director Ed Lally  
 Prom., Pub. Dr. Joe Wallace  
 Chief Engineer R. C. Stinson

**K N A F**

**FREDERICKSBURG—1947—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Gillespie Bcstg. Co., Inc.  
 Business-Studio Address P. O. Box 311  
 Phone: 311 Air Time: Full Time  
 Representative Hil F. Best  
 Pres., Chief Engr. Norbert A. Fritz

**K B R Z**

**FREEPORT—1952—KBS**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By Sta. KBRZ, Inc.  
 Address Box 1077  
 Phone: 3-2655 Air Time: Daytime  
 News Service AP  
 Trans. Ser. Thesaurus  
 President Kelly Bell  
 Sta., Gen. Manager Kenneth Ferguson  
 Sls. Prom., Comm. Mgr. Clifford Holloway  
 Program Director Will Coker  
 Prog., Pub. Director Joe Darby  
 Chief Engineer Paul Wagonschein

**K G A F**

**GAINESVILLE—1947—KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By Gainesville Bcstg. Co.  
 Address 204 E. Calif. St.  
 Transcription Service Standard, Capitol  
 Representative Clyde Melville  
 Membership NARTB, RAB  
 President Joe M. Leonard, Sr.  
 General Manager Joe M. Leonard, Jr.  
 Comm. Mgr. Earl Leonard  
 Prog. Dir. Frank Fancher  
 Chief Engineer Cordell Martin

**K G B C**

**GALVESTON—1947**

Frequency: 1540 Kc. Power: 1 Kw. d., 250 n.  
 Owned-Oper. By The Galveston Bcstg. Co.  
 Business-Studio Address 715 Marine St.  
 Transcription Service SESAC  
 Station Representative John E. Pearson  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. James W. Bradner, Jr.  
 Comm. Mgr. Roger Beane  
 Prog. Dir. John Speciale  
 Chief Engineer Luke Stripling

# KLUF

**GALVESTON—1922—KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The KLUF Bcstg. Co.  
 Business-Studio Address ..... 300 Haden Bldg.  
 Phone: 5-6676 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... William G. Rambeau  
 Pres., Gen. Mgr. .... Geo. Roy Clough  
 Chief Engineer ..... Lee Clough

# KSJ

**GLADEWATER—1949**

Frequency: 1430 Kc. ... Power: 1000 Watts d.  
 Owned-Oper. By ..... Gladwater Bcstg. Co.  
 Address ..... T. W. Lee Bldg.  
 Phone: 2181 ..... Air Time: Daytime  
 News Service ..... AP  
 Trans. Ser. .... Capitol  
 Representative ..... Hil F. Best  
 Membership ..... NARTB, RAB  
 President ..... T. W. Lee  
 Gen., Sta., Comm. Mgr. .... Tom Perryman  
 Program Director ..... Dowell Bushnell  
 Chief Engineer ..... Lloyd Johnson

# KCTI

**GONZALES—1947—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Gonzales Bcstg. Co.  
 Business Address ..... P. O. Box 158  
 Phone: 770 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... Cooke  
 Gen. Mgr. .... Lawrence M. Walshak  
 Pgm. Dir., Chief Engr. .... Frank Wilson, Jr.

# KSWA

**GRAHAM—1948**

Frequency: 1330 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Southwestair, Inc.  
 Address ..... Box 1050  
 Phone: 1330 ..... Air Time: Daytime  
 News Service ..... UP  
 Station Rep. .... Clyde Melville  
 President ..... Clay E. Thompson, Jr.  
 Gen., Comm. Mgr., Chf. Engr. .... H. V. Newsom  
 Program Director ..... Eugene Turner

# KGVL

**GREENVILLE—1946—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Truett Kimzey  
 Address ..... Box 1015  
 Phone: 2066 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Pearson  
 President ..... Truett Kimzey  
 General Manager ..... Leo Hackney  
 Program Director ..... James D. Jones  
 Chief Engineer ..... Stafford E. Davis

# KCLW

**HAMILTON—1948—KBS**

Frequency: 900 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Hamilton Bcstg. Co.  
 Address ..... P. O. Box 592  
 Phone: 500 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Station Rep. .... Melville  
 Membership ..... NARTB  
 Owners ..... C. M. Hatch, Coy Perry  
 General Mgr. .... C. M. Hatch  
 Chief Engineer ..... Carl Knelly

# KGBT

**HARLINGEN—1941—CBS**

Freq.: 1530 Kc. ... Power: 50 Kw d., 10 Kw. n.  
 Owned-Oper. By ... Harbenito Bcstg. Co., Inc.  
 Address ..... 1519 W. Harrison St.  
 Phone: 2200 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... H-R  
 President ..... McHenry Tichenor  
 Gen. Mgr. .... Bob McDonald  
 Comm. Manager ..... L. S. Roberts  
 Chief Engineer ..... Harold Jones

# KGRI

**HENDERSON—1947**

Frequency: 1000 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Henderson Bcstg. Co.  
 Business-Studio Address ..... Box 311  
 News Service ..... UP  
 Representative ..... Best  
 Transcription Service ..... World, SESAC  
 President ..... Roy B. Cannon  
 General Manager ..... Cliff Crawford  
 Chief Engineer ..... John M. Bolin

# KPAN

**HEREFORD—1948—KBS**

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Hereford Bcstg. Co.  
 Address ..... P. O. Box 868  
 Representative ..... Best  
 Transcription Service ..... Thesaurus  
 News Service ..... UP  
 President ..... Marshall Formby  
 Gen. Sta. Mgr. .... Clint Formby  
 Commercial Mgr. .... Sam Albright  
 Chief Engineer ..... Dennis Surber

# KHBR

**HILLSBORO—1948—KBS**

Frequency: 1560 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ... Hill County Bcstg. Co.  
 Phone: 2-3431 ..... Air Time: Daytime  
 News Service ..... UP  
 Trans. Ser. .... World  
 Station Rep. .... Best, Melville  
 President ..... Ross Bohannon  
 General Manager ..... Nelson W. Galle

**KCOH**  
HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Call of Houston Inc.  
Business-Studio Address.....1 Main St.  
Phone: Charter 1888.....Air Time: Daytime  
News Service.....UP  
Chrm. of Board.....William A. Smith  
Pres., Gen. Manager.....Robert C. Meeker  
Comm. Manager.....R. E. Mulvey  
Chief Engineer.....Harold Weinzel

**KLBS**  
HOUSTON—1948—KBS

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Howard Bcstg. Corp.  
Address.....Milby Hotel, Texas Ave.  
Phone: Preston 1161.....Air Time: Full Time  
News Service.....UP  
Representative.....Walker  
President.....Howard W. Davis  
General Manager.....Glenn Douglas  
Program Director.....Bill Pelham  
Chief Engineer.....Glenn Cook, Jr.

**KNUZ**  
HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Veterans Bcstg. Co.  
Address.....4701 Caroline St., Box 2135  
Phone: 2581.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....SESAC  
Representative.....Forjoe, Morris  
Membership.....NARTB  
President.....Max H. Jacobs  
Gen., Sta. Mgr.....David Morris  
Commercial Mgr.....Bill Lightfoot  
Program Director.....Ken Grant  
Publicity Director.....Deborah England  
Chief Engineer.....Frank Holick

**KPRC**  
HOUSTON—1926—NBC

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Houston Post Co.  
Address.....P. O. Box 1234  
Phone: MA. 9271.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Edw. Petry & Co.  
President.....W. P. Hobby  
Gen., Sta. Mgr.....Jack W. Harris  
Commercial Manager.....Jack McGrew  
Promotion Manager.....Kirt Harriss  
Program Director.....Frank Sullivan  
Publicity Director.....John Chapman  
Chief Engr.....Frank Bartin

**KTHT**  
HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Texas Radio Corp.  
Bus.-Studio Address.....4005 Travis St.

**K-RNUZ**  
RADIO RANCH

HOUSTON'S NO. 1 INDEPENDENT  
STATION FOR OVER 7 YEARS

LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD

When You Buy Radio (Morning, Noon, or Night), it's...  
**IN HOUSTON**

No Matter How You Look at it...

NATIONAL REP.: FORJEO AND COMPANY  
IN HOUSTON: DAVE MORRIS, KE2581

Phone: KE. 5535..... Air Time: Full Time  
 News Service .....UP  
 Representative .....H-R Reps.  
 Membership ..... NARTB  
 President ..... Robert Straus  
 Gen., Comm. Sta. Mgr..... Bill Bennett  
 Prog. Dir..... Johnny Goodman  
 Pub. Dir..... Mildred Davis  
 Program Director..... Tim Osborne  
 Chief Engineer..... O. B. Johnson

Address ..... Box 312  
 Phone: 30..... Air Time: Full Time  
 News Service .....AP  
 Membership ..... NARTB  
 Transcription Service..... Capitol, SESAC  
 President..... M. B. Cauthen  
 Gen., Sta. Mgr..... Ted Lott  
 Comm., Sales Prom. Mgr..... Roy Greer  
 Chief Engineer..... Jack Nichols

## K T R H

HOUSTON—1930—CBS

Frequency: 740 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... KTRH Bdcstg. Co.  
 Address ..... Rice Hotel  
 Phone: PR. 4361..... Air Time: Full Time  
 News Service..... AP, INS  
 News, Affil..... The Chronicle  
 Transcription Service ..... SESAC  
 Representative..... John Blair  
 Membership ..... NARTB  
 President ..... B. F. Orr  
 Station Manager..... Ray Herndon  
 Sales Manager..... Ray Bright  
 Promotion Mgr..... Helen Bender  
 Program Director ..... Tom Jacobs  
 Engineers ..... Tom Hiner

## K X Y Z

HOUSTON—1930—ABC

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Shamrock Bdcstg.  
 Address ..... Gulf Bldg.  
 Phone: Capitol 6151..... Air Time: Full Time  
 News Service ..... AP, UP  
 Newspaper Affiliation.... Citizen Newspapers  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 President ..... Glenn H. McCarthy  
 V.P., Gen. Mgr. .... Fred Nahas  
 Sta., Comm. Manager..... Ted Hills  
 Program Director..... Ken Bagwell  
 Prom., Pub. Dir..... Wayne E. Thompson  
 Chief Engineer..... Gerald R. Chinski

## K Y O K

HOUSTON—1947

Frequency: 1590 Kc..... Power: 5 Kw.  
 Owned ..... Texas Bcstrs. Inc.  
 Address ..... 412 Main St.  
 Phone: Preston 3108..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... Lang-Worth  
 Station Rep. .... Pearson-Dora-Clayton  
 President..... Jules J. Paglin  
 Vice Pres., Gen. Mgr.... Stanley W. Ray, Jr.  
 Station Mgr..... Cal Perley  
 Chief Engineer..... Edward Martin

## K S A M

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Huntsville Bcstg. Co.

## K E B E

JACKSONVILLE—1946—KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bill A. Laurie  
 Address ..... Box 1071  
 Phone: 2211..... Air Time: Full Time  
 News Service ..... UP  
 Pres., Sta., Gen. Mgr..... Bill A. Laurie  
 Comm., Prom. Mgr..... Chas. H. Wilson  
 Program Director..... Emo Laurie  
 Chief Engineer..... Donald Burroughs

## K T X J

JASPER—1948—KBS

Frequency: 1350 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Jasper Bcstg. Co.  
 Address ..... P. O. Box 6090  
 Phone: 580..... Air Time: Full Time  
 President ..... Fred B. Smith  
 Transcription Service..... Thesaurus, RCA  
 Station Mgr..... H. G. Pendergast  
 Program Dir..... James Brasher

## K M B L

JUNCTION—1950—KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Kimble County Bcstg. Co.  
 Address ..... Flat Rock  
 Phone: 70..... Air Time: Full Time  
 Station Rep. .... Best  
 General Mgr..... Farrell M. Brooks

## K E R B

KERMIT—1950

Frequency: 600 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... KERB, Inc.  
 Address ..... Hway. 302  
 Phone: 3481..... Air Time: Daytime  
 Transcription Service..... Thesaurus, SESAC  
 News Service ..... UP  
 Membership ..... NARTB  
 President..... George H. Cook  
 General Manager..... H. J. Porter  
 Program Director..... Ray Boyd Kilman  
 Chief Engineer..... Bob Shackelford

## K E R V

KERRVILLE—1948—MBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Kerr Bcstg. Co.  
 Address ..... P. O. Box 791  
 Phone: 900 and 999..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Thesaurus, Capitol



Station Rep. .... Best  
 President..... W. Scott Schreiner  
 Gen., Sta. Mgr..... Leonard "Len" Johnson  
 Program Director..... Carol Woodard  
 Chief Engineer..... Clyde Jones

# K O C A

**KILGORE—1936—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Radio Sta. KOCA, Inc.  
 Address ..... Box 989  
 Phone: 2001..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 President..... Roy G. Terry  
 Gen., Sta. Mgr..... H. A. Degner  
 Comm., Sales Prom. Mgr..... Wayne Douglas  
 Chief Engineer ..... J. W. Maintz

# K I N E

**KINGSVILLE—1948**

Frequency: 1330 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By..... KINE, Inc.  
 Address ..... 205 E. King St.  
 Phone: 2-2822..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative..... Hil F. Best  
 Membership ..... NARTB  
 President..... James H. Clement  
 General Manager..... Ben A. Glusing  
 Comm., Sta. Mgr..... Eston R. Pace  
 Chief Engineer..... R. T. Whitaker

# K P E T

**LAMESA—1946—KBS**

Frequency: 690 Kc.....Power: 250 Watts  
 Operated By..... Lamesa Bcstg. Co.  
 Business-Address..... 502 South St.  
 Phone: 690..... Air Time: Full Time  
 Membership ..... NARTB  
 Gen.-Sta. Mgr..... Bob Bradbury  
 Commercial Mgr..... Robert Harris  
 Program Director..... Geneva Crutcher  
 Chief Engineer..... Roland Ouelette

# K C Y L

**LAMPASAS—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Lampasas Bcstg. Co.  
 Address ..... H'way 281  
 Phone: 1000..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... Lang-Worth  
 Representative ..... Best  
 President..... V. Dean Turner  
 Program Director..... Gene Reithmyer

# K V O Z

**LAREDO—1952—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Border Bcstrs., Inc.  
 Address..... P. O. Box 1498  
 Phone: 3-4396..... Air Time: Full Time  
 News Service ..... AP

Representative ..... Pearson  
 President..... W. J. Harpole  
 General Manager..... Burney Jones  
 Commercial Manager..... Jack Senter  
 Program Director..... Hector Garcia  
 Chief Engineer..... Frank Manuel

# K L V T

**LEVELLAND—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Herald Bcstg. Co.  
 Address ..... P. O. Box 866  
 Phone: 1030..... Air Time: Full Time  
 News Service ..... AP  
 Transcription..... World, Thesaurus, SESAC  
 President..... Forrest Weimhold  
 General Manager..... Joe Garrison  
 Program Dir., Chief Eng..... Gil Patschke  
 Commercial Mgr..... Bobby Garrison

# K V O W

**LITTLEFIELD—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Southwestern Bcstrs.  
 Business Address..... Box 192  
 Phone: 400..... Air Time: Full Time  
 Membership ..... NARTB  
 President..... J. C. Rothwell  
 General Manager..... J. B. McShan  
 Program Director..... Othell W. Whitson  
 Chief Engineer..... Frank Bonner

# K F R O

**LONGVIEW—1934  
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Voice of Longview  
 Address..... Curtis Bldg., P. O. Box 792  
 Phone Number ..... Plaza 3-4461  
 Air Time..... Full Time  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Donald Cooke  
 Membership ..... NARTB  
 President..... James R. Curtis  
 Commercial Mgr..... John Allen  
 Program Director..... Howard Kuhn  
 Chief Engineer..... Leslie Hellums

# K L T I

**LONGVIEW—1948**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... LeTourneau Radio Corp.  
 Address ..... P. O. Box 1866  
 Phone: Plaza 8-4496..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service .. Associated, Standard  
 Representative ..... Pearson  
 Membership ..... NARTB  
 President..... R. G. LeTourneau  
 Sta., Gen. Manager..... Lynn R. Williams  
 Comm., Sales Prom. Mgr..... George Warwick  
 Prog., Pub. Director..... Ruby Cooper  
 Chief Engineer..... Ken Maxwell

# K C B D

LUBBOCK—1946—NBC

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By Caprock Bcstg. Co.  
 Address P. O. Box 1507  
 Phone: 4-1414 Air Time: Full Time  
 News Service UP  
 Transcription Service Standard  
 Representative Raymer  
 Membership NARTB, RAB  
 President, General Mgr. Joe H. Bryant  
 Business-Manager Robert L. Snyder  
 Gen., Comm. Mgr. Leroy L. Land  
 Program Director Dudley Williams  
 Publicity Director Jack Tippitt  
 Chief Engineer Frank Lee

# K D A V

LUBBOCK—1953

Frequency: 580 Kc. Power: 500 Watts  
 Owned KDAV, Ltd.  
 Address Box 1319  
 Phone: SH. 4-4567 Air Time: Daytime  
 News Service UP  
 Station Rep. Hal Falter  
 Membership NARTB  
 Gen., Sta., Comm. Mgr. D. P. Pinkston  
 Program Dir. W. J. Ducan  
 Chief Engineer Walt Lawson

# K D U B

LUBBOCK—1954

Frequency: 1340 Kc. Power: 250 Watts  
 Owned & Oper. By Texas Telecasting Inc.  
 Address 7400 College Avenue  
 Phone SHerwood 4-2345  
 Representative Avery-Knodel  
 Pres., Gen. Mgr. W. D. Rogers  
 Commercial Mgr. George Collie  
 Chief Engineer Rudy Stornes

# K F Y O

LUBBOCK—1927—CBS

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address 914 Ave. J  
 Phone: 5-5567 Air Time: Full Time  
 News Service AP, UP  
 Newspaper Affil. Avalanche Journal  
 Trans. Service Standard, Thesaurus  
 Representative Katz  
 Membership NARTB  
 President W. B. Walker  
 Gen., Sta. Mgr. Gordon Thompson  
 Sales Prom. Mgr. Jerry Henderson  
 Program Director Robert A. Nash  
 Comm. Mgr. Leon Harris  
 Chief Engineer W. S. Bledsoe

# K S E L

LUBBOCK—1946—MBS

Freq. 850 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By Lubbock Bcstg. Co.  
 Business Address Box 1524

Phone: 3-0484 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Wm. G. Rambeau & Co.  
 Membership NARTB, RAB  
 President Walter G. Russell  
 Gen., Sta. Mgr., Pub. Dir. M. M. Rochester  
 Program Director Wesley Youngblood  
 Chief Engineer Roger Hively

# K L L L

LUBBOCK—1953—KBS

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By McAlister & Maples  
 Address 52nd & Magnolia  
 News Service UP  
 Membership NARTB  
 Co-Owners R. B. McAlister and  
 Grady Franklin Maples  
 Chief Engineer Glenn Smith

# K R B A

LUFKIN—1938—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Darrell E. Yates  
 Address 110 S. First St.  
 Representative Continental Radlo Sales  
 Owner, Gen. Mgr. Darrel E. Yates  
 Chief Engineer Ambrose Maxim

# K T R E

LUFKIN—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By Forest Capitol Bcstg. Co.  
 Address P. O. Box 701  
 Phone: 3-7771 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Venard, Rintoul & McConnel  
 Membership NARTB  
 President R. W. Wortham, Jr.  
 Gen., Sta. Mgr. Richman G. Lewin  
 Comm., Mgr. Jim Saxon  
 Program Director Royce Christenson  
 Sales Prom. Mgr. Ernestene Trahan  
 Chief Engineer Fred C. Hill

# K M L W

MARLIN—1953

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Oper. By KMLW, Inc.  
 Address Box 335  
 President Charles E. Reagan  
 General Manager Hugh McBeath  
 Commercial Mgr. Duane W. Ramsey  
 Program Director Jerry S. Hughes  
 Chief Engineer H. P. Hicks

# K M H T

MARSHALL—1947  
 MBS—TEX. STATE

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Marshall Bcstg. Co.

Business-Studio Address.....109 W. Rusk St.  
 Phone: 5-7826.....Air Time: Full Time  
 News Service .....AP  
 Membership .....RAB  
 Station Manager.....Virgil Stone  
 Comm. Manager.....T. K. Hewlett  
 Program Director.....Randy Rainwater  
 Chief Engineer.....Don Shepard

## KRIO

McALEN—1947—ABC-MBS-TSN

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Valley Bdcstng Co.  
 Business Address.....1201 W. Lancaster Ave.  
 Phone: 6-5454.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Adam Young; C. Brown  
 Membership .....RAB  
 President.....Gene L. Cagle  
 VP.....Charles B. Jordan  
 Gen., Sta., Mgr.....George Breeding, Jr.  
 Sls. Prom.....Chuck McKasson  
 Program Director.....Norman Mann  
 Chief Engineer.....Wm. Meiners

## KCMR

McCAMEY—1954—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Sprayberry Bcstg. Co., Inc.  
 Address.....101 East 5th St.  
 Phone: 412.....Air Time: Full Time  
 News Service .....UP  
 President.....Jack W. Hawkins  
 General Manager.....Gene Hendryx  
 Station Mgr.....Dale Day

## KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned.....McKinney Air Enterprises, Inc.  
 Bus.-Studio Address.....218 E. Virginia St.  
 Phone: 2-2651.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....World  
 Pres., Gen. Mgr.....George W. Smith, Jr.  
 Comm., Mgr.....C. W. Rampy  
 Prog. Dir.....Mrs. Denise Smith  
 Chief Engineer.....Elza Keen

## KCRS

MIDLAND—1935—ABC-TSN

Freq.: 550 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Clarence & Ruth Scharbauer, Jr.  
 Business-Studio Address.....Box 1072  
 Phone: 2-4393.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 President.....Clarence Scharbauer, Jr.  
 Gen., Sta. Mgr.....Wallace R. Jackson  
 Comm. Mgr.....Eleanor McDonald  
 Program Director.....Dean Baker  
 Publicity Director.....Bob Byron  
 Chief Engineer.....Tom Yates

## KJBC

MIDLAND—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Jack Cecil  
 Address.....Box 1658  
 Phone: 4-5152.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....World, Standard  
 Representative.....Best  
 Membership .....NARTB  
 Pres., Gen. Mgr., Chief Engr.....Jack Cecil  
 Commercial Mgr.....Naomi Boswell  
 Sales Prom. Mgr.....Paul Greenwood  
 Program Director.....Keith Ward  
 Publicity Director.....Eleanor Rich  
 Chief Engineer.....Jack Cecil

## KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....J. Elroy McCaw  
 Address.....Box 31  
 Phone: 319.....Air Time: Daytime  
 News Service .....AP  
 Trans. Service.....Thesaurus  
 Representative.....Continental  
 President.....J. Elroy McCaw  
 Gen., Sta. Mgr.....Harry A. Riley, Jr.  
 Commercial Mgr.....Olie Carriker  
 Prog. Dir.....Ruth Lee  
 Chief Engineer.....W. M. McCreary, Jr.

## KVKM

MONAHANS—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Monahans Bcstrs., Inc.  
 Address.....Radio Center  
 Phone: 438.....Air Time: Full Time  
 Representative.....Hil F. Best  
 President.....Doris D. Stuckey  
 General Manager.....J. R. Rucker  
 Commercial Mgr.....Tommy Hall

## KIMP

MOUNT PLEASANT—1948—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mt. Pleasant Bcstg. Co.  
 Business Address.....Box 990  
 Phone: 4-4726.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Membership .....NARTB, RAB  
 Gen., Sta. Mgr.....Winston O. Ward  
 Comm. Mgr.....Deral Tucker  
 Program Director.....Ruby Stanley  
 Chief Engineer.....Brad Redfearn

## KOSF

NACOGDOCHES—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kelly Bell  
 Address.....South St.  
 Phone: 4-4633.....Air Time: Full Time

News Service .....UP  
 Membership .....NARTB, RAB  
 President ..... Kelly Bell  
 Gen., Comm. Mgr. .... J. C. Stallings  
 Program Director ..... R. C. Atherton  
 Publicity Director ..... Ed Rice  
 Chief Engineer ..... Frank Murray

## K S F A

NACOGDOCHES—1947

Frequency: 860 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By ...Nacogdoches Br. Co., Inc.  
 Address .....2107 North St.  
 Phone: 4-3723 .....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Pres., Gen., Sta., Comm. Mgr. ....Wilbur C. Fouts  
 Program Director .....Sara Jane Moon  
 Chief Engineer .....Royce C. Smith

## K G N B

NEW BRAUNFELS—1950—KBS

Frequency: 1420 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By .....Comal Bcstg. Co.  
 Address .....184 Castell  
 Phone: 1612 .....Air Time: Daytime  
 Transcription Service .....Thesaurus  
 News Service .....AP  
 Vice Pres., Gen. Mgr. ....F. T. Wilson  
 News Director .....Bob Field  
 Chief Engineer .....Bob Stewart

## K E C K

ODESSA—1947

Freq.: 920 Kc. ....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By ..Ector County Bcstg. Co.  
 Business Address .....120 W. 3d  
 Phone: 6-5791-2 .....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Forjoe  
 Membership .....NARTB, RAB  
 Owner, Gen., Sta. Mgr. ....Ben Nedow  
 Commercial Mgr. ....Sol Schmerman  
 Prog. Director .....Roy Elsner  
 Publicity Dir. ....Tom Rollins  
 Chief Engineer .....Dave Williams

## K O S A

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Oper. By .....Odessa Bcstg. Corp.  
 Business-Studio Address .....115 W. 6th  
 Phone: 6-4301 .....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World, Capitol  
 Representative .....Branham  
 Membership .....NARTB, RAB  
 Pres., General Manager .....Cecil L. Trigg  
 Sales Manager .....Lou Lindsey  
 Public Relations Dir. ....Ed Costello  
 Pro. Dir. ....Doyce Elliott  
 Program Manager .....John Vacca  
 Publicity Director .....Jay Mehaffey  
 Chief Engineer .....James Simpson

## K R I G

ODESSA—1946—MBS

Frequency: 1410 Kc. ....Power: 1000 Watts  
 Owned-Oper. By ....Oil Center Bcstg. Co., Inc.  
 Address .....Box 231  
 Phone: 6-6671-2 .....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Hil F. Best  
 President .....R. O. Canon  
 Vice Pres., Gen. Mgr. ....Jack W. Hawkins  
 Station Manager .....Marguerite LaRue  
 Program Director .....Lel Gillette  
 Chief Engineer .....Harold Whatley

## K O G T

ORANGE—1948—KBS

Frequency: 1600 Kc. ....Power: 1000 Watts  
 Owned-Oper. By ....Sabine Area Brcstg. Corp.  
 Phone: 8-4381 .....Air Time: Full Time  
 News Service .....UP  
 Trans. Ser. ....World  
 Station Rep. ....Best  
 Membership .....NARTB, RAB, TAB  
 President .....M. L. Jacobs  
 Exec. V.P., Sta., Gen. Mgr. ....Ed Lovelace  
 Commercial Manager .....Frank Dusenbury  
 Chief Engr., Program Dir. ....Dean Durham

## K N E T

PALESTINE—1936—KBS

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By ....Palestine Bcstg. Corp.  
 Business-Studio Address .....P. O. Box 649  
 Phone: 8686 .....Air Time: Full Time  
 News Service .....UP  
 Trans. Service .....SESAC  
 Pres., Gen., Sta. Mgr. ....Allen E. Vinson  
 Comm., Prom. Mgr. ....Milton M. Evans  
 Program Director .....Don Norton  
 Chief Engineer .....Dave Schmidt

## K P A T

PAMPA—1951—KBS

Frequency: 1230 Kc. ....Power: 250 Watts  
 Owned-Operated By .....J. C. Daniels  
 Phone: 4-2551 .....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Capitol, Standard  
 President .....J. C. Daniels  
 General Manager .....Larry Gordon  
 Program Director .....Elbert Goodnight

## K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By ....Top O' Texas Bcstg. Co.  
 Address .....Hughes Bldg.  
 Phone: 4-7461 .....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep. ....Best  
 Membership .....NARTB, RAB  
 Ptnr., Gen. Mgr. ....Coy Palmer

Ptnr., Sta. Mgr., Prog. Dir. . . . . Warren Hasse  
 Comm., Prom. Mgr. . . . . Kay Fancher  
 Publicity Director . . . . . Henry Gordon  
 Chief Engineer . . . . . Gordon Hollenbeck

# KFTV

PARIS—1950

Frequency: 1250 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Lamar Bestg. Co., Inc.  
 Address . . . . . 210 First Nat'l Bank Bldg.  
 Phone: 4-6676 . . . . . Air Time: Daytime  
 Station Rep. . . . . Best  
 News Service . . . . . UP  
 President . . . . . D. W. Brawner  
 Gen., Sta. Mgr. . . . . James F. Hendrix  
 Chief Engineer . . . . . Travis Fodge

# KPLT

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . No. Star Bestg. Co., Inc.  
 Address . . . . . Hway. 124  
 Phone: 3-3311 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 Pres., Gen. Sta. Mgr. . . . . Fred Kincaid  
 Com., Sales Prom. Mgr. . . . . Richard Eben  
 Program Dir. . . . . Bill Davis  
 Publicity Director . . . . . Virginia Jessee  
 Chief Engineer . . . . . Paul H. Daniels

# KLVL

PASADENA—1950

Frequency: 1480 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Felix H. Morales  
 Address . . . . . 2903 Canal St., Houston  
 Phone: CA. 1-1044 . . . . . Air Time: Full Time  
 Representative . . . . . Oakes  
 President, Gen. Mgr. . . . . Felix H. Morales  
 Station Mgr. . . . . C. B. Rice  
 Comm. Mgr. . . . . Alberto Rodriguez  
 Program Director . . . . . Joe L. Morales  
 Chief Engineer . . . . . Donald Gullihur

# KIUN

PECOS—1925—MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Jack Hawkins, Barney Hubbs  
 Business-Studio Address . . . . . Kiun Bldg.  
 Phone: 999-8 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB  
 General Manager . . . . . Jack Hawkins  
 Station Manager . . . . . David Martin  
 Program Director . . . . . Jack James  
 Publicity Dir. . . . . Barney Hubbs  
 Consulting Chf. Engr. . . . . Harry W. Boehnemann

# KEYE

PERRYTON—1948—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Great Plains Bestg. Co.  
 Phone: 5771 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth

Membership . . . . . NARTB  
 President . . . . . Carl Ellis  
 Gen., Sta., Comm. Mgr. . . . . Irving R. Buchanan  
 Sales Prom., Pub. . . . . G. K. Rupprecht  
 Program Dir. . . . . Kenneth Roller  
 Chief Engineer . . . . . Coy Thompson

# KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KVOP, Inc.  
 Address . . . . . 1100 W. 24th St.  
 Phone: 4-2771 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . W. J. Harpole  
 Gen., Sta. Manager . . . . . Kermit Ashby  
 Comm. Manager . . . . . Tut Tawwater  
 Program Dir. . . . . Doug Sewell  
 Chief Engineer . . . . . Hugh Smith

# KBOP

PLEASANTON—1950—KBS

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Atascosa Bestg. Co.  
 Address . . . . . P. O. Box 247  
 Phone: 4871 . . . . . Air Time: Daytime  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . Best  
 News Service . . . . . INS  
 General Manager . . . . . Ben L. Parker  
 Commercial Mgr. . . . . A. Terrell  
 Chief Engineer . . . . . Mona Parker

# KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Port Arthur Bestg. Co.  
 Address . . . . . 400 4th St.  
 Phone: 2-9436 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Trans. Ser. . . . . Lang-Worth  
 Ptnr., Gen. Mgr., Chf. Engr. . . . . Socs Vratiss

# KPAC

PORT ARTHUR—1934—MBS

Freq. . . . . 1250 Kc. . . . . Power: 5 Kw. d, 1 Kw. n.  
 Owned-Oper. By . . . . . Port Arthur College  
 Bus.-Studio Address . . . . . 1500 Procter St.  
 Phone: 5-7458 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB  
 Pres. . . . . J. W. Williams  
 Sta., Gen. Manager . . . . . Marjorie R. Vickers  
 Commercial Mgr. . . . . Gordon Baxter, Jr.  
 Prom. Mgr. . . . . Mack Newberry  
 Pub., Program Director . . . . . Corinne Enos  
 Chief Engineer . . . . . Glenn Boatright

# KOLJ

QUANOH—1952—KBS

Frequency: 1150 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Orville L. Jenkins

Address ..... Box 566  
 Phone: 654 ..... Air Time: Daytime  
 News Service ..... AP  
 Station Rep. .... Best  
 Transcription Service ..... World  
 Gen., Sta. Mgr. .... Orville L. Jenkins  
 Sales Manager..... Bob Stabler  
 Chief Engineer..... Richard O. Dormier

# KFRD

## ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Ford Bend Bcstg. Co.  
 Business Address.....P. O. Box 832  
 Membership ..... RAB  
 President ..... Mart Cole  
 Ex. V.P., Gen., Sls. Prom. Mgr... Jim Hairgrove  
 Commercial Mgr..... Bill Sloan  
 Program Director..... Paul Collins  
 Chief Engineer..... Frank Wood

# KGKL

## SAN ANGELO—1928—ABC

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....KGKL, Inc.  
 Business-Studio Address...St. Angelus Hotel  
 Phone: 6715.....Air Time: Full Time  
 News Service ..... AP  
 Representative.....John E. Pearson  
 Membership ..... NARTB  
 General Manager..... Lewis O. Seibert  
 Commercial Mgr..... Robert Workman  
 Program Director..... Franklin Rainey  
 Chief Engineer..... William Potest

# KTXL

## SAN ANGELO—1947

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By... Wes-Tex Bcstg. Co., Inc.  
 Address ..... Box 1271  
 Trans. Service ..... World  
 Representative ..... Melville  
 Membership ..... NARTB  
 President..... Armistead D. Rust  
 General Manager ..... J. Harley Hubbard  
 Station Mgr..... Sealy Smith  
 Chief Engineer..... Robert Benson

# KCOR

## SAN ANTONIO—1945

Freq.: 1350 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned ..... KCOR, Inc.  
 Address ..... 310 So. Flores  
 Phone: CA. 2-1301.....Air Time: Full Time  
 News Service ..... UP  
 Station Rep. .... O'Connell  
 Membership ..... NARTB, RAB  
 President ..... Raoul A. Cortez, Jr.  
 General Mgr..... Nathan Safir  
 Station Mgr..... Raoul A. Cortez, Jr.  
 Commercial Mgr..... Bill Lamar  
 Program Dir..... Fred Romero  
 Publicity Dir..... Gilbert Rangel  
 Chief Engineer..... Marvin E. Fiedler

# KENS

## SAN ANTONIO—1926—CBS

Freq: 680 Kc....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Oper. By.....Express Publishing Co.  
 Business-Studio Address.....Milam Bldg.  
 Phone: CA. 6-3136.....Air Time: Full Time  
 News Service ..... UP  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 President ..... Frank Huntress, Jr.  
 General Mgr..... Albert D. Johnson  
 Comm. Manager..... Wayne Kearl  
 Gen. Texas Comm. Mgr..... Bill Joekel  
 Prog. Dir..... Bill Terry  
 Prom., Pub. Director..... Robert Miller  
 Chief Engineer..... Bill Jackson

# KEXX

## SAN ANTONIO—1953

Frequency: 1250 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Leal Bcstg. Co., Inc.  
 Address.....403 N. Flores St.  
 Phone: Garfield 6373.....Air Time: Daytime  
 Representative ..... McGillvra  
 Pres., Gen. Mgr..... Manuel D. Leal  
 Commercial Mgr..... M. Davila  
 Program Director..... R. Rodriguez  
 Chief Engineer..... Charles Harris

# KITE

## SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Station KITE  
 Business-Studio Address...432 Transit Tower  
 Representative ..... Pearson  
 Membership ..... RAB  
 Pres., Gen. Mgr..... Charles W. Balthrop  
 Station Manager..... Alex A. Coe  
 Commercial Mgr..... Kelly Wofford  
 Prog. Mgr..... Stanley F. Nelson  
 Chief Engineer..... John Siercovich

# KIWW

## SAN ANTONIO—1948

Frequency: 1540 Kc.....Power: 250 Watts d.  
 Owned-Oper. By... Good Neighbor Bcstg. Co.  
 Address.....518 W. Houston St.  
 News Service ..... UP  
 Representative.....Nat'l Time Sales, Oakes  
 President ..... Joe Olivares  
 Station Mgr., Chief Eng..... L. E. Richards  
 Program Director..... Jose Arratia

# KMAC

## SAN ANTONIO—1926—MBS-KBS

Frequency: 630 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Howard W. Davis  
 Address ..... KMAC Bldg.  
 Phone: CA. 3-6211.....Air Time: Full Time  
 Representative ..... Walker  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Howard W. Davis  
 Program Director..... A. S. (Tony) Bessan  
 Chief Engineer ..... Al Knight

# KONO

## SAN ANTONIO—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By: Mission Bdcstg. Co.  
 Address: 317 Arden Grove  
 Phone: CA 6-5171 Air Time: Full Time  
 News Service: AP, INS, UP  
 Representative: Forjoe, Clarke-Brown  
 Membership: NARTB, RAB  
 Pres., Owner: Eugene J. Roth  
 General Manager: James M. Brown  
 Commercial Manager: Bob Roth  
 Sales Prom. Mgr.: Jack Roth  
 Program Director: Robert F. Jenkins  
 Chief Engineer: George Ing

# KTSA

## SAN ANTONIO—1928—ABC

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: Sunshine Bcstg. Co.  
 Business-Studio Address: Ave. E. & 3rd St.  
 Phone: Garfield 1251 Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: MacGregor  
 Representative: Raymer  
 President: O. R. Mitchell  
 Sta., Prom., Comm. Mgr.: Charles D. Lutz  
 Program Director: H. H. Carr  
 Chief Engineer: W. G. Egerton

# WOAI

## SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d., n.

Owned-Oper. By: Southland Industries, Inc.  
 Address: 1031 Navarro St.  
 Phone: CA. 7-2441 Air Time: Full Time  
 News Service: AP, INS, UP  
 Representative: Edward Petry & Co., Inc.  
 Membership: NARTB  
 President: Hugh A. L. Halff  
 General Manager: James M. Gaines  
 Commercial Manager: Rex Prels  
 Sales Promotion Mgr.: James F. Anderson  
 Publicity Director: Imogene Stanley  
 Chief Engineer: Charles L. Jeffers

# KCNY

## SAN MARCOS—1948

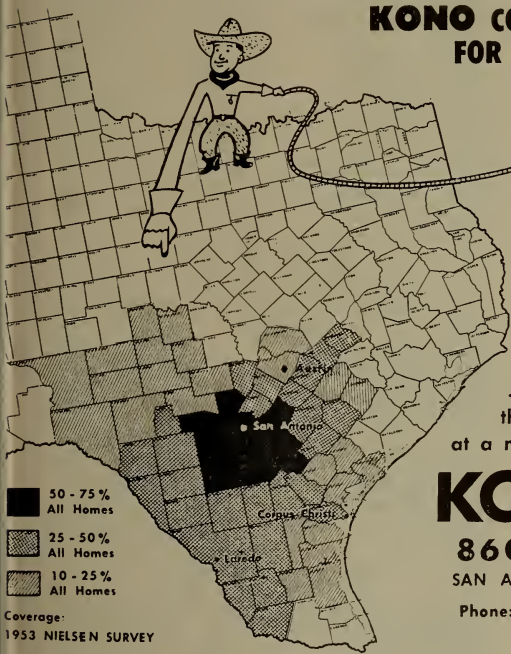
Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Central Brcstg. Co.  
 Address: Traffic Circle  
 Phone: 888 Air Time: Daytime  
 Transcription Service: Lang-Worth  
 Station Rep.: O'Connell  
 President: Edw. C. James  
 General Manager: Lloyd McClure  
 Program Director: Elward Ruffin

# KWED

## SEGUIN—1948

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Sequin Bdcstg. Co.  
 Business-Studio Address: 200 S. Camp St.  
 Phone: 1580 Air Time: Daytime  
 News Service: UP  
 Membership: NARTB  
 Representative: Hil F. Best

**KONO CONSISTENTLY GIVES ADVERTISERS MORE FOR THEIR MONEY ... 63 RICH COUNTIES WITH \$1,750,000,000 RETAIL SALES**



... a Big share of the Biggest State at a minimum of cost!

# KONO

860 K. C.  
 SAN ANTONIO, TEXAS  
 Phone: CApitol 6-5171

## MARKET DATA

Source: 1954 Consumer Markets

Radio Homes	478,450
Population	1,789,900
Households	495,810
Total Retail Sales	\$1,648,398,000
Food	386,956,000
Eat & Drink	107,949,000
Drug	52,426,000
Ger. Mdse.	172,826,000
Apparel	86,903,000
Home Furnishings	77,083,000
Automotive	358,657,000
Filling Station	117,689,000
Build. Mat. & Hdwe.	166,394,000
Consumer Spendable Income	2,416,655,000
Con. Sp. Inc./HH	4,784
Retail Sales/HH	3,300
Farm Population	230,300
Farm Households	54,750
Radio Farm Homes	56,710
Total Farms	68,623
Gross Farm Income	451,729,000
* Gross Income/Farm	6,583
Farm Livestock	255,148,000
Farm Crop. Income	161,050,000

Coverage:  
 1953 NIELSEN SURVEY

Forjoe & Co. Nationally    Clarke Brown Co. Southwest

President ..... Garfield Kiel  
Comm., Sta. Mgr. .... Stan McKenzie  
Chief Engineer..... Louis Sowder

# K S M L

SEMINOLE—1954

Frequency: 1250 Kc....Power: 1000 Watts d  
Owned-Oper. By..... Seminole Bcstrs.  
Address.....400 South Main St.  
Phone Number.....3798  
Co-Owner.....Clint Formby  
Co-Owner.....Marshall Formby  
Chief Engineer..... Kenneth Hightower

# K S E Y

SEYMOUR—1950—KBS

Frequency: 1230 Kc....Power: 100 Watts  
Owned-Oper. By..... W. C. Moss, Jr.  
News Service.....AP  
Transcription Service..... Keystone  
Pres., Gen., Comm. Mgr..... W. C. Moss, Jr.  
Sales Prom. Mgr..... Huch Weeld  
Program Dir..... Elizabeth Moss  
Publicity Dir..... Hal Fees  
Chief Engineer..... Richard Dorimer

# K E V A

SHAMROCK—1949—KBS

Frequency: 1580 Kc....Power: 250 Watts d.  
Owned-Oper. By....Shamrock Tex. Bcstg. Co.  
Address.....Box 21  
Representative.....Best  
Gen., Comm. Mgr..... Dick Dean  
Program Director..... Barbara Dean  
Chief Engr..... Bob Featherston

# K R R V

SHERMAN-DENISON—1936  
MBS-TEX STATE

Frequency: 910 Kc....Power: 1000 Watts  
Owned-Oper. By..Red River Valley Bcstg. Corp.  
Address..Box 94 (Denison), Box 665 (Sherman)  
Phone Number...423 (Denison); 201 (Sherman)  
Air Time.....Full Time  
Representative.....Pearson  
Transcription Service.....Associated  
News Service.....UP  
General Manager..Tom E. Spellman (Sherman)  
Program Director.....Earl Ellington  
Chief Engineer..... Tom John

# K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc....Power: 250 Watts d.  
Owned-Oper. By.....Howard L. Burris  
Address.....P. O. Box 661  
Phone: 2910.....Air Time: Full Time  
News Service.....AP  
Membership.....RAB  
Representative.....Hil F. Best  
Owner.....Howard L. Burris  
General Manager.....William A. Jaco  
Asst. Mgr., Chief Eng.....James Shelton

# K A N N

SINTON—1954

Frequency: 1590 Kc....Power: 1 Kw. d.  
Owned.....San Patricio Bcstg. Co.  
Air Time.....Daytime  
News Service.....AP  
Pres., Gen. Mgr.....Tom C. Fleet  
Commercial Mgr.....Princess J. Fleet  
Program Director.....Jack Peart  
Chief Eng.....Layman (Sonny) Stewart

# K S N Y

SNYDER—1949—MBS

Frequency: 1450 Kc....Power: 250 Watts  
Owned-Oper. By.....Snyder Bdcstg. Co.  
Address.....Box 1468  
Phone: 3-5451.....Air Time: Full Time  
Station Rep.....Continental  
Pres., Gen. Mgr.....J. T. Hughes  
Commercial Mgr.....Mel Z. Gilbert

# K D W T

STAMFORD—1946—MBS-KBS

Frequency: 1400 Kc....Power: 250 Watts  
Owned-Oper. By.....David W. Ratliff  
Pres., Gen., Sta. Mgr.....David W. Ratliff  
Comm., Prom. Mgr.....George Morey  
Program Director.....Phil Keener  
Chief Engineer.....Erick Henske

# K S T V

STEPHENVILLE—1947—KBS

Frequency: 1510 Kc....Power: 250 Watts d.  
Owned.....Galen O. Gilbert & J. R. Kincaid  
Address.....P. O. Box 102  
Phone: LI. 3141.....Air Time: Daytime  
News Service.....UP  
Trans. Service.....Standard  
General Manager.....Galen O. Gilbert  
Commercial Mgr.....Jim Farr  
Sales Prom. Mgr.....Bill Bentley  
Prog., Pub. Dir.....John Dyer  
Chief Engineer.....Floyd Jeter

# K S S T

SULPHUR SPRINGS—1947  
MBS-KBS

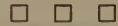
Frequency: 1230 Kc....Power: 250 Watts  
Owned-Oper. By...Hopkins County Bcstg. Co.  
Business-Studio Address.....P. O. Box 284  
Phone: 1230.....Air Time: Full Time  
Pres., Gen., Sta. Mgr.....William E. Bradford  
Comm., Mgr.....Clovis Pinion  
Sls. Prom. Mgr.....D. Funderburk  
Program Director.....Lona Long  
Chief Engineer.....Bill Bradford

# K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc....Power: 250 Watts  
Owned-Oper. By.....Radio & News, Inc.





Bus.-Studio-Transmitter Address.....Box 570  
 Phone: 4655-6.....Air Time: Full Time  
 News Service .....UP  
 Representative.....Hil F. Best  
 Membership .....NARTB  
 President.....J. S. McBeath  
 Gen., Sta. Manager.....James T. Allen  
 Commercial Mgr.....Elwood Fritch  
 Chief Engineer.....B. F. Kelly

# KTAE

TAYLOR—1948—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KTAE, Inc.  
 Business Address.....121 E. Second St.  
 Phone: EL 2-3631.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Station Rep.....Clarke Brown  
 Pres., Gen. Mgr.....Graham Gillis Conoley  
 Commercial Manager.....John M. Wehby  
 Sales, Prom. Mgr.....Harry Gaines  
 Program Director.....F. Switzer, Jr.  
 Publicity Director.....Karine Gilstrap  
 Chief Engineer.....Gordon W. Rainey

# KTEM

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bell Bcstg. Co., Inc.  
 Business-Studio Address.....17 S. Third St.  
 Phone: 3-5252.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB, RAB  
 President.....Frank W. Mayborn  
 General Manager.....Dale S. Phares  
 Station Manager.....Ralph Weedon  
 Program Director.....John O'Brien  
 Pub. Dir.....Jean Haynie  
 Chief Engineer.....Robert Meadows

# KTER

TERRELL—1950

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Terrell Bcstg. Corp.  
 Address.....Walnut & State Sts.  
 Transcription Service.....SESAC, Thesaurus  
 News Service .....UP  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Paul A. Wnorowski  
 Program Director.....Dean Tiller  
 Chief Engineer.....Martin Pitte

# KCMC

TEXARKANA—1932—ABC-TSN

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCMC, Inc.  
 Business-Studio Address.....315 Pine St.  
 Phone: 3-6151.....Air Time: Full Time  
 News Service .....AP  
 Representative.....Yenard, Rintoul, McConnell  
 Membership .....NARTB  
 President.....C. E. Palmer  
 General Manager.....Frank O. Myers  
 Chief Engineer.....Harvey Robertson

# KTFS

TEXARKANA—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KTFS, Inc.  
 Business-Studio Address.....4325 N. Stateline  
 Phone: 3-5123.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NARTB  
 Pres., Gen. Mgr.....A. D. Smith, Jr.  
 VP & Sta. Mgr.....Les Eugene  
 Chief Engineer.....Joe Turbyfill

# KTLW

TEXAS CITY—1947—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Texas City Bcstg. Ser.  
 Business-Studio Address.....Show Boat Bldg.  
 News Service .....UP  
 Sta. Rep.....Best  
 President.....John G. Long  
 Gen., Sta. Mgr.....Cleve Griffin  
 Chief Engineer.....Leon Giles

# KGKB

TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lucille Lansing  
 Address.....Box 957  
 Phone: 23874.....Air Time: Full Time  
 Transcription Service .....World  
 Representative .....Pearson  
 Membership .....NARTB, RAB  
 President.....Lucille Lansing  
 General Manager.....Gerry Lansing  
 Sales Prom. Mgr.....Sam Matthews  
 Program Director.....Edwin Smith  
 Chief Engineer.....Hudson C. Collins

# KTBB

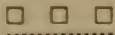
TYLER—1947—ABC

Freq.: 600 Kc.....Power: 500 Watts d., 1 Kw. n.  
 Owned-Operated By.....Blackstone Bcstg. Co.  
 Business-Studio Address.....Blackstone Hotel  
 Phone: 4-7278.....Air Time: Full Time  
 News, Affil....."Courier Times Telegraph"  
 News Service .....UP  
 Representative .....Venard, Melville  
 Membership .....NARTB, RAB  
 President.....Mrs. C. N. Clyde  
 Gen., Sta. Mgr.....M. Danbom  
 Commercial Mgr.....Bill Whitworth  
 Comm., Prom. Mgr.....David Bothwell  
 Prog., Pub. Dir.....Bill Orum  
 Chief Engineer.....R. A. Wileman

# KVOU

UVALDE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....E. J. & W. J. Harpole  
 Address.....1400 Batesville Rd.  
 News Service .....AP  
 Gen. Mgr.....Edward J. Harpole  
 Station Mgr.....Bob Hicks  
 Program Dir.....Al Mason  
 Chief Engineer.....Walter Herbert, Jr.



# K V W C

VERNON—1939

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Northwestern Bcstg. Co.  
 Address.....1813 Wilbarger  
 Air Time.....Full Time  
 Station Rep.....Clark, Melville  
 General Manager.....James Doyle

# KNAL

VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Operated By.....Victoria Bcstg. Co.  
 Address.....Box 642  
 Transcription Service.....Thesaurus  
 Representative.....Hil F. Best  
 President.....A. B. Alkek  
 Gen., Sta. Manager.....James A. Traber  
 Commercial Mgr.....Warren Dentler  
 Sls. Prom. Mgr.....Jerry Salzer  
 Pub. Dir.....B. F. Nance  
 Program Director.....Robert J. Smith  
 Chief Engineer.....Douglas Smith

# KVIC

VICTORIA—1939—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KVIC Bcstg. Co.  
 Business Address.....Box 725  
 Phone: HI. 3-9171.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....RAB  
 President.....J. G. Long  
 Gen., Comm. Mgr.....William C. Burks  
 Sales Prom. Mgr.....Pat Reed  
 Program Dir.....Wilburn H. Jackson  
 Chief Engineer.....Vic Boldt

# KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Business-Studio Address.....P. O. Box 3128  
 Phone: 3-7331.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Everett McKinney  
 Membership.....NARTB  
 Gen., Sta. Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Sales Prom. Mgr.....Harry L. Gillam  
 Program Director.....Curtis B. Matties  
 Chief Engineer.....William Moore

# WACO

WACO—1922—ABC-TSN

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Waco Bcstg. Co.  
 Business Address.....3620 Franklin Ave.  
 Phone: 2-6571.....Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB, RAB  
 President.....Gene L. Cagle

Gen., Sta. Manager.....R. Lee Glasgow  
 Comm. Mgr.....D. D. Hayslett  
 Chief Engineer.....Jesse H. Dove

# KRGV

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Taylor Radio & TV Corp.  
 Bus.-Studio-Transmitter Address..201 Border St.  
 Phone: 375.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....World, SESAC  
 Representative.....Raymer  
 Membership.....NARTB  
 President.....O. L. (Ted) Taylor  
 General Manager.....Byron W. Ogle  
 Station Manager.....Brad H. Smith  
 Comm., Sales Prom. Mgr.....Jack Keasler  
 Program Director.....Johnny Roark  
 Publicity Director.....Ted Cressner  
 Chief Engineer.....Lewis Hartwig

# KFDX

WICHITA FALLS—1947—ABC

Freq.: 990 Kc.....Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..Wichtex Radio and Tel. Co.  
 Address.....City Natl. Bldg.  
 Phone: 2-8668.....Air Time: Full Time  
 News Service.....UP  
 Trans. Ser.....World, SESAC  
 Station Rep.....Raymer  
 Membership.....NARTB  
 President.....Darrold A. Cannan  
 V.P., Station Mgr.....Howard Fry  
 General Manager.....John R. White  
 Comm. Manager.....M. Johnson  
 Chief Engineer.....John Adams

# KTRN

WICHITA FALLS—1949—MBS

Freq. 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Texoma Bcstg. Co.  
 Address.....917½ Scott St.  
 Phone: 2-5214.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 Pres., Gen. Manager.....Boyd Kelley  
 Commercial Mgr.....Ernest Skinner  
 Program Director.....Bill Edgar  
 Chief Engineer.....Bob Harmon

# KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Rowley-Brown Bcstg. Co.  
 Business-Studio Address.....P. O. Box 420  
 Phone: 3-4181.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Station Rep.....Blair  
 President.....Kenyon Brown  
 Station, Nat'l Sls. Mgr.....A. L. Pierce  
 Comm. Manager.....Blaine Cornwell  
 Promotion Manager.....Owanah Shelton  
 Chief Engineer.....Herbert T. Wiley

# UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — Families 259,000

Radio Homes 254,000 — TV Homes 142,000 — Stations in State 19

## K B U H

**BRIGHAM CITY—1948—KBS**

Frequency: 800 Kc. .... Power: 250 Watts d.  
Owned-Oper. By.....Revella M. Bone  
Address.....948 W. Forrest St.  
Phone: 948.....Air Time: Daytime  
Owner.....Revella M. Bone  
General Manager.....Wade M. Ebeling  
Sales Prom. Mgr.....Art Fishler  
Chief Engineer.....Samuel Stevens

Address.....4646 So. State St.  
Phone: 6-4419.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....W. Biddick  
Membership.....NARTB  
President.....Oral J. Wilkinson  
Gen., Sta. Mgr.....H. W. Pingree  
Comm. Mgr.....Ted Rogers  
Prog. Dir.....Mitzi Bailey  
Chief Engineer.....E. Greene

## K S U B

**CEDAR CITY—1937—CBS**

Frequency: 590 Kc. .... Power: 1000 Watts  
Owned-Oper. By.....So. Utah Bcstg. Co.  
Address.....189 N. Main St.  
Phone: 590.....Air Time: Full Time  
News Service.....UP  
Membership.....NARTB, RAB  
President.....Ivor Sharp  
General Manager.....Arthur Higbee  
Commercial Mgr.....W. V. Lowe  
Program Director.....Mauray Payne  
Chief Engineer.....Richard Gunn

## K L O

**OGDEN—1925**

**MBS-INTERMOUNTAIN**

Frequency: 1430 Kc. .... Power: 5000 Watts  
Owned-Oper. By.....Interstate Bcstg. Corp.  
Address.....Hotel Ben Lomond  
Phone: 4-5721.....Air Time: Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB, RAB  
President.....Edris Glasmann  
General Manager.....George Hatch  
Station Manager.....Cecil Heftel  
Commercial Manager.....W. Kimball Ward  
Sls. Prom. Mgr. Prog. Dir.....L. Allen  
Publicity Director.....Dale Brown  
Chief Engineer.....Robert V. Beadles

## K L G N

**LOGAN—1954**

Frequency: 1390 Kc. .... Power: 1,000 Watts d.  
Owned-Oper. By.....Atlas Engineering Co.  
Address.....1870 Atken Ave.  
Phone: 6-4808.....Air Time: Daytime  
Pres., Gen. Mgr.....Obed C. Haycock  
Chief Eng.....Wayne Holmes

## K O P P

**OGDEN—1947—KBS**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By.....KOPP, Inc.  
Address.....W. 12th St.  
Phone: 3-3476.....Air Time: Daytime  
News Service.....UP  
Station Rep.....Indie  
Transcription Service.....Lang-Worth  
Membership.....RAB  
President.....G. Stanley Brewer  
General Manager.....L. B. Suttlemyre

## K V N U

**LOGAN—1938—MBS-KBS**

Frequency: 610 Kc. .... Power: 1000 Watts  
Owned-Oper. By.....Cache Valley Bcstg. Co.  
Address.....1393 N. Main St.  
Phone: 1400.....Air Time: Full Time  
News Service.....UP  
Representative.....Avery Knodel  
Transcription Service.....World  
Membership.....NARTB, RAB  
President.....Herschel Bullen  
Gen., Sta. Mgr.....Reed Bullen  
Comm., Sales Prom. Mgr.....W. W. Kirkland  
Program Director.....Morgan White  
Chief Engineer.....DelMont Olesen

## K V O G

**OGDEN—1948**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By.....United Bcstg. Co.  
Business Address.....1538 Gibson Ave.  
Phone: 2-7535.....Air Time: Full Time  
Representative.....Biddick, Webb  
Membership.....RAB  
Trans. Ser.....Thesaurus  
News Service.....AP  
Pres., Gen. Mgr.....Arch G. Webb  
Commercial Mgr.....David B. Affleck  
Chief Engineer.....James Condrey

## K M U R

**MURRAY—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By.....Murray Bcstg. Service

# KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern Utah Bcstg. Co.  
Address.....Box 591  
Phone: Price 200.....Air Time: Full Time  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Jack Richards  
Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

Address.....P. O. Box 550  
Phone: 2801, 3.....Air Time: Full Time  
News Service.....UP  
Station Rep.....Hollingbery, Webb  
Pres., Co-Owner, Comm., Prom.  
Mgr.....Frank A. Van Wagenen  
Gen., Sta. Mgr., Co-Owner,  
Prog., Pub. Dir.....Harold E. Van Wagenen  
Chief Engineer.....Francis Boyer

# KEYY

PROVO—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mid Utah Bcstg. Co.  
Address.....16 W. 3rd South  
Phone: 4060.....Air Time: Full Time  
News Service.....AP  
Membership.....RAB  
President.....D. Spencer Grow  
Gen. Mgr.....E. A. Niehay  
Commercial Mgr.....Dave Weiser  
Program Director.....Hal Parkes  
Chief Engineer.....J. Paul Smith

# KOVO

PROVO—1939—MBS

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Operated By.....KOVO Bcstg. Co.  
Business-Studio Address.....16 E. 3rd St.  
Phone: 1680.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Representative.....Avery-Knodel  
Membership.....NARTB, RAB  
President.....Clifton A. Tolboe  
General-Station Mgr.....L. H. Curtis  
Pgm. Dir.....James H. Lawrence  
Publicity Dir.....Wayne Carle  
Chief Engineer.....Le-R Burton

# KIXX

PROVO—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....KIXX, Inc.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

# K S V C

**RICHFIELD—1947  
INTERMOUNTAIN**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By: Sevier Valley Bcstg. Co.  
Business Address: 980 Tower Lane  
Phone: 620 Air Time: Full Time  
News Service: UP  
Transcription Service: World  
Representative: Avery Knodel  
Membership: NARTB, RAB  
President: Homer Bandley  
Gen., Sta. Mgr.: Arthur Tucker  
Comm. Mgr. Chief Eng.: Ralph Ross  
Sls. Prom. Mgr.: T. Mendenhall  
Prog. Dir.: Hal Edwards  
Pub. Dir.: Bill King

# K A L L

**SALT LAKE CITY—1945  
MBS-INTERMOUNTAIN**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By: Salt Lake City Bcstg. Co.  
Business-Studio Address: 146 S. Main St.  
Phone: 4-3561 Air Time: Full Time  
News Service: AP  
Representative: Avery-Knodel, Inc.  
Membership: NARTB, RAB  
President: George C. Hatch  
Gen., Sta., Comm. Mgr.: Thomas H. Anderson  
Sls. Prom. Mgr.: E. S. Smith  
Publicity Manager: Florian Wineriter  
Program Director: Kay Richins  
Chief Engineer: W. D'Orr Cozzens

# K D Y L

**SALT LAKE CITY—1922—NBC**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned: Intermountain Bcstg & Telev. Corp.  
Bus.-Studio Address: 130 Social Hall Ave.  
Phone: 22-5681 Air Time: Full Time  
News Service: UP  
Representative: Katz  
Transcription: Thesaurus  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: G. Bennett Larson  
Program Director: Des Barker  
Comm. Mgr.: Glen Shaw  
Publicity Dir.: Del Leeson  
Chief Engineer: Allan Gunderson

# K N A K

**SALT LAKE CITY—1945**

Freq.: 1280 Kc. Power: 1 Kw. d., 500 W. n.  
Owned: Granite District Radio Bcstg. Co.  
Business-Studio Address: 1042 So. 6th W.

Phone: 4-3685 Air Time: Full Time  
News Service: UP  
Representative: ForJoe  
President: Howard D. Johnson  
Gen., Comm. Mgr.: Lee Walker  
Program Director: Mildred Baker  
Chief Engineer: Howard D. Johnson

# K S L

**SALT LAKE CITY—1922—CBS**

Frequency: 1160 Kc. Power: 50,000 Watts  
Owned-Oper. By: Radio Service Corp. of Utah  
Bus.-Studio Address: 10 S. Main St.  
Phone: 5-4641 Air Time: Full Time  
News Service: AP, UP  
Trans. Ser.: Associated  
Representative: CBS Radio Spot Sales  
Membership: NARTB, RAB  
President: J. Reuben Clark  
Vice Pres.: Jay W. Wright  
Exec. Vice Pres.: Ivor Sharp  
Vice Pres., Sta. Mgr.: Eugene M. Halliday  
Sales Manager: Frank McLatchy  
Merchandising Dir.: Raymond W. F. Fritsch  
Program Director: Joseph A. Kjar  
Prom. Mgr.: A. Richard Robertson  
Chief Engineer: Vincent Clayton

# K U T A

**SALT LAKE CITY—1938—ABC**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By: Utah Bcstg. & Telev. Co.  
Business-Studio Address: 179 Motor Ave.  
Phone: 22-2505 Air Time: Full Time  
News Service: UP  
Transcription Service: Standard  
Representative: Hollingsbery  
Membership: NARTB  
President, General Mgr.: Frank C. Carman  
Sta. Mgr., Prog. Dir.: Ray Fadel  
Comm., Sales Prom. Mgr.: Allan Thomas  
Publicity Director: Allen Cornwall  
Chief Engineer: C. Wendell Bell

# K J A M

**VERNAL—1946—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Uintah Bcstg. Co.  
Address: 120 E. Main St.  
Phone: 494 Air Time: Full Time  
Trans.: Standard, Capitol, MacGregor, Cole  
President: James C. Wallentine  
Gen. Mgr., News Dir.: Lee Walker  
Commercial Manager: Grant E. Parry  
Chief Engineer: Wallace D. Raker

# VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — Families 111,000

Radio Homes 107,000 — TV Homes 67,000 — Stations in State 13

## W B T N

**BENNINGTON—1953**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By. Catamount Bcstrs. Inc.  
Address Harwood Hill  
Phone: 6321. Air Time: Daytime  
News Service UP  
Representative McGillvra, Kirby  
Co-Owner & Treas. J. Gordon Keyworth  
Station Manager Ben A. Hubley  
Chief Engineer J. Gordon Keyworth

## W T S A

**BRATTLEBORO—1949—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Tri-State Area  
Address Putney Rd.  
Phone: Alpine 4-4567. Air Time: Full Time  
News Service UP  
Representative Walker  
President Theodore Feinstein  
Vice-Pres., Gen. Mgr. Phillips Terhune  
Program Director Loren C. Smith  
Chief Engineer Edward D. Somes

## W C A X

**BURLINGTON—1927—CBS**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By. WCAX Bcstg. Corp.  
Business-Studio Address. 135 Main St.  
Phone: BU. 3-3437. Air Time: Full Time  
News Service UP  
Transcription Service SESAC  
Representative Weed  
Membership NARTB, RAB  
President, Gen. Mgr. C. P. Hasbrook  
Sta., Comm. Mgr. J. D. Swan  
Program Director Louis J. Roche  
Chief Engineer James W. Tierney

## W D O T

**BURLINGTON—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned WDOT, Corp.  
Address 109 S. Winooski Ave.  
Air Time Full Time  
Station Rep. McGillvra  
President Val Carter

## W J O Y

**BURLINGTON—1946—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Vermont Bcstg. Corp.  
Bus.-Studio-Transmitter Location. 633 Main St.  
Phone: 4-5774. Air Time: Full Time  
Transcription Service Thesaurus  
News Service AP

Representative Brannon, Rambeau  
Membership RAB, NARTB  
President David W. Howe  
Sta., Comm. Mgr. Alfred E. Spokes  
Chief Engineer Donald M. Wheatley

## W S K I

**MONTPELIER-BARRE—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned By. Montpelier-Barre Bcstg. Co.  
Business Address. Union Mutual Bldg.  
Phone: 1740. Air Time: Full Time  
News Service AP  
Representatives Borgatti, W. S. Grant  
Pres., Gen., Comm. Mgr. C. W. Grinnell  
Program Director Robert Bannon  
Sales Prom. Mgr. Harry C. Perrigo  
Chief Engineer Gerald Mareo

## W I K E

**NEWPORT—1952**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Memphremagog Bcstg. Co.  
Address Box 586  
Phone: 832-3. Air Time: Full Time  
Transcription Service World  
News Service UP  
Membership NARTB, RAB  
Reps. McGillvra, Kettel-Carter  
President E. Dean Finney  
General Manager Donald Thurston  
Program Director William Graham  
Chief Engineer D. A. Thurston

## W H W B

**RUTLAND—1949**

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By. Central Vt. Bcstg. Corp.  
Address. 24½ Center St.  
Phone: PR. 3-3200. Air Time: Daytime  
News Service AP  
Transcription Service World  
Representative Kettell-Carter, Gill-Perna  
Pres., Gen., Sta. Mgr. Vena M. Bates  
Chief Engineer Kenneth Pockett

## W S Y B

**RUTLAND—1930—KBS-MBS**

**YANKEE**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By. Philip Weiss Music Co.  
Bus.-Studio Address. 35 Washington St.  
Phone: PR 3-8140. Air Time: Full Time  
News Service UP  
Representative McGillvra, Walker  
President Philip Weiss  
Station Manager J. H. Weiss

# WWSR

**ST ALBANS—1941—YANKEE**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Vermont Radio Corp.  
 Business-Studio Address: 75 N. Main St.  
 Phone: 1390 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Representative Walker  
 Membership NARTB  
 President-Gen. Mgr. Lloyd Squier  
 Sta., Comm., Sales Prom. Mgr. Richard W. Hill  
 Program Director Robert Leavitt  
 Publicity Dir. C. Stuart Perry  
 Chief Engineer Theodore Boisvert

Program Director Tom Kibbe  
 Chief Engineer James Edgerton

# WNIX

**SPRINGFIELD—1954**

Frequency: 1480 Kc. Power: 1 Kw.  
 Owned-Oper. By: Conn. Valley Bcstg. Co., Inc.  
 Address: 106 Park St.  
 Phone: 4514 Air Time: Daytime  
 News Service UP  
 Trans. Ser. Thesaurus  
 Station Rep. McGillvra, Kettell-Carter  
 President E. Dean Finney  
 Manager Guy O. Austin  
 Program Director Ken Greene

# WTWN

**ST. JOHNSBURY—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Twin State Bcstrs. Inc.  
 Address: Concord Ave.  
 Phone: Pioneer 8-2344 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus, World  
 Membership NARTB, RAB  
 Representative McGillvra, Kettel-Carter  
 Pres., Gen. Mgr. E. Dean Finney  
 Comm. Manager Raymond Munkittrick  
 Sales Prom. Mgr. Franklin Owens

# WDEV

**WATERBURY—1931—MBS**

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By: Lloyd E. Squier  
 Address: 8 Stowe St.  
 Phone: 4-7321 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Walker  
 Membership RAB  
 General Manager Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir. Craig S. Parker  
 Chief Engineer Warren Chase

# VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — Families 880,000  
 Radio Homes 788,000 — TV Homes 562,000 — Stations in State 78

# WPIK

**ALEXANDRIA—1945**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Potomac Bcstg. Corp.  
 Address: Virginia Theatre Bldg.  
 Phone: OV. 3-3000 Air Time: Daytime  
 Representative Grant Webb  
 Membership NARTB, RAB  
 News Service AP  
 Pres., Gen. Mgr. Carl L. Lindberg  
 Commercial Mgr. Art Kellar  
 Publicity Dir. Leonard Delbert

# WEAM

**ARLINGTON—1947**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By: Arlington Fairfax Bcstg. Co.  
 Address: 2030 N. 16th St.  
 President Harold H. Thoms  
 General Manager George Oleson  
 Chief Engineer Robert Downie

# WARL

**ARLINGTON—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: No. Virginia Bcstrs., Inc.  
 Bus-Studio Address: 5232 Lee Hwy.  
 Phone: KE. 6-9000 Air Time: Daytime  
 News Service UP  
 President Cy Blumenthal  
 Sta. Mgr. Ray Armand  
 Comm. Mgr. G. A. Crump  
 Program Director J. W. Galloway  
 Chief Engineer James S. Petty

# WBLT

**BEDFORD—1950**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Bedford Bcstg. Co.  
 Address: P. O. Box 406  
 Transcription Service RCA, Thesaurus  
 Membership NARTB  
 Pres., Gen. Mgr. A. P. Marsh  
 Commercial Manager James E. Synan  
 Program Director A. P. Marsh

# WLSD

**BIG STONE GAP—1953**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Gap Bcstg. Co.

Phone: 960 ..... Air Time: Daytime  
 News Ser. .... AP  
 Trans. Ser. .... World  
 Membership ..... NARTB  
 General Manager ..... W. H. Wren Jr.  
 Program Director ..... Ruth Jensen  
 Chief Engineer ..... Andrew R. McMaster

**W K L V**

**BLACKSTONE—1947—MBS**

Frequency: 1490 Kc. .... Power: 250 watts  
 Owned-Oper. By ..... Blackstone Bdcstg. Corp.  
 Address ..... Community Bldg.  
 Phone: 478 ..... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 Representative ..... Colton  
 News Service ..... AP  
 President ..... H. L. Umstead  
 Sta. Mgr., Chief Eng. .... Cosby A. Draper, Jr.

**W C Y B**

**BRISTOL—1946**

Frequency: 690 Kc. .... Power: 10,000 Watts d.  
 Owned-Oper. By ..... Appalachian Bcstg. Corp.  
 Address ..... Box 1009  
 Phone: North 3560 ..... Air Time: Daytime  
 News Service ..... AP, UP  
 Transcription Service ..... World, Cole, Associated  
 Station Rep. .... Gill Perna  
 Membership ..... NARTB, RAB  
 President, Gen. Mgr. .... Robert H. Smith  
 Comm. Mgr. .... J. Fey Rogers  
 Program Director ..... James D. Thomas  
 Chief Engineer ..... R. V. Robinson

**W F H G**

**BRISTOL—1954—MBS**

Frequency: 980 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Bristol Bcstg. Co.  
 Address ..... P. O. Box 799  
 Phone: N-3620 ..... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Trans. Ser. .... Thesaurus, Standard  
 Station Rep. .... Walker, Dora-Clayton  
 Pres., Gen. Mgr. .... W. C. Nininger  
 Commercial Manager ..... Jack Martin  
 Program Director ..... David Pursglove  
 Chief Engineer ..... John Hughlett

**W C H V**

**CHARLOTTESVILLE—1933—ABC**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Barham & Barham  
 Bus.-Studio-Transmitter Address ..... Rose Hill Dr.  
 Phone: 2-5121 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Clark  
 Membership ..... RAB  
 Managing Director ..... Charles Barham, Jr.  
 Gen., Comm. Manager ..... Robert C. Walker  
 Prog., Pub. Dir. .... R. G. Sketchley, Jr.  
 Promotion Manager ..... Charles Smlth  
 Chief Engineer ..... R. M. Craighill

**W I N A**

**CHARLOTTESVILLE—1949—MBS,  
 KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Charlottesville Bcstg. Corp.  
 Address ..... 4th & Main  
 Phone: 2-6177 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Station Rep. .... Indie Sales, Inc.  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Donald G. Heyne  
 Comm. Mgr. .... Thomas M. Behrendt  
 Chief Engineer ..... Lawrence Kennedy

**W B C R**

**CHRISTIANBURG—1954**

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Montgomery Bcstg. Co.  
 Phone Number ..... 7601  
 President ..... Dr. Vernon H. Baker  
 Sec. Treas. .... Virginia Baker  
 Gen. Manager ..... Durwood Powell

**W C F V**

**CLIFTON FORGE—1950—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Clifton Forge Bcstg. Corp.  
 Address ..... Fairview Hts  
 Phone: 2147 ..... Air Time: Full Time  
 Trans. Ser. .... Standard, SESAC  
 News Service ..... AP  
 President ..... Cletus H. Lawler  
 General Manager ..... Grover K. Fulk

**W K E Y**

**COVINGTON—1941—ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Earl M. Key  
 Business Address ..... Main St.  
 Phone: 8351 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Devney  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 General Manager ..... Earl M. Key  
 Commercial Mgr. .... Kenneth L. Bryant  
 Program Director ..... John Lee Davis  
 Chief Engineer ..... E. G. Hemingway

**W S V S**

**CREWE—1947**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... So. Virginia Bcstg. Corp.  
 Business Address ..... 800 Melody Lane  
 Phone: 7811 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... RAB  
 President ..... Calvin S. Willis  
 VP & Gen. Mgr. .... John E. Sadler  
 Commercial Mgr. .... Freeman H. Stewart  
 Prog. Dir. .... F. H. Watkins  
 Chief Engineer ..... C. E. Wilson



**WCVA**

**CULPEPER—1949—KBS-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Culpeper Bcstg. Co.  
 Address: Radio Bldg.  
 Phone: 8338. Air Time: Full Time  
 News Service: UP  
 Trans. Ser.: Standard, Lang-Worth  
 Station Rep.: Indie  
 President: Ira C. Hopkins  
 Gen., Comm. Mgr.: John T. Rogers  
 Asst. Mgr., Prog. Mgr.: Gerald M. Donovan  
 Chief Engineer: Walter Wilkerson

**WBTM**

**DANVILLE—1930—ABC**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Piedmont Bcstg. Corp.  
 Bus.-Studio Address: Hotel Danville Bldg.  
 Phone: 2350. Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Representative: Gill-Perna  
 Membership: NARTB, RAB  
 President: L. N. Dibrell  
 General Manager: Edward G. Gardner  
 Comm. Mgr.: John Holland  
 Program Director: Milton Adams  
 Chief Engineer: Lyle C. Motley

**WDVA**

**DANVILLE—1947—MBS**

Freq.: 1250 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Va.-Carolina Bcstg. Corp.  
 Address: American Natl. Bank Bldg.  
 Phone: 5300. Air Time: Full Time  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Robert S. Keller  
 Membership: NARTB, RAB  
 President: J. D. Pruitt  
 VP & Gen. Mgr.: Emerson J. Pryor  
 Commercial Mgr.: Stover Morris, Jr.  
 Sls. Prom. Mgr., Pub. Dir.: R. Hess, Jr.  
 Program Director: Richard Campbell  
 Chief Engineer: Howard Clendenon

**WEVA**

**EMPORIA—1952**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Stone Bdcstg. Co.  
 Address: Washington St. & Florida St.  
 Phone: 2133. Air Time: Full Time  
 Trans. Ser.: Thesaurus  
 News Service: AP  
 Pres., Gen. Mgr.: M. E. Stone  
 Station Manager: A. L. Drew  
 Commercial Mgr.: Sally Whitlock  
 Chief Engineer: E. A. Short, Jr.

**WFAX**

**FALLS CHURCH—1948—KBS**

Frequency: 1220 Kc. Power: 500 Watts d.  
 Owned-Operated By: Lamar A. Newcomb

Address: Box I  
 Phone Number: Jefferson 2-0900  
 News Service: UP  
 Pres., Gen. Mgr.: Lamar A. Newcomb  
 Program Director: Genevieve Main  
 Chief Engineer: Richard Fanning

**WFLO**

**FARMVILLE—1947**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Colonial Bcstg. Co.  
 Business Address: 118 W. Third St.  
 Phone: Farmville 870. Air Time: Daytime  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Clark  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: Carla B. Keys  
 Station Manager: John D. Wilson  
 Commercial Mgr.: Reginald Speir  
 Program Director: John Calhoun  
 Chief Engineer: Charles K. Chrismon

**WFVA**

**FREDERICKSBURG—1939—ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Fredericksburg Bcstg. Corp.  
 Business Address: 707 Princess Anne St.  
 Phone: 1261. Air Time: Full Time  
 News Service: UP  
 Exec. Vice-Pres.: Richard Lewis  
 Manager: Walter F. Harris, Jr.

**WFTR**

**FRONT ROYAL—1948—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Sky Park Bcstg. Corp.  
 Address: P. O. Box 192  
 Phone: 750. Air Time: Full Time  
 News Service: AP  
 Transcription: World  
 Membership: NARTB  
 President: J. Gruver Hillidge  
 Gen., Comm. Mgr.: Kenneth Gordon  
 Program Pub. Director: Tom Gibson  
 Chief Engineer: Claude F. Jones

**WBOB**

**GALAX—1946—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Carroll-Grayson Bcstg. Corp.  
 Address: Poplar Knob Rd.  
 Phone: 2921. Air Time: Full Time  
 Station Rep.: Clark  
 President: Robert V. Morris  
 Gen., Sta. Manager: Joseph P. Crockett  
 Program Director: Muriel Bell  
 Commercial Manager: Brice J. Parks  
 Chief Engineer: Edward Boyer

**WVEC**

**HAMPTON—1948—NBC**

Frequency: 1490 Kc. Power: 250 Watts d.  
 Owned-Operated By: Peninsula Bcstg. Co.

Studio-Trans. Address.....1490 Pembroke  
 Phone: HA. 6332.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World, Standard  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Thomas P. Chisman  
 V.P. & Dir. Sls.....Harrol A. Brauer, Jr.  
 Op. Mgr.....L. W. Kuewer  
 Prom. & Merc. Dir.....G. McCarty  
 Program Director.....Dick Kidney  
 Chief Engineer.....Wm. C. King, Jr.

**W S V A**

**HARRISONBURG—1935—NBC**

Freq.: 550 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owner-Oper...Shenandoah Valley Bcstg. Corp.  
 Business-Studio Address.....Rawley Pike  
 Phone: 4-4431.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative (Eastern).....Pearson  
 Membership.....NARTB, RAB  
 President.....Frederick L. Allman  
 Sales Prom. Mgr.....R. H. Johnson  
 Program Director.....Alvin Mullinax  
 Pucidity Director.....Andy McCaskey  
 Chief Engineer.....Warren L. Braun

**W H A P**

**HOPEWELL—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...The Hopewell Bcstg. Co.  
 Business Address.....City Point Rd.  
 Phone: HO. 801.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Indie Sales  
 Membership.....NARTB  
 Pres.....C. S. Willis  
 VP & Gen. Mgr.....J. E. Sadler  
 Comm. Mgr.....C. K. Bibby  
 Prog. Dir.....Lee Leonard  
 Chief Engineer.....C. Victor Johnson

**W R E L**

**LEXINGTON—1948—NBC-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Rockbridge Bcstg. Co.  
 Phone: 6000.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Indie Sales  
 Membership.....NARTB  
 President.....Marshall L. Wilmer  
 Gen., Sta., Comm. Mgr.....Milton B. Henson  
 Program Director.....Joseph E. Lynn, Jr.  
 Chief Engineer.....James I. Bray, Jr.

**W L V A**

**LYNCHBURG—1930—ABC**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lynchburg Bcstg. Corp.  
 Address.....925 Church St.  
 Phone: 2-1242.....Air Time: Full Time  
 News Service.....AP

Trans. Ser.....Lang-Worth, Associated  
 Representative.....George P. Hollingbery  
 Membership.....NARTB  
 President.....Edward A. Allen  
 Gen., Sta. Manager.....Philip P. Allen  
 Commercial Manager.....Joseph F. Wright, Jr.  
 Prog. Publ. Dir.....Warren Uttal  
 Chief Engineer.....John T. Orth

**W W O D**

**LYNCHBURG—1947—MBS**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Old Dominion Bcstg. Corp.  
 Address.....P. O. Box 918  
 Phone: 2-3441.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus World  
 Representative.....Walker  
 Membership.....NARTB  
 President.....David Hugh Dillard  
 Gen., Sta. Mgr.....Charles R. Maillet  
 Commercial Manager.....Richard E. Gooch  
 Prog., Pub. Dir.....Don Jarvis  
 Chief Engineer.....Forest J. Pinkerton

**W M E V**

**MARION—1948—ABC-KBS**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Mountain Empire Bcstg. Corp.  
 Address.....Park Boulevard Rt. No. 637  
 Phone: 3-9001.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Indie Sales  
 Membership.....NARTB, RAB  
 Pres., Gen., Comm. Mgr..Robert C. Wolfenden  
 Pgm. Dir.....Stella D. Wolfenden  
 Chief Engineer.....Edward Surface

**W H E E**

**MARTINSVILLE—1954**

Frequency: 1370 Kc.....Power: 500 Watts  
 Owned.....Mechlenburg Bcstg. Corp.  
 Address.....Chatham Heights  
 Air Time.....Daytime  
 News Service.....UP  
 Trans. Ser.....Lang-Worth  
 Pres., Gen. Mgr.....John W. Shultz  
 Commercial Mgr.....Charles F. Adams  
 Promotion Manager.....Thomas W. Patterson

**W M V A**

**MARTINSVILLE—1941—NBC-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Martinsville Bcstg. Co., Inc.  
 Address.....Chatham Heights  
 Phone: VI. 2152.....Air Time: Full Time  
 News Service.....AP  
 Representative.....W. S. Grant  
 Membership.....NARTB  
 President.....H. Grady Moore  
 General Manager.....Maynard E. Dillaber  
 Commercial Mgr.....Lester Williams  
 Program Director.....Barbara Zimmerman  
 Chief Engineer.....B. E. Boyer

# WSIG

**MOUNT JACKSON—1954**

Frequency: 790 Kc.....Power: 1 Kw.  
Owned.....Richard F. Lewis, Jr.  
Address.....WSIG, Bldg.  
Phone: 790.....Air Time: Daytime  
News Service.....UP  
Gen., Comm. Mgr.....H. T. Van Derwerker  
Program Director.....Phil Potter

# WNRV

**NARROWS—1953**

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Giles Bcstg. Co.  
Phone: 2211.....Air Time: Daytime  
News Service.....AP  
Transcription.....World  
Representative.....Clark  
President.....H. J. Romanus  
General Manager.....Tom Hicks  
Commercial Mgr.....R. J. Torquato  
Program Director.....Albert A. Rich  
Chief Engineer.....Washington Elichcko

# WACH

**NEWPORT NEWS—1947—KBS**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Eastern Bcstg. Corp.  
Business-Studio Address.....114 W. 24th St.  
News Service.....UP  
Station Rep.....Walker  
Trans. Ser.....Capitol, Lang-Worth  
Membership.....NARTB, RAB  
President.....John Doley  
General Manager.....H. A. Seville  
Program Dir.....Tom Bradshaw, Jr.

# WGH

**NEWPORT NEWS—1928—ABC**

Frequency: 1310 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Hampton Roads Bcstg. Corp.  
Bus.-Studio Address.....739 Boush St., Norfolk  
Phone: Norfolk 2-7031.....Air Time: Full Time  
News Service.....AP  
News. Affil.....Daily Press, Times-Herald  
Trans. Ser.....Amp  
Representative.....Gill-Perna  
Membership.....NARTB, RAB  
President.....William R. Van Buren, Sr.  
Gen.-Sta. Manager.....Edward E. Bishop  
Commercial Mgr.....Clyde F. Meades  
Program Director.....Ambert Dail  
Publicity Director.....William A. Rhyne  
Chief Engineer.....Alois Braun

# WCMS

**NORFOLK—1954**

Frequency: 1050 Kc.....Power: 1000 W. d.  
Owned-Oper. By.....Cy Blumenthal  
Address.....Helena Building  
Phone: MA 2-4824.....Air Time: Daytime  
President.....Cy Blumenthal  
General Manager.....William B. Davis  
Chief Engineer.....Ted Spivey

# WNOR

**NORFOLK—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Norfolk Bcstg. Co.  
Address.....1019 Boissevain Ave.  
Phone: 27071.....Air Time: Full Time  
Transcription Service.....Lang-Worth  
Representative.....Weed  
President.....Louis H. Peterson  
Gen., Comm. Mgr.....Earl Harper  
Program Manager.....Bill Montgomery  
Chief Engineer.....Howard Sheets

# WRAP

**NORFOLK—1952**

Frequency: 1050 Kc.....Power: 1000 Watts  
Owned-Operated By.....Rollins Bcstg., Inc.  
Address.....300 Portlock Bldg.  
Phone: 4-8307.....Air Time: Full Time  
Representative.....Pearson  
Chairman of Board.....John W. Rollins  
President.....O. Wayne Rollins  
Gen., Sta., Comm. Mgr.....Robert Lyons  
Chief Engineer.....Glen Frazier

# WTAR

**NORFOLK—1923—CBS**

Frequency: 790 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WTAR Radio Corp.  
Bus.-Studio Address.....720 Boush St.  
Phone: 56711.....Air Time: Full Time

*The Best in Listening*

# WACH



1270 Kc.

Tidewater Radio

Newport News-Norfolk, Va.

News Service ..... AP  
 News Affil. .... Norfolk Newspapers, Inc.  
 Transcription Service ..... Standard World  
 Membership ..... NARTB, RAB  
 Representative ..... Edward Petry  
 Pres., Sta. Mgr. .... Campbell Arnoux  
 Gen. Mgr. .... J. C. Pepper  
 Commercial Mgr. .... Robert M. Lambe  
 Promotion Manager ..... Robert M. Davis  
 Program Director ..... Harold Soldingier  
 Publicity Director ..... Robert M. Davis  
 Chief Engineer ..... Dick Lindell

## WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Blamfox Radio Co., Inc.  
 Bus.-Studio Address. .... Harlan, Ky.  
 Phone: 700 ..... Air Time: Daytime  
 News Service ..... AP  
 Representative ..... Burn Smith  
 President ..... Richard B. Helms  
 Gen., Sta. Mgr. .... Jack T. Helms  
 Comm. Mgr., Pgm. Dir. .... Wally Douglass  
 Chief Engineer ..... Gene Tommerdahl

## WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... James Madison Bcstg. Corp.  
 Address ..... P. O. Box 271  
 Phone: 7263 ..... Air Time: Full Time  
 Transcription Service ..... SESAC  
 Membership ..... NARTB  
 President ..... W. A. Sherman, Jr.  
 Gen., Mgr. .... James E. Simmons  
 Comm. Mgr. .... Ann G. Butler  
 Program Director ..... Jim Simmons  
 Publicity Director ..... Ronald L. Landry  
 Chief Engineer ..... Joel E. Cole

## WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned ..... Southside Virginia Bcstg. Corp.  
 Business-Studio Address. .... 112 W. Tabb St.  
 Phone: 3881 ..... Air Time: Full Time  
 News Service ..... AP  
 Trans. Ser. .... Capitol  
 Membership ..... NARTB  
 President ..... Louis H. Peterson  
 General Manager ..... Ray L. Moss  
 Commercial Mgr. .... Ed Vaughan  
 Program Director ..... N. W. Andrews  
 Chief Engineer ..... Donald W. Hall

## WAVY

PORTSMOUTH—1943—NBC

Frequency: 1350 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Portsmouth Radio Corp.  
 Bus.-Studio Address. .... 205 Professional Bldg.  
 Phone Number ..... 7-3488  
 News Service ..... UP  
 Transcription Service ..... Thesaurus

Representative ..... Burn-Smkh  
 President ..... Hunter C. Phelan  
 Gen., Sta. Mgr. .... Carl J. Burkland  
 Sales Mgr. .... H. Stanley  
 Chief Engineer ..... William Manroy

## WLOW

PORTSMOUTH—1946

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Commonwealth Bcstg. Corp.  
 Bus.-Studio Addr. .... 21st & Manteo Sts.  
 Phone: Madison 7-5677 ..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... Capitol, Associated  
 Representative ..... ForJoe  
 President ..... E. L. Scott  
 General Manager ..... Robert Wasdon  
 Station Manager ..... Glenn Harmon  
 Technical Director ..... Jack Siegel

## WPUV

PULASKI—1946—NBC-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Southwest Bcstg. Corp.  
 Address ..... Box 351  
 Phone: 3-3931 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Sears & Ayer  
 Pres., Gen. Mgr. .... Mason C. Deaver  
 Commercial Manager ..... Larry Schoenfeld

## WRAD

RADFORD—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Rollins Bcstg., Inc.  
 Phone: 2461 ..... Air Time: Full Time  
 Membership ..... NARTB, RAB  
 Representative ..... Rollins  
 President ..... O. Wayne Rollins  
 Gen., Comm. Mgr. .... Wendell H. Siler  
 Sales Prom. Mgr. .... Ben Johnston  
 Prog. Dir., Chief Engr. .... L. Mills

## WRIC

RICHLANDS—1951—KBS

Frequency: 540 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Clinch Valley Bcstg. Corp.  
 Address ..... Box 218  
 Trans. Ser. .... Thesaurus, SESAC, World  
 Membership ..... NARTB, RAB  
 Gen., Sta. Mgr., Chf. Eng. .... Max M. Blakemore  
 Program Director ..... Lindy Seamon

## WANT

RICHMOND—1951

Frequency: 990 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... United Bcstg. Co. of Virginia  
 Address ..... 513 E. Main St.  
 President ..... Richard Eaton  
 Gen., Station Manager ..... Richard Scheele  
 Comm. Mgr. .... F. Lovvett  
 Prog. Dir. .... W. Lewis  
 Pub. Dir. .... W. Gibbon  
 Chief Engineer ..... Silas Bell

**W L E E**

**RICHMOND—1945—MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Bcstg. Corp.  
 Business-Studio Address.....Broad St. Road  
 Phone: 88-2837.....Air Time: Full Time  
 News Service .....AP  
 Representative .....ForJoe  
 President.....Thomas G. Tinsley, Jr.  
 Gen. Mgr.....Irvin G. Abeloff  
 Station Mgr.....H. L. Hudson  
 Comm. Mgr.....L. L. Cardona, Jr.  
 Program Director.....S. A. Ludgate  
 Chief Engineer.....George W. McGuigan

**W M B G**

**RICHMOND—1926—NBC**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Bus.-Studio Address.....3301 W. Broad St.  
 Phone: 5-8611.....Air Time: Full Time  
 Representative .....Bolling Co.  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Commerical Mgr.....Walter A. Bowry, Jr.  
 Program Director.....G. Conrad Ranhard, Jr.  
 Sls. Prom. Mgr., Pub. Dir.....R. Kahle  
 Chief Engineer.....James Kyle

**W R N L**

**RICHMOND—1937—ABC**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Richmond Newspapers, Inc.  
 Business-Studio Address.....111 N. Fourth St.  
 Phone: 3-3436.....Air Time: Full Time  
 News Service .....AP  
 Newspaper Affil. News Leader: Times Dispatch  
 Transcription Service....Standard, Thesaurus  
 Representative.....Edward Petry  
 Membership .....NARTB, RAB  
 President.....D. Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Sales Manager.....Frank Soden  
 Program Director.....Howard Hamrick  
 Publicity Director.....Miss Fan Cox  
 Chief Engineer....Vincent Wolstenholme, Jr.

**W R V A**

**RICHMOND—1925—CBS**

Frequency: 1140 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....Hotel Richmond  
 Phone: 3-6633.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....World, Lang-Worth  
 Representative .....CBS Radio Spot Sales  
 Membership .....NARTB, RAB  
 General Manager.....C. T. Lucy  
 Sales Mgr.....James D. Clark, Jr.  
 Promotion Manager.....Jack Stone, Jr.  
 Program Manager.....Samuel S. Carey  
 Production Manager.....Wm. R. Preston  
 Business Manager.....Barron Howard  
 Pub. Rel. Mgr.....W. R. Bishop  
 Chief Engineer.....David C. Woods

**W X G I**

**RICHMOND—1947**

Frequency: 950 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Phone: 7-4684.....Air Time: Daytime  
 Representative .....Indie Sales  
 News Service .....AP  
 President.....Douglas H. Robertson  
 Gen., Comm. Mgr.....David M. Wilburn  
 Chief Engineer.....Charles Charnesky

**W D B J**

**ROANOKE—1924—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Address.....124 W. Kirk Ave.  
 Phone: 8131.....Air Time: Full Time  
 News Service .....AP, UP  
 News. Affil.....Times, World News  
 Transcription Service .....World  
 Representative .....Free and Peters, Inc.  
 Membership .....NARTB, RAB  
 President .....M. W. Armistead, III  
 General Manager.....Ray P. Jordan  
 Commercial Manager.....John W. Harkrader  
 Program Director.....Paul E. Reynolds  
 Production Director.....Charles A. Ballou  
 Promotion Director.....Benton B. Boggs  
 Chief Engineer.....J. Edward Newman

*there's* **MORE**

**SELL on**

**W R N L**

**RICHMOND,  
 VIRGINIA**

5000 Watts • ABC Affiliate

National Representative:  
 Edward Petry & Co., Inc.

# WRIS

ROANOKE—1953

Frequency: 1410 Kc. Power: 5000 Watts d.  
 Owned....Roanoke Independent Bcstrs. Inc.  
 Address .....Pythian Bldg.  
 Phone: 2-3131.....Air Time: Daytime  
 News Service .....AP  
 Station Rep. ....Rambeau  
 President .....Cy Bahakel  
 Manager .....Frank Tirico  
 Promotion Manager.....Coleman Austin  
 Chief Engineer.....Roy Giles

# WROV

ROANOKE—1946—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Radio Roanoke, Inc.  
 Bus.-Studio Address..600 Mountain Trust Bldg.  
 Phone: 3-4444.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Burn-Smith  
 Membership .....NARTB, RAB  
 President .....Leo F. Henebry  
 Gen.-Sta.-Comm. Mgr.....Frank E. Koehler  
 Traffic Director .....Emily B. Carpenter  
 Chief Engineer .....E. F. St. Clair

# WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts  
 Owned.....Shenandoah Life Stations, Inc.  
 Business-Studio Address..Shenandoah Bldg.  
 Phone: 9227.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative .....Avery-Knodel  
 Membership .....NARTB, BAB  
 President .....Paul C. Buford  
 Exec. Vice President.....James H. Moore  
 Prom. Mgr.....F. L. Corstaphney  
 Prog. Dir.....C. R. Blackstone, Jr.  
 Commercial Manager.....Horace Fitzpatrick  
 Chief Engineer.....J. P. Briggs

# WHLF

SOUTH BOSTON—1947—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Halifax Bcstg. Co.  
 Address .....Webster St.  
 Phone: 2-9988.....Air Time: Full Time  
 News Service .....AP  
 Membership .....RAB  
 Transcription Service .....World  
 Owner, Comm. Mgr.....John L. Cole, Jr.  
 Program Director.....Ella L. Poindexter  
 Chief Engineer.....Arthur A. Moran

# WJWS

SOUTH HILL—1953

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Old Belt  
 Address .....Box 669

Membership ..... NARTB  
 President.....John Shultz  
 Vice-Pres., Chief Engr.....Phil Hedrick  
 Commercial Mgr.....W. Brown Hofter

# W AFC

STAUNTON—1954

Frequency: 900 Kc. Power: 1 Kw. d.  
 Owned.....Am. Home Bcstg. Co.  
 Address .....P. O. Box 396  
 Phone: 6-0100.....Air Time: Daytime  
 News Service .....UP  
 Trans. Ser. ....SESAC  
 Station Rep. ....Clark  
 Membership .....NARTB  
 General Manager.....Lloyd Gochenour

# WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Charles P. Blackley  
 Business-Studio Address.....Morrison Bldg.  
 Phone: 5-5555.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 General-Station Mgr.....Charles P. Blackley  
 Comm.-Sales Prom. Mgr....Charles F. Seebeck  
 Program Director.....Robert Sterrett  
 Chief Engineer.....Rex C. Houser

# W L P M

SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Suffolk Bcstg. Corp.  
 Business-Studio Address.....Radio Bldg.  
 Phone: 2394.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Sears & Ayer  
 Pres., Gen. Manager.....Fred L. Hart  
 Commercial Dir.....Earl Hundley  
 Publicity Director.....Lee Williams  
 Chief Engineer.....Veryl W. Rupp

# WBOF

VIRGINIA BEACH—1954

Frequency: 1600 Kc. Power: 1 Kw.  
 Owned.....Va. Beach Bcstg. Corp.  
 Address .....Norfolk Highway  
 News Service .....AP  
 Membership .....NARTB  
 President, Gen. Mgr.....Leo Hoarty  
 Vice President.....Sidney Banks  
 Asst. Gen., Sta., Prod. Mgr....Bob Koolage, Jr.  
 Prom. Mgr., Prog. Director...Wade Williams  
 Commercial Mgr.....Wm. H. Vidal  
 Chief Engineer.....Dan Spitzer

# WNNT

WARSAW—1949—KBS

Frequency: 690 Kc. Power: 250 Watts d.  
 Owned.....No. Neck & Tidewater Bcstg. Co.

Address ..... Warsaw  
 Phone: ED. 3-6900 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Pres.-Gen. Mgr. .... Grayson Headley  
 Commercial Mgr. .... Ruth R. Rouzie  
 Sls. Prom. Mgr., Pub. Dir. .... P. Headley  
 Chief Engineer. .... W. Dean Loudy

## WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Waynesboro Bcstg. Corp.  
 Address ..... 526 Main St.  
 Phone: 6066 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Rep. .... Donald Cooke  
 Membership ..... NARTB  
 President. .... Judson T. Phillips  
 Gen., Sta., Comm. Mgr. .... N. Wilbur Kidd  
 Program Director ..... Al Charles  
 Chief Engineer. .... Donald D. Curtis

## WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc. .... Power: 250 Watts

Owned-Oper. By .... Richard Field Lewis, Jr.  
 Business Address ..... Box 605  
 Phone: 4855 ..... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Transcription Service ..... Associated  
 Manager. . Richard Field Lewis, Jr. (Licensee)  
 Pgm., Prod. Dir. .... John Morgan  
 Chief Engineer. .... Phil Whitney

## WYVE

WYTHEVILLE—1949—KBS-MBS

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Wythe County Bcstg. Co.  
 Address ..... P. O. Box 534  
 Phone: 840 ..... Air Time: Daytime  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 Transcription Service. . Lang-Worth, Keystone  
 Pres., Prog. Dir. .... A. M. Gates, M.D.  
 General Manager. .... A. M. Gates, Jr.  
 Comm. Mgr. .... Randolph Armbrister  
 Chief Engineer. .... Jack Fleming

# WASHINGTON

Pop. Feb. 1, 1955 (Est.) 2,590,000 — Families 937,000

Radio Homes 922,000 — TV Homes 473,000 — Stations in State 59

## KBKW

ABERDEEN—1949—ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KBKW, Inc.  
 Address .. 701 E. Heron St., Aberdeen, Wash.  
 News Service ..... AP  
 Transcription ..... World  
 Representative ..... Feltis  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Archie Taft, Jr.  
 Chief Engineer. .... Jack Fleury

## KXRO

ABERDEEN—1927—MBS—DON LEE  
 KBS

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... KXRO, Inc.  
 Address ..... 207½ E. Market St.  
 Phone: AB. 4098 ..... Air Time: Full Time  
 News Service ..... UP  
 Rep. .... Moore-Lund, Walker, O'Connell  
 Membership ..... NARTB, RAB  
 Trans. Service ..... Standard  
 President. .... Harry R. Spence  
 Sta., Gen. Mgr. .... Fred G. Goddard  
 Station Mgr. .... John B. Waitkus  
 Program Director. .... Phillip M. Wacker  
 Comm. Mgr. .... Roy Johnson

Sales Prom. Mgr. .... Charles E. Hoonan  
 Publicity Dir. .... Bob Swan  
 Chief Engineer ..... Philip True

## KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KPUG, Inc.  
 Business Address ..... P. O. Box: 655  
 Phone: 1170 ..... Air Time: Full Time  
 News Service ..... UP  
 Newspaper Affil. .... Mist Pub. Co.  
 Representative ..... O'Connell, Feltis  
 Membership ..... RAB  
 President ..... Jessica L. Longston  
 Station Mgr. .... James Hamstreet  
 Comm. Mgr. .... John Dimed  
 Publicity Dir. .... Dorothy Jacobson  
 Program Dir. .... Robert Concie  
 Chief Engineer. .... Donald R. Pinney

## KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KVOS, Inc.  
 Bus.-Studio Address ..... 1321 Commercial St.  
 Phone: 790 ..... Air Time: Full Time  
 News Service ..... UP

Representative ..... For Joe, Moore & Lund  
 Membership ..... NARTB, RAB  
 President ..... Rogan Jones  
 Gen., Sta. Mgr. .... Tom Haveman  
 Sales Prom. Mgr. .... Alex de Schweinitz  
 Prog., Pub. Dir. .... Haines Fay  
 Chief Engineer ..... Ernest Harper

### KBRO

BREMERTON—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Bremerton Broadcast Co.  
 Address ..... 205 Wash. Ave.  
 Phone: 7-3995 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Station Rep. .... Felts  
 Membership ..... RAB  
 Owner & Pres. .... Bruce Bartley  
 Commercial Mgr. .... Linc Perry  
 Program Director ..... Bill Luckhurst  
 Chief Engineer ..... Bill Dore

### KELA

CENTRALIA-CHEHALIS—1937-MBS  
KEYSTONE-DON LEE

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Central Bcstg. Corp.  
 Business Address .... P. O. Box 720, Centralia;  
 P. O. Box 827, Chehalis  
 Phone Numbers ..... Centralia PE 6-3321,  
 Chehalis SH 8-3321  
 News Service ..... UP  
 Rep. .... Clark, Moore-Lund, Walker, McGavern,  
 O'Connell  
 Membership ..... NARTB, RAB  
 President ..... J. Elroy McCaw  
 Sec.-Treas. .... Mabel A. Gwinn  
 Gen., Sta., Comm. Mgr. .... Joe Chytil  
 Sales Prom. Mgr. .... William Tilton  
 Pub., Prog. Director ..... Donald Younghans  
 Chief Engineer ..... Lloyd Hannah

### KGLM

CHEHALIS—1954

Frequency: 1420 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By ..... Mid-State Bcstg. Co.  
 Address ..... 804 Market St.  
 Phone: Sherwood 8-3379 ..... Air Time: Daytime  
 Pres., Gen. Mgr. .... Marvin E. Johnson  
 Chief Engineer ..... Joseph Muench

### KCLX

COLFAX—1949—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Whitman County Bdcstrs.  
 Address ..... Box 710  
 Phone: 780 ..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 General Manager ..... Lee Fiksdal  
 Program Director ..... Val Fiksdal  
 Publicity Dir. .... Ross Pellerin  
 Chief Engineer ..... L. Fiksdal

### KGDN

EDMONDS—1954

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned... Garden of the King Enterprises, Inc.  
 Phone: Lincoln 3131 ..... Air Time: Daytime  
 President ..... A. B. Martin  
 Manager ..... A. Orville Helgeson  
 Program Director ..... Gerald Swanson  
 Chief Engineer ..... Robert Nichols

### KXLE

ELLENSBURG—1946

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. .... Box 600  
 Phone: 2-1488 ..... Air Time: Full Time  
 Trans. Ser. .... Associated  
 Representative ..... McGillvra  
 Membership ..... NARTB, RAB  
 President ..... Goodwin Chase, Jr.  
 Gen., Sta. Manager ..... Joe Kendall  
 Chief Engineer ..... Robert I. Sampson

### KULE

EPHRATA—1949

Frequency: 730 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Columbia Basin Bcstg. Co.  
 Phone: 4-4686 ..... Air Time: Daytime  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 President ..... Robert E. Billingsley  
 General Manager ..... Bob Moore  
 Commercial Mgr. .... Bob Osland  
 Program Director ..... Dorothy McCue

### KRKO

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Everett Bcstg. Co., Inc.  
 Address ..... P. O. Box 916  
 Phone: Cedar 1144 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... William R. Taft  
 Sales Manager ..... Warren Johnson  
 Traffic Dir. .... Nancy Spaeth  
 Chief Engineer ..... Dave Foley

### KFDR

GRAND COULEE—1950—KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Columbia River Bcstrs., Inc.  
 Address ..... Box 395  
 Phone: 140 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Moore & Lund  
 Membership ..... NARTB  
 Manager ..... A. W. Morris  
 Chief Engineer ..... John Louden



# KLOG

**KELSO—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By N.W. Public Services, Inc.  
 Address P. O. Box 90  
 Phone: 4900 Air Time: Full Time  
 News Service UP  
 Representative Feltis, Ayres  
 Membership RAB  
 President Roscoe A. Day, Jr.  
 General Manager John Carlson  
 Program Director Lowell Gibson  
 Chief Engineer Ralph Click

# KWIE

**KENNEWICK—1949**

Frequency: 610 Power: 1000 Watts  
 Owned-Oper. By KWIE, Inc.  
 Address 11 S. Cascade St.  
 Phone: KE. 6961 Air Time: Full Time  
 News Service AP  
 Transcription Service Associated  
 Representative Moore-Lund, Robert Meeker  
 Membership NARTB  
 Pres., Sta. Mgr. Harold A. Clark  
 Comm. Mgr., Chief Eng. C. J. McCredie  
 Program Director Mar. Jean Matthews

# KNBX

**KIRKLAND—1948**

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Eastside Bdcstg. Co.  
 Address Trans. Loca. Civic Center  
 Phone: VA. 1201 Air Time: Daytime  
 Presidents L. N. Ostrander, W. A. Chamness  
 General Manager G. A. Wilson  
 Comm. Mgr. John G. Joachims  
 Program Director R. Anita Busek  
 Chief Engineer Don Bevilacqua

# KBAM

**LONGVIEW—1955**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Altru Bcstg. Co.  
 Address 260 Hansen, Salem, Oregon  
 Representative Holman  
 Partner W. Gordon Allen  
 Partner, Chief Eng. John Truhan

# KWLK

**LONGVIEW—1938—MBS**

**Don Lee-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Twin City Bcstg. Corp.  
 Bus-Studio Add. Natl. Bank of Commerce Bldg.  
 Phone: 1500 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative W. S. Grant, Moore-Lund  
 Membership RAB  
 President John McClelland Jr.  
 General Manager Bob L. Moran  
 Program Director Ellen Hammond

# KSEM

**MOSES LAKE—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KSEM, Inc.  
 Address Box 276  
 Phone: 234 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Cooke  
 Membership NARTB, RAB  
 President Jessica Longstien  
 General Manager James Schroeder  
 Station Mgr. Alan Miller  
 Program Director Roland Hooper  
 Chief Engineer Earl Baynes

# KBRC

**MOUNT VERNON—1946**

Frequency: 1430 Kc. Power: 500 Watts  
 Owned-Operated By Beckley Radio Co.  
 Bus-Studio Add-Trans. Loca. P. O. Box 240  
 Phone: GA 4-2430 Air Time: Full Time  
 Representative Moore-Lund, McGillvra  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. Leo H. Beckley  
 Commercial Mgr. Frank Snyder  
 Program Director Joe Army  
 Chief Engineer John Price

# KGY

**OLYMPIA—1922—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Tom Olsen  
 Address Trans. Loca. Rockway Leland Bldg.  
 News Service AP  
 Representative George Clark, Art Moore  
 Membership RAB, NARTB  
 General Manager Tom Olsen  
 Commercial Mgr. Elmer J. Holmberg  
 Program Director Don Jones  
 Chief Engineer Charles A. Roark

# KOMW

**OMAK—1947**

Frequency: 680 Kc. Power: 1000 Watts d.  
 Owned-Operated By KOMW, Inc.  
 Business-Studio Address Box 151  
 Phone: 00, 20, 21 Air Time: Day Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Feltis  
 Membership NARTB  
 President R. L. McNett  
 General Manager Dean Nichols  
 Commercial Manager Grover D. Allen  
 Program Director Marilyn Moomaw

# KPKW

**PASCO—1945—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Western Radio Corp.

Address.....Chase & "A" Sts.  
 Phone: 337.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Capitol  
 Pres., Gen. Mgr.....V. B. Kennworthy  
 Program Director.....Walter Mot'  
 Chief Engineer.....Robert Rockne

Address Trans. Loca.....N. 7th & Park Ave.  
 Phone: OL. 8245.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Cole, World  
 President, Manager.....Ralph Sander  
 Station Manager.....Clifford H. Hansen  
 Program Director.....Jack L. Tregellas  
 Chief Engr.....W. D. Shine

**KONP**  
 PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Pacific, Inc.  
 Bus. Studio-Transmitter Address. 313 W. First  
 Phone: 4200.....Air Time: Full Time  
 News Service .....UP  
 Newspaper Afil.....Evening News  
 Transcription Service .....World  
 Representative .....Moore & Lund  
 Pres., General Mgr.....C. N. Webster  
 Station Manager.....Keith Patterson  
 Comm. Mgr.....James C. Frits  
 Chief Engineer.....Frederick Fields

**KALE**  
 RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KALE, Inc.  
 Address.....P. O. Box 367  
 Phone: RL. 4-3180.....Air Time: Full Time  
 Representative .....O'Connell  
 Trans. Service .....Lang-Worth, World, Ziv  
 News Service .....UP  
 President.....R. S. McCaw  
 Gen., Sta. Mgr.....L. G. Dix  
 Comm. Mgr.....R. A. Wachtman  
 Prog. Dir.....Art Simpson  
 Publicity Dir.....Wayne Killmer  
 Chief Eng.....Clay White

**KOFE**  
 PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bayton & Hicks  
 Address.....P. O. Box 356  
 Membership .....RAB  
 Station Rep.....Ayers  
 Transcription Service .....Lang-Worth  
 Gen., Sta. Mgr.....J. Ronald Bayton  
 Commercial Mgr.....John R. Puckett  
 Prom. Mgr., Chief Eng.....Mrs. B. J. Bayton

**KAYO**  
 SEATTLE—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.  
 Owned-Operated By...Wash. Telecasters, Inc.  
 Add., Trans. Loca.....2939 Fourth Ave. So.  
 Phone: Eliot 2480.....Air Time: Full Time  
 News Service .....UP  
 Membership .....RAB  
 President.....Jessica L. Longston  
 Gen., Sta. Mgr.....R. E. Pollock  
 Sales Prom. Mgr., Pgm. Dir...Ben H. Harkins  
 Chief Engineer.....Verle Jones

**KAYE**  
 PUYALLUP—1952—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Henry Perozzo  
 Address.....P. O. Box 271  
 Phone: 5-7711.....Air Time: Full Time  
 News Service .....UP  
 Manager.....Henry Perozzo  
 Program Director.....Pete Hansen  
 Chief Engineer.....George Yeager

**KING**  
 SEATTLE—1947—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....KING Bcstg. Co.  
 Address.....320 Aurora Ave.  
 Phone: Mutual 3555.....Air Time: Full Time  
 Representative .....Blair  
 News Service .....UP  
 Membership .....NARTB, RAB  
 President.....Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr.....Otto P. Brandt  
 Sta., Sales Mgr.....John H. Eichhorn  
 Asst. Vice Pres.....John Eichhorn  
 Commercial Mgr.....Roger D. Rice  
 Program Director.....Earl F. Reilly, Jr.  
 Chief Engineer.....James D. Middlebrooks

**KAPA**  
 RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pacific Bcstg. Corp.  
 Address.....P. O. Box 626  
 Phone: 1010.....Air Time: Full Time  
 Representative .....Walker, Moore-Lund  
 Membership .....NARTB, RAB  
 President.....Joe Chytill  
 Gen., Sta. Comm. Mgr.....Hugh MacPherson  
 Sls. Prom. Mgr. Prog., Pub. Dir....Stan Witter  
 Chief Engineer.....Robert McNamara

**KIRO**  
 SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Bus. Studio Address...1530 Queen Anne Ave.  
 Phone Number.....Alder 9800  
 News Service .....UP  
 Representative .....Free & Peters  
 Membership .....RAB  
 President.....Saul Haas  
 Comm. Manager.....William F. Tucker

**KLAN**  
 RENTON—1952

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Interlake Bdcstg. Corp.

Sales Prom. Mgr. . . . . John Piper  
 Program Director. . . . . Carroll Foster  
 Publicity Dir. . . . . Warren McCloy  
 Chief Engineer. . . . . James Hatfield

**K J R**

SEATTLE—1923

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Mt. Rainier Radio &  
 Television Bcstg. Corp.  
 Business-Studio Address. . . . . 1426 Fifth Ave. Bldg.  
 Phone: Elliot 5890. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Avery-Knodel  
 President. . . . . C. Howard Lane  
 Chairman of Board. . . . . Theodore R. Gamble  
 Gen., Prom. Mgr. . . . . Mait Jordan  
 Pgm. Director. . . . . Homer Pope  
 Chief Engineer. . . . . Don M. Anderson

**K O L**

SEATTLE—1922

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Seattle Bcstg. Co.  
 Bus.-Studio Address. . . . . 1100 W. Florida St.  
 Phone: MA. 2312. . . . . Air Time: Full Time  
 News Service . . . . . UP, INS  
 Representative . . . . . Bolling  
 Membership . . . . . RAB, NARTB  
 President . . . . . Archie Taft  
 Sta., Gen. Mgr. . . . . Archie Taft, Jr.  
 Comm. Mgr. . . . . Bill Simpson  
 Prom. Mgr. . . . . Gil Bond  
 Program Director. . . . . Robert Harris  
 Chief Engineer. . . . . Perry Lind

**K O M O**

SEATTLE—1926—NBC

Frequency: 1000 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Fisher's Blend Station, Inc.  
 Bus.-Studio Address. . . . . 100 4th Ave. No.  
 Phone: SE. 6000 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Hollingsbery  
 Membership . . . . . NARTB, RAB  
 President, General Mgr. . . . . O. W. Fisher  
 V.P., Gen. Mgr. . . . . W. W. Warren  
 V.P., Com. Manager. . . . . Ray Baker  
 Publicity Director. . . . . Margaret Frey  
 Program Manager. . . . . F. J. Patterson  
 Chief Engineer. . . . . F. J. Brott

**K T W**

SEATTLE—1920

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
 Owned. . . . . The First Presbyterian Church  
 Phone Number. . . . . Mutual 1250  
 President. . . . . W. T. Whitney  
 Station Manager. . . . . Don Bevilacqua  
 Chief Engineer. . . . . James S. Ross  
 Program Dir. . . . . A. G. Atworth, Jr.  
 Chief Engineer. . . . . James S. Ross

**K V I**

SEATTLE—1929—MBS—Don Lee

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Puget Sound Bcstg. Co., Inc.  
 Business Address. . . . . Camlin Hotel  
 Phone: SEneca 4848. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative. . . . . H-R Reps.  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Vernice Irwin  
 Commercial Mgr. . . . . Earl T. Irwin  
 Program Dir. . . . . Harry Long  
 Chief Engineer. . . . . D. M. McDonough

**K X A**

SEATTLE—1926

Frequency: 770 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . KXA, Inc.  
 Bus.-Studio Address. . . . . 320 Second Ave., W.  
 Phone: AL. 8600. . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Representative . . . . . Rambeau  
 Membership . . . . . NARTB, RAB  
 President. . . . . Wesley I. Dumm  
 General Manager. . . . . Hugh A. Smith  
 Chief Engineer. . . . . John Dubuque

**K G A**

SPOKANE—1926—ABC

Frequency: 1510 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Bankers Life and Casualty  
 Bus.-Studio Address. . . . . Moran Prairie, Box 141  
 Phone: KE 0631. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Trans. Ser. . . . . World, Thesaurus  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Venard  
 President. . . . . John MacArthur  
 General Manager. . . . . Ray J. Williams  
 Comm. Manager. . . . . Len Greensword  
 Sales, Prom. Mgr. . . . . Irv Prell

**K H Q**

SPOKANE—1922—NBC

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . KHQ, Inc.  
 Bus.-Studio Address. . . . . Radio Central Bldg.  
 Phone: MA. 5131. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . Richard O. Dunning  
 Comm. Mgr. . . . . J. Birney Blair  
 Program Director . . . . . Robert Swartz  
 Chief Engineer. . . . . A. G. Sparling

**K N E W**

SPOKANE—1947—MBS—DON LEE

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Inland Empire Bcstg. Co.

Address ..... 57th & Helena  
 Phone: ..... Keystone 9363  
 Representative ..... Weed  
 Transcription Service ..... Capital  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Burl C. Hagadone  
 Station Manager ..... C. E. Rodell  
 Program Director ..... Richard J. Wright  
 Chief Engineer ..... Vincent L. Hoffart

## KREM

SPOKANE—1947

Freq.: 970 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Louis Wasmer  
 Address ..... South 4103 Regal  
 Phone: Keystone 0466 .... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... RAB  
 Representative ..... Forjoe  
 Owner ..... Louis Wasmer  
 Gen., Sta., Comm., Prom. Mgr. Robert H. Temple  
 Program Director ..... E. A. Moseley  
 Chief Engineer ..... Homer W. Mead

## KSPO

SPOKANE—1922

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Williams and Berthoff  
 Address, Trans. Loca. .... Realty Bldg.  
 Phone: Riverside 8033 .... Air Time: Full Time  
 Membership ..... NARTB  
 Station Rep. .... Oakes  
 Co-Owner ..... Delbert Berthoff  
 Co-Owner ..... Gene Williams  
 Chief Engineer ..... E. P. Antosyn

## KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. .... Power: 5,000 Watts  
 Owned-Oper. By ..... No. Pacific Radio Corp.  
 Address ..... Television Center  
 Phone: MAin 1218 .... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service ..... MacGregor, SESAC  
 Rep. .... Avery-Knodel; Moore & Lund  
 General Manager ..... Richard E. Jones  
 Sales Mgr. .... Robert Struble  
 Program Director ..... George Anthony  
 Prom. Mgr. .... Robert Moore

## KREW

SUNNYSIDE—1950

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Cole E. Wylie  
 Address ..... 7th & Decatur  
 Phone: 7-2277 .... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... McGillvra  
 Membership ..... NARTB, RAB  
 President ..... Cole E. Wylie  
 General Manager ..... Don G. Bennett  
 Program Director ..... Jean Runyan  
 Chief Engineer ..... John Berg

## KMO

TACOMA—1926

Frequency: 1360 Kc. .... Power: 1 Kw. d.  
 Owned ..... Tacoma Radio Corp.  
 Address ..... 914½ Broadway  
 Phone: FU. 1581 .... Air Time: Full Time  
 News Service ..... UP  
 Trans. Service ..... Thesaurus  
 Representative ..... Branham, Feltis  
 Membership ..... RAB  
 Pres., Gen. Sta. Mgr. .... J. Archie Morton  
 Comm., Prom. Mgr. .... R. T. McKenzie  
 Prom., Pub. Dir. .... Art Lindsay  
 Chief Engineer ..... John Rybon

## KTAC

TACOMA—1942

Frequency: 850 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Tacoma Bcstrs., Inc.  
 Address ..... Winthrop Hotel  
 Phone: BR. 2241 .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... McGillvra, Moore  
 Membership ..... NARTB  
 Gen., Station Manager ..... Jerry Geehan  
 Sales Prom. Mgr. .... John Condon  
 Prog. Dir. .... Dick Weeks  
 Chief Engineer ..... R. C. Velo

## KTNT

TACOMA—1952

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Tribune Publ. Co.  
 Address ..... So. 11th & Grant Sts.  
 Phone: FU. 2561 .... Air Time: Full Time  
 Transcription Service ..... Associated  
 Newspaper Affil. .... News Tribune  
 News Service ..... AP, UP  
 Trans. Service ..... Associated  
 Representative ..... Weed  
 General Manager ..... Len Higgins  
 Commercial Mgr. .... John Upham  
 Program Director ..... Gless Connay  
 Chief Engineer ..... Max H. Bice

## KENE

TOPPENISH—1954—KBS

Frequency: 1490 Kc. .... Power: 150 Watts  
 Owned ..... KENE, Inc.  
 Address ..... P. O. Box 350  
 Phone: 5-7272 .... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser. .... World  
 Rep. .... Everett-McKinney, O'Connell, Ayres  
 Manager ..... Dick Rapp

## KHFS

VANCOUVER—1954

Frequency: 1150 Kc. .... Power: 1,000 Watts d.  
 Owned-Oper. By ..... Western Bcstg, Co.

Address.....5500 Fourth Plain Road  
 Phone: OXford 3-2575..... Air Time: Daytime  
 Co-Owner, Chief Eng.....Charles M. Weagant  
 Co-Owner, Prog. Dir.....Ralph C. Weagant

**KVAN**  
**VANCOUVER—1939**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KVAN, Inc.  
 Studio Address.....707½ Main St.  
 Phone: OX. 4-3325..... Air Time: Full Time  
 News Service.....UP  
 Representative.....Bolling  
 Membership.....RAB  
 President.....Sheldon F. Sackett  
 General-Station Mgr.....Fern Hayes  
 Comm. Mgr.....J. A. (Jack) Luetjen  
 Prog., Pub. Dir.....George W. Conner  
 Chief Engineer.....Leo Erickson

**KTEL**

**WALLA WALLA—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walla Walla Bdcstg. Co.  
 Address.....Book Nook Bldg.  
 Phone: 4103..... Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Transcription Service.....World  
 Representative.....Grant  
 Pres., Gen. Mgr.....Jack Keating  
 Commercial Manager.....Don Harris  
 Chief Engineer.....Bevin Roth

**KUJ**

**WALLA WALLA—1928—MBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KUJ, Inc.  
 Business-Studio Address.....55 E. Main St.  
 Phone: 1230..... Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Weed, National, Moore-Lund  
 Membership.....NARTB  
 Pres., Gen. Mgr.....H. E. Studebaker  
 Sta., Comm. Mgr.....H. E. Studebaker  
 Program Director.....John Sherman  
 Chief Engineer.....M. L. MacLafferty

**KPQ**

**WENATCHEE—1929—ABC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
 Bus-Studio Address.....2nd & Columbia Sts.  
 Phone: NO 3-5121..... Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe  
 Membership.....RAB  
 Sta., Gen. Mgr.....James W. Wallace  
 Prom., Comm. Mgr.....Pat O'Halloran  
 Program Director.....Dorothy Lee  
 Publicity Director.....June Winegarden  
 Chief Engineer.....Elmer Kaping

**KWNW**

**WENATCHEE—1948—MBS-Don Lee**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wenatchee Broadcasters  
 Address.....P. O. Box 1510  
 Phone: 2468-2469..... Air Time: Full Time  
 News Service.....AP  
 Rep.....McGillvra, Felts  
 General Mgr.....Stuart S. Maus  
 Sta., Comm. Mgr.....Mark A. Sorley  
 Chief Engineer.....Warren Brown

**KIMA**

**YAKIMA—1944—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Cascade Bdcstg. Co.  
 Address.....P. O. Box 702  
 Phone: 6104..... Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....Lang-Worth  
 Rep.....Weed & Co., Moore & Lund  
 Membership.....NARTB, RAB  
 President.....A. W. Talbot  
 General Manager.....Thomas C. Bostic  
 Commercial Mgr.....W. B. Hansen  
 Chief Engineer.....J. Barry Watkinson

**KIT**

**YAKIMA—1929—ABC—NBC**

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Business-Studio Address.....414 E. Yakima Ave.  
 Phone: 8115..... Air Time: Full Time  
 News Service.....UP  
 Representative.....Branham  
 Membership.....RAB  
 President.....Carl E. Haymond  
 Gen., Sta. Mgr.....James A. Murphy  
 Com., Prom. Mgr.....Jack H. Goetz  
 Prog. Dir.....Vern Sawyer  
 Publicity Dir.....Jack H. Goetz  
 Chief Engineer.....H. B. Murphy

**KUTI**

**YAKIMA—1955**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Independent Broadcasters

**KYAK**

**YAKIMA—1947—MBS**

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Yakima Bcstg. Co.  
 Address.....P. O. Box 172  
 Phone: 2-7142..... Air Time: Full Time  
 Representative.....Clark, Walker  
 News Service.....UP  
 Membership.....NARTB, RAB  
 President.....Robert S. McCaw  
 Gen. Manager.....W. W. Boone  
 Sls. Prom. Mgr.....John Behnke  
 Commercial Manager.....Leroy T. Desilet  
 Program Director.....Gerald Webb  
 Chief Engineer.....Donald E. Gardner

# WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — Families 460,000

Radio Homes 419,000 — TV Homes 272,000 — Stations in State 43

## WJLS

BECKLEY—1939—CBS

Freq.: 560 Kc. Power: 5 Kw. d. 500 W. n.  
Owned-Oper. By Joe L. Smith, Jr., Inc.  
Bus.-Studio Address WJLS Building  
Phone: 7311 Air Time: Full Time  
News Service UP  
Representative Weed  
Membership NARTB  
President Joe L. Smith, Jr.  
Gen. Sta. Manager Virginia N. Cooper  
Comm. Mgr. W. S. Jackson  
Program Director R. R. Brown  
Chief Engineer Al J. Ginkel

## WWNR

BECKLEY—1946

Freq.: 620 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By Rahall Bcstg. Co.  
Business-Studio Address 1565 Harper Rd.  
Phone: 9309 Air Time: Full Time  
News Service AP  
Rep. Everett-McKinney, Dora-Clayton  
President N. Joe Rahall  
General Manager R. H. Booth  
Program Director Richard A. Braun  
Chief Engineer Anthony Gonzales

## WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts  
Owned-Oper. By Daily Telegraph Prtg. Co.  
Business-Studio Address 623 Commerce St.  
Phone: 7114 Air Time: Full Time  
Newspaper Affil. Daily Telegraph, Sunset News  
News Service AP  
Transcription Service World. Cole  
Membership NARTB  
Representative Katz  
President Jim H. Short  
Gen. Mgr. Hugh I. Shott, J.  
Sta., Comm. Mgr. P. T. Flanagan  
Program Director B. H. Nash  
Chief Engineer J. F. Byers

## WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By WKOY, Inc.  
Address West Virginian Hotel  
Phone: 7405 Air Time: Full Time  
News Service UP  
Trans. Ser. Thesaurus  
Rep. Devney & Co., Holman, Dora-Clayton  
Pres., Gen. Mgr. J. Lindsley Alley  
Station Mgr. W. D. Hostetter  
Comm. Mgr. J. Robert Alston  
Program Director Sue Phelps  
Chief Engineer B. Yost

## WCAW

CHARLESTON—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Capitol Bcstg. Corp.  
Address Kanawha Hotel  
Trans. Service Lang-Worth, Standard  
Representative McGillivra  
President W. D. Stone  
Gen., Sta. Mgr. Selma D. Pierson  
Comm. Mgr. O. O. Pierson  
Program Director Al Walker  
Chief Engineer William Stone

## WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By The Tierney Co.  
Address 1111 Virginia St. E.  
Phone: 28-131 Air Time: Full Time  
Representative Branham  
Membership NARTB, RAB  
President Lewis C. Tierney  
V.P., Gen. Mgr. John T. Gelder, Jr.  
Comm. Mgr. John L. Sinclair, Jr.  
Sls. Prom. Mgr. Robert M. Sinclair  
Program Director Joe Farris  
Publicity Director C. Frohman Johnson  
Chief Engineer Gene Brick

## WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned Kanawha Valley Bcstg Co.  
Address 20 Dickinson St.  
Phone: 3-7541 Air Time: Full Time  
Transcription Service SESAC  
Representative Robert Meeker Assos., Inc.  
Pres. Lawrence H. Rogers  
Gen., Sta. Mgr. William R. Murray  
Program Director Bill Richards  
Publicity Director Bill Richards  
Chief Engineer Harry R. Bowen

## WKNA

CHARLESTON—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.  
Owned-Oper. By Joe L. Smith, Jr., Inc.  
Bus.-Studio Address 804½ Kanawha Blvd.  
Phone: 39-971 Air Time: Full Time  
News Service UP  
Representative Weed  
Membership NARTB  
President Joe L. Smith, Jr.  
Gen., Station Manager Charles H. High  
Comm. Dir. Virginia Cooper  
Sales Prom. Mgr. H. G. Salisbury  
Prog. Dir. J. J. Herget  
Chief Engineer A. J. Ginkel

**WTIP**

**CHARLESTON—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....Chemical City Bcstg. Co.  
 Bus.-Studio Address.....Capitol & Fife  
 Phone: 23-136 .....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....ForJoe  
 Membership .....NARTB  
 President .....Gus Zaharis  
 Gen., Sta. Mgr.....Berton Sonis  
 Comm. Mgr.....Mel S. Burka  
 Prog., Pub. Director .....Bob Bower  
 Chief Engineer.....Paul Sullivan

**WBLK**

**CLARKSBURG—1937—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By....Ohio Valley Bcstg. Corp.  
 Address.....Robinson-Grand Theatre Bldg.  
 Phone: 4-7571.....Air Time: Full Time  
 Transcription Service .....Thesaurus  
 Representative .....Branham  
 Membership .....RAB, NARTB  
 President .....Austin Woods  
 Vice President.....George H. Clinton  
 General Manager.....Carl Loose  
 Program Manager.....James L. Harper  
 Chief Engineer.....Harry S. Brown

**WHAR**

**CLARKSBURG—1946—MBS-ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WHAR, Inc.  
 Address Trans. Loca. ....Radio Plaza  
 Phone: 4-5525-6.....Air Time: Full Time  
 News Service .....UP  
 Representative .....McGillvra  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Walter Patterson  
 Commercial Manager.....F. T. Gregg  
 Program Director.....Paul Ellison  
 Chief Engineer.....Beryl Snyder

**WPDX**

**CLARKSBURG—1947**

Frequency: 750 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Clarksburg Bcstg. Corp.  
 Business-Studio Address.....339 W. Main St.  
 Phone: 4-6425 .....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....World  
 President.....O. L. Billingsley  
 Gen., Sta. Mgr.....R. C. Warden  
 Comm., Sales Prom. Mgr.....Joe M. Larosa  
 Prog., Pub. Dir.....Dewitt Wyatt  
 Tech. Supervisor .....R. D. Hough

**WDNE**

**ELKINS—1948—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By .....W. Va. Radio Corp.  
 Address .....Davis & Wash. Sts.  
 Phone: 1300 .....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NARTB  
 President.....Mrs. A. J. R. Greer  
 Gen., Sta. Mgr.....John W. Johns  
 Program Director .....Ed Doyle  
 Publicity Dir.....Lewis Wilson  
 Chief Eng.....Joseph Kapustka

**WMMN**

**FAIRMONT—1928—CBS**

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Peoples Bcstg. Co.  
 Address .....208 Adams Street  
 Phone: 3100.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....H-R Reprs  
 Membership .....NARTB, RAB  
 Vice President.....Herbert Evans  
 Station Manager.....A. G. Ferrise  
 Asst. Manager.....Frank J. Lee  
 Program Director.....Francis Lauzau  
 Publicity Director.....Howard Haid  
 Chief Engineer.....Harry W. Jackson

**WVWV**

**FAIRMONT—1946—ABC, KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fairmont Bcstg. Co., Inc.  
 Bus.-Studio Address.....108 Gaston Ave.  
 Phone: 5000 .....Air Time: Full Time  
 Transcription Service .....Standard  
 Representative .....Gill Perna  
 Membership .....NARTB  
 President.....J. Patrick Beacom  
 General Manager.....Robert Drummond  
 Station Manager.....Numa Fabre, Jr.  
 Comm. Mgr.....George Fowler  
 Program Director .....Robert Frazier  
 Publicity Director.....Arthur Pearce  
 Chief Engineer.....Richard McBride

**WHTN**

**HUNTINGTON—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper...Greater Huntington Radio Corp.  
 Business-Studio Address.....1112½ Fourth Ave.  
 Phone: 3-3453 .....Air Time: Daytime  
 Transcription Service .....Thesaurus  
 Rep. ....Indie Sales  
 President.....S. J. Hyman  
 Gen. Sta. Manager.....John S. Phillips  
 Comm. Mgr.....C. Clark  
 Sls. Mgr.....J. Burnley  
 Pub. Dir. ....E. Parker  
 Program Director .....George Marshall  
 Chief Engineer.....Harold F. Sturm

**WPLH**

**HUNTINGTON—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By.....Huntington Bcstg. Corp.  
 Business-Studio Address.....1105 Fourth Ave.  
 Phone: 3-3421.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Walker  
 Membership.....NARTB  
 President.....Cy N. Bahakel  
 Vice President.....Frank Tirico  
 Gen., Sta. Mgr.....L. J. Tackett  
 Chief Engineer.....Alvin V. Jayne

Representative.....McGillvra  
 President.....Dr. H. H. Farley  
 Gen., Comm. Mgr.....William P. Becker  
 Chief Engineer.....Russell E. Bassett

**W S A Z**

HUNTINGTON—1923—ABC-KBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WSAZ, Inc.  
 Business-Studio Address.....201 Ninth St.  
 Phone: 38-401.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....Col. J. H. Long  
 General Manager.....Lawrence H. Rogers  
 Station Manager.....C. T. Garten  
 Prom., Pub. Dir.....Charles Dinkins  
 Program Director.....C. Bosworth Johnson  
 Chief Engineer.....Leroy Kilpatrick

**W K Y R**

KEYSER—1954—KBS

Freq.: 1270 Kc.....Power: 1 Kw. d.  
 Owned.....Walter Patterson  
 Address.....Sta. WHAR, Clarksburg, W. Va.  
 Station Rep.....Butscher  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Walter Patterson  
 Comm. Mgr.....Kenneth E. Robertson  
 Program Director.....Odbert Cornwell  
 Chief Engineer.....Arnett Swisher

**W L O G**

LOGAN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...C. H. Frey, R. O. Greever  
 Address.....445 Stratton St.  
 Phone: 540.....Air Time: Full Time  
 Membership.....NARTB  
 News Service.....UP  
 Partner.....Clarence H. Frey  
 Partner.....Robert O. Greever

**W V O W**

LOGAN—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Logan Bcstg. Corp.  
 Address.....60 Water St.  
 Phone: 2356, 7.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 News Service.....UP

**W E P M**

MARTINSBURG—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Martinsburg Bcstg. Co.  
 Business Address.....Peoples Trust Co. Bldg.  
 Phone: 5252.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Membership.....NARTB  
 Co-Owner.....C. M. Zinn  
 Co-Owner, Gen. Mgr.....C. Leslie Golliday  
 Program Director.....Eunice J. Schneider  
 Sales Prom. Mgr.....C. Rodig  
 Chief Engineer.....Thomas Leighton

**W H J C**

MATEWAN—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Three State Bcstg. Co.  
 Phone: MC. 4771.....Air Time: Daytime  
 Transcription Service.....SESAC, Standard  
 Membership.....NARTB  
 President.....Fred Morningstar  
 Sales Prom. Mgr.....John Stewart  
 Prog. Dir.....James Pelley  
 Chief Engineer.....Leonard Dykema

**W M O N**

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fayette Associates, Inc.  
 Address.....1028 1st Ave.  
 Phone: HE. 2-2191.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 President.....Arnold M. Vickers  
 Gen., Sta., Comm. Mgr.....Andrew W. Vickers  
 Chief Engineer.....J. C. Craver

**W A J R**

MORGANTOWN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...West Virginia Radio Corp.  
 Business-Studio Address.....446 Spruce St.  
 Phone: 9488.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Agnes J. Reeves Greer  
 General Manager.....John W. Johns  
 Comm., Prom. Mgr.....George J. Shean  
 Prog. Dir.....Ted Williams  
 Publicity Director.....Eleanor Lamb  
 Chief Engineer.....Al Novak



**WCLG**

**MORGANTOWN—1954**

Frequency: 1300 Kc. Power: 500 Watts d.  
Owned-Oper. By: Morgantown Bcstg. Co.  
Address: .....343 High St.  
Phone: 2-3456. Air Time: Daytime  
Owner, Gen. Mgr.: C. Leslie Golliday

**WMOD**

**MOUNDSVILLE—1950—KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Robert W. Munn  
Address: P. O. Box 732  
News Service: UP  
Trans. Ser.: World  
President: Robert W. Munn  
Gen., Prom. Manager: John T. Taylor  
Chief Engineer: J. W. Jones

**WETZ**

**NEW MARTINSVILLE—1952—ABC  
KBS**

Frequency: 1330 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Magnolia Broadcasting Co.  
Address: 3rd St. Ext.  
Phone: 1000. Air Time: Daytime  
Representative: Gill-Perna  
Trans. Ser.: World, Standard  
President: J. Patrick Beacom  
General Manager: J. F. Watkins  
Comm. Mgr.: Garry Moore  
Chief Engineer: Richard McBride

**WOAY**

**OAK HILL—1947**

Frequency: 860 Kc. Power: 10 Kw. d.  
Owned-Oper. By: Robert R. Thomas, Jr.  
Business Address: Box 251  
Phone: 651. Air Time: Daytime  
News Service: AP  
Transcription Service: Capital, Thesaurus  
Membership: NARTB  
Pres., Gen. Mgr.: Robert R. Thomas, Jr.  
Chief Engineer: Curtis Horton

**WCEF**

**PARKERSBURG—1954**

Freq.: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By: C. E. Franklin  
Address: P. O. Box 228  
Phone: 21844. Air Time: Daytime  
Gen. Mgr., Chief Eng.: C. E. Franklin

**WCOM**

**PARKERSBURG—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Parkersburg Bcstg. Co.  
Address: 317 Ninth St.  
Phone: 7-4491. Air Time: Full Time  
News Service: AP

Membership: NARTB, RAB  
Transcription Service: World  
Representative: McGillvra  
President: Joseph M. Handlan  
Gen., Sta. Mgr.: A. N. Archer  
Chief Engineer: William Collins

**WPAR**

**PARKERSBURG—1935—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Ohio Valley Bcstg. Corp.  
Business-Studio Address: 211½ 5th St.  
Phone: 7-5475. Air Time: Full Time  
News Service: UP  
Newspaper Affil.: News Pub. Co.  
Transcription Service: Thesaurus  
Representative: Branham  
Membership: NARTB, RAB  
President: Austin V. Wood  
Gen., Sta., Comm. Mgr.: George H. Clinton  
Sales Prom. Mgr.: Lawrence V. Murphy  
Program Dir.: Sherman Grimm  
Publicity Director: Hazel N. Mercer  
Chief Engineer: V. G. Brooks

**WWYO**

**PINEVILLE—1949**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Wyoming Bcstg. Co., Inc.  
Address: Box 184  
Phone: 2711. Air Time: Daytime  
News Service: UP  
Trans. Ser.: World  
Membership: NARTB  
President, Gen. Mgr.: R. D. Bailey  
Sta., Com. Mgr.: Edward Hawley  
Program Director: Elaine Taylor  
Chief Engineer: William D. Stone

**WLOH**

**PRINCETON—1947—ABC-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Mountain Bcstg. Service  
Address: Box 1011  
Phone: 2151. Air Time: Full Time  
News Service: UP  
Transcription Service: Lang-Worth  
President: H. P. Hunnicutt  
Gen., Sta. Mgr.: Melvin F. Barnett  
Commercial Manager: James M. Angel  
Prog. Director: Paul Oshme  
Chief Engineer: Earl H. Graham

**WRON**

**RONCEVERTE—1947—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Blake Bcstg. Co.  
Address: Shanklin Bldg.  
Phone: 300. Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Representative: Joseph Hershey McGillvra  
Pres., Gen. Mgr.: William E. Blake

Station Mgr. .... Gladys Livesay  
 Comm. Mgr. .... Ralph Shupe  
 Prog. Pub. Dir. .... Phil Vogel  
 Chief Engineer .... Keith Dotson

Gen. Sta., Comm. Mgr. .... George Yazell  
 Program Director .... Don McWhorter  
 Chief Engineer .... James McEwen

## WEIR

WEIRTON—1950

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Tri-State Bcstg. Co.  
 Address. .... 3992 Main St.  
 Phone: WE 2815. .... Air Time: Full Time  
 Transcription Service. .... Thesaurus  
 News Service. .... AP  
 Membership. .... NARTB  
 Representative. .... Rambeau  
 President. .... Thomas E. Millsop  
 General Manager. .... Edward J. Hirschberg  
 Station Manager. .... Robert E. Badger  
 Chief Engineer. .... James Mark

## WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... McDowell Service Co.  
 Address. .... 10 Riverside Drive  
 Phone: 818. .... Air Time: Full Time  
 News Service. .... AP  
 Transcription Service. .... Thesaurus  
 President. .... Joseph C. Grant  
 General Manager. .... Paul Wm. Marlowe  
 Chief Engineer. .... Willis Seaman

## WELC

WELCH—1950

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Pocahontas Bcstg. Co.  
 Address. .... Box 1032  
 Phone: 1150. .... Air Time: Daytime  
 News Service. .... UP  
 Representative. .... McGillvra  
 Transcription Service. .... World  
 Membership. .... NARTB  
 President. .... Sam Sidote  
 Sls. Prom. Mgr., Prog. Dir. .... J. Cullop  
 Chief Engineer. .... Howard R. King

## WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Lewis Service Corp.  
 Address. .... P. O. Box 431  
 Phone: 1555. .... Air Time: Full Time  
 News Service. .... AP  
 Newspaper Affil. .... Buckhannon Record  
 Transcription Service. .... Associated  
 President. .... Harold McWhorter

## WHLL

WHEELING—1949

Frequency: 1600 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By. .... Wheeling Bcstg. Co.  
 Address. .... Box 989  
 Phone: Wheeling 6700. .... Air Time: Daytime  
 Station Rep. .... Gill-Perna  
 Transcription Service. .... Standard  
 Pres., Gen. Mgr. .... K. H. Forney  
 Commercial Manager. .... Paul Miles  
 Program Director. .... James Smith

## WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Community Bcstg., Inc.  
 Trans. Add. .... Pythian Bldg. 16th & Market Sts.  
 Phone: WH 5320. .... Air Time: Full Time  
 News Service. .... UP  
 Station Representative. .... Weed  
 Pres., Gen. Manager. .... John B. Reynolds  
 Commercial Mgr. .... Elsie M. Cook  
 Program Director. .... Dale M. Schussler  
 Chief Engineer. .... James Jones

## WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Storer Broadcasting Co.  
 Address. .... Hawley Bldg.  
 Phone: WH. 5383. .... Air Time: Full Time  
 News Service. .... AP  
 Transcription Service. .... Lang-Worth  
 Representative. .... John Blair  
 Membership. .... NARTB, RAB  
 President. .... George B. Storer  
 Station Manager. .... Paul J. Miller  
 Sales Prom., Pub. Dir. .... Howard W. Meagle  
 Program Director. .... Paul A. Myers  
 Chief Engineer. .... Edwin L. Keim

## WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Williamson Bcstg. Corp.  
 Business Address. .... P. O. Box 261  
 Phone: 1241. .... Air Time: Full Time  
 News Service. .... UP  
 Membership. .... NARTB  
 Co-Owner, President. .... Clarence Lovitch  
 Co-Owner, Gen., Comm. Mgr. .... Alice Shein  
 Program Director. .... John T. Blair, Jr.  
 Chief Engineer. .... Robert W. Bullio

# WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — Families 1,065,000

Radio Homes 1,042,000 — TV Homes 653,000 — Stations in State 69

## WATK

ANTIGO—1947—WISCONSIN

Frequency: 900 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Antigo Bcstg. Co.  
Address.....Antigo Journal Bldg.  
Transcription Service.....Thesaurus  
News Service.....UP  
President, Gen. Mgr.....A. F. Berner  
Chief Engineer.....Robert Fowler

## WAPL

APPLETON—1952

Frequency: 1570 Kw.....Power: 1000 Watts d.  
Owned-Oper. By...Bartell Broadcasters, Inc.  
Address.....Balliet Hotel, 124 W. Wash. St.  
Phone: 4-2609.....Air Time: Daytime  
News Service.....UP  
Station Rep.....Gill-Perna  
President.....Gerald A. Bartell  
Program Director.....Rex Munger  
Station Mgr.....Connie Forster  
Chief Engineer.....L. A. Bauernfeind

## WHBY

APPLETON—1924—MBS  
WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....WHBY, Inc.  
Bus.-Studio Address.....600 So. Lawe St.  
Phone: 3-6639.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Meeker  
Comm., Gen., Sta. Mgr.....Earl H. Huth  
Sales Prom. Mgr.....Earl McRoberts  
Program Director.....Greg McElrone  
Publicity Director.....Lewis Process  
Chief Engineer.....George Merkl

## WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By...Upper Michigan-Wisconsin  
Broadcasting System, Inc.  
Address.....No. State Bank Bldg.  
Phone: 1680.....Air Time: Full Time  
Transcription Service.....Thesaurus  
Representative.....Walker  
President.....William L. Johnson  
Station Manager.....Arnold J. Peterson  
Publicity Director.....Richard Wherley  
Program Director.....Mary Jean Anne  
Chief Engineer.....Otto Link

## WBEV

BEAVER DAM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Operated By...Beaver Dam Bcstg. Co.

Address.....Radio Park  
Phone: TU. 5-4439.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....SESAC  
Membership.....NARTB  
President.....William E. Walker  
General Mgr.....Charles R. Dickoff  
Comm. Mgr.....George Reese  
Chief Engineer.....Lloyd Nowak

## WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Beloit Bcstrs., Inc.  
Business-Studio Address...335 E. Grand Ave.  
Phone: EM. 5-5525.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Holman  
President.....Russ Salter  
General Mgr.....Robert O. Moran  
Rockford Manager.....Warren A. Anderson  
Beloit Manager.....Joe Moen  
Publicity Director...Mrs. Christie Thomsen  
Chief Engineer.....Leo Wilson

## WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Beloit Bcstg. Co.  
Business-Studio Address.....Hotel Hilton  
Phone: Emerson 5-8865..Air Time: Full Time  
News Service.....AP  
Rep.....Everett-McKinney  
Membership.....NARTB  
President.....Sidney H. Bliss  
General Manager.....Robert J. Bodden  
Commercial Manager.....Gene Steinhorst  
Prog. Director.....Jerry Grainger  
Chief Engineer.....Jerry Dvorachek

## WCHF

CHIPPEWA FALLS—1954

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned.....M & N Bcstg. Co.  
Address.....108½ Bridge St. Ladysmith  
Station Rep.....Clark  
President.....Charles Nelson  
Station Mgr.....Fred Vigder

## WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WBIZ, Inc.  
Address.....609 Cameron St.  
Phone: 5111-2.....Air Time: Full Time  
News Service.....UP  
President, General Mgr.....Howard G. Bill  
Pub., Program Dir.....Harold Jahnke



**WEAU**

**EAU CLAIRE—1937—NBC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By: Central Bcstg. Co.  
 Business-Studio Address: 2415 So. Hastings  
 Phone: 2-3474 Air Time: Full Time  
 Newspaper Affil.: Telegram, Leader  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Hollingbery  
 Membership: NARTB, RAB  
 President: W. C. Bridges  
 General Manager: Harry S. Hyett  
 Sta. Comm. Mgr.: Robert E. Nelson  
 Prog. Dir.: Al Young  
 Chief Engineer: T. O. Jorgenson

**WRFW**

**EAU CLAIRE—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned: Chippewa Valley Radio & TV Corp.  
 Bus.-Studio-Transmitter Address: Rudolph Rd.  
 Phone: 2-1629 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Capitol, Standard  
 President: Thomas K. Werner  
 General Manager: Jack Kelly  
 Commercial Manager: Richard Werner  
 Chief Engineer: Wm. Hill

**KFIZ**

**FOND DU LAC—1922—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: KFIZ Bcstg. Co.  
 Bus.-Studio-Transmitter Address: 18 W. First St.  
 Phone: 356 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Holman  
 Membership: NARTB  
 Exec. Vice Pres.: Emery W. Martin  
 General Manager: Lynn N. Fairbanks  
 Program Director: Lucille Fairbanks  
 Chief Engineer: Wendell S. Meyers

**WBAY**

**GREEN BAY—1925—CBS**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By: Norbantine Fathers  
 Phone: HE 2-3331 Air Time: Full Time  
 News Service: AP  
 Representative: Weed  
 Managing Director: Rev. M. J. Beemster  
 General Manager: Haydn R. Evans  
 Comm. Mgr.: Joseph De Young  
 Prom. Manager: Lee Stinson  
 Sta. Mgr., Prog. Dir.: Rodger Mueller  
 Publicity Dir.: Marcie Hayden  
 Chief Engineer: Wallace Stangel

**WDUZ**

**GREEN BAY—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Green Bay Bcstg. Co.

Business-Studio Address: 225 N. Adams St.  
 Phone: HE 5-5331 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: John E. Pearson  
 Membership: NARTB, RAB  
 Pres., Gen. Mgr.: Ben A. Laird  
 Sta. Mgr., Prog. Dir.: Don Arthur  
 Commercial Manager: Robert A. Vandersteen  
 Chief Engineer: Leo Westerman

**WJPG**

**GREEN BAY—1947—WISCONSIN  
 MBS**

Freq.: 1440 Kc. Power: 5 Kw. d. 500 W. n.  
 Owned-Oper. By: Green Bay Newspaper Co.  
 Business Address: P. O. Box 620  
 Phone: Hemlock 5-7575 Air Time: Full Time  
 Newspaper Affiliation: "Press-Gazette"  
 News Service: AP  
 Trans. Ser.: Standard  
 Representative: McGillvra  
 Membership: NARTB  
 President: Andrew B. Turnbull  
 General Manager: Joseph Horner, Jr.  
 Station Manager: John M. Walter  
 Commercial Manager: Glen R. Holznecht  
 Sales. Prom. Mgr.: William McCarthy  
 Program Director: Charles Gourlie  
 Publicity Director: Mary Ann Bartelt  
 Chief Engineer: Elmo Reed

**WTKM**

**HARTFORD—1951—KBS**

Frequency: 1540 Kc. Power: 500 Watts d.  
 Owned-Operated By: Kettle Moraine Bcstg. Co.  
 Address: R R No. 1  
 Phone: 600 Air Time: Daytime  
 Transcription Service: SESAC  
 News Service: UP  
 Representative: Lawson  
 Pres., Gen. Mgr.: Walter Zastrow  
 Sta., Comm. Mgr.: Don Zastrow  
 Sales Prom. Director: Oliver West  
 Chief Engineer: Edward Wille

**WCLO**

**JANESVILLE—1930  
 MBS-WISCONSIN**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Southern Wisconsin Radio, Inc.  
 Business-Studio Address: 200 E. Milwaukee St.  
 Phone: 3316 Air Time: Full Time  
 News Service: AP  
 Newspaper Affiliation: "Daily Gazette"  
 Representative: Evereti-McKinney  
 President: Sidney H. Bliss  
 Gen., Sta. Mgr.: V. W. Williams  
 Commercial Manager: Charles W. Bessire  
 Prom., Pgm., Pub. Dir.: Ralph Schroeder  
 Chief Engineer: Wayne Clay

**WLIP**

**KENOSHA—1947**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned-Oper. By Kenosha Bcstg. Co.  
 Address National Bank Bldg.  
 Phone: 7-6162 Air Time: Daytime  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Everett-McKinney  
 Membership RAB, NARTB  
 General Manager William L. Lipman  
 Station Manager Hugh Gately  
 Program Director Jerome Golden  
 Chief Engineer Casimir Lubinski

**WKBH**

**LA CROSSE—1923—NBC**

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By WKBH, Inc.  
 Business-Studio Address 141 So. 6th St.  
 Phone: 2-4678 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Representative Paul H. Raymer Co.  
 Membership RAB, NARTB  
 President, Station Mgr. Howard Dahl  
 Program Director Berneice Callaway  
 Chief Engineer Al Leeman

**WKTY**

**LA CROSSE—1948—ABC**

Frequency: 580 Kc. Power: 1000 Watts  
 Owned-Oper. By Lee & Associates, Inc.  
 Business-Studio Address 112 N. 4th St.  
 Phone: 2-6043 Air Time: Full Time  
 News Service UP  
 Representative Everett-McKinney  
 President Herbert H. Lee  
 Gen. Mgr. Don O'Brien  
 Comm. Mgr. Milo Knutson  
 Prom. Dir. Charles R. Kearns

**WLCX**

**LA CROSSE—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Otumwa Tel. Corp.  
 Address Rivoli Theatre Bldg.  
 Phone: 4-4521 Air Time: Full Time  
 News Service INS, UP  
 Station Rep. Sears & Ayer  
 President R. L. Phillippe  
 General Mgr. Gene W. Phillippe  
 Commercial Mgr. R. A. Gaumer  
 Promotion Mgr. Ken Nyman  
 Program Mgr. Bob Mikkalson  
 Chief Engineer Bill Bruring

**WLDY**

**LADYSMITH—1947—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Flambeau Bcstg. Co.  
 Phone: 584 Air Time: Full Time  
 News Service AP

Representative Thomas Clark  
 Membership RAB  
 President Chas. H. Nelson  
 General Manager Joseph Dalvig

**WIBA**

**MADISON—1925—NBC**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Operated By Badger Bcstg. Co.  
 Business-Studio Address 3800 Regent St.  
 Phone: 3-5311 Air Time: Full Time  
 News, Affil. "Capital Times," "Wisc. State Journal"  
 Representative Avery-Knodel  
 Membership NARTB  
 President William T. Evjue  
 General Manager Kenneth F. Schmitt  
 Commercial Manager Howard A. Johnson  
 Program Director Robert N. Dick  
 Chief Engineer Norman Hahn

**WISC**

**MADISON—1948—MBS-ABC**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio Wisconsin, Inc.  
 Address Comm. State Bank Bldg.  
 Phone: 7-2588 Air Time: Full Time  
 News Service UP  
 Representative George P. Hollingbery  
 President Ralph M. Immell  
 General Manager Ralph O'Connor  
 Promotion Mgr. Richard S. Nickeson  
 Sales Prom. Mgr. Lee Wesner  
 Program Director Beverly White  
 Publicity Director Lee Wesner  
 Chief Engineer W. M. Greeley

**WKOW**

**MADISON—1948—CBS**

Freq: 1070 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By Monona Bcstg. Co.  
 Address 215 W. Washington Ave.  
 Phone: 7-2261 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Headley Reed  
 President Stewart Watson  
 General Manager Ben Hovel  
 Program Director Lu Baitinger  
 Chief Engineer Bob Wickhem

**WOMT**

**MANITOWOC—1926—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Francis M. Kadow  
 Business-Studio Address Radio Bldg.  
 Phone: 5015 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Holman  
 Membership NARTB  
 President, Gen. Mgr. Francis M. Kadow  
 Comm. Mgr. Robt. Conway  
 Program Director George H. Erdman  
 Sales Prom. Mgr. L. J. Split  
 Publicity Director Edw. Botecher  
 Chief Engineer Hubert Willis

# W W O C

**MANITOWOC—1952**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Manitowoc Bcstg. Co.  
 Address.....N. 10th Ave.  
 Phone: 7763.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....McGillvra  
 Ptnr., Gen. Mgr.....Edward Allen, Jr.  
 Ptnr., Chief Engineer.....Edward Jacker

# W M A M

**MARINETTE—1939—NBC**

Frequency: 570 Kc.....Power: 250 Watts  
 Owned-Oper. By.....M. & M. Bcstg. Co., Inc.  
 Bus-Studio Address.....400 Wells St.  
 Phone: 2-6631.....Air Time: Unlimited  
 News Service.....UP  
 Representatives..Venard, Rintoul & McConnell  
 President.....William E. Walker  
 General Manager.....Joseph D. Mackin  
 Station Mgr.....Howard L. Emich  
 Sales Prom. Mgr.....Howard Witt  
 Program Director.....Pat Kehoe  
 Chief Engineer.....Al Alexander

# W D L B

**MARSHFIELD—1946—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Own-Oper. By Dairyland's Bcstg. Serv., Inc.  
 Add. Trans. Loca.....1710 N. Central Ave.  
 Phone: 1450.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 President.....Lloyd L. Felker  
 Gen., Sta. Mgr., Pub. Dir. ...Robert W. Behling  
 Comm. Mgr.....Roger Thomsen  
 Sales Prom. Mgr.....Gene La Fond  
 Program Director.....Du Wayne Allen  
 Chief Engineer.....Jerry Boos

# W I G M

**MEDFORD—1941—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Murphy-Nelson Bcstg. Co., Inc.  
 Business-Studio Address.....Box 59  
 Phone: 5147.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Clark  
 President.....Charles H. Nelson  
 General Manager.....Paul Allman  
 Program Director.....Richard Johnson  
 Chief Engineer.....Ray Bohnert

# W M N E

**MENOMONIE—1951—KBS**

Frequency: 1360 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Menomonie Bcstg. Co.  
 Address.....603½ Broadway  
 Phone: 1156.....Air Time: Daytime  
 Transcription Service.....Lang-Worth, SESAC

Representative.....Lawson  
 News Service.....UP  
 General Manager.....Dr. Wendell Hansen  
 Sta., Mgr.....Douglas Weikley  
 Comm. Sales Prom. Mgr.....Thor Edgeberg  
 Chief Engineer.....Everette Lindgren

# W C A N

**MILWAUKEE—1947—ABC**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Midwest Bcstg. Co.  
 Business-Studio Address.....723 N. Third St.  
 Phone: Broadway 6-2154..Air Time: Full Time  
 News Service.....UP  
 Representative.....Rosenman, Scott  
 President, Gen. Mgr.....Lou Poller  
 Chief Engineer.....Wally Wesley

# W E M P

**MILWAUKEE—1935**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Milwaukee Bcstg. Co.  
 Bus-Address.....710 N. Plankinton Ave.  
 Phone: BR. 1-7722.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Headley Reed  
 Membership.....NARTB, RAB  
 President.....A. M. Spheeris  
 Gen., Sta. Mgr.....Hugh K. Boice, Jr.  
 Comm., Sls. Prom. Mgr.....John C. Gagliano  
 Publicity Director.....Tom Dyson  
 Program Director.....Tom Shanahan  
 Chief Engineer.....Rolland Paske

# W F O X

**MILWAUKEE—1946—KBS**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Business Mgt. Inc.  
 Address.....208 E. Wisconsin Ave.  
 Phone: Broadway 2-1272..Air Time: Full Time  
 News Service.....AP  
 Representative.....Young  
 Pres., Gen. Mgr.....Joseph A. Clark  
 Program Director.....Charles La Force  
 Chief Engineer.....George Dodge

# W I S N

**MILWAUKEE—1922—CBS**

Frequency: 1150 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Hearst Corporation  
 Address.....540 N. Plankinton Ave.  
 Phone: B'way 1-4644.....Air Time: Full Time  
 Transcription Service.....World, APS  
 Newspaper Affil.....Sentinel  
 Representative.....The Katz Agency  
 News Service.....AP, INS  
 Membership.....NARTB, RAB  
 President.....Charles McCabe  
 General Manager.....R. E. Shireman  
 Sales Prom. Mgr.....J. D. Hill  
 Program Director.....Leslie F. Biebl  
 Chief Engineer.....Donald A. Weller

**W M I L**

**MILWAUKEE—1947**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Cream City Bcstg. Co., Inc.  
 Bus. Studio Address... 2625 W. Wisconsin Ave.  
 Phone: WE. 3-1290. Air Time: Day Time  
 News Service ..... UP  
 Transcription Service..... SESAC, Cole  
 Membership ..... NARTB, RAB  
 Representative ..... McKinney, Dora-Clayton  
 President ..... Gene Posner  
 Gen. Mgr. .... Jerome Sill  
 Program Director..... Arthur H. Vogel  
 Chief Engineer..... Gino Monaco

**W O K Y**

**MILWAUKEE—1950**

Frequency: 920 Kc. Power: 1 Kw. d.  
 Owned..... Bartell Broadcasters, Inc.  
 Address ..... 704 W. Wisc. Ave.  
 Phone: BR. 1-8480. Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Bolling  
 President ..... Gerald A. Bartell  
 General Mgr..... Melvin Bartell  
 Station Mgr. .... John Box, Jr.  
 Chief Engineer ..... Ralph Evans

**W T M J**

**MILWAUKEE—1927—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. By..... The Journal Co.  
 Business Address..... 720 E. Capitol Dr.  
 Phone: B'way 1-6000. Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Christal  
 V.P., General Mgr..... Walter J. Damm  
 Asst. Gen. Mgr..... R. G. Winnie  
 Station Manager..... George Comte  
 Research & Devel. Co-ordinator... L. W. Herzog  
 Sales Manager..... Neale V. Bakke  
 Mgr., Engineering..... Philip B. Laeser  
 Mgr., Pub. Serv. & Prom..... Bruce Wallace

**W E K Z**

**MONROE—1951**

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned-Operated By... Green County Bcstg. Co.  
 Phone: 1260. Air Time: Daytime  
 News Service ..... AP  
 President ..... Kenneth Stuart  
 Gen., Sta. Mgr..... Grant A. Ritter  
 Program Director..... Stan Neuberger  
 Chief Engineer..... Rex Eyler

**W N A M**

**NEENAH—MENASHA—1947—KBS**

Frequency: 1280 Kc. Power: 1 Kw., d. n.  
 Owned ..... Neenah-Menasha Bcstg. Co.  
 Phone: 2-6471. Air Time: Full Time  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Station Rep. .... Walker

Membership ..... NARTB, RAB  
 President ..... Samuel N. Pickard  
 V.P. & General Mgr..... Con C. Wirth  
 Station Mgr..... W. C. Porsow  
 Program Dir..... Ted Moore  
 Chief Engineer..... Harry Hill

**W O S H**

**OSHKOSH—1941—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... Oshkosh Bcstg. Co.  
 Transmitter Location..... 1235 Bowen St.  
 Transcription Service ..... Capitol  
 Representative ..... Pearson  
 Pres., Pgm. Dir..... Wm. F. H. Johns, Jr.  
 General Manager..... Wm. L. McDonald  
 Chief Engineer..... Don Zuehike

**W P F P**

**PARK FALLS—1953—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned..... M&N Bcstg. Co., Inc.  
 Phone: 369, 262. Air Time: Full Time  
 Transcription ..... Lang-Clark  
 Representative ..... Clark  
 President ..... Charles H. Nelson  
 Sec. Treas. .... Harold R. Murphy  
 General Mgr..... Gene Halker  
 Sales Prom. Mgr..... Ron Koziao  
 Chief Engineer ..... Robert Senne

**W P L Y**

**PLYMOUTH—1954—KBS**

Frequencies: 1420 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Eastern Wisc. Bcstg. Co.  
 Address ..... Box 222  
 Phone: 3-3661. Air Time: Daytime  
 President ..... Art Gerber  
 General Manager..... John R. Saxe  
 Comm. Mgr..... Don Harrington  
 Chief Eng. .... Eugene Capelle

**W P D R**

**PORTAGE—1952**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Portage Bcstg. Co.  
 Address ..... Box 142  
 Phone: 1350. Air Time: Daytime  
 Newspaper Affil. .... Daily Register  
 Transcription Service..... Thesaurus  
 Representative ..... Upper Midwest  
 News Service ..... UP  
 President..... W. T. Comstock  
 General Manager..... John Haerle  
 Commercial Manager ..... Blair Dalton  
 Sales Prom. Mgr..... Carol Mork  
 Program Director ..... Berwyn Ableman  
 Chief Engineer..... Gath Bowker

**W I B U**

**POYNETTE—1925—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... William C. Forrest

Bus.-Transmitter Address.....Poynette  
 Phone: PO. 98 ..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Standard, SESAC  
 Pres., Gen. Sta. Mgr.....William C. Forrest  
 Program Dir.....Sarah A. Forrest  
 Chief Engineer .....Leonard Doese

News Service .....UP  
 Transcription Service .....Standard, SESAC  
 General Manager .....Ronald H. Smith

# WPRE

## PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts  
 Owned.....Prairie Bcstg. Co., Inc.  
 Address ..... P. O. Box 36  
 Phone: 637, 638..... Air Time: Daytime  
 News Service .....UP  
 Transcription .....Capitol, World  
 Representative.....Lawson, Regional Radio  
 Gen. Sta. Mgr.....W. C. Schlaugat, Jr.  
 Comm., Sales Prom. Mgr.....Thomas Multerer  
 Program Director .....Jerry Key  
 Publicity Dir.....Mickey Fanello  
 Chief Engineer .....Ervin PvgH

# WRAC

## RACINE—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....WRAC, Inc.  
 Address .....Arcade Bldg.  
 Phone: 2-1627 ..... Air Time: Daytime  
 News Service .....UP  
 Trans. Service .....World  
 Representative.....Sears & Ayer  
 Membership .....NARTB, RAB  
 President .....George Gorton, III  
 General Mgr.....William J. Priculx  
 Commercial Mgr.....Raymond J. Pawzun  
 Program Dir.....Edward J. Ruetz  
 Publicity Dir.....Ted Witheril  
 Chief Engineer .....Floyd Heary

# WRJN

## RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Racine Bcstg. Corp.  
 Business Address.....441 Main St.  
 Phone: 4-3311..... Air Time: Full Time  
 News Service .....AP  
 Representative .....Walker  
 Newspaper Affiliation .....“Journal-Times”  
 Membership .....NARTB, RAB  
 President .....J. D. McMurray  
 General Manager.....Harry R. LePoidevin  
 Station Manager .....Harold J. Newcomb  
 Commercial Manager .....Gerald D. Nelson  
 Sales Prom. Mgr.....Amelia French  
 Program Director.....Lyman Merens  
 Publicity Director.....Amelia French  
 Chief Engineer.....F. Lee Dechant

# WRDB

## REEDSBURG—1953

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....William C. Forrest  
 Address .....Poynette  
 Phone: 98..... Air Time: Full Time

# WOBT

## RHINELANDER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Onelda Bcstg. Co.  
 Business Address.....Highway 8—East  
 Phone: 1240..... Air Time: Full Time  
 News Service .....UP  
 Representative .....McGillvra  
 Transcription Service .....World  
 President .....James Cleary  
 Gen. Mgr., Prog. Dir.....George F. Thoma  
 Comm. Manager.....Paul Vargo  
 Chief Engineer.....Charles Marvin

# WJMC

## RICE LAKE—1939—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By .....WJMC, Inc.  
 Address Trans. Loca.....1615 S. Main St.  
 Phone: 550..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....World, SESAC  
 Representative .....Hollingbery, Bulmer-Johnson  
 President .....W. C. Bridges  
 Commercial Manager.....Russell J. Brown  
 Program Director .....Carl N. Klauss  
 Chief Engineer .....Robert Kolsky

# WRCO

## RICHLAND CENTER—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland Bcstg. Co.  
 Address.....P. O. Box 192  
 Phone Number .....20  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB, RAB  
 President .....Arthur Overgaard  
 General Manager.....T. R. Kelly  
 Chief Engineer.....Pete Athanas

# WTCH

## SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.  
 Owner.....Shawano County Leader Pub. Co.  
 Business-Studio Address..107 E. Green Bay St.  
 Phone: 666..... Air Time: Full Time  
 Representative .....Lawson  
 News Service .....UP  
 Transcription Service.....Capitol, World  
 General Manager.....Mrs. Jeanne Donald  
 Station Manager.....Ray Gruetzmacher

# WHBL

## SHEBOYGAN—1924—ABC-WIS.

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....WHBL, Inc.  
 Bus.-Studio Address.....P. O. Box 27  
 Phone: 4844-5 ..... Air Time: Full Time  
 News Service .....AP



Membership ..... NARTB  
 Transcription Service ..... Associated  
 Sta. Rep. .... Venard, Rintoul & McConnell, Inc.  
 President ..... C. E. Broughton  
 General Manager ..... Paul F. Skinner  
 Comm. Mgr. .... John Harvey  
 Program Director ..... Glen James  
 Chief Engineer ..... Herbert J. Mayer

## W S H E

**SHEBOYGAN—1954**

Frequency: 800 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Lake Shore Bcstg. Co.

## W K L J

**SPARTA—1951—KBS**

Frequency: 990 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Sparta-Tomah Bcstg. Co.  
 Address ..... 124½ S. Water St.  
 Phone: 3307 ..... Air Time: Daytime  
 Transcription Service ..... Standard  
 News Service ..... UP  
 President ..... Victor J. Tedesco  
 Gen., Sta., Comm. Mgr. .... John D. Rice  
 Sales Prom. Mgr. .... Richard M. Hubbell  
 Program Dir. .... Lawrence C. Patton  
 Publicity Dir. .... John D. Rice  
 Chief Engineer ..... Raymond Skinner

## W L B L

**STEVENS POINT—1954**

Frequency: 930 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... Wisc. Radio Council

## W S P T

**STEVENS POINT—1948**

Frequency: 1010 Kc. .... Power: 250 Watts d.;  
 Owned-Oper. By ..... Stevens Pt. Bcstg. Co.  
 Business-Studio Address ..... 414½ Main St.  
 Phone ..... 2744  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Membership ..... NARTB, RAB  
 Representative ..... Hal Holman, Lawson  
 President ..... W. F. Johns, Sr.  
 General Manager ..... A. L. Mayer  
 Program Director ..... Thomas Lund  
 Chief Engineer ..... C. R. Colby

## W D O R

**STURGEON BAY—1947**

Frequency: 910 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Door County Bcstg. Co. Inc.  
 Address ..... P. O. Box 88  
 Phone: ST 593 ..... Air Time: Daytime  
 Transcription Service ..... Thesaurus  
 Station Rep. .... McGillvra  
 News Service ..... AP  
 Pres., Gen. Mgr. .... Edward Allen, Jr.  
 Commercial Manager ..... William O. Warnkey  
 Program Director ..... Dolores Allen  
 Chief Engineer ..... Joseph Genovese

## W O K W

**STURGEON BAY—1951—KBS**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Door County Radio Co.  
 Address ..... 154 No. Third Ave.  
 Phone Number ..... 1050  
 Newspaper Affil. .... Advocate  
 News Service ..... UP  
 Trans. Ser. .... World  
 Station Rep. .... Best  
 President ..... Chandler F. Harris  
 Gen., Sta. Mgr. .... Herbert H. Graefe  
 Sales Prom. Mgr. .... Frank K. Ullsperger  
 Prog. Director, Chief Eng. .... Jack Schaefer

## W D S M

**SUPERIOR—1939—ABC-MBS**

Frequency: 710 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... WDSM, Inc.  
 Business Address ..... Nat'l Bldg.  
 News Service ..... UP  
 News. Affil. .... "Herald & News Tribune"  
 Representative ..... Free & Peters  
 Trans. Ser. .... Standard  
 Membership ..... NARTB  
 President ..... Robert Ridder  
 General Manager ..... Rodney A. Quick  
 Commercial Mgr. .... Ralph Nelson  
 Program Director ..... Carlo Anneke  
 Chief Engineer ..... Gerry Baumann

## W T R W

**TWO RIVERS—1951—KBS**

Frequency: 1590 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Two Rivers Bcstg. Co.  
 Address ..... 1817 Washington  
 Transcription Service ..... Standard  
 News Service ..... UP  
 Station Rep. .... RAB  
 President ..... Wendell Hansen  
 General Manager ..... Howard Luebke  
 Commercial Mgr. .... Stanley Greene  
 Chief Engineer ..... Elmer Johnson

## W T T N

**WATERTOWN—1950—KBS**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Watertown Radio, Inc.  
 Address ..... 104 W. Main St.  
 Phone: 2215 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... RAB  
 Pres., Gen. Mgr. .... Carl V. Kolata  
 Program Director ..... Robert K. Brown  
 Chief Engineer ..... Harold Winkenwerder

## W A U X

**WAUKESHA—1947**

Frequency: 1510 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Waukesha Bcstg. Co.

Business-Studio Address.....319 W. Main St.  
 Phone: 6636.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Holman  
 Membership.....NARTB, RAB  
 Gen., Sta. Mgr.....Mig Figi  
 Commercial Manager... Charles E. Williams  
 Prog. Dir.....Donald Froehlich  
 Chief Engineer.....Adin Randall

### W H V F

WAUSAU—1953

Freq.: 1230 Kc.....Power: 250 Watts  
 Owned.....Lakeland Bcstg. Corp.  
 Address.....1110 Wausau Ave.  
 Phone: 2-1188.....Air Time: Full Time  
 News Service.....AP  
 Trans. Service.....World, Standard  
 Pres., Gen. Mgr., Chief Eng. Hilding V. Forseen  
 Sta., Comm. Mgr.....R. H. Topinka  
 Publicity Director.....LeRoy Beilke

### W O S A

WAUSAU—1948—MBS-KBS

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Alvin E. O'Konski  
 Address.....Lake Road, Merrill, Wis.  
 Phone: 1445-5.....Air Time: Full Time  
 Representative.....Rambeau  
 Trans. Ser.....Capitol, Standard, Cole, SESAC  
 Associated  
 News Service.....AP, UP  
 General Manager.....Alvin O'Konski

### W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wisc. Valley TV Corp.

Business-Studio Address.....714 Fifth St.  
 Phone: 21021.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus  
 Representative.....Meeker  
 President.....J. C. Sturtevant  
 General Manager.....George T. Frichette  
 Comm. Mgr.....James W. Frey  
 Sales Prom. Mgr.....James Frey  
 Program Director.....Donald W. De Byle  
 Chief Engineer.....Roland W. Richardt

### W B K V

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....West Bend Bcstg. Co.  
 Address.....Box 59, Decorah Rd.  
 Rep.....Upper Midwest, Reg. Radio Rep's  
 Transcription Service.....Thesaurus  
 Pres., Gen. Mgr.....August C. Berkholtz  
 Station Mgr.....Roy Ambrose  
 Commercial Mgr.....Paul J. Mueller  
 Program Director.....Ray Kessnich  
 Chief Engineer.....Paul J. Ripple

### W F H R

WISCONSIN RAPIDS—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...William F. Huffman Radio  
 Business Address.....141 W. Grand Ave.  
 Transcription Service.....World  
 Representative.....Devney & Son  
 Membership.....NARTB, RAB  
 President.....Louise F. Huffman  
 Gen., Sta., Mgr., Prom. Dir...Geo. T. Frechette  
 Commercial Manager.....L. J. Zurawski  
 Sls, Prom. Mgr.....Geo. T. Frechette  
 Prog., Pub. Dir.....James Tighe  
 Chief Engineer.....Gordon Miller

## WYOMING

Pop. Feb. 1 1955 (Est.) 318,000 — Families 95,000

Radio Homes 92,000 — TV Homes 17,000 — Stations in State 16

### K S P R

CASPER—1930—CBS

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Donald L. Hathaway  
 Business Address.....Box 930  
 Phone: 3-5777.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Associated  
 Representative.....Walker, Moore  
 Membership.....NARTB, RAB  
 Owner, Pres., Mgr.....Donald L. Hathaway  
 Asst. Station Manager.....Marcus R. Nichols  
 Chief Engineer.....John Cheatham, Jr.

### K V O C

CASPER—1946—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KVOC Bcstg. Co.  
 Bus-Studio-Transmitter Address....Box 2090  
 Phone: 2-24512.....Air Time: Full Time  
 News Service.....AP  
 Representative.....McGillvra  
 Membership.....NARTB, RAB  
 President.....Duane Simons  
 Gen., Sta. Mgr.....William F. Shutts  
 Commercial Manager.....I. E. Shahan  
 Program Director.....Jim Baker  
 Publicity Dir.....Bob Turner  
 Chief Eng.....Duane Simons

**K F B C**

**CHEYENNE—1940—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Bus. Studio Address.....2923 East Lincolnway  
 Phone: 4-4461.....Air Time: Full Time  
 News Service.....UP  
 Representative.....McGillvra  
 Membership.....NARTB, RAB  
 News, Affil.... Wyoming Eagle, State Tribune  
 President.....Robert S. McCracken  
 Gen., Sta. Mgr.....William C. Grove  
 Commercial Manager.....Charles Cahill  
 Sales Prom. Mgr.....J. E. Bogan  
 Program Director.....Bettye Zuck  
 Publicity Director.....Margaret O'Brien  
 Chief Engineer.....R. C. Pfannanschmid

**K V W O**

**CHEYENNE—1951—MBS-KBS  
 INTERMOUNTAIN**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Great West Co.  
 Address.....Box 926, 3000 W. Lincolnway  
 Phone: 2-6433.....Air Time: Daytime  
 News Service.....AP  
 Membership.....RAB  
 Representative.....Avery-Knodel  
 President.....Wm. T. Kemp  
 Station Manager.....Bill Anderson  
 Commercial Mgr.....Ruth Dorr  
 Sales Prom. Mgr.....Bob Hale  
 Program Director.....Mike Gardner  
 Chief Engineer.....Harold M. Roberts

**K O D I**

**CODY—1947—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Absaroka Bcstg. Co.  
 Address.....P. O. Box 762  
 Phone: 445.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Newspaper Affiliate.....The "Enterprise"  
 Membership.....NARTB  
 President.....Charles Kepler  
 General Manager.....Larry Morrison  
 Station Manager.....C. Owen Allen  
 Program Director.....Bert Frenndrich  
 Chief Engineer.....Hal Bowen

**K L U K**

**EVANSTON—1953—MBS-KBS  
 INTERMOUNTAIN**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..Advertising Enterprises Ltd.  
 Address.....P. O. Box 198  
 Phone: 700.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Owner, Gen. Mgr.....Edwin L. Bullis  
 Chief Engineer.....Harry Albers

**K O V E**

**LANDER—1948—KBS—MBS  
 INTERMOUNTAIN**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Edward J. Breece  
 Business Address.....P. O. Box 436  
 Phone: 488.....Air Time: Full Time  
 News Service.....UP  
 News, Affil.....Wyoming State Journal  
 Representative.....Continental  
 Owner.....Edward J. Breece  
 Sta., Gen. Mgr.....Jack L. Breece  
 Comm., Prom. Mgr.....Dorothy L. Reed  
 Publicity Director.....Louise York  
 Sls. Prom. Mgr.....W. L. Ross  
 Prog. Dir.....R. W. Allen  
 Chief Engineer.....Gary Fehlauer

**K O W B**

**LARAMIE—1948—ABC-KBS  
 WYO. COWBOY**

Frequency: 1340 Kc.....Power: 250 Watts d.  
 Own-Oper. By Snowy Range Bdcstg. Co., Inc.  
 Address.....Box 972  
 Phone: 4888.....Air Time: Full Time  
 News Service.....UP  
 Membership.....NARTB  
 President.....John Alexander  
 Gen., Sta., Com. Mgr.....V. Stedry  
 Chief Engr., Pgm. Dir.....L. O. Smith  
 Pub. Dir.....J. C. Steele

**K A S L**

**NEWCASTLE—1953—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newcastle Bcstg. Co.  
 Address.....Newcastle  
 Phone: 700.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....World  
 Representative.....McGillvra  
 Membership.....NARTB  
 President.....Joe Aimonetto  
 General Manager.....Floyd L. Sparks  
 Chief Engineer.....C. E. Warford

**K P O W**

**POWELL—1941  
 MBS-KBS-INTERMOUNTAIN**

Freq... 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....A. J. Meyer  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....Avery-Knodel  
 Pres., Chief Engr.....Al Meyer  
 Program Director.....Agnes Fields

**K R A L**

**RAWLINS—1947—ABC-KBS  
 WYO. COWBOY**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rawlins Bcstg. Co.

Address ..... Rawlins  
 Phone: 1003 ..... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Afil. .... Daily Times  
 Representative.... Joseph Hershey McGillvra  
 Membership ..... NARTB  
 President..... Tracy S. McCracken  
 Gen. Sta. Comm. Mgr..... Jack C. Vagner  
 Program Director..... Anita Phisterer  
 Chief Engineer..... Robert S. Williams

**KWRL**

RIVERTON—1943—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Joseph P. Ernst  
 Phone: 760 ..... Air Time: Full Time  
 News Service ..... AP  
 President. Ch. Eng..... Joseph P. Ernst  
 Gen. Mgr..... Mrs. Cleo Berry  
 Commercial Manager..... Bud Moore

**KVRS**

ROCK SPRINGS—1938  
 MBS-INTERMOUNTAIN-KBS

Freq.: 1360 Kc..Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By..... Wyoming Bcstg. Co.  
 Address ..... Box 1067  
 Phone: 93..... Air Time: Full Time  
 Representative ..... Avery-Knodel  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President..... D. G. Richardson  
 General Manager..... Dwight Fisher  
 Commercial Manager..... Laurel Moseby  
 Program Director..... Imogene Parr  
 Chief Engineer..... Dave Wood

**KWYO**

SHERIDAN—1934—MBS-KBS  
 INTERMOUNTAIN

Frequency: 1410 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By..... Bighorn Bcstg. Co.  
 Business-Studio Address..... 21 N. Main  
 Phone: 601 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 Pres., Sta. Mgr. .... Jim Carroll  
 Commercial Mgr..... Don Tannehill  
 Program Director..... Bob Wilson  
 Chief Engineer..... Bob Crosthwaite

**KGOS**

TORRINGTON—1950—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Joseph P. Ernst  
 Address ..... Box 271  
 Phone: 567 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 President..... Joseph P. Ernst  
 Gen., Comm. Mgr..... Lester R. Rash  
 Prog. Dir..... Peter L. Quattrini

**KWOR**

WORLAND—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Joseph P. Ernst  
 Phone: 303..... Air Time: Full Time  
 Pres., Prom. Mgr..... Joseph P. Ernst  
 Gen., Comm. Manager..... Mildred V. Ernst

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

**AP**

# TERRITORIES and POSSESSIONS



## ALASKA

### KBYR

**ANCHORAGE—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Radio Anchorage, Inc.  
Business-Studio Address.....P. O. Box 1960  
Phone Number.....5-8201  
General Manager.....E. Pournelle  
Commercial Mgr.....Wesley Burton  
Station Mgr.....Nancy Warner  
Chief Engineer.....Robert G. Capstick

### KENI

**ANCHORAGE—1948-MBS-ABC-NBC**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
Business Address.....P. O. Box 1160  
Phone: 20301 Air Time: Full Time  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Wellington Fletcher  
Membership.....NARTB  
President.....Austin Cooley  
Station Manager.....Claire O. Banks  
General Manager.....Alvin Bramstedt  
Commercial Manager.....William Stewart  
Program Director.....Vincent Carroza  
Promotion Manager.....Phyllis Bock  
Chief Engineer.....Ralph Walker

### KFQD

**ANCHORAGE—1924—CBS**

Frequency: 730 Kc. Power: 10,000 Watts  
Owned-Oper. By.....W. J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone Number.....Seneca 6333  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Alaska Radio Sales; Scott  
Owner, Sta., Gen. Mgr.....Wm. J. Wagner  
Program Director.....Clarke Manning  
Chief Engineer.....William E. Duck

### KFAR

**FAIRBANKS—1939—MBS-NBC-ABC**

Frequency: 660 Kc. Power: 10,000 Watts  
Owned-Operated By.....Midnight Sun Bcstg. Co.  
Business-Studio Address.....Box 910  
Phone Number.....2803  
News Services.....AP and UP  
Representative.....Fletcher  
President.....Austin G. Cooley  
General Manager.....Alvin O. Bramstedt

Comm. Manager.....John Griffin  
Program Director.....Richard Greuel  
Promotion Manager.....Jay Greuel  
Chief Engineer.....Robert Franzke

### KFRB

**FAIRBANKS—1948—CBS**

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By.....W. J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone Number.....Seneca 6333  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Alaska Radio Sales; Scott  
Owner, Gen. Mgr.....Wm. J. Wagner  
Station Manager.....Jack Hauser  
Chief Engineer.....Claire Nodurft

### KINY

**JUNEAU—1935—CBS**

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Oper. By.....W. J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone: Seneca 6333 Air Time: Full Time  
News Service.....AP  
Trans. Ser.....Lang-Worth, Thesaurus  
Representative.....Alaska Radio Sales; Scott  
Owner, Gen. Mgr.....Wm. J. Wagner  
Program Director.....Richard Peter  
Station Manager.....James B. Lawson  
Chief Engineer.....Gordon Burnett

### KJNO

**JUNEAU—1952—ABC-MBS-NBC**

Frequency: 630 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
Address.....Box 140  
Phone.....508  
Transcription Service.....Associated  
News Service.....AP  
Representative.....Day, Fletcher  
President.....Austin Cooley  
Station Manager.....Robert A. Wells  
Sales Manager.....Joseph Mangan  
Program Director.....Jim Douglas  
Promotion Manager.....Dorothy Wheeler  
Chief Engineer.....Royal O'Reilly

### KABI

**KETCHIKAN—1952—ABC-MBS-NBC**

Freq.: 550 Kc. Power: 1 Kw. d., 500 Watts n.

Owned-Oper. By ..... Midnight Sun Bcstg. Co.  
 Address ..... P. O. Box 1459  
 Phone ..... 3124  
 Transcription Service ..... Associated  
 News Service ..... AP  
 Representative ..... Day, Fletcher  
 President ..... Austin G. Cooley  
 General Manager ..... Jack D. Ellison  
 Commercial Mgr. .... R. E. Moul  
 Program Director ..... Douglas Walker  
 Chief Engineer ..... Dick Nicholas

## K T K N

KETCHIKAN—1942—CBS

Frequency: 930 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... William J. Wagner  
 Address ..... 830 Securities Bldg., Seattle  
 Phone Number ..... Seneca 6333  
 News Service ..... AP  
 Air Time ..... Full Time  
 Transcription Service ..... Lang-Worth, Thesaurus  
 Representative ..... Alaska Radio Sales; Scott  
 Owner, Gen. Mgr. .... William J. Wagner  
 Station Manager ..... Robert Mehan  
 Program Director ..... Roall Erickson  
 Chief Engineer ..... Harley Silvers

## KIBH

SEWARD—1949—CBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... William J. Wagner  
 Address ..... 830 Securities Bldg., Seattle  
 Phone Number ..... Seneca 6333  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Alaska, Scott  
 Owner, Gen. Mgr. .... William J. Wagner  
 Station Manager ..... Dick White  
 Program Dir. .... Allen Hendricks  
 Promotion Mgr. .... John Funk  
 Chief Engineer ..... William E. Duck

## KIFW

SITKA—1949—CBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... William J. Wagner  
 Address ..... 830 Securities Bldg., Seattle  
 Phone Number ..... Seneca 6333  
 News Service ..... AP  
 Air Time ..... 12N-12M.  
 Trans. Ser. .... Lang-Worth, Thesaurus  
 Representative ..... Alaska Radio Sales; Scott  
 Owner, Gen. Mgr. .... William J. Wagner  
 Station Manager ..... Harry Lanz  
 Chief Engineer ..... DeWayne Sharp

# GUAM

## KUAM

AGANA—1954—NBC

Frequency: 610 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Radio Guam  
 Address ..... Post Office Box 68, Agana, Guam  
 Phone ..... 12-365

Air Time ..... Full Time  
 News Service ..... AP, UP  
 Representative ..... Young  
 President ..... Harry M. Engel, Jr.  
 Gen. Mgr., Program Dir. .... H. Richard Maguire  
 Chief Engineer ..... Walt Gambell

# HAWAII

## KHBC

HILO—1936—CBS

Frequency: 970 Kc. .... Power: 1000 Watts  
 Owned-Oper. By Hawaiian Bcstg. System, Ltd.  
 Business Address ..... P. O. Box 1476  
 Phone Number ..... 4616  
 Newspaper Affiliation ..... Honolulu Star Bulletin  
 Representative ..... Free & Peters  
 President ..... J. Howard Worrall  
 Vice-Pres., Gen. Mgr. .... C. R. Evans  
 Station Manager ..... C. T. Thrumston  
 Program Director ..... Roger H. Coryell  
 Chief Engineer ..... Harold L. Marques

Owner, Gen. Mgr. .... James E. Jaeger  
 Commercial Mgr. .... Bey Kodama  
 Prog. Director ..... Robert Craft  
 Promotion Manager ..... Sam Nakamura  
 Chief Engineer ..... Rikio Doi

## KIPA

HILO—1947

Frequency: 1110 Kc. .... Power: 1,000 Watts  
 Owned-Oper. By ..... Big Island Bcstg. Co., Ltd.  
 Business-Studio Address ..... P. O. Box 1602  
 Phone Number ..... 2177  
 President, Manager ..... A. H. Green

## KILA

HILO—1951—MBS-ABC

Frequency: 850 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... James E. Jaeger  
 Address ..... Naniloa Hotel  
 Phone: 5-4913 ..... Air Time: Full Time  
 Representative ..... Hollingsbery  
 News Service ..... UP

## KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned ..... Hawaiian Bcstg. System, Ltd.  
 Address ..... 1534 Kapiolani Blvd.  
 Phone: 9-2011 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Newspaper Affiliation ..... "Star-Bulletin"

Representative.....Free & Peters  
 President.....J. Howard Worrall  
 V.P., Gen. Mgr.....C. R. Evans  
 Comm. Mgr.....John D. Allison  
 Program Director.....Gordon C. Burke  
 Promotion Mgr.....John Quinlan  
 Chief Engineer.....Daniel Hunter

## KGU

HONOLULU—1922—NBC

Frequency: 740 Kc.....Power: 2,500 Watts  
 Owned-Operated By...Advertiser Pub. Co., Ltd.  
 Address.....P. O. Box 3110  
 Phone: 5-2977.....Air Time: Full Time  
 News Service.....UP  
 Representative.....NBC Spot Sales  
 Membership.....NARTB  
 President.....Lorrin P. Thurston  
 General Mgr.....William O. Paine  
 Comm. Mgr.....George C. Mansfield  
 Program Director.....Lee D. Hirshland  
 Chief Engineer.....Sakae Kimata

## KHON

HONOLULU—1946  
 ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts  
 Owned-Operated By...Aloha Bcstg. Co., Ltd.  
 Business Address.....P. O. Box 1380  
 Phone Number.....9-5295  
 News Service.....UP  
 Trans. Serv.....Capitol, Lang-Worth  
 Representative.....Grant  
 Pres., Gen. Mgr.....Bryson R. Gardner  
 Chief Engr., Comm. Mgr.....Ira G. Mercer  
 Program Director.....Jack Colon  
 Promotion Mgr.....Buck Buchwach

## KIKI

HONOLULU—1951

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 Phone Number.....63456  
 Representative.....Rambeau  
 Transcription Service.....Lang-Worth  
 News Service.....INS  
 Pres., Prog. Dir., Chief Engr.....Royal V. Howard  
 Gen. Mgr., Comm. Mgr.....Angelo J. Rossi

## KPOA

HONOLULU—1946—MBS

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Radio Hawaii, Inc.  
 Business-Studio Address.....575 Kamoku St.  
 Phone Number.....95236  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 President.....John M. Shaheen  
 Exec. V.P., Gen., Comm. Mgr.....Fin Hollinger  
 Program Director.....Carlos Rivas  
 Chief Engineer.....Bob Lang



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The **BIG** Station  
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 Honolulu, Hawaii

**KULA**

**HONOLULU—1947—ABC**

Frequency: 690 Kc. Power: 10,000 Watts  
Owned-Oper. By Pacific Frontier Bdcstg. Co., Ltd.

Address: 1290 Ala Moana Blvd.  
Phone: 63666 Air Time: 18 hrs.  
News Service UP  
Representative Headley-Reed  
Transcription Service World-Associated, Standard

President H. L. Pettley  
General Manager Jack A. Burnett  
Comm. Manager Hugh Ben La Rue  
Program Director Ted Scott  
Prom. Manager Paul Yamamoto  
Chief Engineer Ronald Mizakia

**KANI**

**KANEHOE, OAHU—1953**

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By Windward Bcstg. Co., Ltd.  
Address: P. O. Box 227, Oahu

Phone Number 242576  
President Judge Calvin C. MacGregor  
Gen. Mgr., Comm. Mgr. Drew Kaye  
Prog. Dir., Prom. Mgr. William Whedbee  
Chief Engineer John Ellingson

**KTOH**

**LIHUE, KAUAI—1940—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Garden Island Publ., Ltd.  
Phone Number 961

**PUERTO RICO**

**WABA**

**AGUADILLA—1951**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By L. Hector Reichard  
Address Box 188  
Phone Number 242  
President L. Hector Reichard  
General Manager F. Bonnet Velez  
Commercial Manager Wilfredo Almodovar  
Program Director Ricardo Vega  
Chief Engineer Antolin Jimenez

**WCMN**

**ARECIBO—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By Caribbean Bdcstg Corp.  
Address Box 755  
Phone Number (Studios) 589  
Membership NARTB  
President Antonio Esteva Vidal  
General Manager Nabal Barreto  
Chief Engineer José Soler

Representative NBC Spot Sales  
Owner, Gen. Mgr. Charles J. Fern  
Manager Martin H. Sebastian, Jr.  
Program Director Raymond K. Sasaki  
Chief Engineer Katashi Nose

**KMVI**

**WAILUKU-MAUI—1947—NBC**

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Oper. By Maui Publ. Co., Ltd.  
Address Trans. Loca. Wailuku-Maui, Box 374  
Phone: 33-981 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Representative NBC Spot Sales  
Membership NARTB  
President J. Walter Cameron  
General Manager Ezra J. Crane  
Sta., Asst. Gen. Mgr. Richard E. Mawson  
Commercial Manager Frank Kovacic  
Promotion Manager Marvin Ross  
Chief Engineer Neil Arveschoug

**KAHU**

**WAIPAHU—1950**

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By Rural Bcstg. Co., Ltd.  
Address P. O. Box 1007  
Phone Number Honolulu 41-2835  
Representative Devney  
President Dr. Timothy I. Wee  
General Manager Harry En Chu  
Prog. Director Robert Miller  
Prom. Manager Jackson McBride  
Chief Engineer Robert Pearson

**WENA**

**BAYAMON—1947**

Frequency: 1560 Kc. Power: 250 Watts  
Owned-Operated By Bayamon Bcstg. Co.  
Address Box 157  
Phone Number Bayamon 161  
President Dr. A. Diaz Atilas  
General Manager D. Diaz Alejandro

**WJFR**

**CAGUAS—1953**

Frequency: 1240 Kc. Power: 250 Watts  
Owner Jorama Fer-Radio Corp.

**WMIA**

**CAGUAS—1947**

Frequency: 1450 Kc. Power: 250 Watts  
Owner Inter-American Radio Corp.  
Address Box 487  
Phone Number 678-579



Pres., Gen. Mgr., C. E. Eduardo Biascochea  
 Station Manager.....Agustina Vales  
 Comm. Mgr., Prog. Director.....Charles Miner  
 Sales Promotion Mgr.....J. Balseiro

**WVJP**

**CAGUAS—1947**

Frequency: 1110 Kc.....Power: 250 Watts  
 Owned-Oper. By ....Borinquen Bdcstg. Co.  
 Address.....P. O. Box 207  
 Phone Number .....789

**WMDD**

**FAJARDO—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Madrazo & Diaz

**W X R F**

**GUAYAMA—1948**

Frequency: 1590 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....Rafael Fuster  
 Business-Studio Address.....Apartado 615  
 Phone Number .....243  
 President .....Rafael Fuster  
 Gen., Comm. Mgr.....Charles L. Cordero

**W A E L**

**MAYAGUEZ—1948**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Mario Acosta  
 Business Address.....Iglesia No. 12, Box 297  
 Phone Number .....799-600  
 Gen., Sta. Mgr.....Mario Acosta  
 Comm. Mgr.....Nelson Cuebas  
 Program Director.....Secundiro Minguela  
 Chief Engineer.....Arthur S. Clawson

**W K J B**

**MAYAGUEZ—1946**

Frequency: 710 Kc.....Power: 1000 d.; 500 n.  
 Owned-Operated By.....Jose A. Bechara, Jr.

**W O R A**

**MAYAGUEZ—1947**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Americas Corp.  
 Studio Address.....P. O. Box 43  
 Phone Number .....1150  
 Representative.....Melchor Guzman Co., Inc.  
 Pres., Gen. Mgr. ...Alfred R. de Arellano, Jr.  
 Sta., Comm. Mgr.....Reinaldo Dupont  
 Prog. Director.....Jose Hernandez Zamora  
 Chief Engineer.....Jesus Aviles Brunot

**W P R A**

**MAYAGUEZ—1937**

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....WPRA, Inc.

**W T I L**

**MAYAGUEZ—1950**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By...Mayaguez Radio Corp.  
 Address.....Post & Palmer Sts.  
 Phone Number .....1290  
 President.....William G. Mamary  
 Commercial Manager.....Gilbert Mamary  
 Chief Engineer.....Aristides Zapata Perez

**W I S O**

**PONCE—1953**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By....South P. R. Bcstg. Corp.  
 Address .....Box 2023  
 Phone Number .....13F  
 Gen., Comm. Mgr., Chief Eng...Luis E. Freyre  
 Program Director.....Angel Ramos

**W P A B**

**PONCE—1940**

Frequency: 550 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....  
 Portorican American Bcstg. Co., Inc.  
 Bus-Studio Address .....164 Villa St.  
 Phone Number .....783  
 Representative....Inter-American Pub'l, Inc.  
 Pres., Gen. Mgr.....A. Gimenez-Aguayo  
 Commercial Manager ....Radames Mayoral  
 Program Director.....Eliseo Borrero  
 Chief Engineer.....Pedro E. Conesa

**W P R P**

**PONCE—1936**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Voice of Puerto Rico, Inc.  
 Bus. Address..Salud St. Corner to Guadalupe  
 Phone Number .....1015  
 Representative .....Guzman, Co., Inc.  
 Pres., Gen. Mgr...Alfredo Ramirez de Arellano  
 Program Director.....Bobby Diaz  
 Commercial Manager.....Antonio Miro  
 Chief Engineer.....Julio M. Conesa

**W R I O**

**RIO PIEDRAS—1949**

Frequency: 1320 Kc.....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Oper. By ...The Master Bdcstg. Corp.

**W W W W**

**RIO PIEDRAS—1949**

Frequency: 1520 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Frank A. Gandia  
 Address.....P. O. Box 935  
 Phone Number .....1098  
 Owner.....Frank A. Gandia

**TOPS**  
to deliver your  
selling message

in  
**Puerto Rico**  
**WAPA**

on TV: Channel **4**

*Affiliated with NBC, ABC and Dumont*

on Radio: **680 Kcs.**  
(10,000 watts)



U. S. A. and Canadian Sales Office:

**CARIBBEAN NETWORKS, Inc.**

200 West 57 St., New York City 19, N. Y. Circle 5-7433

# W A P A

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....José Ramón Quiñones  
 Bus. Studio Address...357 Ponce de León Ave.  
 Phone Number .....3-3000  
 Membership .....NARTB  
 President .....José Ramón Quiñones  
 General Sales Mgr.....Jaime Taronji  
 Commercial Manager...Segismundo Quiñones  
 Program Director.....Harold Zayas Torres  
 Chief Engineer.....Jose Arzuaga

Phone Number .....2-2023  
 Newspaper Affiliation....."El Mundo"  
 Air Time.....6 a.m.-11 p.m.  
 Transcription Service .....Associated  
 News Service .....UP  
 Representatives...Inter-American Pub'l. Inc.  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Angel Ramos  
 Comm. Mgr.....V. Lamas, Jr.  
 Program Director.....Ester Pales  
 Chief Engineer.....Angel del Valle

# W K A Q

SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....El Mundo Bcstg. Corp.  
 Business Address.....P. O. Box 9007

# W K V M

SAN JUAN—1951

Frequency: 810 Kc....Power: 25,000 Watts d.  
 Owned-Oper...American Colonial Bcstg. Corp.  
 Address.....1000 Ponce de Leon Ave.  
 Phone .....3-0840  
 Pres., Gen. Mgr., Chief Eng.....R. P. Perry

# VIRGIN ISLANDS

# W S T A

CHARLOTTE AMALIE—1950

Frequency: 1340 Kc.....Power: 250 Kc.  
 Owned-Oper. By.....William N. Greer  
 Address.....French Village, P. O. Box 538  
 Phone .....489  
 Representative .....Young  
 Pres., Gen. Mgr., Chief Engr...William N. Greer  
 Commercial Mgr.....Nellie Greer  
 Program Director.....Ron de Lugo

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper..Radio American West Indies, Inc.  
 President, Gen., Comm.,  
 Prom. Mgr.....Hazel M. Vickers  
 Program Director.....James O' Neil  
 Chief Engineer.....Raymond E. Higdon

# W I V I

CHRISTIANSTED—1952—ABC

# W I C R

CRUZ BAY—1954

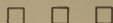
Frequency: 1190 Kc.....Power: 500 Watts  
 Owned-Oper...West Indies-Caribbean Radio

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

# AP

# STATE BROADCASTER ASSOCIATIONS



## **Alabama Broadcasters Association**

P. O. Box 477, University, Alabama  
 Meetings: March and October  
 Elections: March meeting  
 Members: 69  
 President... J. Dige Bishop, WCTA, Andalusia  
 Vice-President... Richard B. Biddle, WOWL, Florence  
 Secy.-Treas... Gene Tibbett, WJRD, Tuscaloosa

## **Arizona Broadcasters Association**

Meetings: January  
 Elections: January  
 Members: 20  
 Pres... Charles H. Garland, KOOL, Phoenix  
 Vice-Pres... William F. Parady, KCKY, Coolidge  
 Secy.-Treas... William L. Lindsey, KYMA, Yuma  
 Leg. Chairman... Richard O. Lewis, KTAR, Phoenix

## **Arkansas Broadcasters Association**

P. O. Box 610, El Dorado, Kansas  
 Meetings: Spring and Fall  
 Elections: Spring  
 Members: 46  
 President... W. N. McKinney, KELD, El Dorado  
 Vice-President... L. B. Tooley, KXAR, Hope  
 Secy.-Treas... Melvin P. Spann, KWAK, Stuttgart  
 Leg. Chairman... Lee Reaves, KWRF, Warren

## **California State Radio and Television Broadcasters Association**

1420 Truxton Ave., Bakersfield  
 Meetings: November (and on special call)  
 Elections: November  
 Members: 97  
 President... George Greaves, KNBC, San Francisco  
 Vice-Pres... Philip G. Lasky, KPIX, San Francisco  
 Vice-Pres... Franke Burke, KFVD, Los Angeles  
 Secy.-Treas... Gene DeYoung, KERO, Bakersfield

## **Colorado Broadcasters Association**

c/o President or Secretary  
 Meetings: Semi-annual  
 Elections: March  
 Members: 40  
 President... James D. Russell, KVOR, Colorado Springs  
 Vice-Pres... Frank Bishop, KFEL-TV, Denver  
 Secy.-Treas... Elwood Meyer, KYOU, Greeley  
 Leg. Chairman... George Cory, KUBC, Montrose

## **Connecticut Broadcasters Association**

President... J. Maxim Ryder, WBRY, Waterbury  
 Vice-Pres... Aldo de Dominicis, WNHC-TV, New Haven  
 Secretary... Walter Haase, WDRC, Hartford

## **Florida Association of Broadcasters**

c/o President or Secretary  
 Meetings: May or June and November  
 Elections: May or June  
 Members: 76  
 President... John B. Browning, WSPB, Sarasota  
 Vice-Pres... A. B. Letson, WCNH, Quincy  
 2nd Vice-Pres... H. Dennison Parker, WTAN, Clearwater  
 Secy.-Treas... George Friend, WPLA, Plant City

## **Georgia Association of Broadcasters**

c/o President or Secretary  
 Meetings: August and January  
 Elections: By winter mail  
 Members: 56  
 President... E. F. McLeod, WBML, Macon  
 Vice-Pres... Glen C. Jackson, WAGA, Atlanta  
 Secy.-Treas... L. H. Christian, WRFC, Athens

## **Hawaiian Association of Radio and TV Broadcasters**

P. O. Box 1380, Honolulu, T. H.  
 Meetings: On call  
 Elections: May  
 Members: 18  
 President... Ezra J. Crane, KMVI, Wailuku, Maui  
 Vice-Pres... William Paine, KGU, Honolulu  
 Secy.-Treas... Mel Wright, KGMB-TV, Honolulu

**Idaho Broadcasters Association**

c/o KRPL, Lewiston

Meetings: Fall  
 Elections: Fall  
 Members: 23  
 President....Don Thomas, KLRC, Lewiston  
 Vice-Pres.....Florence M. Gardner, KTFI,  
 Twin Falls  
 Secy.-Treas.....Clair Hull, KCID, Caldwell  
 Leg. Chairman...Walter E. Wagstaff, KIDO,  
 Boise

**Illinois Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: February and October  
 Elections: February  
 Members: 65  
 President.....Harold L. Dewing, WCVS,  
 Springfield  
 Vice-Pres.....Joe Bonansinga, WGEM,  
 Quincy  
 Secy.-Treas.....Tom Land, WFIW, Fairfield  
 Leg. Chairman.....Oliver Keller, WTAX,  
 Springfield

**Indiana Broadcasters Association, Inc.**

Box 89, Washington, Indiana

Meetings: 4 times a year  
 Elections: March  
 Members: 53  
 President.....Bruce McConnell, WISH,  
 Indianapolis  
 Vice-Pres. (AM)...W. F. Rippetoe, WBOW,  
 Terre Haute  
 Vice-Pres. (TV)...Don Burton, WLBV-TV,  
 Muncie  
 Vice-Pres. (FM).....Joe Edwards, WMFL,  
 Washington  
 Secy.-Treas.....Lester Spencer, WKBV,  
 Richmond  
 Asst. Secy...Roy Hickox, WLRP, New Albany  
 Asst. Treas.....Bill Fowler, WBAT, Marion

**Iowa Broadcasters Association**

c/o President

Meetings: Annual  
 Elections: Annual  
 Members: 40  
 President.....Ernest C. Sanders, WOC,  
 Davenport  
 Vice-Pres.....Walter Tiech, KDEL, Oelwein  
 Secy.-Treas.....B. C. Baldwin, KSO, Des  
 Moines

**Kansas Association of Radio Broadcasters**

KSAL, Salina, Kansas

Meetings: April or May  
 Elections: April or May  
 Members: 37

President.....Ray V. Jensen, KSAL, Salina  
 Vice-Pres.....Fred Conger, WREN, Topeka  
 Secy.-Treas.....Grover Cobb, KGVB, Great  
 Bend  
 Leg. Chairman.....Wendell Elliot, KGNO,  
 Dodge City

**Kentucky Broadcasters Association**

c/o Hugh O. Potter, Secy.-Treas., P. O. 536,  
 Owensboro

Meetings: October and Spring  
 Elections: October  
 Members: 53  
 President..Sam Livingston, WKYB, Paducah  
 Vice-Pres..Gilmore Nunn, WLAP, Lexington  
 2nd Vice-Pres.....Arthur Eilerman, WZIP,  
 Covington  
 Secy.-Treas..Hugh O. Potter, WOMI, Owens-  
 boro  
 Executive Committee...Neil Cline, WHAS,  
 Louisville; Richard Helms, WHLN, Har-  
 lan; Mike Layman, WSFC, Somerset

**Louisiana Association of Broadcasters**

c/o KRUS, Ruston

Meetings: June and November  
 Elections: November  
 Members: 45  
 President...Edgar B. Stern, Jr., WDSU, New  
 Orleans  
 Vice-Pres..Robert Earle, WIBR, Baton Rouge  
 Secy.-Treas.....Clarence E. Faulk, KRUS,  
 Ruston

**Maine TV and Radio Broadcasters Association**

c/o WPOR, Portland, Maine

Meetings: October  
 Elections: October  
 Members: 15  
 President.....Harold Glidden, WAGM,  
 Presque Isle  
 Vice-Pres.....William H. Rines, WCSH-TV,  
 Portland  
 Secy.-Treas.....Norman G. Gallant, WFAV,  
 Augusta

**Maryland-D.C. Radio and TV Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: June and November  
 Elections: November  
 Members: 46  
 President.....Leslie H. Peard, Jr., WBAL,  
 Baltimore  
 Vice-Pres.....Ben Strouse, WWDC,  
 Washington  
 Secy.-Treas.....William H. Paulsgrove,  
 WJEJ, Hagerstown

**Massachusetts Broadcasters Association**

President.....George H. Jaspert, WCCM, Lawrence  
 Vice-Pres...W. C. Swartley, WBC-TV, Boston  
 Treasurer.....Gerald Harrison, WMAS, Springfield  
 Secretary.....Sherwood J. Tarlow, WHIL, Medford

**Michigan Association of Broadcasters**

c/o WKMh, Dearborn 2

Meetings: June and November  
 Elections: November  
 Members: 85  
 President....Fred Kuorr, WKMh, Dearborn  
 Vice-Pres.....Carl E. Lee, WKZO-AM-TV, Kalamazoo  
 Secy.-Treas..Hugh Giesel, WBMC, Bay City  
 New Directors.....F. Sibley Moore, WJR, Detroit; Russell J. Staffeld, WMIZ, Iron Mountain; Howard Wolfe, WKNX, Saginaw

**Minnesota Association of Broadcasters**

WDCY-Nicollet Hotel, Minneapolis

Meetings: September  
 Elections: September  
 Members: 30  
 President.....C. T. Hagman, WDCY, Minneapolis  
 Vice-Pres.....Lee. L. Whitting, KEYD, Minneapolis  
 Secy.-Treas.....Manny Marget, KVOX, Moorehead  
 Leg. Chairman.....C. T. Hagman, WDCY, Minneapolis

**Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: March or April  
 Elections: March or April  
 Members: 48  
 President.....Bob Evans, WELO, Tupelo  
 Vice-Pres.....Ed Wilkerson, WSLI, Jackson  
 Secy.-Treas.....Granville Walters, WAML, Laurel

**Missouri Broadcasters Association**

Catherine Roer, 210 Monroe St., Jefferson City

Meetings: April and August  
 Elections: August  
 Members: 47  
 President....Sam A. Burk, KIRX, Kirksville  
 Vice-Pres.....C. Thomas, KXOK, St. Louis  
 Secy.-Treas.....Catherine Roer, KWOS, Jefferson City

**Montana Radio Stations, Inc.**

P. O. Box 1498, KOOK, Billings

Meetings: September  
 Members: 26  
 President.....V. V. Clark, KOOK, Billings  
 Vice-Pres...Joe Wilkins, KFBB, Great Falls  
 Secy.-Treas..Charlotte Brader, KOJM, Havre  
 Leg. Chairman.....Paul MacAdam, KPRK, Livingston

**Nebraska Broadcasting Association**

c/o WJAG, Norfolk, Nebraska

Meetings: May 1st  
 Elections: May 1st  
 Members: 28  
 President.....Harry Burke, KFAB, Omaha  
 Vice-President...Max Young, KSID, Sidney  
 Secy.-Treas..Gordon Pentz, KWBE, Beatrice

**Nevada State Broadcasters Association**

KOLO, P. O. Box 821, Reno, Nevada

Meetings: As Called  
 Elections: Yearly  
 Members: 12  
 President.....H. G. Wells, KOLO, Reno  
 Vice-Pres.....Fred Stoye, KLAS, Las Vegas  
 Secy.-Treas.....Bob Stoddard, KATO, Reno  
 Leg. Chairman...H. G. Wells, KOLO, Reno

**New Hampshire Association of Broadcasting**

President....Frank B. Estes, WKNE, Keene  
 Vice-Pres.....Al Malin, WWNH, Rochester  
 Secy.-Treas.....Wallace Walker, WMUR, Manchester

**New Jersey Broadcasters Association**

WJLK, Asbury Park

Meetings: May and October  
 Elections: October  
 Members: 17  
 President...Everett Rudloff, WJLK, Asbury Park  
 Vice-Pres...Gordon Giffin, WKDN, Camden  
 Secy.-Treas..Jerry McCarthy, WTOA, Trenton  
 Leg. Chairman.....Fred Bernstein, WTTM, Trenton

**New Mexico Broadcasters Association**

4220 Mackland Ave., N.E., Albuquerque

Meetings: September and April  
 Elections: April  
 Members: 25  
 President..Merte H. Tucker, KGAK, Gallup  
 Vice-Pres.....Wayne Phelps, KOAT, Albuquerque  
 Treasurer.....A. M. Caldwell, KOAT, Albuquerque  
 Secretary..Margaret Wettling, 4220 Mackland Ave., Albuquerque  
 Leg. Chairman.....Ivan R. Head, KVSF, Santa Fe

**New York State Association of Radio and Television Broadcasters**

Address: c/o President  
Meetings: Annual  
Elections: Annual  
Members: 72  
President...Michael Hanna, WHCU, Ithaca  
1st Vice-Pres.....Gordon Gray, WOR,  
WOR-TV, New York  
2nd Vice-Pres.....William Doerr, WEBR,  
Buffalo  
Secretary.....Elliott Stewart, WIBX, Utica  
Treasurer.....George Dunham, WMBS,  
Binghamton

**North Carolina Association of Broadcasters Inc.**

Meetings: June and October  
Elections: October  
Members: 96  
President..William S. Page, WFTC, Kinston  
Vice-Pres.....Allen Wanamaker, WBIG,  
Greensboro  
Secretary.....Cecil B. Hoskins, WWNC,  
Asheville

**North Dakota Broadcasters Association**

KNOX, Grand Forks, N. D.

Meetings: 2nd week in October  
Elections: 2nd week in October  
Members: 14  
President..Paul C. Gussner, KGCU, Mandan  
Vice-Pres.....Chester C. Reiten, KSJB,  
Jamestown  
Secy.-Treas.....William Hurley, KXJB-TV,  
 Fargo-Valley City  
Leg. Chairman...John Cooley, KLPM, Minot

**Ohio Association of Radio and Television Broadcasters**

33 N. High St., Columbus

Meetings: April and October  
Elections: April  
Members: 70  
President.....Robert W. Ferguson, WTRF,  
Bellaire  
Vice-Pres. (Radio).....Herbert E. Evans,  
Peoples Broadcasting Co., Columbus  
Vice-Pres. (Television).....Allen Haid,  
WSPD-TV, Toledo  
Secy.-Treas.....Carlton S. Dargusch, Jr.

**Oklahoma Association of Broadcasters**

Meetings: January  
Members: 36  
President.....Frank Lane, KRMG, Tulsa  
Vice-Pres.....T. M. Raburn, Jr., KGYN,  
Guymon  
Secy.-Treas.....Pat Murphy, KCRC, Enid  
Leg. Chairman...Bill Hoover, KADA, Ada

**Oregon State Broadcasters Association**

R. E. Summers, Box 5025, Eugene  
President.....Paul E. Walden, KODL, The  
Dalles  
Vice-Pres.....R. D. Hohnes, KAST, Astoria  
Secy.-Treas.....Iris Helliwell, KRXL,  
Roseburg  
Leg. Chairman.....R. M. Brown, KPOJ,  
Portland

**Pennsylvania Association of Broadcasters**

WTPA, 3235 Hoffman St., Harrisburg

Meetings: April  
Elections: April  
Members: 125  
President....David Bennett, WTPA (TV),  
Harrisburg  
1st Vice-Pres.....Joseph Connolly, WCAU,  
Philadelphia  
2nd Vice-Pres....Tom Price, WBVP, Beaver  
Falls  
Treasurer.....Tom Metzger, WMRF,  
Lewistown  
Secretary.....Roy Morgan, WILK, Wilkes-  
Barre  
Exec. Secy....George Gottschalk, Harrisburg

**Puerto Rican Association of Broadcasters**

Box 4504, San Juan, Puerto Rico

Meetings: 2nd Monday of each month  
Elections: 2nd Wednesday of July  
Members: 19  
President...Angel Ramos, WKAQ, San Juan  
Vice-Pres.....Juan Piza, WNEL, San Juan  
Secretary.....Frederico E. Virella, WVJP,  
Caguas  
Treasurer...Gustavo Diaz, WENA, Bayamon

**Rhode Island Radio & Television Broadcasters Association**

c/o WEAN, Crown Hotel, Providence

Meetings: June  
Elections: June  
Members: 12  
President.....H. William Koster, WPJB,  
Providence  
Vice-Pres.....Norman Gittleson, WJAR-TV,  
Providence  
Secy.-Treas.....Bud Armstrong, WEAN,  
Providence

**South Carolina Radio & Television Broadcasters Association**

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January  
Elections: January  
Members: 36

President.....C. Wallace Martin, WMSC,  
Columbia  
Vice-Pres.....Frank B. Best, WDX,  
Florenceburg  
Secy.-Treas.....T. Doug Youngblood,  
WFIG, Sumter  
Leg. Chairman..H. Moody McElveen, WNOK,  
Columbia

**South Dakota Broadcasters Association**

President...Ray V. Eppel, KORN, Mitchell  
Vice-Pres.....Byron McElligot, KSDN,  
Aberdeen  
Secy.-Treas....Jim Slack, KUSD, Vermillion  
Leg. Chairman...Evans Nord, KELO, Sioux  
Falls

**Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28  
President....Robert J. McAndrews, KBIG,  
Avalon  
Vice-Pres..Norman Ostby, KHJ, Los Angeles  
Secy.-Treas.....Thelma Kirchner, KGFJ,  
Hollywood  
Managing Ed.....Frank W. Crane

**Tennessee Association of Broadcasters**

407 Chamber of Commerce Building,  
Nashville  
Meetings: November or December and May  
or June  
Elections: November or December  
Members: 46  
President..Earl Winger, WODD, Chattanooga  
Vice-Pres.....John Hart, WBIR, Knoxville  
Secy.-Treas.....Mrs. Drue Smith, WAPO,  
Chattanooga  
Leg. Chairman.....F. C. Sowell, WLAC,  
Nashville

**Texas Association of Broadcasters**

KTRE, Lufkin, Texas  
Meetings: Spring and Fall  
Elections: September  
Members: 112  
President.....Louis R. Cook, KNOW,  
Austin  
Vice-Pres.....R. G. Lewin, KTRE, Lufkin  
Secy.-Treas....Barney Ogle, KRGV, Weslaco

**Utah Broadcasters Association**

751 Union Pacific Building, Salt Lake City  
Meetings: January and June  
Elections: January  
Members: 20  
President...Eugene M. Halliday, KSL, Salt  
Lake City  
Vice-Pres.....George H. Hatch, KALL,  
Salt Lake City  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

**Vermont Association of Radio & Television Broadcasters**

c/o WSKI, Montpelier, Vt.  
President.....E. Dean Finney, WTVN, St.  
Johnsbury  
Vice-Pres.....Al Spokes, WJOY, Burlington  
Secy.-Treas.....Donald Thurston, WIKE,  
Newport  
Leg. Chairman.....John Swan, WCAX,  
Burlington

**Virginia Association of Broadcasters**

c/o WROV, Roanoke  
Meetings: May or June  
Elections: May or June  
Members: 49 radio stations & 4 associate  
members  
President.....Frank E. Koehler, WROV,  
Roanoke  
Vice-Pres.....Charles Maillett, WWOD,  
Lynchburg  
Secy.-Treas.....John L. Cole, Jr., WHLF,  
South Boston  
Leg. Chairman.....C. T. Lucy, WVRA,  
Richmond

**Washington State Association of Broadcasters**

Carl Downing, Manager,  
Legislative Building, Olympia  
Meetings: March and September  
Elections: March  
Members: 44  
President..J. Elroy McCaw, KALE, Richland  
Vice-Pres.....James Murphy, KIT, Yakima  
Secy.-Treas...Allen Miller, KWSC, Pullman

**West Virginia Broadcasters Association**

c/o Secretary  
Meetings: Spring and fall  
Elections: Spring  
Members: 34  
President.....Lawrence H. Rogers,  
KSAZ, Huntington  
Vice-Pres.....John S. Phillips,  
WHTN, Huntington  
Secy.-Treas.....A. Garen Ferrise,  
WMMN, Fairmont  
Leg. Chairman.....Harry Brawley,  
WCHS, Charleston

**Wisconsin Broadcasters Association**

540 N. Plankinton Ave., Milwaukee  
Meetings: 1st Tuesday in October  
Elections: 1st Tuesday in October  
Members: 46  
President..Harry D. Peck, WISN, Milwaukee  
Vice-Pres..Ben Howvel, WKOW, Madison  
Secretary...Jerome Sill, WMIL, Milwaukee  
Treasurer...Mig Figi, WAUX, Waukesha





# *Canada*

**ALPHABETICAL INDEX  
BY CALL LETTERS**

**NETWORKS**

**STATIONS**

**CARTB**

**CBC**

# CBC

## N E T W O R K S

. . . a major selling force for Canadian advertisers

### RADIO

Serving English-speaking Canadians, two CBC networks . . .  
Trans-Canada and Dominion . . . stretch from Atlantic  
to Pacific.

The CBC French Network serves French-speaking listeners from  
Moncton and Edmundston in New Brunswick through  
the Province of Quebec to Sudbury and Timmins in Northern Ontario  
and westward to St. Boniface, Gravelbourg, Saskatoon and Edmonton.

### TELEVISION

With coverage of over 1,280,000 Canadian TV homes (as of March, 1955),  
the CBC Television Network includes 26 stations . . . in Halifax,  
Sydney, Moncton, Saint John, Rimouski, Quebec, Montreal (2),  
Ottawa, Kingston, Peterboro, Toronto, Hamilton, Kitchener, London,  
Windsor, Sudbury, Sault Ste. Marie, Port Arthur, Winnipeg,  
Brandon, Regina, Saskatoon, Calgary, Edmonton and Vancouver.

Four additional TV stations will be on the air in 1955.  
. . . including CBOFT, the CBC's French-language station in Ottawa, CKVR-TV in  
Barrie, CHLT-TV in Sherbrooke and CJON-TV in St. John's, Newfoundland.

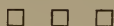
In radio AND television, the CBC welcomes the opportunity to work closely with advertising  
agencies and their clients and to cooperate with them to the fullest possible extent in the  
creation and production of Canadian-talent programs both French and English.

**CANADIAN BROADCASTING CORPORATION**

**Commercial Division**

354 Jarvis St., Toronto 5, Ont.  
1425 Dorchester St., Montreal 25, P.Q.

# CANADIAN BROADCASTING CORP.



## OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.  
Administration—P. O. Box 6000, Montreal, Que.  
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.  
New York Office c/o United Nations

## EXECUTIVES and STAFF

### Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman  
Rene Morin, Montreal, Que., Vice-Chairman  
Dean Adrien Pouliot, Laval University, Quebec  
F. J. Crawford, Toronto, Ont.  
G. D. Steel, Charlottetown, P.E.I.  
W. H. Phillips, Ottawa, Ont.  
J. A. Corry, Queen's University, Kingston  
R. K. Gervin, Vancouver, B. C.  
K. G. Montgomery, Edmonton, Alta.  
Gordon A. Winter, St. Johns, Nfld.  
Roy J. Fry, Winnipeg, Man.

### Ottawa

#### HEAD OFFICE

J. A. Ouimet, General Manager  
E. L. Bushnell, Ass't. Gen. Mgr.  
J. P. Gilmore, Co-ordinator of TV  
G. W. Richardson, Executive Assistant  
Harry Bramah, Treasurer  
Charles Jennings, Director of Programs  
Marcel Ouimet, Assistant Director of Programs  
J. M. Beaudet, Director of Program Planning and Production  
W. G. Richardson, Director of Engineering  
Marcel Carter, Director of Personnel and Administrative Services  
H. G. Walker, Director of Network Co-ordination  
George Young, Dir. of Station Relations and Broadcast Regulations  
R. C. Fraser, Director of Press and Information Services  
F. W. Savignac, Executive Assistant—Legal  
R. E. Keddy, Sec'y to Board of Governors

### Montreal

#### RADIO CANADA BUILDING

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G. Lamarche, Director of Programs, Quebec  
J. St-Georges, Director of Radio, Montreal  
Andre Ouimet, Director of Television, Montreal  
J. E. Hayes, Chief Engineer  
W. A. Nichols, Assistant Chief Engineer  
E. C. Stewart, Co-ordinator of Engineering Projects and Services  
R. E. Santo, Transmission and Development  
J. Carlisle, Plant Engineer  
N. R. Olding, Operations Engineer  
D. G. McKinstry, Chief Architect  
M. D. Peterkin, Purchasing Agent  
G. G. Yull, Supervisor of Stores

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H. J. Boyle, Director of Programs, Ontario  
K. M. Kannawin, Acting Director of Radio, Toronto  
Fergus Mutrie, Director of Television, Toronto  
Frank Peers, Supervisor of Talks and Public Affairs  
W. H. Hogg, Chief News Editor  
R. S. Lambert, Supervisor of School Broadcasts  
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts  
W. C. Anderson, Supervisor of Program Clearance  
E. W. Jackson, Traffic Manager  
W. E. Powell, Commercial Manager  
W. R. Johnston, Assistant Commercial Manager



The Canadian consumer is buying in a big way . . . all the way from British Columbia to Newfoundland, well over 4,000 miles of opportunity for the alert U. S. advertiser.

All you have to do is raise your voice in this booming market. The Canadian is listening for you in every corner of the country. He and his family have bought more than 12 billion dollars worth of products in 1954, in the retail stores alone! They bought more U. S. goods than anyone else, next to Americans. They want to buy more — and they can afford it!

Raise your voice over their favorite local radio stations. When you speak with the voice of local radio, *you're heard!* Local radio is well-known and trusted in its communities. It brings its listeners the big network shows — it brings them the local shows, too. Here the community speaks to itself about matters close to its heart — the farm reports, the mining news, the town's social events, the city's backyard chit-chat. Let yourself be heard in this company, and be heard as a friend.

Local radio reaches into 95% of all Canadian homes . . . in a country where only 38% of the population lives in cities of 30,000 or over. Local radio penetrates . . . convinces . . . and does it inexpensively. Come in to the Canadian market, and come in *welcomed*. Come in over local radio.

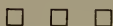
*Wherever your media strategy takes you over the Canadian border, travel the routes that make the most of this multi-billion dollar market — the all-important frequencies of local, independent radio.*

**CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS**

108 Sparks St., Ottawa 4, Canada

— 200 St. Clair Ave., W., Toronto, Ontario

# CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS



## OFFICES

Head Office—108 Sparks St., Ottawa, Ont.

Phone: 3-4036

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.

Phone: Walnut 2-3334



## Officers

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Executive Vice-President.....	T. J. Allard
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## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 127 privately owned (independent) radio broadcasting stations, and 17 television stations in Canada.



# RADIO EMPTIED THIS SHELF!

**RADIO SELLS.** Dollar sales grow with the strong push of radio's persuasive selling power behind your goods.

**RADIO IS INTIMATE.** Next to your product itself, nothing can get closer to your potential customers than radio.

**RADIO HAS MORE CONTACTS.** No other salesman in the field has more contacts than radio.

**RADIO REACHES MORE different people.** Irrespective of age or interests, radio can reach your customers.

**RADIO IS WELL LIKED.** This salesman doesn't have to sell himself before he sells your product.

**RADIO IS PERSISTENT.** Wherever your customer goes, radio goes . . . home or holidaying . . . your sales message goes with him.

And CFRB is the radio station that covers your market completely!

Canada's most powerful independent radio station, gives you:

- 1 complete coverage of over ½ million radio homes every week
- 2 your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made
- 3 complete coverage of 44 counties spending \$66,283,699.00 every week
- 4 over twenty-seven years of skill, experience and success in radio showmanship and salesmanship

Call in a CFRB representative today. Let him show you without obligation, how you can augment your sales through the result-getting medium of radio.

**CFRB**  
TORONTO

**50,000 WATTS**

**1010 ON YOUR DIAL**

# STATIONS OF CANADA

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*



Call Letters	City	See Page
CBA	Sackville, N. B.	696
CBAF	Moncton, N. B.	696
CBE	Windsor, Ont.	704
CBF	Montreal, Que.	705
CBG	Gander, Nfld.	697
CBH	Halifax, N. S.	697
CBI	Sydney, N. S.	698
CBJ	Chicoutimi, Que.	705
CBK	Watrous, Sask.	710
CBL	Toronto, Ont.	703
CBM	Montreal, Que.	706
CBN	Saint John's, Nfld.	697
CBO	Ottawa, Ont.	701
CBT	Grand Falls, Nfld.	697
CBU	Vancouver, B. C.	694
CBV	Quebec City, Que.	706
CBW	Winnipeg, Man.	695
CBX	Edmonton, Alta.	691
CBXA	Edmonton, Alta.	691
CBY	Corner Brook, Nfld.	697
CFAB	Windsor, N. S.	698
CFAC	Calgary, Alta.	691
CFAR	Flin Flon, Man.	695
CFBC	St. John, N. B.	696
CFCF	Montreal, Que.	706
CFCH	North Bay, Ont.	701
CFCL	Timmins, Ont.	703
CFCN	Calgary, Alta.	691
CFCO	Chatham, Ont.	699
CFCW	Cambrose, Alta.	691
CFCY	Charlottetown, P. E. I.	704
CFDA	Victoriaville, Que.	709
CFGP	Grande Prairie, Alta.	692
CFGT	Alma, Que.	705
CFJB	Brampton, Ont.	699
CFJC	Kamloops, B. C.	692
CFJR	Brockville, Ont.	699
CFNB	Fredericton, N. B.	696
CFNS	Saskatoon, Sask.	710
CFOR	Orillia, Ont.	701
CFOS	Owen Sound, Ont.	701
CFPA	Port Arthur, Ont.	702
CFPL	London, Ont.	701
CFPR	Prince Rupert, B. C.	693
CFQC	Saskatoon, Sask.	710

Call Letters	City	See Page
CFRA	Ottawa, Ont.	701
CFRB	Toronto, Ont.	703
CFRG	Gravelbourg, Sask.	709
CFRN	Edmonton, Alta.	691
CHAB	Moose Jaw, Sask.	709
CHAD	Amos, Que.	705
CHAT	Medicine Hat, Alta.	692
CHED	Edmonton, Alta.	691
CHEF	Granby, Que.	705
CHEX	Peterborough, Ont.	702
CHFA	Edmonton, Alta.	691
CHGB	Ste. Anne de la Poc, Que.	707
CHLN	Three Rivers, Que.	708
CHLO	St. Thomas, Ont.	702
CHLP	Montreal, Que.	706
CHLT	Sherbrooke, Que.	708
CHML	Hamilton, Ont.	700
CHNC	New Carlisle, Que.	706
CHNO	Sudbury, Ont.	703
CHNS	Halifax, N. S.	698
CHOK	Sarnia, Ont.	702
CHOV	Pembroke, Ont.	702
CHRC	Quebec City, Que.	707
CHRL	Roberval, Que.	707
CHSJ	Saint John, N. B.	696
CHUB	Nanaimo, B. C.	693
CHUM	Toronto, Ont.	703
CHVC	Niagara Falls, Ont.	701
CHWK	Chilliwack, B. C.	692
CJAD	Montreal, Que.	706
CJAT	Trail, B. C.	693
CJAV	Port Alberni, B. C.	693
CJBC	Toronto, Ont.	703
CJBR	Belleville, Ont.	699
CJBR	Rimouski, Que.	707
CJCA	Edmonton, Alta.	691
CJCB	Sydney, N. S.	698
CJCH	Halifax, N. S.	698
CJCS	Stratford, Ont.	702
CJDC	Dawson Creek, B. C.	692
CJEM	Edmundston, N. B.	696
CJFP	Riviere-Du-Loup, Que.	707
CJFX	Antigonish, N. S.	697
CJGX	Yorkton, Sask.	710
CJIB	Vernon, B. C.	694

Call Letters	City	See Page
CJIC	Sault Ste. Marie, Ont.	702
CJKL	Kirkland Lake, Ont.	700
CJLS	Yarmouth, N. S.	698
CJMS	Montreal, Que.	706
CJMT	Chicoutimi, Que.	705
CJNB	North Battleford, Sask.	709
CJOB	Winnipeg, Man.	695
CJOC	Lethbridge, Alta.	692
CJON	St. John's, Nfld.	697
CJOR	Vancouver, B. C.	694
CJOY	Guelph, Ont.	700
CJQC	Quebec City, Que.	707
CJRL	Kenora, Ont.	700
CJRW	Summerside, P. E. I.	704
CJSO	Sorel, Que.	708
CJVI	Victoria, B. C.	694
CKAC	Montréal, Que.	706
CKBB	Barrie, Ont.	699
CKBI	Prince Albert, Sask.	709
CKBL	Matane, Que.	705
CKBM	Montmagny, Que.	705
CKBW	Bridewater, N. S.	697
CKCH	Hull, Que.	705
CKCK	Regina, Sask.	709
CKCL	Truro, N. S.	698
CKCR	Kitchener, Ont.	700
CKCV	Quebec City, Que.	707
CKCW	Moncton, N. B.	696
CKDA	Victoria, B. C.	694
CKDM	Dauphin, Man.	695
CKEC	New Glasgow, N. S.	698
CKEN	Kentville, N. S.	698
CKEY	Toronto, Ont.	704
CKFH	Toronto, Ont.	704
CKFI	Fort Francis, Ont.	699
CKGB	Timmins, Ont.	703
CKGR	Galt, Ont.	700
CKLB	Oshawa, Ont.	701
CKLC	Kingston, Ont.	700
CKLD	Thetford Mines, Que.	708
CKLG	Vancouver, B. C.	694
CKLN	Nelson, B. C.	693
CKLS	La Sarre, Que.	705
CKLW	Windsor, Ont. (See U. S. Listing, Detroit Michigan)	704
CKMO	Vancouver, B. C.	694
CKMR	New Castle, N. B.	696
CKNB	Campbellton, N. B.	696
CKNW	New Westminster, B. C.	693
CKNX	Wingham, Ont.	704
CKOC	Hamilton, Ont.	700
CKOK	Penticton, B. C.	693
CKOM	Paskatoon, Sask.	710
CKOV	Kelowna, B. C.	693
CKOX	Woodstock, Ont.	704

Call Letters	City	See Page
CKOY	Ottawa, Ont.	701
CKPC	Bantford, Ont.	699
CKPG	Prince George, B. C.	693
CKPR	Fort William, Ont.	699
CKRB	St. George De Beauce, Que.	707
CKRC	Winnipeg, Man.	695
CKRD	Red Deer, Alta.	692
CKRM	Regina, Sask.	709
CKRN	Rouyn, Que.	707
CKRS	Jonquiere, Que.	705
CKSB	Saint Boniface, Man.	695
CKSF	Cornwall, Ont.	699
CKSM	Shawinigan Falls, Que.	708
CKSO	Sudbury, Ont.	703
CKTB	Ste. Catherines, Ont.	702
CKTR	Trois-Rivieres, Que.	708
CKTS	Sherbrooke, Que.	708
CKVD	Val D'or, Que.	708
CKVL	Montreal, Que.	706
CKVM	Ville-Marie, Que.	709
CKWS	Kingston, Ont.	700
CKWX	Vancouver, B. C.	694
CKX	Brandon, Man.	695
CKXL	Calgary, Alta.	691
CKY	Winnipeg, Man.	695
CKYL	Peace River, Alta.	692
VOAR	St. John's Nfld.	697
VOCM	St. John's Nfld.	697



**ALL-CANADA RADIO**  
FACILITIES LIMITED

Let  
"All-Canada"  
Serve You!

**CANADA'S  
FOREMOST  
RADIO  
ORGANIZATION**



TORONTO  
MONTREAL  
VANCOUVER  
CALGARY  
WINNIPEG

Representing  
29 Key Stations  
Coast-to-Coast  
in Canada

**LARGEST CANADIAN  
DISTRIBUTORS OF  
PACKAGED SHOWS**



# ALBERTA

## CFAC

CALGARY—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By.... Calgary Bcstg. Co., Ltd.  
Bus.-Studio Address.... 1000 Greyhound Bldg.  
Phone: 6-1036 Air Time: Full Time  
News Service ..... BN, PUB, CP  
Newspaper Affil. .... Herald  
Transcription... Thesaurus, World Associated  
Representative ..... All-Canada, Weed  
Membership ..... CARTB  
President..... John D. Southam  
Manager..... A. M. Cairns  
Commercial Manager..... D. H. Hartford  
Program Director..... G. A. Brown  
Promotion Manager..... R. J. Tregillus  
Chief Engineer..... E. C. Connor

## CFCN

CALGARY—1922—CBC

Frequency: 1060 Kc. Power: 10,000 Watts  
Owned-Oper. By. The Voice of the Prairies, Ltd.  
Bus.-Studio Address... 12th Ave. & 6th St., East  
Phone: 2-1161 Air Time: Full Time  
News Service ..... BUP, BN (CP)  
Transcription... SESAC, Lang-Worth, Capitol  
Rep... Radio-Rep. Ltd., Can. Sta. Rep., Oakes  
Membership ..... CARTB, B.B.M  
Pres., Gen. Mgr. .... H. G. Love  
Commercial Manager..... L. R. Roskin  
Program Director..... Gordon L. Carter  
Chief Engineer..... Robert Lamb

## CKXL

CALGARY—1950

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By ..... CKXL Ltd.  
Address..... 210 9th Ave. W.  
Phone: 63026 Air Time: Full Time  
Representative ..... H. C. Stovin, Forjoe  
News Service ..... BUP, PN  
Membership ..... CARTB, BBM  
President ..... F. R. Shaw  
V.P., Gen. Mgr. .... A. R. Mackenzie  
Gen. Sales Mgr..... Bruce D. Alloway  
B'cast. Mgr..... Peter J. Edwards  
Chief Engineer ..... Gordon Morrison

## CFCW

CAMROSE—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Camrose Bcstg. Co.  
General, Promotion Mgr..... Tom Shandro  
Commercial Manager..... Hal Yerxa  
Prod. Mgr., Program Dir..... Allan Brooks  
Chief Engineer..... Kenneth Anholt

## CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.

Bus.-Studio Address.... 713 MacDonald Hotel  
General Manager..... J. Alphonse Ouimet  
Commercial Manager..... W. E. Powell  
Chief Engineer..... W. G. Richardson

## CBXA

EDMONTON—1953—CBC

Frequency: 740 Kc. Power: 250 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.  
Bus.-Studio Address..... MacDonald Hotel  
General Manager..... Alphonse Ouimet  
Commercial Mgr..... W. E. Powell  
Program Director..... D. Claringbull  
Engineer..... W. G. Richardson

## CFRN

EDMONTON—1934—CBC

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.  
Business-Studio Address..... 109 CPR Bldg.  
Phone: 22101 Air Time: Full Time  
News Service ..... BUP, BN  
Transcription Service ..... Lang-Worth  
Representative ..... R-R., Young, Oakes  
Membership ..... CARTB  
Pres., Gen., Sta. Mgr..... G. R. A. Rice  
Commercial Mgr..... A. J. Hoppe  
Program Director..... George A. Duffield  
Publicity Director..... Isobel McDonald  
Chief Engineer..... Frank G. Makepeace

## CHED

EDMONTON—1954—CBC

Frequency: 1080 Kc. Power: 1,000 Watts.  
Owned-Oper. By..... CHED, Ltd.  
Address..... 107th St. & 100th Ave.  
Phone ..... 4-2111  
Representative..... Stovin, Forjoe, Canada  
Manager ..... Don McKay  
Commercial Mgr..... Don MacLean  
Production Manager..... Jerry Forbes  
Chief Engineer..... Clint Nichols

## CHFA

EDMONTON—1949—CBC

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Operated By.... Radio Edmonton, Ltd.  
Business Address..... 10012 109th St.  
Phone: 42157 Air Time: Full Time  
Trans. Ser. .... SESAC  
News Service ..... BUP  
Rep..... Omer Renaud Co., Hunt, McGillvra  
President ..... P. Mousseau  
Gen. Sta. Mgr..... Leo Remillard  
Comm. Mgr. .... Jean Gautron  
Chief Engineer..... Robert D. Guy

## CJCA

EDMONTON—1922—CBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By... Edmonton Bcstg. Co., Ltd.  
Bus.-Studio Address..... 452 Birks Bldg.  
Phone: PBX 44131 Air Time: Full Time

News Service.....PN, BUP, CP  
 Newspaper Affil.....Journal  
 Trans. Serv.....Thesaurus, World  
 Representative.....All-Canada, Weed  
 Membership.....NARTB  
 Station Manager.....Gerry Gaetz  
 Asst. Sta. Mgr.....Rolle Barnes  
 Commercial Manager.....Cameron Perry  
 Program Director.....Dalt Elton  
 Promotion Manager.....Miss Win Sutton  
 Chief Engineer.....Frank Hollingsworth

**CFGP**

**GRANDE PRAIRIE—1937—CBC**

Freq.: 1050 Kc....Power: 5 Kw. d., 500 W. n.  
 Owned By.....Northern Bcstg. Corp., Ltd.  
 Address.....9901-99th St.  
 Phone: 2311.....Air Time: Full Time  
 News Service.....BN  
 Transcription Service.....World  
 Representative.....All-Canada, Weed  
 Membership.....CAB, WAB  
 President.....J. E. Thomson  
 Gen. Mgr.....Harold Carson  
 Station Manager.....Arthur J. Balfour  
 Commercial Manager.....Jack E. Soars  
 Program Director.....Gean Ross  
 Pub. Dir.....Bernard Funsten  
 Chief Engineer.....Jim de Roaldes

**CJOC**

**LETHBRIDGE—1926—CBC**

Freq.: 1220 Kc....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By.....Lethbridge Bcstg., Ltd.  
 Address.....1015 Third Ave. S.  
 Phone: 3161.....Air Time: Full Time  
 News Service.....BN, BUP, CP  
 Transcription Service.....Assoc., Thesaurus,  
 Lang-worth, World  
 Representative.....Weed, All-Canada  
 Membership.....CAB, BBM, WAB  
 Pres. & Gen. Mgr.....H. R. Carson

Station Manager.....N. Botterill  
 Prom. Mgr.....Bob Ranson  
 Commercial Manager.....J. Budd  
 Program Director.....Bob Reagh  
 Chief Engineer.....Doug Card

**CHAT**

**MEDICINE HAT—1946—CBC**

Frequency: 1270 Kc....Power: 1000 Watts  
 Owned-Oper. By.....Monarch Bcstg. Co., Ltd.  
 Address.....520 First St.  
 Phone Number.....2821  
 Representative.....Weed, All-Canada  
 Transcription Library.....World  
 President.....J. H. Yull  
 Gen., Sta. Mgr.....R. J. Buss  
 Chief Engineer.....Ian Carson

**CKYL**

**PEACE RIVER—1954**

Frequency: 630 Kc....Power: 1000 Watts  
 Owned-Oper. By.....Peace River Bcstg. Co.  
 Address.....Radio Building  
 Representative.....Canadian Station Reprs.  
 Manager.....W. P. Dunbeck  
 Production Mgr.....J. Barron

**CKRD**

**RED DEER—1949—CBC**

Freq.: 850 Kc....Power: 1 Kd. d., 1 Kw. n.  
 Owned-Oper. By.....Central Alberta Bcstg. Co.  
 Business Address.....Foster Block  
 Phone: 2083.....Air Time: Full Time  
 News Service.....BUP  
 Representative.....Radio Reprs., Young  
 Trans. Ser.....Capital  
 Pres., Gen., Sta. Mgr.....Gordon S. Henry  
 Comm. Mgr.....Ken F. Wright  
 Program Director.....John Barton  
 Chief Engineer.....Ken L. Martin

**BRITISH COLUMBIA**

**CHWK**

**CHILLIWACK—1927—CBC**

Frequency: 1270 Kc....Power: 1000 Watts  
 Owned-Oper. By.....Fraser Valley Bcstrs., Ltd.  
 Business-Studio Address.....50 Yale Rd. E.  
 Phone: 7511-21.....Air Time: Full Time  
 Representative.....All-Canada, Weed  
 Membership.....CARTB, WAB, BCAB  
 President.....C. Casey Wells  
 Gen. Mgr., Chief Engr.....Jack Pilling  
 Commercial Manager.....W. G. Teetzel  
 Production Mgr.....J. M. MacLachlan  
 Chief Eng.....Jack Pilling

Business Address.....2nd Ave. & 9th St.  
 Phone Number.....216  
 News Service.....Broadcast News  
 Transcription Service.....Associated  
 Representative.....Radio Representatives, Cooke  
 Membership.....CARTB  
 President.....W. B. Michaud  
 General Manager.....Paul Guy  
 Production Manager.....Michael Laverne  
 Publicity Director.....Ethyl Emes  
 Chief Engineer.....Don Everton

**CFJC**

**KAMLOOPS—1927—CBC**

**CJDC**  
**DAWSON CREEK—1947**  
 Frequency: 1350 Kc....Power: 1000 Watts  
 Owned-Operated By.....Radio Station CJDC, Ltd.

Frequency: 910 Kc....Power: 1 Kw. d.  
 Owned.....Ian G. Clark, Ltd.  
 Address.....310 St. Paul St.  
 Phone: 1021.....Air Time: Full Time  
 Newspaper Affil.....Sentinel

News Service ..... BNS  
 Trans. Service ..... World  
 Sta. Rep. .... All-Canada, Weed  
 Membership ..... CARTB  
 Gen., Sta. Mgr. .... Ian G. Clark  
 Comm. Mgr. .... R. J. Innes  
 Program Dir. .... W. Harwood  
 Publicity Dir. .... Pat Marini  
 Chief Engineer ..... Fred Webber

## CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Okanagan Bcstrs., Ltd.  
 Business-Studio Address ..... Box 1481  
 Phone: 3331 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... World  
 Representative ..... All-Canada, Weed  
 Membership ..... CARTB  
 Pres. .... J. W. B. Browne  
 Gen. Mgr. .... J. H. Browne  
 Station Manager ..... D. Reid  
 Promotion Mgr. .... Freda Woodhouse  
 Chief Engineer ..... J. Fred Weber

## CHUB

NANAIMO—1949

Frequency: 1570 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Standard Bcstg. Co.  
 Business Address ..... Malaspina Hotel  
 Air Time ..... Full Time  
 News Service ..... BUP  
 Transcription Service ..... World, Standard  
 Rep. .... Stephens & Towndrow, Hunt, Cooke  
 General Manager ..... C. J. Rudd  
 Commercial Mgr. .... Sheila Hassell  
 Program Director ..... Victor Fergie  
 Chief Engineer ..... E. Ross MacIntyre

## CKLN

NELSON—1939—CBC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... News Publishing Co., Ltd.  
 Address ..... 266 Baker St.  
 Phone: 19 ..... Air Time: Full Time  
 Newspaper Affiliation ..... Nelson Daily News  
 News Service ..... PN  
 Representative ..... Stovin, Young  
 Membership ..... CARTB, WARTB, BCARTB, BBM  
 President ..... Maj. R. H. Green  
 General Manager ..... C. W. Ramsden  
 Station Mgr., Chief Engineer ..... A. R. Ramsden

## CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc. .... Power: 5000 Watts  
 Owned By ..... Intl. Bcstg. Co., Ltd.  
 Business-Studio Address ..... 227 Columbia St.  
 Phone: N.W. 3000 ..... Air Time: Full Time  
 News Service ..... UP, AP  
 Transcription ..... Associated, Standard, Cole  
 Representative ..... Forjoe, Nat. Bcstg. Sales  
 Membership ..... BAB  
 Pres., Gen., Mgr. .... William Rea, Jr.

Assistant Manager ..... Hugh Wallace  
 Prog. Dir. .... Hal Davis  
 Station Mgr. .... W. Hughes  
 Merchandising Dir. .... M. Cooper  
 Sls. Prom. Mgr. .... S. Buchanan  
 Chief Engineer ..... Clare Purvis

## CKOK

PENTICTON—1948

Freq.: 800 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Operated By ..... CKOK, Ltd.  
 Business-Studio Address ..... 125 Nanaimo Ave.  
 Phone Number ..... 2800, 2850  
 Transcription Service ..... Standard  
 Representative ..... Mulvihill, Cooke  
 Membership ..... BCARTB, WAB, CARTB  
 Managing Director ..... Maurice P. Finnerly  
 Station Manager ..... Roy G. Chapman  
 Comm. Mgr. .... Warren Johnstone  
 Program Director ..... Russ Richardson  
 Chief Engr. .... George Cameron

## CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... CJAV, Ltd.  
 Address ..... 735 Third Ave., N.  
 Phone: 604 ..... Air Time: Full Time  
 News Service ..... PN, Reuters  
 Transcription ..... Lang-Worth, Cole, Capitol,  
 Standard, World  
 Membership ..... CARTB  
 President ..... Harold E. Warren  
 Managing Dir. .... Kenneth Hutcheson  
 Comm. Mgr. .... J. Geoffrey Holmes  
 Program Dir. .... Thomas A. Rennie  
 Publicity Dir. .... James A. Halldorsen  
 Chief Engineer ..... Ross McIntyre

## CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station CKPG, Ltd.  
 Address ..... 1220 Sixth Ave.  
 Phone Number ..... 140  
 Representative ..... All-Canada, Weed  
 Membership ..... CARTB, BBM  
 President ..... Frank H. Elphicke  
 General Manager ..... Cecil G. Elphicke  
 Commercial Manager ..... Jack Carbutt  
 Production Mgr. .... Chuck Cawdell

## CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By ..... Canadian Broadcasting Corp.  
 Address ..... 336 Second Ave., W.  
 Representative ..... Stovin  
 General Manager (CBC) ..... J. A. Ouimet

## CJAT

TRAIL—1931—CBC

Frequency: 610 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Kootenay Bcstg. Co., Ltd.

Business-Studio Address.....815 Victoria St.  
 Phone Number .....1840  
 News Service .....AP  
 Rep.....Weed, All-Canada Radio Facilities  
 President.....A. S. Mawdsley  
 General Manager.....John W. Loader  
 Commercial Manager.....Lorne V. McLeod  
 Program Director.....J. P. Kobluk  
 Chief Engineer.....John D. Hepburn

### C B U

#### VANCOUVER—1936—CBC

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....701 Hornby St.  
 Phone Number .....Marine 6121  
 News Service.....BUP, R, CP  
 General Manager (CBC)...J. Alphonse Oulmet  
 Commercial Mgr. (CBC)....Walter E. Powell  
 Regional Representative.....Kenneth Caple  
 Regional Prog. Dir.....Doug Nixon  
 Press Info. ....Ron C. Fraser  
 C. Engineer.....W. G. Richardson

### C J O R

#### VANCOUVER—1926—CBC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CJOR, Ltd.  
 Business-Studio Address.....846 Howe St.  
 Phone Number.....MARine 6464  
 News Service.....BUP, UP, CP  
 Transcription Service.....Thesaurus  
 Rep.....Stovin, Canadian Sta. Reps, Ltd.  
 Membership .....CAB  
 Pres., Gen. Mgr.....George C. Chandler  
 Exec. Assistant.....F. W. H. Wellwood  
 Chief Engineer.....Art Chandler  
 Commercial Mgr.....Don Laws

### C K L G

#### VANCOUVER—1954

Frequency: 1070 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Gibson Bros. Ltd.  
 Address.....143 E. 11th, North Vancouver  
 Phone .....York 1101  
 General Manager.....Robert T. Bowman  
 Commercial Manager.....John N. Hunt  
 Chief Engineer.....E. G. T. Payne

### C K M O

#### VANCOUVER—1922

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....B. C. Bcstg. System, Ltd.  
 Address.....812 Robson St.  
 Phone Number.....MARine 1271  
 Transcription Service.....Associated, SESAC  
 Representative .....Cooke, Renaud  
 President.....Mrs. R. J. Sprott  
 Managing Director.....Mrs. K. M. Willis  
 Chief Engineer.....D. Rogers

### C K W X

#### VANCOUVER—1923—MBS

Frequency: 980 Kc.....Power: 5000 Watts  
 Business-Studio Address.....543 Seymour St.  
 Phone: TA. 5131.....Air Time: Full Time  
 News Service.....CP, BUP  
 Transcription Service .....World  
 Representative .....All-Canada, Weed  
 Membership .....BAB  
 President .....Arthur Holstead  
 Vice-Pres., Gen. Mgr.....Frank H. Elphicke  
 Commercial Manager.....John L. Sayers  
 Program Director.....John Ansell  
 Sales Promotion Mgr.....Tosh MacDonald  
 Publicity Dir.....Ken Hughes  
 Chief Engineer.....Charles Smith

### C J I B

#### VERNON—1947—CBC-DOMINION

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Interior Bcstrs., Ltd.  
 Business Address.....3330 Barnard Ave. W.  
 Phone: 3900.....Air Time: Full Time  
 News Service .....PN  
 Rep.....Radio Representatives, Cooke  
 General Manager.....A. G. Seabrook  
 Commercial Mgr.....Larry Scott  
 Program Director.....Don Warner  
 Publicity Dir.....Dave Lilwall  
 Chief Engineer.....Loren Merriman

### C J V I

#### VICTORIA—1941—CBC

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Island Bcstg. Co., Ltd.  
 Business-Studio Address.....817 Fort Street  
 Phone: BE. 8221.....Air Time: Full Time  
 News Service .....BN  
 Transcription Service .....Assd. World  
 Representative .....Weed, All-Canada  
 Membership .....CARTB  
 President.....J. M. Taylor  
 General Manager.....W. M. Guild  
 Commercial Manager.....Lee F. Hallberg  
 Sales Prom. Mgr.....Hugh Crovis  
 Program Director .....V. J. Groves  
 Chief Engineer.....Joe Sommers

### C K D A

#### VICTORIA—1950—CBC

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Capital Bcstg. System  
 Address.....1450 Douglas St.  
 Phone: 4-9311.....Air Time: Full Time  
 News Service .....BUP, CP  
 Transcription Service.....Standard, SESAC  
 Representative .....Forjoe Radio Reps.  
 P-es., Gen. Mgr.....David M. Armstrong  
 Commercial Mgr.....Gordon M. Reid  
 Production Mgr.....David G. Hill  
 Publicity Director .....Philip J. Baldwin  
 Chief Eng. ....Norman E. Bergquist

# MANITOBA

## CKX

BRANDON—1928—CBC

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By... Western Manitoba Bcstrs.  
Address... 8th St. & Princess Ave.  
Phone: 4532 Air Time: Full Time  
Transcription Service... Thesaurus, SESAC  
Representative... Radio Representatives, Young  
News Service... BUP, BN  
Membership... WAB, CARTB  
Managing Director... J. B. Craig  
Commercial Manager... E. D. Holland  
Program Director... Eric Davies  
Publicity Director... Archie Olson  
Chief Engineer... Humphrey Davies

## CKDM

DAUPHIN—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned... Dauphin Bcstg. Co., Ltd.  
Address... 3rd Ave., N. E.  
Phone: 3230, 3270 Air Time: Full Time  
News Service... CP  
Trans. Service... SESAC  
Representative... Radio-Rep., Young  
Pres., Gen. Mgr... Mrs. G. Peebles  
Asst. & Comm. Mgr... J. M. Henderson  
Program Dir... Ted Benoit  
Chief Engineer... R. D. Huges

## CFAR

FLIN FLON—1937—CBC

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Arctic Radio Corp., Ltd.  
Address... 436 Main St.  
Phone: 4422 Air Time: Daytime  
News Service... BN  
Trans. Service... SESAC, Lang-Worth, ASCAP  
Representative... Stovin, Young  
Membership... CARTB  
President... J. Mundie  
Station Manager... C. H. Whitney  
Commercial Manager... T. Ashmore  
Program Director... E. Smallwood

## CKSB

ST. BONIFACE—1946—CBC

Frequency: 1250 Kc. Power: 1 Kw. d., 1 Kw. n.  
Owned... Radio-St. Boniface Ltd.  
Address... 607 Langevin St.  
Phone: 20-4865 Air Time: Daytime  
News Service... BUP  
Trans. Service... SESAC  
Representative... Renaud, McGillivra, Hunt  
President... Celestin Champagne  
General Mgr... Roland Couture  
Commercial Mgr... Raoul Normandeau  
Program Dir... Denis Belair  
Chief Engineer... Yves Savignac

## CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc. Power: 50,000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Business Address... 541 Portage Ave.  
Phone: 742-541 Air Time: Full Time  
Regional Representative... J. R. Finlay  
Chrm. of Board... A. Davidson Duntton  
General Manager... J. Alphonse Ouimet  
Station Manager... J. N. Mogridge  
Commercial Mgr... W. E. Powell  
Reg. Prog. Director... Dan E. Cameron  
Publicity Director... Jack Brickenden  
Reg. Chief Engineer... W. G. Richardson

## CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Blick Bcstg., Ltd.  
Business-Studio Address... Lindsay Bldg.  
Phone Number... 926, 374  
Transcription Service... World, Thesaurus,  
Associated, Standard, Lang-Worth  
Membership... CAB  
President, General Manager... J. O. Blick  
Commercial Manager... A. J. Messner  
Sales Prom. Mgr... H. J. Gibson  
Production Mgr... George C. Davies  
Chief Engineer... R. V. Durie

## CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts  
Owned... Transcanada Communications, Ltd.  
Bus.-Studio Address... 300 Carlton St.  
Phone: 922-266 Air Time: Daytime  
News Service... BUP, BN, CP  
Transcription Service... Lang-Worth, Standard  
Membership... CARTB, BBM  
Representative... Weed, All-Canada  
President... Clifford Sifton  
Gen. Sta. Mgr... William A. Speers  
Commercial Manager... B. M. Pirie  
Prom., Pub. Mgr... Wm. H. Edge  
Program Director... J. M. Hill  
Publicity Dir... F. M. Desourdy  
Chief Engineer... A. W. Hooper

## CKY

WINNIPEG—1950

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By... Station CKY, Ltd.  
Business Address... 432 Main St.  
Phone: 931, 531 Air Time: Full Time  
Transcription... Capital, SESAC, Associated  
Representative... Stovin, Cooke  
Membership... CAB, WAB  
President... Lloyd E. Moffatt  
Adv. Sales Mgr... W. E. Collier  
Local Sales Mgr... C. F. Hawkins  
Sales Prom. Mgr... Harry O. Watts  
Program Director... Jack R. Stewart  
Chief Engineer... A. Melowanchuck

# NEW BRUNSWICK

## C K N B

### CAMPBELLTON—1939—CBC

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Oper. By. Restigouche Bcstg. Co., Ltd.  
Business Address. 110 Water St.  
Phone: 3-2009 Air Time: Full Time  
Representative Hardy, Weed  
News Service CP  
Membership CARTB, BBM  
President J. Wesley MacDonald  
General Manager Dr. Charles H. Houde  
Prod. Mgr. Bill Harper  
Station Manager Stan Chapman  
Program Director Bob Richards  
Chief Engineer Phil Paquette

## C J E M

### EDMUNDSTON—1944—CBC

Frequency: 570 Kc. Power: 1000 Watts  
Owned-Oper. By. Edmundston Radio, Ltd.  
Phone: 880 Air Time: Full Time  
Transcription Service SESAC  
News Service BN  
Representative Stovin, Young  
President George Michaud  
Managing Dir. Jack Brilliant  
Station Manager Maurice Lacasse  
Sales Prom. Mgr. Maurice Lacasse  
Comm. Prom. Mgr. Georges Guerrette  
Program Director Paul-Emile Carrier  
Chief Engineer Adrien Garceau

## C F N B

### FREDERICTON—1923—CBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By. James S. Neill & Sons, Ltd.  
Phone: 5501 Air Time: Full Time  
News Service UP, AP  
Transcription Service Thesaurus, Standard  
Representative All-Canada, Weed  
Membership CARTB  
Gen., Sta. Mgr. Dr. Malcolm Neill  
Comm. Prom. Mgr. H. L. McFee  
Program Director J. T. H. Fenety  
Chief Engineer Glenn D. Love

## C B A F

### MONCTON—1954—CBC

Frequency: 1300 Kc. Power: 5000 Watts  
Address Georges & Archibald Sts.  
Representative Canadian Bcstg. Corp.  
General Manager Alphonse Ouimet  
Commercial Mgr. M. Valiquette  
Regional Director W. S. Briggs  
Press & Info. Service Dir. R. C. Fraser  
Engineer W. G. Richardson

## C K C W

### MONCTON—1934—CBC

Frequency: 1220 Kc. Power: 5000 Watts  
Owned-Oper. By. Moncton Bcstg., Ltd.  
Phone: 4-9111, 2, 3, 4. Air Time: Full Time  
News Service BUP, RP, BN  
Transcription Service Lang-Worth

Representative Young, Stovin  
Membership BAB  
Pres., Gen. Mgr. F. A. Lynds  
Commercial Manager T. Tonner  
Program Director W. Fulton  
Publicity Dir. R. B. Reid  
Chief Engineer Arnold Brewster

## C K M R

### NEW CASTLE—1949—CBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned. Miramichi Bcstg. Co., Ltd.  
Phone: 690 Air Time: Full Time  
News Service BUP  
Representative Renaud  
President L. W. Flett  
Gen., Sta. Comm. Mgr. R. J. Wallace  
Prog., Pub. Dir. D. L. Leeman

## C B A

### SACKVILLE—1939—CBC

Frequency: 1070 Kc. Power: 50,000 Watts  
Owned-Oper. By. Canadian Bcstg. Corp.  
Bus.-Studio Address. 100 Sackville St.,  
Halifax, N. S.  
Phone Number 3-6188  
News Service BUP, CP, R  
Regional Representative W. E. S. Briggs  
General Manager (CBC) J. Alphonse Ouimet  
Station Manager S. R.  
Program Director H. J. Boyle  
Publicity Director R. C. Fraser  
Chief Engineer G. W. Olive

## C F B C

### SAINT JOHN—1946—CBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By. Fundy Bcstg. Co., Ltd.  
Address 68 Carleton St.  
Phone: 2-3301 Air Time: Full Time  
News Service BUP  
Transcription Service Thesaurus  
Representative Weed, Hunt, Nat'l Bcst. Sales  
Membership CARTB  
President A. M. A. McLean  
General Manager Hugh T. Trueman  
Commercial Manager C. F. Bedford  
Program Director Wm. Tonner  
Prom. Mgr., Publ. Dir. R. J. Gallagher  
Chief Engineer H. M. Stout

## C H S J

### SAINT JOHN—1934—CBC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By. New Brunswick Bcstg. Co.  
Business-Studio Address. 14 Church St.  
Phone: 3-3304 Air Time: Full Time  
Newspaper Affil. Journal, Globe  
Transcription Service World, Lang-Worth  
Representative Stovin, Young  
Membership NARTB  
Station Manager George A. Cromwell  
Program Director Cleve G. Stillwell  
Asst. Station Manager Earl McCarron  
Chief Engineer J. G. Bishop

# NEWFOUNDLAND

## CBY

CORNER BROOK—1942—CBC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Air Time.....Full Time  
Representative.....C. V. Hierlihy  
Gen. Mgr. (CBC).....J. Alphonse Ouimet

## CBG

GANDER—1949—CBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Address.....P. O. Drawer 32  
Phone Number.....349  
News Service.....CP, BUP, Reuters, PN  
General Manager.....J. A. Ouimet

## CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Address.....Munro Bldg.  
Phone Number.....2102  
Air Time.....16½ hrs.  
Gen. Mgr. (CBC).....J. Alphonse Ouimet  
Station Manager.....John J. Grace  
Press & Info. Ser. Director (CBC).....Ron C. Fraser

## CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Address.....St. John's  
Air Time.....16½ hrs.  
News Service.....CP, Reuters  
Representative.....CBC  
General Manager (CBC).....J. Alphonse Ouimet  
Commercial Mgr. (CBC).....W. E. Powell  
Publ. Director (CBC).....Ron C. Fraser  
Chief Engineer (CBC).....C. W. Olive

## CJON

ST. JOHN'S—1951

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.  
Address.....Prince of Wales St.  
Phone: 7106 Air Time: Full Time  
News Service.....AP, CP, BN  
Transcription Service.....Lang-Worth, SESAC  
Reps.....All-Canada Radio, Weed  
Membership.....CABT, BBM  
Pres., Gen. Mgr.....Geoffrey W. Stirling  
Station Manager.....Don Jamieson  
Commercial Manager.....F. Dawe  
Sales Prom. Mgr.....Jack Baird  
Program Director.....Art Hartnett  
Publicity Director.....C. Yuill  
Chief Engineer.....Oscar Hierlihy

## VOAR

ST. JOHN'S—1929

Frequency: 1230 Kc. Power: 100 Watts d.  
Owned-Oper. By.....Nfld. Mission Conf.  
Address.....P. O. Box 574  
Phone.....6760  
Pres., Gen. Mgr.....Philip Moores

## VOCM

ST. JOHN'S—1936

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Operated By...Colonial Bcstg. System  
Business Address...Water at McBride's Hill  
Phone.....3148-9  
News Service.....CP, PN, BUP  
Transcription Service.....Thesaurus, World  
Membership.....CARTB, AAB  
Representative.....Stovin, Canada, Young  
Managing Director.....H. N. Butler  
Commercial Manager.....M. Shulman  
Program Director.....J. Regan  
Chief Engineer.....W. B. Williams

# NOVA SCOTIA

## CJFX

ANTIGONISH—1943—CBC

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By...Atlantic Bcstrs., Ltd.  
Address.....Box 280  
Phone: 580 Air Time: Full Time  
Transcription Service.....SESAC  
Representative.....Mulvihill, Young  
General Manager.....J. Clyde Nunn  
Sales Prom. Mgr.....C. M. Tierney  
Program Director.....Charles O'Brien  
Publicity Dir.....Bruce Rafuse  
Chief Engineer.....G. C. MacDougall

## CKBW

BRIDEWATER—1947

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By...Acadia Bcstg. Co., Ltd.

Address.....399 King St.  
Representative.....R.R. Cooke  
President.....C. J. Morrow  
General Manager.....John F. Hirtle  
Station Manager.....James A. MacLeod  
Comm. Mgr.....J. C. Newell  
Sales Prom. Mgr.....Lester L. Rogers  
Program Director.....A. Maxwell Ramey  
Publicity Director.....R. A. MacLaren  
Chief Engineer.....Douglas B. Hirtle

## CBH

HALIFAX—1947—CBC

Frequency: 1330 Kc. Power: 250 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Business-Studio Address.....100 Sackville St.  
General Manager.....J. Alphonse Ouimet  
Station Manager.....S. R. Kennedy  
Press & Info Service Director.....Ron Fraser

# CHNS

HALIFAX—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Maritime Bcstg. Corp., Ltd.  
 Bus.-Studio Address.....10 Tobin St.  
 Phone: 3-8318.....Air Time: Full Time  
 News Service.....CP, BUP  
 Newspaper Affil...Chronicle-Herald, Mail-Star  
 Transcription Service..Thesaurus, Lang-Worth  
 Representative.....All-Canada, Weed  
 Membership.....CARTB  
 President.....Graham W. Dennis  
 Gen., Station Manager....Gerald Redmond  
 Commercial Manager.....Douglas Grant  
 Sales Prom. Mgr.....John Holden  
 Program Manager.....John A. Funston  
 Chief Engineer.....Arthur H. Greig

# CJCH

HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By...Chronicle Co. Ltd.  
 Bus.-Studio Address.....741 Robie St.  
 Phone: 5-5443.....Air Time: Full Time  
 Transcription Service.....World  
 Representative.....Mulvihill  
 Managing Director.....B. P. McCurdy  
 Station Manager.....E. Finlay MacDonald  
 Prod. Mgr.....Leonard J. Chapple  
 Prog. Dir.....Al Foster  
 Commercial Mgr.....C. L. Chambers  
 Chief Engineer....A. Reginald MacWilliams

# CKEN

KENTVILLE—1944

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Evangeline Bcstg. Co. Ltd.  
 Business-Studio Address.....Radio Center  
 Phone: Kentville 2111.....Air Time: Full Time  
 News Service.....CP  
 Transcription Service.....World  
 Representative.....Alexander  
 Membership.....CARTB, BBM  
 President.....George Wilson  
 General Manager.....J. A. C. Lewis  
 Commercial Mgr.....Mrs. E. J. Macmillan  
 Sales Prom. Mgr.....B. M. Butler-Gray  
 Program Director.....W. A. Bishop  
 Publicity Director.....Graham Galloway  
 Chief Engineer.....A. M. Bishop

# CKEC

NEW GLASGOW

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hector Bcstg. Co.  
 General Manager.....James M. Cameron  
 Asst. Gen., Comm. Mgr.....Howard MacLean  
 Promotion Manager.....Ross Ingram  
 Chief Engineer.....Charles Gogen

# CBI

SYDNEY—1948—CBC

Freq.: 1140 Kc.....Power: 5000 Watts  
 Owned-Operated By...Canadian Bcstg. Corp.

Business-Studio Address.....247 Charlotte St.  
 Station Manager.....F. G. Cooke  
 Chief Eng.....G. R. Oulton

# CJCB

SYDNEY—1929—CBC

Frequency: 1270 Kc.....Power: 5000 d.,  
 1000 Watts n.  
 Owned-Oper. By....Cape Breton Bcstrs., Ltd.  
 Business-Studio Address.....Radio Bldg.  
 Phone Number.....5596-7  
 Air Time.....Full Time  
 News Service.....PN  
 Transcription Service..Thesaurus, Lang-Worth  
 Representative.....All-Canada, Weed  
 General Manager.....J. Marvin Nathanson  
 Commercial Manager.....R. M. Burchell  
 Sales Prom. Mgr.....M. C. MacQuarrie  
 Program Director.....T. C. Robertson  
 Chief Engineer.....A. E. Vernon

# CKCL

TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Colchester Bcstg. Co. Ltd.  
 Business Address.....7 Pleasant St.  
 Phone: 491.....Air Time: Full Time  
 News Service.....BUP, RP  
 Transcription Service.....Associated, World  
 Representative.....Radio Time Sales  
 Membership.....CARTB, BBM  
 President, General Mgr.....J. Arthur Manning  
 Comm. Mgr.....George B. Moore  
 Program Director.....Lloyd Cavanagh  
 Chief Engineer.....Sidney Bernasconi

# CFAB

WINDSOR—1944

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Evangeline Bcstg. Co. Ltd.  
 Address.....Radio Centre  
 Phone: 2111.....Air Time: Full Time  
 News Service.....CP  
 Transcription Service.....World  
 Representative.....Alexander  
 Membership.....CARTB, BBM  
 President.....George Wilson  
 General Manager.....J. A. C. Lewis  
 Comm. Mgr.....Mrs. E. J. MacMillan  
 Promotion Mgr.....Bernard Butler-Gray  
 Program Director.....Willard A. Bishop  
 Publicity Director.....Graham Galloway  
 Chief Engineer.....A. M. Bishop

# CJLS

YARMOUTH—1934—CBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Gateway Bcstg. Co. Ltd.  
 Address.....222 Main St.  
 Phone: 500.....Air Time: Full Time  
 News Service.....CP  
 Transcription Service.....All-Canada  
 Representative.....All-Canada, Weed  
 Pres., Gen., Comm. Mgr., Chf. Eng., D. L. Smith  
 Publicity Dir.....William Singer



# ONTARIO

## CKBB

BARRIE—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Barrie Bcstg. Co. Ltd.  
Address: 26 Dunlop St. W.  
Phone: 5585. Air Time: Full Time  
News Service: BN  
Membership: CARTB, BBM  
Representative: Young, Mulvihill  
Pres., Gen. Mgr.: Ralph T. Snelgrove  
Station Manager: H. J. Snelgrove  
Comm. Mgr.: Robert Hunter  
Program Director: Robert McLean  
Publicity Director: F. L. Fraser  
Chief Engr.: Jack Mattenley

## CJBQ

BELLEVILLE—1947—CBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Quinte Bcstg. Co., Ltd.  
Address: P. O. Box 399  
Phone: 3200. Air Time: Full Time  
Transcription Service: World, Thesaurus  
Representative: Stovin, Can. Sta. Rep.  
Membership: CARTB  
President: A. McLean Haig  
Station Manager: W. H. Stovin  
Commercial Manager: J. H. MacDonald  
Program Director: P. R. Flagler  
Chief Engineer: J. B. Buchanan

## CFJB

BRAMPTON—1953

Frequency: 1090 Kc. Power: 250 Watts  
Owned-Oper. By: CFJB, Ltd.  
Address: 2 Ellen St.  
Phone: 2321  
Rep.: Radio & TV Sales, Cooke  
President: William Martin  
General Manager: Fenwick Job  
Commercial Manager: Deryk Upton  
Chief Engineer: E. F. Job

## CKPC

BRANTFORD—1923—CBC

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By: Telephone City Bcst., Ltd.  
Address: 525 Colborne St.  
Phone: 3-2664. Air Time: Full Time  
Transcription Service: World  
News Service: BUP  
Transcription Service: World, Capitol  
Representative: J. L. Alexander  
Pres., Gen. Mgr.: Mrs. F. M. Buchanan  
Station Manager: R. Buchanan  
Comm. Manager: Wally Shubat  
Sales Prom., Pub. Director: A. J. Kelly  
Chief Engineer: J. Featherston

## CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: Eastern Ontario Bcstg. Co., Ltd.

Business-Studio Address: 17 King St. West  
Phone: 4628. Air Time: Full Time  
News Service: BUP  
Trans. Service: Lang-Worth  
Representative: Stovin, Young  
Membership: BBM  
Pres., Gen. Sta., Comm. Mgr.: Jack R. Radford  
Asst. Sta. Mgr.: Thomas Statham  
Program Director: Jim Chapman  
Chief Engineer: Sid Penstone

## CFCO

CHATHAM—1926—CBC—  
DOMINION

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Operated By: John Beardall  
Business Address: P. O. Box 277  
Phone Number: 2626  
News Service: BUP  
Transcription Service: Cole, Lang-Worth  
Pres., Gen. Manager: John Beardall  
Commercial Director: Peter Kirkey

## CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Standard-Freeholder, Ltd.  
Business-Studio Address: 36 Pitt St.  
Phone Number: 4800-01  
Air Time: 6:45 a.m.-11:45 p.m.  
News Service: CBN  
Transcription Service: Thesaurus  
Representative: Stovin, McGillivra  
Membership: CARTB  
Station Manager: Fred H. Pemberton  
Publicity Director: Alma Larocque  
Program Director: Carl Fisher  
Chief Engineer: Mahlon Clark

## CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc. Power: 1 Kw. d., 1 Kw. n.  
Owned By: Radio Station CKFI  
Business-Studio Address: 242 Scott St.  
Phone: 200. Air Time: Full Time  
News Service: BN  
Transcription Service: Keystone, Lang-Worth  
Rep.: Radio Reps., Cooke, Hunt, Lawson  
Pres., Gen. Mgr.: J. G. McLaren  
Station Manager: Gordon McBride  
Commercial Mgr.: Ted Ashton  
Chief Engineer: Dick Endseth

## CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Oper. By: H. F. Dougall Co., Ltd.  
Bus.-Studio Address: Radio Hall  
Phone: 33477. Air Time: Full Time  
News Service: CP, PR  
Trans. Ser.: Thesaurus.  
Rep.: Radio Representatives, Young  
Membership: CARTB  
Pres., Gen. Mgr.: H. F. Dougall

Sta., Comm. Mgr. .... George Jeffrey  
 Program Director ..... J. P. Friesen  
 Publicity Director ..... Jack Masters  
 Chief Engineer ..... W. T. Ross

**CKGR**  
 GALT—1954

Frequency: 1110 Kc. .... Power: 250 Watts  
 Owned-Oper. By... Margaret Gourlay Spohn  
 Address ..... 3 Amslie St.  
 Phone ..... 4318  
 Representative ..... Stovin  
 President ..... Mrs. Margaret Spohn  
 Managing Director ..... Gerald H. Lee  
 Advertising Representative... Derrick Crossey  
 Program Director ..... John Meadows  
 Chief Engineer ..... Gerald W. Lee

**CJOY**  
 GUELPH—1948

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... CJOY, Ltd.  
 Business Address ..... Bond Bldg.  
 Phone: 5500 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... Associated  
 Representative ..... Radio Reprs., Cooke  
 Membership ..... CARTB  
 Pres., Sta. Mgr. .... Wallace Slatter  
 Commercial Mgr. .... Frederick T. Metcalf  
 Program Director ..... Don LeBlanc  
 Chief Engineer ..... J. Milligan

**CHML**

HAMILTON—1927—CBC

Frequency: 900 Kc. .... Power: 5000 Watts  
 Owned-Oper. By... Maple Leaf Bcstg. Co., Ltd.  
 Business-Studio Address ..... 848 Main St., E.  
 Phone: 9-2411 ..... Air Time: Full Time  
 Transcription Service ..... Standard  
 Membership ..... CARTB  
 President ..... Kenneth D. Soble  
 Station Manager ..... Tom Darling  
 Commercial Manager ..... W. D. Whitaker  
 Sales Prom. Mgr. .... Stafford Habberfield  
 Program Director ..... Agnes M. Anderson  
 Chief Engineer ..... Hugh Potter

**CKOC**

HAMILTON—1922—CBC

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned ..... Wentworth Radio Bcstg. Co., Ltd.  
 Business-Studio Address ..... 32 John St.  
 Phone: 7-4483 ..... Air Time: Full Time  
 News Service ..... BUP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... All-Canada, Weed  
 Membership ..... CARTB, BBM  
 President ..... H. R. Carson  
 General Manager ..... W. I. Cranston  
 Commercial Manager ..... J. Lyman Potts  
 Promotion Mgr. .... Donald H. Watson  
 Program Director ..... Frank D. Fogwell  
 Chief Engineer ..... Leslie Horton

**CJRL**  
 KENORA—1938—CBC

Frequency: 1220 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Loyd Moffat  
 Address ..... Johnson Block  
 Phone Number ..... 6212  
 News Service ..... CP, BUP  
 Representative ..... Stovin, Cooke  
 Membership ..... BBM, WAB, CARTB  
 Manager ..... J. Thom  
 Sales Prom. Mgr. .... George Balcaen  
 Chief Engineer ..... Bill Jones

**CKLC**

KINGSTON—1953—CBC

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... St. Lawrence Bcstg. Co.  
 Address ..... 99 Brock St.  
 Phone ..... 24927  
 Representative ..... Stovin, Forjoe  
 General Manager ..... T. D. French  
 Comm. Manager ..... J. F. French  
 Prog. Dir., Prod. Mgr. .... C. J. Bermingham  
 Chief Engineer ..... Barry M. Ogden

**CKWS**

KINGSTON—1942—CBC

Frequency: 960 Kc. .... Power: 5000 Watts  
 Owned-Oper. By... Frontenac Bcstg. Co., Ltd.  
 Address ..... King St.  
 News Service ..... PN  
 Trans. Ser. .... Lang-Worth  
 Rep. .... Natl. Bcst. Sales, Weed  
 Membership ..... CARTB  
 President ..... Senator W. R. Davies  
 Vice-President ..... Roy H. Thomson  
 Station Manager ..... Roy W. Hofstetter  
 Asst. Mgr. .... P. D. Scanlan  
 Comm. Manager ..... Weldon Wilson  
 Program Manager ..... W. Luxton  
 Chief Engineer ..... Burt Cobb

**CJKL**

KIRKLAND LAKE—1934—CBC

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned ..... Kirkland Lake Bcstg., Ltd.  
 Address ..... Govt. Rd. West  
 Phone: 27 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... Lang-Worth  
 Representative ..... Natl. Bcst. Sales, Weed  
 Membership ..... CARTB  
 President ..... Roy H. Thompson  
 General Manager ..... J. M. Davidson  
 Station Manager ..... Gord Burnett  
 Commercial Manager ..... J. Weatherwax  
 Sales Prom. Mgr. .... Bill Binney  
 Program Director ..... Jesse French  
 Chief Engineer ..... C. L. Spence

**CKCR**

KITCHENER—1929—CBC

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... K-W. Bcstg. Co., Ltd.

Business-Studio Address.....125 King St. W.  
 Phone: 3-3628 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative...Renaul, Hunt, Young Reprs.  
 Membership ..... CARTB  
 Pres., Gen. Mgr..... James C. Mitchell  
 Comm. Mgr..... Jack G. Liddle  
 Sales Prom. Mgr..... Gordon J. Shaw  
 Prog. Dir..... Ken W. Mackinnon  
 Publicity Dir..... James C. Mitchell  
 Chief Engineer ..... Ion Hartman

## CFPL

LONDON—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper....London Free Press Printing Co.  
 Address.....442 Richmond St.  
 Phone: 2-5201 ..... Air Time: Full Time  
 News Service ..... CP  
 Transcription ..... Langworth, World  
 Representative ..... Weed, All-Canada  
 Membership ..... CARTB, BML, BBM, CCBA  
 President..... Walter J. Blackburn  
 Gen. Mgr..... Murray T. Brown  
 Station Mgr..... W. Clifford Wingrove  
 Production Mgr..... J. N. Illman  
 Comm. Mgr..... Douglas C. Trowell  
 Sales Prom. Mgr..... Harvey M. Clarke  
 Chief Engineer..... Glen A. Robitaille

## CHVC

NIAGARA FALLS-WELLAND—1947

Frequency: 1600 Kc.....Power: 5,000 Watts  
 Owned-Oper. By....Radio Station CHVC, Ltd.  
 Business Address...Rainbow Bridge, Niagara  
 Falls—76 Division St., Welland  
 Phone: EL. 8-7151, 7269... Air Time: Full Time  
 News Service ..... BUP  
 Transcription Service ..... Thesaurus  
 Representative ..... Cooke, Alexander  
 President..... B. Howard Bedford  
 General Manager..... A. W. Blakely  
 Commercial Manager ..... John Pritchard  
 Chief Engineer..... L. H. Rook

## CFCH

NORTH BAY—1932—CBC

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Thompson Enterprises  
 Address...Bank of Nova Scotia Bldg., Toronto  
 Phone: 2400 ..... Air Time: Full Time  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative ..... Natl. Bcst. Sales Weed  
 President ..... Ken Thompson  
 General Manager..... H. Freeman  
 Station Manager..... Keith Packer  
 Commercial Manager..... Bill King  
 Program Director ..... Clarence Houston  
 Chief Engineer..... Jack Barnaby

## CFOR

ORILLIA—1945—CBC

Frequency: 1570 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gordon E. Smith  
 Bus.-Studio Address.....R. R. No. 3

Phone: 3246 ..... Air Time: Full Time  
 Transcription Service ..... World, Cole  
 Representative ..... Stephens & Towndrow  
 Membership ..... CAB, BBM  
 President, General Mgr..... Gordon E. Smith  
 Program Director..... Pete McGarvey  
 Commercial Manager..... Alex Gilmour  
 Promotion Manager..... Russ Waters  
 Chief Engineer..... George Slinn

## CKLB

OSHAWA—1949

Frequency: 1350 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By...Lakeland Bcstg. Co., Ltd.  
 Business-Studio Address.....16 Centre St.  
 Phone: 3-3415 ..... Air Time: Full Time  
 Representative ..... Alexander, McGillivra  
 News Service ..... CP  
 Membership ..... CARTB  
 Pres., Gen. Mgr..... Alfred H. Collins  
 Comm., Sta. Mgr..... Gordon G. Garrison  
 Program Director ..... Ken Phillips  
 Publicity Director ..... William Marchand

## CBO

OTTAWA—1924—CBC

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Bus.-Studio Address...Chateau Laurier Hotel  
 Phone Number .....2-1151  
 Station Manager..... Charles P. Wright

## CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Radio Station CFRA  
 Business Address.....Ryan Auditorium  
 Phone Number .....3-6241  
 Transcription Service...Standard, Lang-Worth,  
 Capitol  
 Representative...Stephens-Towndrow, Weed  
 President, General Mgr..... Frank Ryan

## CKOY

OTTAWA—1949—CBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....CKOY, Ltd.  
 Address.....272 Somerset St., W.  
 Phone: PA. 2-6501 ..... Air Time: Full Time  
 News Service ..... BN, BUP  
 Transcription Service...Capitol, Thesaurus,  
 World, Lang-Worth  
 Representative.....Cooke, Natl. Bcst. Sales  
 President.....Duncan K. MacTavish  
 Commercial Manager..... Jack Thompson  
 Program Director..... Keith Sterling  
 Sales Prom. Mgr..... Lew Hill  
 Chief Engineer..... Ken Puttock

## CFOS

OWEN SOUND—1940—CBC

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned.....Grey & Bruce Bcstg. Co., Ltd.  
 Address.....270 9th St. E.

Phone: 1940 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... World  
 Newspaper Affil. .... Sun-Times  
 Representative ..... Stovin, Young  
 President ..... Howard Fleming  
 General Manager ..... William N. Hawkins  
 Commercial Manager ..... R. Tomlinson  
 Program Director ..... E. Smith  
 Publicity Director ..... L. Phillips  
 Chief Engineer ..... R. Turnpenny

**CHOV**

**PEMBROKE—1942—CBC**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Ottawa Valley Bcstg. Co.  
 Address ..... 319 Pembroke St.  
 Phone: RE. 2-3657 ..... Air Time: Full Time  
 News Service ..... BUP  
 Transcription Service ..... Thesaurus, SESAC  
 Representative ..... Stovin, Young  
 Pres., Gen. Mgr. .... E. G. Archibald  
 Program Director ..... Gregory Poupore  
 Comm. Prom. Manager ..... Ramsay F. Garrow  
 Chief Engineer ..... W. E. Schmidt

**CHEX**

**PETERBOROUGH—1942—CBC**

Frequency: 1430 Kc. .... Power: 1000 Watts  
 Owned ..... Kawartha Bcstg. Co., Ltd.  
 Bus-Studio Address ..... Hunter & Water Sts.  
 Phone: 2-0451 ..... Air Time: Full Time  
 News Service ..... BN  
 News. Affil. .... The Examiner  
 Transcription Service ..... Lang-Worth  
 Representative ..... Natl. Bcst. Sales, Weed  
 Membership ..... CARTB, CCBA, BMI  
 President ..... W. R. Davies  
 General Manager ..... J. Davidson  
 Station Manager ..... D. R. Lawrie  
 Commercial Manager ..... D. T. Manning  
 Sales Prom. Mgr. .... D. Slater  
 Program Director ..... Wm. Stratton  
 Publicity Dir. .... D. Clark  
 Chief Engineer ..... A. E. Crump

**CFPA**

**PORT ARTHUR—1944—CBC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ralph H. Parker  
 Address ..... 87 N. Hill St.  
 Phone: 4-2404 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... Standard, SESAC  
 Representative ..... Broadcast Representatives,  
 Alexander, Weed, Hunt  
 Membership ..... CARTB, BBM, CCBA  
 Pres., Sta., Gen. Mgr. .... Ralph H. Parker  
 Commercial Manager ..... R. P. MacGowan  
 Program Director ..... Ken MacGray

**CKTB**

**STE. CATHARINES—1930—CBC**

Frequency: 620 Kc. .... Power: 1000 Watts  
 Owned ..... Niagara District Bcstg. Co., Ltd.

Business-Studio Address ..... 12 Yates St.  
 Phone: MU. 4-1174 ..... Air Time: Full Time  
 News Service ..... PN  
 Transcription Service ..... Standard, World  
 Representative ..... McGillvra, P. Mulvihill  
 Membership ..... CARTB, BBM, CAB  
 President ..... W. B. C. Burgayne  
 General Manager ..... Mary C. Burgoyne  
 Commercial Manager ..... V. A. Lococo  
 Program Director ..... Jack Dawson  
 Chief Engineer ..... W. H. Allen

**CHLO**

**ST. THOMAS—1943—CBC**

Frequency: 680 Kc. .... Power: 1000 Watts  
 Owner ..... Station CHLO, Ltd.  
 Address ..... 133 Curtis St.  
 Phone: 3696 ..... Air Time: Full Time  
 News Service ..... BUP, BN  
 Transcription Service ..... Lang-Worth, SESAC  
 Rep. .... Stephens & Towndrow, Young  
 Membership ..... CARTB, CCBA  
 President ..... G. C. Nicholls  
 Gen., Comm. Mgr. .... F. Allen Bestall  
 Ass't Mgr., Comm. Mgr. .... Peter K. Dickens  
 Program Dir. .... F. Robert Station  
 Publicity Dir. .... Glenn Bricklin  
 Chief Engineer ..... William R. Onn

**CHOK**

**SARNIA—1946—CBC**

Freq.: 1070 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Sarnia Bcstg. Co., Ltd.  
 Address ..... 148½ Front St. N.  
 Phone: Digby 4-1121 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... Lang-Worth  
 Representative ..... Cooke, Mulvihill  
 Membership ..... CARTB, CCBA  
 Pres., Gen. Mgr. .... Claude R. Irvine  
 Station Manager ..... Karl E. Monk  
 Commercial Manager ..... Arthur H. J. O'Hagan  
 Program Director ..... Phil Clayton  
 Chief Engineer ..... Robert F. Cooke

**CJIC**

**SAULT STE. MARIE—1934—CBC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Hyland Radio-TV Ltd.  
 Address ..... 119 East St.  
 Phone: Algoma 31121 ..... Air Time: Full Time  
 News Service ..... BN  
 Representative ..... J. L. Alexander, McGillvra  
 Membership ..... CARTB  
 Pres., Gen. Mgr. .... J. G. Hyland  
 Commercial Manager ..... E. Vance  
 Program Director ..... Babs Corbett  
 Chief Engineer ..... D. N. Irwin

**CJCS**

**STRATFORD—1927—CBC  
 DOMINION**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Frank M. Squires  
 Address ..... 125 Ontario St.

Phone: 1675.....Air Time: Full Time  
 News Service.....BUP  
 Transcription Service.....World  
 Representative.....All Canada, Weed  
 Membership.....CARTB  
 Sta., Gen. Manager.....Frank M. Squires  
 Sta., Comm. Mgr.....S. E. Tapley  
 Sls. Prom. Mgr., Pub. Dir.....John E. Phillips  
 Program Director.....Alex L. Smith  
 Chief Engineer.....John Grigg

## CHNO

SUDBURY—1947—CBC

Frequency: 1900 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.  
 Business Address.....166 Elm St., W.  
 Phone: OS. 5-6416.....Air Time: Full Time  
 News Service.....BN  
 Trans. Service.....SESAC  
 Representative.....Renaud, Hunt, Young  
 President, General Mgr.....F. B. Ricard  
 Station Commercial Manager.....R. Riel  
 Sales Prom. Mgr.....J. Glover  
 Program Director.....Wilf Davidson  
 Chief Engineer.....Henry Albert

## CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CKSO, Radio, Ltd.  
 Business-Studio Address.....21 Elgin St., N.  
 Phone: OS. 5-7505.....Air Time: Full Time  
 Transcription Service.....Thesaurus  
 Representative.....All-Canada, Weed  
 Membership.....CARTB  
 President.....G. M. Miller, Q.C.  
 General Manager.....W. J. Woodill  
 Station Manager.....K. Dobson  
 Program Director.....Basil Scully  
 Chief Engineer.....J. McRae

## CFCL

TIMMINS—1951—CBC

Frequency: 580 Kc.....Power: 1 Kw. d n.  
 Owned.....J. Conrad Lavigne  
 Address.....175 Third Ave.  
 Phone: 576, 7.....Air Time: Daytime  
 News Service.....BUP  
 Trans. Service.....SESAC  
 Representative.....Renaud  
 Membership.....NARTB  
 President.....J. Conrad Lavigne  
 Sta., Sales Prom. Mgr.....Rene Barrette  
 Commercial Mgr.....Laurent Smith  
 Program Dir.....Jean De Villiers  
 Chief Engineer.....Roche Demers

## CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Timmins Bcstg. Ltd.  
 Bus-Studio Address.....P. O. Box 560  
 Phone: 1-500.....Air Time: Full Time  
 News Service.....BN  
 News, Affil.....Daily Press

Transcription Service.....Lang-Worth  
 Representative.....Natl. Bcst. Sales, Weed  
 Membership.....CARTB  
 President.....R. H. Thomson  
 General Manager.....J. M. Davidson  
 Station Manager.....J. W. Pollie  
 Commercial Manager.....Wally Rewegan  
 Sales Prom. Mgr.....Gerry Hall  
 Program Director.....Bill Nadeau  
 Publicity Director.....Gino Cicci  
 Chief Engineer.....Ernie Mott

## CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Business-Studio Address.....354 Jarvis St.  
 News Service.....BUP, Reuters, CP  
 Transcription Service.....Lang-Worth  
 Representative.....CBC  
 General Manager (CBC)...J. Alphonse Ouimet  
 Commercial Manager (CBC)...W. E. Powell  
 Program Director.....H. J. Boyle

## CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.  
 Address.....37 Bloor St. W.  
 Phone: WA. 4-5711.....Air Time: Full Time  
 Transcription Service.....Thesaurus, World  
 Representative.....Young, All-Canada  
 President.....Harry Sedgwick  
 Station Manager.....Lloyd Moore  
 Commercial Manager.....Waldo Holden  
 Program Director.....Wes McKnight  
 Sales Prom. Dir.....Ken Marsden  
 Chief Engineer.....Clive Eastwood

## CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....York Bcstrs., Ltd.  
 Address.....250 Adelaide St. W.  
 News Service.....UP  
 Transcription Service.....Associated Capitol  
 Representative.....McGillvra, Nadeau  
 Membership.....CARTB  
 President.....Allan F. Waters  
 Sales Mgr.....Geo. Taylor  
 Program Director.....Leigh Lee  
 Chief Engineer.....George Jones

## CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Business-Studio Address.....354 Jarvis St.  
 Phone Number.....Walnut 3-5481  
 Air Time.....17 hrs  
 News Service.....BUP, Reuters, PN  
 General Manager (CBC)...J. Alphonse Ouimet  
 Program Director.....H. J. Boyle  
 Commercial Manager (CBC)...W. E. Powell  
 Chief Engineer (CBC)...G. W. Richardson

# CKEY

TORONTO—1944

Frequency: 580 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned By: Toronto Bcstg. Co., Ltd.  
 Bus. Studio Address: 444 University Ave.  
 Phone: EM 8-3881 Air Time: Full Time  
 News Service: CP, BUP, AP  
 Transcription Service: World, Lang-Worth.  
 Standard, Associated, Capitol, Thesaurus  
 Representative: Natl. Bcst. Sales, Cooke  
 President: Jack K. Cooke  
 Gen. Sta. Manager: Hal Cooke  
 Commercial Manager: Jack Turrall  
 Program Director: Don Insley  
 Publicity Director: Barry Penhale  
 Chief Engineer: Allan Taylor

# CKFH

TORONTO—1951

Frequency: 1400 Kc. Power: 250 Watts  
 Owned: Foster Hewitt Bcstg., Ltd.  
 Address: 1 Grenvills St.  
 Phone: Walnut 3-0921 Air Time: Full Time  
 News Service: BUP, UP  
 Transcription Service: Associated, SESAC  
 Representative: Stephens & Towndrow, Weed  
 Membership: CARTB  
 President: Foster Hewitt  
 Station Manager: Howard C. Caine  
 Commercial Mgr.: Keith Davey  
 Program Director: D. Robert Pugh  
 Publicity Director: Frank Somerville  
 Chief Engineer: Gerald Wilson

# CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By: Canadian Bcstg. Corp.  
 Address: Security Bldg.  
 News Service: CP, BUP, R.

General Mgr. (CBC): J. Alphonse Oulmet  
 Station Manager: M. L. Poole  
 Promotion Manager: Ron C. Fraser  
 Commercial Manager (CBC): W. E. Powell  
 Chief Engineer (CBC): G. W. Olive

# CKLW

WINDSOR—CBC

(See U. S. Listing, Detroit, Mich.)

# CKNX

WINGHAM—1926—CBC

Frequency: 920 Kc. Power: 1000 Watts  
 Owned: CKNX, Ltd.  
 Address: Josephine St.  
 Phone: 158 Air Time: Full Time  
 News Service: BUP  
 Transcription Service: Thesaurus  
 Representative: Alexander, Young  
 Membership: CARTB  
 President, General Mgr.: W. T. Cruickshank  
 Sta., Comm. Manager: J. J. Cruickshank  
 Promotion Manager: V. Dittmer  
 Publicity Director: Clint Godwin  
 Chief Engineer: S. C. Reid

# CKOX

WOODSTOCK—1947

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Oxford Bcstg. Co., Ltd.  
 Business Address: P. O. Box 100  
 Phone: Lennox 7-3414 Air Time: Full Time  
 News Service: BUP  
 Transcription Service: Langworth  
 Representative: Hunt, Renaud  
 Membership: CAB  
 President, Gen.-Station Mgr.: Monty J. Werry  
 Comm., Sales Prom. Mgr.: Rex Brooks  
 Program Director: William Holmes

## PRINCE EDWARD ISLAND

# CFCY

CHARLOTTETOWN—1924—CBC

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By: Island Radio Bcstg. Co.  
 Business-Studio Address: 85 Kent St.  
 Phone: 7347 Air Time: Full Time  
 News Service: PN  
 Transcription Service: Thesaurus  
 Representative: All-Canada, Weed  
 Membership: CARTB  
 President: Lt. Col. K. S. Rogers  
 Station Manager: R. F. Large  
 Promotion Manager: M. E. Large  
 Prog. Traffic Mgr.: W. A. McMillan  
 Technical Supervisor: A. L. Finley

# CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Gulf Bcstg. Co., Ltd.  
 Business-Studio Address: 218 Water St.  
 Phone: 2201-2 Air Time: Full Time  
 Representative: Radio Reps.  
 Transcription Service: World  
 Membership: CARTB  
 President: J. K. Curran  
 General Manager: R. C. Schurman  
 Sales, Prom. Mgr.: A. A. Nicholson  
 Program Director: L. Huestis  
 Chief Engineer: H. Huestis

# QUEBEC

## CFGT

ALMA—1953—CBC

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By... Radio Lac. St. Jean, Ltee.  
Address... 112 St. Joseph St.  
Representative... Renaud  
General Manager... Lionel Morin  
Program Director... Jean Jacques Fortin

## CHAD

AMOS—1942—CBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Northern Radio Inc.  
Business Address... 70 Gamble St. W., Rouyn  
Phone: 1400. Air Time: Daytime  
News Service... BUP  
Pres., Gen. Mgr... David A. Gourd  
Chief Eng., Asst. Mgr... Jean Senecal

## CBJ

CHICOUTIMI—1333—CBC

Frequency: 1580 Kc. Power: 10,000 Watts  
Owned-Oper. By... Canadian Bcstg. Corp.  
News Service... CP, BUP, R, PN  
Representative... V. Fortin  
President... A. D. Dunton  
General Manager... J. A. Ouimet  
Station Manager... V. Fortin  
Commercial Mgr... M. Valiquette  
Program Director... Aurele Seguin  
Publicity Director... Robert Elie  
Chief Engineer... J. Roberts

## CJMT

CHICOUTIMI—1953—CBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Chicoutimi Enrg.  
Address... Tremblay Bldg., 365 Racine St.  
Representatives... Renaud, Davis  
Station Manager... Jean Bender

## CHEF

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Granby Bcstg. Co., Ltd.  
Address... Hains Bldg., 13 Centre  
Phone Number... 6611  
News Service... BUP  
Representative... Radio & TV Sales  
Membership... CARTB  
President... R. Chaput  
Gen., Sta. Mgr... G. LaLiberte  
Sales Manager... F. Normandin  
Program Director... R. M. Dube  
Publicity Director... Bernard Papineau

## CKCH

HULL—1933—CBC

Frequency: 970 Kc. Power: 1000 Watts  
Owned... Syndicats d'Oeuvres Sociales Ltée

Business Studio Address... 121 Notre-Dame St.  
Phone Number... Pr 7-2771  
Air Time... Unlimited  
News Service... BUP  
News. Affil... Le Droit  
Transcription... SESAC  
Representative... Renaud, McGillvra  
President... L. J. Billy  
General Mgr... A. Gratton  
Station Manager... J. P. Lemire  
Sales Promotion Manager... Henry Allard  
Publicity Director... Y. Dufour  
Chief Engineer... J. L. Champagne

## CKRS

JONQUIERE—1947

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Radio Saguenay, Ltd.  
Address... 735 St. Hubert St.  
News Service... BUP  
Representative... Trans-Quebec, Hardy, Young  
Station Manager... Tom Burham  
Chief Engineer... Gerard Lemieux

## CKLS

LA SARRÉ—1950

Frequency: 1240 Kc. Power: 250 Watts  
Owner... Radio La Sarre, Inc.  
Operated By... Northern Radio-Radio Nord, Inc.  
Representative... Renaud, Weed  
Pres., Gen. Mgr... David Armand Gourd

## CKBL

MATANE—1948

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By... La Campagne de Radio  
Address... 144 Ave. St. Jerome  
Phone: 355. Air Time: Full Time  
Transcription Service... Associated  
Rep... Hardy, Canadian Station Reprs.  
Membership... CAB  
Pres., Gen., Sta. Mgr... Rene Lapointe  
Sales Manager... Octave Lapointe  
Pub. Dir., Prom. Mgr... Jean Daigle  
Pgm., Prod. Dir... Marcel Houle  
Chief Engineer... Yvan Fortier

## CKBM

MONTMAGNY—1954—CBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Alleghanys, Inc.  
Address... 8 Rue St. Thomas  
Representatives... Radio & TV Sales, Hardy  
General Manager... Roger Boulanger  
Station Manager... Andre Mercier

## CBF

MONTREAL—1937—CBC-ABC-MBS  
NBC

Frequency: 690 Kc. Power: 50,000 Watts  
Owned-Oper. By... Canadian Bcstg. Corp.

Address . . . . . P. O. Box 6000  
 Phone: UN 6-2571 . . . . . Air Time: Full Time  
 News Service . . . . . BUP, CP, AP, AFP  
 President . . . . . A. D. Dunton  
 General Mgr. . . . . J. A. Oulmet  
 Station Mgr. . . . . Jean Saint-Georges  
 Commercial Mgr. . . . . Maurice Vallquette  
 Program Dir. . . . . Roger Rolland  
 Publicity Dir. . . . . Robert Elle  
 Operations Mgr. . . . . Jos. Marcotte

**CBM**

**MONTREAL—1933—CBC**

Frequency: 940 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Canadian Bcstg. Corp.  
 Bus. Studio Address . . . . . 1425 Dorchester St.  
 Phone Number . . . . . University 62571  
 News Service . . . . . CP, BUP, AFP  
 Representative . . . . . McGill  
 President . . . . . A. D. Dunton  
 Gen. Mgr. (CBC) . . . . . J. Alphonse Oulmet  
 Commercial Mgr. (CBC) . . . . . M. Valiquette  
 Press & Info. Supr. (CBC) . . . . . R. Elle  
 Operations Mgr. (CBC) . . . . . Jos. Marcotte

**CFCF**

**MONTREAL—1919—ABC-CBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Canadian Marconi Co.  
 Bus. Studio Address . . . . . 4824 Cote des Neiges Rd.  
 Phone: RE 1-1101 . . . . . Air Time: Full Time  
 News Service . . . . . BUP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Weed, All-Canada  
 Membership . . . . . CARTB, BBM  
 Bcstg. Manager . . . . . J. Allan Hammond  
 Asst. Manager . . . . . R. E. Misener  
 Commercial Manager . . . . . T. J. Quigley  
 Promotion Mgr. . . . . Arthur Weinthal  
 Program Director . . . . . Michael Wood  
 Chief Engineer . . . . . J. Creighton Douglas

**CHLP**

**MONTREAL—1933**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. . . . . "La Patrie" Publishing Co. Ltd.  
 Address . . . . . Sun Life Bldg.  
 Phone: University 6-6611 . . . . . Air Time: Full Time  
 News Service . . . . . BUP, CP  
 Transcription Service . . . . . Associated  
 Rep. . . . . Renaud, McGillvra  
 Pres., Gen. Mgr. . . . . Sen. P. R. DuTremblay  
 Sales. Sta., Comm. Mar. . . . . Flavius M. Daniel  
 Prog. Director . . . . . Fernard E. Bergevin  
 Chief Engr. . . . . Alphonse Cloutier

**CJAD**

**MONTREAL—1945—CBS**

Frequency: 800 Kc. . . . . Power: 10 Kw. d., n.  
 Owned-Operated By . . . . . CJAD, Ltd.  
 Business Studio Address . . . . . 1191 Mountain St.  
 Phone: University 6-6821 . . . . . Air Time: Full Time  
 News Service . . . . . BUP, CP  
 Transcription Service . . . . . Lang-Worth,  
 World, Associated, Thesaurus, Capitol

Representative . . . . . Young, Radio Time Sales  
 Membership . . . . . CARTB, BAB  
 Pres., Gen. Mgr. . . . . J. Art Dupont  
 Station Manager . . . . . James A. Tapp  
 Comm., Prom. Manager . . . . . R. L. Laurion  
 Program Director . . . . . H. T. McCurdy  
 Trans. Engineer . . . . . Aurele Boisvert

**CJMS**

**MONTREAL—1954**

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . La Bonne Chanson, Inc.  
 Address . . . . . Windsor Hotel  
 Phone . . . . . University 1-3456  
 Rep. . . . . Radio Time Sales, Forjoe

**CKAC**

**MONTREAL—1921—CBC**

Freq.: 730 Kc. . . . . Power: 10 Kw. n., 5 Kw. d.  
 Owned-Oper. By . . . . . La Cie De Publication  
 Phone Number . . . . . University 6-7301  
 Studio Address . . . . . 980 St. Catherine St., W.  
 Air Time . . . . . 19 hrs.  
 News Service . . . . . BUP, PN, CP, FP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . Young, Renaud  
 Pres., Gen. Mgr. . . . . Hon. Sen. P. R. Du Tremblay  
 General Manager . . . . . Phil Lalonde  
 Program Director . . . . . Ferdinand Bionde  
 Chief Engineer . . . . . Leonard Spencer

**CKVL**

**MONTREAL—1946**

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . CKVL, Ltd.  
 Address . . . . . 211 Gordon Ave.  
 Phone . . . . . Pontiac 6-2311  
 Rep. . . . . Canada Radio & TV Sls., Inc., Cooke  
 President . . . . . Jack Tietolman  
 Station Manager . . . . . Corey Thomson  
 Commercial Manager . . . . . Judah Tietolman  
 Chief Engineer . . . . . Maurice Rousseau

**CHNC**

**NEW CARLISLE—1933—CBC**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Gaspesia Radio Bcstg. Co.  
 Phone: 63 . . . . . Air Time: Full Time  
 Representative . . . . . Hardy, Young  
 News Service . . . . . BN  
 Membership . . . . . CARTB  
 President . . . . . Dr. Charles A. Dumont  
 General Mgr. . . . . Dr. Charles Houde  
 Sta., Comm. Manager . . . . . Viateur Bernard  
 Program Dir. . . . . Raoul St-Julien  
 Chief Engineer . . . . . Gordon S. Coleman

**CBV**

**QUEBEC CITY—ABC-CBS-CBC**

Frequency: 980 Kc. . . . . Power: 1 Kw. d.  
 Owned . . . . . Canadian Bcstg. Corp.  
 Address . . . . . Palais Montcalm, St. John St.  
 Phone: 5-8155 . . . . . Air Time: Full Time



President.....A. D. Dunton  
 General Manager.....J. Alphonse Ouimet  
 Station Mgr.....Roger Daveluy  
 Commercial Mgr.....Maurice Valiquette  
 Publicity Dir.....Robert Klie  
 Chief Engineer.....Rene Frenette

### C H R C

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CHRC, Limitée  
 Business-Studio Address.....39 St. John St.  
 Phone: 2-8177.....Air Time: Full Time  
 News Service.....UP, BN  
 Transcription Service.....Standard  
 Representative.....Young, Hardy  
 Membership.....NARTB, BBM  
 President.....Herve Baribeau  
 General Manager.....Henri Lepage  
 Commercial Manager.....Aurele Pelletier  
 Program Director.....Mr. Magella Alain  
 Chief Engineer.....Arsene Nadeau

### C J Q C

QUEBEC CITY—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Goodwill Bcstrs. of  
 Quebec, Inc.  
 Address.....405 Hamel Blvd.  
 Phone Number.....MU 3-4931  
 Transcription Service.....SESAC, Lang-Worth  
 Representative.....Radio Time Sales, Young  
 President.....G. Howard Wert  
 Vice President.....Peter Nesbitt Thomson

### C K C V

QUEBEC CITY—1926—CBC

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CKCV, Ltd.  
 Business-Studio Address.....142 St. John St.  
 Phone: 2-1585.....Air Time: Full Time  
 News Service.....BN  
 Transcription Service.....World  
 Representative.....Renaud, Weed  
 Membership.....CARTB  
 President.....Gaston Pratte  
 Gen., Sta., Comm. Mgr.....Paul Lepage  
 Sales Prom. Mgr.....J. G. Bernier  
 Prog., Prod. Dir.....Marcel Leboeuf  
 Chief Engineer.....Lucien Gobeil

### C J B R

RIMOUSKI—1937—CBC

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned.....Cen. Pub. Service Corp., Ltd.  
 News Service.....PN  
 Transcription Service.....SESAC  
 Membership.....CARTB  
 Representative.....Stovin, Young  
 President.....Hon. J. A. Brillant  
 Station Manager.....André Lecomte  
 Commercial Manager.....Rosario Levesque  
 Sales Prom. Mgr.....Yuan Leclerc  
 Program Director.....Francois Raymond  
 Publicity Dir.....S. Burgess  
 Chief Engineer.....Cecil Daok

### C J F P

RIVIERE-DU-LOUP—1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio-Temiscouata Ltee  
 Address.....322 rue Lafontaine  
 Phone: 2727.....Air Time: Full Time  
 Transmitter Location.....La Pointe  
 News Service.....BUP  
 Newspaper Affiliation.....Le St. Laurent  
 Representative.....Renaud  
 Pres., Gen. Mgr.....Armand Belle  
 Sta. Mgr., Pub. Dir.....Henri Bourdeau  
 Commercial Manager.....Yves Marchand  
 Sales Prom. Mgr.....Luc Simard  
 Program Director.....Raoul Savard  
 Chief Engineer.....Raymond Lavoie

### C H R L

ROBERVAL—1949

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Roberval Inc.  
 Address.....Hotel Maison Blanche  
 News Service.....UP  
 Representative.....Renaud  
 Membership.....CAB  
 President.....Georges Gagnon  
 Station Mgr.....J. Wilfrid Mondoux

### C K R N

ROUYN—1937—CBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Northern Radio Nord, Inc.  
 Address.....P. O. Box 70  
 Phone: 1400.....Air Time: Daytime  
 Representative.....Renaud, Weed  
 Pres., Gen. Mgr.....David A. Gourd  
 Chief Engineer.....Jean Senecal

### C H G B

STE. ANNE DE LA POC—1938—CBC

Frequency: 1350 Kc.....Power: 1 Kw, d.  
 Owned.....G. Thomas Desjardins  
 Phone: 101, 20.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Renaud, McGillvra  
 Membership.....CAB, BBM  
 General Mgr.....G. Thomas Desjardins  
 Station Mgr.....P. E. Hudon  
 Commercial Mgr.....L. G. Chamard  
 Sales Prom. Mgr.....A. Freve  
 Program Dir.....R. Gagne  
 Publicity Dir.....R. Plante  
 Chief Engineer.....G. T. Desjardins

### C K R B

ST. GEORGE DE BEAUCE—1953  
CBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio-Beauce, Inc.  
 Representative.....Renaud  
 General Manager.....George Roberge

# CKSM

SHAWINIGAN FALLS—1950—CBC

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned-Operated By: Shawinigan Falls  
 Broadcasting Co.  
 Address: City Hall Bldg.  
 Phone Number: 4494  
 Transcription Service: Thesaurus  
 News Service: BUP  
 Representative: Hardy  
 Membership: CARTB  
 General Manager: Allen Rogersor  
 Program Director: Gaston Tessier  
 Chief Engineer: Ernest Brunelle

# CHLT

SHERBROOKE—1937—CBC

Frequency: 900 Kc. Power: 1000 Watts  
 Owned-Oper. By: La Tribune Ltee.  
 Business-Studio Address: 221 Dufferin St.  
 Phone: 9-2525 Air Time: Full Time  
 Trans. Ser.: Thesaurus, SESAC, Lang-Worth  
 News Service: PN  
 Representative: Hardy, Young  
 President: Sen. Jacob Nicol  
 General Manager: A. Gauthier  
 Station Manager: Jean Louis Gauthier  
 Program Director: Rene Caron  
 Chief Engineer: Romeo Paquette

# CKTS

SHERBROOKE—1946—CBC

Frequency: 1240 Kc. Power: 200 Watts  
 Owned-Oper.: Telegram Printing & Pub. Co.  
 Business-Studio Address: 221 Dufferin St.  
 Phone: 9-2525 Air Time: Full Time  
 Trans. Ser.: Thesaurus, SESAC, Lang-Worth  
 Membership: BAB, NRB  
 Representative: Hardy, Young  
 President: Hon. C. B. Howard  
 General Manager: A. Gauthier  
 Commercial Mgr.: J. L. Gauthier  
 Sales Prom. Mgr.: Ward Buzzell  
 Program Dir.: G. Breen  
 Chief Engineer: R. Paquette

# CJSO

SOREL—1945—FRA

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By: Radio Richelleu, Ltee  
 Business Studio Address: 70 du Roi St.  
 Phone: 3318 Air Time: Full Time  
 News Service: BUP  
 Representative: J. A. Hardy Co. Ltd.  
 Pres., Elec. Engr.: J. Arthur Villeneuve

General Manager: Henri Olivier  
 Station Manager: Maurice Boulianne  
 Sales Prom. Mgr.: Maurice Berube  
 Program Director: Claude Rochon  
 Chief Engineer: Joseph Cardin

# CKLD

THETFORD MINES—1950—CBC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Radio Thetford Ltee.  
 Address: Boulevard Labbe  
 Representative: Hardy  
 Station Manager: Henri Lagueux  
 Prog. Dir., Chief Eng.: Gaston Bilocq

# CHLN

THREE RIVERS—1937

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By: Radio Trois-Rivieres, Inc.  
 Bus.-Studio Address: 522 Bonaventure St.  
 Phone Number: 4-3556  
 Air Time: 6:50 a.m.-M.  
 News Service: PN  
 Transcription Service: SESAC  
 Representative: Renaud, Young  
 Owner: Honoré Dansereau  
 Station Manager: Léon Trépanier  
 Commercial Manager: Maurice Dansereau  
 Program Director: Antoine Desroches  
 Chief Engineer: Oric Lefebvre

# CKTR

TROIS-RIVIERES—1954

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By: J. Fernand Rufiange  
 Address: 543 Gervais St.  
 Phone: 5-4855  
 Representatives: Cooke  
 President: J. Fernand Rufiange  
 Manager: Lucien Saint Amand  
 Commercial Manager: Charles Couture  
 Chief Engineer: Herve Lapointe

# CKVD

VAL D'OR—1937—CBC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: Northern Radio-Radio Nord, Inc.  
 Address: P. O. Box 70  
 Phone: 1400 Air Time: Daytime  
 News Service: BUP  
 Representative: Renaud, Weed  
 Pres., Gen. Mgr.: David A. Gourd  
 Chief Engineer: Jean Senecal

**CFDA**

VICTORIAVILLE—1951

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By .....CFDA Ltd.  
 Address .....150-A Notre-Dame East  
 Phone .....3545  
 Representative.....Radio & TV Sales  
 President.....Dr. C. A. Gilbert  
 General Manager.....Roger Gilbert  
 Chief Engineer.....Pierre Brisson

**CKVM**

VILLE-MARIE—1950—CBC

Frequency: 710 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Radio-Temiscaminque, Inc.  
 Address .....Ste. Anne St.  
 Representative .....Canadian Station, Hardy  
 Station Mgr.....Louis Bilodeau

**SASKATCHEWAN**

**CFRG**

GRAVELBOURG—1952—CBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By....Radio Gravelbourg, Ltd.  
 Phone .....155  
 News Service .....BUP  
 Representative .....Renaud  
 President.....Dr. R. Morin  
 Gen., Sta., Comm. Mgr.....Dumont LePage  
 Sales Prom. Mgr.....Joseph E. DeGagne  
 Chief Engineer.....Marc Riou

Address .....Central Ave.  
 Phone: 2621.....Air Time: Full Time  
 News Service .....BN  
 Transcription Service .....Thesaurus  
 Representative .....All-Canada, Weed  
 General Manager.....E. A. Rawlinson  
 Commercial Manager.....Gerald Prest  
 Sales Prom. Mgr.....J. J. Cennon  
 Chief Engineer.....Tom Van Nes

**CHAB**

MOOSE JAW—1922—CBC

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CHAB, Ltd.  
 Bus.-Studio Address.....127 Main N.  
 Phone: 6464.....Air Time: Full Time  
 News Service .....BUP  
 Representative .....Stovin, Weed  
 Membership .....CARTB  
 President.....W. L. Davis  
 General Manager.....J. S. Boyling  
 Commercial Manager.....N. Skingle  
 Prom. Dir.....Martha Fidlep  
 Program Director.....R. D. Giles  
 Chief Engineer.....M. Pickford

**CKCK**

REGINA—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Trans Canada  
 Communications Ltd.  
 Phone: 8525.....Air Time: Full Time  
 News Service .....BUP, BN  
 Transcription Service .....World  
 Representative .....Weed, All-Canadian  
 Membership .....CARTB, WARTB  
 Representative .....All-Canada, Weed  
 President .....Clifford Sifton  
 General Manager.....Harold A. Crittenden  
 Station Mgr.....Don Dawson  
 Commercial Manager.....Roy Malone  
 Sls. Prom. Mgr.....Allan Edwardson  
 Program Dir.....Jim Grisenthwaite  
 Chief Engineer.....E. A. Strong

**CJNB**

NORTH BATTLEFORD—1946

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Oper. By.Northwestern Bcstg. Co., Ltd.  
 Address .....Box 484  
 Phone: 2477-8.....Air Time: Full Time  
 News Service .....BUP  
 Transcription Service .....Associated  
 Representative .....Stovin  
 Membership .....CARTB  
 Gen., Sta. Mgr.....Harry Dekker  
 Comm., Sales Prom. Mgr.....Bob Barr  
 Program Dir.....George Garrett  
 Publicity Dir.....Mrs. Chris. Dekker  
 Chief Engineer.....Al Ruddell

**CKRM**

REGINA—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Western Communications  
 Business-Studio Address.....2060 Halifax St.  
 Phone Number .....3-5661  
 Air Time .....Unlimited  
 Membership .....CARTB, BBM  
 Representative.....Radio Reps., Young  
 Membership .....CAB, BBM  
 President.....Dr. E. A. McCusker  
 Station Manager.....D. J. Oaks  
 Commercial Manager.....H. C. Dane  
 Sales Prom. Mgr.....W. A. Smith  
 Program Director.....B. R. Hill  
 Chief Engineer.....William MacDonald

**CKBI**

PRINCE ALBERT—1932—CBC

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Central Bcstg. Co., Ltd.

**CFNS**

**SASKATOON—1952—CBC**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Oper. By Radio-Prairies-Nord. Ltd.  
 Address 1902 Broadway  
 Phone 93015  
 President Father J. A. Beaulac  
 Gen. Comm. Mgr. Theodore Prefontaine  
 Program Director F. Ippersiel  
 Chief Engineer J. Lacroix

**CFQC**

**SASKATOON—1923—CBC**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By A. A. Murphy & Sons, Ltd.  
 Bus. Studio Address 216 1st Ave. N.  
 Phone: 26611 Air Time: Full Time  
 Representative Radio Reps. Young, Oakes  
 Trans. Ser. Standard, Langworth, World, Cole  
 News Service BN, BUP  
 President A. A. Murphy  
 Station Manager Vernon Dallin  
 Asst. Manager Blair Nelson  
 Program Director Roy Currie  
 Publicity Dir. Margaret Morrison  
 Chief Engineer Lyn Hoskins

**CKOM**

**SASKATOON—1951**

Frequency 1420 Kc. Power: 5000 Watts  
 Owned, Saskatoon Community Bcstg. Co., Ltd.  
 Address Empire Hotel  
 Phone: 2-1271 Air Time: Full Time

Transcription Service Thesaurus, Capitol  
 Representative Stovin, Weed  
 Membership CARTB  
 News Service Broadcast News, CP  
 Pres., Gen. Mgr. R. A. Hosie  
 Commercial Mgr. G. D. Tunnicliffe  
 Program Director G. E. Walburn  
 Publicity Dir. O. Worden  
 Chief Engineer William Forst

**CBK**

**WATROUS—1939—CBC**

Frequency: 540 Kc. Power: 50,000 Watts  
 Owned-Oper. By Canadian Bcstg. Corp.  
 Address 1840 McIntyre St.  
 Phone 36641  
 General Manager A. Ouimet  
 Commercial Mgr. W. E. Powell

**CJGX**

**YORKTON—1927—CBC**

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Oper. By Yorkton Bcstg. Co., Ltd.  
 Address Smith-MacKay Bldg.  
 Phone: 2258-9 Air Time: Full Time  
 News Service CP  
 Transcription Service Lang-Worth  
 Representative Stovin, Can.-Sta. Rep.  
 Membership CARTB  
 President Dawson Richardson  
 Gen., Sta. Mgr. J. M. Shortreed  
 Program Dir. J. C. Goodman  
 Commercial Mgr. Geo. Gallagher  
 Chief Engineer M. McRae

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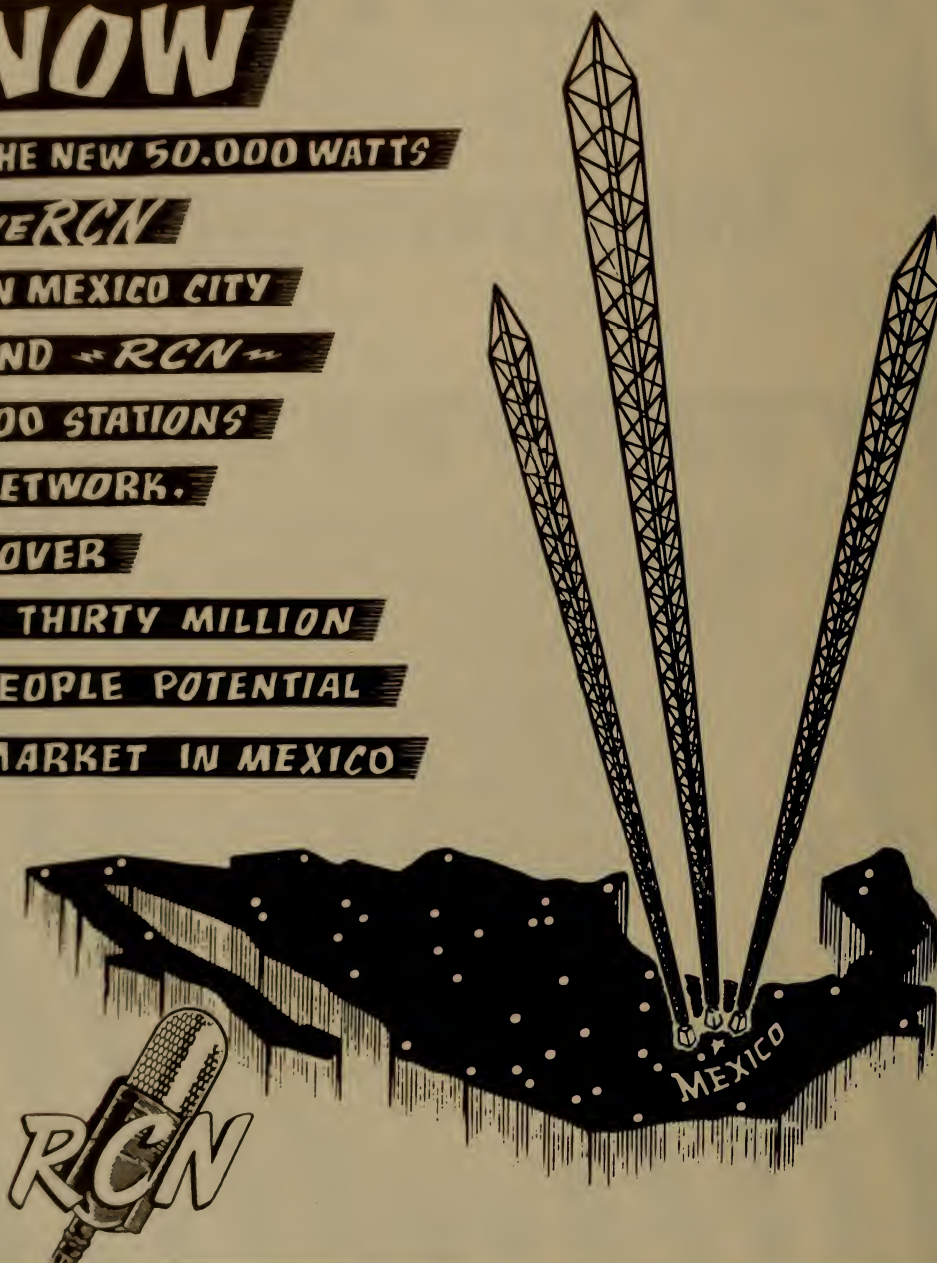
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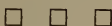
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# STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEII	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver.	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Herald del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1440	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomora, S.A.
Ciudad Acuma, Coah.	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam.	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax.	XECA	1480	
Ciudad Lerdo	XENQ	960	
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam.	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Culima, Cul.	XERL	1280	J. Roberto Levy
Culima	XEUT	1280	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guasave, Sin.	XEGS	1490	Radio Guasave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
Ej Samal, B.C.	XEDX	1010	
Eisenada, B.C.	XEFY	1450	
Eisenada, B.C.	XEPF	1400	Luis Enrique Enciso
Empalme, Son.	XEBQ	1240	Roberto Gonzalez Mata.
Fresnillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur.	XEPA	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Francisco E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauhinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	



STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC		
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnella King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Vallengi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	1430	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	1370	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progreso, Yuc.	XEGO	620	
Progreso, Yuc.	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Pueblo, Pue.	XEHR	1090	Manuel R. Canale

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif. Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Hermínio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez

STATIONS OF MEXICO-CUBA

Location	Call Letters	Frequency	Owner
Tijuana, B.C.	XEMO	960	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon	XEOB	1490	
Torreón, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S A
Villahermosa, Tab.	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Aufran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJB	880	Union Radio S.A.

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progreso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1490	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A
Havana	CMBF	950	Radio Universal S.A.
Camaguey	CMJL	920	Circuito CMQ S.A.
Pinar Del Rio	CMAQ	920	Circuito CMQ S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	760	La Voz del Aire
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMJM	840	
Holguin	CMDL	1150	

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Holguin	CMKT	1400	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Matanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radiocidenta S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguev
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara	CMHQ	640	Cirquito CMQ S.A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHM	970	Cadena Oriental de Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
Santa Clara	CMHM	1130	Cadena Oriental de Radio S.A.
Santa Clara	CMHC	1480	
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	540	
Victoria de las Tunas	CMGW	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

# STATIONS OF HAITI



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Port-au-Prince .....	4VW	1300	Ricardo Widmaier
Port-au-Prince .....	4VGM	1470	Frank C. Magloire

# STATIONS OF DOMINICAN REPUBLIC



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani .....	H13V	1310	Manuel Bello Hijo
Barahona .....	H15K	1360	
Ciudad Trujillo .....	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo .....	H1Z	1350	Frank Hatton
Cuidad Trujillo .....	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo .....	H1N	1220	Partido Dominicano
Ciudad Trujillo .....	H1G	950	Andres Cordero Puello
Ciudad Trujillo .....	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo .....	H13T	620	J. Arismendi Trujillo
Puerto Plata .....	H19U	1240	Luis A. Pelegrin
San Cristobal .....	H12R	1440	Luis Alberti
San Francisco de Macoris .....	H14F	1440	
San Francisco de Macoris .....	H14C	1250	Manuel R. Peralta
San Pedro de Macoris .....	H13J	610	
Santiago .....	H14B	1330	Abraham Vanderhorst
Santiago .....	H13A	1400	Expedi Pou
Santiago .....	H16T	1380	
Santiago .....	H18B	1050	
Santiago .....	H19Z	820	Luis F. Moscoso C.
Santiago .....	H11L	1230	Joaquin C. Pellicer

# STATIONS OF BAHAMAS & JAMAICA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
<b>BAHAMAS</b>			
Nassau .....	ZNS	1540	Bahamas Government
<b>JAMAICA</b>			
Kingston .....	ZQI	880	Jamaica Bestg. Co.
Montego Bay .....		1180	

# Radio Cadena Nacional, S. A.

*Head Office: Vallarta #1*  
*General Offices: Vallarta #1*  
*Phones:*  
 Head Office: 21-01-78—36-84-68  
 General Offices: 10-39-09—21-38-62  
*P. O. Box 7892*  
*Mexico City, Mexico*



— PERSONNEL —

President and General Manager.....	Rafael Cutberto Navarro
Commercial Manager.....	José Horacio Septién
General Auditor.....	Eduardo Martinez Celis
Control Manager.....	Jesús Amor D.
Sales Promotion Manager.....	Carlos Gonzalez Flores
Accounting.....	Raquel Burgos Romero

# Radio Programas de Mexico, S. A.

*Head & General Offices: Bucareli 109*  
*Phones:*  
 Head Office: 35-13-73—12-72-34  
 General Offices: 36-29-01—12-65-44—13-91-14  
*P. O. Box 1324*  
*Mexico City, Mexico*



— PERSONNEL —

President & General Manager.....	Clemente Serna Martinez
Vice President.....	Antonio Eufracio Ontiveros
Vice President.....	H. Nino M.
Publicity Manager.....	H. Rios D.



# Radio Cadena Nacional, S.A.

## Member Stations



<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>
Acapulco, Gro. ....	XEBB	600	Mexicali, B. C. ....	XED	1050
Agusalientes, Ags. ....	XERO	1490	Mexico, D. F. ....	XERCN	1110
Agua Prieta, Son. ....	XEFH	1310	Monterrey, N. L. ....	XET	990
Agua Prieta, Son. ....	XEAQ	1490	Monterrey, N. L. ....	XEH	1420
Apatzingan, Mich. ....	XECJ	1340	Monterrey, N. L. ....	XEAW	1280
Celaya, Gto. ....	XEY	1360	Monterrey, N. L. ....	XEG	1050
Cd. Acuna, Coah. ....	XERF	1570	Morelia, Mich. ....	XESF	1300
Cd. Carmargo, Chih. ....	XEHA	580	Morelia, Mich. ....	XECR	1340
Cd. Cuauhtemoc, Chih. ....	XEER	990	Nogales, Son. ....	XECG	1240
Cd. Juarez, Chih. ....	XEJ	970	Nogales, Ariz. ....	KNOG	1340
Cd. Juarez, Chih. ....	XEWG	1490	Nvo. Casas Grandes, Chih. ....	XETX	1010
Cd. Juarez, Chih. ....	XEF	1420	Nvo. Laredo, Tamps. ....	XEDF	960
Cd. Juarez, Chih. ....	XEFV	1240	Nvo. Laredo, Tamps. ....	XERG	1090
Cd. Mante, Tamps. ....	XECM	1450	Nva. Rosita, Coah. ....	XENR	980
Cd. Miguel Aleman, Tamps. ....	XEHL	1470	Pachuca, Hgo. ....	XEPK	760
Cd. Obregon, Son. ....	XEAP	1290	Parral, Chih. ....	XEJS	1150
Coatepec, Ver. ....	XERE	1160	Parral, Chih. ....	XEGD	1520
Coatzacoalcos, Ver. ....	XEGB	840	Poza Rica, Ver. ....	XEPR	1480
Cordoba, Ver. ....	XEDZ	580	Puebla, Pue. ....	XECD	1170
Cuernavaca, Mor. ....	XEJC	980	Queretaro, Qro. ....	XEJX	1520
Culiacan, Sin. ....	XECQ	1300	Reynosa, Tamps. ....	XEOR	1390
Chihuahua, Chih. ....	XEBW	1280	Sahuayo, Mich. ....	XEGC	1450
Chihuahua, Chih. ....	XEM	1390	Salamanca, Gto. ....	XERX	1560
Delicias, Chih. ....	XEJK	1340	Saltillo, Coah. ....	XEKS	1330
Durango, Dgo. ....	XEDU	860	San Luis Potosi, S.L.P. ....	XEPO	1310
Durango, Dgo. ....	XEND	1400	San Luis Potosi, S.L.P. ....	XESL	1340
Empalme, Son. ....	XEBQ	1240	San Luis Rio Colorado, Son. ....	XECB	1450
Ensenada, B. C. ....	XESS	1450	Sta. Ana, Son. ....	XEAB	1400
Guadalajara, Jal. ....	XEHL	1010	Tampico, Tamps. ....	XEFW	810
Guadalajara, Jal. ....	XESP	1400	Tampico, Tamps. ....	XETO	1370
Guadalajara, Jal. ....	XEBA	840	Tecula, Nay. ....	XETD	1450
Guadalajara, Jal. ....	XEJE	1310	Tepic, Nay. ....	XEXT	980
Guadalajara, Jal. ....	XEAD	1150	Tijuana, B. C. ....	XEBG	1550
Hermosillo, Son. ....	XEDL	1250	Tijuana, B. C. ....	XEAU	1470
Hermosillo, Son. ....	XEDM	1580	Tijuana, B. C. ....	XEXX	1420
Iguala, Gro. ....	XEKF	1360	Tlaquepaque, Jal. ....	XESP	1400
Irapuato, Gto. ....	XEBO	1330	Toluca, Mex. ....	XECH	1490
Jalapa, Ver. ....	XEJW	1270	Torreon, Coah. ....	XETB	1350
Jimenez, Chih. ....	XEJZ	1320	Torreon, Coah. ....	XEOB	1490
Leon, Gto. ....	XELG	680	Tuxpan, Nay. ....	XEUX	1340
Leon, Gto. ....	XERZ	1240	Uruapan, Mich. ....	XEFN	1130
Los Mochis, Sin. ....	XECU	1470	Veracruz, Ver. ....	XETF	1250
Magdalena, Son. ....	XEDJ	1450	Veracruz, Ver. ....	XEHV	1310
Manzanillo, Col. ....	XECS	1400	Villahermosa, Tab. ....	XEVT	970
Matamoros, Tamps. ....	XEO	970	Zacatecas, Zac. ....	XEXZ	1150
Matamoros, Tamps. ....	XEMT	1340	Zacapu, Mich. ....	XEZU	1270
Matehuala, S.L.P. ....	XEFF	1490	Zamora, Mich. ....	XEZM	650
Mazatlan, Sin. ....	XERJ	1320	Zamora, Mich. ....	XEGT	1490
Merida, Yuc. ....	XEZ	600	Zapopan, Jal. ....	XEDV	700
Merida, Yuc. ....	XEMQ	1240	Zihuatanejo, Gro. ....	XESZ	1450

# INTERNATIONAL STATIONS IN THE UNITED STATES AND CANADA

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<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power</i>
The Associated Broadcasters, Inc., San Francisco, Calif.....	KWID-1	100 kw.
	-2	50 kw.
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	10 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Corporation, Mason, Ohio.....	WLWO-1	75 kw.
	-2	50 kw.
The Crosley Corporation, Bethany, Ohio.....	WLWO-3	200 kw.
The Crosley Corp., Cincinnati, O.....	KQ2XAU	1 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
General Electric Company, Belmont, Calif.....	KGET-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WNBC-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	50 kw.
	-2	50 kw.
	-3	200 kw.
	-4	100 kw.
	-5	100 kw.
World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	7 kw.

## CANADIAN INTERNATIONAL STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power in Watts</i>
Canadian Marconi Co., Montreal, Que.....	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto.....	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.....	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.....	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.....	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.....	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.....	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.....	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.....	VE9AI	200

# Play and Story BROKERS

## Los Angeles, Calif.

**Bentel, George R.**  
5617 Hollywood Blvd. . . . . Hollywood 7-8068

**Bergerman Agency**  
141 El Camino Dr., B. H. . . . . CRestview 6-4124

**Bloom, Phil, Agency**  
120 El Camino Drive, B. H. . . . . CRestview 6-1339

**Elwood, Maren, Agency**  
4949 Hollywood Blvd. . . . . NOrmandy 4-4786

**French, Samuel, Inc.**  
7623 Sunset Blvd. . . . . HOLLYWOOD 3-3146

**Irwin, Lou**  
9165 Sunset Blvd. . . . . CRestview 1-7131

**Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46) . . . . . BRadshaw 2-0462

**Morris, William, Agency**  
202 N. Canon Dr., B. H. . . . . BRadshaw 2-4111

**Music Corp. of America**  
9370 Santa Monica Blvd., B. H. . . . . BRadshaw 2-3221

**Orsatti & Co.**  
300 S. Beverly Dr. . . . . CRestview 6-6241

**Ring, S. E.**  
1654 Cherokee . . . . . HOLLYWOOD 7-6412

**Swanson, H. N., Inc.**  
8523 Sunset Blvd. . . . . CRestview 1-5115

## New York, N. Y.

**American Play Co.**  
522 Fifth Ave. . . . . MUrray Hill 2-0156

**Ashley, Ted, Associates**  
545 Fifth Ave. . . . . MUrray Hill 7-0576

**Bartsch, Hans**  
1501 Broadway . . . . . BRyant 9-6933

**Brandt & Brandt**  
101 Park Ave. . . . . MUrray Hill 3-5890

**Brown, Curtis, Ltd.**  
347 Madison Ave. . . . . MUrray Hill 6-6170

**Century Play Co., Inc.**  
522 Fifth Ave. . . . . MUrray Hill 2-0156

**Cowl, Carl**  
516 Fifth Ave. . . . . MUrray Hill 7-6782

**Fishbein, Frieda**  
11 W. 42nd St. . . . . LOngacre 5-1379

**French, Samuel**  
25 W. 45th St. . . . . JUdson 2-4700

**Gaines, Blanche**  
350 W. 57th St. . . . . PLaza 7-0537

**Hayward, Leland, Ltd.**  
655 Madison Ave. . . . . TEmpleton 8-5100

**International Literary Bureau, Inc.**  
11 W. 42nd St. . . . . LOngacre 4-5576

**Jay Garon-Brooke Associates, Inc.**  
8 E. 52nd St. . . . . PLaza 3-7815

**King, Eleanor**  
19 W. 44th St. . . . . MUrray Hill 2-6390

**Matson, Harold**  
30 Rockefeller Plaza . . . . . CIRCLE 6-2750

**Morris, William, Agency, Inc.**  
1740 Broadway . . . . . JUdson 6-5100

**Pauker, Dr. Edmond**  
1639 Broadway . . . . . COlumbus 5-1726

**Reynolds, Paul R. & Son**  
599 Fifth Ave. . . . . MUrray Hill 8-4767

**Roberts, Flora**  
545 Fifth Ave. . . . . MUrray Hill 7-4137

**Salisbury, Leah**  
234 W. 44th St. . . . . LAckawanna 4-8628

**Sanford, Jay**  
17 E. 48th St. . . . . PLaza 5-1127

**Talent Associates**  
41 E. 50th St. . . . . PLaza 3-1030

**Taylor, Ethel C.**  
55 W. 55th St. . . . . CIRCLE 5-8620

**Williams, Annie Laurie**  
18 E. 41st St. . . . . MUrray Hill 5-7565

**Writers Literary Agency**  
117 W. 58th St. . . . . JUdson 6-2470

**Writers Workshop, Inc.**  
280 Madison Ave. . . . . LEXington 2-9878

GERRY GROSS-NORMAN BAER  
PRODUCTIONS

NEW YORK

HOLLYWOOD



# *Production*

## *Radio and Television*

**PROGRAM PRODUCERS**

**SERVICES OFFERED**

**PERSONNEL**

PROCKTER  
TELEVISION ENTERPRISES, INC.

The Big Story

Treasury Men in Action

The Man Behind the Badge

TV Reader's Digest

Police Call

Playhouse 15

# RADIO-TELEVISION PROGRAM PRODUCERS

□ □ □

## ADVANCE TELEVISION PICTURE SERVICE, INC.

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

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

## AFFILIATED PROGRAM SERVICE INC.

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

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

## AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.  
Phone: COlumbus 5-0232

President.....Nicholas T. Agneta  
*Services Offered:* Recording, Production, Scripts, Talent.  
*Productions:* Broadway Musical Comedy, TV film.

## AIR FEATURES, INC.

720 Fifth Avenue, New York 19, N. Y.  
Phone: JUdson 6-8500

President.....I. S. Becker  
Sales Manager.....Harry E. Hobbs  
Comptroller.....Andy Subbiondo  
*Services Offered:* Radio-TV packaged programs, live, film and transcribed.

*Current Productions:* Mr. Keen, Helen Trent, Our Gal Sunday, Backstage Wife, Just Plain Bill, Young Widder Brown, Stella Dallas, Lorenzo Jones.

## ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-3277

President.....Alton Alexander  
Dir. of Sales.....David A. Lown  
Production Chief.....Suzanne Ryan  
*Services Offered:* Television program production, live and film.

*Productions:* Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

## AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.

Phone: JU 6-7600

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

## AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.  
Phone: SUperior 7-7500

Pres. & Gen. Mgr....Thomas J. O'Brien, Jr.  
Asso. Producer.....Jean Gendon  
Asso. Producer.....Phyllis F. O'Brien  
Admin. Asst. ....Allis Allen  
Admin. Asst. ....Dan D. O'Brien  
*Services Offered:* Live, film shows & commercials.

## AMERICAN SALES & SERVICING AGENCY

### (RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 5-1300

President.....Guy Bolam  
*Services Offered:* Sales agency for Radio Luxembourg.

## CHARLES R. ANDREWS AFFILIATES, INC.

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

President.....Charles R. Andrews  
Sect.-Treas. ....Marjorie Warner  
*Services Offered:* Package shows.  
*Productions:* "Jolly Gene and his Fun Machine."

## PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.  
Phone: TRafalgar 9-5097

Producer.....Peter Arnell  
Asso. Prod., Personal Mgr....Don Sheldon  
Asso. Prod., Prod. Mgr.....Jean Heaton  
*Services Offered:* TV & Radio Programs: Production, Package, Consultation.  
*Productions:* The Name's The Same (In association with Goodson-Todman Productions).

## ASSOCIATED BROADCAST ADVERTISING CO.

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

Partner, Advg. Mgr. & Publicity  
Dir.....Irwin T. Porter  
Partner, Program Mgr. & Dir. Research  
Dept.....Gertrude T. Porter  
Script Dept.....Jean Norab  
*Services Offered:* Scripts created, for any business, ranging from miniature 5-minute

## TWO SMASH HITS NOW AVAILABLE

With a Combined Juvenile and Adult Appeal  
With Time-Tested Elements of Merchandising and Promotional Features

### **SERGEANT PRESTON of the YUKON**

AND HIS WONDER DOG YUKON KING



#### **For Television Sponsorship**

Pilot Film, Black & White or Color,  
Available for Screening  
Radio Program Broadcast Since 1939  
Sponsored by Quaker Oats Co.

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### **THE GREEN HORNET**

**For Radio & Television Sponsorship**



Pilot Film, Black & White or Color,  
Available for Screening  
Radio Program Broadcast Since 1936

For Complete Details Write — **H. Allen Campbell**

**TRENDELE-CAMPBELL-MEURER, INC.**

28 W. Adams Ave. — Detroit 26, Michigan — Woodward 2-9184



programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

**ASSOCIATED PRESS**

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

General Manager.....Frank J. Starzel  
Asst. General Manager ...Oliver Granling  
*Services Offered:* 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

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

730 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-3091

President.....Charles E. Rynd  
V. P.-Treas.....Richard S. Rynd  
Sales Manager.....Ray Rynd  
*Services Offered:* Music on tape for commercial use, available for dealers and distributors. Program material on tape created and produced for specialty uses.

**ANN BARBINEL**

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

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

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

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

President .....Jack Barry  
Vice-President .....Dan Enright  
V.-P. in Chg. Sales....Edwin S. Friendly, Jr.  
*Services Offered:* Package producers of live and transcribed radio shows and live and filmed TV shows.

*Productions:* Juvenile Jury, Winky Dink and You, Life Begins at 80, Oh, Baby.

**BASCH RADIO & TELEVISION PRODUCTIONS**

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

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

**ZACH BAYM FILMS**

60 East 42 St., New York 16, N. Y.  
Phone: MU 2-4813

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

**IRENE BEASLEY RADIO PRODUCTION SERVICE**

Heatherdell Rd., Ardsley, N. Y.  
Phone: DOBbs Ferry 3-3578

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

**V. S. BECKER PRODUCTIONS**

562 Fifth Ave., New York 36, N. Y.  
Phone: LUXemburg 2-1040

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

**GEORGE R. BENTEL & ASSOCIATES**

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

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

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

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

Manager .....Guy Biddick  
Asst. Mgr.....Mildred Biddick  
Office Manager.....Josephine Corbet  
Traveling Rep.....Glenn Biddick  
*Services Offered:* Preparing and recording commercial announcements for your own individual requirements. Packaged 1/2-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

**ALBERT BLACK TELEVISION PRODUCTS**

9 Rockefeller Plaza, Room 1526  
New York 20, N. Y.  
Phone: CI 5-7466

President .....Albert Black  
V.P., Secy., Treas.....Michael Lippert  
Exec. Director.....Julien Roffman  
*Services Offered:* Live and film package shows; commercials for television; radio shows, transcriptions.

**FORD BOND RADIO PRODUCTIONS, INC.**

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

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

**THE BORIES ORGANIZATION**

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

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

**GOODSON - TODMAN  
PRODUCTIONS**

*Creative Programming for Radio,  
Television and Television Film*

**41 EAST 57th STREET  
NEW YORK 22, N. Y.**

**449 SOUTH BEVERLY DRIVE  
BEVERLY HILLS, CALIF.**

*West Coast Representative*  
**HARRIS KATLEMAN**

**MARK GOODSON**

**BILL TODMAN**

**BOX OFFICE TELEVISION, INC.**

30 East 60th St., New York 22, N. Y.  
Phone: PLaza 1-2541

Board Chairman.....Milton N. Mound  
President.....Wm. P. Rosensohn  
General Mgr.....Robert M. Rosencrans  
Exec. Producer.....Edgar A. Rosenberg  
Nat'l Sales Mgr.....Wallace A. Ross

*Services Offered:* Specialists in Closed-circuit Television: industrial business meetings and entertainment events.

**BROADCASTING PROGRAM SERVICE**

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

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

**WILLIAM F. BROIDY PRODUCTIONS, INC.**

5545 Sunset Blvd., Hollywood 28, Cal.  
Phone: HOLlywood 2-7421

President.....William F. Broidy  
V.P. & Sec'y.....Edward J. Kay  
Exec. Asst. to President.....Ace Herman  
Production Mgr.....A. R. Milton  
Adv. Dir.....J. L. Kaufman  
*Services Offered:* Studios for rental. Package shows. Physical and creative productions of industrial films, short subjects, TV series and announcements.

**BYRON PRODUCTIONS**

8 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 3-6930

President.....Edward A. Byron  
*Services Offered:* Package programs.

**BRUCE CHAPMAN COMPANY**

55 West 42nd St., New York 36, N. Y.  
Phone: WISconsin 7-9244

President.....Bruce Chapman  
V.P.-Treas.....Edna Chapman  
Sales Manager.....George Ellis

Branch Offices:

30 rue de Gramont, Paris 2, France  
Phone: RIchelieu 80-04

Director.....Dan Morley  
Assoc. Dir.....Michael Alexander  
22 Davies St., London W. 1, England  
Phone: MAYfair 1037

Manager.....Frank Byers  
9-10 am Park, Berlin, Schoneberg, Germany  
Phone: 71-64-69

Manager.....Rolf Brede  
*Services Offered:* Production of radio & TV programs in U. S. and Europe.

*Productions:* The Answer Man.

**CHESHIRE & ASSOCIATES**

3129 Cahunga Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-4580

General Manager.....Bob Reichenbach  
Production Director.....Harry V. Cheshire  
Traffic Dir.....Mary Ann Hooper

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

*Productions:* Stand By . . . For Crime, Swap With The Stars, and The MJB Show.

**CINEFFECTS, INC.**

(For complete listing see TV Film Producers)

**TED COLLINS CORP.**

500 Fifth Ave., New York, N. Y.  
Manager.....Ted Collins  
*Services Offered:* Talent, Production.

**COMMODORE PRODUCTIONS & ARTISTS, INC.**

971 N. LaCienega Blvd., Hollywood 46, Calif.  
Phone: CRestview 1-7106

Pres. & Exec. Prod.....Walter White, Jr.  
Associate Producer.....Bill Heath  
Sec'y-Treas.....Eleanor Payne  
*Services Offered:* Program production, syndicated transcriptions, scripts, package programs, talent.

*Productions:* (104 ½ hr. Trans. Radio) Hopalong Cassidy, (156 ½ hr. Trans. Radio) The Clyde Beatty Show, Tarzan.

**FRANK COOPER ASSOCIATES AGENCY**

6277 Selma Ave., Hollywood 28, Calif.  
Phone: HO 4-7258

N. Y. Phone: VAnderbile 6-5661

President.....Frank Cooper  
V.P. Chge. of N. Y. Office.....Sy Fischer  
Head of Sales—Calif. Off...Martin Sperber  
Executive Secretary.....Gloria Farrier  
*Services Offered:* Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

**LOUIS G. COWAN, INC.**

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

President.....Louis G. Cowan  
Vice-President.....Harry Fleischman  
Treasurer.....J. Kyle Faber

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

Phone: RAndolph 6-2022

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

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

**DAMON RECORDING STUDIOS, INC.**

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

President.....Vic Damon  
Vice President.....Robert Damon  
Secretary-Treasurer.....Alice Damon  
Chief Engineer.....Roger Webb

*Services Offered:* A.F.M. licensed for making commercial phonograph masters, radio and TV commercials, etc.

# ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

COMPLETE ★ RADIO,

★ TELEVISION AND

★ FILM PACKAGES

RECORDING  
DEPARTMENT

COMPLETE RECORDING  
FACILITIES

★ ★ ★  
TRANSCRIPTIONS

★ ★ ★  
"ON LOCATION" — REMOTE  
RECORDINGS

*Rockhill  
Productions, Inc.*



**18 East 50th  
PLaza 9-7979**

**FREDERIC DAMRAU, M. D.**

247 Park Ave., New York 17, N. Y.

Phone: PLaza 5-3638

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

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

**MAC DAVIS FEATURES**

1 Montgomery Place, Brooklyn (15), N. Y.

Phone: NeVins 8-4374

Director.....Mac Davis

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

*Productions:* Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another.

**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.

Phone: ORegon 9-3595

Writer, Composer.....Gordon M. Day

Director.....Carol Bulkley

Production Mgr.....Edith Adelson

Treasurer.....Leo L. Reich

*Services Offered:* Package programs, radio-TV consultants to advertising agencies, creating and producing custom-built musical jingles and TV film spots of all kind.

**DANNY DEE ENTERPRISES, INC.**

510 Madison Ave., New York, N. Y.

Phone: PLaza 3-4153

President.....Irwin N. Herbert  
 Sec., Sales Manager.....Eric Blau

Treasurer.....Roy Doty

*Services Offered:* Produce live and filmed shows. Radio Shows, Commercials.

*Productions:* "The Adventures of Danny Dee."

**DEMBY PRODUCTIONS INC.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.

Phone: PLaza 9-2495

President.....Emanuel Demby

Vice President.....Mildred Demby

Film Supervisor.....Myron L. Broun

Dramatic Scripts.....Betty Jeffries

Sales.....Hunter W. Smith

Story Editor.....Al Marshack

*Services Offered:* Live and film programs, syndication, industrial and public relations films, live and recorded radio programs and commercials.

*Productions:* Hollywood To Broadway, How To Be A Cowboy, This Is Indonesia, Turning Points.

**ALFRED DIXON PRODUCTIONS**

109 E. 39th St., New York, N. Y.

Phone: MURray Hill 5-6415

President-Owner.....Alfred Dixon

Casting and production.....Lynn Masters

Asst. Dir. and Coaching.....Norma Burton

*Services Offered:* Radio, stage, film, TV productions.

**FOUR OF OUR TOPS**

**TV**

**BREAK THE BANK**

STARRING

**BERT PARKS**

FOR

**DODGE DIVISION OF  
 CHRYSLER CORP.**

ABC-TV SUNDAY 10:00 PM EST.

**RADIO**

**HILLTOP HOUSE**

STARRING

**JAN MINER**

FOR

**PHARMACO, INC.**

CBS RADIO MON. THRU FRI. 3-3:15 PM EST.

**MASQUERADE PARTY**

STARRING

**PETER DONALD**

FOR

**REMINGTON ELECTRIC SHAVERS  
 ESQUIRE BOOT POLISH**

ABC-TV WEDNESDAY 9:00 PM EST.

**BREAK THE BANK**

STARRING

**BUD COLLYER**

FOR

**MILES LABORATORIES**

NBC RADIO MON. THRU FRI. 10:45-11 AM  
 MUTUAL RADIO MON. THRU FRI.. 12 NOON

**WOLF PRODUCTIONS**

**WOLF ASSOCIATES**

420 MADISON AVENUE, NEW YORK, N. Y.

**HARRY S. DUBE**

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: COLUMbus 5-7035

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

**DYNAMIC FILMS INC.**

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

President .....Henry Morley  
Treasurer ..... Nathan Zucker  
Exec. Pro. ....Lee R. Bobker  
Editorial Chief.....Lester Becker  
Sound Engineer.....John De Blau  
Film Dist.....M. Pfeiffer  
*Services Offered:* Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

**W. M. ELLSWORTH**

Suite 203, 159 E. Chicago  
Phone: MOhawk 4-7050

Owner.....W. M. Ellsworth  
*Services Offered:* Folk artists, entertainers for radio-TV-records and transcriptions.

**EMPIRE BROADCASTING CORP.**

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

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

**ENDORSEMENTS, INC.**

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

President .....Jules Alberti  
Vice-Pres.....Dr. Harold S. Wadro  
Sec.-Treas.....Hazel F. McCabe  
Chg. Production.....Ted Baehr  
*Services Offered:* Endorsements and testimonials live and film for TV.

**ESTES NEWS AND FEATURE SERVICE**

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

President .....Bernard Estes  
Secretary-Treasurer.....Hazel Estes  
Associate Producer.....Jack Sheldon  
*Services Offered:* Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

**WILBUR STARK — JERRY LAYTON**

**RADIO & TELEVISION PRODUCTIONS**

270 PARK AVENUE

PL. 3-1742

**FADIMAN ASSOCIATES, LTD.**

1501 Broadway, New York 36, N. Y.

Phone: LACKawanna 4-3544

Manager .....Edwin Fadiman  
*Services Offered:* Production, Package Shows.

**GEORGE F. FOLEY, INC.**

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

Phone: PL 7-6454

President.....G. F. Foley  
 Vice President.....V. C. Holahan  
*Services Offered:* Package programs, talent representative, production consultant.

**WALT FRAMER PRODUCTIONS**

1150 Avenue of the Americas

New York 36, New York  
 OXFord 7-3322

Producer.....Walt Frammer  
 Associate Producers.....Joe Gottlieb,  
 Sid Tamber, Paul Kaczander  
 Production Supervisors.....Mervyn Frammer,  
 Estelle Citron, Vivian Roberts  
 Business Manager.....Henry Schmerzer  
*Services Offered:* Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

*Current Productions:* Strike It Rich, The Big Payoff.

**FREMANTLE OVERSEAS RADIO,  
 & TELEVISION, INC.**

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

Phone: MUrray Hill 7-4344

President.....Paul Talbot  
 Secretary .....Lee Volker  
 Mgr. (Mexico City).....Rene Anselmo  
*Services Offered:* Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

**ALLEN A. FUNT PRODUCTIONS**

100 Central Park South, Room 11-C,  
 New York 19, N. Y.

Phone: JUdson 6-5227

President.....Allen A. Funt  
 Production .....Al Slep  
*Services Offered:* Network, live, transcribed and syndicated programs and candid commercials.

**GAINSBOROUGH ASSOCIATES**

207 East 30th St., New York 16, N. Y.

Phone: ORegon 9-2720

President.....Mitchell Jablons  
 VP and Gen. Mgr.....Josephine Savoca  
 VP in chg. Sales.....Martin Seligson  
 Casting Director.....Arlene Shelley Gaines  
 VP in chg. Progs.....Pamela Jablons  
 Radio Director.....Scott Kuney  
 Treasurer.....Herbert M. Davis  
 Prod. Supervisors.....Kathy Burke,  
 Richard Gaines, William Savoca  
 Television Director.....Susan M. Gaines  
 Offices  
 7200 Santa Monica Blvd., Los Angeles 26, Cal.

**e b b**arry  
**e n**right  
 & **f r**riendly  
 inc

667 MADISON AVE.

NEW YORK 21, N. Y.

TE 2-8600

Office Manager . . . . . Chas. B. Rogers  
*Services Offered:* Radio & TV package producers. Program consultants to new and existing radio and TV stations. Fund raising campaigns on radio and TV. Talent management and personal representation.

*Current Productions:* "The Editors Speak," "Harlem Serenade," "Buddy Rogers Show," "Revistas del Mediodia," "Pick A Date."

**GALE, INC.**

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

President . . . . . Moe Gale  
*Services Offered:* Talent, management and production.

**GBA-GALLUCCI BROS. & ASSOCIATES**

727 Meriden Rd., Waterbury 4, Conn.  
 Phone: Wat-rbury 3-5272

President . . . . . N. T. Gallucci  
*Services Offered:* Package programs.

**HAROLD R. GINGRICH, PRODUCTIONS**

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

Owner-Manager . . . . . Harold R. Gingrich  
 Musical Director . . . . . Vee Jones  
 Script Director . . . . . Jessica Petrie  
*Services Offered:* Transcriptions and films, package program and counsellor service.  
*Productions:* Roman Meal.

**GENERAL ARTISTS CORP.**

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

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

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

1270 Ave. of Americas, New York 20, N. Y.  
 Phone: PLaza 7-5959

President . . . . . John Gibbs  
 Writers Department . . . . . Francis Head  
 Talent Department . . . . . Keith Brown  
*Services Offered:* Radio and TV production. Talent representation.

**GRACE GIBSON RADIO PRODUCTIONS**

3129 Cahuenga Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 3-3498

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

*Productions:* Drama Of Medicine, Adventures of Gregory Dean, and "Famous Court Dramas.

**GOMALCO ENTERPRISES**

9100 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CR 4-5921

Partner . . . . . George Gobel

**WALT FRAMER PRODUCTIONS**

specialists in high-rated, low cost  
 audience participation and dramatic shows

- "Strike It Rich"
- "The Big Payoff"

Continually proved in rating reports  
 and at the cash register.

More than twenty-five years of top level experience.  
 There are a dozen or more new Framer shows now past the idea stage . . . perhaps one is tailor-made for you. Call us!

**Walt Framer Productions**

1150 Avenue of the Americas • New York 36, N. Y.

Tel: OXford 7-3322



Partner .....David P. O'Malley  
*Services Offered:* Television production.  
*Current Productions:* The George Gobel Show.

**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53rd St., New York 22, N. Y.  
General Manager.....Harry S. Goodman  
Sales Manager.....Everett F. Goodman  
Office Manager.....William Baron  
Secretary .....H. D. Knuth  
*Services Offered:* Network show, One Minute Please; local show, TV Telephone Game, others upon request.

**GOODSON-TODMAN PRODUCTIONS**

41 East 57th St., New York 22, N. Y.  
Phone: PLaza 1-0600  
Partner.....William S. Todman  
Partner.....Mark Goodson  
General Business Mgr....Howard F. Todman  
Exec. Dir. of Programs.....J. Gil Fates  
Exec. Producer.....Franklin Heller  
Dir. of West Coast Prog....Harris Katleman  
Production Manager.....Mitchell Leiser  
*Branch Office*

Goodson-Todman Enterprises, Ltd.  
449 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 4-7357  
*Services Offered:* Producing and packaging live and transcribed radio, and live and filmed programs for national, regional and spot sales.

*Productions:* Beat the Clock, The Name's The Same, Two For The Money, I've Got A Secret, What's My Line, What's Going On, The Web, It's News To Me.

**GOTHAM RECORDING CORP.**

2 W. 46th St., New York 36, N. Y.  
Phone: JUDson 6-5577  
President.....Herbert M. Moss  
Vice Pres.....Stephen F. Temmer  
Gen. Manager.....Harry F. Landon  
Comptroller.....Robert M. Volkell  
*Services Offered:* Radio transcription and film production and recording. Six large, medium and small studios; 12 Ampex Tape machines, five Disc Lathes. Writing and production staff available.

**GREEN ASSOCIATES**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 4-0818  
General Manager.....Lewis G. Green  
*Services Offered:* Radio-TV consultation for advertising agencies. Jingles—Animated Spots—Live productions.  
*Productions:* Red Grange Football Show, Greyhound Bus TV Jingles.

**JOHN GUEDEL PRODUCTIONS**

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: YOrk 6291  
Vice-Pres. & Exec. Producer...John Guedel  
*Services Offered:* Radio and television packaging and producing.



CREATED BY

**Mike Moser**

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THERE'S MORE COMING FROM

**TOWER PRODUCTIONS**

11541 Landale, North Hollywood, Calif.

**GROSS-BAER PRODUCTIONS**

Savoy Plaza Hotel, Suite 1338  
 New York, N. Y.  
 Phone: MU 8-8882  
 1660 North Vine St., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 2-6343

Partners, .....Gerry Gross, Norman Baer  
 Executive Producer, .....Arnold Peyser

*Services Offered:* Radio and Television  
 Packaged programs.

*Productions:* The Maggi McNellis Show;  
 Morey Amsterdam Show; Junior Champion;  
 Claire Mann; Maggi's Magazine; Let's Take  
 Sides; Finders Keepers.

**LAURENCE HAMMOND  
 PRODUCTIONS, INC.**

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

President & Gen. Mgr...Laurence Hammond  
 Vice-Pres.....Merikay Howard

*Services Offered:* Packaging radio and TV  
 programs, live, transcribed and filmed. Also  
 consultant work in directing, writing, pro-  
 ducing and complete public relations facili-  
 ties.

**SUE HASTINGS MARIONETTES,  
 INC.**

3706 McKinney Ave., Dallas 4, Texas  
 Phone: Lakeside 4022

President .....Linnea Roberts  
 Art Director.....W. Higgins  
 Film & Program Director.....R. A. Green

*Services Offered:* Marionette productions  
 for children and adults especially adapted  
 for TV (live or film). Custom-built shows  
 with original scripts and music. Special pup-  
 pets made for commercials.

**ARTHUR HENLEY PRODUCTIONS**

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

Phone: PLaza 5-7145

Producer .....Arthur Henley  
 Prod. Co-ordinator.....Lee Wallace  
 Production Asst.....Ruth Salmon

*Services Offered:* Creative programming  
 for radio and television. Complete packages  
 and production, writing and consultation  
 services.

*Current Production:* Make Up Your Mind.

**WEST HOOKER, INC.**

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

President .....West Hooker

*Services Offered:* Program production and  
 programs, Talent, Artists' Representative.

**HOWARD RADIO-TV  
 PRODUCTIONS**

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

Owner .....Bernard Howard

*Services Offered:* All creative phases of  
 Radio-TV—ideas, writing, production—in-  
 cluding commercials; Consultant for agen-  
 cies without their own Radio-TV depart-



**Howdy Doody**

**KAGRAN CORPORATION**  
 4 West 58th Street  
 New York 19, N. Y.

ments; package producer; free-lance writing and production.

**RICHARD W. HUBBELL & ASSOCIATES**

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

Exec-in-Charge .....Gilbert Parker  
Chairman.....R. W. Hubbell  
*Services Offered:* Program producers.

**INTER-CALIFORNIA BROADCASTING SYSTEM**

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

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

**INTERNATIONAL 16mm CORP.**

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

President-Treasurer....Patrick E. Shanahan  
Secretary .....George Blake  
*Services Offered:* Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

**INTERNATIONAL TELEMETER CORP.**

2000 Stoner Ave., Los Angeles 25, Calif.  
Phone: ARizona 8-7751

Chrm. of Board.....Paul Raibourn  
Board of Directors....Eugene Zukor, (Treas. & Asst. Sec'y); Louis Novins; Jacob Karp (Sec'y); Arthur Israel, Carl Leserman, Paul MacNamara, Dr. Louis N. Ridenour V.P. & Chairman....Dr. Louis N. Ridenour V.P. ....Paul MacNamara V.P.....Chester I. Lappen Sec. & Adm. Asst.....Will Baltin Controller .....William F. Goodwin  
*Services Offered:* Engaged in the development of the Telemeter coin-box method of Pay-As-You-See Television, and other electronic devices.

**THE JAFFE AGENCY, INC.**

8553 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 6-6121

President .....Sam Jaffe  
Secretary .....Philip Gersh V.P., Chg. Lit., TV Dept.....Mary Baker TV Department.....Fred Hamilton, Hal Ross, Jon Kohn  
Literary Dept.....Everts Ziegler, Robert Goldfarb, Clancy Sigal  
*Services Offered:* Representation of artists, actors, actresses, directors and writers and material in live and film television and radio. Packagers of live and film television shows.

**ROBERT G. JENNINGS**

53 West 53rd St., New York, N. Y.  
Phone: JU 6-0711

*Services Offered:* Radio & TV packages.

**520 HALF-HOUR MYSTERIES**

TOP RATED

TIME KILLERS



World's Largest Selection  
of Transcribed Radio Programs  
of Every Category

**WARNING!**

These Programs DANGEROUS  
IN THE HANDS of Competition!

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue. NEW YORK CITY

**JEWELL RADIO AND TELEVISION PRODUCTIONS**

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

President ..... James E. Jewell  
Vice President ..... W. Ralph Jewell  
Manager ..... Charles P. Flynn  
Nat'l. Sales Rep. .... Carl Wester  
Treas. .... Lincoln Douglass  
Secretary ..... M. P. Casey  
Editor ..... James Lawrence  
*Services Offered:* A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.  
*Productions:* The Silver Eagle, The King's Jesters Show.

**KAGRAN CORPORATION**

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

President ..... S. M. Clifford  
VP, Merch. D'r. .... Allan Stone  
Merch. Acct. Execs. .... Milton P. Kayle, Robert Max  
Production Supervisor ..... Joseph Clair  
Pub. & Prom. Dir. .... Murray Benson  
Director of Programming ..... E. Kean  
Script Editor ..... W. K. Clarke  
General Manager ..... E. L. Justin  
Art Director ..... Mario Trombetta  
*Services Offered:* Merchandising and TV and Radio package producers.  
*Current Productions:* Howdy Doody, Johnny Jupiter, Gabby Hayes, Author Meets Critics, Jackie Robinson.

**MAXINE KEITH**

234 W. 44th St., New York, N. Y.  
Phone: LA 4-2697

Manager ..... Maxine Keith

**SONNY KENDIS, INC.**

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

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

**JACK KURTZE AGENCY**

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

President ..... Jack M. Kurtze  
V.P.-Treasurer ..... Lulu Mae Kurtze  
Executive Producer ..... Eddie Ricci  
*Services Offered:* Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

**ELY LANDAU, INC.**

625 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-8200

President ..... Ely A. Landan  
Secretary ..... Harold Kovner  
*Services Offered:* Producers of television programs on film.

**LES LEAR**



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

Procter & Gamble's

**WELCOME TRAVELERS**

starring

**TOMMY BARTLETT**

8th CBS  
Year TV

**LES LEAR PRODUCTIONS**

**Hotel Sherman  
Chicago 1, Ill.**

**Phone: FRanklin 2-2100**

*Productions:* The Passerby, The Bill Corum Sports Show, Man's Heritage.

**LANG-WORTH DISTRIBUTING CORP.**

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

Phone: JUDson 6-5700

President.....C. O. Langlois  
 Secretary.....John D. Langlois  
 Treasurer.....C. O. Langlois, Jr.  
 Vice-President.....W. O'Keefe

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

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

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

Phone: JUDson 6-5700

President.....C. O. Langlois  
 Secretary.....John D. Langlois  
 Vice President.....W. O'Keefe  
 West Coast Mgr.....Hugh S. Allen

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

**HERBERT S. LAUFMAN & COMPANY**

221 N. La Salle St., Chicago 1, Ill.

Phone: RAndolph 6-4086  
 Partner, Sales.....Herbert S. Laufman  
*Services Offered:* Packagers and producers of TV programs, supervision of production for TV film commercials.

**LAWRENCE & LEE, INC.**

Equitable Bldg., Hollywood 28, Calif.  
 Phone: HOllywood 7-1009

President.....Jerome Lawrence  
 Vice-President.....Robert E. Lee  
*Services Offered:* Production consultants. Delivery of literary rights for television, radio and motion pictures.

**LES LEAR PRODUCTIONS CORP.**

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

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

**LESTER LEWIS ASSOCIATES**

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

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

**PHILLIPS H. LORD, INC.**

1440 Broadway, New York 18, N. Y.  
 Phone: LO 4-8000

Pres., Mgr., Prog. Super.....C. R. Manby  
*Services Offered:* Radio and TV package shows.

**HOLLYWOOD SOUND STAGE**  
 26 HALF HOURS  
 RUNS THE GAMUT  
 ROMANCE—COMEDY  
 ADVENTURE  
 IN PRODUCTION

**HOLLYWOOD THEATER OF STARS**  
 156 FABULOUS HALF HOURS  
 FEATURING  
 THE GREATEST NAMES  
 IN HOLLYWOOD  
 NOW PLAYING

**OBSESSION MYSTERY WHODUNNITS**  
 78 HALF HOURS  
 THRILLS!  
 CHILLS!  
 SUSPENSE!  
 NOW PLAYING

MANY OTHER TOP QUALITY  
 TRANSCRIBED SHOWS AVAILABLE  
 Quality Programs At Reasonable Rates

EST. 1929  
**C. P. MacGregor**

729 S. WESTERN

HOLLYWOOD

DUNKIRK 4-4191

**THE FREEMAN LUSK COMPANY**  
 1618 No. Argyle Ave., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 5-2121  
 President .....Freeman Lusk  
 Sec.-Treas. ....Elsey V. Horner  
*Services Offered:* Moderator and producer of discussion programs in the public interest; news reporting and commentary; actor.

**C. P. MacGREGOR**  
 729 S. Western Ave., Hollywood 5, Calif.  
 Phone: DUNKIRK 4-4191  
 President .....C. P. MacGregor  
 Manager.....George R. Jones  
*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

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

**ARNOLD MARQUIS PRODUCTIONS, INC.**  
 717 N. La Cienega, Hollywood 46, Cal.  
 Phone: CRESTVIEW 6-8796  
 President .....Arnold Marquis  
*Services Offered:* Write, direct, produce and package radio and television programs and spots.

**MARSHALL—HESTER PRODUCTIONS, INC.**  
 521 Fifth Ave., New York 17, N. Y.  
 Phone: MURRAY HILL 7-2722-3-4  
 President.....A. W. Marshall  
 Vice-President .....Harriet Hester  
 Legal Representative.....Gerald Dickler  
*Services Offered:* Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

**MASTERSON, REDDY & NELSON**  
 10 E. 49th St., New York 17, N. Y.  
 Phone: PLaza 9-1120  
 Partner .....John Masterson  
 Partner .....John Reddy  
 Partner .....John Nelson  
 Production Supvr. ....Ruth Kyle  
 Business Mgr. ....Helen Guy  
*Services Offered:* Packaging and production of radio and TV programs.  
*Productions:* Bride & Groom, Bank On The Stars, Double Or Nothing.

**McGRAW ASSOCIATES**  
 33 West 42nd St., New York 36, N. Y.  
 Phone: PE 6-7110  
 Partners.Peg M. McGraw, Walter J. McGraw  
*Services Offered:* Write, produce and direct package radio and TV programs.  
*Productions:* The Phrase That Pays.

# TALENT ASSOCIATES

TELEVISION PRODUCTION  
 AND MANAGEMENT

ALFRED LEVY

DAVID SUSSKIND

ROBERT COSTELLO

**ALEXANDER McQUEEN & ASSOCIATES**

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

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

**CHARLES MICHELSON, INC.**

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

President .....Charles Michelson  
Secretary .....A Michelson  
Divisional Sales Manager.....Ray Linton  
Traffic Manager.....R. Mantell  
Export Manager.....Martin Diamond  
*Services Offered:* Producers and distributors of open end quarter hour and half hour radio and television programs. Radio Transcription feature of mystery shows for local station use and TV film series on 16 m.m. motion picture film.

**MILVERNE PRODUCTIONS, INC.**

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.  
Phone: CIRCLE 5-6224; CIRCLE 6-2100, Ext. 219  
Executive Producer.....Milton E. Stanson  
Executive Producer.....Vernon P. Becker  
*Services Offered:* Origination and production of creative TV programs for every budget: Creation and production of TV Film

and Radio commercials: Programming and film consultants to agency and client.

**WILLIAM MORRIS AGENCY, INC.**

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

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

**CARLTON E. MORSE ENTERPRISES, INC.**

Room 511, 1680 North Vine St.  
Hollywood 28, Calif.

Phone: HOLLYWOOD 9-6161  
Owner.....Carlton E. Morse  
*Services Offered:* Recording, program production, scripts, package programs.  
*Productions:* One Man's Family, The Woman In My House.

**MORTON RADIO PRODUCTIONS, INC.**

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

President .....Morton Jacobson  
*Services Offered:* Dramatic-adventure stories and gimmick show with prizes.  
*Productions:* This Is The Story, What's Wrong With This Picture.

**HERBERT M. MOSS PRODUCTIONS**

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

**FOR TV FILM SALES IN THE INCREASINGLY IMPORTANT OVERSEAS MARKETS**

consult

**THE LARGEST INTERNATIONAL DISTRIBUTORS OF RADIO & TELEVISION PROGRAMS**

**FORTV**

**FREMANTLE OVERSEAS RADIO & TELEVISION, INC.**

366 MADISON AVE., NEW YORK 17, N. Y.  
MUrray Hill 7-4344 • Cable: NYCOMOVER

Now bringing the leading U. S. radio and tv programs to 37 nations!

In Mexico: Fremantle Radio y Television, S.A.  
Paseo de la Reforma 1  
Mexico, D. F. (tel. 36-28-17)

Also: LONDON — BERLIN — ROME — JOHANNESBURG — SYDNEY — TOKYO  
CARACAS — SAO PAULO — BUENOS AIRES

*Services Offered:* Live and transcribed shows for Radio and TV.

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

- 598 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 9-7500
- 139 Piccadilly, W1, London, England
- 49 bis Ave., Hoche, Paris, France
- 111 Richmond St., West, Suite 1209, Toronto, Ontario, Canada, EMpire 3-5025
- 9370 Santa Monica Blvd., Beverly Hills, Calif., CRestview 6-2001 or BRadshaw 2-3211
- 515 Glenn Building, Atlanta, Ga., Lamar 6750
- 45 Newbury St., Boston, Mass., COpley 7-5830
- 430 N. Michigan Ave., Chicago, Ill., DELaware 7-1100
- 1172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010
- 116A West Kirk Ave., Roanoke, Va., ROanoke 3-4344
- 42 Allard Blvd., New Orleans, La., GALvez 4410
- 3790 Gardner Ave., Cincinnati, O., SYcamore 9149
- 2102 No. Akard St., Dallas, Tex., PRospect 7536
- 837 Book Tower, Detroit, Mich., WOODward 2-2604
- 105 Montgomery St., San Francisco, Calif., EXbrook 2-8922

- 203 White Building, Seattle, Wash., Mutual 4567
- 212 Beason St., Salt Lake City, Utah, 3-4657
- 1048 Northwestern Bank Building, Minneapolis, Minn., LINcoln 7863
- 550 Grant St., Suite 146, Pittsburgh, Pa., GRant 1-9995
- Bellevue-Stratford Hotel, Broad and Walnut Streets, Phila., Pa., PENnypacker 5-9462
- 1700 Liggett Drive, St. Louis, Mo., WOODland 2-3683
- Services Offered:* Production and sales service for live, recorded and filmed TV and radio programs.

**MUZAK CORPORATION**

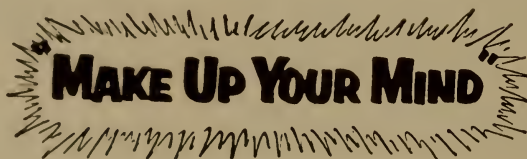
(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

**THE NATIONAL RESEARCH BUREAU, INC.**

- 415 N. Dearborn St., Chicago 10, Ill.  
 Phone: SUPerior 7-5080
- Ed. Dir.-Merch.....Milton Paule
- Services Offered:* Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

**NATIONAL PRODUCTIONS, INC.**

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



*The most talked-about show on radio!*

(2nd year on CBS for Continental Baking and Ted Bates Agency)

**ARTHUR HENLEY PRODUCTIONS**

PLaza 5-7145

Shelton Hotel  
 525 Lexington Avenue  
 New York 17, N. Y.

© M. C. Y. M. Inc.



President.....Robert J. Enders  
 Vice-President.....Howard A. Enders  
 Director of Scripts.....Mimi Griffin  
 Executive Producer.....Robert L. Friend  
 Coordinator.....Stanley Bass

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

*Productions:* Charles Goren On Bridge, Rogers Hornsby Baseball School.

**NELSON PRODUCTIONS, INC.**

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

President.....Raymond E. Nelson  
 Secy.-Treas.....Betty Nelson

*Services Offered:* Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

*Current Productions:* Little Lady Story-time, Rod & Gun Club of the Air (TV) Rod & Gun Club of the Air (AM).

**OLIVER W. NICOLL PRODUCTIONS**

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

Cable Address: ARREFFAY Newyork  
 Executive Director.....Oliver W. Nicoll  
 Associate Director.....Sandra Munsell

*Services Offered:* Radio—Program production and consultation, package live shows,

syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

**OLIO VIDEO TELEVISION PRODUCTIONS, INC.**

(See Television Film Producers)

**PALLADIUM RADIO PRODUCTIONS, INC.**

445 Park Ave., New York 22, N. Y.  
 Phone: PLaza 9-8644

Pres.....Monroe W. Greenthal  
 Producer.....S. George Gallu  
 Writer.....Roger Lewis

*Services Offered:* Package producers.  
*Productions:* The Planet Man.

**PAN AMERICAN BROADCASTING CO.**

370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-1300

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

**PETERSON RADIO PRODUCTIONS**

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

Owner.....Donald Peterson



**CARLO VINTI**

— 0 —

EXECUTIVE PRODUCER

**"Opera Cameos"**

**CHANNEL 5**

*Services Offered:* Recording, program production (religious, economic).

**JULES POWER PRODUCTIONS, INC.**  
646 North Michigan Ave., Chicago, Ill.  
9 E. 75th St., N. Y., N. Y.—REgent 4-1370

**GEORGE LOGAN PRICE, INC.**  
20020 Pacific Coast Hwy., Malibu, Calif.  
Phone: Globe 6-2135

President.....George Logan Price  
Sales Manager.....S. M. Launch  
Copy and Production...George L. Price, Jr.  
*Services Offered:* Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

**PROCKTER TELEVISION ENTERPRISES, INC.**

221 West 57th St., New York, N. Y.  
Phone: JUDson 6-6800

President.....Bernard J. Prockter  
V.P. in chg. of Film.....Jerome Robinson  
V.P. in chg. Pub. Rel.....Clem Wyle  
Treasurer.....John Prockter  
*Services Offered:* Live and film packages.  
*Productions:* Big Story, Treasury Men In Action, Man Behind The Badge, International Police, Playhouse 15, and Mail Story.

**RCA VICTOR CUSTOM RECORD SALES DIVISION**

(See Transcription Companies.)

**RADIO CITY PRODUCTIONS, INC.**

525 Lexington Ave., New York 17, N. Y.  
Phone: LE 5- 9850

Pres. & Sales Mgr.....Morton D. Catok  
V.P. & Prog. Dir....Raymond R. Chambers  
General Manager.....Frank Scott  
*Services Offered:* Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.

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

**RADIO FEATURES OF AMERICA**

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

Cable Address: ARREFFAY, New York  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
Production Unit

Hotel New Weston, Madison Ave. at 49th St.  
New York 22, N. Y.

Phone: PLaza 3-4800  
Managing Director..John Henry Macdonell  
Program Coordinator.....Eileen Ellis  
*Services Offered:* Program production and consultation, package live and film shows, script, talent.

**REEMACK ENTERPRISES, INC.**

1270 6th Ave., Rm. 902, New York 17, N. Y.  
Phone: CI 6-7300

\* RP for TV

**Douglas Sterling Paddock**

231 West 58th St., New York 19, N. Y.  
Columbus 5-0182

\* REAR PROJECTION OUR SPECIALTY  
Plus a Complete Graphic Arts Service

- Background Slides
- Photo Murals • Prop Devices
- Tel-ops • Locale Photography
- Flip Cards • Composites
- Library Stock • Equipment

37 VALENTINE ROAD  
BRIARCLIFF MANOR N. Y.  
Briar Cliff 6-2478-M



**MARSHALL—HESTER PRODUCTIONS, Inc.**

521 FIFTH AVENUE  
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

President .....Lou Goldberg  
 Vice-President .....Ted Mack  
 Secretary .....Lloyd Marx  
*Services Offered:* Producers of "The Original Amateur Hour," starring Ted Mack.

**STU REYNOLDS PRODUCTIONS**

9120 Sunset Blvd., Los Angeles 46, Calif.  
 President .....Stuart Reynolds  
*Productions:* Deadline, O.S.I., Mr. President, and Pony Express Scout.

*Services Offered:* Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

**R. S. ROBBINS**

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

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

**BOB L. ROBERTS PRODUCTIONS**

152 W. 54th St., New York 19, N. Y.  
 Phone: PLaza 7-6300

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

**RICHARD H. ROFFMAN ASSOCIATES**

675 West End Ave., New York, N. Y.

Phone: RIverside 9-3647  
 Bd. Chairman.....M. Roffman  
 President .....Richard H. Roffman  
*Services Offered:* Package programs and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel, Ideas For Contests.

**ROBINSON RECORDING LABS.**

35 S. 9th St., Philadelphia 7, Pa.  
 Phone: WA 2-6800

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

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

**ROCKHILL PRODUCTIONS, INC.**

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

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

**JACK ROURKE PRODUCTIONS**

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

President .....Jack Rourke  
 Treasurer.....Joan Lane Rourke  
 Production Manager.....Dick Wendelken  
 Office Mgr.....Marjorie Lawson  
 Musical Dir.....Robert Garretson  
*Services Offered:* Live and transcribed

**"THE ADVENTURES OF DANNY DEE"**  
 starring  
**ROY DOTY**  
 Children's TV film series  
 A half-hour loaded with charm  
 and sales power  
 Distributed by  
**SPORTSVISION**  
 Chicago, Illinois — 20 N. Wacker Dr.  
 San Francisco, Calif. — 233 Sansome St.  
 Produced by  
**Danny Dee Enterprises, Inc.**  
 510 Madison Avenue, New York 22  
 PLaza 3-4153

**JULES POWER PRODUCTIONS INC.**

Producers of

WATCH MR. WIZARD	NBC-TV Network
ALL ABOUT BABY	DuMont Network
TIME FOR FUN	WABC-TV New York
TIP TOP FUN	WXYZ-TV Detroit
TIP TOP TIME	KSD-TV St. Louis
TIP TOP TIME	WNHC-TV New Haven

Chicago:	New York:
646 N. Michigan Ave.	9 East 75th
Delaware 7-7422	REgent 4-1370

radio and TV programs; spot announcement campaigns and jingles.

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

**LESLIE ROUSH PRODUCTIONS, INC.**

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

President.....Leslie M. Roush  
Vice-Pres. ....Jules Sindie  
Gen. Mgr. ....John Fox  
Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

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

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

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

Production Manager.....Barnard L. Sackett  
Film & Transcription Tech..R. K. Newmeyer  
Continuity Director.....Charles E. Magic  
Services Offered: Complete television service for video stations and advertisers, live

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

**ABE SAPERSTEIN TV ENTERPRISES**

350 5th Ave., Suite 7614, New York, N. Y.  
Phone: LO 3-4677

Producers..Fay Sapperstein, Walter Kennedy  
Branch Offices

127 N. Dearborn St., Chicago, Ill.  
8506 Sunset Blvd., Hollywood, Calif.  
Services Offered: Children films.

**JAMES L. SAPHIER AGENCY, INC.**

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

President.....James L. Saphier  
Mgr. of New York Office.....James Schulke  
Services Offered: Radio and TV productions, sale of package programs and talent.  
Productions: The Bob Hope Show, It Pays To Be Married, The Tony Martin Show, and Meet Corliss Archer.

**ALLEN SAVAGE NETWORK PRODUCTIONS**

140 West 57th St., New York 19, N. Y.  
Phone: Circle 7-2694

Owner .....Allen Savage  
Services Offered: Producers and packagers.  
Productions: Elizabeth Rae LaMont, Good Look and Good Living.

**KERMIT SCHAFFER RADIO & TELEVISION PRODUCTIONS**

45 East 51 St., New York 19, N. Y.  
Phone: PL 8-2675

President .....Kermit Schaffer  
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialists in cooperative advertising also offers celebrity securing and prize procuring services.

**SCHOOLHOUSE PRODUCTIONS**

1610 N. Argyle, Hollywood 28, Calif.  
Phone: HO 1-9959

Producer, Owner.....Walter Hempel  
Co-owner Educator.....Eleanor Hempel  
Services Offered: Full production services, specializing in Children's Shows.  
Productions: Little Schoolhouse.

**BERNARD L. SCHUBERT, INC.**

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

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

**SCREEN GEMS, INC.**

(For complete listing see TV Film Producers).

**WALTER SCHWIMMER PRODUCTIONS, INC.**

75 E. Wacker Drive, Chicago 1, Ill.  
Chicago Phone: FR 2-4392

10<sup>th</sup> ANNIVERSARY YEAR

**Endorsements, inc.**  
est. 1945

the world's foremost research and service organization devoted EXCLUSIVELY to all phases of endorsements and testimonials.

**EXECUTIVE OFFICES**  
500 Fifth Avenue  
New York 36, New York  
CHickering 4-7257

Hollywood Chicago      London      Washington Paris

16 E. 41 St., New York 17, N. Y.  
 New York Phone: LEXington 2-1791  
 Sales Manager.....Ted Beil  
 1606 Vista Del Mar Ave., Hollywood 28, Cal.  
 Phone: HO 9-1171  
 President .....Walter Schwimmer  
 Vice President.....George Guyan  
 Sales Manager.....Bernie Crost  
 Program Director.....Arthur Pickens  
*Services Offered:* TV and Radio package programs.

**SESAC, INC.**

475 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-5365  
 President .....Paul Heinecke  
 Secretary-Treasurer.....R. C. Heinecke  
 Asst. to Pres.....E. S. Prager  
 Production Manager.....R. S. Stone  
 Pub. & Prom.....Alice J. Heinecke  
 Traffic.....I. K. Weiss  
*Services Offered:* Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

**SKIATRON ELECTRONICS & TELEVISION CORP.**

30 East 10th St., New York 3, N. Y.  
 Phone: ORegon 3-3464  
 President .....Arthur Levey  
 Treasurer .....Kurt Widder  
 Secretary.....Frank V. Quigley  
 Dir. of Research & Dev.....Dr. John H. Laub  
 Dir. of Ultrasonic TV.....Richard Duggan  
 Dir. of Subscriber-Vision  
 System .....William J. Shanahan  
*Services Offered:* Electronic Equipment, Subscriber-Vision, Research and Development TV and Electronics.

**CHARLES E. SKINNER PRODUCTIONS**

1600 Broadway, New York, N. Y.  
 Phone: CI 6-6915  
 Exec. Prod-Dir.....Charles E. Skinner  
 General Manager.....Ray Rand  
 Music Editor.....Alfonso Corelli  
 Musical Directors.....Skitch Henderson & Ted Royal  
 Set Designer.....Charles Carloti  
 Production Supervisor.....William Toth  
 Camera Directors.....Joseph Brun, Drummond Drury, William Storz  
 Assoc. Prod., West Coast Rep...Albert Kelley  
 Film Distribution.....Bruce Ross  
 Sales Manager.....Howard Blackmore  
*Services Offered:* Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

**FLETCHER SMITH STUDIOS, INC.**

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

President .....Fletcher Smith  
 Vice-President .....Charles Schettler  
 Secretary-Treasurer .....Peter Caldera  
*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

**SNADER PRODUCTIONS, INC.**

9130 Sunset Boulevard, Hollywood 46, Calif.  
 Phone: CRestview 4-6651  
 President.....Louis D. Snader  
 Director.....LeRoy Prinz  
 Musical Director.....Sid Lippman  
*Services Offered:* TV program production, package TV programs, TV film production, syndicate film, TV talent.

**SONG ADS COMPANY**

5927 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOllwood 5-6181  
 President .....Robert Sande  
 Exec. V.P. Chg. of Sales.....Donald Estey  
 V.P.-Creative Dir.....Del Porter  
 V.P.-Music Dir.....Larry Greene  
 Vocal Director.....Ray Linn  
*Services Offered:* Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industry, government and service organizations.

**THE SOUVAINÉ ASSOCIATES**

135 Central Park West, New York 23, N. Y.  
 Phone: TR 3-1158  
 General Partner.....Henry Souvaine  
*Services Offered:* Producers of radio and TV programs.

**STAR ENTERTAINMENT CORP.**

214 W. 42nd St., New York 18, N. Y.  
 Phone: LA 4-3450  
 President .....Max Wolf  
 Talent .....Al Roth  
*Services Offered:* Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

**RICHARD STARK & COMPANY**

125 E. 72nd St., New York 21, N. Y.  
 Phone: REgent 7-9608  
 Partners.....Richard Stark, Jane Troxell  
 Fashion Photog., Consultant...J. T. Stark  
 Design .....George Shealy  
*Services Offered:* Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

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

270 Park Avenue, New York 17, N. Y.  
 Phone: PL 3-1742  
 President.....Wilbur Stark  
 V.P.-Treas. ....Jerry Layton  
*Services Offered:* Programs and person-

alities for television and radio.

*Productions:* Modern Romances—for radio and TV; Rocky King.

### RICHARD STROUT PRODUCTIONS LTD.

649 North Rossmore Ave., Los Angeles 4, Cal.  
Phone: HOLLYWOOD 7-9091

President .....Richard Strout  
*Branch Office*

307 Fifth Ave., New York 18, N. Y.  
Phone: MURRAY HILL 2-6924

President.....S. B. Strout

### TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.  
Phone: PLAZA 3-1030

President .....Alfred Levy  
Vice Presidents.....David Susskind,  
Robert Susskind

*Services Offered:* Produce live dramatic television programs.

*Productions:* Justice, Mr. Peepers, Philco-Goodyear Television Playhouse, Armstrong Circle Theatre.

### TV PROGRAMS, INC.

10 Washington Place, New York 3, N. Y.  
Phone: SPRING 7-0232

President.....Edward Roberts, Jr.  
*Services Offered:* Package producers of live shows for TV. Also represent and furnish talent.

### HAL TATE PRODUCTIONS

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

President .....Hal Tate  
Vice Pres., Sales Mgr.....Phil Fischer  
Sec'y-Treas. ....Lucille E. Schall  
*Services Offered:* Syndicators of Who's Talking?, quiz program, telephone quiz show featuring actual transcribed poetic clues of nationally known celebrities. Voices, clue sheets and merchandising aids are all furnished as part of the package.

### TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.  
Phone: TRAFALGAR 4-1999

Owner-Musical Consult. Frank J. Novak, Jr.  
Manager, Charge of Radio/TV Formats

G. Kane Campbell  
Radio/TV Producer.....John Gunn  
Writers.....Paul Davis, Laura McGhee  
*Services Offered:* Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

### TELEMOUNT PICTURES, INC.

(See TV Film Producers)

### TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

### TELEVISION AND RADIO FEATURES OF AMERICA

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

Cable Address: ARREFFAY, New York  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
Production Unit, Hotel New Weston,  
Madison Ave. at 49th St., New York 22, N. Y.  
Phone: PLAZA 3-4800

Managing Dir.....J. H. Macdonnell  
Program Coordinator.....Eileen Ellis  
*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

### THEATRE NETWORK TELEVISION INC.

575 Madison Ave., New York, N. Y.  
Phone: MU 8-3220

President .....Nathan L. Halpern  
General Sales Mgr.....Fanshawe Lindsley  
Sales.....Robert L. Crawford  
Prod. Super.....Martin H. Poll  
*Services Offered:* Closed circuit TV for business, industry and entertainment.

### TOWER PRODUCTIONS

11541 Landale, North Hollywood, Cal.  
Phone: ST 7-6414

Owner-Producer.....Helen L. Moser  
Directors.....Dik Darley, Larry Robertson  
Prod. Assistant.....Bela Kovacs  
*Services Offered:* Production and sale of television and radio package shows.  
*Productions:* Space Patrol.

### TRANSCRIBED RADIO SHOWS

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

President.....M. E. Moore  
*Services Offered:* Program productions, syndicated transcriptions, scripts, package programs.

### TRANSCRIPTION SALES, INC.

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

President.....J. P. Williams  
Office Manager.....B. Deck  
*Services Offered:* Open-end transcribed programs, 5 and 15 minute shows featuring top talent.

### TRANSFILM, INC.

(For complete listing see TV Film Producers)

### TRANSAMERICAN BROADCASTING & TELEVISION CORP.

118 E. 40th St., New York 22, N. Y.  
Phone: MU 3-8684

President.....John L. Clark  
*Services Offered:* Television and radio writing, direction, production and packaging.

**TRENDLE-CAMPBELL-MEURER INC.**

28 West Ave., Detroit 26, Mich.  
 Phone: WOODward 2-9184  
 President .....George Trendle  
 V. Pres. & Gen. Mgr. ....H. Allen Campbell  
 Secy. & Gen. Counsel....Raymond J.Meurer  
*Services Offered:* Radio-TV production.

**RICHARD H. ULLMAN, INC.**

295 Delaware Avenue, Buffalo 2, N. Y.  
 Phone: CL 2066  
 President.....Richard H. Ullman  
 Vice President.....Marvin A. Kempner  
 Treasurer.....Edward H. Kavinoky  
 Production Manager.....Bill Jacobs  
*Productions:* Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdy, fully animated film quiz show, selected spots, animated films.

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

301 E. Erie St., Chicago 11, Ill.  
 Phone: SUperior 7-9144  
 President.....William L. Klein  
*Services Offered:* Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

**UNITED PRESS ASSOCIATIONS**

220 E. 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 2-0400  
 President.....Frank H. Bartholomew  
 Television Mgr. ....Wm. C. Payette  
 Radio Manager.....John Madigan  
 Gen. Sales Manager.....Leroy Keller  
*Services Offered:* World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows.

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., New York 19, N. Y.  
 Phone: CIrcle 6-4675-6  
 President.....Thomas J. Valentino  
 Vice-President.....Michael T. Valentino  
 Vice-President.....Elsie F. Valentine  
 Gen. Mgr., Secy.....Peter J. Riolo  
*Services Offered:* Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

**VIDEO EVENTS**

535 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-1668  
 President.....Julienne (Judy) Dupuy  
*Services Offered:* Live TV programs, radio programs, TV commercials, consultants; specializing in children's shows.

**V. I. P.**

720 5th Ave., New York 19, N. Y.  
 Phone: PLaza 7-0130  
 President.....Bill Murphy  
 Vice-President.....Charlotte Morgan  
*Services Offered:* Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

**CHICK VINCENT CO.**

509 Madison Ave., New York 22, N. Y.  
 Phone: EL 5-0734  
 Director Producer.....Chick Vincent  
 Assoc. Prod., Casting Dir.....Marion Lennox  
*Services Offered:* Package producers, program production, TV programs, live and film.

**WOLF ASSOCIATES, INC.**

420 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 5-2050  
 President, Gen. Mgr.....Edward Wolf  
 Vice-President.....Herbert Wolf  
 Associate Producers.....Jack Rubin, Keith Taylor, Alan Gilbert  
 Dir. of Sales.....Paul Ross  
*Services Offered:* Radio-TV package production.  
*Productions:* Break The Bank, for radio and TV; Hilltop House, and Masquerade Party.

**FRANK WRIGHT NATIONAL CORPORATION**

995 Market St., San Francisco 3, Calif.  
 Phone: DOuglas 2-5470  
 Manager.....Frank Parke Wright  
 Treasurer.....Sylvia C. Wright  
 Vice Pres.....Aphie Tavernas  
 Traffic Manager.....D. S. Koemme  
*Services Offered:* Merchandised advertising in the food products field.  
*Productions:* Calo Pet Exchanges.

**WYNN WRIGHT ASSOCIATES**

17 West 57th Street, New York 19, N. Y.  
 Phone: PLaza 3-4417-8  
 Producer.....Wynn Wright  
 Manager.....Charles Granzow  
 Asst. Director.....Charles Carruth  
*Services Offered:* Creation and production of radio dramas.  
*Current Productions:* Squad Room, Official Detective, Crime Fighters, Farm Quiz.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
 Phone: PLaza 1323  
 President.....Frederic W. Ziv  
*Services Offered:* Network and transcribed programs.

**ZIV TELEVISION PROGRAMS, INC.**

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-4700  
 Chairman of the Board.....Frederic W. Ziv  
 President.....John L. Sinn  
 V.P., Chg. of Sales.....Maurice J. Rifkin  
 V.P., Chg. West Coast.....Maurice Unger  
 Mgr., Midwestern Div.....Ed Broman  
 Mgr., West Coast Div.....Walter Kingsley  
 Mgr., Eastern Div.....A. Goustin  
*Services Offered:* Custom built and syndicated shows.  
*Productions:* Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story.

15 YEARS OF QUALITY

\*  
AND SERVICE



**IN NEW YORK:** 799 Seventh Ave., CI 5-7300; Gil McKean, Director—Al Shulman, Nat'l Sales Mgr.

**IN CHICAGO:** 410 North Michigan Ave., Whitehall 4-6000; Jerry Ellis, Manager

**IN HOLLYWOOD:** 8723 Alden Drive, CRestview 6-1034; Al Wheeler, Manager

\* **It's the 15th anniversary of Columbia Transcriptions**

Division of Columbia Broadcasting System, Inc., makers of the finest transcriptions and records of all sizes and speeds.

"Columbia" Trade-Mark Reg. U. S. Pat. Off. Marca Registrada





# *Transcription & Recording Companies*

**TRANSCRIPTION PRODUCERS**

**SERVICES OFFERED**

**PERSONNEL**

**ADDRESSES**



*Now that we have your attention... Let us show you what we've got to give you — for top-quality, confidential, and prompt action in recording and pressing. The finest and most advanced equipment assures you incomparable engineering accuracy. Studios with complete production facilities, as well as pressing plants, on each coast, guarantee you speed and service plus individual attention. You can use Capitol's Custom Services Department with confidence that the result will meet your most rigid standards and stringent schedules.*



CUSTOM SERVICES DEPARTMENT

Capitol Records Distributing Corp.

Walter S. Heebner, Vice Pres. & Gen. Mgr.

Hollywood: 5515 Melrose • HOLLYWOOD 3-7114

New York: 151 W. 46th St. • COLUMBUS 5-4758

# TRANSCRIPTION AND RECORDING COMPANIES

## JOHN ADASKIN PRODUCTIONS

314-15, 67 Yonge St., Toronto, Ont., Can.  
Phone: EM 4-9296

Owner ..... John Adaskin  
Secretary ..... (Miss) Norma Dickson  
*Services Offered:* Production, live programs, series transcriptions, feature length TV film, custom productions, musical arrangements, script preparations.

## AFFILIATED PROGRAM SERVICE, INC.

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

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

## ALL-CANADA RADIO FACILITIES, LTD.

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

Vice President..... G. F. Herbert  
General Manager..... Stuart MacKay  
Mgr., Prog. Div..... Robert Tait  
Asst. Mgr., Prog. Div..... C. D. S. Murray  
*Services Offered:* Canadian representatives and distributors for transcription companies.

## ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.  
Phone: HOLlywood 9-5107

President..... D. K. Broadhead  
Vice Pres. of Mgr..... Sam Salzman  
Comptroller..... Irving M. Huncilman  
Sales Manager..... John F. Wegner  
Sales Manager..... Hal G. Neely  
Wash., D. C. Mgr. & Contr. Dir..... W. S. Adams  
*Services Offered:* Processing and pressing transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available.

## ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.  
Phone: HA 6109

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

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

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

Vice-Pres. & Gen. Mgr.  
Edward Hochhauser, Jr.

*Services Offered:* A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

## AUDIO-MASTER CORP.

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

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

## AUDIO-VIDEO RECORDING CO., INC.

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

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

## A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.  
Phone: PLaza 7-3091

President..... Charles E. Rynd  
Sales Manager..... Ray Rand  
*Services Offered:* Full library of recordings on tape, recording, program production.

## AUDIVOX RECORDS, INC.

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

Owners... Raymond Scott, Dorothy Collins, Leonard Wolf  
Officers... Raymond Scott, Dorothy Collins, Leonard Wolf, Bob Briody  
General Manager..... Leonard Wolf  
*Services Offered:* Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

## BELL SOUND STUDIOS, INC.

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

President..... Allen Weintraub  
Secy.-Treas..... Daniel Cronin  
*Services Offered:* Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

# MORE THAN 1000 RADIO STATIONS SELL WITH WORLD PROGRAMMING!

Read  
How

S  
F  
with

## ★ STATIONS SELL WITH WORLD LOCAL QUIZ PROGRAMS

World was the first library to offer the big-audience quiz show!

**WJPS**, Evansville, Ind., SAYS: "World means dollars to us . . . \$8580 annual net from YOU WIN quiz series alone. In just 13 weeks this one series pays for the entire World Service for over a year."

**WBML**, Macon, Ga., SAYS: "YOU WIN is really a winner \$8388 annual net. 13 weeks' revenue more than cost of entire Service for year!"

## ★ STATIONS SELL WITH WORLD LOCAL PERSONALITY SHOWS AND WOMEN'S FEATURES . . .

including, Homemaker Harmonies . . . Wedding Bells are Ringing (for local wedding announcements) . . .

Whose Birthday is This (for local birthday observances) . . . Happiness Parade (for local anniversary programs) . . . Bundle of Joy (for local birth announcements).

**KWRN**, Reno, Nev., SAYS: "We're delighted with HOME-MAKER HARMONIES . . . one of the easiest programs we've ever had to sell. Had to put it on a 'first come, first served' basis."

## ★ STATIONS SELL WITH WORLD "THE BETTY GRABLE-HARRY JAMES SHOW"

Complete Open-End Transcription show starring famous personalities and music 5 hours a week across the board!

**WTAR**, Norfolk, Va., SAYS: "GRABLE-JAMES SHOW signed for 26-weeks, 5 days a week by Regent Beer . . . promotion includes newspapers, direct mail and radio spots!"

**KSD**, St. Louis, Mo., SAYS: "GRABLE-JAMES terrific! Pulled in big-name sponsors . . . General Mills, Falstaff Brewing Co., Fletcher's Castoria, G. F. Satina, Kroger Co., P & G Oxydol."

**WAPX**, Montgomery, Ala., SAYS: "GRABLE-JAMES SHOW wowed us with 15 participating sponsors 5 days a week! Sponsors include shoe stores, drugs, insurance, paint and hardware, food and beauty shops."

## ★ STATIONS SELL WITH WORLD SPECIAL APPEAL PROGRAMS

. . . revenue raising shows that prove World's leadership in quality programming ideas.

**KWJB**, Globe, Ariz., SAYS: "RAYMOND MASSEY in THE CHAPEL BY THE SIDE OF THE ROAD sold to Globe Mortuary for Sunday morning broadcast each week. Sponsor writes that it is the finest program of its type and public acceptance has been gratifying."

## ★ STATIONS SELL WITH WORLD'S BIG STARS....

- |                 |                  |                    |
|-----------------|------------------|--------------------|
| Judy Canova     | Xavier Cugat     | Sportsmen Quartet  |
| Betty Grable    | David Rose       | Blackwood Brothers |
| Harry James     | Gisele MacKenzie | Helen Forrest      |
| Lanny Ross      | Three Suns       | Muggsy Spanier     |
| Eddy Howard     | Ray Blach        | Mimi Benzell       |
| Fontane Sisters | Oscar Peterson   | Ken Griffin        |
|                 | George Shearing  | Quinette           |

... and many, many more!

## AND FOR 1955

More than ever before . . . **NEW IDEAS!**  
**NEW FEATURES!** **NEW NAMES!** **NEW TALENT!**  
 Beginning with

## 6 NEW ACROSS-THE-BOARD Half-hour and quarter-hour PROGRAMS

With 111 selling opportunities

- The Song And The Star
- Westward To Music
- Music Coast-To-Coast
- Passport To Daydreams
- The Three Suns
- Guess Who! Guess What!

# STATIONS SELL, SELL, SELL with WORLD'S BIG ARRAY OF MONEY- MAKING PROGRAMMING!

# STATIONS PROSPER WORLD!

1st with  
TOP STARS

1st with  
TOP SHOWS...

1st with  
TIMELY SELLING AIDS  
OF EVERY KIND!  
WORLD IS YOUR No. 1  
all-purpose sales and  
program SERVICE!

## STATIONS SELL WITH WORLD TOP SPORTS PROGRAMS!

Some of World's "firsts" in sports shows include: Get a Hit (Baseball) . . . Football Time . . . Basketball Time!

**KAND**, Corsicana, Texas, SAYS: "Local Western Auto Store grabbed up complete 26 week 'Get a Hit' baseball series. A good program, well written, quick-to-sell."

## STATIONS SELL WITH WORLD BIG NAME SHOWS!

World sets the pace in library presentations of big names in big time packages for single or participating sponsors!

**WHWB**, Rutland, Vt., SAYS: "JUDY CANOYA in COUNTRY FAIR sold on first audition, bi-weekly basis, to Scott's Tractor & Implement Co., and Harold Wescott Appliances."

**KOOK**, Billings, Mont., SAYS: "LANNY ROSS in STEAMBOAT JAMBOREE sold on 52 week contract, to local department store."

**WTIP**, Charleston, W. Va., SAYS: "WALTER HUSTON in FORWARD AMERICA sold before our library arrived. Show bought for weekly broadcast by one of the nation's leading retail furniture houses."

## STATIONS SELL WITH WORLD JINGLES AND SPECIAL EFFECTS

World produces an ever-increasing repertoire of up-to-date spot announcement lead-ins . . . specially created songs, jingles, sound treatment, voice and sound montages and seasonal appeals.

**KBUN**, Bemidji, Minn., SAYS: "World DAIRY JINGLES opened the door for a 400-spot announcement campaign by local RED CAP DAIRY."

**CJVI**, Victoria, B.C., Canada, sold World Automotive Jingle Campaign to Gladwell Motors.

**WTCH**, Shawano, Wisconsin, sold World Dollar Day Jingles to Chamber of Commerce.

**WWBZ**, Vineland, N. J., sold World Groceries Jingles to Co-op Neighborhood Grocers.

The list could go on and on proving World Jingles Sell!!

## STATIONS SELL WITH WORLD TIME AND WEATHER JINGLES ... the first in any library service!

**WIP**, Philadelphia, Pa., SAYS: "World Weatherbird jingles resulted in a substantial amount of revenue . . . sold to Goebel Brewing Company of Detroit. A natural tie-in with Goebel's rooster trademark.

**WRAC**, Racine, Wisc., sold a profitable weather jingle campaign to Baumann Oil Co.

**KRUN**, Ballinger, Texas, sold a sales-producing time signal campaign to local Pontiac Dealer.

**WORLD**  
SALES AND  
PROGRAM SERVICE  
WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

CINCINNATI

CANADIAN REPRESENTATIVES  
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

HOLLYWOOD

ALL-CANADA RADIO,  
BUILDING, TORONTO

MORE THAN  
**1000**  
RADIO STATIONS SELL WITH  
WORLD PROGRAMMING!

Read Now  
**STATIONS PROSPER with WORLD!** 1st with  
1st with  
1st with

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Betty Grable	David Rose	Blackwood Brothers
Harry James	Gisele Mackenzie	Helen Forrest
Lanny Ross	Three Suns	Muggsy Spanier
Eddy Howard	Ray Bloch	Mimi Benzell
Fantone Sisters	Oscar Peterson	Ken Griffin
	George Shearing	Quinette

... and many, many more!

**AND FOR 1955**

More than ever before ...

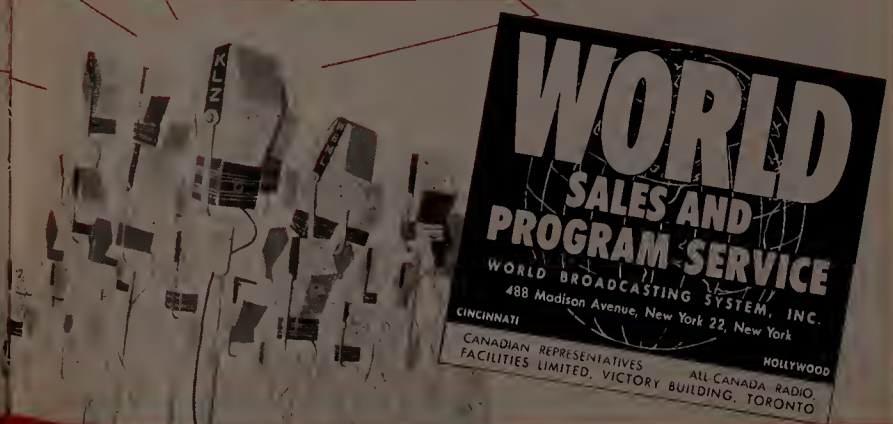
NEW FEATURES! NEW IDEAS!

NEW NAMES! NEW TALENT!  
Beginning with

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- The Three Suns
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**WORLD SALES AND PROGRAM SERVICE**  
WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York  
CINCINNATI  
CANADIAN REPRESENTATIVES: FACILITIES LIMITED, VICTORY BUILDING, TORONTO  
HOLLYWOOD  
ALL CANADA RADIO





**20** YEARS  
OF  
RECORD  
SERVICE

**PROCESSING**

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

**PRESSING**

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

**TAPE DUPLICATION**

Guaranteed broadcast  
quality—now used in  
broadcasts everywhere.

**SHIPPING**

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



**ALLIED RECORD**  
MANUFACTURING COMPANY

1041 N. LAS PALMAS, HOLLYWOOD, CALIFORNIA

Hollywood 9-5107



**CADENCE RECORDS**

40 E. 49th St., New York City  
Phone: MUrray Hill 8-6141

**S. W. CALDWELL, LTD.**

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

President .....Spence Caldwell  
Vice Pres., Sales.....G. Norris MacKenzie  
Vice Pres., Prod.....Gordon F. Keeble  
Comptroller.....S. H. Coxford  
Film Super.....R. H. (Dick) Sheppard  
Creative Director.....John N. Heaton  
Co-ordinator .....J. M. (Doc) Savage  
Director.....R. M. Rose  
Chief Cameraman.....Fritz Speiss  
Sales Executives.....W. F. Milnes,  
G. B. Quinney, Hugh Bearg

*Services Offered:* Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players, Cinesalesman Projectors, Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

**CAPITOL RECORDS DISTRIBUTING CORP.**

**Studio and Rec. Sales Services Div.**

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

151 West 46th St., New York 36, N. Y.  
N. Y. Phone: COLUMbus 5-4758

President .....Glenn Wallichs  
Vice-President.....Walter S. Heebner  
Eastern Sales Manager.....Herbert I. Sachs  
Eastern Studio Rep.....Thomas Sheehy  
Western Studio Reps.....Fred Grimes,  
John Seely

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

**CENTURY RECORD MFG. CO.**

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

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

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

**COASTAL RECORDING CO., INC.**

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

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

**COLUMBIA RECORDS, INC.**

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

President.....James B. Conkling  
Executive Vice-Pres.....Goddard Lieberman

Vice-Pres. Chg. Research  
& Development.....James H. Hunter  
Vice-Pres. Chg. of  
West Coast Op.....A. J. Schrade  
Vice-Pres. Chg. of Sales.....Paul J. Wexler  
Secretary.....Kenneth E. Raine  
Treasurer.....W. G. Wilkin  
General Auditor.....Arthur S. Padgett  
*Services Offered:* Records, phonographs needles, and attachments and transcriptions.

**COLUMBIA TRANSCRIPTIONS**

**(A Service of Columbia Records)**

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

Director.....Gilbert S. McKean  
National Sales Mgr.....Al Shulman  
Chicago Mgr.....Girard Ellis  
Los Angeles Mgr.....William A. Wheeler  
*Services Offered:* All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

**COMMODORE PRODUCTIONS AND ARTISTS, INC.**

971 N. La Cienega, Hollywood 46, Calif.  
Phone: CRESTview 1-7106

Pres. and Exec. Prod.....Walter White, Jr.  
Associate Prod. ....Bill Heath  
Production Mgr.....Vernon Keays  
Coordinator .....Eleanor Payne  
*Services Offered:* Creators and producers of tape and open-end recordings such as our "Hopalong Cassidy," "Tarzan," "The Clyde Beatty Show," AM & TV, "Down Our Way," "Strollin' Tom," etc. All are 30 min. vehicles excepting "Strollin' Tom," which is a quarter hour open end.

**GORDON M. DAY PRODUCTIONS**

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

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

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

**DECCA RECORDS, INC.**

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

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

**EMPIRE BROADCASTING CORPORATION**

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

President & Treasurer...Helen D. Kelleher  
Vice-President .....Arthur Lubo  
Vice-President.....Fred de Jaeger  
Treasurer.....Helen D. Kelleher  
Secretary.....John Hughes Dwyer

# Here's dollars and cents can boost subscriber's

Only RCA Thesaurus gives you big name talent like this.



★ George Melachrino and the Melachrino Strings have proven perfect for single or participating sponsorship. (Quarter-hour, three times a week)



★ Gloria DeHaven



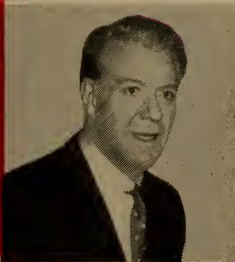
★ Wayne King delights young and old . . . sponsors, too. (Half-hour, once a week)



★ Phil Spitalny and his All-Girl Orchestra are setting new sales records for stations everywhere. (Half-hour, once a week)



★ June Valli



★ Nelson Eddy puts on a "Penthouse Party" five times a week . . . introduces top-flight Guests who draw listeners. (Half-hour, five times a week)



★ Johnny Desmond

*Here are some of the many big name Thesaurus Shows for every sponsor.*

"Penthouse Party"—Nelson Eddy and Guest Stars

"The Hour of Charm"—Phil Spitalny and the All-Girl Orchestra

"The Wayne King Serenade"

"Music by Roth"—Allen Roth Orchestra

"Music Hall Varieties"—Joe E. Howard, Beatrice Kay

"Concert Hall of the Air"—Arthur Fiedler

"The Melachrino Musicale"

"The Sammy Kaye Show"

"The Freddy Martin Show"

"Date in Hollywood"—Eddie Fisher, Gloria DeHaven and Hugo Winterhalter

"Sons of the Pioneers"

"Hank Snow and His Rainbow Ranch Boys"

"Music of Manhattan"—Johnny Desmond, June Valli

"The Singing Americans"—Frank Black Chorus & Roger Wagner Chorus

"Music to Dream By"



★ Sammy Kaye knows that everyone wants to "Swing and Sway" . . . and his popular program is "tops" with listening and dancing audiences. (Quarter-hour, three times a week)

# proof that RCA *Thesaurus* income by over \$5,000 a year

backed by plus commercial features like these:

**Sales tools and program aids like these put *Thesaurus* out in front . . . and keep it there.**

Brilliant weekly continuity service  
Exclusive monthly Marketing Bulletins

Tremendous Jingle-Library (over 2,000 individual jingles)

Exclusive "Sell Effects" (Sound Effects that Sell)

Attention-Getting Sound Effects

Sponsor-Selling audition discs

Sales Clinching brochures

Audience Building Promotion Kits

Mood and Theme Music for every program building need

Easy-to-sell big name Holiday Shows

Attention-Getting Time and Weather Jingles

Ear-catching Station Breaks

"Quickie" tunes for participating programming

**A complete package of hard-hitting Sales Tools**

1954 year-end survey of hundreds of subscriber stations showed income due exclusively to *Thesaurus* programs and features averaged over \$5,000 per subscriber. Yes, the proof that *Thesaurus means profits* comes from those who best know its tremendous value — *Thesaurus* subscribers themselves. Why is *Thesaurus* so successful in helping make sales to sponsors? The answer is unmatched, big-name entertainment . . . plus easy-to-sell commercial features and advantages no other program service offers. Get in touch with the RCA Recorded Program Services Representative nearest you (or contact 630 Fifth Ave., New York, N. Y.) and learn how you, too, can profit more ways with *Thesaurus*. Write, wire, or phone today, Dept. R-1.

RCA's *Thesaurus*...  
The Library That  
Pays Its Own Way!



TMKS. ®

recorded  
program  
services

**RADIO CORPORATION OF AMERICA  
RCA VICTOR RECORD DIVISION**

630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011  
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530  
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOLlywood 4-5171  
522 Forsyth Bldg., Atlanta 3, Ga.—LAMar 7703  
1907 McKinney Ave., Dallas 1, Tex.—RlVerside 1371

# Here's dollars and cents proof that RCA *Thesaurus* can boost subscriber's income by over \$5,000 a year

Only RCA Thesaurus gives you big name talent like this... backed by plus commercial features like these:



★ George Melachrino and the Melachrino Strings have proven perfect for single or participating sponsorship. (Quarter-hour, three times a week)



★ Glaria DeHaven



★ Wayne King delights young and old... sponsors, too. (Half-hour, once a week)



★ Phil Spitalny and his All-Girl Orchestra are setting new sales records for stations everywhere. (Half-hour, once a week)



★ June Valli



★ Nelson Eddy puts on a "Penthouse Party" five times a week... Introduces top-flight Guests who draw listeners. (Half-hour, five times a week)



★ Johnny Desmond



★ Sammy Kaye knows that every one wants to "Swing and Sway"... and his popular program is "tops" with listening and dancing audiences. (Quarter-hour, three times a week)

Here are some of the many big name Thesaurus Shows for every sponsor.

- "Penthouse Party"—Nelson Eddy and Guest Stars
- "The Hour of Chorm"—Phil Spitalny and the All-Girl Orchestra
- "The Wayne King Serenade"
- "Music by Roth"—Allen Roth Orchestra
- "Music Hall Varieties"—Joe E. Howard, Beatrice Kay
- "Concert Hall of the Air"—Arthur Fiedler
- "The Melochrina Musicole"
- "The Sammy Koye Show"
- "The Freddy Martin Show"
- "Date in Hollywood"—Eddie Fisher, Glaria DeHaven and Huga Winterhalter
- "Sons of the Pioneers"
- "Hank Snow and His Rainbow Ranch Bays"
- "Music of Manhattan"—Johnny Desmond, June Valli
- "The Singing Americans"—Frank Black Chorus & Roger Wagner Chorus
- "Music to Dream By"

Sales tools and program aids like these put Thesaurus out in front... and keep it there.

- Brilliant weekly continuity service
- Exclusive monthly Marketing Bulletins
- Tremendous Jingle-Library (over 2,000 individual jingles)
- Exclusive "Sell Effects" (Sound Effects that Sell)
- Attention-Getting Sound Effects
- Sponsor-Selling audition discs
- Sales Clinching brochures
- Audience Building Promotion Kits
- Mood and Theme Music for every program building need
- Easy-to-sell big name Holiday Shows
- Attention-Getting Time and Weather Jingles
- Ear-catching Station Breaks
- "Quickie" tunes for participating programming

A complete package of hard-hitting Sales Tools

1954 year-end survey of hundreds of subscriber stations showed income due exclusively to Thesaurus programs and features averaged over \$5,000 per subscriber. Yes, the proof that *Thesaurus means profits* comes from those who best know its tremendous value — Thesaurus subscribers themselves. Why is Thesaurus so successful in helping make sales to sponsors? The answer is unmatched, big-name entertainment... plus easy-to-sell commercial features and advantages no other program service offers. Get in touch with the RCA Recorded Program Services Representative nearest you (or contact 630 Fifth Ave., New York, N. Y.) and learn how you, too, can profit more ways with Thesaurus. Write, wire, or phone today, Dept. R-1.

recorded  
program  
services



TMKS.®

RCA's Thesaurus...  
The Library That  
Pays Its Own Way!

RADIO CORPORATION OF AMERICA  
RCA VICTOR RECORD DIVISION

630 Fifth Avenue, New York 20, N. Y.—JUdsan 2-5011  
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530  
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOLlywood 4-5171  
522 Forsyth Bldg., Atlanta 3, Ga.—LAMar 7703  
1907 McKinney Ave., Dallas 1, Tex.—Rlverside 1371





**New!**

**Ultra Modern!**

You may be confident of the most professional finished product when you entrust your recording to OLMSTED.

**OLMSTED SOUND STUDIOS, INC.**

ONE EAST FIFTY FOURTH STREET, NEW YORK 22, N. Y.

PLAZA 5-1646

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

**FINE SOUND, INC.**

711 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 3-5400

President.....C. Robert Fine  
Exec. V.P.....Elmer O. Wilschke  
Chief Eng.....Jack J. Clink  
Recording Super.....George Piros  
Sales Director.....Betty Jane Keilus

*Services Offered:* Complete recording facilities for disc, tape and film, including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

**MITCHELL GERTZ AGENCY, INC.**

338-44 N. Rodeo, Beverly Hills, Calif.  
Phone: CR 4-5491

Owner .....Mitchell Gertz  
TV Head.....Ralph Rogers

*Services Offered:* TV program production, scripts, package TV programs, talent TV film production.

**HARRY S. GOODMAN PRODUCTIONS**

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

*Branch Offices:* London, Eng.; Sydney, Aust.; Toronto, Can.

General Manager.....Harry S. Goodman  
Sales Mgr., Radio Dir..Everett F. Goodman  
Office Manager.....William Baron  
Musical Director.....Dick Manning  
Secretary.....H. D. Knuth

*Services Offered:* Producer of syndicated transcribed radio shows, live radio shows, syndicated TV films and live TV shows. Also Custom Built AM and TV spots.

**GOTHAM RECORDING CORP.**

2 West 46th St., New York 19, N. Y.  
Phone: JU 6-5577

President.....Herbert M. Moss  
Vice-President.....Stephen F. Temmer  
Comptroller-Treas.....Robert M. Volkell  
General Manager.....Harry F. Landon

*Services Offered:* Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail, sales training, and premium records; writing and production staff available.

**GEORGE HEID PRODUCTIONS**

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

President .....George Heid  
V.P., Treas.....Margaret Heid  
Chief Engineer.....Arthur Romer  
Musical Director.....Everett Neill

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

**MARY HOWARD RECORDINGS**

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

# EMPIRE

for

## RECORDING

—TAPE-DISC—

•  
AIR-CONDITIONED  
STUDIOS

•  
AIR/LINE CHECKS  
AM-FM-TV

•  
REMOTES

•  
TAPE-EDITING

•  
SHIPPING — DELIVERY

•  
LIBRARY SERVICE

—For the finest sound—  
on disc, tape . . . call

**Empire Broadcasting Corp.**

**480 Lexington Ave.**

**New York 17, N. Y.**

**PLaza 9-4500**

*Mood Music*

for

TV FILMS

INDUSTRIAL

DOCUMENTARY FILMS

and FEATURE

Motion Pictures

Five complete recordings of  
the following libraries:

PAXTON — BOSWORTH

— BRULL — ODEON —

AND

FRANCIS DAY & HUNTER

Also the largest selection of  
sound effects records in exist-  
ence. Anything from a "cat's  
meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.

Established 1932

153 West 46th Street

Dept. RD

New York 36, N. Y.

Music Clearance on Above Catalogues  
Arranged by Our Firm

Phone: PLaza 8-2910

Owner ..... Mary Howard  
Chief Engineer..... Deryck Waring  
Sales & Promotion..... Marjorie Lambert  
Office Manager..... Gretchen C. Howard  
*Services Offered:* Studio facilities, Ham-  
mond organ, Steinway piano, Ampex tape  
machines, Scully lathe, 16 mm projector with  
synchronous motor, Fairchild pic-sync gen-  
erator. Heated stylus masters, 78, 45 and 35  
rpm. Off-the-air, line and studio recordings.  
Tape editing.

ESTELLA H. KARN

49 West 45th St., New York 19, N. Y.

Phone: JUdson 2-2170

Owner..... Estella H. Karn  
*Services Offered:* Recording, program pro-  
duction and packages.

KEYSTONE BROADCASTING  
SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President (Dir.)..... Sidney J. Wolf  
Vice-President (Dir.)..... Joseph Bayer  
Vice-President..... Noel A. Rhys  
Vice-President..... Edwin R. Peterson  
Vice-President..... William Bayer  
Secretary-Treasurer (Dir.)..... Arthur Wolf  
580 Fifth Ave., New York, N. Y.

Phone: PLaza 7-1460

V.-P., East. Sales Dir..... Noel A. Rhys  
Acct. Executive... Charles A. Hammarstrom  
Office Manager..... Eve Waldo  
Director of Research..... John Scanlan  
111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President..... Sidney J. Wolf  
Vice-President..... Edwin R. Peterson  
Secretary-Treasurer..... Arthur Wolf  
Dir. of Station Relations..... Blanche Stein  
Traffic Manager..... Kay Coustan  
Program Director..... Jane McFadgen  
3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 3-2910

Vice-President..... William Bayer  
Account Executive..... Henry G. Eschen  
75 Post St., San Francisco

Phone: SUtter 1-7440

Account Executive..... Don Kerwin  
*Services Offered:* The Keystone Broad-  
casting System is a transcription network which  
services local radio stations in their pro-  
gramming with transcriptions, with KBS  
making their time available to national ad-  
vertisers and their agencies at an attractive  
network package rate.

At the present, there are more than 800  
Keystone affiliates, located in towns with  
10,000 to 250,000 population where they reach  
both the small town and rural markets. For  
the most part, these Keystone stations serve  
those areas which are beyond clear reception  
areas of the large metropolitan radio stations  
or other high power stations. The number of  
radio homes in the Keystone Primary Cover-  
age Area total more than 25,000,000 based on  
Nielson Reports, or one-half millivolt where  
the Nielson Report is not available.



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

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

President.....C. O. Langlois  
Secretary.....John D. Langlois  
Vice-President.....W. O'Keefe  
Mgr. of West Coast Oper... Hugh S. Allen, Jr.

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers, Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

**C. P. MacGREGOR**

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

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

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

**MAGNETIC SOUND, INC.**

4803 Grand Ave., Des Moines, Iowa  
Pres., Gen. Mgr.....Stuart Steelman  
Chief Engineer.....John Beatson  
Sales.....Richard H. Gurley, Jr.  
National Sales for US handled by  
Universal Broadcasting System  
2193 Commonwealth Ave., Boston 35, Mass.

*Services Offered:* The world's largest tape duplication service, through the Dupli-Recording Process tape masters are copies in large numbers (40 at a time) for tape networks, and transcription services.

**MAGNE-TRONICS, INC.**

122 East 42nd St., New York 17, N. Y.  
Phone: MU 7-3935

President.....Percy L. Deutsch  
Vice-Pres.....Thomas L. Clarke, Jr.  
V.P., Prog. Dir.....Joseph F. Hards  
Sales Marketing Mgr.....Roger L. Thaxter

*Services Offered:* Producers of long-playing magnetically-recorded Musical Tapes for on-premise background use and for central studio transmission. Processors of special program material on tape for religious, educational and industrial use.

**MASTERPIECE RECORDING CO.**

28 West 44th St., New York 36, N. Y.  
Phone: LO 4-3808

President.....Bernard Zisser  
Vice President.....Paul C. Baldwin  
Sec'y & Treas.....Nathan Levy

*Services Offered:* Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

**FRED C. MERTENS & ASSOCIATES**

20828 Pacific Coast Highway, Malibu, Calif.  
Phone: Globe 6-2135  
Sales Manager.....George L. Price

**\* PROVEN QUALITY!**

**COASTAL RECORDING COMPANY, Inc.**

COASTAL "40"  
80 West 40th Street

COASTAL "52"  
136 West 52nd Street

New York, N. Y. — Circle 6-3900

- Complete recording facilities
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- 16MM film synchronization
- Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

\* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER  
Managing Director



Services Offered: 156 five-minute transcribed spots, Miracles of Faith, open in middle and at each end.

**M G M RECORDS**

701 Seventh Avenue, New York, N. Y.

Phone: Circle 5-4820

General Manager.....Frank B. Walker  
Advertising & Promotion...Sol Handwerker  
Artist & Repertory.....Harry Meyerson

Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

**CHARLES MICHELSON, INC.**

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

Phone: PLaza 7-0695

President .....Charles Michelson

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

**MODERN RECORDING STUDIO**

55 W. Wacker Drive, Chicago 1, Ill.

Phone: FI 6-4183

Owner.....Edwin M. Webb

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape

remotes. Tape editing. Master processing and pressing.

**MUSICOMMERCIALS**

344 W. 72 St., New York 23, N. Y.

Phone: TRafalgar 4-1999

President .....Frank Novak

Radio-TV Producer.....John Gunn

Mgr., Writer.....Lewis Reid

Associate Producer.....Betty Marshall

Promotion Manager.....Richard Davis

Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

**MUZAK CORPORATION**

229 Fourth Ave., New York 3, N. Y.

Phone: ORchard 4-7400

President.....Harry E. Houghton

Exec. Vice Pres.....Charles C. Cowley

Vice Pres., Treas.....John R. Andrus

Vice Pres., Sp. Ser...Alexander B. Motenko

V.P., Eng. & Research...Emil F. Hembrooke

V.P., Adv., Pro., Pub.,

Pub. Relations...Edward Hochhauser, Jr.

New York Operations

STEINWAY

FULL RANGE RECORDING

The  
Penthouse  
Studios

of V. J. Nola

..... FILM .....TAPE .....DISC .....

STEINWAY HALL  
Judson 6-0040  
113 WEST 57th STREET  
New York 19, N. Y.

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

V.P. in Chg.....Ethel W. Maclean  
 Associated Program Service Division  
 V.P. & Gen. Mgr....Edward Hochhauser, Jr.  
*Services Offered:* Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other places where people congregate. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films).

**NBC RADIO RECORDING DIVISION**  
 30 Rockefeller Plaza, New York 20, N. Y.  
*Phone:* Circle 7-8300

Manager.....Henry P. Hayes  
 Merchandise Mart, Chicago 54, Ill.  
*Phone:* Superior 7-8300

Manager.....M. P. Eisenmenger  
 Sheraton Park Hotel, Washington, D. C.  
*Phone:* Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.  
*Phone:* HOLLYWOOD 9-6161

Manager.....A. M. Wooley  
*Services Offered:* Recording, program production, scripts, package programs, and talent.

**OLMSTEAD SOUND STUDIOS, INC.**  
 1 East 54th Street, New York, N. Y.  
*Phone:* PLaza 5-1646

President.....Henry C. Olmstead  
 V.P. & Sec.....Richard B. Olmstead  
*Services Offered:* Complete facilities and engineering for tape, disc, and film work. Mobile equipment in all three media. 35 mm, 16 mm. Complete program production service.

**THE PENTHOUSE STUDIOS OF  
 V. J. NOLA**  
 113 West 57th St., New York 19, N. Y.

**memo from Ed Hochhauser Jr.**

THERE'S ONLY ONE REAL  
 TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY  
 AND  
 ONLY APS HAS IT !

CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.....The very finest.

PRICE:.....\$19.50 per month, minimum one year contract.

Auditions, catalog:.....Yours on request.

**APS**  
*Associated Program Service*  
 "the library that pays for itself"  
 (A division of Muzak Corp.)  
 221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Phone: Judson 6-0040  
 WMCA Bldg. 1657 B'way, New York 19, N. Y.  
 Phone: Plaza 7-4870

President.....Vincent J. Nola  
 Vice President.....V. Thomas Nola  
 Chief Engineer.....Stanley Bumbly  
 Film Division Mgr.....V. T. Nola

Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location. Shooting facilities—masters—processing and pressings—tape duplication. Air and line checks.

**PRESS ASSOCIATION, INC.**

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

President.....Frank J. Starzel  
 Vice-Pres., Mgr.....Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

**GEORGE LOGAN PRICE, INC.**

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

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

**HERE'S TRANSCRIPTION SERVICE THAT CAN'T BE BEAT**



**Speed:** Faster service means Transcriptions when you want them . . . when you need them . . . without delay!

**Savings:** Most modern equipment . . . most experienced engineers . . . add-up to money-saving efficiency . . . maximum quality at minimum cost.

**Quality:** The outstanding feature of every RCA VICTOR transcription is the quality of the sound . . . the true, faithful reproduction that makes the most of your attention-getting message.

Write, wire, or phone for details. Dept. RY-101.  
 630 Fifth Ave., New York 20, N. Y. — Judson 2-5011  
 445 N. Lake Shore Dr., Chicago 11, Ill. — Whitehall 4-3215  
 1016 N. Sycamore Ave., Hollywood 38, Calif. — Hollywood 4-5171  
 1525 McGavock St., Nashville 3, Tenn. — Nashville 5-6691



TMKS.®

custom  
 record  
 sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

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

**RCA VICTOR CUSTOM RECORD SALES DIV.**

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

Vice-Pres., Gen. Mgr.....Emmanuel Sacks  
 Manager.....James P. Davis  
 Artist & Repertoire Mgr.....Ben Selvin  
 Advtg. & Prom. Mgr.....Frank J. O'Donnell  
 Custom Record Sales Sections

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

Richard E. Bylandt  
 N. Y. Sales Rep. (Phonograph Records).....Ralph C. Williams  
 N. Y. Slide Film Rep...Marjorie B. Tahaney  
 N. Y. Sales Rep.....James R. Cunnison

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services  
 Manager.....A. B. Sambrook  
 Central Northeast  
 Sales Manager.....William F. Reilly  
 Western Sales Manager.William C. Gartland  
 Northeastern Sales Rep.....George Field

**FINE SOUND INC.**

Offering  
 the  
 FINEst  
 facilities  
 in  
 the  
 East

Disc and Motion Picture  
 Recording

**FINE SOUND INC.**  
 711 — 5th Ave., New York  
 PLaza 3-5400

Southeastern Sales Rep...Wallace D. Cochran  
 Central Sales Rep.....Hugh Gravel  
 Southwestern Sales Rep.....Robert Fender  
 Central Northeast Sales

Rep. (Chicago).....Gus Hagenth  
 Mgr. Sales Service.....Chas. Broderick  
 Mgr. Comm'l Research.....Donald D. Axt  
*Services Offered:* THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

*Studios and Regional Offices*

630 Fifth Ave., New York 20, N. Y.

Phone: JUDson 2-5011

445 North Lake Shore Drive, Chicago 11, Ill.

Phone: WHitehall 4-3530

1016 No. Sycamore Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-5171

522 Forsythe Bldg., Atlanta 3, Ga.

Phone: WALnut 5948

1907-11 McKinney Ave., Dallas, Texas

Phone: RIVERSide 1371

1525 McGovock St., Nashville, Tenn.

**RADIO FEATURES OF AMERICA**

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

Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York  
 Executive Director.....Oliver W. Nicoll  
 Assoc. Dir. of Svcs.....Sandra Munsell  
 Mng. Dir. of Prod.....J. H. Macdonell  
 Program Coordinator.....Eileen Ellis

*Services Offered:* Program production and consultation, syndicated transcribed programs,

scripts, talent, package, live shows, phonograph records, international radio service.

**RADIO RECORDERS**

7000 Santa Monica Blvd., Hollywood 38, Cal.

Phone: HOLlywood 3-3382

Chair. of Bd., Secy. & Treas...H. DeVoe Rea

President.....C. Howard Hutchins

Vice-President.....J. Joseph Sameth

Vice-President.....H. L. Bryant

Vice-President.....E. F. Dummel

*Service Offered:* Complete recording facilities.

**RADIOZARK ENTERPRISES, INC.**

606 St. Louis St., Springfield, Mo.

Phone: 2-4422

Vice-President, Mgr.....E. E. Siman, Jr.

Vice-President, Mgr.....John B. Mahaffey

*Services Offered:* Transcribed and network country music features. Current programs: Tennessee Ernie Show, Red Foley Show, Smiley Burnette Show, Bill Ring Show, Saddle Rockin' Rhythm, Carter Sisters & Chet Atkins Show, ABC Network's Ozark Jubilee.

**REEVES SOUND STUDIOS, INC.**

304 East 44th St., New York 17, N. Y.

Phone: OREGon 9-3550

President.....Hazard E. Reeves

Vice-President.....Chester L. Stewart

Mgr.—Film Div.....Richard Vorisek

Mgr.—Disc Div.....John Vorisek

Chief Engineer.....Lyman J. Wiggan

*Services Offered:* Sound recording for motion pictures and television, transcriptions.



*To Our Many Friends . . .*

*Thanks for all your help in making our first two years so successful.*

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

*Cordially,*  
Leonard Wolf  
General Manager

Hear Your Favorite  
 DOROTHY COLLINS and  
 RAYMOND SCOTT Recordings  
 78 RPM      45 RPM      33 1/3 RPM



- AUDIVOX RECORDS
- 149 West 57th St.
- New York, N. Y.

**ROCKHILL RECORDING**

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President ..... Janet Taylor  
 Manager.....Leo J. Launer  
 Chief Engineer.....Herbert Kaplan  
 Sales Manager (Recording)...Fred Freeman  
*Services Offered:* Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording.

**SESAC INC.**

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

Phone: MURRAY Hill 5-5365

President .....Paul Heinecke  
 Secretary-Treasurer.....R. C. Heinecke  
 Asst. to President.....E. S. Prager  
 Prod. Manager.....Robert S. Stone  
 Publicity & Prom.....Alice J. Heinecke  
 Traffic.....I. K. Weiss

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

**THE CHARLES E. SKINNER PRODUCTIONS**

1600 Broadway, New York 19, N. Y.

Phone: Circle 6-6915

Exec. Producer-Director..Charles E. Skinner  
 General Manager.....Ray Rand  
 Musical Directors.....Skitch Henderson,  
 Ted Royal, Drummond Drury, William Storz (IATSE)

Assoc. Prod., West Coast Rep...Albert Kelley  
 Sales Manager.....Howard Blackmore

*Services Offered:* Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television, theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

**HARRY SMITH RECORDING STUDIOS, INC.**

48 West 48th St., New York 36, N. Y.

Phone: CI 6-5171

President .....Harry Smith  
*Services Offered:* Recording studios, transcription service, air checks, etc.

**K. R. SMITH**

(Division of)

**RALEIGH RECORDS, INC.**

619 W. 54 St., New York 19, N. Y.

Phone: Judson 2-3791

V.P. and Sales Mgr.....K. R. Smith  
 Customer Service.....Ben Goldman

*Services Offered:* Processing, pressing, shipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

**My  
 Sincere Thanks  
 for your help in  
 making it all  
 possible.**

*Archie Blyer*



**cadence**

RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N.Y.

**M-G-M Records**

The Greatest Name

In Entertainment

78 RPM

Extended Play Albums

45 RPM

33 1/3 Long Playing Records

Leader In The Field Of

Sound Track Albums

**TELAVIX STUDIOS, INC.**

216 Tremont St., Boston 16, Mass.  
 President.....Richard L. Colten  
 National Sales.....Universal Bestg. System  
 Exec. Sec'y.....Mrs. M. Jones  
*Services Offered:* TV films, air checks, tape master, full studio transcription services, film and tape editing rooms.

**L. S. TOOGOOD RECORDING CO.**

221 N. LaSalle St., Chicago 1, Ill.  
 Phone: CEntal 6-5275  
 Owner.....L. S. Toogood  
*Services Offered:* Transcription service and magnetic tape duplicating.

**TRANSCRIBED RADIO SHOWS**

2 W. 47th St., New York 36, N. Y.  
 Phone: JUdson 2-3530  
 President.....M. E. Moore  
 General Manager.....Norm Bart  
*Services Offered:* A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.  
 Phone: 2-4974  
 President.....J. P. Williams  
 Executive Vice-Pres.....John S. Zarka  
 Office Manager.....Bess Deck  
*Services Offered:* Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Emile Cote, Curley Bradley, The Golden Gate Quartet.

**RICHARD H. ULLMAN, INC.**

295 Delaware Ave., Buffalo 2, N. Y.  
 Phone: CLeveland 2066  
 President.....Richard H. Ullman  
 Exec. V.P.....Marvin A. Kempner  
 Treasurer.....Edward H. Kavinoky  
 Production Manager.....Bill Jacobs  
*Services Offered:* Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

**UNITED FILM & RECORDING STUDIOS**

301 East Erie St., Chicago 11, Ill.  
 Phone: SUperior 7-9114  
 Gen. Mgr. & Exec. Producer...Wm. L. Klein  
 Exec. Vice-President....Wm. C. Hutchings  
 Management .....Egmont Sonderling  
 Office & Studio Mgr.....John Brunn  
*Services Offered:* Everything on film, discs and tape. Two large film stages. Modern equipment for audio and video.

**UNITED RECORDING LABS.**

1650 Broadway, New York 19, N. Y.  
 Phone: CI 7-3718, 2089  
 Partners.....George Adams, Anita Smith  
*Services Offered:* Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

**UNIVERSAL RECORDERS, INC.**

6757 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 9-8282  
 General Manager.....Roger LeFont  
*Services Offered:* All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use.

**UNIVERSAL RECORDING CORP.**

111 E. Ontario St., Chicago 11, Ill.  
 Phone: MI 2-6465  
 President.....Milton T. Putnam  
 Vice-President.....A. B. Clapper  
 Secretary-Treasurer.....Robert A. Weber  
 Office Manager.....Belinda Richmond  
 Controller .....Tony Parri  
*Services Offered:* Recording, transcriptions, package programs, masters, pressings, and sound track for slide

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., New York 36, N. Y.  
 Phone: ClrCle 6-4675  
 President.....Thomas J. Valentino  
 Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino  
 Gen. Mgr. & Sec.....Peter J. Riolo  
*Services Offered:* Mood music for TV, sound effects of all types, miscellaneous recordings.

**WESTERN RECORDERS**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HO 3-6811  
 Owner.....H. Dixon McCoy  
*Services Offered:* Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

**WORLD BROADCASTING SYSTEM**

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-4700  
 5255 Clinton St., Los Angeles, Calif.  
 President.....John L. Sinn  
 Chairman of Board.....Frederic W. Ziv  
 Vice-President.....Robert W. Friedheim  
 General Manager.....Pierre Weis  
 Sales Manager.....Dick Lawrence  
 West Coast Mgr.....James L. Weathers  
*Services Offered:* Sales and program transcription service for radio and TV.

**ZAHLER MUSIC LIBRARY**

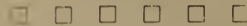
918 N. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: BRAdshaw 2-9337  
 President .....Gordon Zahler  
*Services Offered:* Background music for TV filmed series.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
 Phone: PLaza 1323  
 488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-4700  
 President.....Frederic W. Ziv  
 Vice-President (Executive)...John L. Sinn  
 V.P., Chg. of Sales.....Alvin E. Unger  
 V.P., Chg. of Prod.....Herb Gordon  
 Treasurer.....Joseph L. Moore  
*Services Offered:* Transcribed radio programs for local and regional sponsorship.



# World Broadens Programming Scope To Re-Focus Radio Selling



By **PIERRE WEIS**

General Manager

World Broadcasting System

THE basic strength of radio lies in the important services it can perform for the local listener and the local and regional advertiser. As long as radio is beamed in this direction, as long as radio offers the local listener the type of program he desires, and the local and regional advertiser the type of programming he needs to put across his sales message, radio will continue as a potent advertising force.



For radio, after all, is depended on by the American people to provide a continuous flow of information and entertainment hour after hour . . . from early morning until late at night, and very often through the night. As long as it fulfills this function, radio will remain strong.

The function, in fact the responsibility, of a library service is to provide stations with programming features and sales tools designed to attract both listener and advertiser response.



We at World Broadcasting System face this as our major responsibility to our customers. In the changing picture of radio selling, World has broadened the scope of its program and sales service to embrace scores of new ideas for attracting more advertising dollars to stations. These services are now being performed for our more than 1000 affiliates who recognize the need for a new look in radio.



One example of World's willingness to broaden its scope is "The Betty Grable-Harry James Show," one of the most startling new concepts in programming ever developed by a library service.

For the first time in library service history, a full hour program, designed for five-day-a-week, across-the-board programming was furnished to local stations at no talent or program fee. A nominal disc charge of one dollar per

second was set to partially offset physical manufacturing costs.

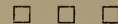
The success of this program can be seen in the fact that a large list of stations, including many network affiliates, have scheduled the Grable-James Show for night time listening, and have sold it to important national, regional and local advertisers.

As the first important new feature of our 1955 schedule, we sent to World affiliates a package of seven musical program series for across-the-board scheduling, 52 weeks a year, the largest such package ever made available by a library service.

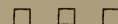


This package of new shows, in half-hour and quarter units, provides stations with almost 12 hours of programming per week, plus the opportunity to sell 111 spot announcements per week.

It is in programming of this type that radio finds a quick appeal to listeners, and a ready market among advertisers. Quality programs within the price range of local and regional advertisers, and quality programming which will put across the sponsor's sales message to the widest possible audience.



But programming of this type is only one of the sales tools needed by local stations. Equally as important is the need for attention-getting merchandising aids tied in to special advertiser classifications, special campaigns, seasons of the year, sporting events, and holiday occasions.



All of these programs, all of these promotions, are designed specifically to help station affiliates make additional time sales to local and regional advertisers. If radio makes full use of such services, it is certain to continue as a potent force among all advertising media.



# ORGANIZATIONS

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

□ □ □

### ACADEMY OF TELEVISION ARTS AND SCIENCES

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

#### OFFICERS

President ..... Don DeFore  
1st Vice-President ..... Hal Hudson  
2nd Vice-President ..... Robert J. Black  
Secretary ..... Shirley Thomas  
Treasurer ..... Thomas McCray  
Recording Secretary ..... Gale Storm  
Secretary to Treasurer ..... Sara Haney Stevens  
Corresponding Secretary ..... Mildred Beach  
Director-at-large ..... Danny Thomas  
Director-at-large ..... Barbara Britton  
Director-at-large ..... Betty Mears  
Director-at-large ..... James T. Aubrey, Jr.  
Director-at-large ..... Harry Koplan

#### FUNCTIONS

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

### ACTORS EQUITY ASSOCIATION

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

#### OFFICERS

President ..... Ralph Bellamy  
1st Vice-President ..... Maurice Evans  
2nd Vice-President ..... Bill Ross  
3rd Vice-President ..... Frederick O'Neal  
4th Vice-President ..... Margalo Gillmore  
Treasurer ..... Paul Dullzell  
Recording Secretary ..... John Effrat  
Exec. Sec. .... Angus Duncan  
Counsel ..... Herman E. Cooper

#### BRANCH OFFICES

720 Bittersweet Pl., Chicago 13, Ill.  
6636 Hollywood Blvd., Hollywood 28, Calif.  
216 Pine St., San Francisco 4, Calif.

#### COUNCIL

Joseph Anthony, George Britton, Thomas Chalmers, Edwin Clay, Donald Cook, Robin Craven, Doris Dalton, John Drew Devereaux, Mildred Dunnock, John Emery, Paul Ford, John Forsythe, Florida Friebus, Larry Gates, Marjorie Gateson, Wynne Gibson, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, George Ives, Dennis King, Rusty Lane, Carmen Mathews, Ruth Matteson, Frank Maxwell, Ruth McDewitt, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Lloyd Nolan, Elliott Nugent, Leonard Patrick, Robert Preston, William Redfield, William G. Roehrick, Polly Rowles, Edmon Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, David Wayne, Jane White, Eleanor Wilson, Lois Wilson.

### THE ADVERTISING COUNCIL, INC.

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

#### OFFICERS

Chairman ..... Stuart Peabody  
Vice-Chairman ..... Louis N. Brockway  
Vice-Chairman ..... Leo Burnett  
Vice-Chairman ..... John C. Sterling  
President ..... Theodore S. Herrick

Vice-President ..... Allan M. Wilson  
Vice-President ..... George P. Ludlam  
Secretary ..... Frederick R. Gamble  
Treasurer ..... Paul B. West  
Radio-TV Director ..... Gordon C. Kinney  
Pub. Rel. Director ..... Maxwell Fox

#### BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President.  
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.  
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166.  
R. C. Coleson, West Coast Representative.  
425 Bush Street, San Francisco 8, Cal. GA 1-6868.  
Charles W. Collier, (AAW).

#### FUNCTIONS

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

### ADVERTISING FEDERATION OF AMERICA

330 W. 42nd St., New York 36, N. Y.  
BRYant 9-0430

#### OFFICERS

President ..... Elon G. Borton  
Chairman of Board ..... Wesley I. Nunn  
Secretary ..... Viola Erickson  
Treasurer ..... Ben R. Donaldson

#### FUNCTIONS

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

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

To promote better public understanding of advertising.

To promote cooperative effort in advertising.  
To encourage improvement in advertising education.

### ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 36, N. Y.  
LONgacre 3-5100

#### OFFICERS

Chairman ..... Marion Harper, Jr.  
Vice-Chairman ..... Fred B. Manchee  
President ..... Edgar Kobak  
Treasurer ..... E. P. Seymour  
Managing Director ..... A. W. Lehman  
Technical Director ..... D. B. Lucas  
Secretary ..... Edward F. Herrick

#### FUNCTIONS

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

### AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.  
LEXington 2-7980

#### OFFICERS

Chairman of the Board ..... William R. Bailer, Jr.  
Vice-Chairman ..... Henry G. Little  
President ..... Frederic R. Gamble  
Secretary-Treasurer ..... Robert E. Grove  
Vice-President ..... Richard L. Scheidker

# ORGANIZATIONS

Vice-President ..... Richard Turnbull  
 Secretary to Committee  
 on Broadcast Media ..... Kenneth Godfrey

### FUNCTIONS

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

## AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.  
 Cortlandt 7-1374

### OFFICERS

President ..... Joseph P. Selly  
 Sec'y.-Treas. .... Joseph F. Kehoe  
 Publicity Director ..... Charles Silberman

### BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.  
 Phone: LO 4-1251. Mart Barrow, Chairman.  
 Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.  
 Phone: CO 7-1734. W. Bender, Chairman.

### FUNCTIONS

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

## AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.  
 Plaza 8-0600

### OFFICERS

Pres. .... James C. Petrillo  
 Vice-Pres. .... C. L. Bagley  
 Secretary ..... Leo Cluesmann  
 Treasurer ..... Harry J. Steeper

### EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin,  
 George V. Clancy, Walter M. Murdoch.

### BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: SState  
 2-0063.  
 220 Mt. Pleasant Ave., Newark 4, N. J. Phone  
 Humboldt 2-8010. Harry J. Steeper, Treas.

## AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

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

### NATIONAL OFFICERS

President ..... Frank Nelson  
 1st Vice-President ..... Vinton J. Hayforth  
 2nd Vice-President ..... John Gannon  
 3rd Vice-President ..... Hal Wallis  
 4th Vice-President ..... Jim Lewis  
 5th Vice-President ..... Tyler McVey  
 6th Vice-President ..... Ernie Winstanley  
 7th Vice-President ..... Ray Michael  
 Recording Secretary ..... Janet Baumhover  
 Treasurer ..... Elizabeth Morgan  
 National Executive Secretary ..... George Heller

### BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. HOLLYWOOD  
 4-5125. Claude L. McCue, Western Regional Director.  
 102 E. Hubbard St., Chicago 11, Ill. WHITEHALL 3-  
 1344. Raymond A. Jones, Central Regional Director.

### FUNCTIONS

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

## AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.  
 Columbus 5-3687-8-9

### NATIONAL OFFICERS

Honorary President ..... Lawrence Tibbett  
 President ..... John Brownlee  
 1st Vice-President ..... Jascha Heifetz  
 2nd Vice-President ..... Leopold Sachse  
 3rd Vice-President ..... Betty Stone  
 4th Vice-President ..... Astrid Varnay

5th Vice-President ..... James Pease  
 Treasurer ..... Jerome Hines  
 Recording Secretary ..... Elizabeth Hoepfel  
 National Executive Secretary ..... Hyman R. Faine

### BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO  
 2-2334. Lee Harris, Rep.  
 216 Pine St., San Francisco, Calif. Phone: SU 1-0855.  
 Theodore Hale, Rep.  
 215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310.  
 Edward Davis, Rep.  
 134 N. LaSalle, Chicago, Ill. Phone: FI 6-0787.  
 Sanford Wolff, Rep.

### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

## AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

1697 Broadway, New York 19, N. Y.  
 Circle 6-7130

### OFFICERS

President ..... Jackie Bright  
 Nat. Adm. Sec. .... Jack Irving

## AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois  
 MU. 4-5267

### OFFICERS

President ..... Thomas G. MacGowan  
 Vice-President ..... Ira D. Anderson  
 Vice-President ..... Arno H. Johnson  
 Vice-President ..... William R. Spurlock  
 Secretary ..... Hugh G. Wales  
 Treasurer ..... Chas. W. Smith  
 Executive Director ..... Wm. C. Gordon, Jr.

### BRANCH OFFICES

33 Chapters in 33 American Cities.

### FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

## AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.  
 Murray Hill 5-2000

### OFFICERS

President ..... Richard W. Stocum  
 Vice-President ..... William Dwight  
 Secretary ..... W. J. Blackburn  
 Treasurer ..... W. L. Fanning  
 General Manager ..... Cranston Williams

### BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:  
 Franklin 2-3746; George N. Dale, Manager.  
 ANPA Research Laboratory, Box 598, Easton, Pa.,  
 Phone: 8159. Roy W. Prince, Acting Technical Research  
 Director.

### FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.  
 Murray Hill 8-8800

President ..... Stanley Adams  
 Vice-President ..... Louis Bernstein  
 Vice-President ..... Otto A. Harbach  
 Secretary ..... John Tasker Howard  
 Asst. Secretary ..... Geo. W. Meyer  
 Treasurer ..... Saul H. Bourne  
 Asst. Treasurer ..... Frank H. Connor



## ORGANIZATIONS



### BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Alex C. Kramer, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

### BRANCH OFFICES

In all principal cities throughout the United States.

### FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

## AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

70 East 45th St., New York 17, N. Y.  
Murray Hill 9-8520

### OFFICERS

President ..... Jane Dalton  
WSPA, Spartanburg, S. C.  
Vice-President ..... Bette Doolittle  
NARTB, Washington, D. C.  
Vice-President ..... Ruth Dunlop  
KPHO, Phoenix, Arizona  
Vice-President ..... Myrtle Labbutt  
CKLW, Detroit, Michigan  
Vice-President ..... Lillian Lee  
WABE, Atlanta, Georgia  
Secretary-Treasurer ..... Madge Cooper  
WMRN, Marion, Ohio  
Executive Secretary ..... Betty Chapin  
AWRT, New York City

### DIRECTORS

Jane Barton, New York State Radio-Motion Picture Bureau, Albany; Betty Barnett, KSD-TV, St. Louis; Nena Badenoch, National Society for Crippled Children & Adults, New York; Betty Ross, NBC, Chicago; and Gertrude Trobe, WBVP, Beaver Falls, Pa.

### CHAPTERS

New York City, Western New York, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota). Sooner Chapter, (Okla.); Ohio.

### FUNCTIONS

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

## ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.  
Circle 6-1379

### OFFICERS

President ..... Eddie Elkort  
Vice-Presidents ..... John F. Dugan, Art Weems,  
Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran  
Secretary ..... Milton Berger  
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Assistant Secretary ..... Ruth L. Simonson  
Counsel ..... Jack J. Katz

### BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.  
754 Century Bldg., Pittsburgh, Pa.  
116 New Montgomery, San Francisco, Calif.  
301 Fox Bldg., Detroit, Mich.

### FUNCTIONS

Trade Association of Theatrical Agents.

## ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.  
1 West 47th St., New York 36, N. Y.  
PL 9-8470

Chrm. of Board ..... Sydney M. Kaye  
President ..... Charles A. Wall  
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Benjamin V. Grasso, Karl F. Bauer  
Secretary ..... Robert J. Burton

### BRANCH OFFICE

1549 No. Vine St., Hollywood Calif. Carl Post, Mgr.

### FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

## ASSOC. OF CANADIAN ADVERTISERS, INC.

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

### OFFICERS AND DIRECTORS

President ..... Robert E. Day, Bulova Watch Co.  
Exec. Vice-Pres. .... M. M. Schneckenburger,  
House of Seagram

### FUNCTIONS

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

## ASSN. OF NATIONAL ADVERTISERS, INC.

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

### OFFICERS

President ..... Paul B. West  
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Secretary ..... Peter W. Allport  
Chairman of the Board ..... E. G. Gerbic  
Johnson & Johnson  
Vice-Chairman ..... E. W. Ebel  
General Foods Corp.

### FUNCTIONS

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

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

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Vice-President ..... William Costello  
Vice-President ..... Raymond Swing  
Executive Committee ..... George Fielding Eliot,  
Merrill Mueller, Leon Pearson  
Secretary ..... John MacVane  
Treasurer ..... Cesar Sauchinger  
Asst. Secy.-Treas. .... John W. Vandercook

### FUNCTIONS

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

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

6 E. 39 St., New York 16, N. Y.  
Murray Hill 9-4950

President ..... Marle Miller  
Vice-Pres. .... William Schirer  
Secretary ..... Phyllis McGinley  
Membership Secretary ..... Edith Mackin

# O R G A N I Z A T I O N S

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## FUNCTIONS

National business organization of authors in the publication field.

## THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.  
Murray Hill 9-4950

President ..... Rex Stout  
Vice-Pres. .... John Hersey  
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Exec. Sec. .... Luise M. Silcox  
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## FUNCTIONS

The national business organization of authors and dramatists.

## BRAND NAMES FOUNDATION, INC.

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

## OFFICERS

Chairman of the Board ..... Barry T. Leithold  
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Treasurer ..... Louis Hausman  
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President ..... Henry E. Abt  
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## FUNCTIONS

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

## THE BRITISH BROADCASTING CORPORATION

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

## OFFICERS

North American Rep. .... Basil Thornton  
Program Director ..... Alec Sutherland  
Program Assistant ..... Lillian Lang  
TV Officer ..... A. Singer  
Transcription Assistant ..... Marian Moss  
Chief Engineer ..... Arthur S. Toby

## BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. Plaza 4-1234, Ext. 3121. F. O. Walker, U. N. Correspondent.

Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Christopher Serpel, Washington correspondent.

## FUNCTIONS

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

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

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

## OFFICERS

Exec.-Director ..... S. Franklin Mack  
Asst. Exec. Dir. .... W. B. Goodman  
Director of Television ..... Albert Crews  
Business Manager ..... Arthur W. Rhinow  
Director of Films ..... Alexander B. Ferguson  
Director of Radio ..... Ben E. Wilbur

## BRANCH OFFICE

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

## FUNCTIONS

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

## BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.  
PLaza 9-1500

## OFFICERS

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Vice-President—General Counsel ..... Sydney M. Kaye  
Vice-Pres. in charge of Finance & Treasurer  
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Vice-Pres. in Charge of Non-Radio License  
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Vice-Pres. in charge Station Service. Ralph L. Harlow  
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## BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm. Harold Moon, Asst. Gen. Mgr.

## STATION RELATIONS

Al Marlin, Turner Cooke, Justin Bradshaw, John Murphey, Robert Fuller, James L. Cox, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

## NON-RADIO LICENSING DEPT.

Vice-President ..... Harry P. Somerville  
Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.  
Los Angeles, 1549 N. Vine St., Hillside 7-7447; Lawrence Conti, Far-Western Representative.

## PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.  
Chicago Office, 360 N. Michigan Ave. Andover 3-5349. Jimmie Cairns, Professional Representative.  
Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

## FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

## THE BUREAU OF BROADCAST MEASUREMENT

85 Richmond Street West,  
Toronto 1, Ontario, Canada  
EMpire 3-8046  
President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.  
Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.  
Executive-Secretary & Treasurer: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

**DIRECTORS**

William N. Hawkins, Radio Station CFOS, Owen Sound, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto; Neil Morrison, Canadian Broadcasting Corp., Ottawa; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; George S. Bertram, Swift Canadian Co. Ltd., Toronto; Robert M. Campbell, J. Walter Thompson Co. Ltd., Toronto; J. Arthur Dupont, Radio Station CJAD, Montreal.

Research & Development Director: Clyde H. McDonald, The Bureau of Broadcast Measurement, Toronto.

**FUNCTIONS**

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

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

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

**CANADIAN ASSOCIATION OF BROADCASTERS**

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

President of the Board..... E. F. MacDonald  
Vice-President of the Board..... J. M. Davidson  
Exec. Vice-President..... T. J. Allard  
Secretary-Treasurer..... Flora Love  
Copyright Counsel..... Samuel Rogers  
French Language Counsel..... Guy Rogere

**DIRECTORS**

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**BRANCH OFFICE**

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAInut 2-3334. C. W. Fenton, Sales Director.

**FUNCTIONS**

The Canadian Association of Broadcasters is a voluntary trade organization of 125 privately owned (independent) radio broadcasting stations and 17 telecasting stations in Canada.

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

Hotel Astor, New York 19, N. Y.  
Circle 6-5566

**OFFICERS**

President..... Gene Buck  
1st Vice-Pres..... Pat O'Brien  
2nd Vice-Pres..... Jay Jostyn  
Recording Secretary..... Ed Bayley  
Historian..... Jane Taylor  
Executive Secretary..... George Buck  
Chairman of Executive Board..... Frank McNellis  
Chaplain..... Rt. Rev. Msgr. Vincent J. Brosnan  
Treasurer..... Rev. Francis M. Costello

**FUNCTIONS**

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

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

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

**OFFICERS**

Spiritual Director..... Rev. John B. Kelly  
President..... William Fay  
Vice-Pres..... Richard Reid  
Vice-Pres..... Joseph A. Duffy  
Executive Secretary..... Eleanor M. Tucker

**FUNCTIONS AND ACTIVITIES**

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

**CENTRO-AMERICANO DE RADIO**

P. O. Box 1795  
Panama, Panama

President..... Fernando Elea

**FUNCTIONS**

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

**COMPOSERS GUILD OF AMERICA**

25 West 45th Street, New York 36, N. Y.  
JUdson 2-4500  
12924 Sarah Street, North Hollywood, Calif.  
HO 2-1353; SU 2-8377

President..... Leith Stevens  
1st Vice-President..... Arthur Schwartz  
2nd Vice-President..... Walter Schumann  
3rd Vice-President..... Gene von Hallberg  
Secretary-Treasurer..... Mack David  
Asst. Sec. Treasurer..... Winston Sharples  
Executive Secretary..... Elsa Clay

**FUNCTIONS**

CGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

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

182 St. George St., Toronto 5, Ont., Canada  
WAInut 3-8457

**OFFICERS**

President..... Sir Ernest MacMillan Mus. D. (Oxon.)  
General Manager..... William S. Low

**FUNCTIONS**

The administration in Canada of the right of performance of authors and composers of music throughout the world.

**THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.**

6 E. 39 St., New York 16, N. Y.  
MUrray Hill 9-4950

President..... Moss Hart  
Vice-Pres..... George S. Kaufman  
Secretary..... Dorothy Fields  
Exec. Sec..... Mills Ten Eyck, Jr.

**FUNCTIONS**

The national business organization of dramatists.

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

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

**OFFICERS**

Hon. Presidents..... Rt. Rev. Henry Knox Sherrill,  
Rt. Rev. Horace W. B. Donegan  
President..... Vinton Freedley

Vice-Presidents Rev. Randolph Ray,  
Charles Coburn, Bobby Clark, Peggy Wood  
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Treasurer John Knight  
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Raymond Massey, Carmen Mathews, Margery Maude,  
John Morley, Kate Oglebay, Helen Ormsbee, Basil  
Rothenbe, Mrs. Chas. M. Richter, Cornelia Otis Skin-  
ner, George Somnes, Frances Starr.

FUNCTION

The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

600 Munsey Building, Washington 4, D. C.  
STerling 3-1000

President Vincent B. Welch  
1st Vice-President Percy H. Russell, Jr.  
2nd Vice-President William J. Dempsey  
Secretary Thomas H. Wall  
Treasurer Parker D. Hancock  
Delegate to American Bar Assoc. Vincent B. Welch

EXECUTIVE COMMITTEE

Robert M. Booth, Jr., Jeremiah Courtney, Frank U.  
Fletcher, Stephen H. Fletcher, Leonard H. Marks,  
George O. Sutton.

FUNCTIONS

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

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington  
25, D. C.  
EXecutive 3-6800

PERSONNEL

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BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.  
Rolf H. Kielland, Attorney in Charge. COrlandt 7-  
7100.  
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.  
William F. Lemke, Jr., Mgr., ANdover 3-3600.  
Room 133, Federal Office Bldg., San Francisco 2,  
Calif. Clarence T. Sadler, Attorney in Charge. KLon-  
dike 2-2350.  
Room 811, U. S. Court House, Seattle 4, Wash.  
Walter W. Harris, Attorney in Charge. MUtual 3300.  
Room 413, Masonic Temple Bldg., 333 St. Charles  
St., New Orleans, La. William B. Lott, Attorney in  
Charge. CAnal 3481.

FUNCTIONS

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

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

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

Director Pierre Crenesse  
Ass't. Dir. Alice Lewltin  
Administrator Suzanne Weltman  
Program Director Marins Koltzoff  
Public Relations Denise Falk

FUNCTIONS

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

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

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

Director I. Keith Tyler  
Asst. to Dir. Patrick E. Welch  
Secretary Bette Wallach

FUNCTIONS

International meeting for broadcasters, educators  
and civic leaders devoted to discussion of policy and  
techniques of educational broadcasting.

THE INSTITUTE OF RADIO ENGINEERS, INC.

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

OFFICERS

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Treasurer W. R. G. Baker  
Secretary Haraden Pratt  
Editor J. R. Pierce  
Executive Secretary G. W. Bailey

DIRECTORS

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A. G. Jensen, A. V. Loughren, C. J. Marshall, J. W.  
McRae, L. E. Packard, J. M. Pettit, E. M. Boone, J. F.  
Byrne, J. N. Dyer, W. R. Hewlett, D. J. Tucker, Howard  
Vollum, George Rappaport, B. E. Shackelford, Ernest  
Weber, H. W. Wells.

FUNCTIONS

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

INTERCOLLEGIATE BROADCASTING SYSTEM

333 North Michigan Ave., Chicago 1, Ill.  
3107 Westover Drive S. E., Washington 20, D. C.  
LUdlow 2-7210

OFFICERS

President George Abraham  
Vice-Pres. & Operations Mgr. David W. Borst  
Treasurer James R. Wylie  
Secy. & Prog. Mgr. Howard C. Hansen  
Engineering Dir. & Bulletin Editor Richard H. Crompton  
Sales Promotion & Pub. Relations Mgr. Thomas M. Blaisdell

BRANCH OFFICES

D. W. Borst, 580 Lowell Street, Lynnfield Center,  
Mass.; 113 Locust Drive, Baltimore 28, Md.; 1562  
Van Vranken Ave., Schenectady 8, N. Y.

FUNCTIONS

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

**JEWISH THEATRICAL GUILD**

1564 Broadway, New York 36, N. Y.  
 PLaza 7-5237  
 Chairman, Bd. of Trustees... Wm. Degen Weinberger  
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 Chaplain..... Rabbi Abraham Burstein  
 Executive Secretary..... Dave Ferguson

**FUNCTION**

Non-sectarian theatrical assistance agency.

**JOINT COMMITTEE ON  
 EDUCATIONAL TELEVISION**

1785 Massachusetts Ave., N. W.,  
 Washington 6, D. C.  
 Hudson 3-6620  
 Chairman..... Dr. Edgar Fuller, Nat'l Council of  
 Chief State School Officers  
 Vice-Chairman..... Dr. David D. Henry,  
 American Council on Education  
 Executive Director..... Ralph Steettle

**JCET MEMBERS**

Dr. Franklin Dunham, Association for Education by  
 Radio-Television; James H. Denison, Association of  
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 mus, National Association of Educational Broadcasters;  
 Dr. Albert N. Jorgensen, National Association of State  
 Universities; Dr. Belmont Farley, National Education  
 Association.

**FUNCTIONS**

The JCET seeks to represent the special needs of  
 education in the newest and most powerful of the  
 mass media, and encourages educators to meet their  
 responsibilities in regard to it.

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
 LUxemburg 2-1515  
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 Boy ..... Harry Hershfield  
 Corresponding Secretary..... Bobby Clark  
 Recording Secretary..... Michael Abbott  
 Treasurer ..... Joseph Downing  
 Librarian ..... Tex O'Rourke

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 Nagel, Lep Solomon, Ralph Bellamy, Happy Felton,  
 Emil Friedlander, Arthur Vinton, Robert Griffith, H  
 Pierson Mapes, Saul E. Rogers.

**LIFE DIRECTORS EX-SHEPHERDS:** William Gaxton,  
 Fred Waring, John Golden.

**FUNCTIONS**

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

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

1270 Sixth Avenue, New York 20, N. Y.  
 CO. 5-7362

President ..... Robert Miller  
 Vice-President ..... Joe Santly  
 Treasurer ..... Chas. Lang  
 Executive Secretary ..... Bob Miller

**MEMBERS OF EXECUTIVE COUNCIL**

Bob Baumgart, Bert Haber, Leo Diston, Mickey  
 Garlock, Mac Kooper, Jack Perry, Bernie Pollack,  
 Harry Santly, Sammy Smith, Murray Luth.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,  
 Regional Dir.; 1491 N. Vine St., Hollywood, Cal.,  
 Lucky Wilber, Regional Dir.; 225 - 26th St., Santa  
 Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St.,  
 Cincinnati, Ohio, Danny Engel, Reg. Director.

**FUNCTIONS**

Labor Union.

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

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

**OFFICERS**

Chairman of the Board..... Walter G. Douglas  
 President ..... Louis Bernstein  
 Vice-President ..... Jack Mills  
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**NATIONAL ASSN. FOR BETTER  
 RADIO AND TELEVISION**

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

**OFFICERS**

President..... Mrs. Clara S. Logan  
 1st Vice Pres..... Dr. Richard Atkinson  
 2nd Vice Pres..... Dr. Lee DeForest  
 Secretary..... Mrs. Victor Roberts  
 Treasurer..... Mrs. Gertrude Blackstock

**FUNCTIONS**

To co-ordinate the interest of civic, religious, edu-  
 cational, business and labor organizations and in-  
 dividuals for the purpose of encouraging the presenta-  
 tion of radio and television programs of high stand-  
 ards.

**NATIONAL ASSOCIATION OF  
 RADIO & TELEVISION  
 BROADCASTERS**

(For Complete Listing See NARTB Section)

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

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

**OFFICERS**

National Chairman..... Oliver W. Nicoll

**COUNCILS**

37 W. 46th St., New York 36, N. Y. Phone: LUxemb-  
 burg 2-5130. Oliver W. Nicoll, Chairman, New York  
 Council: 341 Menomonee St., Chicago 14, Ill. Phone:  
 MOhawk 4-3592, H. Walter Thompson, Chairman,  
 Chicago Council: 6331 Hollywood Blvd., Hollywood 28,  
 Calif. Phone: Hillside 5125. Claude McCue, Chairman,  
 Hollywood Council.

**CORRESPONDING OFFICES**

Washington, D. C.; Albuquerque, N. M.; Atlanta,  
 Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio;  
 Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit,  
 Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.;  
 Fort Worth, Tex.; Independence, Mo.; Indianapolis,  
 Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse,  
 Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Mil-  
 waukee, Wis.; Minneapolis-St. Paul, Minn.; New Or-  
 leans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.;  
 Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.;  
 Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Roches-  
 ter, N. Y.; Salt Lake City, Utah; San Francisco, Cal.;

Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

**FUNCTIONS**

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

**NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)**

80 East Jackson Blvd., Chicago 4, Ill.

WA 2-2462

International President ..... Clifford E. Rothery  
International Vice-President ..... Gene Klump  
International Executive Secretary ..... George Manor  
International Sec'y-Treasurer ..... Arthur Hjorth  
Canadian Sec'y-Treasurer ..... Giacomo Papa

**BRANCH OFFICES**

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

**FUNCTIONS**

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

**NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS**

14 Gregory Hall, Urbana, Ill.

Urbana 7-6611, Ext. 3394

**OFFICERS**

President ..... Frank E. Schooley  
Vice-President ..... John Dunn  
Treasurer ..... Robert J. Coleman  
Secretary ..... William Harley  
Executive Director ..... Harry J. Skornia

**DIRECTORS**

Region I: James MacAndrews, WNYE, Board of Education, 29 Ft. Greene Place, Brooklyn, N. Y.; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Paul B. Rickard, Director of Radio and TV, Wayne University, Detroit, Mich.; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: Marguerite Fleming, KSLH, Board of Education, 1517 S. Theresa Ave., St. Louis, Mo.; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

**BRANCH OFFICE**

2500 Municipal Bldg., New York 7, N. Y.

WH 3-3600, Seymour N. Siegel, Past President

**FUNCTIONS**

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

**NATIONAL ASSN. OF PERFORMING ARTISTS**

630 Fifth Ave., New York 20, N. Y.

Circle 7-8194

**OFFICERS**

President ..... Fred Waring  
Treasurer ..... Don Voorhes  
General Counsel ..... Alfred Rice

**FUNCTIONS**

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

**NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS**

Address care of President

President ..... Frank Atwood, W TIC, 26 Grove St., Hartford, Conn., Phone: 5-0801

Vice-President ..... John McDonald, WSM, 301 Seventh Ave. N., Nashville, Tenn., Phone: 6-7181  
Secretary-Treasurer ..... Jack Timmons, KWKH, Shreveport, La., Phone: 2-8711  
Historian ..... Herb Plambeck, WHO, 914 Walnut St., Des Moines, Ia., Phone: 3-7147  
CHATS Editor ..... Harvey Dinkins, WSJS, 419-21 N. Spruce St., Winston-Salem, N. C., Phone: 5-2311

**FUNCTION**

NATFRD is an organization dedicated to the service of agriculture, station management and the advertiser.

**NATIONAL BETTER BUSINESS BUREAU, INC.**

Chrysler Bldg., New York 17, N. Y.

Murray Hill 6-3535

**OFFICERS**

Chairman of Board ..... Charles H. Watts  
President ..... Kenneth B. Willson  
1st Vice-Chairman ..... Warren Agry  
2nd Vice-Chairman ..... Lorimer B. Sloum  
Secretary ..... Lowell Shumway  
Treasurer ..... Frank F. Soule

**FUNCTIONS**

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

**NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.**

710 14th St., Northwest, Washington 5, D. C.

MEtropolitan 8-1415

President ..... M. F. Malarkey, Jr.  
Vice-President ..... N. W. Cogswell  
Treasurer ..... W. J. Calsam  
Secretary ..... C. E. Reinhard  
Executive Secretary ..... E. Stratford Smith

**DIRECTORS**

Louis Babic, George H. Bright Jr., Frank Brophy, John Colling, C. C. Daker, William Daniels, Eli Kramer, A. J. Malin, J. H. Rannels, Joseph Saricks.

**FUNCTIONS**

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

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

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

Murray Hill 2-8877

Room 504

President ..... Irving Sulds  
Vice-President ..... Charles Basch

**WEST COAST OFFICE**

7063 Sunset Blvd., Hollywood 28, Calif.

Granite 6930

**FUNCTIONS**

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

**NAT. TELEVISION FILM COUNCIL**

1501 Broadway (Suite 1519) New York 36, N. Y.

LONGacre 4-8234

President ..... Melvin L. Gold  
Executive Vice-President ..... Johnny Schneider  
Executive-Secretary ..... Sally Perle  
General Secretary ..... Sydney A. Mayers  
Treasurer ..... Samuel Spring  
Chairman, Bd. of Directors ..... Dr. Alfred N. Goldsmith  
V.-P. in Charge of Distribution ..... Archie A. Mayers  
Production ..... Albert D. Hecht  
Stations ..... Ardien Rodner  
Agencies ..... James P. Ellis  
Membership ..... John J. Bergen, Jr.



**DIRECTORS**

Norman Barnett, Henry Brown, Lou Feldman, Herbert Gelbspan, Andrew Jaeger, Waldo Mayo, William J. Reddick, Lester Schoenfeld, Alvin Stahl, Burton Zucker.

**FUNCTIONS**

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

**NATIONAL VARIETY ARTISTS, INC.**

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

**OFFICERS**

President ..... Louis Handin  
Vice-President ..... Dorothe A. Masters  
Treasurer ..... Lester Rose  
Secretary ..... Bettie North

**BOARD OF GOVERNORS**

Hon. Leonard Conner, James Clark, Eddie Halson, Ted Hennig, Lillian Lindeman, Ruth Lyons, Lillian McNeill, Edna Osborne, Evelyn Silver, Lillian Saunders Sollsich, Phoebe Whiteside, Joe Woods.

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

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

**OFFICERS**

President ..... Noble Sissle  
Vice-President ..... Leigh Whippter  
Executive Secretary ..... Lillyn Brown Evans  
Treasurer ..... W. C. Handy  
Assistant Treasurer ..... A. Edward Walters  
Recording Secretary ..... Evelyn Davis  
Assistant Secretary ..... Lillian Roberts  
Chaplain ..... Dr. John H. Johnson  
Counsel ..... Harry T. Bragg, Simon Finestein

**NETWORK ADVERTISERS ASSOCIATES, INC.**

1587 Broadway, N. Y.  
Columbus 5-4700

**PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION**

President ..... William B. Caskey  
Vice-President ..... Raymond S. Green  
Treasurer ..... William A. Banks  
Secretary ..... Joseph L. Tinney  
Executive Secretary ..... Helen M. Grigal

**FUNCTIONS**

To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

**PROFESSIONAL MUSIC MEN, INC.**

1270 Sixth Ave., New York 20, N. Y.  
Columbia 5-7362

**OFFICERS**

Honorary President ..... Rocco Vocco  
President ..... Robert Miller  
Vice-President ..... Joseph Santly  
Treasurer ..... Charles Lang  
Executive Director ..... Bob Miller  
Board of Governors ..... Bob Baumgart,  
Bert Haber, Leo Diston, Mickey Garlock, Mac  
Kooper, Jack Perry, Bernie Pollack, Harry Santly,  
Sammy Smith, Murray Luth.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill.  
Regional Director ..... Morton Schaefer  
1491 N. Vine St., Los Angeles, Calif.  
Regional Director ..... Lucky Wilber  
36 E. 5th St., Cincinnati, O.  
Regional Director ..... Danny Engel  
225 - 26th St., Santa Monica, Calif.  
Regional Secretary ..... Al Comparte

**FUNCTIONS**

Charitable and Benevolent Organization.

**RADIO FREE EUROPE**

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

Director ..... Robert E. Lang  
Executive Director ..... W. J. Convey Egan  
Asst. Director ..... Thomas H. Brown, Jr.  
Program Manager ..... William Rafael  
Public Relations Director ..... Alton Kastner  
Policy Advisor ..... Lewis Galantiere  
Technical Director ..... Claude Harris  
European Director (Munich Office) ..... Richard Condon  
Managing Director (Lisbon office) ..... Henry Lolloi

**FUNCTIONS**

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania and Bulgaria over 23 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit, awaiting the time when strong action may become possible.

**RADIO ADVERTISING BUREAU, INC.**

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

**OPERATING GROUP**

President ..... Kevin B. Sweeney  
Dir. of Local Promotion ..... R. David Kimble  
Dir. of National Promotion ..... J. Norman Nelson  
Director of Member Service ..... Arch L. Madsen  
Office Mgr., Asst. Sec.-Treas. .... William L. Morison

**GOVERNING GROUP**

Chr. of the Board ..... Joseph E. Baudino  
Westinghouse Broadcasting Co.  
Secretary ..... William B. McGrath  
WHDH, Boston, Mass.  
Treasurer ..... Donald W. Thornburgh  
WCAU, Philadelphia, Pa.  
Chr. of Executive Committee ..... Kenyon Brown  
KWFT, Wichita Falls, Tex.  
Chr. of Finance Committee ..... John S. Hayes  
WTOP, Washington, D. C.

**BRANCH OFFICE**

333 N. Michigan Ave., Chicago 1, Ill. Phone: Cen-  
tral 6-5066. Gale Blocki, Jr., Director of Midwestern  
Sales.

**BOARD OF DIRECTORS**

J. Elroy McCaw, WINS, New York, and KYA, San Francisco; Ralph J. McElroy, KWWL, Waterloo, Iowa; Frank P. Schreiber, WGN, Chicago, Ill.; A. E. Spokes, WJOY, Burlington, Vt.; Joseph J. Weed, Weed & Co., New York; Charles T. Ayres, American Broadcasting Co., New York; Joseph E. Baudino, Westinghouse Broadcasting Co., Washington, D. C.; John P. Blair, John Blair & Co., New York; Kenyon Brown, KWFT, Wichita Falls; Charles C. Caley, WMBD, Peoria; John C. Cohan, KSBW, Salinas; Robert E. Dunville, WLW, Cincinnati; William H. Fineshriber, Jr., National Broadcasting Co., New York; Simon Goldman, WJTN, Jamestown, N. Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KMBC, Kansas City, Mo.; Ward D. Ingram, KHJ, Los Angeles; Edgar Kobak, WTWA, Thomson, Ga.; Howard Lane, KOIN, Portland, Ore.; William B. McGrath, WHDH, Boston, Mass.; James H. Moore, WLSL, Roanoke, Va.; Adrian Murphy, CBS Radio, New York; John F. Patt, WJR, Detroit, Mich.; William B. Qarton, WMT, Cedar Rapids, Iowa; Robert A. Schmid, Mutual Broadcasting System, New York; George B. Storer, Storer Broadcasting Co., Miami, Beach; Kevin B. Sweeney, RAB, New York; Donald W. Thornburgh, WCAU, Philadelphia; Allen M. Woodall, WOAK Columbus, Ga.

**FUNCTION**

The organization is supported by all networks, leading station representatives and 840 stations to promote and sell radio at the national level to advertisers and agencies, and provide members with research and sales tools to sell at both the national and local levels.

**RADIO NEWS ANALYSTS**

c/o John McVane, ABC  
7 West 66th St., New York, N. Y.

President ..... John McVane  
Vice-Presidents ..... William Costello, Ned Calmer  
Exec. Committee ..... H. V. Kaltenborn, George Fielding  
Eliot, Leon Person  
Secretary ..... Merrill Mueller  
Treasurer ..... Cesar Saerchinger  
Assistant Secretary-Treasurer ..... John W. Vandercook

**RADIO-NEWSREEL-TELEVISION  
WORKING PRESS ASSOCIATION  
OF NEW YORK, INC.**

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

**OFFICERS**

President ..... Roy Edwards  
Vice-President ..... Thomas Priestley  
Sgt. at Arms ..... Herbert Mulligan  
Secretary ..... Ruth N. Knopf  
Asst. Secretary ..... Monroe Benton  
Treasurer ..... Richard Milbauer  
Board of Governors ..... A. A. Brown,  
David Klein, Larry Racies, Nick Archer, George  
Jordan, Carl Larsen, Sr.

**FUNCTIONS**

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Membership is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc. Annually sponsors Mike & Screen Press Awards.

**THE RADIO PIONEERS CLUB**

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

**OFFICERS**

President ..... Arthur B. Church  
1st Vice-President ..... Raymond F. Guy  
Vice-President ..... Victor Diehm  
Vice-President ..... John Patt  
Secretary ..... Lewis H. Avery  
Treasurer ..... Charles A. Wall

**FUNCTIONS**

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry, and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

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

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

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

114 East 52nd St., New York 22, N. Y.  
PLaza 9-0949

**OFFICERS**

International President ..... Franklin J. Schaffner  
1st Vice-President ..... Robert L. Robb  
2nd Vice President ..... Alex Segal  
3rd Vice President ..... Ian Harrower  
Secretary ..... Richard Borden  
Treasurer ..... Jock MacGregor

**NATIONAL BOARD**

Walter Gorman, New York; David Lowe, New York; Jock MacGregor, New York; Paul Nickell, New York; Ernest Ricca, New York; Franklin J. Schaffner, New York; Richard Schneider, New York; Alex Segal, New York; Frank Danzig, Hollywood; George Fogle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Ian Harrower, Detroit; Richard Borden, Washington; Raymond Shane, Cleveland.  
National Executive Director ..... Newman H. Burnett  
General Counsel ..... Charles Ballou  
(Phillips, Nizer, Benjamin & Krim)

**BRANCH OFFICES**

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. Newman H. Burnett, Executive Secretary; Jock MacGregor, President.  
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOLLYWOOD 2-3324. Elizabeth Gould, Executive Secretary; Robert L. Robb, President.  
Chicago Local—6841 Laflin St., Chicago, Ill. Joseph Byrne, President.  
Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOODWARD 5-0061. Boaz Siegel, Executive Secretary; Ian Harrower, President.  
Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Richard Borden, President.  
Cleveland Local—8223 Vineyard Ave., Cleveland 5, Ohio, Diamond 1-7543. Raymond Shane, President.

**FUNCTIONS**

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

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

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

**OFFICERS**

President ..... Roger Pryor  
1st Vice-President ..... Robert Jay Burton  
2nd Vice-President ..... Elliot M. Sanger  
Secretary ..... Claude Barrere  
Treasurer ..... Joseph A. McDonald  
Executive Secretary ..... Elizabeth Clarkson

**BOARD OF GOVERNORS**

Lewis H. Avery, John H. Bachem, Caroline Burke, G. W. Johnstone, Merle S. Jones, Marvin Kirsch, Wm. Thomas Hamilton, Robert W. Saroff, Robert A. Schmid, George T. Shupert.

**FUNCTIONS**

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

**RADIO-ELECTRONICS-TELEVISION  
MANUFACTURERS ASSOCIATION**

See Equipment Section

**RADIO-TV MANUFACTURERS  
ASSOCIATION OF CANADA**

Rm. 410, 200 St. Clair Ave. West, Toronto 7, Ontario, Canada  
WALnut 1-2898

**OFFICERS**

Pres., Chrm. of Board.....C. A. Pollock  
 V.P., Chrm., receiver Div.....J. D. Campbell  
 V.P., Chrm., parts and Accessory Div.....L. Harris  
 V.P., Chrm., Tech. Products Div.....H. S. Dawson  
 Dir. of Engineering.....R. A. Hackbusch  
 General Mgr.....S. D. Brownlee

**FUNCTIONS**

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

**THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

**OFFICERS**

President.....Russell Van Dyke  
 KRNT, Des Moines, Iowa  
 Vice-President, Program.....Paul White  
 KFMB, San Diego, Calif.  
 Vice-President, Radio.....Harold Baker  
 WSM, Nashville, Tenn.  
 Vice-President, Television.....Charles Harrison  
 WFIL, Philadelphia, Pa.  
 Chairman of Board.....James Byron  
 WBAP, Fort Worth, Texas  
 Treasurer.....Sheldon Peterson  
 KLZ, Denver, Colorado  
 Exec. Secretary.....Rob Downey  
 WKAR, East Lansing, Mich.  
 Editor of Bulletin.....Prof. Art Barnes  
 State Univ. of Iowa, Iowa, City

**BRANCH OFFICES**

Station KTUL, Tulsa, Oklahoma. Reg. Vice President, Jack Morriss.  
 Station WCHS, 157 High St., Portland Me. Reg. Vice-President, Phillip Johnson.  
 Station WILS, 407 1/2 N. Washington, Lansing, Mich. Reg. Vice-President, John Maters.  
 Station CFPL-TV Commissioners Rd., London, Ont. Reg. Vice-President, Roland Laidlow.  
 Univ. of Denver, Denver, Colo. Reg. Vice-President, Robert A. Matt.

**FUNCTIONS & ACTIVITIES**

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

**RADIO-TELEVISION PROGRAM MATERIALS**

U. S. Office of Education, Washington 25, D. C.  
 Executive 6300, Ext. 2897  
 Chief.....Franklin Dunham  
 Radio-TV Education Specialist.....Gertrude C. Broderick

**FUNCTIONS**

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

**SCREEN ACTORS GUILD, INC.**

7046 Hollywood Blvd., Hollywood 28, Calif.  
 Hollywood 9-7311

President.....Walter Pidgeon  
 1st Vice-President.....Leon Ames  
 2nd Vice-President.....John Lund  
 3rd Vice-President.....William Holden  
 Recording Secretary.....Paul Harvey  
 Treasurer.....George Chandler

**BRANCH OFFICES**

67 W. 44th St., New York 36, N. Y.  
 MURRAY Hill 7-4623, Harold Hoffman, East. Rep.  
 102 E. Hubbard St., Chicago 11, Ill.  
 Whitehall 3-1344, Raymond Jones, Chicago Exec. Secy.  
 1257 Penobscot Bldg., Detroit 26, Mich.  
 WOODWARD 1-8214, Boaz Siegel, Det. Exec. Secy.  
 421 Phelan Bldg., San Francisco 2, Cal.  
 EXBROOK 2-6990, Charlotte Cohelan, S. F. Exec. Secy.

513 Bulkley Bldg., Cleveland 15, Ohio  
 Superior 1-1930, Ted Smoot, Cleve. Exec. Secy.  
 1505 Fountain Square Bldg., Cincinnati 2, Ohio  
 DUNBAR 2121, Ben Gettler, Cin. Exec. Secy.  
 11 Beacon St., Boston 8, Mass.  
 Richmond 2-0208, Robt. Segal, Boston Exec. Secy.  
 1101 Plaza Bldg., 535 5th Ave., Pittsburgh 19, Pa.  
 AT 1-6767, Donald Hirsch, Pitt. Exec. Secy.

**FUNCTIONS**

Union affiliated with A.F. of L., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

**SCREEN COMPOSERS ASSOCIATION**

8782 Sunset Blvd., Los Angeles 46, Calif.  
 SU 2-8377

President.....Adolph Deutsch  
 Vice-President.....Robert E. Dolan  
 Secretary.....David Buttolph  
 Treasurer.....George Dunning

**FUNCTIONS**

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

**SESAC INC.**

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

**OFFICERS**

President.....Paul Heinecke  
 Treasurer.....R. C. Heinecke  
 Asst. to President.....E. S. Prager  
 Director Station Relations.....W. F. Myers  
 Director Program Services.....R. S. Stone  
 Publicity, Promotion.....Alice Heinecke  
 Office Administration.....S. B. Candilora

**FUNCTIONS**

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

**SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS**

55 West 42nd St., New York 36, N. Y.  
 LONGACRE 5-0172

President.....John G. Payne  
 Past President.....Herbert Barnett  
 Executive Vice-President.....Barton Kreuzer  
 Engineering Vice-President.....Axel G. Jensen  
 Editorial Vice-President.....Norwood L. Simmons  
 Financial Vice-President.....John W. Servis  
 Convention Vice-President.....Bryon Roudabush  
 Secretary.....Edward S. Seeley  
 Treasurer.....George W. Colburn  
 Chrm., Central Section.....James L. Wassell  
 Chairman, Atlantic Sec.....Everett Miller  
 Chairman, Pacific Section.....Philip G. Caldwell  
 Executive Secretary.....Boyce Nemeck

**FUNCTIONS**

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; dissemination of scientific knowledge.

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

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

**OFFICERS**

President.....Charles Tobias  
 Vice-President.....Louis Alter  
 2nd Vice-President.....Sam H. Stept  
 Secretary.....Joseph Meyer  
 Treasurer.....Abel Baer  
 Counsel.....John Schulman  
 Assoc. Counsel.....William Klein II  
 Executive Director.....Miriam Stern  
 Chmn., West Coast Comm.....Ben Oakland

MEMBERS OF THE COUNCIL

Milton Drake, Chairman, Stanley Adams, Milton Ager, Louis Alter, Abel Baer, Paul Cunningham, Dorothy Fields, Ira Gershwin, Oscar Hammerstein 2nd, Otto Harbach, Edgar Leslie, John Jacob Loeb, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Sam H. Stept, Charles Tobias, Jack Yellin

FUNCTIONS

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

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

6047 Hollywood Blvd., Hollywood 28, Calif.  
 President..... Robert J. McAndrews, KBIG  
 Vice-President..... Norman J. Ostby, KHJ-Don Lee  
 Secretary-Treasurer..... Thelma Kirchner, KGFJ

BOARD OF DIRECTORS

Frank Burke, KFVD, Amos Baron, KABC, William Beaton, KWKW, Charles Hamilton, KFI, Calvin Smith, KFAC, Ernest Spencer, KWIZ.  
 District Directors: F. Robert Bauer, KDB; Hal Brown, KBIS, Gene Lee, KFXM; Marion Harris, KGB.  
 Managing Director..... Frank W. Crane  
 Assistants..... Louise Sanders, Sally Smalley

FUNCTIONS

Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.  
 President..... Don Dunphy  
 1st Vice-President..... Jim McKay  
 2nd Vice-President..... Les Kieter  
 Secretary..... Frank Litsky

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.  
 Murray Hill 5-4141  
 OFFICERS  
 President..... Adam J. Young, Jr.  
 Vice-President..... Arthur McCoy  
 Secretary..... Joseph Timlin  
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DIRECTORS

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 Managing Director..... T. F. Flanagan

FUNCTIONS

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

TELEVISION BUREAU OF ADVERTISING (TVB)

444 Madison Ave., New York 22, N. Y.  
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 Co-chairman of Board..... Clair R. McCollough  
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FUNCTIONS

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

TELEVISION DIRECTORS GUILD

114 East 52nd St., New York 22, N. Y.  
 Plaza 9-0949

OFFICERS

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UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA

11 East 51st St., New York 22, N. Y.  
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OFFICERS

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United Nations, New York, N. Y.  
 Plaza 4-1234

OFFICERS

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 Dir, Radio Div..... Peter Aylen  
 Chief of Production..... W. Gibson Parker  
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Moscow, Prague, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Teheran, Karachi, New Delhi, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City, Bangkok, Djakarta, Los Angeles, Manila, Santiago, Athens, Bogota, Karachi.

FUNCTIONS

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

U. S. INFORMATION AGENCY BROADCASTING SERVICE

Voice of America  
 250 West 57th St., New York 19, N. Y.  
 Judson 6-2000  
 Washington Headquarters:  
 Health, Education, Welfare Bldg., 330 Independence Ave., S.W., Washington 25, D. C.  
 Code 151, Ext. 8108, 8109

OFFICERS

Director..... Theodore C. Streibert  
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FUNCTIONS

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

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 Plaza 7-8319

President..... Erik Barnouw  
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 Secretary-Treasurer..... William Kendall Clarke  
 Executive Director..... Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

# Radio-Television Daily's Almanac of Holidays and Special Events

1955



## January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere born (1735). Emancipation Proclamation (1863). Blue Network organized (1927).
- 2: Georgia admitted (1778).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah admitted (1896).
- 5: Stephen Decatur born (1779). George Washington Carver died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg born (1878). New Mexico admitted (1912).
- 7: Millard Fillmore, 13th President born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut ratified the U. S. Constitution (1778). Connecticut admitted (1788).
- 10: Ethan Allen born (1737).
- 11: Alexander Hamilton born (1757).
- 12: John Singer Sargent born (1856).
- 13: Salmon Portland Chase born (1808).
- 14: First Written Constitution adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady died (1896).
- 17: Benjamin Franklin born (1706). Feast of St. Anthony.
- 18: Daniel Webster born (1782).
- 19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution. Return of POW's from Korea began (1954).
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers, proving value of Marconi

- apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scottish poet Robert Burns born (1759).
- 26: Michigan admitted (1837). General Douglas MacArthur born (1880). A.E.F. landed in Ireland (1942). FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley born (1843). Kansas admitted (1861).
- 30: Franklin D. Roosevelt born (1882).
- 31: Franz Schubert born (1797). Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

## February

- 1: Victor Herbert born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler born (1875). Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley born (1811).
- 6: Massachusetts admitted (1788). Aaron Burr born (1756). American Forces recapture Manila from Japan (1945). George Herman ("Babe") Ruth born (1895).
- 7: Charles Dickens born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison, 9th President, born (1773). Nebraska Admitted (1867).

March

- 10: Peace Treaty signed with Spain, ending Spanish-American War (1899).
- 11: Thomas A. Edison born (1847).  
Daniel Boone born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
Georgia Day.
- 14: Valentine's Day.  
Arizona admitted (1912).  
Oregon admitted (1859).
- 15: Destruction of the Maine (1898).  
Constitution Day. In the Canal Zone.  
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.
- 16: Katharine Cornell born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).  
Ash Wednesday.
- 19: Ohio admitted (1803).  
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.  
Phonograph patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.  
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).  
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
Edgar Wilson ("Bill") Nye died (1896).  
James Russell Lowell born (1819).
- 23: Johannes Gutenberg died (1468).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso born (1873).  
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) born (1846).
- 27: Henry Wadsworth Longfellow born (1820).
- 29: Leap Year. The name given to every year of 366 days.
- 1: Nebraska admitted (1867).  
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 2: Texas Independence Day.
- 3: Florida admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell born (1842).
- 4: Pennsylvania Day.  
Vermont admitted (1791).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank born (1849).  
Maurice Ravel born (1875).  
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. born (1841).
- 9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).  
Edwin Forrest born (1806).
- 10: Lillian D. Wald born (1867).
- 11: Johnny Appleseed, properly John Chapman, died (1847).  
The great blizzard in New York City and New England states (1888).
- 12: U. S. Post Office established by act of Congress (1789).  
Girl Scout's birthday.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein born (1879).  
First Trans-Atlantic radio broadcast (1925).
- 15: Maine admitted (1820).  
Andrew Jackson born (1767).
- 16: James Madison born (1751).  
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.  
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Feast of Esther.  
Grover Cleveland born (1837).
- 19: William Jennings Bryan born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation Day.  
Arturo Toscanini born (1867).  
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1889).
- 29: John Tyler born (1790).
- 30: Seward Day. Alaska (Not observed by federal employees).
- 31: Transfer Day. In the Virgin Islands.

## April

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff born (1873).  
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west. Washington Irving born (1783).  
Good Friday.
- 4: Adoption of the present American flag's design (1818).
- 5: Elihu Yale Born (1648).  
Easter Sunday.
- 7: Peary discovered North Pole (1909).  
Louisiana admitted (1812).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).  
Henry Ford died (1947).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.  
William Booth born (1829).  
Joseph Pulitzer born (1847).  
U. S. Patent System established by Congress (1790).  
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes born (1862).
- 12: Franklin Delano Roosevelt died (1945).  
Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson born (1743).  
National Sunday School Week.
- 14: Pan-American Day.  
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln assassinated (1865).
- 16: Charles Spencer Chaplin born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolf Hitler born (1889).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953).  
Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations the Army's charges against Sen. Jos. R. McCarthy (1954).
- 23: James Buchanan born (1791).  
William Shakespeare born (1564).  
St. George Day (English).  
Marconi transatlantic American-Europe service opened (1910).

- 24: First newspaper issued in America (1704).  
U. S.-Mexican War (1846).  
U.N. Charter Conference opens in San Francisco (1945).
- 25: War declared with Spain (1898).  
St. Mark's Day.  
Guglielmo Marconi born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).  
Slavery abolished in U. S. (1865).  
First shot of war with Germany (1917).  
John James Audubon born (1785).
- 27: General U. S. Grant born (1822).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe born (1758).  
Maryland admitted (1788).
- 29: Sir Thomas Beecham born (1879).
- 30: Boys and Girls Week always includes May 1.  
Louisiana purchased (1803).  
Washington became First President (1789).  
Rhode Island settled (1636).  
Benito Mussolini executed (1945).

## May

- 1: May Day.  
Child Health Day  
Labor Day (Canal Zone).  
Dewey's victory in Manila Bay (1898).
- 2: Stonewall Jackson fatally wounded (1863).  
National Music Week.  
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's death (1821).  
Cinco de Mayo celebrations (Mexico).  
Arbor Day.
- 6: Corregidor surrender (1942).  
Admiral Robert E. Peary born (1856).  
Roger Bannister runs mile in 3:59.4. (1954).
- 7: Germany surrendered to United States, England and Russia (1945).  
Lusitania torpedoed (1915).  
Johannes Brahms born (1833).  
Robert Browning born (1812).  
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).  
Mothers Day, second Sunday in May.  
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).

- 14: Rockefeller Foundation granted Charter (1913).  
Free State of Israel proclaimed (1948).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Government.
- 17: "I am An American Day," often referred to as Citizenship Recognition Day.  
Norwegian Independence Day (1814).  
Supreme Court rules against segregation in the public schools (1954).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).  
Armed Forces Day.
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina admitted (1788).
- 24: First telegraph message sent (1844).
- 25: Ralph Waldo Emerson born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin admitted (1848).  
Rhode Island admitted (1790).  
Patrick Henry born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman born (1819).  
The Johnstown (Pa.) flood (1889).  
Battle of Jutland (1916).

## June

- 1: Kentucky admitted (1792).  
Tennessee admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).  
King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).  
Nathan Hale born (1756).  
D-Day (1944).  
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).
- 7: Daniel Boone Day (Kentucky)
- 8: Battle of New Orleans (1815).  
Children's Day, second Sunday in June.

- Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columba.  
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.  
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).  
Kamehameha, first King of Hawaii, observed in Hawaii.  
TransAtlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling born (1806).  
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.  
Father's Day; 3rd Sunday in June.  
New Hampshire Joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).  
North Korean Communists attack So. Korea (1950).  
Battle of Little Big Horn, Montana (1876)  
"Custer's last stand," his defeat by the Sioux Indians.  
CBS presents first commercial color program (1951).
- 26: Virginia ratified the U. S. Constitution (1788).  
President Truman orders U. S. troops into Korea battle (1950).  
First American Troops land in France (1917).
- 27: Helen Keller born (1880).



- 28: Archduke Franz Ferdinand assassinated in Sarajevo (1914).  
U. S. purchased rights and franchises of France in the Panama Canal (1902).  
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals born (1858).  
St. Peter's Day.
- 30: St. Paul's Day.  
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.  
Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).  
First telecast of an eclipse of the sun over NBC and CBS (1954).

## July

- 1: Battle of San Juan Hill (1898).  
Dominion Day (Canada).  
Battle of Gettysburg (1863).  
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.  
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).  
Garfield assassinated (1881).
- 3: Idaho admitted (1890).  
John Singleton Copley born (1737).
- 4: Independence Day.  
U. S. Military Academy at West Point opened (1802).  
Calvin Coolidge born (1872).  
Slavery abolished in New York (1825).  
Providence, R. I. founded by Roger Williams (1636).  
Work on Erie Canal commenced (1817).  
Thomas Jefferson died (1826).  
James Monroe died (1831).  
John Adams died (1826).  
Cornerstone of Washington Monument laid (1848).  
Surrender of Vicksburg (1863).  
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).  
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut born (1801).
- 6: Republican Party founded (1854).  
John Paul Jones born (1747).  
Columbia University opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller born (1839).  
Liberty Bell cracked tolling death of John Marshall (1835).
- 9: Elias Howe born (1819).
- 10: Wyoming admitted (1890).  
James McNeill Whistler born (1834).
- 11: John Quincy Adams born (1767).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
Admiral Perry opened first negotiations for trade with Japan (1853).  
First sports event in color, races at Monmouth Park, N. J. (1951).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy born (1881).  
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's birthday (Puerto Rico).
- 18: William Makepeace Thackeray born (1811).
- 19: Franco-Prussian War began (1870).
- 20: Guglielmo Marconi died (1937).
- 21: Spanish Armada defeated by England (1588).  
Society of Jesuits abolished by Pope Clement XIV (1773).  
First battle of Bull Run (1861).  
CBS begins TV broadcasting from station W2XAB (1931).
- 24: Simon Bolivar born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).
- 26: George Bernard Shaw born (1856).  
Serge Koussevitzky born (1874).  
New York ratified the U. S. Constitution (1788).
- 27: First successful Atlantic Cable (1866).  
Barbosa's birthday, in the Canal Zone.
- 28: Austria declared war on Serbia (1914).  
Volunteers of America Founder's Day.  
National Vegetable Week begins.
- 29: Booth Tarkington born (1869).  
Benito Mussolini born (1883).
- 30: Henry Ford born (1863).  
First Representative Assembly in America convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius Loyola.

## August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).

- Germany declared war on England and France (1914).
- Columbus sailed from Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
- Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
- Westinghouse discloses Stratovision plan (1945).
- Emilie Dionne, of the Dionne quintuplets, died (1954).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
- Creation of War Department (1789).
- Society of Jesuits restored by Pope Pius VII (1814).
- 8: Charles A. Dana born (1819).
- Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
- Izaak Walton born (1593).
- 10: Herbert Clark Hoover born (1874).
- Russia declared war against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).
- U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
- 14: V-J Day (1945).
- Atlantic Charter agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
- 15: Panama Canal opened (1914).
- 16: Bennington Battle Day (Vermont).
- First transatlantic cable opened (1858).
- George Herman ("Babe") Ruth died (1948).
- 18: Virginia Dare born (1587).
- 19: National Aviation Day.
- Orville Wright born (1871).
- 20: Benjamin Harrison born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy born (1862).
- 23: Oliver Hazard Perry born (1785).
- 24: British burn White House (1814).
- St. Bartholomew's Day Massacres, France (1572).
- Festival of St. Bartholomew.
- 25: Edgar Wilson ("Bill") Nye born (1850).
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
- Johann Wolfgang von Goethe born (1749).
- 29: Oliver Wendell Holmes born (1809).

- 30: Germany declared war on Poland (1939).
- Beginning of World War II.
- French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

## September

- 1: Germany invaded Poland (1939).
- Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri.)
- Labor Day.
- Eugene Field born (1850).
- 3: First American Peace Treaty with England (1783).
- Allies invaded Italy (1943).
- 4: Henry Hudson discovered Manhattan Island (1609).
- First Electrical power station in world in New York (1882).
- First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
- First Battle of the Marne (1914):
- 7: James Fenimore Cooper born (1789).
- Japanese Peace Treaty (WW II) signed (1951).
- 8: Dutch surrendered New Amsterdam (New York) to British (1664).
- Italy surrendered (1943).
- Crimean War ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton born (1892).
- Rosh Hashonah.
- 11: Harvest Festival.
- O. Henry (pen name William Sydney Porter) born (1862).
- Defender's Day (Maryland).
- 12: Battle of Lake Erie (1813).
- 13: Walter Reed born (1851).
- John Joseph Pershing born (1860).
- Battle of Quebec (1759).
- Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
- "The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
- William Howard Taft born (1857).
- 16: Russians burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).
- N. Y. Times established (1851) when its first issue appeared.
- Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

- 19: Washington issued his farewell address to people of U. S. (1796).  
Yom Kippur.
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).  
Nathan Hale executed (1776).  
First day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall born (1775).
- 25: Balboa discovered the Pacific (1513).  
Bill of Rights (1789).
- 26: George Gershwin born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 27: American Indian Day (4th Friday).
- 28: Georges Eugene Benjamin Clemenceau born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

## October

- 7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).  
Germany crossed border into Czechoslovakia (1938).
- 2: Ferdinand Foch born (1851).  
Mohandas Gandhi born (1869).
- 3: Religious Education Week. First full week in October.
- 4: Rutherford B. Hayes born (1822).  
Wright Brothers took first long distance flight in an airplane (1905).  
Chester A. Arthur born (1830).
- 5: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).  
James Whitcomb Riley born (1853).
- 8: Edward Vernon Rickenbacker born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened. (1845).
- 11: Eleanor Roosevelt born (1884).  
Farmer's Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams born (1821).  
FCC approves CBS color TV tests (1950).  
National Bible Week.
- 12: Columbus Day.
- 14: William Penn born (1644).
- 15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
- 16: Noah Webster born (1758).

- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo appointed Premier of Japan (1941).  
Alaska Day.  
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).  
Hurricane "Hazel" hits U.S. Eastern coast (1954).
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) passed (1919).  
John Adams born (1735).
- 20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt born (1845).  
Al Jolson died (1950).
- 24: Transcontinental telegraph line completed (1861).  
Pennsylvania Day.  
United Nations Day  
William Penn born (1644).  
Light's Diamond Jubilee, largest commercial television hook-up (1954).
- 25: First cabinet meeting televised (1954).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Theodore Roosevelt born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

## November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands only).  
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.  
North Dakota admitted (1889).  
South Dakota admitted (1889).  
James K. Polk born (1795).  
Warren G. Harding born (1865).  
George Bernard Shaw died (1950).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa born (1854).
- 5: Guy Fawkes Day (English).  
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).  
American Art Week.
- 7: Marie Sklodowska Curie born (1867).
- 8: N. Y. Symphony Orchestra gave its first con-

- cert under Leopold Damrosch (1858).  
 Montana admitted (1889).  
 Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
- 9: Great Fire in Boston (1872).  
 American Education Week.
  - 10: Martin Luther born (1483).  
 U. S. Marine Corps was created by the Continental Congress (1775).
  - 11: Armistice Day, World War I.  
 Washington admitted (1889).
  - 13: Robert Louis Stevenson born (1850).  
 Edwin Booth born (1833).
  - 14: Robert Fulton born (1765).  
 Book Week.
  - 15: Pike's Peak discovered (1806).
  - 16: Oklahoma admitted (1907).
  - 17: Sixth Congress Met for First Time in Washington (1801).  
 Suez Canal opened (1869).
  - 18: Standard Time went into effect in the U. S. (1883).  
 Dr. V. K. Zworykin demonstrates his kine-scope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
  - 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).  
 James A. Garfield born (1831).
  - 21: North Carolina admitted (1789).  
 Edison Announced invention of Phonograph (1877).
  - 23: Franklin Pierce born (1804).
  - 24: Zachary Taylor born (1784).
  - 28: Thanksgiving Day (4th Thursday).
  - 29: Admiral Byrd Discovered South Pole (1929).
  - 30: Samuel L. Clemens (Mark Twain) born (1835).  
 Russia invaded Finland (1939).  
 Winston Churchill born (1874).

## December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois admitted (1818).  
 Gilbert Stuart born (1755).
- 5: Martin Van Buren born (1782).  
 Walt Disney born (1901).
- 7: Pearl Harbor attacked (1941).  
 Roosevelt, Churchill, Stalin confer at Teheran (1943).  
 Delaware Day.  
 Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).  
 First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
- 8: Eli Whitney born (1765).  
 U. S. declared war on Japan (1941).
- 9: Germany-Italy declare war on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).  
 Peace Treaty signed with Spain (1899).

- Mississippi admitted (1817).  
 Human Rights Day.
- 11: Alfred Nobel born (1833).  
 Indiana admitted (1816).
- 12: First Marconi Wireless across Atlantic (1901).  
 Pennsylvania admitted (1787).  
 Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama admitted (1819).  
 George Washington died at Mt. Vernon (1799).
- 15: Bill of Rights Day.  
 Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.  
 Ludwig von Beethoven born (1770).
- 17: John Greenleaf Whittier born (1807).  
 Aviation Day.  
 First mechanical airplane flight by Wright Brothers (1903).  
 FCC approved color TV (1953).
- 18: New Jersey admitted (1787).  
 First Sunday paper published (1796).
- 19: Tyrus (Ty) Cobb born (1886).  
 Washington went into winter quarters at Valley Forge (1776).
- 20: First electrical lights on Broadway (1880).
- 21: Pilgrims landed at Plymouth Rock (1620).  
 First day of winter.
- 23: George Washington resigned Army commission (1783).  
 NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871)  
 composed for celebration of opening of Suez Canal.  
 Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).  
 Christmas Day.
- 26: Battle of Trenton (1776).  
 Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
- 27: Louis Pasteur born (1822).
- 28: Iowa admitted (1848).  
 Woodrow Wilson born (1856).  
 Irish Free State became State of Eire (Ireland).
- 29: Texas admitted (1845).  
 Andrew Johnson born (1808).  
 First American YMCA established in Boston (1851).  
 MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
- 30: Rudyard Kipling born (1865).  
 The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

# RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors



## ALABAMA

Bay Minnette, The Times: **Bob Morisette**  
Birmingham News: **Lily May Caldwell**  
Birmingham News: **Roger Thames**  
Birmingham Post Herald: **Claude Keithly**  
Birmingham Post Herald: **Fred Woodress**  
Decatur Daily: **Ruby Sandlin**  
Fairhope, The Courier: **Francis Gaston**  
Fayette County Times: **Douglas Barbour**  
Fayette, West Alabama News: **O. C. Morgan**  
Florence Herald: **Harold May**  
Florence Times: **Louis Eckl**  
Foley, The Onlooker: **M. S. Howell**  
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Fort Payne, Times-New Era: **J. A. Downer**  
Haleyville, The Advertiser: **W. D. Smith**  
Hamilton, Marion County News: **Emma McKenzie**  
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Mobile Press: **Kenny Morgan**  
Mobile Register: **Vivian Cannon**  
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Montgomery Advertiser: **Fields Varner**  
Montgomery Examiner: **Charlie Casmus**  
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Talladega News: **Bruce Harrison**  
Troy Messenger: **Clyde Serfustini**

## ARIZONA

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Phoenix Gazette: **Bobbie Johnson**  
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Tucson, Arizona Daily Star: **Leo Della Betta**  
Tucson, Arizona Daily Star: **Dorothy Kalil**  
Tucson Daily Citizen: **Dick Olsen**  
Yuma Daily Sun: **Jones Osborne**

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Hot Springs, Sentinel Record: **Edna Howe**  
Little Rock, Arkansas Democrat: **Inez Macduff**  
Little Rock, Arkansas Gazette: **Paul Mendy**  
North Little Rock Times: **John Pruniski, Jr.**  
Paragould, Daily Press: **Gene Wiggins**  
Pine Bluff Commercial: **Gordon Freeman**  
Searcy Daily Citizen: **Perren Jones**

## CALIFORNIA

Apple Valley News: **Eva Conrad**  
Apple Valley, Corralings: **Chuckles Reid**  
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Chico, Enterprise Record: **Bill Lee**  
Coalinga Record: **George Edwards**  
Crescent City American: **Howard Griffin**  
Crescent City, Del Norte Triplicate: **Jim Yarbrough**  
Eureka, Humboldt Times: **Leontine Bennett**  
Hollywood-Citizen News: **Zuma Palmer**  
Long Beach Independent and Press Tel.: **Jane Hoxie**  
Los Angeles, Daily News: **Paul Price**  
Los Angeles, Herald-Express: **Bob Hull**  
Los Angeles, Herald-Express: **Owen Callin**  
Los Angeles Examiner: **Jack Lait, Jr.**  
Los Angeles Times: **Walter Ames**  
Los Angeles, The Mirror: **Hal Humphrey**

Marysville, Appeal Democrat: **Bill Monohan**  
Mill Valley Review: **John Ward**  
Navato Advance: **James Cuzner**  
North Hollywood, Valley Times: **Allen Rich**  
Oakland Tribune: **James Abbe**  
Palm Springs, Desert Sun: **Ward Riswold**  
Pasadena Independent: **Bill Bird**  
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Pasadena Star News: **Charles Perlee**  
Petaluma Argus Courier: **Bill Sobranes**  
Riverside Enterprise: **Harry Lawton**  
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San Diego Union: **Don Freeman**  
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San Francisco, Examiner: **Dwight Newton**  
San Francisco News: **Paul Speagle**  
San Francisco Call Bulletin: **Bob Hall**  
San Francisco Chronicle: **Terence O'Flaherty**  
San Jose Mercury: **Frank Freeman**  
San Luis Obispo, Telegram Tribune: **Elliott Curry**  
San Rafael Independent Journal: **Jack Craemer**  
Santa Barbara, News-Press: **Ronald Scofield**  
Santa Barbara, Star: **Fran Benes**  
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Vallejo Times-Herald: **Don Gleason**  
Ventura, Star-Free Press: **Fred Cleer**  
Victorville, Apple Valley Herald: **Marty Jewett**  
Wasco News: **Wally Shafer**  
Watsonville, The Pajaronian: **Frank Orr**  
Willows Daily Journal: **Harold Westlund**  
Yreka, Siskiyou Daily News: **Dick Layman**  
Yuba City, Independent Herald: **Earl Brownlee**

## COLORADO

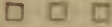
Alamosa, Daily Courier: **Charles Barnes**  
Boulder, Daily Camera: **Arline Neal**  
Denver Post: **Helen Verba**  
Denver Times: **John W. Fishback**  
Denver, The Monitor: **Bob Erikson**  
Denver, The Monitor: **Roy Raney**  
Denver, The Monitor: **Carson Harris**  
Denver, Rocky Mountain News: **Earl Winnergren**  
Greeley Booster: **Loren Walling**  
Greeley Journal: **Julie Edgerton**  
Greeley Tribune: **Bob Widlune**

## CONNECTICUT

Bridgeport Herald: **Martin Lee**  
Bridgeport Post: **Fred Russell**  
Bridgeport Post-Telegram: **Jean Rose**  
Bridgeport, Sunday Herald: **Leo Miller**  
Danbury, News-Times: **Steve Collins**  
Hartford Courant: **Ethel Bouton**  
Hartford Courant: **Jack Fitzgerald**  
Hartford Courant: **M. Oakley Stafford**  
Hartford Times: **L. A. Young**  
Hartford, The Sunday Herald: **Ray Linders**  
New London Day: **George Clapp**  
Norwich Bulletin: **Eli Cramer**  
Putnam Patriot: **John McCormack**  
Putnam, Windham County Observer: **Arthur Bove**  
Stamford Advocate: **E. R. McCullough**  
Waterbury, Waterburian: **Lawrence Witte**  
Waterbury American: **E. Christy Erk**  
Willimantic Chronicle: **Roy Downer**

## DELAWARE

Wilmington, Journal: **Mary Elizabeth Power**  
Wilmington, Morning News: **Florence Kasky**



**DISTRICT OF COLUMBIA**

Washington Daily News: Beenie Harrison  
 Washington Evening Star: Harry MacArthur  
 Washington Post Times Herald: Paul Hume  
 Washington Post Times Herald: Larry Laurent

**FLORIDA**

Braunton Herald: Mary McMurria  
 Clearwater Sun: Jim Beardsley  
 Gadsden Tribune: Johnny Pound  
 Daytona Beach, The Evening News: Tippen Davld-  
 son

Daytona Beach, Morning Journal: Bob Vance  
 Daytona Beach News-Journal: Robert Hunter  
 Ft. Lauderdale Daily News: Orville Revelle  
 Gainesville, Alachua County Journal: Ash Wing  
 Gainesville Daily Sun: Jim Camp  
 Jacksonville Journal: George Mason  
 Miami, The Florida Sun: Maude Masseugate  
 Miami Daily News: Louise Leyden  
 Miami Herald: Marlon Alteson  
 Miami Herald: Jack Anderson  
 Miami Herald: Larry Coy  
 Miami Whip: Sam Solomon  
 Ocala Star-Banner: R. N. Dush  
 Orlando, Corner Cupboard: Zelda Jasper Newhart  
 Orlando Sentinel Star: Carl Hunsinger  
 Orlando Morning Sentinel: Jean Yothers  
 Sarasota, The News: Arnold Burnett  
 Sarasota, The News: Furman Arthur  
 Sarasota Herald Tribune: Roy Cook  
 St. Petersburg Independent: Connie McDonn-II  
 St. Petersburg Times: Dan Hall  
 West Palm Beach, Palm Beach Sun: Al Schocket

**GEORGIA**

Atlanta Constitution: Paul Jones  
 Atlanta Daily World: Marion Jackson  
 Atlanta Journal: Joe Boyd  
 Atlanta Journal-Constitution: Dwanylle Warren  
 Atlanta, Pittsburgh Courier: William Fowlkes  
 Augusta Herald: John L. Barnes  
 Cochran Journal: William R. Smith  
 Columbus Inquirer: Edge Reed  
 Columbus, Ledger-Enquirer: Bob Brown  
 The Dalton Citizen: Mark Pace  
 Decatur, DeKalb New Era: Joe Baird  
 Eastman, Times-Journal: E. T. Methvin  
 Franklin News and Banner: Berrien McCutchen  
 Gainesville, The Daily Times: Joe Dabney  
 Hawkinsville Dispatch: John C. McCune  
 Hogansville Herald: Leo Bowen  
 LaGrange Daily News: Tom MacRae  
 Macon Telegraph & News: Mrs. Donald McDonald  
 Marietta Daily Journal: Bill Kinney  
 Newman Times Herald: James Thomasson  
 Savannah Evening Press: John Sutlive  
 Savannah Morning News: Frank Rossiter  
 Statesboro, Bulloch Herald: Mrs. Ernest Brannen  
 Toccoa Record: R. W. Graves  
 Vidalia Advance: R. E. Ledford  
 Waycross Journal-Herald: Dorothy Smith  
 Waycross Journal-Herald: Roger Williams  
 West Point, Valley Daily Times News: Joe Railey

**IDAHO**

Caldwell, News-Tribune: Mike Layton  
 Coeur d'Alene Press: Cluck Souder  
 Idaho Falls, The Post Register: J. Robb Brady  
 Idaho Falls, The Post Register: George Scott  
 Kellogg Evening News: William Penny  
 Wallace, North Idaho Press: Robert Bull

**ILLINOIS**

Carmi Times: Roy O'Neil  
 Chicago American: Janet Kern  
 Chicago Daily News: Ethel Dicardo  
 Chicago Herald-American: Bill McHugh  
 Chicago, Sun-Times: Lucia Carter  
 Chicago Tribune: Larry Wolters  
 Danville, Commercial News: Phyllis Cundiff  
 Decatur, Herald and Review: James Beaumont  
 DeKalb Daily Chronicle: C. Edward Raymond  
 Evanston Review: Eric Lead  
 Harrisburg, The Daily Register: Alta Porter  
 Herrin, Southern Illinoisian: Sam Hancock

LaSalle, Daily News Tribune: Bob Johns  
 Marion Daily Republican: Homer Butler  
 Moline Daily Dispatch: Elizabeth McCarthy  
 Pekin Daily Times: Marie Lewis  
 Peoria Journal & Star: R. M. Shepardson  
 Norris City News: Rue Starr  
 Rockford Morning Star: Betty L. Thro  
 The Rock Island Argus: Charles Sanders  
 Springfield, Illinois State Journal: Robert Harris  
 Springfield, Illinois State Register: James Arm-  
 strong  
 Wilmette Life: Lloyd Hollister

**INDIANA**

Connersville, News-Examiner: Emmett Jackson  
 Evansville Courier: Frances Braece  
 Evansville Press: Sally Kneaird  
 Fort Wayne, Journal-Gazette: Jean Mack  
 Fort Wayne, News-Sentinel: P. O'Connor  
 Indianapolis Star: Richard Hart  
 Indianapolis Times: Kathleen Cveugos  
 Indianapolis News: George Giunakos  
 Jeffersonville Post: Joe Chalfant  
 Kokomo Tribune: Dow Richardson  
 New Albany, The Tribune: Wally Criswell  
 South Bend Tribune: Robert Spangler  
 Warsaw Times-Union: R. O. McGlynn

**IOWA**

Cedar Rapids, Gazette: Nadine Subotnik  
 Clear Lake, Mirror-Reporter: Genevieve Litzel  
 Davenport, Daily Times: Ron Lourezen  
 Davenport, Daily Times: Ina Wickham  
 Davenport, Democrat: Bill Wudram  
 Davenport, Times-Democrat: Ina Wickham  
 Des Moines Register: Paul Cotton  
 Des Moines, Register: Mike Cowles  
 Estherville Daily News: D. Lee  
 Mason City, Globe Gazette: Thor Jensen  
 Muscatine Journal: Walter Russell  
 Spirit Lake Beacon: Art Lorch

**KANSAS**

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 Great Bend Daily Tribune: Bob Graham  
 Great Bend, Herald-Press: Paul Conrad  
 Lawrence Outlook: Ed Abels  
 Manhattan Mercury: Bill Colvin  
 McPherson Daily Republican: Mark Anson  
 Topeka, Daily Capitol: Allen Young  
 Wichita Beacon: Chapin Wallace  
 Wichita Eagle: Earl Shaw

**KENTUCKY**

Ashland Independent: J. T. Norris  
 Ashland, Boyd Co. Observer: John R. Gilpin, Jr.  
 Ashland, Daily Independent: John McGill  
 Benton, Tribune-Democrat: Bill Nelson  
 Bowling Green, Park City Daily News: J. R. Gaines  
 Campbellsville, News-Journal: George Trotter  
 Frankfort, State Journal: Bill Fluty  
 Lebanon Enterprise: Paul Crowds  
 Lebanon, Marion Falcon: Paul Owens  
 Louisville, Courier-Journal: Bill Ladd  
 Louisville, Courier-Journal: Angela Preis  
 Louisville Times: Jack Eisen  
 Mayfield, Messenger: Jessie Anderson  
 Owensboro Messenger: Larry Hager  
 Paducah, Sun-Democrat: Joe LaGore  
 Paducah, Sun-Democrat: Joe Mitchell  
 Paducah, Sun-Democrat: Bill Powell

**LOUISIANA**

Alexandria Town Talk: Jim West  
 Baton Rouge, Morning Advocate: Margaret Dixon  
 Baton Rouge, Morning Advocate: Jim Faulkner  
 Baton Rouge, Morning Advocate: Bill Rivers  
 Baton Rouge, State Times: Ernest Gueymard  
 The Houma Courier: John Gordon  
 Jennings Daily News: Harvey Laing  
 Minden Herald and Webster Review: Major  
 Depingre  
 New Orleans, The Item: Ted Linzza  
 New Orleans States: Bob Sublette  
 New Orleans, Pittsburgh Courier: Ernest Curry  
 New Orleans, Times Picayune: Ed Brooks  
 Shreveport Journal: Wallace Beene



Shreveport Times: Pericles Alexander  
Shreveport Times: James T. Briggs

**MAINE**

Augusta, Daily Kennebec Journal: Ruth Henderson  
Bangor, News: Elizabeth Kilmire  
Bangor, Patriot: Tom Weber  
Lewiston, LeMessenger: L. P. Gagne  
Lewiston, Sun-Journal: Rose Nickerson  
Portland Press Herald: Robert B. Beith  
Rumford Times: Everett Martin

**MARYLAND**

Annapolis, Evening Capitol: Ham Elliott  
Baltimore, Sun: Donald Kirkely  
Baltimore Evening Sun: Hope Pantell  
Baltimore Morning Sun: Robert Snyder  
Baltimore Sunday Sun: James Brown  
Baltimore News-Post and Sunday American:  
Jennie Lea Bird  
Hagerstown, Morning Herald: Joe Harp  
Hagerstown, Daily Mail: George Rash  
Salisbury Advertiser: Samuel Sherwell  
Salisbury Times: Oscar L. Morris

**MASSACHUSETTS**

Boston Globe: Mary Cremmens  
Boston Globe: Elizabeth Sullivan  
Boston Herald: William Buchanan  
Boston, Herald-Traveler: Joe Levine  
Boston Post: Mark Finley  
Boston Post: Howard Fitzpatrick  
Boston Record: Joe Purcell  
Boston, Christian Science Monitor: Mabelle Joyce  
Boston, Christian Science Monitor: Mary Handy  
Boston, Record-American: Anthony LaCamera  
Brockton, Enterprise: Malcolm Dalton  
Brockton, Enterprise: Joseph Messier  
Fall River Transcript: Hal Sayers  
Haverhill Gazette: Vin Driscoll  
Holyoke Transcript: Irene Michelek  
Hyanis, Cape Cod Standard-Times: Newell Avery  
Pittsfield, Berkshire Eagle: Milton Bass  
Pittsfield, Berkshire Eagle: Ed Farrell, Jr.  
Pittsfield, Berkshire Eagle: Ted Giddings  
Springfield Newspapers: Harvey Gray  
Springfield Union: Graydon H. Sprag  
Worcester, Evening Gazette: Jim Goursouras  
Worcester, Sunday Telegram: Don Williams  
Worcester, Telegram: Fred Rushton

**MICHIGAN**

Benton Harbor, News Palladium: Russ Isminger  
Cheboygan Tribune: Gordon Turner  
Detroit Free Press: Mark Beltaire  
Detroit Free Press: Dick Osgood  
Detroit Free Press: Betty Lou Peterson  
Detroit News: Herschell Hart  
The Detroit News: Betty Hyde  
Detroit Times: Andy Wilson  
The Flint Journal: Ralph Coulter  
Grand Rapids Press: Florence Kasprzak  
Grand Rapids Press: Mrs. Joseph Mack  
Grand Rapids Herald: Sue Rogers  
Ionia County News: Fred Keister  
Lansing, State Journal: Kenneth West  
Muskegon Chronicle: Luella Schaefer  
Saginaw News: H. Spendlove

**MINNESOTA**

Albert Lea Tribune: Ken Allen  
Albert Lea, Community Magazine: Mac Lyon  
Alexandria, Lake Region Farmer: Keith Hockett  
Alexandria, Park Region Echo: Gordon Duenow  
Brainerd Daily Dispatch: W. C. McCullough  
Brainerd, Crow Wing County Review: C. Burnson  
Eveleth News Clarion: Joe Orehak  
Grand Rapids, Herald-Review: Ken Hickman  
Hibbing Tribune: George Fisher  
Minneapolis Star Journal: Cedric Adams  
Minneapolis Tribune: Will Jones  
Moorhead, Daily News: Dick Terry  
St. Cloud, Times Publishing Co.: Harold C. Shol-  
hopf  
St. Paul Dispatch: Bill Diehl  
St. Paul Pioneer Press: John Harvey  
Virginia, Mesabi Daily News: Everett Blomgren

Virginia, Misabi Daily News: Amundo DeYoannes  
Winona Daily News: Joseph Rizzardi

**MISSISSIPPI**

Aberdeen Examiner: Roy Steinfort  
Amory News-Advertiser: Theron Harden  
Biloxi, Daily Herald: Ike Brandt  
Biloxi, Daily Herald: Cosman Eilsendrath  
Canton, Madison County Herald: Phil Mullen  
Clarksdale, Press Register: Bill Skelton  
Columbus, Commercial Dispatch: Drew Shankle  
Corinth, The Daily Corinthian: Frederick Jay  
Fulton, Itawamba County Times: D. C. Hardin  
Jackson, Clarion Ledger: Purser Hewett  
Jackson, Daily News: Max Smythe  
Natchez Democrat: Elliott Trimble  
Pascagoula, Chronicle-Star: Easton King  
Pickens, Four County News: Jim Lacey  
Vicksburg Evening Post: Burrell C. Conway

**MISSOURI**

Columbia Missourian: Eugene Sharp  
Columbia Tribune: J. P. Hamel  
Independence Daily News: Tuck Stadler  
Joplin Globe and News Herald: Ray Cochran  
Kansas City Star: Bob Hoyland  
Rolla Daily Herald: William Breuer  
Rolla Daily Herald: L. W. Martin  
Springfield Advertiser: Ethel Strainchamps  
Springfield Newspapers, Inc.: Dale Freeman  
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St. Joseph, Times Review: George Sherman  
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**NEBRASKA**

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Lincoln Journal and Star: Burton D. Mann  
Lincoln Star: James Lawrence  
Sidney Telegraph: Jack Lowe

**NEVADA**

Las Vegas Sun: Bill Willard

**NEW HAMPSHIRE**

Laconia Evening Citizen: Nancy Pashley

**NEW JERSEY**

Asbury Park Press: Gail Christensen  
Bridgeton Evening News: Meade Landis  
Camden, Courier-Post: Bud Stretch  
Newark Evening News: Roland Lindbloom  
Newark News: Bob Taylor  
Newton, New Jersey Herald: Marlin S. Morgan  
Trenton, Trentonian: Bill Blitman  
Trenton Times: Bob Stewart

**NEW MEXICO**

Albuquerque Journal: H. P. Pickrell  
Albuquerque Tribune: Dan Burrows  
Gallup Independent: Larry McSwain  
Gallup Times: William J. Bonville

**NEW YORK**

Albany, Knickerbocker News: Bill Skirving  
Auburn, Citizen-Advertiser: Don Byington  
Auburn, Citizen-Advertiser: Frederik Osborne  
Binghamton Press: Tom Cawley  
Brooklyn Eagle: Steven Scheer  
Buffalo Courier-Express: Jean Dingle  
Buffalo Evening News: Ray Rinch  
Cortland, Herald-Journal: Margaret Miner  
Cortland, Post-Standard: Arthur Cameron  
Elmira Star Gazette: Jim Morse  
Garden City, Newsday: Joe Coppola  
Garden City, Newsday: Betty McKenna  
Huntington, Long Islander: Clarence MacLachlan  
Jamaica, L. I. Press: John Lester  
Jamaica, Long Island Daily Press: Morton Pye  
Jamestown Post-Journal: John A. Hall  
Jamestown Sun: Edward J. Byrne  
Port Jervis Union Gazette: Dan Dwyer  
Kenmore Record Advertiser: P. D. Fahrenstock  
Kingston Ulster Press: Oliver Stalter  
Lockport, Union-Sun & Journal: T. E. Brundage

Lockport Union Sun & Journal: Easton Elliott  
 Middletown Times Herald: Ed Dougherty  
 New York Age-Defender: Julius J. Adams  
 New York Age-Defender: Walter White  
 New York City, Associated Press: Bud Bennett  
 New York City, Associated Press: Wayne Oliver  
 New York Herald Tribune: John Crosby  
 New York Herald Tribune: Ruth Gilbert  
 New York Herald Tribune: Josephine Jablons  
 New York City, International News Service: John Cooper

New York Journal American: Jack O'Brian  
 New York Journal American: Walter Stern  
 New York Daily Mirror: Nick Kenny  
 New York Daily Mirror: Eddie Zeltner  
 New York Daily News: Ben Gross  
 New York Daily News: Kay Gardella  
 New York Daily News: Sid Shalld  
 New York Pittsburgh Courier, New York Edition:

**George A. Schuyler**  
 New York Post: Al Cusick  
 New York Post: Jay Enelson Tuck  
 New York Times: Val Adams  
 New York Times: Jack Gould  
 New York Times: J. P. Shanley  
 New York City, United Press: Jack Gaver  
 New York City, United Press: John P. Madigan  
 New York World Telegram & Sun: Marie Torre  
 New York World Telegram & Sun: Harriet Van Horne

Hornell Evening Tribune: Grace Barber  
 Olean Times Herald: Ned Connor  
 Olean Times Herald: John Maton  
 Olean Times Herald: Gil Stinger  
 Poughkeepsie New Yorker: Charles Murray  
 Rochester, Democrat and Chronicle: Bob Fisher  
 Rochester, Democrat and Chronicle: Harold Nichols  
 Rochester, Times Union: Jack Hadley  
 Rome Daily Sentinel: Connie Myer  
 Saugerties Post: Bertram W. Burns  
 Syracuse Herald Journal: Robert Sokolsky  
 Syracuse, Post Standard: Peg Simpson  
 Utica Observer-Dispatch: Joe Hahn  
 Watertown Daily Times: Dominic Pepe

**NORTH CAROLINA**

Brevard, The Times: John Anderson  
 Charlotte News: Emery Wister  
 Charlotte Observer: Wriston Locklair  
 Durham Sun: John Barry  
 Fairmont, Times Messenger: Billy Whitted  
 Forest City, The Courier: Frank Jeter, Jr.  
 Fuquay Springs, The Independent: Todd Caldwell  
 Jacksonville, Daily News: J. B. Robinson  
 Kinston Free Press: Jake Strother  
 Morganton, The News-Herald: Stanley Moore  
 Raleigh, News & Observer: Jane Hall  
 Salisbury Post: Teensy Cheney  
 Sanford Herald: Ernest James  
 Selma, Johnstonian-Sun: Tom Davis  
 Spindale, The Sun: Glenn James  
 Wallace Enterprise: Tom Bouey  
 Wallace Enterprise: Fave Rivenbark  
 Wilson, Daily Times: Vernon Morton

**NORTH DAKOTA**

Devils Lake Daily Journal: Russ Dushinski  
 Devils Lake World: Gordian Stefanowicz  
 Dickinson Press: Ad Nordmarken  
 Fargo Forum: Stan Cowan  
 Jamestown Sun: Bill Wright  
 Minot Daily News: Jack Bone  
 Minot Daily News: Blanche Lynche

**OHIO**

Akron, Beacon-Journal: Art Cullison  
 Bellefontaine, The Examiner: Ham McPeck  
 Cincinnati Inquirer: James Devane  
 Cincinnati Enquirer: Margee Adams  
 Cincinnati Leader: Ben Simson  
 Cincinnati Post: Mary Wood  
 Cincinnati Times Star: Charleton Wallace  
 Cleveland News: Maurice Van Metre  
 Cleveland Plain Dealer: George Condon  
 Cleveland Press: Stan Anderson  
 Columbus, The Citizen: Jo Bradley Reed  
 Columbus Dispatch: Dean Myers

Columbus Star: Pauline Smith  
 Columbus, Ohio State Journal: Glenna Hunter  
 Columbus, Ohio State Journal: Peoly Smith  
 Coshocton Tribune: Kenneth Slaughter  
 Dayton Journal-Herald: Bralhard Platt  
 Dayton Journal Herald: Dale Stevens  
 Findlay, Republican-Courier: Allen Dudley  
 Ironton Tribune: Don Mayne  
 Jackson Herald: Jerry Kirkendall  
 Marion Star: Frances Haas  
 Martins Ferry, Times Leader: Bob Fordyce  
 Middletown Journal: Warren Wolfe  
 Niles Daily Times: Agnes Lopata  
 The Portsmouth Times: John Green  
 Portsmouth Times: Jim Joseph  
 Warren Tribune Chronicle: John Forrest  
 Youngstown Vindicator: Adrian Sifka

**OKLAHOMA**

Cushing Daily Citizen: Robert B. Allen  
 Drumright, Journal: Gordon Rockett  
 Enid Morning News: Bob Leahr  
 McAlester News Capital: Howard Cowan  
 Ponca City News: Ivy Coffee  
 Ponca City News: Gareth Muchmore  
 Tulsa Tribune: John Booker  
 Tulsa World: Russell Gideon

**OREGON**

Coos Bay Times: Ulla E. Bauers  
 Coos Bay Times: Gene Briggs  
 Coquille Sentinel: Ralph Stuller  
 Eugene Register Guard: Jack Craig  
 Klamath Falls, Herald and News: Florence Jenkins  
 Klamath Falls, Herald and News: J. Maxwell Wachop  
 McMinnville, Daily News-Register: Bill Powell  
 Medford Mail Tribune: E. C. Ferguson  
 Oregon City, Enterprise-Courier: Richard Revenaugh  
 Portland, The Oregonian: Francis Murphy  
 Portland, The Oregon Journal: Bill Moyes  
 Prineville, Central Oregonian: Ed Donally  
 Redmond, The Spokesman: Mary Brown  
 Salem, Capital Journal: Margaret Magee  
 Salem, Oregon Statesman: Wendell Webb

**PENNSYLVANIA**

Allentown, Call-Chronicle: Arthur Gerhart  
 Allentown, The Morning Call: Phil Storch  
 Altoona Mirror: Ed Benny  
 Altoona Mirror: Pat Hinton  
 Altoona Mirror: Leo Carroll  
 Beaver Valley Times: Ralph Young  
 Bethlehem Globe Times: Robert Kirkpatrick  
 Bethlehem Globe Times: C. Fred Ritter  
 Bradford Era: Joe Cleary  
 Bradford Era: Fred Tascone  
 Brookville, American: Jim Howard  
 Butler Eagle: Bill Faust  
 Chester Times: Mitch Rosenfeld  
 Chester Times: Gil Spencer  
 Chester Times: Matt Zabitka  
 Clarion, Democrat: Walt Smith  
 Clearfield, The Progress: Betty Hamilton  
 Coatesville, Record: George Heintzleman  
 Downingtown, The Archive: Jane McIlvaime  
 Erie Daily Times: Eddie Mead  
 Erie Dispatch: Mike Lamb  
 Gettysburg Times: C. William Harbaugh  
 Hanover, Evening Sun: Cap Grenier  
 Johnstown, Observer: Jim Malloy  
 Johnstown, Tribune-Democrat: Ed Klieb  
 Lancaster Advertiser News: Glen Able  
 Meadville, Tribune: Robert Bates  
 Montrose Independent: Henry Felton  
 Mt. Carmel, Item: T. Stanton  
 New Castle News: Bart Richards  
 Philadelphia, Daily News: John Moore  
 Philadelphia, Daily News: Mitchell Schwartz  
 Philadelphia, Evening Bulletin: Frank Brookhouser  
 Philadelphia, Evening Bulletin: Elmer Cull  
 Philadelphia, Evening Bulletin: Bob Williams  
 Philadelphia Inquirer: Jimmy George  
 Philadelphia Inquirer: Jean Konluk



Philadelphia, Inquirer: **Leo Mishkin**  
 Pittsburgh Post-Gazette: **Harold Cohen**  
 Pittsburgh, Post-Gazette: **Win Fanning**  
 Pittsburgh Press: **Fred Remington**  
 Pittsburgh Sun Telegraph: **Jim Pettican**  
 Pittsburgh Sun-Telegraph: **Bill Clark**  
 Pittsburgh Sun-Telegraph: **Wilbur Clarke**  
 Pittsburgh Sun-Telegraph: **Karl Krug**  
 Punxsutawney, Spirit: **P. L. Smith**  
 Reading Eagle: **Oan H. Thompson**  
 Reading Times: **Louis J. Schlosberg**  
 St. Marys, Daily Press: **Jack O'Brien**  
 Sayre, Evening Times: **Harold Yingling**  
 Scranton Times: **Ed Donahoe**  
 Shamokin, News-Dispatch: **Paul McAlwee**  
 Stroudsburg, Daily Record: **Horace Heller**  
 Sunbury Daily Item: **Malcolm Arter**  
 Towanda, Daily Review: **David Turner**  
 Uniontown, Evening Standard: **Buz Storey**  
 Uniontown, Morning Herald: **Tod Trent**  
 West Chester, Daily Local News: **Butch McDevitt**  
 Williamsport, Grit: **John B. Davis**  
 Williamsport, Sun-Gazette: **Frank Ziegler**  
 York, Dispatch: **Danner Chronister**  
 York, Gazette and Daily: **Jim Huchins**

**RHODE ISLAND**

Providence Journal: **Aubrey Schenk**  
 Providence Journal: **William Keough**

**SOUTH CAROLINA**

Bennettsville, Marlboro Herald Advocate: **Bill Reasonover**  
 Greenville, News-Piedmont: **Hurley Badders**  
 Marion Star: **Lem Winsett**  
 Mullins Enterprise: **James L. Platt**  
 Newberry Sun: **Frank Armfield, Jr.**  
 Spartanburg, Herald-Journal: **Charles O. Hearon**  
 Sumter Daily Item: **John Mitchell**

**SOUTH DAKOTA**

Aberdeen American-News: **Ellsworth Karrigan**  
 Sioux Falls, Daily Argus-Leader: **Herb Bechfold**

**TENNESSEE**

Chattanooga Times: **Ruth Robinson**  
 Clinton Courier News: **Horace Wells**  
 Cookeville, Citizen: **John R. Mott**  
 Cookeville, Herald: **T. T. Gentry**  
 Cookeville, Oracle: **James Wall**  
 Jackson Sun: **Peggy McKinnie**  
 Knoxville Journal: **Juanita Glenn**  
 Knoxville, News Sentinel: **Hugh Allen**  
 Maryville Enterprise: **Gene Thompson**  
 Memphis, The Commercial Appeal: **Paul Molloy**  
 Memphis, Press Scimitar: **Louise Nolan Ahrens**  
 Memphis, Press-Scimitar: **Robert Johnson**  
 Nashville Banner: **Eddie Jones**  
 Nashville Tennessean: **Helen P. Abernathy**  
 Oak Ridge, The Oak Ridger: **Richard Smyser**  
 Oak Ridge, The Oak Ridger: **Herb Stein**  
 Pulaski Record: **Clarence Holley**  
 Sparta Expositor: **Floyd Bryan**

**TEXAS**

Alice News: **Hal Kennedy**  
 Amarillo Daily News: **Patsy Dinan**  
 Amarillo Daily News: **Tex Kersey**  
 Austin Statesman: **Charles Green**  
 Beaumont Enterprise: **Merita Mills**  
 Beaumont Journal: **Gladys Quilliam**  
 Big Spring Herald: **Robert Whipkey**  
 Crystal City, Zavalla Sentinel: **Bill Berger**  
 Dallas Morning News: **Fairfax Nisbett**  
 Dallas Morning News: **John Rosenfield**  
 Dallas Times Herald: **Walter Kempley**  
 Ft. Worth Press: **Jack Gordon**  
 Houston Chronicle: **Ann Hodges**  
 Houston Chronicle: **Everett Collier**  
 Houston Informer: **Carter Wesley**  
 Houston Post: **Isabelle Brown**  
 Houston Press: **Tommy Mahr**  
 Jacksonville, The Journal: **Bill Laurie**  
 Lubbock, Avalanche-Journal: **Charles Guy**  
 Lubbock, Avalanche-Journal: **R. C. Hankins**

Lufkin Daily News: **Jim Hale**  
 Odessa American: **Jim Scott**  
 Paris News: **Nancy Protect**  
 Port Arthur News: **Grace Footo**  
 San Antonio Express: **Leona Pappas**  
 San Antonio Express: **Tom McGowan**  
 San Antonio Light: **Paul Trench**  
 San Antonio News: **Jack Whitley**  
 Temple Daily Telegram: **Larry Ingram**  
 Tyler, Courier-Times: **Bill Dozier**  
 Tyler, Morning Telegraph: **Phil Dibert**  
 Uvalde Leader News: **Harry Hornby, Jr.**  
 Victoria Advocate: **Dave Hester**

**UTAH**

Logan, Herald-Journal: **Ray Nelson**  
 Salt Lake City, Desert News: **Jim Grebe**  
 Salt Lake City, The Desert News: **Howard Pearson**

**VERMONT**

Burlington Daily News: **Bob Cronin**  
 Burlington Free Press: **Robert Beaupre**

**VIRGINIA**

Bedford Democrat: **Glenn Babb**  
 Bristol Herald Courier: **Tutt Bradford**  
 Buena Vista News: **Lloyd Page**  
 Chase City Progress: **Nancy Hips**  
 Danville, Commercial Appeal: **Watt Miles**  
 Danville, The Bee: **Johnny Johnston**  
 Lexington Gazette: **Houston Harlow**  
 Lexington, Rockbridge County News: **Matt Paxton**  
 Marion, Smyth County News: **James Tindall**  
 Narrows, Valley Leader: **Eton K. Goldwaite**  
 Norfolk Ledger-Dispatch: **Sandusky Curtis**  
 Norfolk Virginian-Pilot: **Warner Twyford**  
 Richmond News Leader: **Norman Rowe**  
 Roanoke Time: **William Atkinson**  
 Roanoke World-News: **W. C. Stouffer**

**WASHINGTON**

Aberdeen Daily World: **Ed Stanley**  
 Port Angeles Evening News: **Joe Lewis**  
 Bellingham Herald: **Charles Seifrit**  
 Lynden Tribune: **Bill Lewis**  
 Seattle Post Intelligencer: **Bill Jahn**  
 Seattle Times: **Ed Baker**  
 Tacoma News Tribune: **Helen Rogers**

**WEST VIRGINIA**


Charleston Daily Mail: **Arnold Knapp**  
 Charleston Gazette: **Nancy Brady**  
 Fairmont, The Times: **Bill Evans**  
 Fairmont, The Times: **C. E. Smith**  
 Fairmont, The West Virginian: **Helen Bickle**  
 Fairmont, The West Virginian: **Richard Parrish**  
 Huntington, Herald-Advertiser: **Ernie Salvatore**  
 Huntington, Herald Advertiser: **Jack York**  
 Huntington Advertiser: **Brooks Wells**  
 Wheeling Intelligencer: **Dorothy Cohen**  
 Wheeling Intelligencer: **Norman Yost**  
 Wheeling News-Register: **Harry Hamm**

**WISCONSIN**

Beaver Dam, Daily Citizen, **Bill Connors**  
 Beloit Daily News: **Bob Edwards**  
 Eau Claire, Leader Telegram: **M. B. Atkinson**  
 Janesville Gazette: **Ralph Schroeder**  
 Madison, Wisconsin State Journal: **William L. Doudna**  
 Menomonie, Dunn County News: **Paul Hassett**  
 Milwaukee Journal: **Bea Pepan**  
 Milwaukee Sentinel: **Buck Herzog**  
 Racine Journal-Times: **Charles E. Edwards**  
 Sturgeon Bay, Door County Advocate: **Chan Harris**  
 Wisconsin Rapids, Daily Tribune: **Carl E. Otto**  
 Woodville Leader: **Art Best**

**WYOMING**

Cody Enterprise: **Larry Morrison**  
 Cody Rustler: **Bill Rankin**  
 Lander, Wyoming State Journal: **Bill Epler**  
 Lander, Wyoming State Journal: **William Luzmoor**  
 Sheridan Press: **Bob Johnson**



# *OPERATION SUCCESS!*

*... with du mont telecasting equipment*

The proof of Du Mont television broadcasting equipment is in its performance — past, present and future. Stations employing Du Mont equipment over the years have benefited by its greater dependability, better performance and lower operating costs. New Du Mont equipment such as the “years ahead”

Multi-Scanner is setting the pace today for the industry — in both monochrome and color broadcast operations.

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## **DU MONT**

Television Transmitter Department  
Allen B. Du Mont Laboratories, Inc.  
Clifton, N. J.

RADIO DAILY  
TELEVISION DAILY

*Presents*

§ 1955 §  
Television  
Year Book

EIGHTEENTH ANNUAL EDITION

JACK ALICOATE  
*Editor-in-Chief*

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*W. J. German, Inc.*

**EASTMAN**

MOTION PICTURE **FILM**

FORT LEE CHICAGO HOLLYWOOD

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# Television

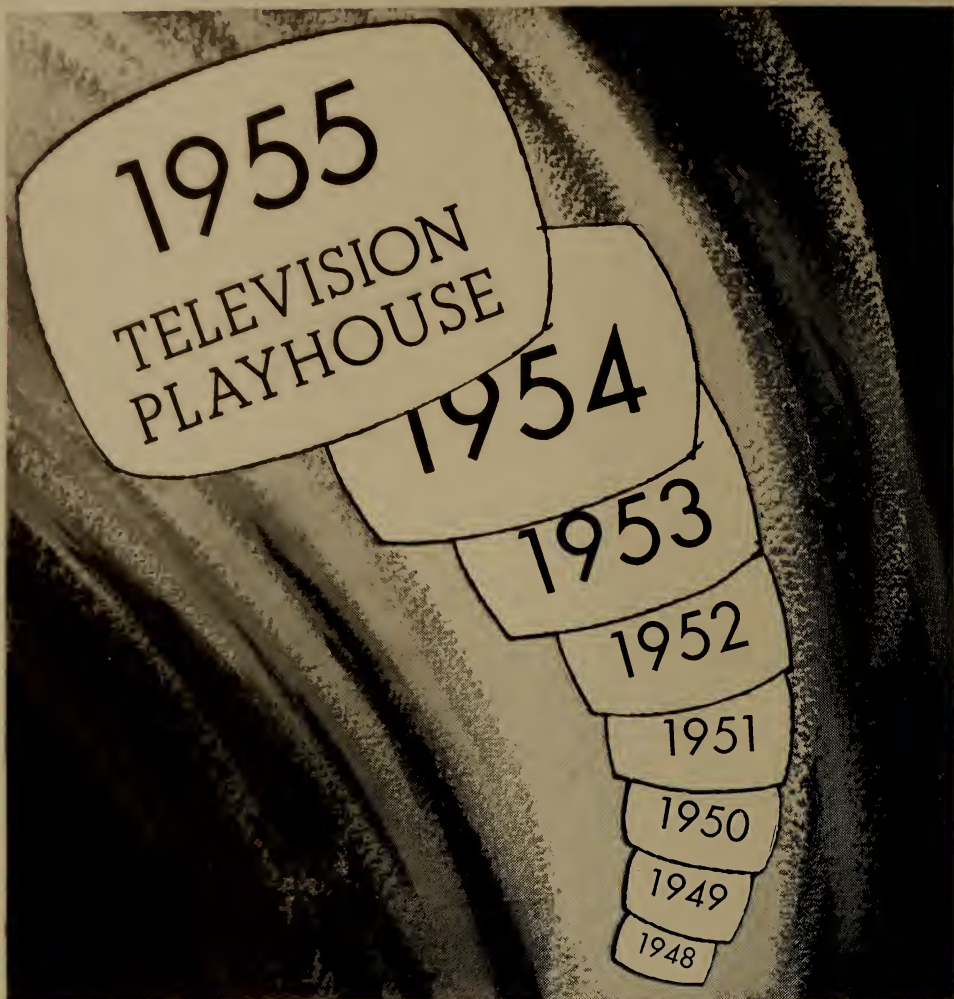
# 1955

∞ ∞

**T**ELEVISION—the miracle of sight and sound — which has linked the nation with dramatic impact in a few short years — is still on the threshold of a revolutionary period: the coming of color to the millions of viewers coast-to-coast. Like the growth of conventional black and white, and the experimentation in color, the 1955 Television Year Book is a revealing edition of video progress.

**T**HIS YEAR, as in the past years since the coming of television, experts in the field of video have contributed much to the story of television as unfolded in the pages that follow. We again are mindful of the many contributions made to this volume and wish to express our thanks to all those who participated in its compilation.

**JACK ALICOATE**  
Editor-in-Chief



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

## TELEVISION PLAYHOUSE

SUNDAYS

9-10 P.M. (E. S. T.)—NBC-TV

THE GOODYEAR TIRE & RUBBER CO., INC. • PHILCO CORPORATION

# FAMILY TV OWNERSHIP INCREASES

As a Percentage of All Families in the U. S. and in Each of 28  
Geographic and Family-Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1954 revealed these percentage increases:*

	July 1954	October 1954
United States .....	58%	61%
<b>Regions:</b>		
Northeast .....	77	78
South .....	37	42
North Central .....	61	64
Mountain & Southwest.....	40	42
Pacific .....	56	61
<b>City Size:</b>		
Farm .....	28	31
Under 2,500 .....	41	44
2,500 to 50,000.....	39	42
50,000 to 500,000.....	64	67
500,000 & over.....	81	83
<b>Total Family Income:</b>		
Upper Fourth .....	70	71
Next Fourth .....	63	68
Next Fourth .....	59	62
Lowest Fourth .....	41	44
<b>Education of Family Head:</b>		
Grade School .....	51	53
High School .....	65	68
College .....	61	66
<b>Size of Families:</b>		
1 & 2 Members.....	48	51
3 Members .....	65	68
4 & 5 Members.....	69	71
6 Members & Over.....	55	57
<b>Age of Housewife:</b>		
Under 35 Years.....	65	68
38 thru 44 Years.....	68	69
45 Years & Over.....	49	52
<b>Presence of Children:</b>		
5 Years & Under.....	65	68
6-12 Years .....	65	68
13-20 Years .....	58	61
No Children .....	50	53

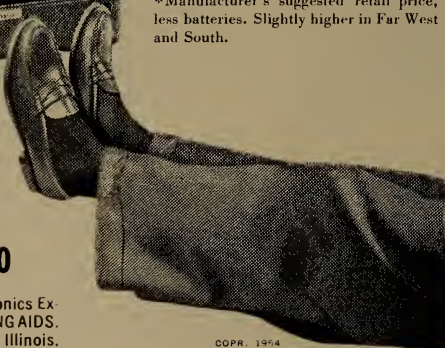
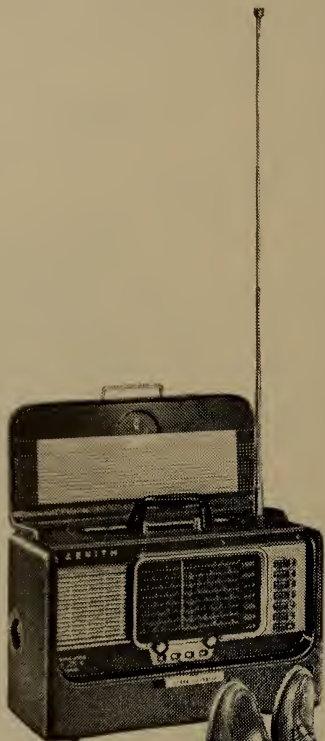
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**It is, when you own a new  
Zenith Super Deluxe  
TRANS-OCEANIC  
Radio, the world's finest  
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This latest version of the world's only 13-year-proved shortwave portable will take you to dozens of different countries with astonishing ease. Works on AC, DC, or long-life batteries. Tropically treated against high humidity. It's a great gift for anyone. In Black Stag, only \$139.95\*. In handsome genuine top-grain cowhide, \$159.95\*.

\*Manufacturer's suggested retail price, less batteries. Slightly higher in Far West and South.



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The royalty of television and **RADIO**



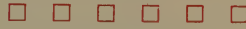
Backed by 36 years of Experience in Radionics Exclusively. ALSO MAKERS OF FINE HEARING AIDS. Zenith Radio Corporation, Chicago 39, Illinois.

COPR. 1954





# Potential Market Only Touched By Syndicated Film Industry



**By M. J. RIFKIN**

Vice-President

In Charge of Sales, Ziv Television Programs, Inc.

THE year 1954 can be marked down as a banner year in the sales of Ziv Television properties, and we are confident 1955 will break all previous records.

During 1954, two Ziv properties in their second year of production, "Favorite Story" and "I Led Three Lives," passed the 200-market point, and two others "Boston Blackie" and "Cisco Kid" exceeded 150 markets.

In addition, the three Ziv properties introduced during 1954, "Mr. District Attorney," starring David Brian, "Meet Corliss Archer," starring Ann Baker and Mary Brian, and "The Eddie Cantor Comedy Theatre" all sold at a record-breaking rate.



Introduced last May, "Mr. District Attorney" neared the 200 market point by the end of 1954, while "Meet Corliss Archer," introduced in July, had passed 175 markets by the end of the year.

"The Eddie Cantor Comedy Theatre" was sold at the most phenomenal rate ever achieved by a syndicated television film. Introduced in November, 1954, the program was sold in more than 180 markets in eight weeks of selling and before the program was put on the air.

This rapid rate of sales was accomplished despite the fact that the program, budgeted at an average cost of \$53,000 per show, carried the highest rate card ever issued for a syndicated television film.



The rapid acceptance of these programs in 1954 by local, regional and national spot advertisers indicates that the syndicated television film industry has barely scratched the surface of its potential market.

Let's take a long look at the needs and desires of the local and regional advertiser in order to determine why syndicated television film as an advertising vehicle has increased so rapidly in popularity.

First, the local and regional advertiser

wants to utilize as his advertising medium a program with the high quality of a network show, but at a cost within the means of his advertising budget.

Only through film are top quality, top star programs available at the local level. And with film programs as produced by Ziv, the advertiser gets top star names, top property values with immediate and widespread audience acceptance.



Secondly, the regional advertiser and many national advertisers are interested in putting their sales story into specially selected markets, the local advertiser into one or more markets in his area. This can only be achieved through film programs, with stations selected on a spot basis to get the best available time slots and adjacencies. The only way these advertisers can purchase the times and markets they want and still get top quality vehicles is through syndicated television film.



Thus, the outlook for the syndicated television film industry is bright. However, this should not be cause for complacency. The key to continuing success in this field is top quality product. Advertisers want quality television programs . . . not just celluloid. Turning out films is one thing. Producing fine quality programs specifically designed for television is completely different, a highly specialized field. "Meet Corliss Archer," "Mr. District Attorney," and "The Eddie Cantor Comedy Theatre" were not successful because they were television films. They were successful because they embodied the talent, writing skills and production techniques that set them apart as television films with an instant audience appeal.

This is the answer to high sales of syndicated television film. Although the market among local and regional advertisers is there, it will be the producer of high quality film products, starring top names in instant audience appeal programs, whose show will be in demand.

to you . . .

whose

intelligent

demand

has

helped

US

to

create

q u a l i t y

. . . our sincere  
gratitude and  
appreciation

**CONSOLIDATED FILM INDUSTRIES**

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



# COLOR TELEVISION

## A COMPILATION OF TERMS, SYSTEMS AND EQUIPMENT

To make color, the latest advancement of television, comprehensible, these explanatory notes serve to add a working knowledge to the pleasure of televiewing. All data has been compiled from reliable records and manufacturers' equipment specifications.

**Achromatic:** Chiaroscuro; black and white.

**Brightness:** The variation in visually perceptive emission of light.

**Camera Spectral Characteristic:** Specific sensitivity of individual camera's color channel respective of wavelength.

**Chroma:** Resultant color characterized by saturation only.

**Chromaticity:** Shades of chromatic or achromatic color specifically by hue and saturation.

**Chrominance:** The variation between a color and a similar hue of equal radiance.

**Chrominance TV Signals:** Voltage received from red, green or blue area of color camera.

**Cie:** Committee Internationale d'Eclairage.

**Color Disruption:** Disturbance of color pattern caused by rapid alteration of physical status. Eg., a momentary visual obstruction.

**Color Edging:** Disturbing factors affecting color clarity at fringe areas.

**Color Fringing:** Disturbing hues affecting image in alteration of picture object from one field to another.

**Color Gamut:** Restricted area of demarcation from basic color range.

**Color Signal:** Any signal, excepting monochrome or luminance, which affects chromaticity values.

**Compatibility:** Standard monochrome reception of color transmitted by unvarying monochrome receptor.

**Convergence:** Focal point intersection of electronic beams on shadow-mask of picture tube.

**Color Cross:** Monochrome interference on chrominance channel.

**Compatible Fusion:** Dual merging of sidebands of equal bandwidth minus appreciable tangential disturbance.

**Hue:** Excepting grey, commensurate with the term "color"; a prevailing wavelength which accentuates blues, reds, etc.

**Luminance:** Normal illumination.

**Luminance Consistency:** Color, so transmitted, that chromaticity of picture is received without noticeable luminance disruption.

**Mixed Highs:** Transmission of high frequency components in conjunction with luminance to assimilate achromatic detail in colored image.

**Monochrome Signal:** TV signal serving as regulator of luminance on standard and color receivers.

**Primary Colors:** Selective combinations of red, blue and green which form diverse hues. Sole limitation is upon mixture of basics.

**Saturation:** Chromatic opalescence or variable degrees of colors with white. Darker shades are of fuller saturation.

**The standard of quality  
wherever films are used**

**EASTMAN PROFESSIONAL MOTION PICTURE FILMS**

**THE EASTMAN 16mm PROJECTOR, MODEL 250**

**THE EASTMAN TELEVISION RECORDING CAMERA**

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

**Motion Picture Film Department**

**EASTMAN KODAK COMPANY**

**Rochester 4, N. Y.**

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

**W. J. GERMAN, INC.**

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

# COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1955

□ □ □

State	City	Station	1954	1955	Affil.	
Alabama	Birmingham	WABT	—		NBC-TV; DuMont	
		WBRC-TV	—		CBS-TV	
	Mobile	WALA-TV	—		NBC-TV	
	Montgomery	WCOV-TV	—		CBS-TV; DuMont	
		WSFA-TV	—		CBS-TV	
Arizona	Phoenix	KPHO-TV		Sept.	CBS-TV	
	Phoenix-Mesa	KVAR	—		NBC-TV	
	Tucson	KOPO-TV	—		CBS-TV	
		KVOA-TV	—	July, 1956		NBC-TV
Arkansas	Little Rock	KARK-TV	—		NBC-TV; DuMont	
	Pine Bluff	KATV	—		CBS-TV	
	Texarkana	KCMC-TV	—		CBS-TV	
California	Bakersfield	KERO-TV	—		NBC-TV; CBS-TV	
		KHSL-TV	—		NBC-TV; CBS-TV	
		KMJ-TV	—		NBC-TV; CBS-TV	
		KHJ-TV	—		DuMont	
	Fresno	KNXT	—		CBS-TV	
		KRCA	—	Feb.		NBC-TV
		KCCC-TV	—			NBC-TV; CBS-TV; DuMont
		KSBW-TV	—			CBS-TV
	Salinas-Monterey	KMBY-TV	—			CBS-TV
	San Diego	KFMB-TV	—	July		CBS-TV
	San Francisco	KFSD-TV	—			NBC-TV; DuMont
		KPIX	—			CBS-TV; DuMont
	Santa Barbara	KRON-TV	—			NBC-TV
Stockton		KEYT	—	Jan., 1956		NBC-TV; CBS-TV
		KTVU	—		NBC-TV	
Colorado	Colorado Springs	KKTV	—		CBS-TV; DuMont	
		KRDO-TV	—		NBC-TV	
	Denver	KFEL	—			DuMont
		KLZ-TV	—	Nov.		CBS-TV
	Pueblo	KOA-TV	—			NBC-TV
		KCSJ-TV	—	Fall		NBC-TV
Connecticut	New Britain	WKNB-TV	—		CBS-TV	
	New Haven	WNHC-TV	—	June		NBC-TV; CBS-TV; DuMont
Delaware	Wilmington	WDEL-TV	—		NBC-TV; DuMont	
Dist. of Columbia	Washington	WRC-TV	—	April		NBC-TV
		WTOP-TV	—			CBS-TV
Florida	Jacksonville	WJHP-TV	—			NBC-TV
		WMBR-TV	—			CBS-TV; DuMont
	Miami	WGBS-TV	—			NBC-TV
		WTVJ	—	June		NBC-TV; CBS-TV; DuMont
	Orlando	WDBO-TV	—			NBC-TV; CBS-TV
	Palm Beach	WJNO-TV	—			NBC-TV
St. Petersburg	WSUN-TV	—			CBS-TV	
Tampa	WFLA-TV	—			NBC-TV	
Georgia	Atlanta	WAGA-TV	—			CBS-TV; DuMont
		WSB-TV	—	July		NBC-TV
	Augusta	WJBF	—			NBC-TV; DuMont
	Columbus	WRDW-TV	—			CBS-TV
		WDAK-TV	—			NBC-TV
	Macon	WRBL-TV	—	Nov., 1957		CBS-TV
		WMAZ-TV	—			CBS-TV
	Savannah	WNEX-TV	—			NBC-TV
WTOC-TV		—			CBS-TV	
Illinois	Belleville	WTVI	—			CBS-TV
	Champaign	WCIA	—			NBC-TV; CBS-TV; DuMont
	Chicago	WBBM-TV	—			CBS-TV

COLOR EQUIPPED STATIONS—U. S. A.



State	City	Station	1954	1955	Affil.
		WGN-TV	—	April	DuMont
		WNBQ	—		NBC-TV
	Peoria	WEEK-TV	—		NBC-TV; CBS-TV
		WTVH-TV	—		DuMont
	Quincy	KHQA-TV	—		CBS-TV; DuMont
		WGEM-TV	—		NBC-TV
	Rockford	WREX-TV	—		CBS-TV
		WTVO	—		NBC-TV
	Rock Island	WHBF-TV	—		CBS-TV; DuMont
	Springfield	KTTS-TV	—		DuMont
		WICS	—		NBC-TV
Indiana	Bloomington	WTTV	—		NBC-TV; DuMont
	Elkhart	WSJV-TV	—	—	NBC-TV
	Evansville	WFIE-TV	—		NBC-TV
	Fort Wayne	WINT	—		CBS-TV
		WKJG-TV	—		NBC-TV; DuMont
	Indianapolis	WFBM-TV	—		CBS-TV
		WISH-TV	—		NBC-TV; CBS-TV; DuMont
	Muncie	WLBC-TV	—		NBC-TV; CBS-TV
	South Bend	WSBT	—		CBS-TV; DuMont
	Terre Haute	WTHI-TV	—		CBS-TV
Iowa	Ames-Des Moines	WOL-TV	—		DuMont; CBS-TV
	Cedar Rapids	KCRG-TV	—		DuMont
		WMT-TV	—		CBS-TV
	Davenport	WOC-TV	—		NBC-TV
	Des Moines	WHO-TV	—		NBC-TV
	Fort Dodge	KQTV	—		NBC-TV
	Mason City	KGLO-TV	—		CBS-TV
	Sioux City	KTIV	—		NBC-TV
		KVTV	—		CBS-TV; DuMont
	Waterloo	KWWL-TV	—		NBC-TV
Kansas	Hutchinson-Wichita	KTVH	—		CBS-TV; DuMont
	Pittsburg	KOAM-TV	—		CBS-TV
	Topeka	WIBW-TV	—		CBS-TV; DuMont
	Wichita	KEDD	—		NBC-TV
Kentucky	Henderson	WEHT	—		CBS-TV
	Louisville	WAVE-TV	—		NBC-TV; DuMont
		WHAS-TV	—		CBS-TV
Louisiana	Alexandria	KALB-TV	—		NBC-TV
	Baton Rouge	WAFB-TV	—		NBC-TV; CBS-TV
	Lake Charles	KTAG-TV	—		CBS-TV
		KPLC-TV	—		NBC-TV
	Monroe	KNOE-TV	—	Sept., 1956	NBC-TV; CBS-TV; DuMont
	New Orleans	WDSU-TV	—		NBC-TV; CBS-TV; DuMont
	Shreveport	KSLA	—		NBC-TV; CBS-TV
Maine	Bangor	WABI-TV	—		NBC-TV; CBS-TV
	Portland	WCSH-TV	—		NBC-TV
		WGAN-TV	—		CBS-TV
Maryland	Baltimore	WAAM	—		DuMont
		WBAL-TV	—		NBC-TV
		WMAR-TV	—		CBS-TV
Massachusetts	Boston	WBZ-TV	—		NBC-TV
		WNAC-TV	—		CBS-TV; DuMont
	Holyoke	WHYN-TV	—		CBS-TV
	Springfield	WWLP	—		NBC-TV
Michigan	Bay City-Saginaw	WNEM-TV	—		NBC-TV
	Detroit	WJBK-TV	—		CBS-TV; DuMont
		WWJ-TV	—		NBC-TV
	Grand Rapids	WOOD-TV	—		NBC-TV; DuMont
	Kalamazoo	WKZO-TV	—		NBC-TV; CBS-TV; DuMont
	Lansing	WJLM-TV	—		NBC-TV; CBS-TV
	Saginaw	WKNX-TV	—		CBS-TV
	Traverse City	WPBN-TV	—		NBC-TV
Minnesota	Duluth	KDAL-TV	—		NBC-TV
	Minneapolis	WCCO-TV	—		CBS-TV
		WMIN	—		DuMont
	Rochester	KROC-TV	—		NBC-TV
	St. Paul-Minneapolis	KSTP-TV	—		NBC-TV
Mississippi	Jackson	WJTV	—		CBS-TV; DuMont
		WLBT	—		NBC-TV
	Meridian	WTOK-TV	—		NBC-TV; CBS-TV

COLOR EQUIPPED STATIONS — U. S. A.

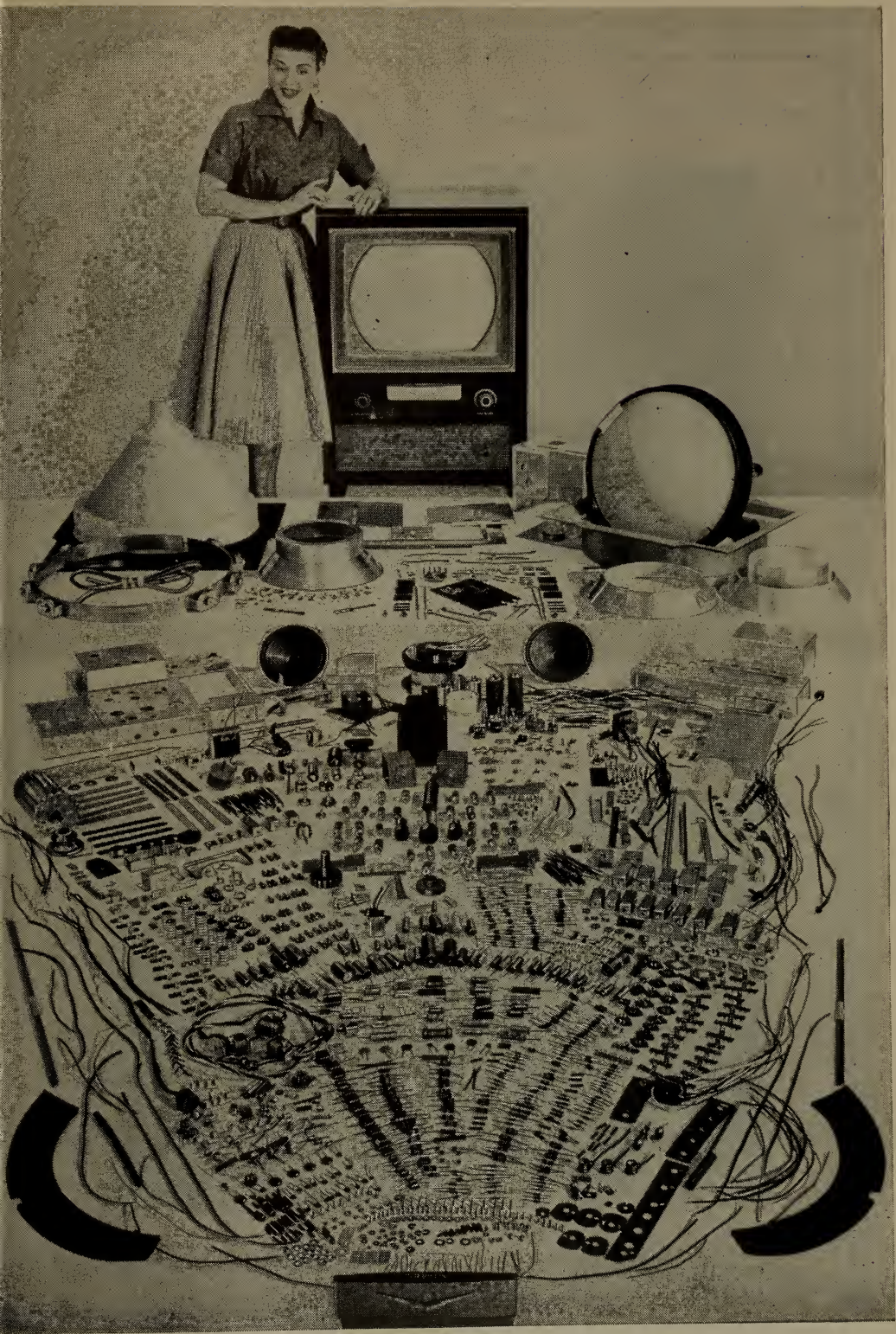
State	City	Station	1954	1955	Affil.
Missouri	Cape Girardeau	KFVS-TV	—		CBS-TV
	Columbia	KOMU-TV	—		CBS-TV; NBC-TV
	Kansas City	KCMO-TV	—		DuMont
		KMBC-TV	—	Feb.	CBS-TV
		WDAF-TV	—		NBC-TV
	St. Joseph	KFEQ-TV	—		CBS-TV
	St. Louis	KSD-TV	—		NBC-TV
		KWK-TV	—		CBS-TV
		WTVI	—		DuMont
	Springfield	KTTS-TV	—		CBS-TV
KYTV		—		NBC-TV	
Nebraska	Kearney	KHOL-TV	—		CBS-TV
	Lincoln	KOLN-TV	—		CBS-TV
	Omaha	KMTV	—		CBS-TV
		WOW-TV	—		NBC-TV; DuMont
New Hampshire	Mt. Washington	WMTW	—	CBS-TV	
New Mexico	Albuquerque	KOB-TV	—		NBC-TV
New York	Albany	WTRI	—		CBS-TV
	Binghamton	WNBF	—		NBC-TV; CBS-TV; DuMont
	Buffalo	WBEN-TV	—		CBS-TV; DuMont
		WGR-TV	—		NBC-TV
	Carthage-Watertown	WCNY-TV	—		CBS-TV
	Kingston	WKNY-TV	—		NBC-TV; CBS-TV
	New York	WABD	—		DuMont
		WCBS-TV	—		CBS-TV
		WRCA-TV	—		NBC-TV
	Rochester	WHAM-TV	—		NBC-TV
		WHEC-TV	—		CBS-TV
		WVET-TV	—		CBS-TV; DuMont
	Schenectady	WRGB	—	Nov.	NBC-TV; CBS-TV; DuMont
	Syracuse	WHEN-TV	—		CBS-TV; DuMont
WSYR-TV		—	Nov.	NBC-TV	
Utica	WKTV	—	Nov.	NBC-TV; CBS-TV; DuMont	
North Carolina	Charlotte	WAYS-TV	—		NBC-TV
		WBTV	—		NBC-TV; CBS-TV
	Durham	WTVD	—		NBC-TV
	Greensboro	WFMY-TV	—		CBS-TV; DuMont
	Greenville	WNCT	—		NBC-TV; CBS-TV
	Raleigh	WNAO-TV	—		CBS-TV; DuMont
	Winston-Salem	WSJS-TV	—		NBC-TV
North Dakota	Fargo	WDAY-TV	—		NBC-TV
	Valley City	KXJB-TV	—		CBS-TV
Ohio	Cincinnati	WCPO-TV	—		DuMont
		WKRC-TV	—	Oct., 1956	CBS-TV
		WLWT	—		NBC-TV
	Cleveland	WEWS	—		CBS-TV
		WNBK	—	April	NBC-TV
		WXEL	—		CBS-TV
	Columbus	WBNS-TV	—		CBS-TV
		WLWC	—		NBC-TV
	Dayton	WHIO-TV	—		CBS-TV; DuMont
		WLWD	—		NBC-TV
Lima	WIMA-TV	—		NBC-TV; CBS-TV	
Steubenville	WSTV-TV	—		CBS-TV	
Toledo	WSPD-TV	—	March, 1956	NBC-TV; CBS-TV; DuMont	
Youngstown	WFMJ-TV	—		NBC-TV; CBS-TV; DuMont	
Zanesville	WHIZ-TV	—		CBS-TV; NBC-TV	
Oklahoma	Oklahoma City	KWTV	—		CBS-TV; DuMont
		WKY-TV	—		NBC-TV
	Tulsa	KOTV	—		CBS-TV
		KVOO-TV	—		NBC-TV
Oregon	Eugene	KVAL-TV	—		NBC-TV
	Medford	KBES-TV	—		NBC-TV; CBS-TV
	Portland	KOIN-TV	—		CBS-TV
		KPTV	—		NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—		NBC-TV; DuMont
	Bethlehem	WLEV-TV	—		NBC-TV
	Erie	WICU	—		NBC-TV; DuMont
		WSEE	—		CBS-TV
	Harrisburg	WHP-TV	—		CBS-TV
		WTPA	—		DuMont
	Johnstown	WJAC-TV	—		NBC-TV; CBS-TV; DuMont
	Lancaster	WGAL-TV	—	Jan.	NBC-TV; CBS-TV; DuMont

COLOR EQUIPPED STATIONS — U. S. A.



State	City	Station	1954	1955	Affil.
Philadelphia	Philadelphia	WFIL-TV	—		DuMont
		WCAU-TV	—		CBS-TV
		WPTZ	—		NBC-TV
	Pittsburgh	KDKA-TV	—		NBC-TV ; CBS-TV
		WDTV	—		DuMont
		WENS	—		NBC-TV
	Reading	WEEU-TV	—		NBC-TV
		WHUM-TV	—		CBS-TV
Scranton	WGBI-TV	—		CBS-TV	
	WBRE-TV	—	1957	NBC-TV	
Rhode Island	Providence	WJAR-TV		Summer	NBC-TV ; CBS-TV ; DuMont
South Carolina	Anderson	WAIM-TV	—		CBS-TV
		WCSC-TV	—		CBS-TV
	Charleston	WUSN-TV	—		NBC-TV
		WIS-TV	—		NBC-TV
	Columbia	WNOK-TV	—		CBS-TV
		WBTW	—		CBS-TV
Greenville	WFBC-TV	—	1957	NBC-TV	
South Dakota	Sioux Falls	KELO-TV	—		NBC-TV
Tennessee	Chattanooga	WDEF-TV	—		NBC-TV ; CBS-TV
		WJHL-TV	—		CBS-TV
		WATE	—		NBC-TV
		WTSK-TV	—		CBS-TV
	Memphis	WHBQ-TV	—		CBS-TV
		WMCT	—	Jan., 1956	NBC-TV ; DuMont
	Nashville	WLAC-TV	—		CBS-TV
		WSM-TV	—		NBC-TV ; DuMont
Texas	Amarillo	KFDA-TV	—		CBS-TV
		KGNC-TV	—		NBC-TV
	Austin	KTBC-TV	—	April, 1956	NBC-TV ; CBS-TV ; DuMont
		KRLD-TV	—		CBS-TV
	Dallas	WFAA-TV	—		NBC-TV ; DuMont
		KROD-TV	—		CBS-TV
	El Paso	KTSM-TV	—		NBC-TV
		WBAP-TV	—		NBC-TV
	Ft. Worth	KGUL-TV	—		CBS-TV ; DuMont
		KPRC-TV	—	Jan., 1956	NBC-TV
	Galveston-Houston	KCBD-TV	—		NBC-TV
		KDUB-TV	—	July	CBS-TV
	Houston	KTXL-TV	—		CBS-TV
		KENS-TV	—		CBS-TV ; DuMont
	Lubbock	WOAL-TV	—		NBC-TV
		KCEN-TV	—		NBC-TV
Temple	KFDX-TV	—		NBC-TV	
	KWFT-TV	—		CBS-TV	
Wichita Falls					
Utah	Salt Lake	KSL-TV	—	April, 1956	CBS-TV ; DuMont
		KTVT	—		NBC-TV
Vermont	Burlington-Montpelier	WMVT	—		NBC-TV
Virginia	Harrisonburg	WSVA-TV	—		NBC-TV
		WLVA-TV	—		CBS-TV
		WTAR-TV	—	Sept., 1956	CBS-TV ; DuMont
	Lynchburg	WVEC-TV	—		NBC-TV
		WTVR	—	Fall	NBC-TV ; DuMont
	Roanoke	WSLS-TV	—		NBC-TV
Washington	Seattle	KOMO-TV	—		NBC-TV
		KIHQ-TV	—		NBC-TV
		KXLY-TV	—		CBS-TV
	Tacoma-Seattle	KTNT-TV	—		CBS-TV ; DuMont
		KIMA-TV	—		NBC-TV ; CBS-TV
Yakima					
West Virginia	Charleston	WCBS-TV	—		CBS-TV ; DuMont
		WSAZ-TV	—	Feb.	NBC-TV ; DuMont
	Huntington	WTAP	—		NBC-TV
		WTRF-TV	—		NBC-TV
	Parkersburg				
Wheeling					
Wisconsin	Eau Claire	WEAU-TV	—		NBC-TV ; DuMont
		WBAY-TV	—		CBS-TV ; DuMont
	Green Bay	WKBT	—		NBC-TV
		WKOW-TV	—		CBS-TV
	La Crosse				
	Madison	WMTV	—		NBC-TV
		WMBV-TV	—		NBC-TV
	Marinette-Green Bay	WCAN-TV	—		CBS-TV
		WTMJ-TV	—		NBC-TV
Milwaukee					
Wausau	WSAU-TV	—		NBC-TV	
Wyoming	Cheyenne	KFBC-TV	—		CBS-TV





**Color television sets** require 2,076 parts, according to RCA, manufacturers of 21-inch receivers. These components are provided by 600 suppliers.

## PRESIDENTIAL APPROVAL



*Radio and television gained additional White House acceptance on February 2 when President Eisenhower allowed radio-TV coverage of his weekly press conferences.*

## BIGGEST SALE OF '54



*Chris J. Witting, president of Westinghouse Broadcasting Co., (left, seated) completes his company's purchase of station WDTV, now KDKA-TV, Pittsburgh, from DuMont by presenting a check to Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories.*

## 1954 RADIO-TV SET PRODUCTION

● *Washington—Radio and TV set production for 1954 is shown, by months, in the following table:*

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	420,571	271,036	46,571	394,442	159,932	871,981
February	426,933	233,063	98,275	331,961	105,933	769,232
March (5 wks.)	599,606	244,110	206,130	370,249	119,863	940,352
April	457,608	165,232	175,424	330,989	73,590	745,235
May	396,287	173,480	174,735	316,519	57,370	722,104
June (5 wks.)	544,142	226,350	141,904	336,733	132,668	837,655
July	306,985	150,002	39,447	191,512	57,100	438,061
August	633,387	280,607	74,713	275,008	155,171	785,499
Sept. (5 wks.)	947,796	352,499	76,271	296,327	207,226	932,323
October	921,476	343,269	97,331	336,683	220,505	997,788
November	858,501	327,973	93,716	404,453	272,583	1,098,725
Dec. (5 wks.)	833,423	300,023	109,001	539,584	312,967	1,261,575
	7,346,715	3,067,644	1,333,518	4,124,460	1,874,908	10,400,530

## 1954 RADIO SET SHIPMENTS



Washington—The following table shows radio set shipments to dealers by states for the first 11 months of 1954:

State	Total	State	Total
Alabama	55,680	Nebraska	32,153
Arizona	25,453	Nevada	5,667
Arkansas	34,180	New Hampshire	14,112
California	395,982	New Jersey	247,586
Colorado	32,565	New Mexico	15,185
Connecticut	91,085	New York	851,422
Delaware	12,143	North Carolina	94,951
District of Columbia	52,527	North Dakota	14,714
Florida	113,252	Ohio	311,129
Georgia	92,079	Oklahoma	48,303
Idaho	11,090	Oregon	32,765
Illinois	358,677	Pennsylvania	367,751
Indiana	98,124	Rhode Island	29,959
Iowa	61,310	South Carolina	39,880
Kansas	40,599	South Dakota	15,812
Kentucky	60,740	Tennessee	73,976
Louisiana	69,300	Texas	225,075
Maine	24,095	Utah	17,138
Maryland	89,884	Vermont	8,413
Massachusetts	205,604	Virginia	79,705
Michigan	222,429	Washington	72,225
Minnesota	74,104	West Virginia	33,534
Mississippi	34,259	Wisconsin	104,491
Missouri	115,871	Wyoming	6,317
Montana	15,042		
		<b>GRAND TOTAL</b>	<b>5,128,337</b>



**B**BROADCASTERS are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts, ranging from five-minute shows to full hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

*Your program manager is receiving all seven of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.*

# SEVEN COMPLETE BMI PROGRAM PACKAGES



## ● THE AMERICAN STORY

Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

## ● STORIES FROM THE SPORTS RECORD

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.



## ● THE BOOK PARADE

Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

## ● MILESTONES

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.



## ● ACCORDING TO THE RECORD

Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 11th successful year.*

## ● YOUR CONCERT HALL

The finest in concert music presented as a series of full-hour or half-hour programs, three times weekly. Authoritative scripts which make concert music popular music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum — music at a maximum.



## ● MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

# BROADCAST MUSIC, INC.

589 FIFTH AVENUE  
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

---

# GOOD PROGRAMS SELL GOOD PRODUCTS

---

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

★★★★ CROWN THEATRE WITH  
GLORIA SWANSON


★★★★ ROYAL PLAYHOUSE

★★★★ COUNTERPOINT

★★★★ THE CHIMPS

★★★★ GENERAL ELECTRIC THEATRE\*

*Bing Crosby Enterprises, Inc.*

TELEVISION  DIVISION



9028 Sunset Blvd., Los Angeles 46, California

\* The Crosby G. E. Theatre productions now in MCA-TV package entitled "Curtain Call".



# *Television Networks*

EXECUTIVE  
PERSONNEL

ARTICLES

MAPS



# Fireworks Just as Dangerous Now as They Were Last July



By SLOCUM CHAPIN

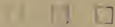
Vice-President in Charge of Sales, ABC-TV

LAST July in an article for Radio Daily I said that if I were an advertiser I would prefer the "steady spotlight" of regular broadcast frequency to the unpredictable "fireworks" of the irregularly scheduled "spectacular." Now that we are in mid-season, I believe there are many long-term lessons that can be learned from a study of this season of the "spectaculars." These once-a-month block-busters were to usher in a new era. But, as Advertising Age commented, "never have so many spent so much to reach so few." As somebody said, the producers of spectaculars labored mightily and brought forth a mouse.



We at ABC-TV also brought forth a mouse—the mighty Mickey and his fabulous cohorts of Walt Disney's Fantasyland, Adventureland, Frontierland and Tomorrowland—in a program that has proved the big hit of the season. The success of Disneyland week after week underlines many important principles of value to the advertiser.

The spectaculars got such an enthusiastic ballyhoo—before they started—that six advertisers committed themselves to spend \$14,000,000 on them on just one network. The results, however, have been unspectacular. In most cases, the spectaculars drew smaller Trendex ratings than their competition.



By contrast, Disneyland's initial Trendex rating was higher than that of any other previous spectacular. Its first Nielsen rating (Nov. 1) was 41.0 and its second (Nov. 11) was 44.4, both outrating the spectaculars. On an average audience basis, Disneyland had a 36.7 rating, compared with a 28.3 for "Liebman Presents"—highest-rated spectacular in the Nov. 11 report.

In the same Nielsen report Disneyland ranks sixth in average audience rating; the nearest spectacular, The Liebman Show, ranks 30th—despite its much higher cost. What can we deduce from the facts?

- The importance of the weekly dialing habit. People tend to tune in from the force of habit, just as in the old days of radio there was a Bing Crosby habit on Wednesday.



- The importance of continuity. Spectaculars try for surprise, being different. They often end up as "freaks," stumbling because they seek novelty for novelty's sake. They lose the values gained by producer, crew, cast and writers working continuously together.

- The value of sponsor identification. Although I have seen no sponsor identification ratings on the spectaculars, I have a strong hunch that relatively few people know the sponsors of the specs.

- The plusses of merchandising and promotion. The ability of the advertiser to capitalize on the personality of the performer and program, to utilize them in their print ads or on packages, to use them in many subsidiary ways, is of growing importance. We broadcasters have to do more in this field.



- The importance of sincerity and intimacy. The specs have tried to overawe the public with expensive productions. But the public wants sincerity and warmth, values the intimacy of TV.

- The criterion of costs. Money is no substitute for ideas, skill and art. The viewer doesn't see the budget. We in TV have to keep costs in line. The fact is that for the average evening show cost-per-thousand homes dropped from \$13.85 in November 1951 to \$9.34 in March-April 1954, according to Nielsen.

Disneyland, of course, is only one example—although a "spectacular" one—of a good program realizing its full potential on ABC-TV. Disneyland proves that when it comes to choosing a network winner, it's not the track but the horse that counts. In 1955 The New ABC will continue to invest millions of dollars in new programming requisites—and will continue to program weekly shows, in the interest of the public and advertisers alike.



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# A. B. C. TELEVISION NETWORK

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## **JOHN H. MITCHELL**

*Vice President in Charge of the ABC Television Network*

Heading the ABC-TV Network is JOHN H. MITCHELL who was promoted to the position of Vice President in Charge of the ABC Television Network on Nov. 1, 1953. His dynamic leadership and organizational ability have gained for his recognition as an outstanding executive. John's achievements in the theatre business with the Balaban & Katz Corporation led to his entry into TV in 1948 as General Manager of the firm's Channel 4 in Chicago. He was the prime mover in developing the station into one of the most successful in the nation. John left his posi-



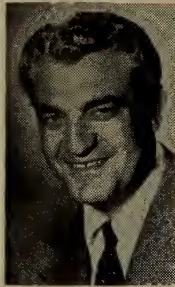
**MITCHELL**

tion of General Manager of Channel 4 to join the American Broadcasting Company as Vice President and General Manager of WBKB in Chicago. Again he demonstrated his great executive and competitive abilities and established a successful record. On July 1, 1953, Mitchell was moved to New York as Vice President and General Manager of WABC-TV. His outstanding record with WABC-TV led to his most recent appointment as Vice President in Charge of the ABC Television Network.

## **ROBERT M. WEITMAN**

*Vice President in Charge of Programming and Talent*

One of the most valuable executives in the telecasting industry is ROBERT M. WEITMAN, ABC-TV's Vice President in Charge of Programming and Talent. Bob Weitman joined ABC as a direct result of the merger of the American Broadcasting Company, Inc., and the United Paramount Theatres, Inc. Bob is well known to the people in show business. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of



**WEITMAN**

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

## **JOHN DALY**

*Vice President in Charge of News, Special Events, Sports & Public Affairs*

One of the best known executives in the television industry is JOHN DALY, ABC's Vice President in Charge of News, Special Events, Sports & Public Affairs. John Daly, long a byword with radio and television audiences throughout the nation, joined ABC on August 1, 1953. He is especially well known to audiences for his news sense as well as his ability to reach behind the story and detail the significant background. John's "quarterbacking" of the ABC Radio and Television Networks' coverage of the national



**DALY**

political conventions in 1952 and the Election Night coverage in 1952 and 1954 won for him new laurels in the news field. A former White House correspondent and a veteran of several national political conventions and elections, John has covered every kind of story ranging from the Nuremberg Trials in Germany to the ill-starred Texas City explosions. He remains in the small, select group of executives whose names are synonymous with the best in video and radio news journalism.



# CASTING COMPANY







# A M E R I C A N BROADCASTING COMPANY, INC.

□ □ □

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

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

*Telephone Number: SUsquehanna 7-5000*

## OFFICERS

Robert E. Kintner ..... President  
 Earl E. Anderson ..... Vice-President  
 Charles T. Ayres ..... Vice-President  
 Slocum Chapin ..... Vice-President  
 James H. Connolly ..... Vice-President  
 John Daly ..... Vice-President  
 Robert H. Hinckley ..... Vice-President  
 Earl Hudson ..... Vice-President  
 Ernest Lee Jahncke, Jr. .... Vice-President  
 Frank Marx ..... Vice-President  
 John H. Mitchell ..... Vice-President  
 Harold L. Morgan, Jr. .... Vice-President &  
 Controller  
 Theodore I. Oberfelder ..... Vice-President  
 Sterling C. Quinlan ..... Vice-President  
 in charge of WBKB  
 Thomas Velotta ..... Vice-President  
 Robert M. Weitman ..... Vice-President  
 Paul Whiteman ..... Vice-President  
 Geraldine B. Zorbaugh ..... Secretary &  
 General Counsel  
 Omar Elder ..... Ass't. Secretary &  
 Ass't. General Counsel

## TELEVISION

John H. Mitchell ..... Vice-President in Charge  
 of Television Network

## Engineering & General Services

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

## Finance, Personnel

Harold L. Morgan, Jr. .... Vice-President &  
 Controller  
 Marie McWilliams ..... Director of Personnel  
 Jason Rabinovitz ..... Assistant Controller  
 J. Russell Gavin ..... Chief Accountant

## Labor Relations

Mortimer Weinbach ..... Director of Labor Relations

## Legal & Business Affairs

Geraldine B. Zorbaugh ..... Secretary & General  
 Counsel  
 Omar Elder ..... Assistant Secretary & Assistant  
 General Counsel  
 James Stabile ..... Director of Business  
 Affairs Department

## Program

Robert M. Weitman ..... Vice-President in Charge  
 of Programming & Talent Television  
 Robert Lewine ..... Director of Television  
 Program Department  
 Richard Depew ..... Manager of TV Program  
 Operations  
 Freelon Fowler ..... Film Program Manager  
 Charles Mortimer ..... Ass't To TV Program  
 Director—In Charge of Program Production  
 J. English Smith ..... Manager of TV Program Service

## Services

Robert L. Stone ..... Director of Television Services  
 Department  
 Ruth K. Blainey ..... Operations Manager  
 James McNaughton ..... Executive Art Director  
 Harold Sobolov ..... Studio Supervisor

## Music

Paul Whiteman ..... Vice-President in Charge  
 of Music

## News, Special Events, Sports & Public Affairs

John Daly ..... Vice-President in Charge of News,  
 Special Events, Sports & Public Affairs  
 Thomas Velotta ..... Vice-President &  
 Administrative Officer of News, Special  
 Events, Sports & Public Affairs  
 Francis N. Littlejohn ..... Director of News and  
 Public Affairs  
 Donald G. Coe ..... Director of Special Events  
 and Operations  
 William A. Whitehouse ..... Director of Radio  
 & TV Sports  
 Wiley Hance ..... Manager of Public Affairs

## Advertising, Publicity, Promotion & Continuity Acceptance

Gene Accas ..... Director of Advertising, Promotion  
 and Publicity



# Disney



© Walt Disney Productions —  
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# ABC



# and Friends

## hit the top 10

### ... as expected

Excuse our bounce, but we can't help feeling good about the nifty Nielsen and the top-10 position that DISNEYLAND has chalked up in just a few breath-taking weeks.

Few, if any, TV programs have risen so far so fast... in rating and in the esteem of the public.

Of course, this comes as no great surprise. Whatever Disney touches turns to great entertainment; we knew we had a hit on our hands before the ink on the storyboards was dry.

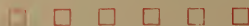
And wait — there's much more on the way.

We also feel chipper because this is just the latest... and most dramatic... step in our steady TV progress. DISNEYLAND is an example of what's new and different, and worthwhile these days on ABC. An outstanding example, but hardly the only one.

## TELEVISION NETWORK



## Network Success Underscores Value of Program Continuity



By J. L. VAN VOLKENBURG

President  
CBS Television

CBS TELEVISION moves into the new year strengthened by the knowledge that 1954 has been the most successful year in its history on all levels of activity. In terms of advertising revenue CBS Television today is the biggest single advertising medium in the world. The most recent P.I.B. report covering network billings for the first 10 months of 1954 shows that CBS Television gross billings exceeded \$117,000,000, a 51 per cent increase over the comparable period of 1953. In achieving this gross figure CBS Television led its nearest competitor by 16 per cent.

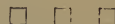


CBS Television's leadership also extended to the programming area. For the first 11 months of 1954 Trendex reported that the network averaged 6 out of the top 10 nighttime programs. In average ratings, both nighttime and daytime, the network led its nearest competitor—by 11 per cent in the former category, and by 85 per cent in the latter. For the most part the leaders were programs which had been broadcast on a regular weekly basis for at least 3 years. They represented a striking record of continuity-plus-popularity, and in so doing reaffirmed the validity of CBS Television's basic policy as well as the quality of its execution.



In 1954 CBS took a major step forward in color programming. On August 22, CBS Television opened its new color Studio 72 in New York, the most comprehensive studio of its kind in the country, and simultaneously converted the 10,000 square feet of Studio 43 in Television City, Hollywood, for network color originations from the West Coast. In the Fall of 1954 two regular once-a-month series of one-hour color programs were inaugurated: The Best of Broadway and Shower of Stars, sponsored respectively by Westinghouse Electric Corporation and Chrysler Corporation. In the Fall a schedule was initiated calling for every major television pro-

gram on the network to be broadcast in color. As this schedule moves into 1955, a total of 69 of the network's affiliated stations are equipped to carry these programs in color. More and more of these stations will acquire color equipment and find increasing audiences for color programs as CBS Television expands its color schedule during the coming year.



During 1954 the physical size of the CBS Television Network grew from 157 stations as of January 1, 1954 to 202 stations as of December 20, 1954, an increase of 45 stations. The average number of stations cleared per commercial nighttime program totaled 88 in the Fall of 1954 as compared with 61 during Fall 1953; during the daytime the average number of stations cleared per commercial program totaled 69 as opposed to 49 during 1953—in both instances a significant increase.



During the forthcoming year television, according to all signs, bids fair to become a billion dollar industry. In contemplating this outlook I cannot help reflecting on my prognostications in this same space at the end of 1951—the year that CBS Television became a separate operating entity of its own. At that time it was estimated that the number of U. S. television homes at the end of 1952 would be in the neighborhood of 19,000,000. I doubt whether even the most optimistic of us at that time would have predicted that this figure would become more than 37,000,000 by the end of 1955. While I am sure such cautiousness may be commendable, it illustrates how little one fully appreciates the inherent dynamism of the medium. In fact, television's growth has been so prodigious during the past 8 years that I believe it can be properly regarded as one of the most powerful forces behind the expansion of the entire economy. In my view it is destined to continue to fulfill this role with ever increasing effectiveness in the years ahead.

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# C. B. S. TELEVISION NETWORK

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

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



ROBINSON JR.

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

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

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

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



ACKERMAN

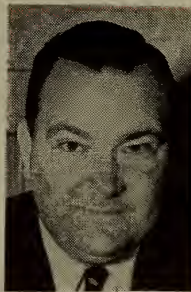
Ackerman attended Dartmouth College, from which he was graduated in 1935.

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

Ackerman was born in Albany, N. Y.

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

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

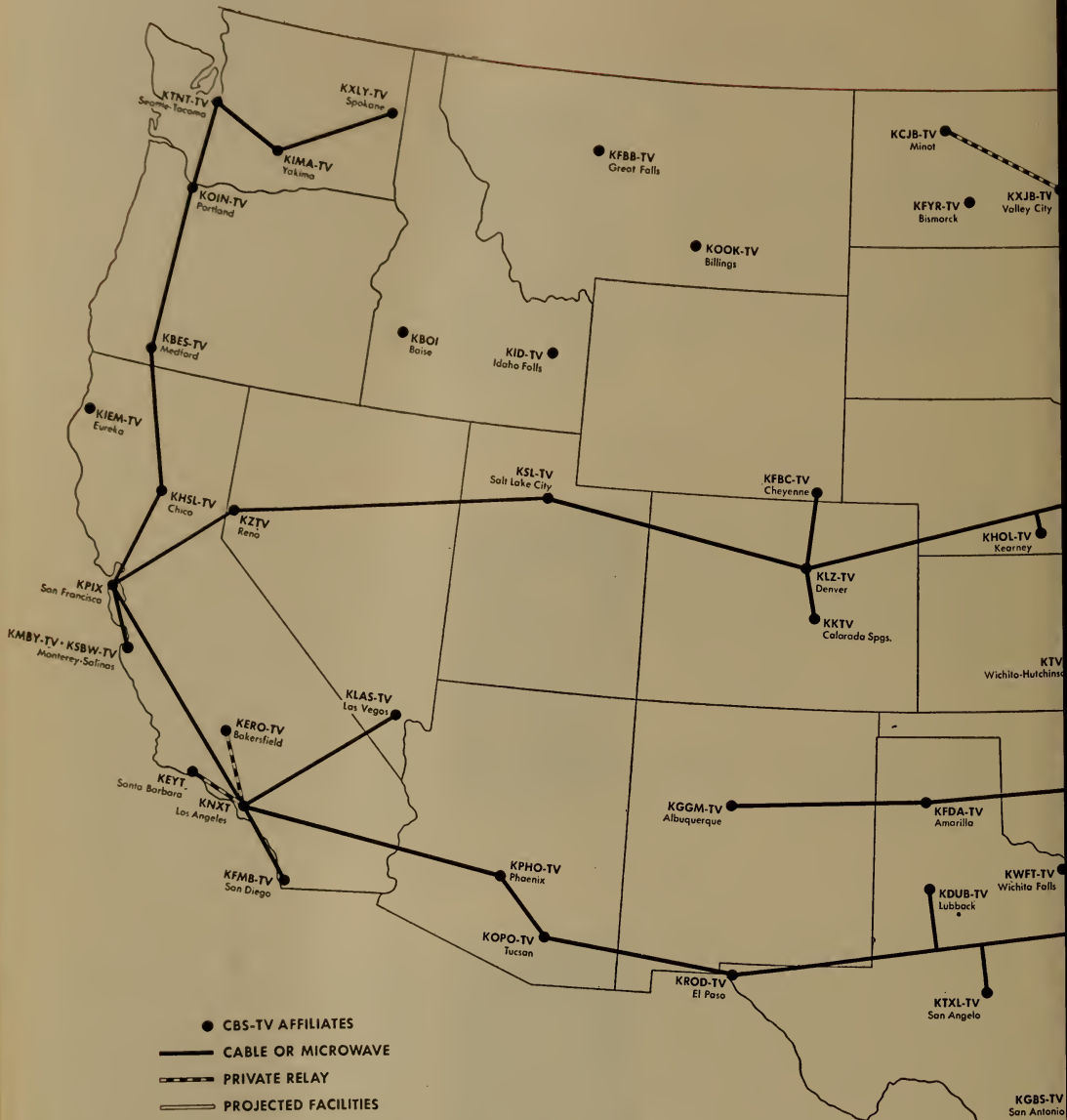


HYLAN

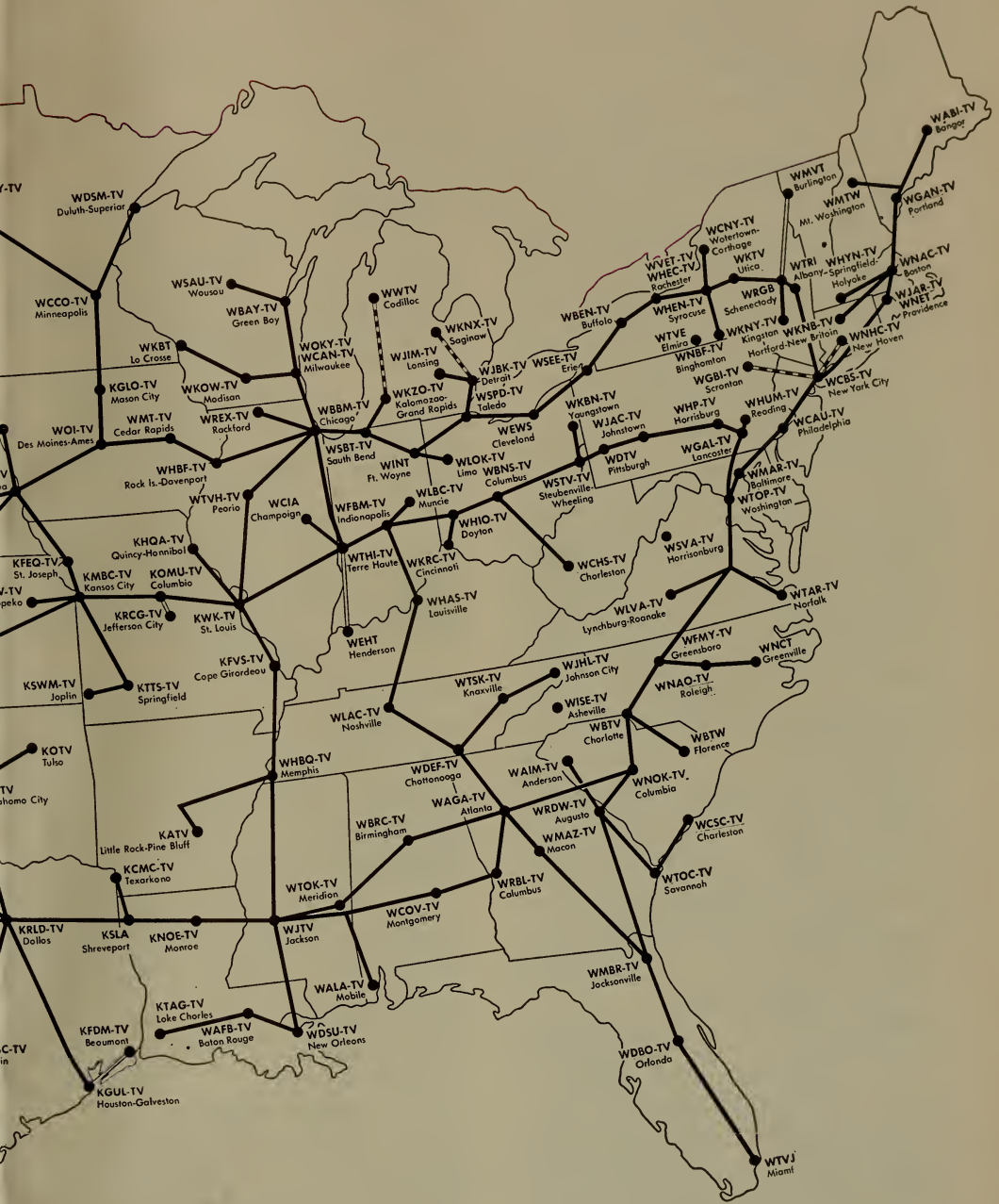
tive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

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

# CBS TELEVISION

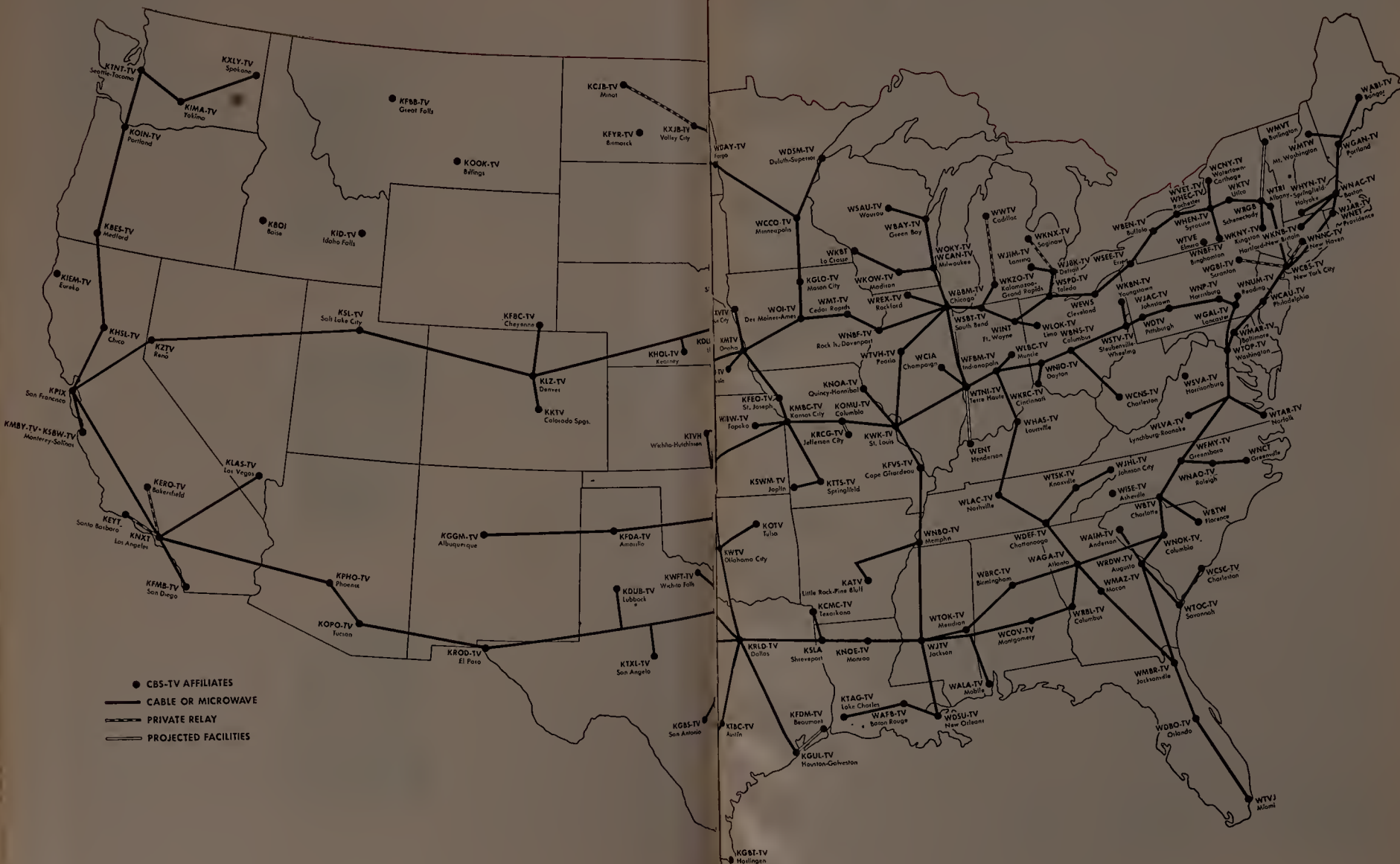


# ON NETWORK



WGBS-TV  
Harlingen

# CBS TELEVISION NETWORK



- CBS-TV AFFILIATES
- CABLE OR MICROWAVE
- - - PRIVATE RELAY
- / — PROJECTED FACILITIES



# CBS TELEVISION

## A DIVISION OF CBS, INC.



485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

### CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg.....President  
Edward L. Saxe.....Vice-President & Assistant  
to President  
William H. Hylan....Vice-President in Charge  
of Network Sales  
Hubbell Robinson Jr..Vice-President in Charge  
of Network Programs  
Harry S. Ackerman...Vice-President in Charge  
of Network Programs, Hollywood  
H. Leslie Atlass.....Vice-President in Charge  
of Central Division  
Frank B. Falknor.....Vice-President in Charge  
of Operations  
Merle S. Jones....Vice-President in Charge of  
CBS Owned Television Stations and  
General Services  
W. Spencer Harrison...Vice-President in Charge  
of Legal & Business Affairs  
Herbert V. Akerberg...Vice-President in Charge  
of Station Relations  
William B. Lodge....Vice-President in Charge  
of Engineering  
Leslie Harris.....Vice-President & General  
Manager, CBS Television Film Sales, Inc.  
Charles L. Glett.....Vice-President in Charge  
of Network Services, Hollywood  
William J. Flynn.....Comptroller  
**Network Sales**  
William H. Hylan....Vice-President in Charge  
of Network Sales  
Thomas H. Dawson.....General Manager of  
Network Sales  
George E. Klayer.....Chicago Sales Manager  
Frank Samuels....Pacific Coast Sales Manager  
Charles R. Sterritt....Detroit Sales Manager  
James C. Shattuck.....Sales Manager, Color  
William J. Fagan.....Business Manager  
T. D. Connolly.....Program Sales Manager  
Edward F. Lethen, Jr.....Manager of Network  
Sales Development

Robert F. Jamieson.....Sales Service Manager  
Terrence McGuirk.....Sales Manager, EMP  
George A. Kolpin.....Contract Manager

### Network Programs

Hubbell Robinson, Jr..Vice-President in Charge  
of Network Programs  
Harry S. Ackerman...Vice-President in Charge  
of Network Programs, Hollywood  
Harry G. Ommerle.....Program Director  
William Dozier....Program Director, Hollywood  
Louis Stone.....Manager of Program Budget  
Marlo Lewis.....Executive Producer, Music &  
Variety Programs  
Milo Frank.....Talent & Casting Director  
Richard Lewine.....Executive Producer, Color  
E. Carlton Winckler.....Production Manager  
Charles Holden...Production Manager, Hollywood  
John Hundley.....Manager, Program Service

### Operations

Frank B. Falknor.....Vice-President in Charge  
of Operations  
Henry Grossman.....Director of Operations  
R. G. Thompson.....Director of Technical  
Operations  
H. C. Meier....Manager of Network Operations  
Walter R. Pierson.....Manager of Production  
Gilbert DeStefano.....Manager of Lighting  
Albert J. Raymond...Manager of Stage Operations  
Anthony Boschetti...Manager of Procurement  
Paul Wittlig.....Manager of New Effects  
Development  
Orville Sather...Manager of Technical Operations  
C. H. Rylander.....Manager of Special Effects  
H. Grant Theis.....Manager of Film Service  
Operations  
Herbert O. Phillips.....Manager of Scenic Art  
Division  
George Lehmann.....Manager of Scenery  
Construction

### Station Relations

Herbert V. Akerberg...Vice-President in Charge  
of Station Relations  
Edward P. Shurick.....National Director  
Robert Wood.....Assistant Director  
Bert Lown....Western Manager (Los Angeles)  
Ed Scovill.....Midwest Manager  
David R. Williams.....Eastern Manager



## Advertising & Sales Promotion

William Golden.....Creative Director  
John P. Cowden.....Operations Director  
Robert Strunsky.....Copy Chief  
Alex Kennedy.....Director of Program Promotion  
Gordon Hellmann.....Director of Presentations  
Thomas Means.....Director of CBS Owned  
Television Stations Promotion Service  
Edward Side.....Production Manager

## Press Information

Charles J. Oppenheim.....Director  
Michael J. Foster.....Publicity Manager  
Jack Goldstein.....Director of Exploitation  
James J. Kane.....Trade News Editor  
Dorothy Leffler.....Director of Magazine Division  
Arthur Perles.....Assistant to the Director,  
Press Information  
Hank Warner.....Manager of Operations  
Ted Wick.....Director of Publicity & Exploitation,  
Hollywood

## Research

Oscar Katz.....Director  
Rose Marie O'Reilly.....Manager of Ratings  
Tore Hallonquist.....Manager of Program Analysis  
Leonard DeNooyer.....Manager of General Surveys  
Jay Eliasberg.....Research Projects Supervisor

## Engineering

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

## Business Affairs

W. Spencer Harrison.....Vice-President in Charge  
of Legal & Business Affairs  
Merritt H. Coleman.....Director of Business Affairs  
Philip Feldman.....Director of Business Affairs,  
Hollywood

## Accounting

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

## Network Services, Hollywood

Charles L. Glett.....Vice-President in Charge  
of Network Services, Hollywood  
Lester H. Bowman.....Director of Technical  
Operations, Hollywood  
James Melick.....Director of Budgeting, Business  
Operations, Hollywood

## News & Public Affairs

Sig Mickelson.....Vice-President in Charge  
of News and Public Affairs  
John F. Day.....Director of News  
Irving Gitlin.....Director of Public Affairs  
Elmer Lower.....Director of Special Projects  
Howard Kany.....Manager of Newsfilm  
Jack Bush.....Manager of Film Production  
George Crothers.....Associate Director of Public  
Affairs for Television  
Stuart Novins.....Associate Director of Public  
Affairs for Radio  
James Burke.....Assignment Editor for Radio  
and Television News  
David Zellmer.....Executive Producer of TV News  
Robert Skedgell.....Exec. Producer of Radio News  
John Derr.....Director of Sports  
Helen Sioussat.....Director of Talks

Theodore F. Koop.....Director of News and  
Public Affairs, Washington

## CBS Television Spot Sales

Clark B. George.....General Sales Manager  
Ben Margolis.....Business Manager  
Al DiGiovanni.....Research Manager  
Edward A. Larkin.....Eastern Sales Manager  
Jack L. Mohler.....Director Sales Development  
John Donald Foley.....Director Sales Promotion

## Branch Offices

John A. Schneider.....Midwestern Sales Manager  
410 N. Michigan Ave., Chicago  
H. H. Holtshouser.....Atlanta Manager  
800 Peachtree St., N.E., Atlanta, Ga.  
Tony Moe.....Detroit Manager  
902 Fisher Bldg., Detroit 2, Mich.  
MacLean Chandler.....San Francisco Manager  
Palace Hotel, San Francisco  
J. Richardson Loughrin.....Los Angeles Manager  
1313 N. Vine St., Los Angeles

## CBS Television Film Sales, Inc.

Leslie Harris.....Vice-President & General Manager  
Wilbur S. Edwards.....General Sales Manager  
Fred Mahlstedt.....Director of Operations  
Eugene Moss.....Director of Research  
Walter Scanlon.....Dir. of Merchandising & Prom.

## CBS-OWNED

## TELEVISION STATIONS

Craig Lawrence.....Director of Station  
Administration

## WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager  
Frank Shakespeare Jr.....General Sales Manager  
Clarence Worden.....Assistant to General Manager  
Hal Hough.....Program Director  
Robert Patt.....Promotion Manager  
William C. Lacey.....Film Manager  
Robert Fuller.....Publicity Manager

## WBBM-TV, 410 N. Michigan Ave. Chicago, Ill.

H. Leslie Atlass.....Vice-President,  
Central Division  
George J. Arkedis.....Sales Manager  
Eugene McClurg.....Sales Traffic Manager  
C. W. Doebler.....Sales Promotion Manager  
William Ryan.....Program Manager  
Les Weinrott.....Executive Producer  
Andy Murphy.....Publicity Director

## KNXT, 1313 North Vine St. Los Angeles 28, Calif.

James T. Aubrey, Jr.....General Manager  
Robert D. Wood.....Sales Manager  
Donald M. Hine.....Program Manager  
Dean Linger.....Promotion Manager  
Larry Lazarus.....Business Manager  
Sam Zellman.....News Director  
Don Rosenquest.....Operations Manager

## WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager  
Leon Drew.....Program Director  
Theodore F. Shaker.....General Sales Manager  
John Lathrop Viemeister.....Business Manager  
Arthur F. Schoenfuss.....Director of Operations  
By Colvig.....Promotion-Publicity Director



*\*Trendex 1954*

*\*\*Nielsen Television Index January—October 1954*



## Network identification

In 1954 Television again demonstrated that it was the most effective sales force in America by reaching larger audiences than any other medium of mass communications.

In 1954 the number of U. S. television homes increased from 28,000,000 to 32,500,000.

In 1954 the network identified by this symbol

- won the highest average ratings\* of any broadcasting network—11% higher at night, 85% higher during the day
- broadcast the most popular\* programs in television—an average of 6 of the top 10 at night, all of the top 10 during the day
- grew from 157 to 202 stations, while the number of stations carrying the average nighttime commercial program increased by 44%
- reached its audiences at the lowest cost per thousand\*\* in network television
- earned the largest investment by far ever committed to a single advertising medium.



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- reached its audiences at the lowest cost per thousand\*\* in network television
- earned the largest investment by far ever committed to a single advertising medium.

\*Trendex 1954

\*\*Nielsen Television Index January—October 1954





## Selling Drive Would Bring TV Larger Slice of Ad Expenditures



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

**Y**OU Pays Your Money and You Takes Your Choice. That's an old and pungent saying about the way America does business in free competition. We in the television industry haven't thought about it much in our short history, but it's time we began to.

Short sighted? That depends on the way you look at our growth. In Television's first year as an accepted national activity we billed \$57,800,000. Today advertisers are spending \$900,000,000 in the medium—dollars credited with moving 18 billion dollars worth of goods at the retail level. That's quite a growth curve, especially in a medium that still covers only 195 markets. Quite a record, considering that only 14 of the top 148 markets have 4 or more stations—and only 52 have only one station or none at all! And think of the business we lost because there weren't enough outlets to handle it all!

But then look at the picture this way. In spite of that gigantic billing figure, Television still accounts for *only 10 per cent* of all advertising expenditure today. Ninety per cent of all advertising dollars are going into other media. For Television, the most powerful advertising means in the world, a 10 per cent cut isn't enough. Not by a long shot.

What can we do to get that 10 per cent slice of the pie up much higher? Here at Du Mont we have some strong opinions on the subject.

First, the subject of outlets. We encourage advertisers to tailor-make their own networks. An advertiser on Du Mont can buy 2 stations—or he can buy 187, the all-time record number that we recently cleared for the Pro-Football Championship game. Small advertisers or big, Du Mont fits the lineup to the advertiser's need. There's no "must buy," no "basic network" on Du Mont. That means every

dollar in time costs works hard, without waste.

Second, Du Mont also shapes the *type* of buy to the client's needs, varying from full sponsorship to shared buys. As a matter of fact, Du Mont pioneered a number of cost-splitting techniques. Take the magazine concept, for instance, under which networks produce and control programs and advertisers simply place messages on them. Think that's new? Actually, Du Mont introduced the *first* such concept in 1949. We then worked out a multiple sponsorship arrangement for "Cavalcade of Stars," "Cavalcade of Bands" and "Cosmopolitan Theater." Du Mont was also first in developing the alternate week technique, now demonstrated by the Emerson Drug Company and Lenthéric on "Chance of a Lifetime."



Third, Du Mont keeps program costs down so that advertisers who want exclusive program identification can have shows of their own for less than a king's ransom. We know that a million dollar show and gold plated talent are *not* essential for effective Television usage. Results have proved that low-cost, ingenious packages can do an excellent job for sponsors. In today's climate of stratospheric costs, Television must search for new low-cost programs.

These are some of the reasons why some sponsors use Du Mont for all their Television work, while many others use it in combination with other buys to get important added impact.

Techniques like them, or new ones just as realistic and businesslike, will open immense new opportunities for Television. I believe we'll meet the challenge. I foresee a day when Television will attract two billion dollars a year in billings and be responsible for moving 41 billion dollars worth of goods at the retail level.

If we get down to business—hard-headed business — that day will come soon.

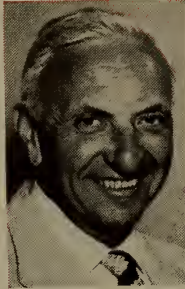
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# DuMONT TV NETWORK

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## **JOHN H. BACHEM** *General Manager*

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



**BACHEM**

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

## **JAMES L. CADDIGAN** *Director of Programming and Talent*

JAMES L. CADDIGAN has been director of programming and production for the Du Mont Television Network since 1947. One of TV's veterans, he was largely responsible for the success of two major developments—daytime programming and low-cost production—and introduced many "firsts" in formats, especially in the children's bloc, which included *Magic Cottage* and *Captain Video*. Before joining Du Mont, he did executive, production and newsreel work over a fifteen-year period for the motion picture industry. He has also written and produced legitimate musical comedies, revues and radio shows. Among the innovations he



**CADDIGAN**

created for Du Mont were the first on-location production (*Dark Of Night*), the fifteen-minute dramatic series (*Not For Publication*), the first soap opera (*Woman To Remember*), the first daily religious program (*Morning Chapel*), the first disc jockey show (*Take The Break*), and the first daytime shopping show. Civic activities have marked his career. Among other posts, he served as vice president in charge of public relations for the Boston Junior Chamber of Commerce. During World War II, he served as Colonel, Adj. G-2, handling disaster intelligence and control.

## **GERRY MARTIN** *National Sales Director for the Du Mont TV Network*

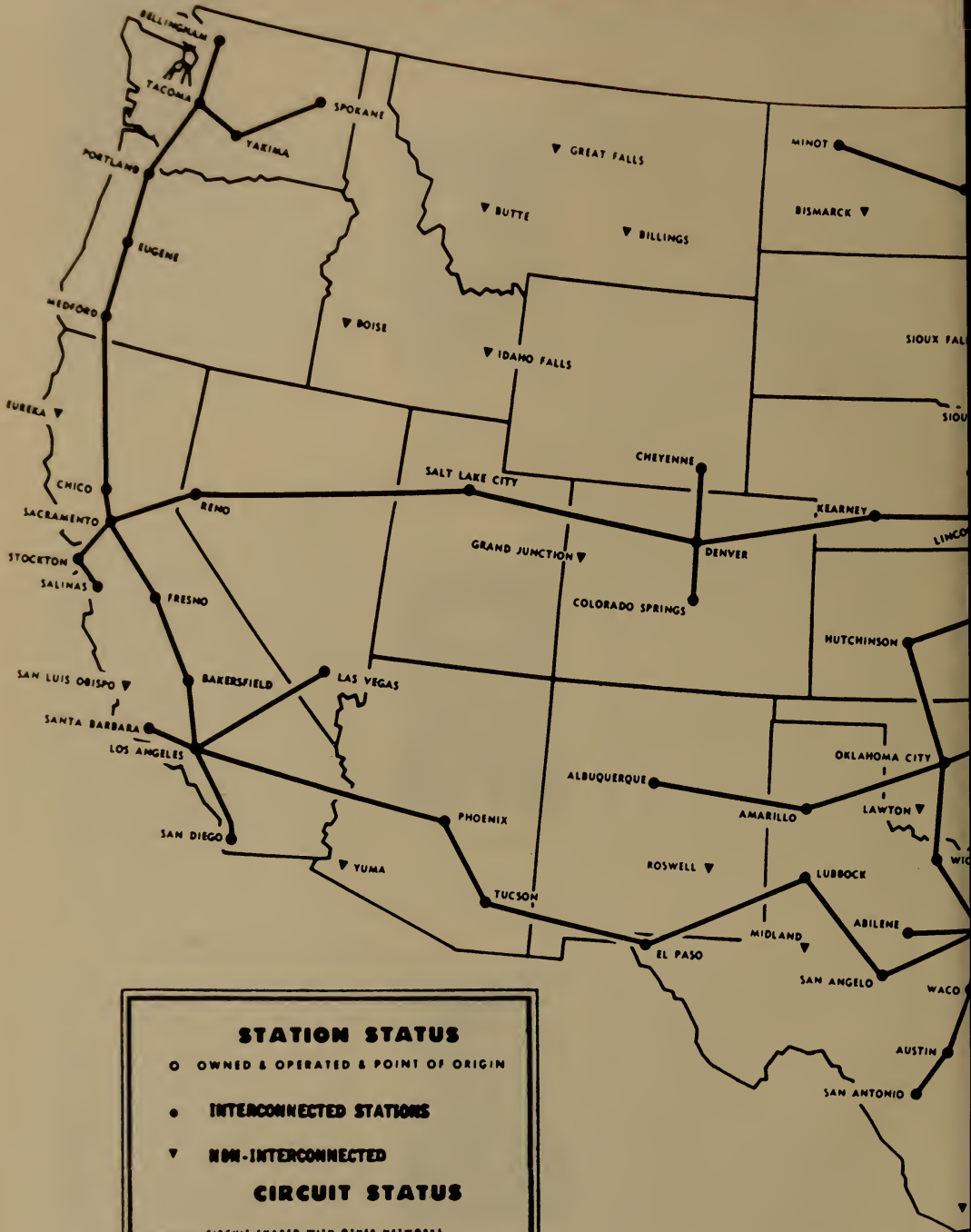
GERRY MARTIN, with a background of fifteen years as an advertising agency executive and radio network salesman, became director of sales for the Du Mont Television Network in July, 1953. Making his start in broadcasting in 1935 in promotion and publicity for the National Broadcasting Company, he soon headed the network's guest relations department and then moved successively into local sales, spot sales and network sales. He left in 1947 to be-



**MARTIN**

come business manager of the radio department and producer of programs for William Esty, opening its television department as assistant director. In 1950, he became vice-president in charge of radio and television at Duane Jones Company, moving in 1951 to Geyer, Newell and Ganger and then to Lennen and Newell, where he was vice-president and executive contact for the year prior to his joining Du Mont. He is a native of Montclair, New Jersey.

# DuMONT TELE

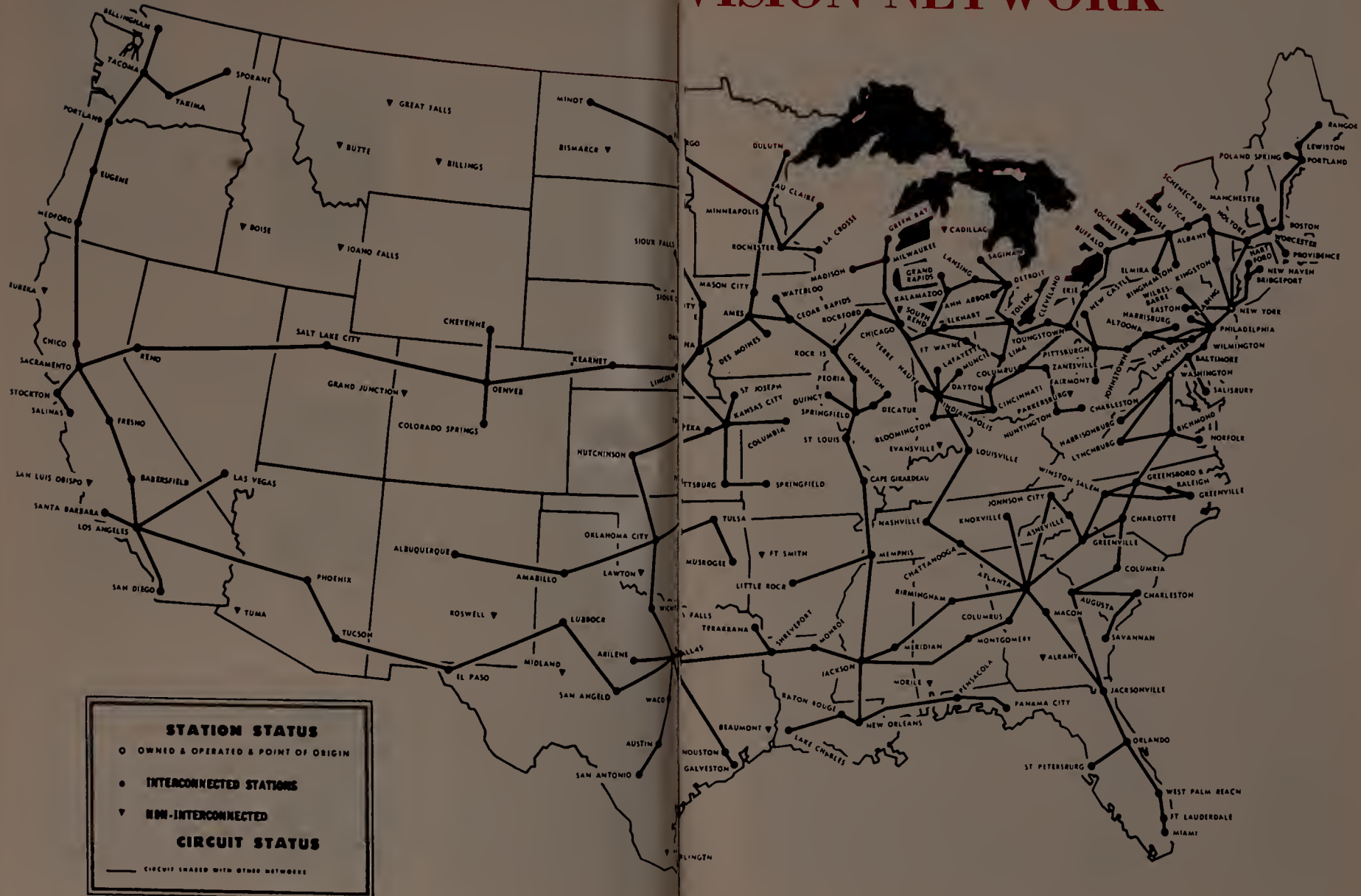


STATION STATUS	
○	OWNED & OPERATED & POINT OF ORIGIN
●	INTERCONNECTED STATIONS
▼	NON-INTERCONNECTED
CIRCUIT STATUS	
—	CIRCUIT SHARED WITH OTHER NETWORKS





# DuMONT TELEVISION NETWORK



**STATION STATUS**

- OWNED & OPERATED & POINT OF ORIGIN
- INTERCONNECTED STATIONS
- ▼ NON-INTERCONNECTED STATIONS

**CIRCUIT STATUS**

- CIRCUIT SHARED WITH OTHER NETWORKS





## Program Department

James L. Caddigan.....Director of Programming and Production  
Werner Michel.....Executive Producer  
David Lowe.....Manager of News and Public Affairs; Director and Supervising Producer  
Louis E. Arnold.....Business Manager  
Frank Bunetta....Manager, Development of New Production Techniques  
Henry Humphrey....Manager, Film Department  
Elizabeth Mears.....Manager, Casting  
Don Trevor.....Supervising Film Editor  
Dominick Celentano.....Supervisor of Music Clearance and Library  
Joan Thompson....Supervisor, Religious Programs  
Frank Savage.....News Editor  
Roger Gerry.....Supervising Producer  
Frank Telford.....Producer-Director  
Frank Bunetta, Pat Fay, Wesley Kenney, Arnee Nocks, Dick Sandwick, Barry Shear, Frank Telford, Scudder Boyd (Washington Beatty Show) .....Directors  
Merle Bredwell, Stanley Epstein, Al Kassel, Stephen Otis, Lee Polk, and Jim Saunders..Associate Directors  
Frank Cronican and Harry Hicks.....Program Assistants  
Don Russell.....Chief Announcer  
Ed Condit, Fred Scott and Jay Sims..Announcers

## Operations Department

A. L. Hollander.....Director of Operations  
James G. Graham.....Business Affairs Manager  
John Seidler....Production Operations Manager  
William C. Seaman.....Assistant Production Operations Manager  
Edwin L. Lieberthal.....Broadcast Operations Manager

## Station Relations

Elmore B. Lyford....Director of Station Relations  
Robert L. Coe.....Manager, Station Relations Department  
Edwin G. Koehler.....Area Supervisor  
Roy H. Sharp.....Manager, Traffic Department  
Robert S. Woolf....Manager, Teletranscription Department  
Carmine Patti.....Assistant Manager, Traffic Department

## Engineering Department

Rodney D. Chipp.....Director of Engineering  
Harry C. Milholland.....Manager of Technical Operations  
Robert I. Brown....Acting Manager, General Engineering

Eric Herud.....Technical Operations Engineer, WABD

Arthur W. Deneke...Building Facilities Engineer  
John Auld.....Project Engineer  
Robert Crossman.....Staff Engineer  
Kenneth Reichenbach.....Staff Engineer  
Michael Stefanik.....Staff Engineer  
Malcolm M. Burleson....Chief Engineer, WTTG

## Sports

James M. Dolan.....Director of Sports

## Accounting

Joseph Hess....Controller, Broadcasting Division  
Willoughby Walsh.....Purchasing Agent

## Public Relations and Publicity

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

## Advertising and Promotion

Shirley S. Godley.....Manager, Advertising, Sales and Promotion

## Research

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

## Personnel

Leil Tanenholz....Manager, Network Personnel Department

## Station WABD—NEW YORK

George L. BarenBregge.....General Manager  
James L. Caddigan.....Program Director  
William Crawford.....Sales Manager  
F. A. Wurster.....Sales Service Manager  
William Walters, Lawrence Buck, Robert F. Adams, Perry Frank, Maxine Cooper, Charles Bernard.....Sales Account Executives  
Edward R. Eadeh.....Research Director  
Rodney D. Chipp.....Engineering Director

## Station WTTG—Washington, D. C.

Leslie G. Arries, Jr.....General Manager  
George Griesbauer.....Sales Manager  
F. V. Guidice.....Program Manager  
M. M. Burleson.....Chief Engineer  
Richard Stakes.....Office Manager  
John Rule.....Film Supervisor  
Matthew Warren.....Director of News  
Weston J. Harris....Director of Special Events  
Madeline Kulp.....Traffic Manager

**DU MONT  
MEANS BUSINESS**

**GOOD BUSINESS**

**TODAY  
and in the  
FUTURE**

**It Pays  
to Decide  
on the**

**DU MONT**®  
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MUrray Hill 8-2600  
435 N. Michigan Avenue, Chicago 11, Ill., MO 4-6262

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

Owned and Operated Stations  
**WABD, Channel 5 New York • WTTG, Channel 5 Washington**

# BUILD UP YOUR TV SELLING STRENGTH

with  
**DU MONT**

...network television's  
greatest "buy"

Your television budget goes farther, buys more choice time availabilities when you include the Du Mont Network in your schedules. Now is the time to specify Du Mont.

## STATION-MARKET FLEXIBILITY

Choose only the markets that match your sales distribution.

## LOWEST PRODUCTION COSTS

Du Mont's integrated production facilities and technical know-how combine to create maximum efficiency at lowest cost.

## LOWEST TIME COSTS

With Du Mont's low time costs you can buy more markets, cover up to 42% more television homes, than the same budget will buy on other networks.\*

## NO "MUST-BUY" PROGRAMS

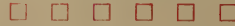
On Du Mont you can buy or build a program that meets your own specific selling needs.



\* Based on equally competitive network markets, SRDS Class A rates, May 1954



## "Enlightenment Through Exposure" Elevates Audience Standards



By **THOMAS A. McAVITY**  
Vice President in Charge of TV Network  
National Broadcasting Company

ANYONE who has compared television shows has been struck by the almost startling improvement from one year to the next. At first you might suppose that this improvement is the natural result of time and experience. But a moment's thought and a glance at, say, the history of the films will convince you that improvement is by no means inevitable.



What then, is behind the upgrading of TV? I might mention a good many factors, including the growing awareness of viewers, the increasing sense of responsibility on the part of the broadcasters and so on. But these, you might reply, are generalities, difficult of definition and analysis. For a specific factor, it is necessary to go back a little into the history of television.

In the early years of TV, the National Broadcasting Company fulfilled its responsibility to the public by carrying a rounded schedule of newscasts, background features, documentaries, forums, drama, symphonic music, opera and all manner of other informational and cultural programs. This schedule was received with enthusiasm by a rather large audience, but it was an audience restricted essentially to those already trained to enjoy these things.



We soon realized that we needed something more than these so-called "responsibility" programs. By drawing a line, however broad, between information and culture on one side and entertainment on the other, we were running the danger of stratifying our audience. What we wanted instead was an all-set audience with broad interests and highly developed tastes, an audience which would appreciate and expect the finest programs.

To this end a plan of programming was developed by Sylvester L. Weaver, Jr., then Vice President in charge of Programming and now President of NBC.

This plan, which was described within the network as "enlightenment through exposure," was put into effect three years ago. It called for every NBC producer to introduce informational and cultural elements into his program, whether daytime or evening, whether variety, drama, quiz show or what have you. In this way, we believed, more and more people would be exposed to thoughtful discussion and to the finest theatre arts and, once exposed, would cultivate a taste for them.



Now, three years later, what are the results? Today it is commonplace to tune into an NBC spectacular or the Colgate Comedy Hour and find a ballet sequence, an operatic passage, an outstanding play, or an occasion, one of America's foremost poets reading his lines. No eyebrows are raised when, on TODAY, HOME, or TONIGHT we introduce a discussion of architecture, painting, books, sculpture or any number of other subjects which once would have been rare on a commercial show. Nowadays our audience not only expects these elements but wants them.

Yet, with all this, we have only begun to draw on the full potentials of television. The future will record much greater improvements, which will come not as a matter of course but only from a continuing effort by broadcasters and viewers alike.



The greatest promise of the medium lies in the coming era of color television. Sylvester L. Weaver, Jr., president of NBC, recently described the prospect in these terms: "We plan color television to induce all segments of the population to view our programming enough so that its general impact will be felt, and for public good. Our viewers will know more about more things, will have been everywhere, seen everything, learned of and about the arts, the drama, music and opera, as well as of man's history, his environment, and his soul."



# N. B. C. TELEVISION NETWORK



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

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



**SARNOFF**

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

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

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



**WEAVER, JR.**

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

## **ROBERT W. SARNOFF** *Executive Vice President of NBC*

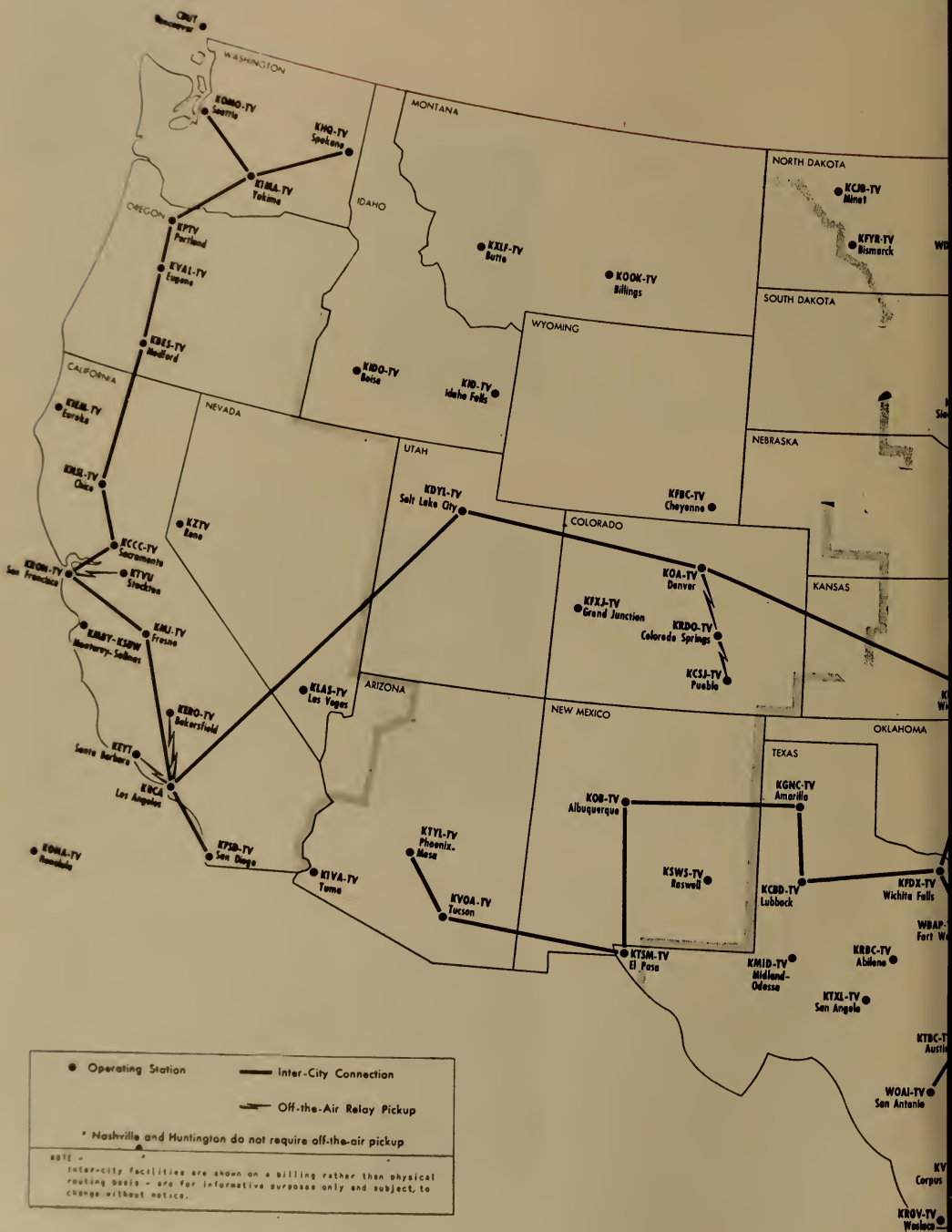
Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities,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



**SARNOFF**

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

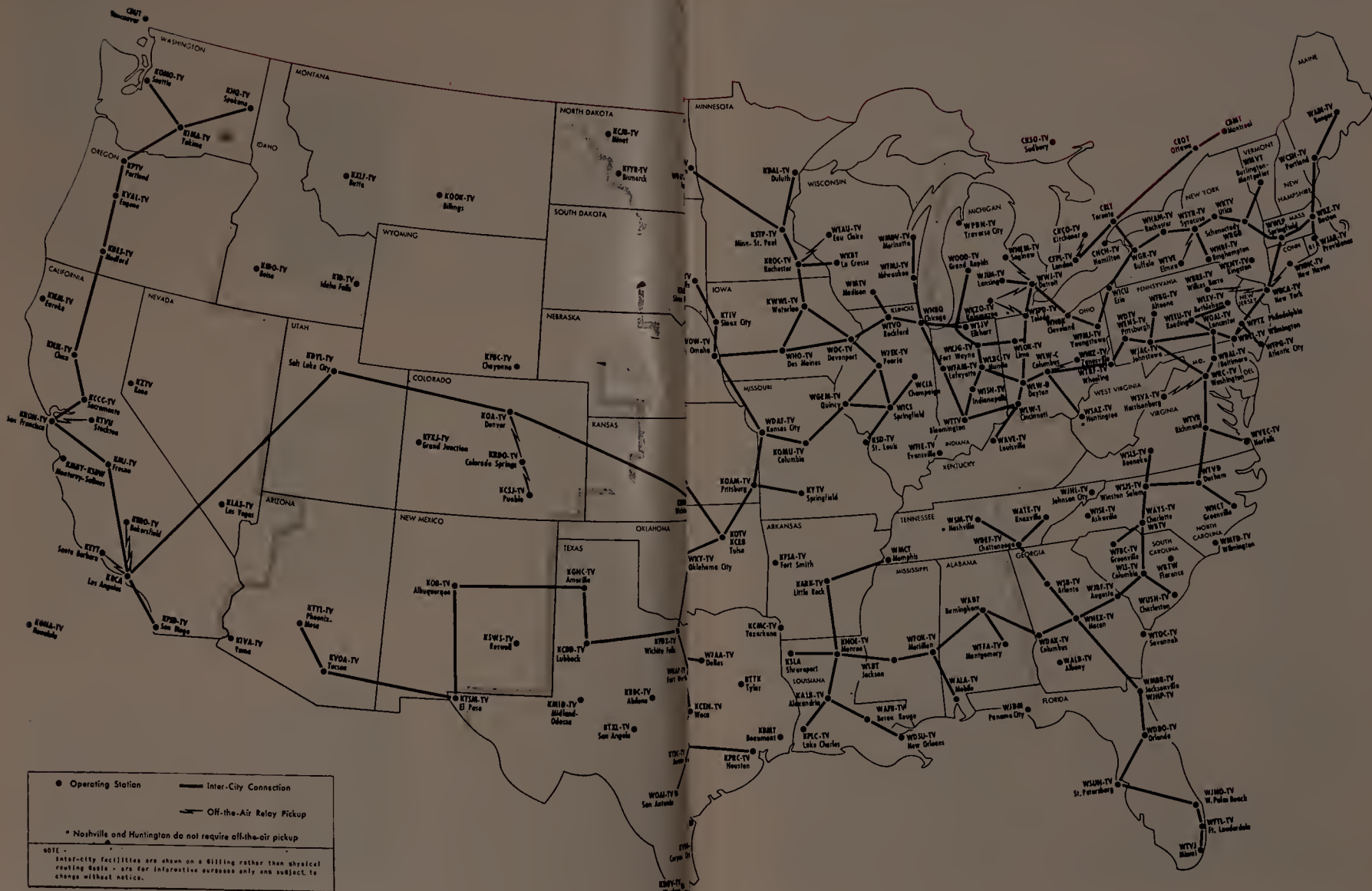
# NATIONAL BROAD



# CASTING COMPANY



# NATIONAL BROADCASTING COMPANY





# NATIONAL BROADCASTING COMPANY, INC.



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

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.

## ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. . . . . President  
Robert W. Sarnoff . . . . . Executive Vice-President  
Thomas A. McAvity . . . . . Vice-President  
In Charge of NBC-TV Network

## ADMINISTRATIVE DIVISION

John M Clifford . . . . . Administrative Vice President

## FINANCE AND SERVICES

Joseph V. Heffernan . . . . . Financial Vice-President  
Samuel Chotzinoff . . . . . General Musical Director

## Engineering Department

Robert E. Shelby . . . . . Vice-President & Chief Eng.  
William A. Clarke . . . . . Administrative Ass't.  
Edward R. Cullen . . . . . Liaison Engineer  
Joseph D'Agostino . . . . . Liaison Engineer  
Raymond F. Guy . . . . . Dir. of Radio Frequency Eng.  
George M. Nixon . . . . . Manager of Engineering  
Development  
Chester A. Rackey . . . . . Mgr. of Audio-Video Eng.  
James Wood, Jr. . . . . Manager of Technical Services

## Integrated Services Department

William S. Hedges . . . . . Vice-President in Charge  
of Integrated Services  
Mildred Joy . . . . . Chief Librarian  
Edward M. Lowell . . . . . Building & General  
Services Manager  
William Burke Miller . . . . . Night Executive Officer  
Peter M. Tintle . . . . . Guest Relations Manager

## TELEVISION NETWORK SALES DIVISION

George H. Frey . . . . . Vice-President in Charge  
of Television Network Sales  
Matthew J. Culligan . . . . . National Sales Manager  
of Television Network Sales Division

## Sales Administration Department

Walter D. Scott . . . . . Administrative Sales Manager  
Stephen Flynn . . . . . Manager of Television Sales  
Traffic Operations  
David Hedley . . . . . Television Network Sales  
Presentation Manager  
Robert McFadyen . . . . . Director of Sales Development  
Hamilton Robinson . . . . . Manager of Office Services

## Treasurer

Joseph A. McDonald . . . . . Treasurer  
William A. Williams . . . . . Assistant Treasurer

## Public Relations Division

Kenneth W. Bilby . . . . . Vice-President for  
Public Relations

## National Advertising and Promotion Department

John H. Porter . . . . . Manager of National  
Advertising & Promotion  
Clyde L. Clem, Jr. . . . . National Audience  
Promotion Manager  
John Graham . . . . . Art Director  
Edwin Vane . . . . . National Sales Promotion Manager

## Press and Publicity Department

Sydney H. Eiges . . . . . Vice-President in Charge  
of Press & Publicity  
Mike Horton . . . . . Director of Information  
Ellis Moore . . . . . Director of Press Department  
Cornelius K. Sullivan . . . . . Public Relations  
Representative  
Donald Bishop . . . . . Manager of Program Publicity  
Kathryn Cole . . . . . Manager of Information  
William Anderson . . . . . Manager of Business &  
Trade Publicity

## Research and Planning Department

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

## Station Relations Division

Harry Bannister . . . . . Vice-President for  
Station Relations  
Thomas Knode . . . . . Director of Station Relations

## TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

### National Program Department

Samuel Fuller.....National Program Director  
Thomas O. Loeb.....Mgr. of TV Network  
Programs Div.  
LeRoy Passman.....Manager of Program  
Administration

### Public Affairs Department

Davidson Taylor.....Vice-President in Charge  
of Public Affairs  
Thomas S. Gallery.....Manager of Sports  
Eugene E. Juster...Manager of NBC News Film  
William McAndrew.....Director of NBC News  
Arch Robb.....Manager of Special Events  
Edward Stanley.....Manager of Public Service  
Programs  
Leslie C. Vaughn.....Business Manager of  
Public Affairs  
Barry Wood.....Director of Special Events

### Talent Department

Gustav B. Margraf.....Vice-President for Talent  
Martin J. Begley.....Casting Director

### Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge  
of Production & Business Affairs  
Anthony M. Hennig.....Director of Production  
Frederick Shawn.....Director of Production  
Operations  
Ernest W. Theiss.....Manager of Production  
Operations  
William V. Sargent...Divisional Business Mgr.  
John J. Heywood...Manager of Divisional Budgets  
Edward J. Stegeman...Manager of Prog. Budgets

### FILM DIVISION

Carl M. Stanton.....Vice-President in Charge  
of Film Division  
Edgar G. Sisson, Jr....Director of Film Division  
Robert A. Anderson.....Business Manager  
Charles Henderson.....Director of Publicity  
Frederick A. Jacobi.....Manager of Press

### WRCA-TV—New York

Hamilton Shea.....Vice-President in Charge  
of WRCA, WRCA-FM and WRCA-TV  
Ernest de la Ossa.....Station Manager of  
WRCA, WRCA-FM and WRCA-TV  
William A. Berns.....Manager of News &  
Special Events  
Robert F. Blake.....Director of Publicity  
Max Buck.....Director of Advertising,  
Promotion & Merchandising

Stephen Krantz.....Program Manager for  
WRCA-TV  
Arthur Hamilton.....Manager of Production  
& Business Affairs  
Jay Heiten.....Sales Manager of WRCA-TV

### WNBQ—Chicago

Jules Herbuveaux.....General Manager of  
WMAQ, WMAQ-FM, WNBQ

### WNBK—Cleveland

Lloyd E. Yoder.....General Manager of  
WTAM, WTAM-FM, WNBK

### KRCA—Hollywood

Thomas C. McCray...General Manager of KRCA

### WRC-TV—Washington

Carleton D. Smith...Vice-President & General  
Manager of WRC, WRC-FM, WRC-TV

### NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge  
of NBC-owned stations & NBC Spot Sales  
Charles C. Bevis, Jr....General Executive  
Charles H. Colledge.....Director of Technical  
Operations  
Thomas S. O'Brien...Divisional Business Manager

### WASHINGTON AND PACIFIC DIVISION OFFICES

#### Washington

Frank M. Russell...Vice-President, Washington

#### Pacific Division

John K. West.....Vice-President for the  
Pacific Division  
Frederic W. Wile, Jr...Vice-President in Charge  
of Television & Radio Network  
Programs Div.  
Frank Cleaver.....Television Network  
Program Manager  
Lewis S. Frost.....Coordinator of Regional  
Network Activities  
Harold Kemp.....General Program Executive  
for the Radio & Television Network  
Programs Division  
Karel Pearson.....Program Manager  
Thomas W. Sarnoff.....Director of Production  
Oscar C. Turner.....Personnel & Labor  
Relations Manager  
Sheldon B. Hickox, Jr....Director of Station  
Relations, Pacific Division  
Ralph F. Shawhan...Director of Press & Publicity

*NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 280.*

you put them





# together... *T-H-T makes the sales!*



TODAY, HOME and TONIGHT have long since made their mark—each is a great NBC-TV program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

*With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs.*

**TODAY** sells the whole family—housewives, children, working men and women with early morning news, special features and DAVE GARROWAY.

**HOME** Charming ARLENE FRANCIS in less than a year has become the friend and guide of women who are vitally interested in improving their own homes.

**TONIGHT** Easy, breezy STEVE ALLEN and his guests have won the biggest adult male audience at Class “C” rates and you make the last impression that *lasts*.

T-H-T's flexibility has already won it such smart sponsors as Dow Chemicals, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., Broil-Quik, Inc., Starkist-Tuna Foods, Inc., and the California Packing Co.

Combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Ask your NBC-TV representative about the profitable arrangements *you* can make.



you put them together... *T-H-T makes the sales!*



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Combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Ask your NBC-TV representative about the profitable arrangements *you* can make.

**NBC TELEVISION**  
a service of 



# NEW TV STATIONS SET FOR OPENING IN 1955

On the following pages, we list geographically the television stations planning to begin operation in 1955, together with channel numbers. In 1954 there were 23 stations that had gone off the air but have retained their construction permits. For lists consult index. Asterisk (\*) denotes non-commercial educational stations.



City	Call Letters	Channel	Licensee
<b>ALABAMA</b>			
Birmingham	WJLN-TV	48	Johnson Bestg. Co.
Montgomery	WSFA-TV	12	Montgomery Bestg. Co.
Selma	WSLA	8	Deep South Bestg. Co.
Dothan	WTVY	9	Ala.-Fla.-Ga. Tele. Inc.
* Birmingham	WEBD	10	Alabama Educational TV Commission
<b>ARKANSAS</b>			
Ft. Smith	KNAC-TV	5	American Tele. Co., Inc.
Little Rock	KETV	23	Great Plains Tele. Prop.
El Dorado	KRBB	10	S. Ark. Tele. Co., Inc.
Little Rock	KTHV	11	Arkansas Television Co.
<b>CALIFORNIA</b>			
Corona	KCOA	52	KOWL Bestg. Co.
Los Angeles	KBIC-TV	22	John Poole Bestg. Co.
Sacramento	KBIE-TV	46	John Poole Bestg. Co.
San Diego	KUSH	21	E. L. Cushman
Modesto	KTRB-TV	14	KTRB Bestg. Co., Inc.
San Francisco	KBAY-TV	20	Lawrence A. Harvey
San Jose	KQXI	11	Standard Radio & Tele. Co.
Sacramento	KBET-TV	10	Sacramento Telecasters, Inc.
Visalia	KAKI	43	Sequoia Telecasting Co.
<b>COLORADO</b>			
* Denver	KRMA-TV	6	School Dist No. 1
<b>CONNECTICUT</b>			
* Norwich	WCTN	63	Conn. State Bd. of Ed.
* Hartford	WEDH	24	Conn. State Bd. of Ed.
New Haven	WELI-TV	59	Conn. Radio Foundation, Inc.
New London	WNLC-TV	26	Thames Bestg. Corp.
Stamford	WSTF	27	Stamford-Norwalk Tele. Corp.
* Bridgeport	WCTB	71	Conn. State Bd. of Ed.
<b>DISTRICT OF COLUMBIA</b>			
Washington	WOOK-TV	50	United Bestg. Co.
Wash.	Pending	20	Wash. Metro. Tele. Corp.
<b>FLORIDA</b>			
Clearwater	WPGT	32	Pioneer Gulf Tele. Bestrs.
Daytona Beach	WMFJ-TV	2	Telrad, Inc.
Jacksonville	WOBX-TV	30	Southern Radio & Equipmt. Co.
Miami	WMFL	33	Miami Biscayne Tele. Corp.
Tampa	WTVT	12	Tampa Tele. Co.
* Miami	WTHS-TV	2	Lindsey Hopkins Voc. School
<b>GEORGIA</b>			
Thomasville	WCTV	6	E. D. Rivers, Sr.
<b>IDAHO</b>			
Pocatello	KISJ	6	Tribune-Journal Co., Inc.
Twin Falls	KLIX-TV	11	Southern Idaho Bestg. & Tele. Co.
<b>ILLINOIS</b>			
Chicago	WHFC-TV	26	WHFC, Inc.
Chicago	WIND-TV	20	WIND, Inc.
Chicago	WOPT	44	WOPA-TV, Inc.
Evanston	WTLE	32	Northwestern Tele. Bestg. Co.
Joliet	WJOL-TV	48	Joliet Tele., Inc.
* Champalgn-Urbana	WTLO	12	Univ. of Illinois
* Chicago	WTTW	11	Chicago Educ. TV. Foundation

□ □ □      **NEW TV STATIONS SCHEDULED**      □ □ □

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City	Call Letters	Channel	Licensee
		<b>INDIANA</b>	
Ft. Wayne	WANE-TV	69	Radio Fort Wayne, Inc.
Notre Dame	WNDU-TV	46	Michiana Telecasting Corp.
		<b>IOWA</b>	
Sloux City	KCTV	36	Great Plains Tele. Prop.
		<b>KANSAS</b>	
*Manhattan	KSAC-TV	8	Kansas State College
		<b>KENTUCKY</b>	
Ashland	WPTV	59	Polan Industries
Lexington	WLEX-TV	18	WLEX-TV, Inc.
Lexington	WLAP-TV	27	American Bestg. Corp.
Louisville	WQXL-TV	41	Robert Rounsaville
Newport	WNOP-TV	74	Tri-City Bestg. Co.
		<b>LOUISIANA</b>	
Baton Rouge	WBRZ	2	La. Tele. Bestg. Corp.
Lafayette	KLFY-TV	10	Camelia Bestg. Co., Inc.
Lafayette	KVOL-TV	10	Evangeline Bestg. Co., Inc.
New Orleans	WCKG	26	CKG Television Co.
New Orleans	WCNO-TV	32	Community Tele. Corp.
		<b>MARYLAND</b>	
Baltimore	WITH-TV	60	WITH-TV, Inc.
Baltimore	WTLF	18	United Bestg. Co. of E. Md., Inc.
Cumberland	WTBO-TV	17	Tenn. Valley Bestg.
		<b>MASSACHUSETTS</b>	
Boston	WJDW	44	J. D. Wrather, Jr.
Brockton	WHEF-TV	62	Trans-American Enterprises, Inc.
Worcester	WAAB-TV	20	WAAB, Inc.
		<b>MICHIGAN</b>	
Battle Creek	WBCK-TV	58	Michigan Bestg. Co.
Detroit	WCIO	62	Woodward Bestg.
Flint	WJRT	12	WJR, The Goodwill Station
Grand Rapids	WMCN	23	Peninsular Bestg. Co.
Marquette	WAGE-TV	6	Peninsula Tele., Inc.
Muskegon	WTVM	35	Versluis Radio & TV, Inc.
*Ann Arbor	WUOM-TV	26	Regents of the U. of Mich.
*Detroit	WTVS	56	Detroit Ed. TV Foundation
		<b>MINNESOTA</b>	
Hibbing	KHTV	10	North Star Tele. Co.
		<b>MISSISSIPPI</b>	
Columbus	WCBI-TV	4	Birney Imes, Jr.
Tupelo	TUPV	9	Tupelo Citizens Tele. Co.
		<b>MISSOURI</b>	
Clayton	KFUO-TV	30	Lutheran Church-Miss. Synod
Kirksville	KTVO	3	KRITZ, Inc.
St. Louis	WIL-TV	12	Missouri Bestg. Corp.
Jefferson City	KRCG	13	Jefferson Tele. Co.
		<b>NEBRASKA</b>	
Scottsbluff	KSTF	10	Frontier Bestg. Co.
		<b>NEVADA</b>	
Henderson	KLRJ-TV	2	Southwestern Publ. Co.
		<b>NEW HAMPSHIRE</b>	
Keene	WKNE-TV	45	WKNE Corp.
		<b>NEW JERSEY</b>	
Atlantic City	WOCN	52	David E. Mackay
Camden	WKDN-TV	17	So. Jersey Bestg. Co.
New Brunswick	WTLV	19	Dept. of Ed. State of N. J.
		<b>NEW YORK</b>	
*Binghamton	WQTV	46	Univ. of the State of N. Y.
*Buffalo	WTVF	23	Univ. of the State of N. Y.
*Ithaca	WIET	14	Univ. of the State of N. Y.
*New York	WGVV	25	Univ. of the State of N. Y.
*Rochester	WROH	21	Univ. of the State of N. Y.
*Syracuse	WHTV	43	Univ. of the State of N. Y.
*Albany	WTVZ	17	Univ. of the State of N. Y.
Albany	WPTV-TV	23	Patroon Bestg. Co., Inc.
Binghamton	WINK-TV	40	Southern Tier Radio Serv. Inc.
New York City	WNYC-TV	31	N. Y. Municipal Bestg. System
Ithaca	WHCU-TV	20	Cornell University
Rochester	WCBF-TV	15	Star Bestg. Co., Inc.
Rochester	WRNY-TV	27	Genesee Valley TV Corp.
		<b>NORTH CAROLINA</b>	
Gastonia	WTVX	48	Air-Pix Corp.
Wilmington	WTHT	3	Wilmington Tele. Corp.

# NEW TV STATIONS SCHEDULED

City	Call Letters	Channel	Licensee
Fayetteville	WFLB-TV	18	Fayetteville Bestrs., Inc.
Washington	WRRF-TV	7	N. C. Tele., Inc.
<b>NORTH DAKOTA</b>			
Grand Forks	KNOX-TV	10	Community Radio Corp.
<b>OHIO</b>			
Cincinnati	WQXX-TV	54	Robert W. Rounsaville Tele. Co.
Cleveland	WERE-TV	65	Cleveland Bestg., Inc.
Cleveland	WHK-TV	19	United Bestg. Co.
Lima	WMA-TV	35	Northwestern Ohio Bestg. Corp.
Mansfield	WTVG	36	Fergum Theatres, Inc.
Massillon	WLAC-TV	23	Midwest TV Co.
Elyria	WEOI-TV	31	Elyria-Lorain Bestg. Co.
Toledo	WTOH-TV	79	Woodward Bestg. Co.
*Columbus	WOSU-TV	31	Ohio State U.
<b>OKLAHOMA</b>			
Ardmore	KVSO-TV	12	John F. Easley
Miami	KMIY	58	Miami Tele. Co.
Tulsa	KSPG	17	Arthur R. Olson
*Oklahoma City	KETA	13	Okla. Educ. TV Authority
*Tulsa	KOED-TV	11	Okla. Educ. TV Authority
<b>OREGON</b>			
Portland	KLOR	12	Ore. Tele., Inc.
Klamath Falls	KFJI-TV	2	KFJI Bestrs.
Salem	KSLM-TV	3	Oregon Radio, Inc.
<b>PENNSYLVANIA</b>			
Allentown	WQCY	39	Queen City Tele. Co., Inc.
Erle	WLEU	66	Commodore Perry Bestg. Serv., Inc.
Lancaster	WWLA	21	Harold C. Burke
Philadelphia	WIBG-TV	23	Daily News Television Co.
Pittsburgh	WTVQ	47	Golden Triangle TV Corp.
Williamsport	WRAK-TV	36	WRAK, Inc.
Sharon	WSHA	39	Leonard J. Shafitz
Hazleton	WAZL-TV	63	Hazleton TV Corp.
<b>SOUTH CAROLINA</b>			
Camden	WACA-TV	14	Camden Bestg. Corp.
Spartanburg	WSPA-TV	7	Spartan Radiocasting Co.
<b>SOUTH DAKOTA</b>			
Rapid City	KOTA-TV	3	Black Hills Bestg. Co. of Rapid City
Rapid City	KTLV	7	Hills Bestg. Co.
<b>TENNESSEE</b>			
Jackson	WDXI-TV	9	Dixie Bestg. Co.
<b>TEXAS</b>			
Corpus Christi	KTLG	43	Trinity Bestg. Corp.
Dallas	KDTX	23	UHF Television Co.
Dallas	KLFB-TV	29	Trinity Bestg. Corp.
El Paso	KOKF	13	Trinity Bestg. Corp.
Ft. Worth	KFJZ-TV	11	Texas State Network, Inc.
Big Spring	KBST-TV	4	Big Spring Bestg. Co.
Houston	KTVF	23	UHF Television Co.
Houston	KXYZ-TV	29	Shamrock Bestg. Co.
Lufkin	KTRF-TV	9	Forest Capital Bestg. Co.
San Antonio	KCOR-TV	41	KCOR, Inc.
Sweetwater	KPAK-TV	12	Texas Telecasting, Inc.
Waco	KWTX-TV	10	KWTX Bestg. Co.
San Antonio	KALA	35	Alamo TV Co.
<b>UTAH</b>			
Provo	KOVO-TV	11	KOVO Bestg. Co.
<b>VIRGINIA</b>			
Richmond	WOTV	29	Winston-Salem Bestg. Co., Inc.
Petersburg	WPRG	8	Petersburg Tele. Corp.
<b>WASHINGTON</b>			
Seattle	KCTL	20	Seattle Construction Co., Inc.
Vancouver	KVAN-TV	21	KVAN, Inc.
<b>WEST VIRGINIA</b>			
Wheeling	WLTV	51	Polan Industries
Clarksburg	WBLK-TV	12	Ohio Valley Bestg. Corp.
Huntington	WHTN-TV	13	Greater Huntington Radio Corp.
Bluefield	WHIS-TV	6	Daily Telegraph Printing Co.
<b>WISCONSIN</b>			
Green Bay	WFRV-TV	5	Valley Telecasting Co.
LaCrosse	WTLB	38	LaCrosse Television Corp.
<b>TERRITORIES</b>			
<b>ALASKA</b>			
Fairbanks	KPIF	2	Midnight Sun Bestg. Co.
Fairbanks	KTVF	11	Northern TV, Inc.

# OFFICIAL FCC TV ALLOCATIONS



## ALABAMA

	Channel No.
Andalusia	2*
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	7
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16

## ARIZONA

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

## ARKANSAS

Arkadelphia	34
Batesville	30

## Channel No.

Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

## CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Port Chicago	70
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18

\* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS



	Channel No.
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

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

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

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

Belle Glade	27
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 39
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14

	Channel No.
Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

IDAHO

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

\* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS

	Channel No.
Rupert .....	21
Sandpoint .....	9
Twin Falls .....	11, 13
Wallace .....	27
Weiser .....	20

	Channel No.
Terre Haute .....	10, *57, 63, 73
Vincennes .....	44
Washington .....	60

ILLINOIS

Alton .....	48
Aurora .....	16
Belleville .....	54
Bloomington .....	15
Cairo .....	24
Carbondale .....	34, *61
Centralia .....	32, 59
Champaign-Urbana .....	3, *12, 21, 27, 33
Chicago .....	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville .....	24
Decatur .....	17, 23
De Kalb .....	*67
Dixon .....	47
Elgin .....	28
Freeport .....	23
Galesburg .....	40
Harrisburg .....	22
Jacksonville .....	29
Joliet .....	48
Kankakee .....	14
Kewanee .....	60
La Salle .....	35
Lincoln .....	53
Macomb .....	61
Marion .....	40
Mattoon .....	46
Moline (see Davenport, Iowa)	
Mt. Vernon .....	38
Olney .....	16
Pekin .....	69
Peoria .....	8, 19, *37, 43
Quincy .....	10, 21
Rockford .....	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield .....	2, 20, 66
Streator .....	65
Urbana (see Champaign)	
Vandalia .....	28
Waukegan .....	22

INDIANA

Anderson .....	61
Angola .....	15
Bedford .....	68
Bloomington .....	4, *30, 36
Columbus .....	42
Connersville .....	38
Elkhart .....	52
Evansville .....	7, 50, *56, 62
Fort Wayne .....	*27, 33, 69
Gary .....	50, *66
Hammond .....	56
Hatfield .....	9
Huntington .....	21
Indianapolis .....	6, 8, 13, *20, 26, 67
Jasper .....	19
Kokomo .....	31
Lafayette .....	*47, 59
Lebanon .....	18
Logansport .....	51
Madison .....	25
Marion .....	29
Michigan City .....	62
Muncie .....	49, 55, *71
Princeton .....	52
Richmond .....	32
Shelbyville .....	58
South Bend .....	34, *40, 46
Ten City .....	31

IOWA

Algona .....	37
Ames .....	5, 25
Atlantic .....	45
Boone .....	19
Burlington .....	32, 38
Carroll .....	39
Cedar Rapids .....	2, 9, 20, *26
Centerville .....	31
Charles City .....	18
Cherokee .....	14
Clinton .....	64
Creston .....	43
Davenport-Rock Island & Moline, Illinois .....	4, 6, *30, 36, 42
Decorah .....	44
Des Moines .....	8, *11, 13, 17, 22
Dubuque .....	*56, 62
Estherville .....	24
Fairfield .....	54
Fort Dodge .....	21
Fort Madison .....	50
Grinnell .....	71
Iowa City .....	*12, 24
Keokuk .....	44
Knoxville .....	33
Marshalltown .....	49
Mason City .....	3, 35
Muscatine .....	58
Newton .....	65
Oelwein .....	28
Oskaloosa .....	52
Ottumwa .....	15, 63
Red Oak .....	32
Shenandoah .....	20
Sioux City .....	4, 9, *30, 36
Spencer .....	42
Storm Lake .....	34
Waterloo .....	7, 16, *22, 46
Webster City .....	27

KANSAS

Ablene .....	31
Arkansas City .....	49
Atchison .....	60
Chanute .....	50
Coffeyville .....	33
Colby .....	22
Concordia .....	47
Dodge City .....	6, 23
El Dorado .....	55
Emporia .....	39
Fort Scott .....	27
Garden City .....	9, 11
Goodland .....	10, 31
Great Bend .....	2, 28
Hays .....	7, 20
Hutchinson .....	12, 18
Independence .....	20
Jola .....	44
Junction City .....	29
Larned .....	15
Lawrence .....	*11, 17
Leavenworth .....	54
Liberal .....	14
McPherson .....	26
Manhattan .....	*8, 23
Newton .....	14
Olathe .....	52
Ottawa .....	21
Parsons .....	46
Pittsburg .....	7, 38

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Fraint	38
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

**KENTUCKY**

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somersett	29
Winchester	37

**LOUISIANA**

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	13, 8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

**MAINE**

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Bridgford	59
Calais	7, 20
Dover Foxcroft	18

	Channel No.
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinoeket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

**MARYLAND**

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

**MASSACHUSETTS**

Amherst	82
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	19, 80
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

**MICHIGAN**

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

\* Denotes Channel reservation for non-commercial educational use.

**OFFICIAL TV ALLOCATIONS**

	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

**MINNESOTA**

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

**MISSISSIPPI**

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	7, 33
Louisville	46
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	*20
Vicksburg	41
West Point	56
Yazoo City	49

**MISSOURI**

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
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*Television Stations  
In the United States*

ALPHABETICALLY LISTED  
BY STATES — CITIES — CALL LETTERS  
PERSONNEL  
FACILITIES

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KAKE-TV	— Wichita, Kan.	899	KGEO-TV	— Enid, Okla.	938
KALB-TV	— Alexandria, La.	900	KGGM-TV	— Albuquerque, N. M.	924
KANG-TV	— Waco, Tex.	958	KGLO-TV	— Mason City, Ia.	898
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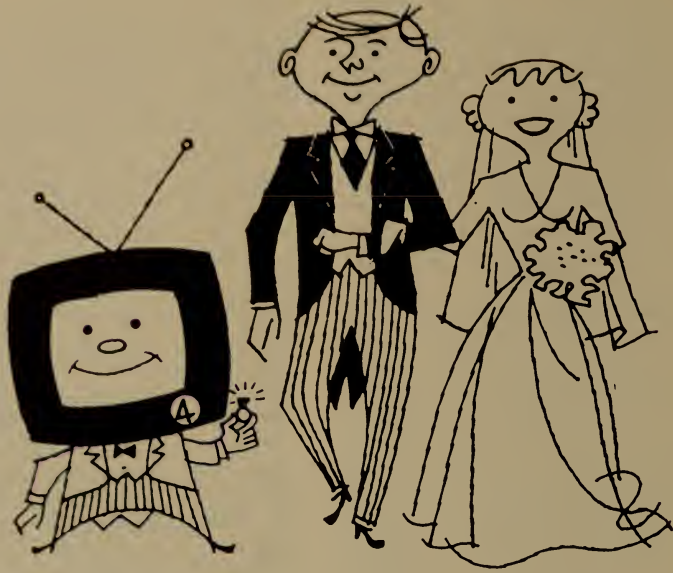
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KOVR	— Stockton, Calif.	881	KVOS-TV	— Bellingham, Wash.	961
KPHO-TV	— Phoenix, Ariz.	873	KVTV	— Sioux City, Ia.	898
KPIX	— San Francisco, Calif.	879	KVVG	— Tulare, Calif.	881
KPLC-TV	— Lake Charles, La.	901	KWFT-TV	— Wichita Falls, Tex.	959
KPRC-TV	— Houston, Tex.	955	KWK-TV	— St. Louis, Mo.	917
KPTV	— Portland, Ore.	940	KWTV	— Oklahoma City, Okla.	939
KQTV	— Fort Dodge, Ia.	898	KWWL-TV	— Waterloo, Ia.	899
KRBC-TV	— Abilene, Tex.	951	KXJB	— Valley City, N. D.	932
KRCA	— Hollywood, Calif.	877	KXLF-TV	— Butte, Mont.	919
KRCG	— Jefferson City, Mo.	919	KXLY-TV	— Spokane, Wash.	962
KRDO-TV	— Colorado Springs, Colo.	881	KYTV	— Springfield, Mo.	919
KREM-TV	— Spokane, Wash.	962	KZTV	— Reno, Nev.	921
KRGV-TV	— Westaco, Tex.	959	WAAM-TV	— Baltimore, Md.	903
KRLD-TV	— Dallas, Tex.	952	WABC-TV	— New York, N. Y.	925
KROC-TV	— Rochester, Minn.	911	WABD	— New York, N. Y.	927
KROD-TV	— El Paso, Tex.	955	WABI-TV	— Bangor, Me.	902
KRON-TV	— San Francisco, Calif.	880	WABT	— Birmingham, Ala.	871
KSAN-TV	— San Francisco, Calif.	880	WACH-TV	— Newport News-Norfolk, Va.	960
KSBW-TV	— Salinas-Montgomery, Calif.	879	WAFB-TV	— Baton Rouge, La.	901
KSD-TV	— St. Louis, Mo.	917	WAGA-TV	— Atlanta, Ga.	889
KSL-TV	— Salt Lake City, Utah	959	WAIM-TV	— Anderson, S. C.	948
KSLA	— Shreveport, La.	901	WAKR-TV	— Akron, Ohio	933
KSTP-TV	— St. Paul-Minneapolis, Minn.	911	WALA-TV	— Mobile, Ala.	871
KSWM-TV	— Joplin, Mo.	913	WALB-TV	— Albany, Ga.	889
KSWO-TV	— Lawton, Okla.	938	WAPA-TV	— San Juan, P. R.	966
KSWV-TV	— Roswell, N. M.	924	WARD-TV	— Johnston, Pa.	943
KTAG-TV	— Lake Charles, La.	901	WARM-TV	— Scranton, Pa.	945
KTBC-TV	— Austin, Tex.	952	WATE-TV	— Knoxville, Tenn.	950
KTEN	— Ada, Okla.	938	WATR-TV	— Waterbury, Conn.	885
KTIV	— Sioux City, Ia.	898	WATV	— Newark, N. J.	923
KTLA	— Los Angeles, Calif.	879	WAVE-TV	— Louisville, Ky.	900
KTNT-TV	— Tacoma, Wash.	962	WBAL-TV	— Baltimore, Md.	903
KTRK-TV	— Houston, Tex.	957	WBAP-TV	— Fort Worth, Tex.	955
KTSM-TV	— El Paso, Tex.	955	WBAY-TV	— Green Bay, Wis.	964
KTTS-TV	— Springfield, Mo.	919	WBBM-TV	— Chicago, Ill.	893
KTIV	— Los Angeles, Calif.	877	WBEN-TV	— Buffalo, N. Y.	925
KTVA	— Anchorage, Alaska	966	WBKB	— Chicago, Ill.	893
KTVE	— Longview, Tex.	957	WBLN	— Bloomington, Ill.	893
KT VH	— Hutchinson, Kan.	899	WBNS-TV	— Columbus, Ohio	935
KTVQ	— Oklahoma City, Okla.	939	WBOC-TV	— Salisbury, Md.	905
KTVT	— Salt Lake City, Utah	959	WBRC-TV	— Birmingham, Ala.	871
KTVU	— Stockton, Calif.	881	WBRE-TV	— Wilkes-Barre, Pa.	946
KTVW	— Tacoma, Wash.	962	WBTV	— Charlotte, N. C.	931
KTVX	— Muskogee, Okla.	939	WBTW	— Florence, S. C.	949
KTXL-TV	— San Angelo, Tex.	958	WBUF-TV	— Buffalo, N. Y.	925
KULA-TV	— Honolulu, Hawaii	966	WBZ-TV	— Boston, Mass.	905
KUTV	— Salt Lake City, Utah	959	WCAN-TV	— Milwaukee, Wis.	964
KVAL-TV	— Eugene, Oreg.	940	WCAU-TV	— Philadelphia, Pa.	943

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WCBS-TV	New York, N. Y.	927	WHEC-TV	Rochester, N. Y.	929
WCCO-TV	Minneapolis, Minn.	910	WHEN-TV	Syracuse, N. Y.	929
WCHS-TV	Charleston, W. Va.	963	WHIO-TV	Dayton, Ohio	937
WCIA	Champaign, Ill.	893	WHIZ-TV	Zanesville, Ohio	938
WCMB-TV	Harrisburg, Pa.	943	WHO-TV	Des Moines, Ia.	898
WCNY-TV	Carthage, N. Y.	925	WHP-TV	Harrisburg, Pa.	943
WCOS-TV	Columbia, S. C.	948	WHUM-TV	Reading, Pa.	945
WCOV-TV	Montgomery, Ala.	871	WHYN-TV	Springfield-Holyoke Mass.	905
WCPO-TV	Cincinnati, Ohio	933	WIBW-TV	Topeka, Kan.	899
WCSC-TV	Charleston, S. C.	948	WICA-TV	Ashtabula, Ohio	933
WCSH-TV	Portland, Me.	902	WICC-TV	Bridgeport, Conn.	885
WDAF-TV	Kansas City, Mo.	915	WICS	Springfield, Ill.	895
WDAK-TV	Columbus, Ga.	890	WICU	Erie, Pa.	942
WDAN-TV	Danville, Ill.	894	WILK-TV	Wilkes-Barre, Pa.	946
WDAY-TV	Fargo, N. D.	932	WINK-TV	Fort Meyers, Fla.	887
WDBO-TV	Orlando, Fla.	888	WINT	Waterloo, Ind.	897
WDEF-TV	Chattanooga, Tenn.	949	WIRI	Plattsburg, N. Y.	927
WDEL-TV	Wilmington, Del.	885	WIRK-TV	West Palm Beach, Fla.	889
WDSM-TV	Duluth-Superior, Minn.	910	WIS-TV	Columbia, S. C.	948
WDSU-TV	New Orleans, La.	901	WISE-TV	Asheville, N. C.	930
WEAR-TV	Pensacola, Fla.	888	WISH-TV	Indianapolis, Ind.	896
WEAT-TV	West Palm Beach, Fla.	889	WITV	Ft. Lauderdale, Fla.	887
WEAU-TV	Eau Claire, Wis.	964	WJAC-TV	Johnstown, Pa.	943
WEEK-TV	Peoria, Ill.	894	WJAR-TV	Providence, R. I.	947
WEEU-TV	Reading, Pa.	945	WJBF-TV	Augusta, Ga.	890
WEHT	Henderson, Ky.	900	WJBK-TV	Detroit, Mich.	909
WENS	Pittsburgh, Pa.	945	WJDM	Panama City, Fla.	888
WEWS	Cleveland, Ohio	935	WJHL-TV	Johnson City, Tenn.	950
WFAA-TV	Dallas, Tex.	952	WJHP-TV	Jacksonville, Fla.	887
WFAM-TV	Lafayette, Ind.	896	WJIM-TV	Lansing, Mich.	909
WFBC-TV	Greenville, S. C.	949	WJMR-TV	New Orleans, La.	901
WFBG-TV	Altoona, Pa.	942	WJNO-TV	Palm Beach, Fla.	888
WFBM-TV	Indianapolis, Ind.	896	WJPB-TV	Fairmont, W. Va.	963
WFIE	Evansville, Ind.	895	WJTV	Jackson, Miss.	911
WFIL-TV	Philadelphia, Pa.	945	WKAQ-TV	San Juan, P. R.	966
WFLA-TV	Tampa, Fla.	889	WKBN-TV	Youngstown, Ohio	938
WFMJ-TV	Youngstown, Ohio	937	WKBT	LaCrosse, Wis.	964
WFMY-TV	Greensboro, N. C.	931	WKJG-TV	Fort Wayne, Ind.	896
WFMZ-TV	Allentown, Pa.	942	WKNB-TV	New Britain, Conn.	885
WGAL-TV	Lancaster, Pa.	943	WKNX-TV	Saginaw, Mich.	909
WGAN-TV	Portland, Me.	902	WKNY	Kingston, N. Y.	925
WGBI-TV	Scranton, Pa.	946	WKOW-TV	Madison, Wis.	964
WGBS-TV	Fl. Lauderdale, Fla.	887	WKRC-TV	Cincinnati, Ohio	933
WGEM-TV	Quincy, Ill.	894	WKTV	Utica, N. Y.	929
WGLV	Easton, Pa.	942	WKY-TV	Oklahoma City, Okla.	939
WGN-TV	Chicago, Ill.	893	WKZO-TV	Kalamazoo, Mich.	909
WGR-TV	Buffalo, N. Y.	925	WLAC-TV	Nashville, Tenn.	950
WGTH-TV	Hartford, Conn.	885	WLAM-TV	Lewiston, Me.	902
WGVL	Greenville, S. C.	949	WLBC-TV	Muncie, Ind.	896
WHAM-TV	Rochester, N. Y.	929	WLBT	Jackson, Miss.	911
WHAS-TV	Louisville, Ky.	900	WLEV-TV	Bethlehem, Pa.	942
WHBF-TV	Rock Island, Ill.	895	WLOK-TV	Lima, Ohio	937
WHBQ-TV	Memphis, Tenn.	950	WLOS-TV	Asheville, N. C.	930

TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
WLVA-TV	Lynchburg, Va.	960	WSAZ-TV	Huntington, W. Va.	963
WLW-A	Atlanta, Ga.	890	WSB-TV	Atlanta, Ga.	890
WLW-C	Columbus, Ohio	935	WSBA-TV	York, Pa.	946
WLW-D	Dayton, Ohio	937	WSBT-TV	South Bend, Ind.	896
WLW-T	Cincinnati, Ohio	933	WSEE	Eric, Pa.	942
WMAL-TV	Washington, D. C.	886	WSFA-TV	Montgomery, Ala.	873
WMAR-TV	Baltimore, Md.	905	WSIL-TV	Harrisburg, Ill.	894
WMAZ-TV	Macon, Ga.	890	WSIX-TV	Nashville, Tenn.	951
WMBR-TV	Jacksonville, Fla.	887	WSJS-TV	Winston-Salem, N. C.	932
WMBV-TV	Marinette, Wis.	964	WSJV	Eikhart, Ind.	895
WMCT	Memphis, Tenn.	950	WSLI-TV	Jackson, Miss.	911
WMFD-TV	Wilmington, N. C.	931	WSLS-TV	Roanoke, Va.	961
WMGT-TV	Adams, Mass.	905	WSM-TV	Nashville, Tenn.	951
WMIN-TV	St. Paul, Minn.	911	WSPD-TV	Toledo, Ohio	937
WMSL-TV	Decatur, Ala.	871	WSTV-TV	Steubenville, Ohio	937
WMT-TV	Cedar Rapids, Ia.	897	WSUN-TV	St. Petersburg, Fla.	888
WMTW	Madison, Wis.	964	WSVA-TV	Harrisonburg, Va.	960
WMTW	Poland Spring, Me.	902	WSYR-TV	Syracuse, N. Y.	929
WMUR-TV	Manchester, N. H.	923	WTAO-TV	Boston, Mass.	905
WMVT	Burlington, Vt.	960	WTAP	Parkersburg, W. Va.	963
WNAC-TV	Boston, Mass.	905	WTAR-TV	Norfolk, Va.	961
WNBF-TV	Binghamton, N. Y.	924	WTCN-TV	Minneapolis, Minn.	910
WNBK	Cleveland, Ohio	935	WTHI-TV	Terre Haute, Ind.	897
WNBQ	Chicago, Ill.	893	WIMJ-TV	Milwaukee, Wis.	965
WNCT	Greenville, N. C.	931	WTOB-TV	Winston-Salem, N. C.	932
WNEM-TV	Bay City-Saginaw, Mich.	906	WTOC-TV	Savannah, Ga.	891
WNET	Providence, R. I.	947	WTOK-TV	Meridan, Miss.	913
WNEX-TV	Macon, Ga.	891	WTOM-TV	Lansing, Mich.	909
WNHC-TV	New Haven, Conn.	885	WTOP-TV	Washington, D. C.	886
WNOA-TV	Raleigh, N. C.	931	WTPA	Harrisburg, Pa.	943
WNOK-TV	Columbia, S. C.	948	WTRF-TV	Wheeling, W. Va.	963
WNOW-TV	York, Pa.	946	WTSK-TV	Knoxville, Tenn.	950
WOAI-TV	San Antonio, Tex.	958	WTTG	Washington, D. C.	887
WOAY-TV	Oak Hill, W. Va.	963	WTTV	Bloomington, Ind.	895
WOC-TV	Davenport, Ia.	897	WTVB	Durham, N. C.	931
WOI-TV	Ames, Ia.	897	WTVH-TV	Peoria, Ill.	894
WOOD-TV	Grand Rapids, Mich.	909	WTVI	St. Louis, Mo.	919
WOR-TV	New York, N. Y.	927	WTVJ	Miami, Fla.	888
WOW-TV	Omaha, Neb.	921	WTVN-TV	Columbus, Ohio	937
WPAG-TV	Ann Arbor, Mich.	906	WTVU	Rockford, Ill.	895
WPBN-TV	Traverse City, Mich.	910	WTVR	Decatur, Ill.	894
WPFA-TV	Pensacola, Fla.	888	WTVR	Richmond, Va.	961
WPIX	New York, N. Y.	927	WTVU	Scranton, Pa.	946
WPTZ	Philadelphia, Pa.	945	WTVW	Milwaukee, Wis.	965
WQMC	Charlotte, N. C.	930	W-TWO	Bangor, Me.	902
WQXI-TV	Atlanta, Ga.	890	WUSN-TV	Charleston, S. C.	943
WRBL-TV	Columbus, Ga.	890	WVEC-TV	Hampton-Norfolk, Va.	960
WRC-TV	Washington, D. C.	886	WVET-TV	Rochester, N. Y.	929
WRCA-TV	New York, N. Y.	927	WWJ-TV	Detroit, Mich.	907
WRDW-TV	Columbus, Ga.	890	WWLP	Springfield, Mass.	906
WREX-TV	Rockford, Ill.	894	WWOR-TV	Worcester, Mass.	906
WRGB	Schenectady, N. Y.	929	WWTW	Cadillac, Mich.	906
WROM-TV	Rome, Ga.	891	WXEL	Cleveland, Ohio	935
WROW-TV	Albany, N. Y.	924	WXIX	Milwaukee, Wis.	965
WRTV	Asbury Park, N. J.	923	WXYZ-TV	Detroit, Mich.	907
WSAU-TV	Wausau, Wis.	965			



## **ANOTHER HAPPY COUPLE!**

During 1954, Mr. 4 was best man at 355 weddings of Products and Sales. After each ceremony, KRCA (local member of the famous NBC family), presented the happy couples with a large gift of Merchandising and Promotion.

Planning a wedding in 1955? Consult . . .

**KRCA-4** LOS ANGELES  
represented by **NBC SPOT SALES**

# ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,000 — TV Homes 360,000

Stations in State 6

## W A B T

**BIRMINGHAM—1949—**  
**ABC-CBS-DuM**

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.  
Owned-Oper. By.....Television Corp.  
Business Address.....P. O. Box 2553  
Phone Number.....4-3506  
Air Time.....18 hours daily  
Newspaper Affiliation....Birmingham News  
News Service.....AP  
Representative.....Blair-TV  
Membership.....NARTB; TvB  
Pres., Mgr. Dir.....Henry P. Johnston  
Commercial Mgr.....Charles F. Grisham  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Dir. of News & Sp. Events.....Maury Farrell  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson  
Consulting Engineer.....Gautney & Jones

## W B R C - T V

**BIRMINGHAM—1949—CBS**

Channel: 6 VHF...AP: 17 Kw...VP: 35 Kw.  
Owned-Oper. By.....Birmingham Bcstg. Co.  
Bus. Studio Address.....P. O. 5957  
Phone Number.....4-4701  
Air Time.....12 hours daily  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer  
V.P. & Mgr. Dir.....J. Robert Kerns  
General Sales Mgr.....Oliver Naylor  
Program Director.....M. D. Smith, III  
Promotion, Pub. Dir.....Sterling Madding  
Dir. of News; Sp. Events....Davenport Smith  
Film Manager.....M. D. Smith, III  
Chief Eng.....Robert L. Dupriest

## W M S L - T V

**DECATUR—1954—NBC**

Station Operating with Special Temporary Authorization  
Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8  
Owned-Oper. By.Tenn. Valley Radio & TV Co.  
Address.....701 Bank Street  
Phone Number.....802  
Air Time.....5 hours daily  
News Service.....AP  
Representative.....J. Wythe Walker  
Pres., Gen. Mgr.....Frank Whiesenant  
Prog. Dir., Film Mgr.....John Utley  
Dir. of News & Sp. Events.....Bob Gleason  
Chief Engineer.....John Short  
Consulting Engineer.....John Mullaney

## W A L A - T V

**MOBILE—1953—ABC-CBS-NBC**

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.

Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....210 Government St.  
Phone.....3-3756  
Air Time.....10 hours daily  
News Service.....AP  
Representative.....Headley Reed  
Membership.....NARTB, TvB  
President.....W. O. Pape  
Exec. Vice-Pres.....H. K. Martin  
Gen. Manager.....W. B. Pape  
Program Director.....Al Holman  
Chief Engineer.....A. R. Bell  
Consulting Engineer.....L. J. N. duTrell

## W C O V - T V

**MONTGOMERY—1953**

**ABC-CBS-DuM**

Channel: 20...AP: 8.9 Kw...VP: 17.9 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....Adrian Lane  
Phone Number.....5-3561  
Air Time.....10 hours daily  
News Service.....UP  
Representative.....Paul H. Raymer  
President.....O. P. Covington  
General Manager.....Hugh Smith

**DOMINATING  
ALABAMA**

**WBRC-TV**

CHANNEL—6

BIRMINGHAM

**CBS**

**MAXIMUM POWER**

**A STORER STATION**

NAT. REPS. — THE KATZ AGENCY



# IN PHOENIX KPHO-TV IS CHAMP!



KPHO-TV captured 32 out of 100 top weekly shows, all 10 top multi-weekly shows, KPHO-TV captured 230 quarter hours - 76% of all quarter hours. *Telegraph*, November, 1954



KPHO-TV captured 13 out of 100 top weekly shows, all 10 top multi-weekly shows, KPHO-TV captured 107 quarter hours - 70% of all quarter hours. *ARB*, October, 1954



KPHO-TV captured 12 out of 100 top weekly shows, 8 out of 10 top multi-weekly shows, KPHO-TV captured 214 quarter hours - 71% of all quarter hours. *Magazine*, October, 1954



KPHO-TV's own long shows, Gold Dust Charlie, Children and Three Star News, were among top 10 multi-weekly shows on all three surveys!

Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!

**IT'S KPHO-TV IN PHOENIX**

*. . . first in Arizona*

**YOUR  
MEREDITH  
STATIONS**

**CHANNEL 5 CBS BASIC**

**KPHO-TV**

**FIRST IN ARIZONA SINCE '49**

**AFFILIATED WITH BETTER HOMES and GARDENS**

**REPRESENTED NATIONALLY BY KATZ**

**45<sup>th</sup>** metropolitan market  
in population and real estate





Operations Mgr. Eugene Munger  
 Commercial Manager. Morris South  
 Prog. Dir. Ben Hargill  
 Dir. of News. Bob Underwood  
 Production Manager. Phil Taylor  
 Chief Engineer. W. D. Weatherly  
 Film Manager. Bob House  
 Consulting Eng. W. J. Holey

## WSFA-TV

MONTGOMERY—1954—NBC

Station Operating with Special Temporary Authorization

Channel: 12...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By. Montgomery Bcstg. Co.  
 Business Address. Box 1013  
 Phone Number. 5-1251  
 Air Time. 14 hours daily  
 Representative. Headley Reed  
 President. David E. Dunn  
 General Manager. Hoyt Andres  
 Technical Director. Sebie B. Smith

# ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — TV Homes 124,000

Stations in State 6

## KVAR

MESA—1953—NBC

Channel: 12 VHF...AP: 16.5 Kw...VP: 33 Kw.  
 Owned-Oper. By. KTAR Broadcasting Co.  
 Address. 1101 No. Central Ave.  
 Phone. Alpine 4-4161  
 Air Time. Full Time  
 News Service. AP  
 Representative. Raymer  
 Membership. NARTB  
 Pres., Gen. Mgr. Richard O. Lewis  
 Station Mgr. Dwight Harkins  
 Commercial Mgr. E. W. Harvey  
 Program Director. Wm. Robb  
 Prom., Pub. Director. Ted Edwards  
 Dir. of News & Sp. Events. Bob Vache  
 Production Manager. Charles Wallace  
 Chief Engineer. A. C. Anderson

## KOOL-TV

PHOENIX—1953

Channel: 10 VHF...AP: 12.5 Kw...VP: 29.45 Kw.  
 Owned-Oper. By. Maricopa Bcstrs. Inc.  
 Business Address. 511 West Adams St.  
 Phone Number. Alpine 3-3121  
 Air Time. Full Time  
 News Service. UP  
 Representative. Hollingbery  
 Membership. NARTB  
 President. Gene Autry  
 General Manager. Charles H. Garland  
 Asst. Gen. Mgr. Kenneth Morton  
 Dir. of News & Sp. Events. Don Cordray  
 Commercial Manager. William Connelly  
 Program Director. Miles Reed  
 Publicity Director. Dick Goebel  
 Chief Engineer. Cliff Miller

## KPHO-TV

PHOENIX—1949—CBS-DuM

Channel: 5 VHF...AP: 8.7 Kw...VP: 17.5 Kw.  
 Owned-Oper. By. Meredith Engineering Co.  
 Business Address. 631 N. First Ave.  
 Phone Number. Alpine 8-4511  
 Representative. Katz

Membership. NARTB, TvB  
 Air Time. Full Time  
 General Manager. Richard B. Rawls  
 Commercial Manager. C. A. Larson  
 Program Director. Robert Martin  
 Promotion Pub. Dir. Dan Schwartz  
 Dir. of News & Sp. Events.  
 Prod. Mgr. Jack Murphy  
 Film Manager. Fred Frederick  
 Chief Engineer. George McClanathan  
 Consulting Engineer. T. A. M. Craven

## KOPO-TV

TUCSON—1952—CBS-DuM

Channel: 13 VHF...AP: 16.5 Kw...VP: 33 Kw.  
 Owned-Oper. By. Old Pueblo Bcstg. Co.  
 Business Address. 115 W. Drachman St.  
 Air Time. 12 hours daily  
 Representative. Hollingbery  
 President. H. C. Tovrea  
 General Manager. E. S. Mittendorf  
 Commercial Manager. Paul Plunkett  
 Program Director. Cliff Stillinger  
 Promotion Director. Jack Martin  
 Dir. News & Sp. Events. Chris Cole  
 Publicity Director. Virginia Harper  
 Film Manager. Reed Haythorne  
 Chief Engineer. Paul Benewitz

## KVOA-TV

TUCSON—1953—ABC-NBC

Channel: 4 VHF...AP: 5.5 Kw...VP: 11 Kw.  
 Owned-Oper. By. Arizona Bcstg. Co.  
 Business Address. 209 West Elm St.  
 Representative. Paul H. Raymer  
 Pres.-Gen. Mgr. R. B. Williams  
 Business Manager. Harper M. Phillips  
 Sales Manager. John C. Underwood  
 Program Director. Ben L. Slack, Jr.  
 TV Prog. Supervisor. Charles T. Webb  
 News Editor. Frank Barreca  
 Prod. Manager. L. D. Cable  
 Film Manager. N. S. Luppino  
 Chief Engineer. Raymond H. Holsclaw  
 Consulting Engineer. George C. Davis

# KIVA

YUMA—1953—NBC-DuM

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.  
 Owned-Oper. By...Valley Telecasting Co.  
 Business Address...Box 1708  
 Phone Number...6-8311  
 Air Time...Full Time  
 News Service...AP

Membership...NARTB, TvB  
 Representative...Grant  
 President...Donald Ellsworth  
 General Manager...Arthur L. Fszol  
 Station Manager...Robert Harker  
 Program Director...Robert Davies  
 Production Manager...Robin Adair  
 Film Manager...Sarah Gregory  
 Chief Eng...Roland Yount

# ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — TV Homes 117,000  
 Stations in State 3

## KFSA-TV

FORT SMITH—1953—DuM-NBC-ABC-CBS

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.  
 Owned-Oper. By Southwestern Radio & TV Co.  
 Business Address...920 Rogers Ave.  
 Phone Number...2-9126  
 Air Time...Full Time  
 News Service...AP  
 Newspaper Affil...Southwest American  
 Representative...Pearson  
 President...D. W. Reynolds  
 Gen., Station Manager...H. Weldon Stamps  
 Commercial Manager...Roland Hundley  
 Prog., Prom. Dir...Pat Porta  
 Dir. of News & Sp. Events...Harry Freeman  
 Film Manager...Charles Putman  
 Chief Engineer...Robert W. Platt, Jr.  
 Consulting Engineer...T. A. M. Craven

## KATV

PINE BLUFF—1953—CBS-ABC

Channel: 7 VHF...AP: 89.1 Kw...VP: 170 Kw.  
 Owned-Oper. By...Central South Sales Co.  
 Business Address...100 Williams Road  
 Phone Number...3880  
 Air Time...Full Time  
 News Service...AP, UP  
 Membership...NARTB  
 Representative...Avery-Knode Inc.  
 President...John T. Griffin  
 General Station Mgr...John H. Fugate  
 National Comm. Mgr...Bruce B. Compton  
 Local Comm. Mgr...Oscar Alagood  
 Prog., Prom., Pub. Dir...Don B. Curran  
 Dir. of News & Sp. Events...W. H. Hadley  
 Production Manager...Sid Lasher  
 Film Manager...Jack Parks  
 Chief Engineer...A. R. Garrett  
 Consulting Engineer...Paul Godley Co.

## KARK-TV

LITTLE ROCK—1954—NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 4 VHF...AP: 29 Kw...VP: 58 Kw.  
 Owned & Oper...Kansas Radio & Equip't Co.  
 Address...1001 Spring Street  
 Phone...FRanklin 6-2481  
 Air Time...15 hours daily  
 News Service...AP, UP  
 Representative...Petry  
 Membership...NARTB, TvB  
 President...T. H. Barton  
 VP & General Manager...T. K. Barton  
 Station Manager...Douglas J. Romine  
 Commercial Manager...Lee Bryant  
 Program Director...Dale Hart  
 Promotion, Pub. Director...Shirley Kennedy  
 Dir. News & Sp. Events...Bob Kemp  
 Prod. Manager...Fred S. Buschmeyer, Jr.  
 Film Manager...Ray North  
 Chief Engineer...L. C. "Champ" Smith  
 Consulting Engineer...Craven, Lohnes & Culver

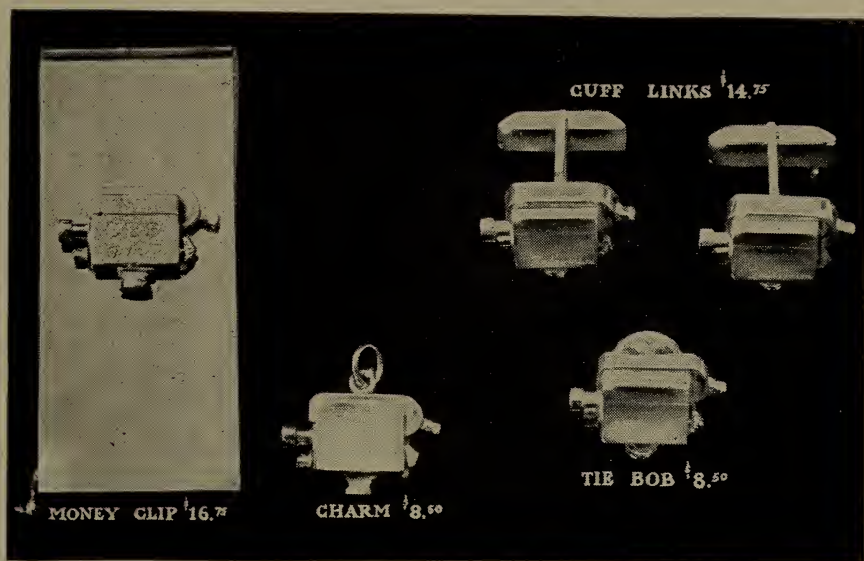
THOSE WHO KNOW  
 FAMOUS BRANDS . . .

KNOW THE MOST  
 FAMOUS BRAND  
 IN NEWS IS

# AP

# YOUR TV JEWELER *presents . . .*

*A Complete Line of TV Camera Jewelry*



YOUR CALL LETTERS ENGRAVED . . . *free*

Prices Shown In Illustration Are For

**GOLD FINISH**

Also Available In Sterling Silver

TIE BOB \$6.50 — CUFF LINKS \$12.50

MONEY CLIP \$14.00 — CHARM \$6.50

**MAURICE JEWELS**

Located in the famous  
Hollywood BROWN DERBY

1624 North Vine St., Hollywood 28, Calif.

# CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12, 801,000 — TV Homes 3,273,000

Stations in State 27

## KBAK-TV

BAKERSFIELD—1953—DuM—ABC

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....29 Woody Road  
Phone Number.....4-6421  
Air Time.....Full Time  
News Service.....UP  
Newspaper Affil.....Chronicle  
Representative.....ForJoe  
Membership.....TvB  
President.....Harold P. See  
General Manager.....A. H. Constant  
Prog. Director.....Vern Mack  
Sales Manager.....Frank Beazley  
Promotion Director.....Marlin E. Smythe  
Chief Engineer.....Don Anderson

## KERO-TV

BAKERSFIELD—1953—CBS-NBC

Channel: 10 VHF..AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. By.....Kern County Bcstrs. Inc.  
Business Address.....1420 Truxton Ave.  
Phone Number.....7-1441  
Air Time.....Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB, TvB  
Pres., Gen. Mgr.....Gene DeYoung  
V.P. & Gen. Sales Mgr.....Edward Urner  
Operations Director.....Kenneth Croes  
Sales Manager.....John Barrett  
Production Manager.....David Horowitz  
Prom. & Publicity Director.....Deloris Brigham  
Chief Engineer.....Edwin Andress  
Consulting Engineer.....Robert Hammett

## KHSL-TV

CHICO—1953—CBS-NBC-ABC-DuM

Channel: 12 VHF..AP: 38 Kw...VP: 63.1 Kw.  
Owned-Oper. By.....Box 303  
Phone Number.....Flerside 2-5614  
Air Time.....Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Comm. Manager.....Jerry Pero  
News, Prog. Dir.....Martin Jacobsen  
Prom., Publicity Director.....Ed Parker  
Film Manager.....Gene Tapie  
Chief Engineer.....Russell B. Pope  
Consulting Engr.....Kear & Kennedy

## KIEM-TV

EUREKA—1953—CBS-NBC-DuM-ABC

Channel: 3 VHF..AP: 7.3 Kw...VP: 14.6 Kw.  
Owned-Oper. By.....Redwood Bcstg. Co.  
Business Address.....P. O. Box 1021  
Phone Number.....Hillside 2-5754  
Air Time.....Full Time  
News Service.....UP  
Representative.....Blair  
Membership.....NARTB  
President.....William B. Smullin  
Manager.....Donald H. Telford  
Program Director.....Jerry Poulos  
Promotion Director.....G. Fuller  
Tech. Director.....J. G. Bauriedel  
Chief Engineer.....Donald King  
Consulting Engineers.....Lohnes & Culver

## KJEO-TV

FRESNO—1953—ABC-CBS-DuM

Channel: 47 UHF..AP: 240 Kw...VP: 440 Kw.  
Owned-Oper. By.....O'Neill Bcstg. Co.  
Business Address.....Box 1708  
Phone Number.....7-8405  
Air Time.....Full Time  
News Service.....UP  
Representative.....Branham  
Membership.....NARTB  
President.....J. E. O'Neill, Sr.  
Vice Pres.....Joe Drilling, Charles Theodore  
Comm. Manager.....W. O. Edholm  
Dir. of News Sp. Events.....W. Anthony  
Program Director, Prod. Mgr.....Jack Shepard  
Prom., Publicity Director.....Francis Quinn  
Film Manager.....John Parkhurst  
Chief Engineer.....Jack McElwain

## KMJ-TV

FRESNO—1953—NBC-CBS

Channel: 24 UHF..AP: 16.5 Kw...VP: 33 Kw.  
Owned-Operated By.....McClatchy Bcstg. Co.  
Address.....Van Ness & Calaveras Sts.  
Representative.....Raymer  
News Service.....AP, UP  
Membership.....NARTB, TvB  
President.....Eleanor McClatchy  
Sta. Mgr., Film Buyer.....Perry Nelson  
Commercial Manager.....Wilson Lefler  
Program Manager.....Joe Tomes  
News & Special Events.....Tom Flynn, Dean Mell  
Film Editor.....William Curtis  
Chief Engineer.....James B. Hancock

# KCOP-TV

HOLLYWOOD—1953

Channel: 13 VHF..AP: 15.5 Kw...VP: 31.0 Kw.  
 Owned-Oper. By.....The Copley Press, Inc.  
 Bus.-Studio Address...1000 N. Cahuenga Blvd.  
 Phone Number.....HUDson 2-7311  
 Air Time.....Full Time  
 News Service.....AP, UP  
 Representative.....Katz Agency Inc.  
 Membership.....NARTB  
 Vice President, Gen. Mgr.....Jack Heintz  
 Commercial Manager.....Dave Lundy  
 Asst. Gen. Mgr., Prog. Dir.....Al Flanagan  
 Promotion, Publicity Director.....Warren Earl  
 Film Mgr.....Mattie Tippitt  
 Prod. Manager.....Dan Lindquist  
 Chief Engineer.....Marvin Wentworth  
 Consulting Engr...Craven, Lohnes & Jorgensen

# KNXT

HOLLYWOOD—1948—CBS

Channel: 2 VHF..AP: 23.4 Kw...VP: 46.8 Kw.  
 Owned-Oper. By.....CBS Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....HOLlywood 9-1212  
 Air Time.....18½ hours daily  
 Representative.....CBS TV Spot Sales  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 President.....J. L. Van Volkenburg  
 General Manager.....James T. Aubrey, Jr.  
 Program Director.....Donald M. Hine  
 Prom., Publicity Director.....Dean D. Linger  
 Director News & Sp. Events.....Sam Zelman  
 Production Manager.....Leon Drew  
 Film Manager.....Bob Hurlbut  
 Chief Engineer.....Lester H. Bowman

# KRCA

HOLLYWOOD—1949—NBC

Channel: 4 VHF..AP: 21.4 Kw...VP: 42.7 Kw.  
 Owned-Oper. By...National Broadcasting Co.  
 Bus.-Studio Address.....Sunset & Vine St.  
 Phone Number.....HOLlywood 9-6161  
 Air Time.....Full Time  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Representative.....NBC Spot Sales  
 President.....Sylvester Weaver  
 Gen. Station Manager.....Thomas McCray  
 Commercial Manager.....James Parks  
 Executive Producer.....Dean Craig  
 Promotion Director.....Jack Kenaston  
 Director of News.....Roy Neal  
 Operations Manager.....James Damon  
 Publicity Director.....Bob Pelgram  
 Film Manager.....George Burke  
 Chief Engineer.....John Knight  
 Consulting Engineer.....Raymond Guy

# KABC-TV

LOS ANGELES—1949—ABC

Channel: 7 VHF.....AP: 59.....VP: 118 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....ABC Tv Center  
 Phone Number.....NO 3-3311  
 Air Time.....Full Time  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Petry  
 Vice President.....Earl J. Hudson  
 General Manager.....Amos T. Baron  
 General Sales Manager.....Elton H. Rule  
 Program Director.....Hunt Stromberg, Jr.  
 Promotion Director.....Jack Brembeck  
 Dir. of News & Special Events...Ed Conklin  
 Production Manager.....James Mandulay  
 Publicity Director.....Stan Kramer  
 Film Manager.....Russell Landers  
 Chief Engineer.....Phillip G. Caldwell

# KHJ-TV

LOS ANGELES—1948—DuM

Channel: 9...AP: 81.3Kw...VP: 162 Kw.  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....HOLlywood 2-2133  
 Membership.....TvB  
 Air Time.....11¼ hours daily  
 Representative.....H-R  
 News Service.....AP, UP  
 President, General Teleradio.Thomas F. O'Neil  
 Pres., (Don Lee, Div.).....Willet H. Brown  
 Gen. Mgr. (Don Lee Div.).....Ward D. Ingram  
 Station Mgr.....John Reynolds  
 Program Director.....James Higson  
 Chief Engineer.....Robert Arne

# KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF..AP: 83 Kw...VP: 166 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....HOLlywood 2-7111  
 Air Time.....16 hours daily  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 Membership.....NARTB  
 President.....Norman Chandler  
 V.P., Gen. Mgr.....Richard A. Moore  
 Sales Mgr.....John Vrba  
 Program Dir.....Robert Breckner  
 Promotion Dir.....Jack O'Mara  
 Dir. of News, Spec. Events.....Bill Welsh  
 Production Mgr.....Val Conte  
 Publicity Dir.....Reavis Winckler  
 Film Manager.....Richard Woollen  
 Chief Engineer.....Edward Benham

# 18 YEARS OF LEADERSHIP AND STILL AHEAD!

**DAILY VARIETY DAILY**

**Radio—Television**

## **KTLA COMES OFF WITH FLYING COLORS IN FIRST TRY AT TELEVISION IN TINT**

Klaus Landsberg gave an invited audience its first look at KTLA color television Friday night and the critical consensus was both favorable and enthusiastic. It was generally agreed that the colorcast of "Western Varieties" was comparable in quality to some of the network Specs from the east and certainly a milestone in the history of the local station, first of the unaffiliated indies to "show its colors."

Landsberg's chromatic display of the cowboy revue with two RCA color cameras shown on 10-inch Motorola receivers was sharply brilliant in the closeups. . . . On the monitors, Landsberg said the picture was clear and sharp and that he was highly elated at the first exposure of his color program, with others to follow at weekly intervals. It is estimated that there are now 1,500 color sets in the L.A. signal area.

The gay and vivid colorings of the cowboy regalia brought out the bright qualities of the color lenses and splashed the western set with fast moving rainbowish hues. Performing in colorful garb under the emceeing of Doye O'Dell were such familiars to the hoedown set as Roscoe Ates, Spade Cooley, Eddie Dean, Eddie Cletro, Twin Tones, Y-Knot Twirlers, Gail Moser, Ricky Lane & Willie and Cheetah, the ape, who wasn't given the chance to steal the show.

LOOK AT THE RECORD

**KTLA**

**GIVES YOU**

**MORE VALUE**

**MORE COVERAGE**

**MORE SALES POWER**

**YOUR BEST BUY IN LOS ANGELES**

**KTLA**

**CHANNEL 5**

**LOS ANGELES**

*Nationally Represented by*

**Paul H. Raymer Company, Inc.**

# KTLA

LOS ANGELES—1947  
PARAMOUNT

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.  
Owned-Oper...Paramount TV Productions, Inc.  
Business Studio Address...5451 Marathon St.  
Phone Number.....Hollywood 9-3181  
Air Time.....11 hours daily  
News Service.....UP  
Representative.....Paul H. Raymer  
Membership.....NARTB  
Pres. Para. T-V Prods.....Paul Raibourn  
Gen. Mgr. & V-P, Paramount  
T-V Prods.....Klaus Landsberg  
Sales Manager.....Robert Mohr  
Production Coordinator.....J. Gordon Wright  
News Editor.....Gilbert Martyn  
Film Director.....Leland G. Muller  
Remote Engr. Op. Spvsr.....John D. Silva  
Studio Engr. Op. Spvsr.....Roy White  
Trans. Op. Spvsr.....William S. Barnard

# KBET-TV

SACRAMENTO—1955

Station Operating with Special Temporary Authorization  
Channel: 10.....AP: 158 Kw.....VP: 316 Kw.  
Owned By.....Sacramento Telecasters, Inc.  
Address.....716 California State Life Bldg.  
Vice-Pres., Gen. Mgr.....John H. Schacht

# KCCC-TV

SACRAMENTO—1953—  
CBS-NBC-ABC-DuM

Channel: 40 UHF..AP: 114 Kw..VP: 200 Kw.  
Owned-Oper. By.....Capital City TV Corp.  
Business Address.....Senator Hotel  
Representative.....Weed  
President.....Harry McCart  
Gen., Station Manager...Ashley L. Robinson  
National Comm. Manager.....Al Richards  
Local Comm. Manager.....Jack Kehoe  
Prog. Dir., Prod. Mgr.....John Edwards  
Prom., Publicity Director...Clarence Talbot  
Dir. News & Special Events...Harvey Chester  
Film Manager.....Cal Cape  
Chief Engineer.....Paul Leake  
Consulting Engineer.....Vandivere, Cohen,  
& Wearn

# KSBW-TV

SALINAS-MONTGOMERY—1953  
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 5.9 Kw..VP: 11.5 Kw.  
Owned-Oper. By.....Salinas Bcstg. Corp.  
Address.....P. O. Box 1651  
Representative.....Hollingbery Co.  
Pres., Gen., Sta. Mgr.....John Cohan  
Comm. Manager.....W. M. Oates  
Prog., News, Sp. Ev. Dir.....N. Edmonson  
Promotion Director.....J. S. Randall  
Prod. Mgr., Pub. Dir.....O. C. Sullivan  
Film Manager.....Peg Miner  
Chief Engineer.....George Freeman  
Consulting Engineer.....Robert Hammett

# KFMB-TV

SAN DIEGO—1949—ABC-CBS

Channels: 8 VHF..AP: 27 Kw..VP: 54 Kw.  
Owned...Wrather-Alvarez Broadcasting, Inc.  
Business Address.....Fifth & Ash Sts.  
Phone Number.....Belmont 2-2114  
Air Time.....Full Time  
Representative.....Petry  
News Service.....AP, UP  
Membership.....NARTB, TvB  
President.....Jack D. Wrather  
Vice President.....Maria Helen Alvarez  
General Manager.....George Whitney  
National Comm. Manager...Ralph McKinnie  
Local Comm. Manager.....Charles Jackson  
Dir. of News & Spec. Events..Paul W. White  
Production Mgr.....Hal Coddon  
Prom., Pub. Rel.....Bill Ryan  
Prog., Film Manager.....Bill Fox  
Chief Engineer.....Charles Abel

# KFSD-TV

SAN DIEGO—1953—NBC

Channel: 10 VHF..AP: 35.4 Kw..VP: 63 Kw.  
Owned-Oper. By.....KFSD, Inc.  
Business Address.....3642 Enterprise St.  
Phone Number.....Woodcrest 8-7151  
Representative.....Katz  
Manager.....John Merino  
Program Manager.....John Clement  
Chief Engineer.....Leroy Bellwood

# KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF..AP: 12.6Kw..VP: 25.4 Kw.  
Owned-Oper. By.....American Bcstg. Co.  
Address.....277 Golden Gate Ave.  
Phone Number.....UN 3-0077  
Air Time.....Full Time  
Representative.....Petry  
News Service.....AP, INS  
Membership.....NARTB  
President (ABC).....Robert E. Kintner  
Vice President.....James H. Connolly  
Station Mgr.....Vincent Francis  
Comm. Mgr.....David Sacks  
Prom., Pub. Director.....Jon W. Barkhurst  
Dir. of News and Spe. Events...Vic Reed  
Production Manager.....Edward Smith  
Publicity Director.....Gordon Grannis  
Film Manager.....Robert Mitchell  
Chief Engineer.....Harry Jacobs  
Asst. Chief Engineer.....Dick Parks  
Construction Engineer.....Kear & Kennedy

# KPIX

SAN FRANCISCO—1948—CBS  
DUMONT

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By...Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
Phone Number.....Prospect 6-5100  
Air Time.....17½ hours daily



News Service .....INS  
 Representative .....Katz  
 Membership .....NARTB  
 General Station Manager..... Philip G. Lasky  
 Asst. Gen. Manager..... George Mathiesen  
 Commercial Manager..... Lou Simon  
 Program Director..... William C. Dempsey  
 Prom., Publicity Director..... Herb Bachman  
 Chief Engineer..... Al Towne

## KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF. AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....929 Mission St.  
 Phone Number.....GARfield 1-1100  
 News Service.....AP  
 Air Time.....Full Time  
 Newspaper Affiliation.....Chronicle  
 Representative.....Free and Peters  
 Membership.....NARTV, TvB  
 President.....G. T. Cameron  
 General Manager.....Charles Thierlot  
 Station Manager.....Harold P. See  
 Comm., Film Mgr.....Norman Louvau  
 Program Dir.....Douglas Elleson  
 Prom., Publicity Director.....R. Irving  
 Chief Engineer.....L. Berryhill  
 Consulting Engineer.....Robert Hammett

## KSAN-TV

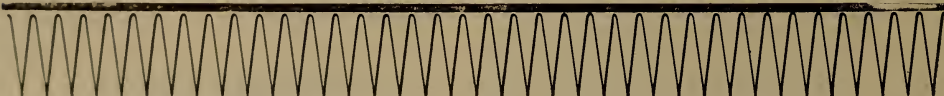
SAN FRANCISCO—1954

Station Operating with Special Temporary Authorization  
 Channel: 32 UHF...AP: 10 Kw...VP: 20 Kw.  
 Owned & Oper. By.....S. H. Patterson  
 Address.....1355 Market Street  
 Phone.....Market 1-8171  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....McGillvra  
 Gen., Station Mgr.....Norwood J. Patterson  
 Comm. Mgr., Prom., Pub. Dir.....Allen Storm  
 Program Director.....Dawn Patterson  
 Dir. News & Special Events.....Frank Arthur  
 Production Mgr.....Herm Falk  
 Film Manager.....Rickie Dines  
 Chief Engineer.....Roger Skelton  
 Consulting Eng.....N. J. Patterson, Radio  
 Engineering Co.

## KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF. AP: 12.97 Kw..VP: 19.8 Kw.  
 Owned-Oper. By.....The Valley Electric Co.  
 Business Address.....787 Higuera St.  
 Phone Number.....San Luis Obispo 1100  
 Air Time.....Full Time  
 News Service.....AP



# COVERAGE!

**BASIC COVERAGE:**

125,117 TV SETS in Southern California between Monterey on the North and Los Angeles County on the South.

**BONUS COVERAGE:**

93,880 TV SETS in San Diego, Bakersfield and Los Angeles.\*

\* ARB Survey, January 1955.

**CONTACT YOUR HOLLINBERY MAN FOR DETAILS**

## KEY-T

Channel

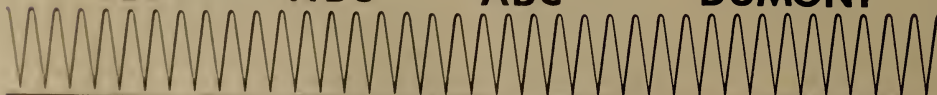


CBS

NBC

ABC

DUMONT





Representative.....W. S. Grant Co.  
 President.....Christina Jacobson  
 Gen. Sta. Mgr.....Les Hacker  
 Commercial Manager.....Si Darrah  
 Program Director.....Robert S. Wilton  
 Prom., Prod. Dir.....Ted Warner  
 News Director.....Gary Merker  
 Publicity Director.....James Stookey  
 Film Manager.....Earl Muff  
 Chief Engineer.....James Cochrane

Membership.....NARTB  
 President.....A. E. Joscelyn  
 Gen., Station Mgr.....Terry Hamilton Lee  
 Commercial Manager.....William Rambo  
 Program Dir., Prod. Mgr.. William Hollenbeck  
 Prom., Publicity Director.....Gordon Grannis  
 Director News & Sp. Events.....Mel Riddle  
 Film Director.....Lloyd Hansen  
 Chief Engineer.....Stanton D. Bennett

## KEY - T

SANTA BARBARA—1953—  
 ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.  
 Owned-Oper. By...Santa Barbara Bcatg-TV Co.  
 Business Address.....730 Miramonte Drive  
 Phone Number.....5-8533  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB, TvB  
 President, Gen. Mgr.....Colin M. Selph  
 Operations Director.....Russell L. Furse  
 Dir. of News & Sp. Events...Raymond Dietrich  
 Program Supervisor.....Mary Ann Casey  
 Promotion Director.....Joe Costantino  
 Chief Engineer.....Lloyd M. Jones

## K O V R

STOCKTON—1954—DuM

Operating with Special Temporary Authorization  
 Channel: 13 VHF...AP: 72.2 Kw...VP: 144 Kw.  
 Owned & Oper. By...Television Diablo, Inc.  
 Phone.....Howard 6-6981  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Blair-TV

## K T V U

STOCKTON—1953—NBC

Channel: 36 UHF...AP: 260 Kw...VP: 525 Kw.  
 Owned-Oper. By...San Joaquin Telecasters  
 Business Address.....2293 East Main  
 Air Time.....Full Time  
 Phone.....HOWard 5-7271  
 Newspaper Affiliation..Richmond Independent  
 Representative.....George P. Hollingbery  
 Membership.....NARTB  
 President.....Warren Brown, Jr.  
 Gen., Station Manager.....D. M. Greene  
 Program Director.....David Hume  
 Chief Engineer.....Bruce Joyner

## K V V G

TULARE—1953—DuM

Channel: 27 UHF...AP: 81.3 Kw...VP: 151 Kw.  
 Owned-Oper. By...Sheldon Anderson Estate  
 Business Address.....1385 East Tulare St.  
 Phone Number.....TULare 6-3481  
 Air Time.....9 hours daily  
 Representative.....Forjoe  
 Manager.....Wally Sherwin  
 Program Director.....Bob Merrifield  
 Publicity Director.....Marcia Drake  
 Chief Engineer.....Don Ferguson

# COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — TV Homes 217,000  
 Stations in State 8

## K K T V

COLORADO SPRINGS—1952—  
 ABC-CBS-DuM

Channel: 11 VHF...AP: 31 Kw. VP: 62 Kw.  
 Owned-Operated By.....TV Colorado, Inc.  
 Address.....510 South Tejon St.  
 Phone.....MElrose 4-2844  
 Air Time.....Full Time  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Hollingbery  
 President, Gen., Station Mgr.. James D. Russell  
 Vice-Pres. National Sales.....Robert D. Ellis  
 Local Sales.....W. B. Rogers  
 Prog. Dir., Prod. Mgr.....Cecil Seavy  
 Prom., Pub. Dir.....E. F. Shadburne  
 Dir. of News & Sp. Events...Howard Arnborg

Film Manager.....Carl Pehlman  
 Chief Engineer.....Willis Shanks  
 Transmitter Engineer.....Cozey Strang  
 Consulting Engineer.....Page, Creutz,  
 Garrison, & Waldschmitt

## K R D O - T V

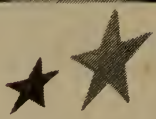
COLORADO SPRINGS—1953—NBC

Channel: 13 VHF AP: 5.65 Kw. VP: 11.31 Kw.  
 Owned-Oper. By.....Pikes Peak Bcatg. Co.  
 Business Address.....399 South Eighth St.  
 Phone Number.....MElrose 2-1515  
 Air Time.....Full Time  
 Membership.....NARTB  
 News Service.....AP, UP  
 Representative.....McGillvra  
 President, Gen., Sta. Mgr.....Harry Roth  
 Pub., Prom. Dir.....Patricia Colt



★  
**"MATINEE"**  
*With*  
**FRED & FAE**  
 ★  
**CLYDE ROGERS**  
*at the Organ*

*Now!*



DENVER'S liveliest  
 "LIVE SHOW"...Songs, Chatter,  
 Record Pantomime, Guests  
 and Studio Audience

A FULL HOUR  
 EVERY AFTERNOON

6 DAYS A WEEK  
 4:30 to 5:30 p. m.

*For Participating Rates  
 and Availabilities*

Ask A

**BLAIR-TV MAN**

2<sup>nd</sup> YEAR ON

CHANNEL **2**

**KFEL-TV**

DENVER

MANAGED BY GENE O'FALLON

**MAXIMUM POWER - 100,000 WATTS**

Dir. of News & Sp. Events.....William Gear  
 Production Manager.....Robert Fitzmorris  
 Film Manager.....Glenn E. Lilly  
 Chief Engineer.....Herb Schubarth

# K B T V

DENVER—1952—ABC

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.  
 Owned-Operated By.....Colo. TV Corp.  
 Address.....1089 Bannock St.  
 Phone.....TAbor 5-6386  
 Air Time.....Full Time  
 News Service.....INS, UP  
 Membership.....NARTB  
 Representative.....Free & Peters  
 President.....W. D. Pyle  
 Station Manager.....Joseph Herold  
 National Sls. Mgr.....James F. Brown  
 Local Sls. Mgr.....Robert Brown  
 Program Director.....Sam Worsham  
 Dir. of News & Sp. Events.....Bill Michelsen  
 Prod. Mgr.....Everett Wren  
 Film Manager.....W. L. Murray  
 Chief Engineer.....Russ Elias  
 Transmitter Supervisor.....Carl Bliesner  
 Consulting Engineer.....A. Earl Cullum, Jr.

# K F E L - T V

DENVER—1952—DuM

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.  
 Owned-Operated By..Eugene P. O'Fallon, Inc.

Address.....550 Lincoln St.  
 Phone.....4-8281  
 Air Time.....Full Time  
 News Service.....UP  
 Membership.....NARTB, TvB  
 Representative.....Blair-TV  
 President, General Mgr.....Gene O'Fallon  
 Director, Comm. Mgr.....Frank Bishop  
 Prog. Dir., Film Buyer.....Dale Morgan  
 Pub., Prom. Dir.....Gene O'Fallon, Jr.  
 Oper. Manager.....B. Robinson  
 Art Director.....C. Goodfellow  
 Chief Engineer.....Rheam Cunningham  
 Cons. Eng...Commercial Radio Equipment Co.

# K L Z - T V

DENVER—1953—CBS

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.  
 Owned-Oper. By.....Alladin Radio & TV Inc.  
 Business Address.....131 Speer Blvd.  
 Phone Number.....Main 3-4271  
 Air Time.....12 hours daily  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 Pres., Gen. Mgr.....Hugh B. Terry  
 Station Manager.....Phil Hoffman  
 Commercial Manager.....Jack Tipton  
 Program Director.....Clayton Brace  
 Promotion Director.....Harold Storm  
 Production Manager.....Jerre Wyatt

there's a Gold Mine on Channel 9!

# K B T V D E N V E R C H A N N E L 9



Strike pay dirt...  
 every time...on NINE!  
 Not just gold...NINE  
 delivers the audience!  
 Buy the channel  
 the family watches!

Contact your nearest Free  
 and Peters Representative

JOE HEROLD, Manager  
 1089 BANNOCK STREET, DENVER, COLORADO

Publicity Director.....Bill Day  
 Dir. of News & Sp. Events...Sheldon Peterson  
 Film Manager.....William Witt  
 Chief Engineer.....Eugene Jenkins

# KOA-TV

DENVER—1953—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Metropolitan TV Co.  
 Business Address.....1625 California  
 Phone Number.....Main 3-6211  
 Representative.....Petry  
 Membership.....NARTB, TvB  
 President.....William Grant  
 General Manager.....Don Searle  
 TV Operation Manager.....Jud Woods  
 Com. Manager.....William F. MacCrystall  
 Program Director.....C. Van Haarfen  
 Dir. of News & Sp. Events...Ralph Radetsky  
 Consulting Eng.....Kear & Kennedy  
 Promotion Manager.....Dick Harris  
 Film Director.....Harlan Mendenhall  
 Chief Engineer.....J. A. Slusser

# KFXJ-TV

GRAND JUNCTION—1954—ABC-  
NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF...AP: 776 Kw...VP: 1.29 Kw.  
 Owned-Oper. By.....Western Slope  
 Broadcasting Co., Inc.

Address.....P. O. Box 30  
 Phone Number.....1300  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....Hal Holman  
 Membership.....NARTB, TvB  
 President, Gen. Manager.....Rex Howell  
 Station, Comm. Manager...E. Anson Thomas  
 Program, Pub. Director.....Ruth Howell  
 Promotion Director.....Roy Adamson  
 Dir. of News & Sp. Events...Gregg Chancellor  
 Prod., Film Manager.....Rick Krepela  
 Chief Engineer.....Cecil Whitechurch  
 Consulting Engineer.....Everett Dillard

# KCSJ-TV

PUEBLO—1953—NBC

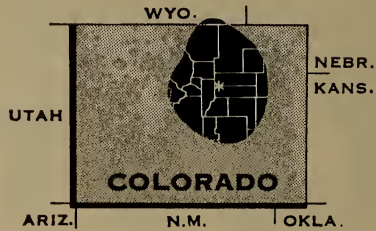
Channel: 5 VHF...AP: 10.6 Kw...VP: 17.5 Kw.  
 Owned-Oper. By.....Star Bcastg. Co.  
 Business Address.....226 Television Lane  
 Phone Number.....4-5782  
 News Service.....UP  
 Air Time.....Full Time  
 Representative.....Avery-Knode  
 Membership.....NARTB  
 Pres., Gen. Station Mgr....Douglas D. Kahle  
 Commercial Mgr.....John Henry  
 Program Director.....Russ Truesdell  
 Prom., Publicity Director.....Ruth Sample  
 Production Manager.....George Harris  
 Chief Engineer.....Marion Cunningham  
 Cons. Eng.....Comm. Radio Equip Co.  
 Film Manager.....Jackson Cravens

# KOA-Radio



In its 31st year of  
 consistent leadership, in audience,  
 power, coverage, results and  
 prestige!  
 The "single-station network" that  
 delivers 302 counties of 12 states!

# KOA-TV



Setting new records  
 in its second year...duplicating  
 KOA-Radio's record of  
 achievement.  
 Leading all Denver TV Stations  
 in overall "Share-of-Audience"!

Let the leaders do your selling job  
**KOA-Radio and KOA-TV**  
 Covers The West...*Best!*



# CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — TV Homes 557,000  
Stations in State 5

## WICC-TV

BRIDGEPORT—1953—ABC-DuM

Channel: 43 UHF..AP: 91 Kw..VP: 182 Kw.  
Owned.....Southern Conn. & L. I. Bcstg. Co.  
Business Address.....Box 9140  
Air Time.....Full Time  
Phone Number.....8-1601  
News Service.....AP  
Representative.....Adam Young  
Pres., Gen. Mgr.....Philip Merryman  
Prog. Dir., Prod. Mgr.....Wallie Dunlap  
Comm. Mgr.....Manning Slater  
Promotion Manager.....Joan Fisher  
Publicity Director.....Leo Miller  
Dir. of News & Spec. Events.....Bill Whalen  
Film Ed.....Irving Magilnick  
Chief Engineer.....Alvin Andrus  
Consulting Engineer.....McIntosh

## WGTH-TV

HARTFORD—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
Channel: 18 UHF..AP: 98.4 Kw..VP: 187 Kw.  
Owned.....General-Times Television  
Address.....54 Pratt Street  
Phone Number.....Jackson 7-9131  
Air Time.....8 hours daily  
Newspaper Affiliation.....Hartford Times  
Representative.....H-R  
President.....Thomas F. O'Neil  
V.P. & Gen. Mgr.....Fred W. Wagenvoord  
Commercial Mgr.....Gordon R. Kerr  
Program Director.....John O. Downey  
Dir. News & Sp. Events.....Charles Norwood  
Film Manager.....Daniel German  
Chief Engineer.....Rogers B. Holt

## WKNB-TV

NEW BRITAIN—1952—CBS

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned.....New Britain Bcstg. Co.  
NBC Sale Pending FCC Approval  
Address.....1422 New Britain  
Air Time.....Full Time  
Representative.....Bolling  
President.....Julian Gross  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney

National Sales Mgr.....David Scott  
Local Sales Mgr.....E. Needles  
Publicity, Promotion Dir.....Helen M. Loy  
Film Manager.....Elliott Weisman  
Program Director.....Barry Barents  
Production Manager.....Philip Hale  
Chief Engineer.....John Shipley  
Consulting Engineer.....George C. Davis

## WNHC-TV

NEW HAVEN—1953—CBS,  
NBC-DuM-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Elm City Bcstg. Co.  
Business Address.....1110 Chapel St.  
Air Time.....Full Time  
News Service.....AP, INS  
Representative.....Katz  
President.....Patrick J. Goode  
Gen. Mgr.-Sec.-Treas.....Aldo DeDominicis  
Exec. V.P.....Edward D. Taddei  
Sta. Mgr., Prog. Director...Edward C. Obrist  
Commercial Mgr.....J. Vincent Callanan  
Prom., Pub. Director.....James W. Evans  
Dir. of News & Sp. Events...Rockwell Clark  
Production Mgr.....Kenneth Wynne, Jr.  
Film Manager.....W. G. Mulvey  
Chief Engineer.....Vincent DeLaurentis  
Consulting Engineer.....Garro Ray

## WATR-TV

WATERBURY—1953—ABC

Channel: 53....AP: 125 Kw....VP: 245 Kw.  
Owned-Op. By.....Harold Thomas  
Business Address.....440 Meadow St.  
Air Time.....11 hours daily  
Representative.....Burke Stuart  
Membership.....NARTB  
President.....Harold Thomas  
Gen., Sta., Commercial Mgr...Samuel Elman  
Program Director.....Edmund Waller  
Promotion Director.....Wally King  
Production Manager.....Charles Bengston  
Publicity Director.....Wallace F. Gordon  
Film Manager.....Astrid Curtis  
Chief Engineer.....Andrew Toross  
Consulting Engineer.....Garro Ray

# DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — TV Homes 87,000  
Stations in State 1

## WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By.....Steinman Stations, Inc.  
Business-Studio Address.....10th & West Sts.  
Phone Number.....6-2567  
Air Time.....18 hours daily

News Service.....UP  
Membership.....NARTB, TvB  
Representative.....Meeker  
Station Manager.....Thomas R. Nunan, Jr.  
Gen. Sales Mgr.....J. Robert Gulick  
Comm. Manager.....Barton K. Feroc  
Program Dir. & Film Mgr....Richard W. Getz  
Technical Director.....J. E. Mathiot  
Consulting Engineer.....James C. McNary

# DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — TV Homes 231,000

Stations in State 4

## WMAI-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF... AP: 12 Kw... VP: 22 Kw.  
 Owned-Oper. By The Evening Star Bcstg. Co.  
 Address..... 4461 Connecticut Ave., N.W.  
 Phone Number..... Kellogg 7-1100  
 Air Time..... Full Time  
 Newspaper Affiliation..... The Evening Star  
 Membership..... NARTB  
 Representative..... Katz  
 News Service..... AP  
 President..... John W. Thompson, Jr.  
 General Manager..... F. S. Houwink  
 Commercial Manager..... Neal J. Edwards  
 Program Director..... Charles Bishop  
 Prom. & Pub. Director..... E. Haywood Meeks  
 Dir. of News & Sp. Events..... Bryson Rash  
 Production Manager..... Philip Milillo  
 Chief Engineer..... Allan Powley  
 Consulting Engineer..... Jansky & Bailey

## WRC-TV

WASHINGTON—1947—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 10 Kw.  
 Owned-Oper. By..... National Bcstg. Co., Inc.  
 Business-Studio Address. Wardman Park Hotel  
 Phone Number..... AD 4-5400  
 Air Time..... Full Time

News Service..... AP, INS, UP  
 Representative..... NBC Television Spot Sales  
 Membership..... NARTB  
 VP & General Mgr..... Carleton D. Smith  
 Director of Sales..... Joseph Goodfellow  
 Local Sales Mgr..... Charles de Lozier  
 Director of Programs..... James E. Kovach  
 Program Director..... James E. Kovach  
 Superv. Adv. & Prom..... Robert M. Adams  
 Director of Publicity..... Jay Royen  
 Dir. of News & Sp. Events..... Cassius Keller  
 Dir. of Operations..... Lefferts A. McClelland  
 Business Manager..... John A. Lavan  
 Film Editor..... John Johnson  
 Chief Engineer..... John Rogers

## WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 VHF... AP: 175 Kw... VP: 316 Kw.  
 Owned-Oper. By..... WTOP, Inc.  
 Business Address..... Broadcast House  
 Phone Number..... Emerson 2-9300  
 Air Time..... Full Time  
 Newspaper Affiliation..... Washington Post  
 News Service..... AP, UP  
 Representative..... CBS TV Spot Sales  
 Pres., Gen. Mgr..... John Hayes  
 V.P., TV..... George Hariford  
 Comm. Mgr..... Robert A. J. Bordley

## There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. The most-viewed television station in Washington is WRC-TV... and it has been every month since June 1948.

To tap this tremendous buying power, it is only common sense to use the most potent selling power available...

WRC-TV

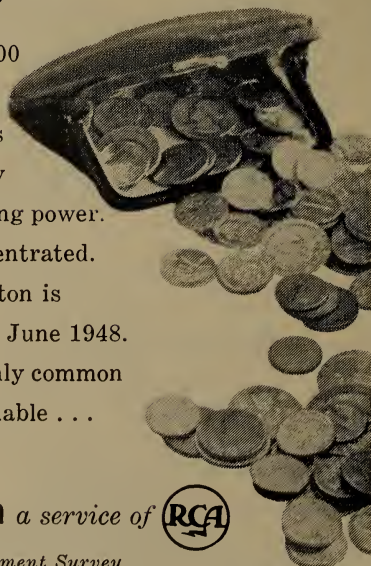


in Washington a service of



Sources: Sales Management Survey of Buying Power; ARB

Represented by NBC Spot Sales



Dir. of News & Spec. Events... Theodore F. Koop  
 Pub. & Prom. Director... Cody Pfanstiehl  
 Film Mgr., Prog. Dir... Thomas B. Jones  
 V.P., Chief Eng... Clyde Hunt

# WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF... AP: 10.5 Kw... VP: 17.5 Kw.  
 Owned-Oper. By... Allen B. DuMont Labs., Inc.  
 Business-Studio Address... Hotel Raleigh  
 Phone Number... Sterling 3-5300

Air Time... Full Time  
 News Service... UP  
 Representative... Blair-TV  
 Membership... NARTB  
 President... Dr. Allen B. DuMont  
 General Manager... Leslie G. Arries, Jr.  
 Sales Manager... George Griesbauer  
 Dir. Sports & Spec. Events... Weston J. Harris  
 Prom., Pub. Dir... George Flax  
 Program Director... Frances V. Guidice  
 Film Director... John Rule  
 Chief Engineer... Malcolm M. Burleson

# FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — TV Homes 490,000  
 Stations in State 15

# WGBS-TV

FT. LAUDERDALE—1953—NBC

Channel: 23 UHF... AP: 92 Kw... VP: 185.5 Kw.  
 Owned-Oper. By... Storer Bcstg. Co.  
 Business Address... 2425 Biscayne Blvd.  
 Phone Number... 82-1942  
 Air Time... 16 hours daily  
 News Service... UP  
 Representative... Krtz  
 Membership... TvB, NARTB  
 President... George B. Storer  
 Gen., Sta. Mgr... Noran E. Kersta  
 Program Director... John J. Crosby  
 Promotion Dir... Robert Nashick  
 Chief Engineer... William Needs  
 Consulting Eng... A. E. Cullum, Jr.

# WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF... AP: 215 Kw... VP: 430 Kw.  
 Owned-Oper. By... Gerico Investment Co.  
 Bus. Address... 5500 Hollandale Blvd.  
 Phone Number... 2-3108  
 Air Time... Full Time  
 News Service... UP  
 Representative... Bolling  
 Membership... NARTB  
 President... Russell E. Lowell  
 General Station Manager... Arthur L. Gray  
 Comm. Mgr... William W. Van der Busch  
 Prog., Prom. Dir... William Wyler  
 Dir. of News & Sp. Events... William Bayer  
 Production Manager... Steve Zinn  
 Publicity Director... Terry Stein  
 Film Manager... Eleanor Zinn  
 Chief Engineer... Bill Latham

# WINK-TV

FORT MEYERS—1954—ABC-CBS

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

Representative... Weed  
 General Mgr... A. J. Bauer  
 Technical Dir... Bob Bachman  
 Program Dir... Frank Nodine

# WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF... AP: 138 Kw... VP: 276 Kw.  
 Owned-Oper. By... Jacksonville Journal Co.  
 Business Address... 4038 Phillips Hwy.  
 Phone Number... EX 8-9751  
 Air Time... Full Time  
 News Service... UP  
 Newspaper Affil... Jacksonville Journal  
 Representative... Perry  
 Membership... NARTB  
 President... John H. Perry  
 Gen. Mgr... T. S. Gilchrist, Jr.  
 Oper., Prod. & Film Mgr... Jack Newson  
 Commercial Manager... Bill Fraker  
 Program Director... George Booker  
 Prom., Pub. Director... Martha Thomas  
 Dir. of News & Sp. Events... Bob Dow  
 Chief Engineer... Beecher Hayford  
 Consulting Engineer... Frank McIntosh

# WMBR-TV

JACKSONVILLE—1949  
 ABC-CBS-DuM

Channel: 4 VHF... AP: 100 Kw... VP: 60 Kw.  
 Owned-Oper. By... Washington Post  
 Business Address... 605 S. Main  
 Phone Number... EX 8-0501  
 News Service... UP  
 Representative... CBS TV Spot Sales  
 President... Philip L. Graham  
 Vice President... John S. Hays  
 Pres. WMBR Div... Glenn Marshall, Jr.  
 V.P., Comm. Mgr... Charles Stone  
 Prom., Pub. Dir... Roger Langston  
 Program Dir... Harry Kalkines  
 Dir. of News & Spec. Events... Bill Grove  
 Prod. Manager... W. Bissell  
 Film Manager... W. Kopec  
 Chief Engineer... Ernest Vondermark

# WJNO-TV

**PALM BEACH—1954—ABC-CBS-  
NBC-DuM**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
Owned-Oper. By ..... WJNO-TV  
Business Address ..... 5 Coconut Row  
Phone Number ..... 3-2471  
Air Time ..... 9 hours daily  
News Service ..... AP  
Representative ..... Meecker, TV  
Membership ..... NARTB, TvB  
President ..... George H. Buck, Sr.  
Gen. Comm. Manager ..... Walter L. Dennis  
Prog. Dir., Prod. Mgr. .... Daniel Durniak  
Prom., Pub. Dir. .... Charles Curtain  
Dir. of News & Sp. Events ..... Harrison Eagles  
Film Manager ..... Frank Struzziari  
Chief Engineer ..... Walter R. Brown  
Consulting Engineer ..... George Davis

# WTVJ

**MIAMI—1949—ABC-CBS-DuM**

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By ..... WTVJ, Inc.  
Address ..... 316 N. Miami Ave.  
Phone Number ..... Miami 2-6262  
Air Time ..... Full Time  
News Service ..... INS, UP  
Representative ..... Free & Peters  
Membership ..... NARTB  
President ..... Mitchell Wolfson  
Exec. V.P., Gen. Mgr. .... Lee Ruwitch  
V.P., Gen. Sales Manager ..... John S. Allen  
Vice-Pres., Operations Mgr. .... John A. Shay  
Legal Director ..... R. Wolfson  
Program Director ..... Lee Waller  
Pub. & Prom. Director ..... Burt Toppan  
Production Mgr. .... Ashe Dawes  
Business Film Mgr. .... Louis Wolfson  
Nat. Sls. Mgr. .... Stan Gordoni  
Local Sls. Mgr. .... Mary Ford  
Dir. of News & Special Events ..... Ralph Renick  
Chief Engineer ..... Earl W. Lewis  
Cons. Eng. .... Jansky & Bailey

# WDBO-TV

**ORLANDO—1954—ABC-CBS-NBC-  
DuM**

Station Operating with Special Temporary Authorization  
Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By ..... Orlando Bctg. Co., Inc.  
Business Address ..... 30 S. Ivanhoe Blvd.  
Phone Number ..... 5-0541  
Air Time ..... 9 hours daily  
News Service ..... AP  
Representative ..... Blair-TV  
Membership ..... NARTB  
President, Gen. Mgr. .... Harold P. Danforth  
Sales Director ..... John Thorwald  
Program Director ..... Walter Sickles  
Production Manager ..... Mark V. Barker  
Publicity Director ..... Audrey Kinghorn  
Film Manager ..... Harold P. Danforth, Jr.  
Chief Engineer ..... J. E. Yarbrough  
Consulting Engineer ..... George C. Davis

# WJDM

**PANAMA CITY—1953—ABC-NBC  
DuM**

Channel: 7 VHF...AP: 5.36 Kw...VP: 10.7 Kw.  
Owned-Oper. By ..... J. D. Manly  
Business Address ..... Box 428  
Phone Number ..... ADams 4-2251  
Representative ..... Hollingbery  
General Manager ..... Mel Wheeler  
Program Director ..... Jerry Williams  
Chief Engineer ..... Jim Smith

# WEAR-TV

**PENSACOLA—1953—ABC—DuM**

Channel: 3 VHF...AP: 33 Kw...VP: 55 Kw.  
Owned-Oper. By ..... Gulfport B'g. Corp.  
Business Address ..... Highway 90  
Phone Number ..... 3-8311  
Air Time ..... Full Time  
News Service ..... AP, UP  
Representative ..... Hollingbery  
President, Gen. Mgr. .... Mel Wheeler  
Asst. Gen. Mgr. & National  
Sales Manager ..... Milt de Reyna, Jr.  
Comm. Mgr. .... Irv Welch  
Prog. Dir., Film Manager ..... Jerry Williams  
Dir. of News & Sp. Events ..... Dave Fulton  
Prod. Manager ..... Ray Carow  
Publicity Director ..... Jean Marie Stark  
Chief Engineer ..... Jim Smith  
Consulting Eng. .... Comm. Radio Equip. Co.

# WPFA-TV

**PENSACOLA—1953—CBS**

Channel: 15 UHF...AP: 11 Kw...VP: 20.4 Kw.  
Owned-Oper. By ..... WPFA-TV, Inc.  
Business Address ..... North "O" & Loletta Sts.  
Phone Number ..... 3-1141  
News Service ..... AP  
Representative ..... Adam Young  
Membership ..... NARTB  
President ..... Charles W. LaMar, Jr.  
V.P. & Gen. Mgr. .... F. E. Busby  
Production Manager ..... Elizabeth D. Hayter  
Film Manager ..... M. C. Saviak  
Chief Engineer ..... N. V. Pieler  
Consulting Eng. .... Gautney & Jones

# WSUN-TV

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

Channel: 38 UHF...AP: 5 Kw...VP: 20 Kw.  
Owned-Oper. By ..... City of Petersburg  
Business Address ..... Box 240  
Phone Number ..... 5-4121  
Representative ..... Weed  
Air Time ..... Full Time  
News Service ..... UP  
Membership ..... NARTB  
General Manager ..... Charles L. Kelly  
Commercial Manager ..... Vera New  
Program, Film Director ..... Robert E. Gilbert  
Promotion Director ..... William H. Bowes  
Chief Engineer ..... Louis J. Link  
Consulting Engineer ..... William Coddling



**WFLA-TV**  
TAMPA—1955—NBC

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 220 Kw..VP: 316 Kw.  
Owned-Oper. By.....Tribune Company  
Address.....312 Morgan St.  
Phone Number.....2-4747  
Newspaper Affiliation.....Tampa Tribune  
News Service.....UP  
Representative.....Blair-TV  
Membership.....NARTB  
President.....J. C. Council  
General Manager.....George W. Harvey  
Commercial Mgr.....William B. Faber  
Program Director.....Paul M. Jones  
Promotion Director.....Tom Matthews  
Production Mgr.....Carl P. Bergquist  
Chief Engineer.....J. H. Mitchell  
Consulting Engineer.....Page, Creutz,  
Garrison & Waldschmitt

Phone Number.....2-1505  
News Service.....AP  
Representative.....Walker  
Membership.....NARTB  
President, Gen. Mgr.....J. R. Meachem  
Program Dir.....R. W. Kirkpatrick  
Promotion Pub. Dir.....Warren MacAllen  
Chief Engineer.....J. Ross McPherson  
Consulting Engineer.....Page, Creutz,  
Garrison & Waldschmitt

**WIRK-TV**  
WEST PALM BEACH—1953—ABC  
DuM

Channel: 21 UHF..AP: 10 Kw..VP: 18.6 Kw.  
Owned-Oper. By.....WIRK-TV, Inc.  
Business Address.....711 S. Flagler Drive  
Phone Number.....2-1744  
Air Time.....Full Time  
News Service.....AP  
Membership.....NARTB  
Representative.....Weed  
Pres., Gen. Mgr.....Joseph S. Field, Jr.  
Program Director.....Sherlee Barish  
Promotion Director.....W. S. Stokes  
Production Manager.....Stu Wayne  
Chief Engineer.....William P. Heitzman

**WEAT-TV**  
WEST PALM BEACH—1955—ABC

Station Operating with Special Temporary Authorization  
Channel: 12 VHF..AP: 60 Kw..VP: 112 Kw.  
Owned-Oper. By.....WEAT-TV Inc.  
Business Address.....P. O. Box 70

**GEORGIA**

Pop. Feb. 1, 1955 (Est.) 3,732,000 — TV Homes 450,000  
Stations in State 13

**WALB-TV**  
ALBANY—1954—NBC-ABC-DuM

Channel: 10 VHF..AP: 56.2 Kw..VP: 112 Kw.  
Owned-Oper. By.....Herald Publishing Co.  
Business Address.....138 Pine Ave.  
Phone Number.....HEmlock 5-8386  
Air Time.....10 hours daily  
Representative.....Burn Smith; Ayers  
General Manager.....T. R. Stillwagon  
Program Director.....Jack Mayer  
News Director.....Don Ferrandou  
Chief Engineer.....John L. Rivard  
Consulting Engineer.....Kear & Kennedy



**waga • tv**  
ATLANTA, GA.

**WAGA-TV**  
ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.  
Owned-Operated By.....Storer Bcstg. Co., Inc.  
Bus. Studio Address. 1018 W. Peachtree, N.W.  
Phone Number.....Vernon 3553  
Air Time.....16 hours daily  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer, Sr.  
Managing Dir.....Glenn C. Jackson  
Sta., Comm. Manager....John W. Collins, Jr.  
Program Dir., Film Mgr.....Don Naylor  
News Director.....Dale Clark  
Prom., Pub. Director.....Charles E. Trainor  
Production Manager.....Terry Mason  
Chief Engineer.....Hugo Bondy  
Consulting Engineer.....Earl Collum

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by  
The Katz Agency, Inc.



# WLW - A

ATLANTA—1951—ABC-DuM

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

# WQXI - TV

ATLANTA—1954

Channel: 36 UHF..AP: 117 Kw..VP: 219 Kw.  
 Owned-Oper. By.....Robert W. Rounsaville  
 Business Address...3165 Mathieson Dr., NE  
 Phone Number.....EX 5717  
 Air Time.....5 hours daily  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Owner, Sta., Film Mgr..Robert W. Rounsaville  
 Program Dir.....Robert Corley  
 Prom., Pub. Director.....Patrick J. Kelly  
 Chief Engineer.....Paul Cram  
 Consulting Engineer.....John Mullaney

# WSB - TV

ATLANTA—1948—NBC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw  
 Owned-Oper. By...The Atlanta Newspapers  
 Address.....10 Forsyth St., N. W.  
 Phone Number.....EL 6711  
 Air Time.....17 hours daily  
 Newspaper Affiliations..Atlanta Newssp., Inc.  
 News Service.....AP, INS, UP  
 Representative.....Petry  
 Membership.....NARTB  
 Executive Director.....J. Leonard Reinsch  
 General Manager.....John M. Outler, Jr.  
 Comm. Manager.....Marcus Bartlett  
 Promotion Director.....Walter Paschall  
 Dir. of News & Spec. Events.....Don Elliott  
 Production Manager.....Mark Toolson  
 Publicity Director.....Wayne Anderson  
 Film Director.....Jean Hendrix  
 Chief Engineer.....R. A. Holbrook

# WJBF - TV

AUGUSTA—1953—NBC-ABC-DuM

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

# WDAK - TV

COLUMBUS—1953—

ABC-NBC-DuM

Channel: 28 UHF..AP: 125 Kw..VP: 250 Kw.  
 Owned-Oper. By.....Television Columbus  
 Business Address.....1307 1st Avenue  
 Phone Number.....2-8828  
 Air Time.....12 hours daily  
 News Service.....AP  
 Representative.....Headley Reed  
 Membership.....NARTB  
 General Manager.....Allen Woodall  
 Station Manager.....E. F. McLeod  
 Commercial Mgr.....Ed Hennessy  
 Program Director.....Jack Rathburn  
 Dir. of News & Sp. Events.....Bill Henry  
 Production Manager.....John Hughes  
 Film Manager.....Ronnie Otwell  
 Chief Engineer.....Reeve Owen  
 Cons. Eng.....Craven, Lohnes & Culver

# WRBL - TV

COLUMBUS—1953—CBS

Channel: 14 VHF..AP: 14.4 Kw..VP: 27.5 Kw.  
 Owned-Oper. By.....Columbus Bcstg. Co.  
 Business Address.....1350 13th St.  
 Phone Number.....2-0602  
 Air Time.....11½ hours daily  
 News Service.....UP  
 Newspaper Affil.....Columbus Ledger  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Dir. of Oper., Film Buyer.....Ridley Bell  
 Commercial Manager.....Walter Graham  
 Program Director.....George A. Gingell  
 Promotion Director.....George "Red" Jenkins  
 Dir. of News & Sp. Events...Boyd Hinton, Jr.  
 Production Manager.....Ronnie Evans  
 Chief Engineer.....Joe A. Gamble  
 Consulting Engineer.....George C. Davis

# WRDW - TV

COLUMBUS—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF..AP: 6 Kw..VP: 10 Kw.  
 Owned-Operated By.....Radio Augusta, Inc.  
 Business Address.....P. O. Box 932  
 Phone Number.....7-5432  
 News Service.....AP  
 Representative.....Headley-Reed  
 Air Time.....13 hours daily  
 President.....Grover C. Maxwell, Sr.  
 General Manager.....W. Ray Ringson  
 Sta., Comm. Mgr.....J. W. Hicks  
 Prog., Prom. Director...William H. Mackenzie  
 Dir. of News & Sp. Events.....Warrén Hites  
 Production Manager.....John Atkinson  
 Film Manager.....Frank Allen  
 Chief Engineer.....Joseph P. Gill, Jr.  
 Consulting Engineer.....George Davis

# WMAZ - TV

MACON—1953—CBS-DuM

Channel: 13 VHF..AP: 30 Kw..VP: 60 Kw.  
 Owned-Oper. By.....Southeastern Bcstg. Co.

Business Address... Bankers Insurance Bldg.  
 Phone Number.....2-7373  
 Air Time.....12 hours daily  
 News Service.....UP  
 Representative.....Katz  
 President.....George Rankin, Jr.  
 General Manager.....Wilton E. Cobb  
 Station Manager.....Herman Hatton  
 Promotion Dir.....Ed Pendleton  
 Dir. of News.....Ben Chatfield  
 Production Mgr.....Norman Gray  
 Publicity Dir.....Nelle Smith

**WNEX-TV**

MACON—1953—NBC

Channel: 47 UHF...AP: 9 Kw...VP: 16.8 Kw.  
 Owned-Oper. By.....Macon Television Co.  
 Business Address.....Box 2245  
 Phone Number.....3-9355  
 Air Time.....8 hours daily  
 News Service.....AP  
 News Affil.....Macon Telegraph & News  
 Representative.....Branham  
 President.....William A. Fickling  
 Gen. Sta. Manager....Archie S. Grinalds, Jr.  
 Program Director.....Mary E. Britt  
 Dir. of News & Sp. Events...Richard Weithan  
 Production Mgr.....Joseph M. Petty  
 Film Manager.....Robert F. Jones  
 Chief Engineer.....Charlie Walker  
 Consulting Eng.....Craven, Lohnes, Culver

**WROM-TV**

ROME—1953

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

**WTOC-TV**

SAVANNAH—1954—CBS-NBC-DuM  
 ABC

Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Oper. By.....Savannah Bcstg. Co.  
 Business Address.....516 Abercorn St.  
 Phone Number.....2-0127  
 Station Representative.....Avery-Knodel  
 Membership.....NARTB  
 President & Gen. Mgr..William T. Knight, Jr.  
 Vice Pres., TV.....F. Schley Knight  
 Commercial Mgr.....Ben B. Williams  
 Program Director.....Dwight J. Bruce  
 Promotion Dir.....Joan Purcell  
 Chief Engineer.....Kyle Goodman

**IDAHO**

Pop. Feb. 1, 1955 (Est.) 627,000 — TV Homes 40,000  
 Stations in State 3

**KBOI**

BOISE—1953—CBS-DuM

Channel: 2 VHF...AP: 7 Kw...VP: 14 Kw.  
 Owned-Oper. By.....Boise Valley Bcstrs. Inc.  
 Business Address.....311 North 10th  
 Phone Number.....2-2222  
 Air Time.....9 hours daily  
 News Service.....UP  
 Representative.....Free & Peters  
 Pres., Gen. Mgr.....Westerman Whillock  
 Sta., Comm. Mgr., Prog. Dir...Earl Glade, Jr.  
 Dir of News & Sp. Events....Dave Johnson  
 Production Manager.....Bill Gration  
 Film Manager.....Robert Howell  
 Chief Eng.....J. A. Jontz, Jr.

**KIDO-TV**

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF...AP: 26.5 Kw...VP: 53 Kw.  
 Owned-Oper. By.....KIDO, Inc.  
 Business Address Chamber of Commerce Bldg.  
 Phone Number.....2-4611  
 Air Time.....8½ hours daily  
 News Service.....UP  
 Representative.....Blair

Membership.....NARTB, BAB, TvB  
 President.....George M. Davidson  
 General Manager.....Walter E. Wagstaff  
 Commercial Mgr.....Barry Tucker  
 Prog. Prom. Dir.....Jack Link  
 Dir. of News.....Vern Moore  
 Chief Engineer.....Harold Toedtemeier

**KID-TV**

IDAHO FALLS—1953—CBS-NBC  
 DuM-ABC

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Idaho Radio Corp.  
 Business Address.....Box 761  
 Phone Number.....4  
 Air Time.....6 hours daily  
 News Service.....UP  
 Representative.....Gill-Perna  
 Membership.....NARTB  
 Gen. Mgr.....C. N. Layne  
 Sales Manager.....Claude Cain  
 Film Manager.....Quincy Jensen  
 Commercial Mgr.....Claude Cain  
 Prog. Prod. Mgr.....Roy Southwick  
 Chief Engineer.....Carroll Secrist  
 Cons. Eng.....Vandivere, Cohen & Wearn

# TOPS IN CHICAGO!

WGN-TV delivers top audiences for locally sponsored programs on Chicago television.

When you buy a program on WGN-TV, you're in the best of company —

Badge 714, Racket Squad, Meet Corliss Archer, Life of Riley, I Led 3 Lives, Liberace, Boston Blackie, Inner Sanctum, Florian Zabach, Sherlock Holmes, Exclusive Cubs and Sox Baseball — to mention a few.

For the best availabilities, proof of results for locally sponsored programs — check WGN-TV first in Chicago.

**WGN-TV · Channel 9 · Chicago**

# ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — TV Homes 2,212,000  
Stations in State 16

## W T V I

BELLEVILLE—ST. LOUIS—1953  
ABC-CBS-DuM  
(See St. Louis, Mo. Listing)

## W B L N

BLOOMINGTON—1953

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.  
Owned-Oper. By.....WBLN Television Inc.  
Business Address.....Box 646  
Phone Number.....4-3031  
Representative.....McGillvra  
President.....Cecil W. Roberts  
General Manager.....Jerrell Henry  
Commercial Mgr.....John F. Spahr

## W C I A

CHAMPAIGN—1953—CBS-NBC  
DuM

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Midwest Television, Inc.  
Business Address.....509 S. Neil St.  
Phone Number.....6-8333  
Air Time.....17 hours daily  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
President.....August C. Meyer  
Sales Manager.....Guy Main  
Traffic Coordinator.....John Ketterer  
Promotion Director.....Leonard Davis  
Dir. of News & Sp. Events.....Fred Sorenson  
Production Manager.....James Fielding  
Publicity Director.....William Moore  
Film Director.....Bob Schaub  
Chief Engineer.....Bob Myers

## W B B M - T V

CHICAGO—1953—CBS

Channel: 2 VHF..AP: 12.7 Kw...VP: 25.4 Kw.  
Owned-Oper. By.....CBS, Inc.  
Bus. Studio Address....410 N. Michigan Ave.  
Phone Number.....WHitehall 4-6000  
News Service.....UP, INS, AP  
Air Time.....18½ hours daily  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
President.....J. L. Van Volkenburg  
Vice-Pres., Gen. Mgr.....H. Leslie Atlass  
Commercial Mgr.....George Arkedis  
Program Director.....William Ryan  
Production Manager.....Don Dillion  
Publicity Director.....Charley Wiley  
Prom. Director.....C. W. Doebler  
Dir. of News & Sp. Events.....William Garry

Film Manager.....Vann Cominos  
Chief Engineer.....Joseph Novy

## W B K B

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 100 Kw...VP: 200 Kw.  
Owned-Operated By.....American Bcastg. Co.  
Business Address.....20 N. Wacker Dr.  
Phone Number.....ANDover 3-0800  
Air Time.....17 hours daily  
Representative.....Blair-TV  
V.P., Gen. Manager.....S. C. Quinlan  
Sales Manager.....J. Beach  
Dir. of News & Spec. Events..Cornellus O'Dea  
Publicity Director.....Elliott Henry  
Film Director.....Ralph Andrews  
Chief Engineer.....W. Kusack

## W G N - T V

CHICAGO—1948—DuM

Channel: 9 VHF...AP: 60 Kw...VP: 120 Kw.  
Owned-Operated By.....WGN, Inc.  
Business Address...441 N. Michigan Ave  
Phone Number.....SUperior 7-0100  
Air Time.....15½ hours daily  
Newspaper Affiliation.....Chicago Tribune  
News Service.....AP, UP, INS  
Representative.....George P. Hollingbery  
Membership.....TvB  
President.....Col. Robert R. McCormick  
Manager-Treas.....Frank P. Schreiber  
Asst. Manager.....Robert Hibbard  
Program Director.....J. E. Faraghan  
Sales Director.....Ted Weber  
Newsreel Director.....Spencer Allen  
Operations Director.....George E. Petterson  
Promotion Director.....Charles A. Wilson  
Publicity Director.....James Hanlon  
Film Director.....Elizabeth Bain  
Director of Remotes.....Donald Cook  
Chief Engineer.....Carl J. Meyers  
Director of Remotes.....Donald Cook

## W N B Q

CHICAGO—1949—NBC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....National Bcastg. Co.  
Business-Studio Address...Merchandise Mart  
Phone Number.....SUperior 7,8300  
Air Time.....17:40 hours daily  
News Service.....AP, INS, UP  
Representative.....NBC Spot Sales  
Membership.....NARTB  
President.....Sylvester Weaver  
General Manager.....Jules Herbueaux  
Asst. Gen. Mgr.....Henry T. Sjogren

Dr. of Sales.....Charles Dresser  
 Comm. Manager.....Floyede Beaston  
 Program Director.....George Heinemann  
 Promotion Director.....John Keye  
 Dir. of News & Sp. Events.....William Ray  
 Production Mgr.....Richard Johnson  
 Publicity Director.....Chet Campbell  
 Film Manager.....Isabelle Cooney  
 Chief Engineer.....Howard C. Luttgene  
 Consulting Engineer.....Raymond F. Guy

## WDAN-TV

DANVILLE—1953—ABC

Channel: 24 UHF..AP: 19.5 Kw..VP: 9.5 Kw.  
 Owned-Oper. By..Northwestern Publishing Co.  
 Business Address...1500 N. Washington Ave.  
 Phone Number.....1700  
 Air Time.....5 hours daily  
 Newspaper Affiliation..The Commercial News  
 News Service.....AP  
 Representative.....Everett-McKinney, Inc.  
 Membership.....NARTB  
 General Manager.....Robert J. Burow  
 Commercial Manager.....John Eckert  
 Program Director.....Honore Ronan  
 Sta. Mgr., Dir. of News.....Max Shaffer  
 Production Manager.....William Dorn  
 Chief Engineer.....Orville Neely  
 Consulting Eng.....Walter Kean

## WTVP

DECATUR—1953—ABC-DuM

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.  
 Owned-Oper. By.....Prairie Television Co.  
 Business Address.....Box 108  
 Phone Number.....8-4304  
 Air Time.....9 hours daily  
 Representative.....Bolling  
 President.....W. L. Shellabarger  
 Program Director.....Robert G. Wright  
 Director of News.....Robert Shade  
 Chief Engineer.....Hubert F. Abalfer

## WSIL-TV

HARRISBURG—1953—ABC

Channel: 22 UHF..AP: 14.12 Kw..VP: 11.1 Kw.  
 Owned-Oper. By.....Turner-Farrar Assn.  
 Business Address.....21½ W. Poplar St.  
 Phone Number.....373  
 Air Time.....5 hours daily  
 Representative.....Walker  
 Pres., Gen. Mgr.....Oscar L. Turner  
 Program Director.....Jim Bolen  
 Chief Engineer.....Charles Gilliam

## WEEK-TV

PEORIA—1953—NBC

Channel: 43 UHF..AP: 85 Kw..VP: 175 Kw.  
 Owned-Operated By..West Central Bcstg. Co.  
 Address.....Comm. Nat'l Bank Bldg.  
 Phone Number.....3-3888

Air Time.....17 hours daily  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Headley-Reed  
 President.....Robert S. Kerr  
 General Manager.....Fred C. Mueller  
 Comm. Manager.....William J. Flynn  
 Prog. Dir., Prod. Mgr.....Robert Johnson  
 Prom., Pub. Dir.....F. R. Oakley  
 Dir. of News & Sp. Events.....Bob Arthur  
 Film Manager.....Robert Kroepel  
 Chief Engineer.....Wayne Lovely  
 Consulting Engineer.....Frank H. McIntosh

## WTVH-TV

PEORIA—1953—ABC-CBS-DuM

Channel: 19 UHF..AP: 5.76 Kw..VP: 12.5 Kw.  
 Owned-Oper. By.....Peoria Journal Star  
 Business Address.....Peoria, Ill.  
 Phone Number.....6-5561  
 Representative.....Petry  
 President.....Harry P. Slane  
 General Mgr.....Edward G. Smith  
 National Sales Mgr.....John Leslie  
 Promotion Director.....Morton Cantor  
 Program Director.....Robert G. Holben  
 Chief Engineer.....Wallace Wurz

## WGEM-TV

QUINCY—1953—ABC-NBC

Channel: 10 VHF..AP: 25.1 Kw..VP: 50.2 Kw.  
 Owned-Oper. By.....Quincy Bcstg. Co.  
 Business Address.....Hotel Quincy  
 Phone Number.....2-6840  
 Air Time.....12 hours daily  
 Newspaper Affiliation...Quincy Herald Whig  
 News Service.....UP  
 Representative.....Avery-Knodel  
 President.....T. C. Oakley  
 General Manager.....J. S. Bonansinga  
 Commercial Mgr.....James E. Muse  
 Program Director.....T. W. Austin  
 Promotion Director.....Mike Olds  
 Chief Engineer.....Frank E. Laughlin

## WREX-TV

ROCKFORD—1953—ABC-CBS

Channel: 13 VHF..AP: 22.9 Kw..VP: 47 Kw.  
 Owned-Oper. By...Greater Rockford TV, Inc.  
 Business Address...Auburn & Winnebago Rds.  
 Phone Number.....8-1813  
 News Service.....UP  
 Air Time.....14 hours dally  
 Representative.....H-R Representatives  
 Membership.....NARTB  
 President.....L. E. Caster  
 General Manager.....Joe M. Baisch  
 Local Sales Manager.....Jack Gennaro  
 Program Director.....John Mazzie  
 Prom., Pub. Dir.....Charles Olson  
 Dir. of News & Sp. Events.....Robert Clyde  
 Merchandising Mgr.....Rollie Spongberg  
 Film Manager.....Donna Mazzie

Chief Engineer.....Howard Elliott  
 Consulting Engineer.....Weldon & Carr

# WTVO

**ROCKFORD—1953—DuM-NBC**

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

# WHBF-TV

**ROCK ISLAND—1950—ABC-CBS**

DuM

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Rock Island Bcstg. Co.  
 Bus-Trans. Address.....Telco Bldg.  
 Phone Number.....R. I. 6-5441  
 Air Time.....16½ hours daily  
 Newspaper Affil....."The Argus"  
 News Service.....UP  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NARTB, TvB  
 President.....Ben. H. Potter

General Manager.....Leslie C. Johnson  
 Asst. Manager.....Maurice Corken  
 Sales Manager.....Ted Arnold  
 Program Director.....Forest W. Cooke  
 Asst. Prog. Director.....Phil Nesbitt  
 Dir. of News & Sp. Events.....William Ellison  
 Publicity Director.....Fern Hawks  
 Film Manager.....Joseph Gear  
 Chief Engineer.....Robert J. Sennett  
 Consulting Engineer.....E. C. Page

# WICS

**SPRINGFIELD—1953—ABC-NBC**

DuM

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.  
 Owned-Oper. By.....Plains Television Corp.  
 Business Address.....523 E. Capitol Ave.  
 Phone Number.....8-0465  
 Air Time.....11½ hours daily  
 News Service.....AP, INS  
 Representative.....Adam Young  
 Gen., Sta. Manager.....Milton D. Friedland  
 Comm. Manager.....Warren King  
 Program Director.....H. J. Hoskins  
 Prom., Pub. Director.....Jim Henneberry  
 Dir. of News & Sp. Events.....B. Waterman  
 Production Manager.....Robert Steffan  
 Film Manager.....William Shaw  
 Chief Engineer.....Bazil O' Hagan

# INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — TV Homes 954,000

Stations in State 9

# WTTV

**BLOOMINGTON—1949**

ABC-CBS-NBC-DuM

Channel: 10 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Address.....539 S. Walnut St.  
 Phone Number.....2-140\*  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Robert Meeker Assoc.  
 Membership.....NARTB, TvB  
 President.....Sarkes Tarzian  
 General Manager.....Robert Lemon  
 Asst., Comm. Manager.....Norman Cissna  
 Program Manager.....Robert Petranoff  
 Prom., Pub. Dir.....Keith Wilson  
 Dir. of News & Sp. Events.....David Lewis  
 Production Mgr.....Jerry Danziger  
 Film Manager.....Warren Perney  
 Chief Engineer.....Carl Onken  
 Consulting Eng.....Kear & Kennedy

Owned-Oper. By.....Truth Publishing Co.  
 Business Address.....Box 403  
 Phone Number.....2-1518  
 Air Time.....15½ hours daily  
 Newspaper Affiliation.....Elkhart Truth  
 News Service.....AP, UP  
 Representatives.....H-R  
 Membership.....NARTB, TvB  
 President.....John F. Dille Jr.  
 Commercial Mgr.....John J. Keenan  
 Program Director.....Edwin J. Lasko  
 Promotion Director.....R. J. Gillespie  
 Dir. News & Sp. Events.....Robert Wright  
 Production Manager.....John Alves  
 Film Manager.....Arthur Whitaker  
 Chief Engineer.....Lester E. Zellner  
 Consulting Eng.....Craven, Lohnes, Culver

# WFIE

**EVANSVILLE—1953—NBC-ABC**

DuM

Channel: 62 UHF...AP: 12 Kw...VP: 23.5  
 Owned-Oper. By.....Premier Television, Inc.  
 Business Address.....1115 Mount Auburn Rd.  
 Phone Number.....5-6201  
 Air Time.....12 hours daily  
 News Service.....UP

# WSJV

**ELKHART—1954—NBC-ABC-DuM**

Channel: 52 UHF...AP: 115 Kw...VP: 266 Kw.

Representative.. Venard, Rintoul & McConnell  
 Membership ..... NARTB  
 President..... Jesse D. Fine  
 Gen., Station Mgr..... Ted Nelson  
 Comm. Manager..... Shaun Murphy  
 Program Director..... Charlie Carey  
 Prom., Pub. Dir..... Hugh Dunbar  
 Dir. of News & Sp. Events..... Fred Rollison  
 Production Manager..... Jack Reinhart  
 Film Manager..... William C. Francis  
 Chief Engineer..... Harvey H. Shellito  
 Consulting Engineer..... George Adair

## WKJG - TV

FORT WAYNE—1953—ABC  
 NBC-DuM

Channel: 33 UHF.. AP: 145 Kw.. VP: 277 Kw.  
 Owned..... Northeastern Indiana Bcstg. Co.  
 Business Address..... 220 E. Jefferson St.  
 Phone Number..... Anthony 2295  
 Air Time..... 15 hours daily  
 News Service..... AP  
 Representative..... Paul H. Raymer  
 Membership ..... NARTB, TvB  
 President..... Clarence L. Schust  
 General Manager..... Edward G. Thoms  
 Commercial Mgr..... Carleton B. Evans  
 Program Director..... Calo Mahlock  
 Chief Engineer..... Eugene A. Chase  
 Asst. Manager..... Hilliard Gates  
 Consulting Engineer..... George Gautney

## WFBM - TV

INDIANAPOLIS—1948—CBS

Channel: 6..... AP: 50 Kw..... VP: 100 Kw.  
 Owned-Operated By..... WFBM, Inc.  
 Bus.-Studio Address..... 1330 N. Meridian St.  
 Phone Number..... Melrose 4-8521  
 Air Time..... 18 hours daily  
 News Service..... AP..INS  
 Representative ..... Katz  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... Harry M. Bitner, Jr.  
 Comm. Manager..... William F. Kiley  
 Prog. Dir..... William Fall  
 Sales Service, Film Dir..... Hugh Kibbey  
 Prom., Pub. Director..... Bernard Carney  
 Dir. of News & Sp. Events..... Gilbert Forbes  
 Production Mgr..... Carl Belles  
 Chief Engineer..... Harold S. Holland  
 Consulting Engineer..... Kear & Kennedy

## WISH - TV

INDIANAPOLIS—1954—ABC-CBS  
 NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Universal Bcstg. Co., Inc.  
 Business Address..... 1440 North Meridian  
 Phone Number..... Melrose 4-6411  
 Air Time..... 12 hours daily  
 News Service..... AP, UP  
 Representative ..... Bolling  
 Membership ..... NARTB

President..... C. Bruce McConnell  
 General Manager..... Robert B. McConnell  
 Commercial Mgr..... Robert F. Ohleyer  
 Program Director..... Steve Briggs  
 Prom., Pub. Director..... Jim Buck  
 Dir. of News & Sp. Events..... Vince Leonard  
 Film Manager..... Richard Miles  
 Chief Engineer..... Stokes Gresham, Jr.  
 Consulting Engineer..... Robert Brockway

## WFAM - TV

LAFAYETTE—1953—ABC-CBS-NBC  
 DuM

Channel: 59 UHF.. AP: 10.5 Kw.. VP: 20 Kw.  
 Owned-Oper. By..... WFAM, Inc.  
 Business Address..... McCarty Lane  
 Phone Number ..... 2-4300  
 Air Time..... 7½ hours daily  
 News Service ..... UP  
 Representative ..... Rambeau  
 President..... O. E. Richardson  
 Station Manager..... Herbert Nelson  
 Production Manager..... James Potte:  
 Chief Engineer..... Richard Cochran  
 Consulting Engineer..... Frank McIntosh

## WLBC - TV

MUNCIE—1953—ABC-CBS-NBC  
 DuM

Channel: 49 UHF.. AP: 6 Kw.. VP: 112 Kw.  
 Owned-Oper. By..... Tri-City Radio Corp.  
 Business Address..... Box 271  
 Phone Number ..... 4403  
 Air Time..... 11 hours daily  
 News Service ..... UP  
 Representative ..... Holman, Walker  
 Membership ..... NARTB, TvB  
 Pres., Gen., Sta. Mgr..... Don Burton  
 Com., Prom. Dir..... Bill Craig  
 Program Director..... Lee Allerton  
 Dir. of News & Sp. Events..... Fred Hinshaw  
 Production Mgr..... George Marks  
 Chief Engineer..... Maury Crain  
 Consulting Eng..... George Davis

## WSBT - TV

SOUTH BEND—1952—CBS-DuM

Channel: 34 UHF.. AP: 122 Kw.. VP: 304 Kw.  
 Owned-Operated By..... South Bend Tribune  
 Address..... 225 W. Colfax Ave  
 Phone Number..... 3-6161  
 Air Time..... 17 hours daily  
 Membership ..... NARTB  
 Representative ..... Raymer  
 President..... F. A. Miller  
 Gen. Mgr..... Neal B. Welch  
 National Sales Mgr..... Robert H. Elrod  
 Program Director..... Robert J. Drain  
 Promotion Director..... Bruce Petsche  
 Dir. of News & Sp. Events..... G. R. Houser  
 Production Manager..... Justin Meacham  
 Film Manager..... Walter A. Sweitzer, Jr.  
 Chief Engineer..... Arthur R. O'Neil  
 Consulting Engineer..... Millard M. Garrison



# WTHI

**TERRE HAUTE—1954—ABC-CBS**

**DuM**

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By...Wabash Valley Bcstg. Co.  
 Business Address.....918 Ohio Street  
 Phone Number.....Crawford 9481  
 Air Time.....8½ hours daily  
 Representative.....Bolling  
 Membership.....NARTB  
 President.....Anton Hulman, Jr.  
 General Manager.....J. M. Higgins  
 Dir. TV Oper.....Ben Falber, Jr.  
 Comm. Manager.....Lou Froeb  
 Technical Director.....Pat Murphy  
 Dir. of News & Sp. Events..Richard M. Forbes  
 Film Supervisor.....Nancy Langan  
 Chief Engineer.....Don Petit  
 Consulting Engineer.....George Davis

# WINT

**WATERLOO—1954—ABC-CBS**

Station Operating with Special Temporary Authorization  
 Channel: 15 UHF..AP: 126 Kw..VP: 237 Kw.  
 Owned-Oper. By.....Tri-State Television Inc.  
 Business Address.....2000 Lincoln Tower  
 Phone Number.....Anthony 8475  
 Air Time.....13 hours daily  
 News Service.....UP  
 Representative.....H-R Television  
 Membership.....NARTB  
 President.....R. Morris Pierce  
 Vice Pres., Gen. Mgr.....Ben B. Baylor  
 Prog. Dir.....Robert C. Currie, Jr.  
 Prom., Pub. Director.....Ben K. West  
 Dir. of News & Sp. Events....Richard Hickox  
 Production Manager.....Robert Grossman  
 Film Manager.....Charles Bloomquist  
 Chief Engineer.....Charles E. Wallace

# IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — TV Homes 515,000

Stations in State 11

# WOI-TV

**AMES—1950—ABC-CBS-DuM**

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.  
 Owned-Operated By.....Iowa State A & M  
 Address.....Ames, Ia.  
 Phone Number.....2500 Extension 831  
 Air Time.....17 hours daily  
 News Service.....AP, UP, INS  
 Representative.....Weed  
 Membership.....NARTB, TvB  
 President.....Dr. James Hilton  
 General Manager.....Richard B. Hull  
 Gen. Mgr. Asst.....M. C. Ludwig  
 Comm. Manager.....Robert Mulhall  
 Prog. Dir., Prod. Mgr.....Chris Donaldson  
 Prog. Devel. Supervisor...Edward Wegener  
 Prom., Pub. Dir.....Marguerite Theobald  
 Dir. of News & Spec. Events...George Halsey  
 Film Manager.....Donna DeCamp  
 Chief Engineer.....Keith Ketcham  
 Consulting Engineer.....Jansky & Bailey

# WMT-TV

**CEDAR RAPIDS—1953—CBS**

Channel: 2 VHF..AP: 70 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WMT-TV, Inc.  
 Business Address.....600 Old Marion Road  
 Phone Number.....Cedar Rapids 4-0177  
 Air Time.....15 hours daily  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....William B. Dolph  
 General Manager.....William B. Quartron  
 Sta. Oper. Manager.....Douglas Grant  
 Sales Manager.....Lew Van Nostrand  
 Promotion Manager.....Don Badger  
 Dir. of News.....Dick Cheverton  
 Production Manager.....Wayne Loui  
 Creative Supervisor.....Hersh Weakley  
 Film Manager.....Mrs. Jackie Grant  
 Chief Engineer.....George Hixenbaugh  
 Business Manager.....Leo F. Cole

# KCRG-TV

**CEDAR RAPIDS—1953—ABC-DuM**

Channel: 9 VHF..AP: 16.5 Kw..VP: 33 Kw.  
 Owned-Oper. By..Cedar Rapids Television Co.  
 Business Address.....1st Ave & 1st St. S.W.  
 Phone Number.....4-4194  
 Air Time.....7½ hours daily  
 Representative..Venard, Rintoul & McConnell  
 General Manager.....Wade S. Patterson  
 Program Director.....Ralph D. Willey  
 Promotion Director.....Edna Herbst  
 Chief Engineer.....Carl Rollert  
 Consulting Engineers.....Kear & Kennedy

# WOC-TV

**DAVENPORT—1949—NBC**

Channel: 6 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address.....805 Brady St.  
 Phone Number.....3-3661  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Freo & Peters, Inc.  
 Membership.....NARTB, TvB  
 President.....Col. B. J. Palmer  
 Vice-Pres. & Treas.....D. D. Palmer  
 Exec. Vice-Pres.....Ralph Evans

Secretary.....William D. Wagner  
 Vice-President.....Paul Loyet  
 Resident Manager.....Ernest Sanders  
 News Editor.....Bob Frank  
 Publicity Editor.....Paul Ives  
 Film Editor.....Ken Wagner  
 Program Director.....Raymond Guth  
 Asst. Mgr. & Prom. Mgr.....Fred Reed  
 Chief Engineer.....Paul Arvidson  
 Consulting Engineer.....A. D. Ring Co.

Dir. of News & Sp. Events.....Bob Betts  
 Production Manager.....Vern Gielow  
 Film Manager.....Leonard Greene  
 Chief Engineering.....David Sinclair  
 Consulting Engineer.....Everett Dillard

## K G T V

DES MOINES—1953—ABC

Channel: 17 UHF..AP: 10 Kw..VP: 18.5 Kw.  
 Owned-Oper. By.....Rib Mt. TV Inc.  
 Business Address.....2d Ave. & Hobson Dr.  
 Phone Number.....8-6751  
 Air Time.....9 hours daily  
 News Service.....INS  
 Rep.....Hollingbery, Bulmer & Johnson  
 Membership.....NARTB  
 President.....W. C. Bridges  
 General Manager.....Leo Howard  
 Program & Prom. Dir.....T. J. Kelly  
 Dir. of News & Sp. Events.....Walter Burks  
 Film Manager.....Jim Moon  
 Chief Engineer.....Walter Hariv

## W H O - T V

DES MOINES—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Central Broadcasting Co.  
 Business Address.....1100 Walnut Ave.  
 Phone Number.....8-6511  
 Air Time.....17 hours daily  
 News Service.....AP, INS, UP  
 Representative.....Free & Peters  
 Membership.....NARTB, TvB  
 President.....Col. B. J. Palmer  
 V.P., Treasurer.....D. D. Palmer  
 Exec. V.P.....Ralph Evans  
 V.P., Resident Manager.....Paul A. Loyet  
 Sec. & Controller.....William D. Wagner  
 Asst. Manager.....W. W. Woods  
 Sales Manager.....Harold W. Fulton  
 Program Director.....Jack Kerrigan  
 Production Manager.....Kenneth Gfeller  
 News Bureau Mgr.....Jack Shelley  
 Film Buyer.....Jack Kerrigan  
 Chief Engineer.....Reed E. Snyder  
 Consulting Eng.....A. D. Ring & Associated

## K Q T V

FORT DODGE—1953—NBC-DuM

Channel: 21 UHF..AP: 145 Kw..VP: 215 Kw.  
 Owned-Oper. By.....Northwest Television Co.  
 Business Address.....Warden Bldg.  
 Phone Number.....Walnut 3761  
 Air Time.....6 hours daily  
 News Service.....INS  
 Representative.....Pearson  
 Membership.....NARTB  
 Pres., Gen., Station Mgr.....Edward Breen  
 Comm. Mgr.....Max E. Landes  
 Program Director.....Drexel Peterson

## K G L O - T V

MASON CITY—1954—CBS-DuM

Station Operating with Special Temporary Authorization  
 Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Lee Radio, Inc.  
 Business Address.....Second & Pennsylvania  
 Phone Number.....2800  
 Air Time.....9 hours daily  
 News Service.....AP, UP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....Lee P. Loomis  
 General Manager.....Herbert R. Chrt  
 Comm. Manager.....Lloyd Loers  
 Program Director.....Bud Suter  
 Promotion, Pub. Dir.....Don Harrer  
 Dir. of News & Special Events.....Ken Kew  
 Production Manager.....Doug Sherwin  
 Chief Engineer.....Roger Sawyer  
 Consulting Engineer.....Page, Creutz,  
 Garrison & Waldschmitt

## K T I V

SIOUX CITY—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 4 VHF..AP: 26 Kw..VP: 52 Kw.  
 Owned-Oper. By.....KTIV Television Corp.  
 Address.....Tenth & Grandview  
 Phone Number.....8-0545  
 Air Time.....11 hours daily  
 Newspaper Affil.....Journal-Tribune  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Dietrich Dirks  
 Comm. Manager.....L. L. McCurmin  
 Program Dir., Film Mgr.....William Lucas  
 Dir. of News & Sp. Events.....Ken Wayman  
 Production Manager.....Max Schindler  
 Chief Engineer.....Alvin Smith  
 Consulting Engineer.....George Davis

## K V T V

SIOUX CITY—1953—CBS-ABC-DuM

Channel: 9VHF..AP: 57.5 Kw..VP: 107 Kw.  
 Owned-Oper. By.....Cowles Bcstg. Co.  
 Business Address.....614 Pierce Street  
 Phone Number.....2-2711  
 Air Time.....20 hours daily  
 Newspaper Affiliation.....Register & Tribune  
 News Service.....AP, UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....Garner Cowles Jr.  
 General Manager.....Robert R. Tinchter  
 Station Mgr., Dir. of News &  
 Sp. Events.....Arthur J. Smith  
 Comm. Manager.....Donald D. Sullivan  
 Prog., Pub. Director.....Norman Bacon  
 Promotion Director.....Don Beedle



Production Manager.....George Hutchins  
 Film Manager.....Ben Roen  
 Chief Engs.....Jack Iverson, Charles Prohaska  
 Con. Eng.....Craven, Lohnes and Culver

## KWWL-TV

WATERLOO—1953—NBC-DuM

Channel: 7 VHF...AP: 50 Kw...VP: 250 Kw.  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business Address.....Hotel Russell Lamson  
 Phone Number.....3-8475

News Service .....UP  
 Air Time.....14 hours daily  
 Membership.....NARTB  
 Representative.....Headley-Reed  
 Pres., Gen., Comm. Mgr.....Ralph J. McElroy  
 Commercial Mgr.....Don E. Inman  
 Director of News.....Ed Falk  
 Dir. of Oper.....Dale Wood  
 Dir. of Programming.....Warren Mead  
 Film Manager.....Gene Bennett  
 Chief Engineer.....T. W. Kirksey  
 Consulting Engineer.....Frank McIntosh

# KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — TV Homes 246,000  
 Stations in State 6

## KCKT-TV

GREAT BEND—1954

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF...AP: 52 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Central Kansas TV Co., Inc.  
 Business Address.....Box 182  
 Phone Number.....7868  
 Air Time.....6 hours daily  
 News Service .....UP  
 Representative.....Bolling  
 Membership.....NARTB, TvB  
 P. ident.....E. C. Wedell  
 Vice Pres., Gen. Mgr.....Les Ware  
 Comm. Mgr., Pub. Dir.....Otis Cowan  
 Prog. Dir., Prod. Mgr.....Ben Butler  
 Chief Eng.....Kenneth H. Cook

## KTVH

HUTCHINSON—1953—CBS-ABC  
DuM

Channel: 12 VHF...AP: 120 Kw...VP: 240 Kw.  
 Owned-Oper. By.....Hutchinson TV, Inc.  
 Business Address.....1800 North Plum  
 Phone Number.....5-5503  
 Representative.....H.R.  
 Air Time.....18½ hours daily  
 News Service .....AP  
 President.....W. D. P. Carey  
 Gen., Station Mgr.....Howard O. Peterson  
 Sales Manager.....E. W. Dallier  
 Prog. Dir., Dir. News, Sp. Events...Ray Huffer  
 Prom., Pub. Director.....William S. Ritchie  
 Film Manager.....Dick Cornish  
 Chief Engineer.....Robert B. Marye  
 Consulting Engineer.....A. Earl Cullum

## KOAM-TV

PITTSBURGH—1953—NBC-ABC-DuM

Channel: 7 VHF...AP: 49 Kw...VP: 98 Kw.  
 Owned-Oper. Mid-Continental Telecasting, Inc.  
 Business Address.....P. O. Box 609  
 Phone Number.....2508  
 Air Time.....10 hours daily  
 News Service .....UP

Membership .....NARTB  
 Representative.....Katz  
 President.....Cowgill Blair  
 Gen., Sta., Comm. Mgr.....R. E. Wade  
 Prog., Prom. Director.....Louis R. Martin  
 Chief Engineer.....Jack Lawrence  
 Technical Director.....Leo S. Stafford  
 Consulting Engineer.....T. A. M. Craven

## WIBW-TV

TOPEKA—1953—ABC-CBS-DuM

Channel: 13 VHF...AP: 52.5 Kw...VP: 87.1 Kw.  
 Owned-Oper. By.....Capper Publications, Inc.  
 Business Address.....1035 Topeka Blvd.  
 Phone Number.....3-2377  
 Representative.....Capper Publications, Inc.  
 President.....Henry Blake  
 General Manager.....Ben Ludy  
 Television Manager.....Art Holbrook  
 Commercial Mgr.....H.ilton Hodges  
 Publicity Director.....Allan Young  
 Chief Engineer.....Lewis Dickensheets

## KAKE-TV

WICHITA—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 10 VHF...AP: 219 Kw...VP: 316 Kw.  
 Owned-Oper. By.....KAKE-TV, Inc.  
 Business Address.....1500 North West St.  
 Phone Number.....Whitehall 3-4221  
 Air Time.....10 hours daily  
 News Service.....AP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....Mark H. Adams  
 General Manager.....Martin Umansky  
 Regional Sales Mgr.....Donivan Waldron  
 Local Sales Manager.....Bryce Benedict  
 Sales Service Dir.....Norman W. Larson  
 Promotion Director.....Robert C. Payne  
 Dir. News & Sp. Events.....Guy Runion  
 Operations Mgr.....John Quigley  
 Film Editor.....Garry Hultgren  
 Film Production.....Paul Threlfall  
 Chief Engineer.....Harold Newby  
 Con. Eng.....Craven, Lohnes & Culver

# K E D D

WICHITA—1953—NBC

Station Operating with Special Temporary Authorization  
 Channel: 16 UHF..AP: 132 Kw..VP: 245 Kw.  
 Owned-Oper. By.....KEDD, Inc.  
 Business Address.....Box 1740  
 Phone Number.....TEmple 8-3321  
 Air Time.....16 hours daily  
 Newspaper Affiliation.....Wichita Beacon  
 News Service.....UP, INS

Representative .....Petry  
 Membership .....NARTB, TvB  
 President.....Stanley H. Durwood  
 Gen., Sta. Mgr.....John E. North  
 Regional Sales Mgr.....Bob Paxon  
 Program Director.....Mary Jo Taylor  
 Prom., Pub. Director.....Nevin McCord  
 Dir. of News & Sp. Events.....Jerry Dunphy  
 Production Manager.....Don Markley  
 Film Manager.....Murray Tucker  
 Chief Engineer.....George Smith  
 Consulting Engineer.....George Adair

# KENTUCKY

Pop. Feb. 1, 1955 (Est.) 3,055,000 — TV Homes 413,000  
 Stations in State 3

# W E H T

HENDERSON—1953—CBS

Channel: 50 UHF..AP: 8.77 Kw..VP: 16:25 Kw.  
 Owned-Oper. By...Ohio Valley Television Co.  
 Business Address.....Box 395  
 Phone Number.....HEnderson 5-2634  
 Air Time.....12 hours daily  
 Representative.....Meeker, Adam Young  
 President.....Herbert R. Levy  
 General Manager.....Cecil M. Sansbury  
 Asst. Mgr. Ops.....Roger Garrett  
 News Director.....Brod Seymour  
 Chief Engineer.....Robert Cleveland

Prog., Film Dir.....George Patterson  
 Production Manager.....Pat O'Hara  
 Prom., Pub. Dir.....Charles Hill  
 Dir. of News & Sp. Events.....Rodney Ford  
 Chief Engineer.....Wilbur Hudson  
 Consulting Engineer.....R. C. Ring

# W H A S - T V

LOUISVILLE—1950—CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WHAS, Inc.  
 Address.....525 W. Broadway  
 Phone.....Wabash 2211  
 Representative...Harrington, Righter, Parsons  
 News Service.....AP  
 Newspaper Affiliation.....Courier-Journal,  
 Louisville Times  
 Air Time.....15 hours daily  
 Membership .....NARTB, TvB  
 President.....Barry Bingham  
 V.P. & Director.....Victor A. Sholis  
 Station Manager.....Neil D. Cline  
 Comm. Manager.....Albert J. Gillen  
 Program Director.....Ralph M. Hansen  
 Prom., Pub. Director.....William F. Loader  
 Dir. of News & Sp. Events...Richard Oberlin  
 Production Mgr.....Robert Pilkington  
 Film Manager.....Charles McDaniel  
 Chief Engineer.....O. W. Towner

# W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

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

# LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — TV Homes 323,000  
 Stations in State 8

# K A L B - T V

ALEXANDRIA—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF..AP: 14.4 Kw..VP: 28.4 Kw.  
 Owned & Oper. By...Alexandria Bcstg. Co.  
 Business Address.....601 Washington St.

Phone Number .....3-2543  
 Air Time.....7 hours daily  
 News Service.....AP, UP  
 President.....W. H. Allen  
 General Station Mgr.....Willard L. Cobb  
 Program Director.....Tom Palmer  
 Chief Engineer.....Jesse Sexton

# WAFB-TV

**BATON ROUGE—1953—ABC-CBS  
NBC-DuM**

Channel: 28 UHF...AP: 108 Kw...VP: 216 Kw.  
Owned...Modern Bcstg. Co. of Baton Rouge Inc.  
Business Address.....929 Government St.  
Phone Number.....4-8571  
Air Time.....14 hours daily  
News Service.....UP  
Membership.....NARTB, TvB  
Representative.....Adam Young  
President.....C. C. Barnard  
V.P., Gen. Sta. Mgr.....Tom E. Gibbens  
Comm. Manager.....Mervyn Rhys  
Sales Manager.....Ron Litteral  
Prog. Dir., Film Mgr.....Don Hallman  
Prom., Pub. Dir.....Una Daigre  
Director of News.....John Coburn  
Dir. Special Events.....Bob Peters  
Prod. Mgr., Chief Engineer.....Don Allan  
Consulting Engineer.....George A. Gautney

# KPLC-TV

**LAKE CHARLES—1954—NBC-ABC**

Station Operating with Special Temporary Authorization  
Channel: 7 VHF...AP: 35.5 Kw...VP: 52.5 Kw.  
Owned-Oper. By.....Calcasieu Bcstg. Co.  
Business Address.....Majestic Hotel  
Phone Number.....HEmlock 6-3631  
Air Time.....8½ hours daily  
News Service.....AP, UP  
President.....T. B. Lanford  
General Manager.....David Wilson  
Comm. Mgr.....Pelham Mills  
Prog. Director.....Bob Thompson  
Production Director.....Bob Weimar  
Chief Engineer.....A. B. Craft

# KTAG-TV

**LAKE CHARLES—1953—CBS-ABC  
DuM**

Channel: 25 UHF...AP: 11 Kw...VP: 21 Kw.  
Owned-Oper. By.....KTAG-TV, Inc.  
Business Address.....Box 173  
Phone Number.....9-9413  
News Service.....INS  
Membership.....NARTB  
Pres., Gen. Mgr.....Warren Berwick  
Sales Promotion Mgr.....William Hession  
Chief Eng., Program Dir.....Maurice Wynne

# KNOE-TV

**MONROE—1953—CBS-NBC-ABC  
DuM**

Channel: 8 VHF...AP: 115 Kw...VP: 230 Kw.  
Owned-Oper. By.....James A. Noe  
Business Address.....Box 1713  
Phone Number.....8155  
Air Time.....17 hours daily  
News Service.....AP  
Membership.....NARTB  
Representative.....H-R  
President.....James A. Noe

Vice-Pres., Gen. Mgr.....Paul H. Goldman  
Sales & Prom. Mgr.....Jack Ansell, Jr.  
Program Director.....Harry Arthur  
Dir. News & Sp. Events.....Mac Ward  
Operations Mgr.....Pete McCausland  
Film Manager.....Lee Hunt  
Dir. Engineering.....Ray Boyd  
Consulting Eng.....Frank H. McIntosh

# WDSU-TV

**NEW ORLEANS—1948  
ABC—CBS—NBC—DuM**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....WDSU Bcstg. Corp.  
Business-Studio Address.....520 Royal St.  
Phone Number.....TUlaine 4371  
Air Time.....119 hours weekly  
News Service.....AP, UP  
Representative.....Blair  
Membership.....NARTB, BAB, TvB  
President.....Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr.....Robert D. Swezey  
V.P., Comm. Manager.....A. Louis Read  
Program Director.....Hubie Weiss  
V.P., Chg. Programming.....Tom Hicks  
Prom., Pub. Dir.....Marion Annenberg  
Prog. Operations Mgr.....Stanley Holiday  
Chief Engineer.....Lindsey Riddle  
Consulting Engineer.....E. C. Page

# WJMR-TV

**NEW ORLEANS—1953—ABC-DuM  
CBS**

Channel: 61 UHF...AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By.....Supreme Bcstg. Co. Inc.  
Business Address.....1500 Canal St.  
Phone Number.....Canal 0356  
Representative.....Bolling  
Vice-Pres., Gen. Mgr.....George A. Mayoral  
Commercial Mgr.....Patrick J. Shannon  
Program Director.....Aubrey Moore  
Chief Engineer.....Jack Petrik

# KSLA

**SHREVEPORT—1953—NBC-CBS  
ABC-DuM**

Channel: 12 VHF...AP: 6.5 Kw...VP: 13 Kw.  
Owned-Oper. By.....Interim Television Corp.  
Business Address.....Box 1661  
Phone Number.....2-0697  
Air Time.....11 hours daily  
News Service.....UP  
Membership.....NARTB  
Representative.....Paul H. Raymer  
President.....Don George  
Gen., Sta., Comm. Mgr.....Deane R. Flett  
Program Director.....Henry J. Davis  
Prom., Pub. Dir.....Carol Vinson  
Dir. of News & Sp. Events.....Michael Hinn  
Production Mgr.....John Renshaw  
Film Manager.....Hugh Pickett  
Chief Engineer.....Morris C. Barten  
Con. Eng.....Vandivere, Cohen & Wearn

# MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — TV Homes 122,000  
Stations in State 6

## WABI-TV

BANGOR—1953  
ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.  
Owned-Oper.... Community Telecasting Serv.  
Address.....57 State St.  
Phone Number.....8255  
Air Time.....14 hours daily  
News Service.....AP  
Reps.....Hollingbery, Kettel-Carter  
Membership.....NARTB  
President.....Horace Hildreth  
Gen., Station Mgr.....Leon P. Gorman, Jr.  
Comm. Mgr.....Milton C. Chapman  
Program Director.....Leon H. Nelson  
Promotion Director.....Richard B. Bronson  
Dir. News & Sp. Events.....Robert H. Patten  
Film Manager.....Ralph Libby  
Chief Engineer.....Walter L. Dickson  
Consulting Engineer.....George Davis

## W-TWO

BANGOR—1954

Station Operating with Special Temporary Authorization  
Channel: 2 VHF..AP: 8.52 Kw..VP: 14.15 Kw.  
Owned-Oper....Murray Carpenter & Assoc.  
Business Address.....46 Hammond St.  
Phone Number.....2-4822  
Air Time.....9 hours daily  
News Service.....UP  
Representative..Venard, Rintoul & McConnell  
President, Gen., Sta. Mgr..Murray Carpenter  
Comm. Manager.....Rudolph Marcoux  
Prog., Pub. Dir., Prod. Mgr....Clifton Reynolds  
Promotion Director.....Robert Walton  
Film Manager.....Robert Rinehart  
Chief Engineer.....William Clark  
Consulting Engineer.....Pace, Creutz,  
Garrison, & Waldschmitt

## WLAM-TV

LEWISTON—1953—DuM

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

## WMTW

POLAND SPRING—1954—CBS-ABC  
DuM

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.  
Owned-Oper. By....Mt. Washington TV Inc.  
Business Address.....Riccarr Inn  
Phone Number.....51  
Membership.....TvB  
President.....John W. Guider  
Vice Pres. & Gen. Mgr.....John H. Norton Jr.  
Program Director.....John T. Madigan  
Production Director.....Lester J. Richards  
Chief Engineer.....Parker H. Vincent

## WCSH-TV

PORTLAND—1953—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By....Congress Square Hotel Co.  
Business Office.....157 High Street  
Phone Number.....2-0181  
Air Time.....14 hours daily  
News Service.....UP  
Representative.....Weed  
Membership.....NARTB, TvB  
President.....Adeline B. Rines  
Gen. Manager.....William H. Rines  
Station Manager.....Jack S. Atwood  
Comm. Manager.....Bruce McGorill  
Program Director.....Bornell Poole, Jr.  
Promotion Director.....Linwood T. Pitman  
Dir. of News & Sp. Events.....Philip N. Johnson  
Film Manager.....William Kearnos  
TV Operations Dir.....Daniel H. Smith

## WGAN-TV

PORTLAND—1954—ABC-CBS

Channel: 13 VHF...AP: 127...VP: 240 Kw.  
Owned-Oper. By...Guy Gannett Bcstg. Services  
Business Address.....390 Congress St.  
Newspaper Affil.....Gannett Publ. Co.  
News Service.....AP  
Air Time.....12 hours daily  
Membership.....NARTB  
Phone Number.....2-7423  
Representative.....Avery-Knodel  
President.....Jean Gannett Williams  
V.P., Gen. Sta. Mgr....Creighton E. Gatchell  
Comm. Manager.....Richard E. Bates  
Prog., Pub. Director...Samuel G. Henderson  
Dir. News & Sp. Events....Nunzi Casavola  
Production Mgr.....Lloyd Knight  
Film Manager.....Earl Fenderson  
Chief Engineer.....Roger W. Hodgkins  
Cons. Eng.....Cravens, Lohens, & Culver

# MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — TV Homes 620,000

Stations in State 4

## WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By....WAAM, Incorporated  
 Business Address.....Television Hill  
 Phone Number.....MOhawk 4-7600  
 Air Time.....15 hours daily  
 News Service.....AP  
 Representative.....Harrington, Righter and  
 Parsons, Inc.  
 Membership.....NARTB, TvB  
 President.....Ben Cohen  
 General Manager.....Ken Carler  
 Comm. Manager.....Armand Grant  
 Program Manager.....Herbert B. Cahan  
 Dir. of News & Sp. Events.....Ted Jaffee  
 Chief Engineer.....Glenn Lahman  
 Consulting Eng.....Kear & Kennedy  
 Director of Eng.....Ben Wolfe

## WBAL-TV

BALTIMORE—1948—NBC

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

**SYMBOL OF**

**TELEVISION**

**SERVICE IN**

**BALTIMORE**

MARYLAND



**316,000 WATTS**

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

New York, Chicago, San Francisco

**WAAM-13**

# WMAR-TV

## Speaking of FIRSTS . . .



### FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurred to 575,174 sets in the latest (November 1, 1954) official count.

### FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospital in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951. Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

### FIRST--with Maximum Power Under FCC Standards

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

### FIRST--with Viewers

QUARTER-HOUR FIRSTS*	ARB. Oct. 7-13 incl.	HOOPER Nov. 3-9 incl.
WMAR-TV	234	229
Stations A & B Combined	219	214

\*When two or more stations were on the air in Baltimore



# WMAR-TV

SUNPAPERS TELEVISION  
BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 \* TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM  
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



# WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Address.....Sun Square  
 Phone Number.....MULberry 5670  
 Air Time.....17½ hours daily  
 News Service.....AP  
 Newspaper Affiliation...Baltimore Sunpapers  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....William F. Schmick  
 V.P., Dir. of TV.....Ewell K. Jett  
 Commercial Manager.....Ernest A. Lang  
 Program Director.....Robert B. Cochran  
 Chief Engineer.....Carlton G. Nopper

# WBOC-TV

SALISBURY—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 16 UHF..AP: 8.6 Kw...VP: 15.6 Kw.  
 Owned & Oper....Peninsula Broadcasting Co.  
 Address.....Radio Park  
 Phone.....6131  
 Air Time.....7 hours daily  
 News Service.....AP  
 President.....John W. Downing  
 Gen., Sta., Comm. Mgr...John W. Downing, Jr.  
 Dir of News & Sp. Events.....Phil Adams  
 Film Manager.....B. J. Langrall  
 Chief Engineer.....Jack W. Ward  
 Consulting Eng.....A. D. Ring & Associates

# MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — TV Homes 1,370,000

Stations in State 7

# WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF..AP: 150 Kw...VP: 300 Kw.  
 Owned-Oper. By.....Greylock Bcstg. Co.  
 Business Address.....8 Bank Row  
 Phone Number.....Pittsfield 2-1553  
 Air Time.....8 hours daily  
 Representative.....Walker  
 News Service.....UP  
 Membership.....NARTB  
 President.....Leon Podolsky  
 Station Manager.....John T. Parsons  
 Commercial Manager.....Wm. P. Geary  
 Program Director.....Edward Pearson  
 Prom., Pub., News Dir.....Larry Vaber  
 Production Director.....Donald Selby  
 Film Manager.....Dick Bolender  
 Chief Engineer.....Leonard Lavendol  
 Consulting Engineer.....James C. McNary

# WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

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

# WBZ-TV

BOSTON—1948—NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.  
 Owned-Oper. By..Westinghouse Brdcsting Co.  
 Address.....1170 Soldiers Field Rd.  
 Phone Number.....ALgonquin 4-5670  
 News Service.....INS, AP, UP  
 Air Time.....18 hours daily  
 Representative.....Free & Peters  
 President.....Chris J. Witting  
 General Manager.....W. C. Swartley  
 Comm. Manager.....C. Herbert Masse  
 Program Director.....W. Gordon Swan  
 Promotion Dir.....E. J. Muriaty  
 Dir. of News & Sp. Events.....F. Whitmarsh  
 Production Manager.....Iran Berlow  
 Publicity Director.....J. Cullinane  
 Film Manager.....R. Duffield  
 Chief Engineer.....W. Hauser  
 Consulting Eng.....R. N. Harmon

# WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF..AP: 11.5 Kw...VP: 20.5 Kw.  
 Owned-Oper. By.....Middlesex Bcstg. Corp.  
 Business Office.....439 Concord Ave.  
 Phone Number.....EL 4-0500  
 Representative.....Everett-McKinney  
 President.....Frank J. Lyman, Jr.  
 General Manager.....Theodore B. Pitman Jr.  
 Program Supervisor.....R. C. Holbrook  
 Program Director.....Walter Harrington  
 Chief Engineer.....Carmen Ferraro

# WHYN-TV

SPRINGFIELD-HOLYOKE—1953

CBS-DuM

Channel: 55 UHF..AP: 91 Kw...VP: 182 Kw.  
 Owned-Oper. By..Hampden-Hampshire Corp.



Business Address.....1300 Liberty St.  
 Phone Number.....Springfield 4-1126  
 Air Time.....16 hours  
 News Service.....UP  
 Representative.....Branham, Weed  
 Membership.....NARTB  
 Gen. Sta. Manager.....Charles N. DeRose  
 Comm. Manager.....Patrick J. Montague  
 Program Director.....Kendall Smith  
 Production Manager.....Paul Wiley  
 Publicity.....Michael Horn  
 Film Manager.....Robert Thomas  
 Chief Engineer.....Harold Schumacker  
 Consulting Engineer.....Kear & Kennedy

Station Manager.....Alan C. Tindal  
 Program Director.....Milton R. Slater  
 Promotion Director.....Howard S. Keefe  
 Dir. of News & Sp. Events...Wallace Sawyer  
 Production Manager.....Wayne Henry Latham  
 Publicity Director.....Lionel Labrie  
 Film Manager.....David Walker  
 Chief Engineer.....George R. Townsend  
 Consulting Engineer.....Frank MacIntosh

## W W L P

SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF..AP: 73 Kw..VP: 146 Kw.  
 Owned-Oper. By.....Springfield Television  
 Bcstg. Corp.  
 Business Office.....61 Chestnut St.  
 Phone Number.....Springfield 2-4181  
 Air Time.....15 hours daily  
 News Service.....AP, INS  
 Membership.....NARTB, TvB  
 Representative.....Hollingbery  
 President.....Roger L. Putnam  
 General, Comm. Manager..William L. Putnam

**W W O R - T V**  
**WORCESTER—1953—ABC-DuM**  
 Channel: 14 UHF..AP: 16.2 Kw..VP: 8.71 Kw.  
 Business Office.....P. O. Box 609  
 Phone Number.....7-8374  
 Air Time.....15 hours daily  
 News Service.....UP  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 President.....John Z. Buckley  
 V.P. & Gen. Mgr.....Ansel E. Gridley  
 Commercial Mgr.....Leonard V. Corwin  
 Program Director.....Thomas C. Sawyer  
 Prom. & Pub. Director.....John McSheehy  
 Director of News.....Frank Knight  
 Production Mgr.....Norman "Cy" Locke  
 Film Manager.....Harold Eckman  
 Chief Engineer.....Donald P. Wise  
 Cons. Eng.....Craven, Lohnes & Culver

# MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — TV Homes 1,680,000  
 Stations in State 13

## W P A G - T V

ANN ARBOR—1953—DuM

Channel: 20 UHF..AP: 10 Kw...VP: 20 Kw.  
 Owned-Oper. By.....Washtenaw Bcstg. Co.  
 Business Address.....Hutzel Bldg.  
 Phone Number.....2-5517  
 Air Time.....5½ hours daily  
 News Service.....AP  
 Representative.....Everett-McKinney  
 President.....Arthur E. Greene  
 Vice-Pres., Gen. Mgr.....Edward F. Baughn  
 Commercial Mgr.....Kenneth MacDonald  
 Program Director.....David Pringle  
 Chief Engineer.....Donald N. Bowdish

Membership.....NARTB, TvB  
 Representative.....Headley-Reed  
 President.....James Gerity, Jr.  
 General Manager.....Harry Travis  
 Prom., Pub. Director.....Claude Mendell  
 Dir. of News & Sp. Events...Frank Benesh  
 Prod. Mgr., Chief Eng.....Hugh Woolsey  
 Asst. Chief Engineer.....Marty Gannon  
 Studio Operations Supervisor.....Lou Furlin

## W N E M - T V

BAY CITY-SAGINAW—1954—NBC  
DuM

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....North Eastern Michigan  
 Corp.  
 Business Address...814 Adams St., Bay City  
 Phone Number.....3-6505  
 Air Time.....15 hours daily  
 News Service.....AP

**W W T V**  
**CADILLAC—1954—ABC-CBS-DuM**  
 Channel: 13 VHF..AP: 54 Kw..VP: 104 Kw.  
 Owned-Oper. By.....Sparton Bcstg. Co.  
 Business Address.....214 N. Mitchell St.  
 Phone Number.....Prospect 5-3478  
 Representative.....Weed  
 Membership.....TvB  
 Air Time.....12 hours daily  
 News Service.....AP  
 President.....John J. Smith  
 General Manager.....L. T. Matthews  
 Oper. Manager.....Daryl Sebastian  
 Comm. Manager.....John Cundiff  
 Prog. Dir., Film Mgr.....Donald Cunningham  
 Prom., Pub. Director.....Fred Lamb

Dir. of News & Sp. Events... Guy VanderJagt  
 Production Manager... Dwight Wheeler  
 Chief Engineer... A. W. Daubendick

# CKLW-TV

**DETROIT—WINDSOR—1954—DuM**

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.  
 Owned-Oper... Western Ontario Brdcstg. Co.  
 Business Address... 825 Sandwich St.  
 Phone Number... WO 1-7200  
 News Service... INS, UP  
 Rep... All-Canada TV Ltd., Adam J. Young  
 Pres., Gen. Manager... J. E. Campeau  
 Dir. of Operations... S. C. Ritchie  
 Comm. Manager... E. W. Wardell  
 Promotion Director... Woodruff Crouse  
 Dir. of News & Sp. Events... Austin Grant  
 Publicity Director... Art Gloster  
 Film Manager... Arthur MacColl  
 Dir. of Engineering... W. J. Carter

# WWJ-TV

**DETROIT—1947—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 97.7 Kw.  
 Owned-Operated by... Evening News Assoc.  
 Business-Studio Address... 622 W. Lafayette  
 Phone Number... Woodward 2-2000  
 Newspaper Affiliation... The Detroit News

Air Time... 18 hours daily  
 News Service... UP, AP  
 Representative... Hollingbery  
 Membership... NARTB, TvB  
 President... Warren S. Booth  
 General Manager... Edwin K. Wheeler  
 Asst. General Manager... Don DeGroot  
 Business Manager... Henry C. Rogers  
 Prog. & Prod. Manager... James Schiavone  
 Sales Prom. Manager... Glenn Kyker  
 News Editor... James F. Clark  
 Public Affairs Manager... James Eberle  
 National Sales Mgr... Wendell Parmelee  
 Film Manager... Frank Picard  
 Gen. Eng. Manager... E. J. Love  
 Consulting Engineers... Page, Creutz,  
 Garrison & Waldschmitt

# WXYZ-TV

**DETROIT—1948—ABC**

Channel: 7 VHF..AP: 100 Kw..VP: 200 Kw.  
 Owned-Oper. By... American Broadcasting Co.  
 Business Address... 1700 Mutual Bldg.  
 Phone Number... Woodward 3-8321  
 Air Time... 16 hours daily  
 News Service... AP, INS  
 Representative... Blair-TV  
 Membership... NARTB  
 President, Gen. Mgr... James G. Riddell

*Detroit's idea  
 and production  
 station ...*

**wxyz · tv CHANNEL 7**

*more*

- top rated local shows
- top rated local stars
- top rated feature films

Represented  
 Nationally by  
**BLAIR-TV**

*Detroit's Big "4"  
 disc jockeys  
 are on*

**wxyz · radio**

- 6:00 to 9:00 AM **FRED WOLF**
- 1:00 to 2:30 PM **PAUL WINTER**
- 3:00 to 6:15 PM **ED MCKENZIE**
- 10:15 to 1:00 AM **JACK SURRELL**

Represented  
 Nationally by  
**JOHN BLAIR  
 & CO.**



# As Basic As Bread



It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

## WJBK-TV

DETROIT

Represented Nationally  
by THE KATZ AGENCY



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

Station, Film Mgr. . . . . John F. Pival  
 Comm. Manager . . . . . Ralph Lawson  
 Program Director . . . . . John Lee  
 Promotion Director . . . . . Robert Baldrice  
 Dir. of News & Sp. Events . . . . . Dick Femmel  
 Production Manager . . . . . Peter Strand  
 Publicity Director . . . . . Joe Avesian  
 Chief Engineer . . . . . Charles Kocher  
 Consulting Engineer . . . . . Kear & Kennedy

News Service . . . . . AP  
 Representative . . . . . Avery-Knodel, Inc.  
 Membership . . . . . NARTB, TvB  
 President . . . . . John E. Fetzer  
 Managing Director . . . . . Carl E. Lee  
 Comm. Manager . . . . . Donald DeSmit  
 Program Director . . . . . Charles Lynch  
 Promotion Director . . . . . Robert Dye  
 Chief Engineer . . . . . Arthur Covell

## WJBK-TV

DETROIT—1948—CBS

Channel: 2 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Storer Bcstg. Co.  
 Business-Studio Address . . . . . 500 Temple  
 Phone Number . . . . . Temple 3-7900  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . INS, UP  
 Membership . . . . . NARTB, TvB  
 Representative . . . . . Katz  
 President . . . . . George B. Storer Sr.  
 Station Mgr. . . . . Gayle V. Grubb  
 Production Mgr. . . . . Glenn Boudry, Jr.  
 Commercial Mgr. . . . . Maurice McMurray  
 Program Dir. . . . . Richard Fischer  
 Promotion Dir. . . . . Kenneth H. Boehmer  
 Managing Director . . . . . Bill Michaels  
 Publicity Director . . . . . Elaine von Grimmenstein  
 Film Manager . . . . . Bob Buchanan  
 Chief Engineer . . . . . Paul Frincke  
 Consulting Engineer . . . . . Earl Cullum

## WJIM-TV

LANSING—1954—ABC-CBS-NBC

Channel: 6 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned & Oper. By . . . . . WJIM-TV, Inc.  
 Address . . . . . Saginaw & Howard Streets  
 Phone Number . . . . . 2-1333  
 Air Time . . . . . 17 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Pety  
 Membership . . . . . NARTB  
 President . . . . . Harold Gross  
 Vice-President . . . . . Howard K. Finch  
 Oper., Prod. Manager . . . . . Richard E. Nason  
 Comm. Manager . . . . . William Brazzill  
 Promotion Director . . . . . Jane Stockwell  
 Dir. of News & Sp. Events . . . . . Howard Finch  
 Publicity Director . . . . . Elmer Davis  
 Film Manager . . . . . Phil Sherck  
 Chief Engineer . . . . . Charles Brady  
 Consulting Engineer . . . . . Kear & Kennedy

## WOOD-TV

GRAND RAPIDS—1951

ABC-NBC-DuM

Channel: 8 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Grandwood Bcstg. Co.  
 Address . . . . . 120 College S E  
 Phone Number . . . . . 9-4125  
 Air Time . . . . . 18 hours daily  
 News Service . . . . . AP, INS  
 Membership . . . . . NARTB, TvB  
 Representative . . . . . Katz  
 Vice-President . . . . . Harry M. Bitner  
 Contoller . . . . . Leonard Bridge  
 Gen., Sta. Manager . . . . . William Schroeder  
 Gen. Sales Manager . . . . . Arthur M. Swift  
 Program Director . . . . . Frank G. Sisson  
 Promotion Director . . . . . John Dragomier  
 Dir. of News & Sp. Events . . . . . Bob Runyon  
 Continuity Director . . . . . David Hoyle  
 Publicity Dir. . . . . Sharon Schneider  
 Film Manager . . . . . Clark Grant  
 Chief Engineer . . . . . Louis Bergenroth  
 Consulting Engineer . . . . . Kear & Kennedy

## WTOM-TV

LANSING—1953—ABC-DuM

Channel: 54 UHF . . . AP: 10 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Inland Bcstg. Co.  
 Business Address . . . . . 407 N. Washington Ave.  
 Phone Number . . . . . 2-1655  
 Air Time . . . . . 6 hours daily  
 News Service . . . . . UP  
 Membership . . . . . NARTB, TvB  
 Pres., Gen., Sta. Mgr. . . . . Thomas B. Shull  
 Comm. Manager . . . . . Roger Underhill  
 Prog. Dir., Dir. News & Sp. Ev. . . . . Edward Carson  
 Production Manager . . . . . Kenneth Herman  
 Publicity Director . . . . . Mary Preston  
 Film Manager . . . . . Francis Wilson  
 Chief Engineer . . . . . William Cruse

## WKZO-TV

KALAMAZOO—1950

ABC-CBS-NBC-DuM

Channel: 3 VHF . . . AP: 80 Kw. . . VP: 100 Kw.  
 Owned-Operated By . . . . . Fetzer Bcstg. Co.  
 Address . . . . . 124 W. Michigan Ave.  
 Phone Number . . . . . 5-2101  
 Air Time . . . . . 17 hours daily

## WKNX-TV

SAGINAW—1953—ABC-CBS

Channel: 57 UHF . . . AP: 103.5 Kw. . . VP: 207 Kw.  
 Owned-Operated By . . . . . Lake Huron Bcstg. Co.  
 Address . . . . . 221 S. Wash. Ave.  
 Phone Number . . . . . 3-4471  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Gill-Perna  
 Membership . . . . . NARTB, TvB  
 President, Gen. Mgr. . . . . William J. Edwards  
 Station Manager . . . . . Howard H. Wolfe  
 Commercial Manager . . . . . Robert M. Chandler  
 Program Director . . . . . Thomas A. Taylor  
 Promotion Director . . . . . Robert E. Douglas  
 Dir. of News & Sp. Events . . . . . Britt Temby  
 Production Manager . . . . . Ernest Whitmire

Film Manager.....William Sullivan  
 Chief Engineer.....Max W. Thomas  
 Consulting Engineers.....Page, Creutz,  
 Garrison & Waldschmidt

**WPBN-TV**

TRAVERSE CITY—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF..AP: 30.9 Kw..VP: 51.3 Kw.

Owned-Oper. By.....Midwestern Bcstg. Co.  
 Business Address.....Paul Bunyan Bldg.  
 Phone Number.....2700  
 News Service.....AP  
 Membership.....TvB  
 President, Gen. Mgr.....Les Biederman  
 Station Mgr.....John Anerson  
 Commercial Mgr.....R. E. Detwiler  
 Chief Engineer.....William H. Kiker

**MINNESOTA**

Pop. Feb. 1, 1955 (Est.) 3,165,000 — TV Homes 505,000  
 Stations in State 9

**KMMT**

AUSTIN—1953—ABC

Channel 6 VHF..AP: 9.4 Kw..VP: 18.7 Kw.  
 Business Office.....Minnesota-Iowa TV Co.  
 Business Address.....405 North Main St.  
 Phone Number.....8836  
 Air Time.....6 hours daily  
 News Service.....AP  
 Representative.....Pearson  
 President.....Martin Bustad  
 Gen., Sta., Comm. Mgr.....Tom Steensland  
 Promotion Director.....Ken Bryant  
 Dir. of News & Sp. Events.....Ken Cessna  
 Production Manager.....Stan Stydnicki  
 Film Manager.....Dick Lane  
 Chief Engineer.....John Ecklin

**KDAL-TV**

DULUTH-SUPERIOR—1954—NBC  
 ABC

Station Operating with Special Temporary Authorization  
 Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Red River Bcstg. Co., Inc.  
 Business Address.....Bradley Building  
 Phone Number.....Randolph 2-4466  
 News Service.....AP  
 Representative.....Avery-Knodel  
 President, Gen. Mgr.....Dalton LeMasurier  
 V.P., Comm. Mgr.....Odin S. Ramsland  
 Sales Manager.....John Grandy  
 Program Director.....Earl Henton  
 V.P., Chief Engineer.....Robert Dettman

**WDSM-TV**

DULUTH-SUPERIOR—1954—CBS  
 DuM

Station Operating with Special Temporary Authorization  
 Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WDSM Television Co.  
 Business Address.....230 East Superior St.  
 Phone Number.....7-6875  
 Representative.....Free & Peters  
 Vice-Pres., Gen. Mgr.....Rodney A. Quick  
 Commercial Mgr.....Martin Olson  
 Production Mgr.....Edwin M. Conrad

Program Director.....Lew Martin  
 News Director.....Bob Ball  
 Promotion Director.....Paul Andresen  
 Chief Engineer.....Jerry Baumann

**WCCO-TV**

MINNEAPOLIS—1949—CBS

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Midwest Radio-TV Inc.  
 Bus-Studio Address..Radio City—50 S. 9th St.  
 Phone Number.....Lincoln 0552  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Free & Peters  
 Membership.....NARTB  
 President.....Robert B. Ridder  
 Gen. Mgr.....F. Van Konynenburg  
 Asst. TV Mgr.....Sherman Headley  
 Comm. Mgr.....Robert N. Ekstrum  
 Dir. of News & Sp. Events...Charles McCuen  
 Production Manager.....Charles D. Miller  
 Film Manager.....Harry C. Jones  
 Prom., Publ. Director.....Gene Coot  
 Program Dir.....Gwen Harvey  
 Chief Engineer.....John M. Sherman

**WTCN-TV**

MINNEAPOLIS—1953—ABC

Channel: 11 VHF..AP: 42 Kw..VP: 70 Kw.  
 Owned-Oper. By..Minnesota Television Public  
 Service Corp.  
 Business Address.....2925 Dean Blvd.  
 Phone Number.....Walnut 7-8881  
 Air Time.....8½ hours daily  
 News Service.....AP, UP  
 Representative.....Blair  
 Membership.....NARTB  
 President.....Robert Butler  
 General Manager.....Joseph L. Merkle  
 Station Mgr., Prog. Dir.....Donald Kraatz  
 Comm. Manager.....David Cole  
 Prom., Pub. Director.....G. E. La Rocque  
 Dir of News & Sp. Events...Paul Sevarid  
 Production Manager.....Joseph Carney  
 Film Manager.....Eugene Wecker  
 Chief Engineer.....Mike Fleming  
 Consulting Engineer.....George P. Adair

**KEYD-TV**  
MINNEAPOLIS-ST. PAUL—1954  
DuM

Station Operating with Special Temporary Authorization  
Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Family Bcstg. Corp.  
Business Address.....Foshay Tower  
Phone Number.....Lincoln 8451  
Representative.....H-R, Television, Inc.  
General Mgr.....Lee L. Whiting  
Asst. General Mgr.....Raymond Tenpenney  
Operations, Prog. Dir.....Robert C. Fransen  
Promotion Mgr.....Jim McGovern  
News Director.....Harry Reasoner  
Chief Engineer.....Harvey Headen

Owned-Operated By.....KSTP, Inc.  
Bus., Trans. Lo...3415 University Ave., St. Paul  
Phone Number.....Prior 2724  
Air Time.....17 hours daily  
News Service.....AP, UP  
Representative.....Edward Petry  
Membership.....NARTB  
President, Gen. Mgr.....Stanley E. Hubbard  
Exec. V.P. & Treas.....K. M. Hance  
National Sales Mgr.....Karl A. Plain  
Regional Sales Mgr.....William R. Brazzil  
Program Director.....Del Franklin  
Sales Prom. & Pub. Dir.....William Davey  
News Director.....Julian Hoshal  
Asst. National Sales Mgr.....James E. Blake  
Film Director.....Ben Leighton  
Chief Engineer.....Wm. S. Sadler

**KROC-TV**  
ROCHESTER—1953—NBC

Channel: 10 VHF..AP: 53 Kw..VP: 100 Kw.  
Owned-Oper. By.....So. Minn. Bcstg. Co.  
Business Address.....100 - 1st Ave. Bldg.  
Phone Number.....3924  
Air Time.....10 hours daily  
Representative.....Meeker  
President.....Mrs. Gregory P. Gentling  
General Manager.....G. David Gentling  
Station Manager.....Willard Lampman  
Comm. Manager.....Warren Miller  
Program Director.....Don Perry  
Chief Engineer.....Robert W. Cross

**WMIN-TV**  
ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....WMIN Bcstg. Co.  
Business Address.....538 Hamm Building  
Phone Number.....Capitol 4-4831  
Air Time.....7 hours daily  
News Service.....AP  
Representative.....Blair TV  
Membership.....NARTB  
President, Station Mgr.....N. L. Bentson  
V.P., Gen. Sales Mgr.....Frank M. Devaney  
Dir. of News & Sp. Events,  
Prog.....Stuart A. Lindman  
Prom., Publicity Dir.....Dick J. Quass  
Production Manager.....Fred H. Kaufman  
Film Manager.....Oscar Backlund  
Chief Eng.....Warren Fritze  
Consulting Engineer.....Jansky & Bailey

**KSTP-TV**  
ST. PAUL-MINNEAPOLIS—1948  
NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.

**MISSISSIPPI**

Pop. Feb. 1, 1955 (Est.) 2,248,000 — TV Homes 137,000

Stations in State 4

**WJTV**  
JACKSON—1953  
ABC-CBS-DuM-NBC

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

News Service.....UP  
Representative.....Hollingbery  
President.....Wiley P. Harris  
Gen., Station Mgr.....Fred L. Beard  
Comm. Manager.....Frank Gentry  
Program Director.....Maurice Thompson  
Promotion Director.....Walter Henson  
Dir. of News & Sp. Events.....Dick Sanders  
Production Mgr.....George Land  
Publicity Director.....Gene Grant  
Film Manager.....Cliff Bingham  
Chief Engineer.....Bob Smathers  
Consulting Eng.....A. Earl Cullum, Jr.

**WLBT**

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Lamar Life Bcstg. Co.  
Business Office.....Box 2171  
Phone Number.....2-2691  
Air Time.....15 hours daily

**WSLI-TV**  
JACKSON—1954—ABC

Station Operating with Special Temporary Authorization  
Channel: 12 VHF..AP: 107 Kw..VP: 214 Kw.  
Owned-Oper. By.....Standard Life Bcstg. Co.



# How does your <sup>sales</sup> Garden grow <sup>↑</sup> in Kansas City?

With the right merchandising cultivation, sales can bloom in this rich Mid-America market.

Here's the kind of merchandising major food advertisers are getting free right now in the Kansas City market, via KCMO's famous Feature Foods Merchandising plan:

1. 200 store calls each 13 weeks to place point-of-sale material.
2. 75 special one-week displays in top volume stores each 13 weeks.
3. 50 days of in-the-store Bargain Bar promotion, demonstration, sampling, literature distribution.
4. Full reports twice each cycle on each activity in every store.

**AND ALL AT NO EXTRA COST!** A reasonable radio or TV schedule puts the KCMO Feature Foods Merchandising staff to work for you in Kansas City's top chain and independent supers!

Contact KCMO Radio or KCMO-TV, Kansas City, Missouri.

# KCMO

TV-Channel 5

Radio—810 kc

50,000 watts

125 E. 31st Street • Kansas City, Mo. • Represented by The Katz Agency

*Affiliated with the publishers of Better Homes and Gardens and Successful Farming Magazines*



Business Address.....Box 8187  
 Phone Number.....2-6625  
 Air Time.....9 hours daily  
 News Service.....AP  
 Representative.....Weed TV  
 Membership.....NARTB  
 President.....W. R. Newman  
 General Manager.....L. M. Sepaugh  
 Station Mgr.....Owens F. Alexander  
 Comm. Manager.....Evan Hughes  
 Traffic Director.....Iona Edgett  
 Sports Director.....Lyman Hellums  
 Director of News.....Bill Robertson  
 Publicity Director.....Brad Crandall  
 Film Manager.....Fitz Hooton  
 Chief Engineer.....C. A. Perkins  
 Consulting Eng.....Comm. Radio Equip. Co.

# WTOK-TV

MERIDAN—1953  
 ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw..VP: 31.2 Kw.  
 Owned-Oper. By...Southern Television Corp.  
 Business Address.....Box 1771  
 Phone Number.....3-1441  
 Air Time.....10 hours daily  
 News Service.....AP  
 Representative.....Headly-Reed  
 President.....Robert F. Wright  
 Commercial Manager.....W. B. Crooks  
 Traffic Manager.....Cecil Germany  
 Program Director.....George Shannon  
 Chief Engineer.....Joe Saxon

# MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — TV Homes 783,000  
 Stations in State 15

## KFVS-TV

CAPE GIRARDEAU—1954—CBS  
 DuM

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF..AP: 47.5 Kw..VP: 95 Kw.  
 Owned-Oper. By.....Hirsch Broadcasting Co.  
 Business Address.....324 Broadway  
 Phone Number.....5-5511  
 Air Time.....5½ hours daily  
 News Service.....UP  
 Pres., Gen. Mgr.....Oscar C. Hirsch  
 Station Manager.....Robert O. Hirsch  
 Comm. Manager.....John K. Ramey  
 Program Director.....Donald T. McNeely

## KOMU-TV

COLUMBIA—1953  
 ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 24.35 Kw..VP: 48.7 Kw.  
 Owned-Oper. By...Curators of Univ. of Mo.  
 Business Address.....Box 83  
 Phone Number.....2-1122  
 Air Time.....10 hours daily  
 News Service.....UP  
 Representative.....H.R.  
 Membership.....NARTB  
 Director of TV.....Edward C. Lambert  
 Station Mgr.....Claude F. Ratliff, Jr.  
 Sales Mgr.....John O. Conwell  
 Program Director.....Charles D. Sigsbee  
 Promotion Director.....Frank Tuttle  
 Dir. of News & Sp. Events.....Phi E. Berk  
 Production Mgr.....Lee Ellis  
 Chief Engineer.....Duane M. Weise

## KHQA-TV

HANNIBAL—1953—CBS-DuM

Channel: 7 VHF..AP: 18.3 Kw..VP: 36.8 Kw.

Owned-Oper. By.....Lee Broadcasting, Inc.  
 Business Address.....W. C. U. Bldg.  
 Phone Number.....2-6200  
 Air Time.....9 hours daily  
 Representative.....Weed  
 President.....Lee P. Loomis  
 General Manager.....Walter Rothschild  
 Program Director.....Merritt Milligan  
 Promotion Director.....Dick Moore  
 Director of News.....Don Nicholson  
 Film Manager.....Charles Lotz  
 Chief Engineer.....J. E. Gray

## KSWM-TV

JOPLIN—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF..AP: 37.4 Kw..VP: 58.9 Kw.  
 Owned-Oper. By.....Air Time, Inc.  
 Business Address.....1928 W. 13th St.  
 Phone Number.....MA 3-7260  
 Air Time.....10 hours daily  
 News Service.....UP  
 Rep.....Venard, Rintoul, & McConnell  
 Pres., Gen. Mgr.....Austin A. Harrison  
 Sta., Film Manager.....Ronald Robson  
 Comm. Manager.....D. T. Knight  
 Promotional Dir.....William Harned  
 Chief Engineer.....Jack Langford

## KCMO-TV

KANSAS CITY—1953—ABC—DuM

Channel: 5 VHF..AP: 42.6 Kw..VP: 71.1 Kw.  
 Owned-Oper. By...Meredith Engineering Co.  
 Business Address.....125 East 31st St.  
 Phone Number.....Jetterson 6789  
 Air Time.....16¼ hours daily  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....E. T. Meredith, Jr.



the *SWING* is to...

# KMBC-TV

## Kansas City's Most Powerful TV Station

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. Channel 9 booms its signal into areas never before covered by Kansas City television. Out-state reception reports from all points of the compass show KMBC-TV delivers markets lying far beyond 100 miles from Kansas City.

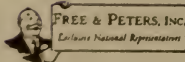
If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is the best place to invest your television dollars. Your Free & Peters Colonel can give you complete program and availability information on the Midwest's most-up-and-coming TV station.

## ...and in Radio, it's the KMBC-KFRM radio TEAM



## in the Heart of America

You go first class when you go into the great Heart of America with KMBC-KFRM, the Midwest's leading radio combination. KMBC of Kansas City serves 83 counties in western Missouri and eastern Kansas. Four Counties (Jackson and Clay in Missouri and Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, ranked 15th nationally in retail sales. KFRM for the State of Kansas, a bonus to KMBC, puts your selling message into the high-income homes of Kansas, 6th richest agricultural state.



For the broadest broadcasting coverage in the Heart of America market, use the area's most effective one-two advertising punch — KMBC-TV Television plus KMBC-KFRM Radio!

KMBC-TV



Primary Basic  
CBS-TV Affiliate



KMBC-KFRM  
radio TEAM

Director Radio, TV.....Payson Hall  
 General Manager.....E. K. Hartenbower  
 Asst. General Manager.....C. E. Breazeal  
 Comm. Manager.....S. B. Tremble  
 Program Dir.....Kenneth W. Heady  
 Prom., Pub. Director.....F. C. Strawn  
 Dir. of News & Sp. Events.....James Monroe  
 Film Manager.....T. R. Thompson  
 Chief Engineer.....Karl Troeglen  
 Consulting Engineer.....A. D. Ring

## KMBC-TV

**KANSAS CITY—1953—CBS**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Business Address.....222 W. 11th St.  
 Phone Number.....Harrison 2650  
 Air Time.....17 hours daily  
 Membership.....NARTB, TvB  
 News Service.....AP, UP, INS  
 Representative.....Free & Peters, Inc.  
 Ist V.P. & Comm. Mgr..Donald Dwight Davis  
 V.P. & Gen. Mgr.....John T. Schilling  
 V.P. & Sales Man.....George J. Higgins  
 TV Sta. Director.....Mori Greiner  
 Promotion Director.....Ed Schulz  
 Director News.....Claude Dorsey  
 Dir. Special Events.....Jim Burke  
 Program Director.....Ken Greenwood  
 Film Manager.....Margaret M. Maley  
 Chief Engineer.....Henry Goldenberg  
 Consulting Eng.....A. Earl Cullum, Jr.

## WDAF-TV

**KANSAS CITY—1949—NBC**

Channel: 4....AP:50 Kw....VP: 100 Kw.  
 Owned-Oper. By.....Kansas City Star Co.  
 Business Number.....1729 Grand Ave.  
 Phone Number.....Harrison 1200  
 News Service.....AP  
 Representative..Harrington, Righter, & Parsons  
 Air Time.....17 hours daily  
 Membership.....NARTB, TvB  
 General Manager.....H. Dean Fitzer  
 Station Mgr.....William A. Bates  
 Comm. Manager.....E. Manne Russo  
 Program Director.....Jay Barrington  
 Dir. News & Sp. Events....Randall Jessee  
 Film Manager.....John Krivas  
 Chief Engineer.....Joseph Flaherty  
 Consulting Engineer....George E. Gautney,  
 Gautney, Ray & Price

## KFEQ-TV

**ST. JOSEPH—1953—CBS-DuM**

Channel: 2 VHF...AP: 26 Kw....VP: 52 Kw.  
 Owned-Oper. By.....KFEQ, Inc.  
 Business Address.....KFEQ Bldg.  
 Phone Number.....3-2528  
 Air Time.....9 hours daily  
 News Service.....AP  
 Representative.....Headley-Reed  
 Pres., Gen., Sta. Mgr.....Barton Pitts  
 Comm. Mgr., Prom. Dir....Glenn G. Griswold  
 Program Director.....E. Carleton Schirmer  
 Director of News.....Ralph Combes  
 Film. Production Mgr.....Wally Johnson

**THOSE WHO KNOW FAMOUS BRANDS . . .**

**KNOW THE MOST FAMOUS BRAND IN NEWS IS**

**AP**

*In more and more client-agency huddles, decision-makers are*

# **SOLD ON SPOT**

*. . . and all the advantages of SPOT TELEVISION advertising which influence their decisions are prominently present on KSD-TV . . . the NBC television network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are*

# **SOLD ON KSD-TV**

*The St. Louis Post-Dispatch Television Station  
100,000 Watts on VHF Channel 5*



*National Advertising Representative:*

**SPOT SALES**

Chief Engineer.....J. Wesley Koch  
Cons. Eng.....George C. Davis

# KSD - TV

ST. LOUIS—1947

ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By...The Pulitzer Publishing Co.  
Address.....1111 Olive St.  
Phone Number.....MAin 1-1111  
Air Time.....18 hours daily  
Newspaper Affiliation..St. Louis Post-Dispatch  
News Service.....AP, INS  
Representative.....NBC Spot Sales  
Membership.....NARTB, TvB  
President.....Joseph Pulitzer  
Gen. Manager.....George M. Burbach  
Program Director.....Harold Grams  
Sales Manager.....Guy E. Yeldell  
Promotion Director.....David Pasternak  
Chief Engineer.....J. E. Risk

# KWK - TV

ST. LOUIS—1954—ABC-CBS

Station Operating with Special Temporary Authorization  
Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By:.....KWK, Inc.  
Business Address.....1215 Cole Street  
Phone Number.....MAin 1-9100  
Air Time.....18 hours daily  
Newspaper Affil.....St. Louis Globe  
Democrat  
News Service.....AP, UP  
Representative.....Katz  
Pres., Gen. Manager.....Robert T. Convey  
Vice-Pres., Station Dir.....Ray E. Dady  
Vice-Pres., Comm. Dir.....V. C. Carmichael  
Sales Manager.....James E. Goldsmith  
Prog. Dir., Film Mgr.....John W. Tinnea  
Promotion, Publicity. Dir.....Fred J. Mueller  
News Editor.....Jack Griffin  
Production Manager.....Ted Liss  
Chief Engineer.....N. J. Zehr  
Consulting Eng.....E. Earl Cullum, Jr.

For Important  
Telephone Numbers  
in  
New York  
Chicago  
Washington  
Los Angeles  
See  
Page 100

# NEWS from

ABC, CBS & DuMONT Features

## WTVI • Channel 54

ST. LOUIS 2, MISSOURI

ST. LOUIS POST-DISPATCH Tues., Jan. 25, 1955

### Television Notes and Gossip

WHEN Perry Como appears on Max Baer's "spectacular" on CBS-TV Sunday night, he'll net \$25,000 for a 15-minute stint.

Actor Jack Webb, the Sgt. Joe Friday of television and radio, will be master of ceremonies for the announcement of nominations for the Academy Awards Feb. 12. The event will be telecast nationally by NBC-TV.

NBC is reported to have offered Ken Murray a job of producer and star of its Sunday night Comedy Hour series.

Ed Furgol of St. Louis, the National Open golf champion, will be a guest on the top program on CBS-TV tomorrow morning when Omar Bradley will be a guest Friday.

Television Playhouse on ABC-TV Sunday night will star Peter Lind Hayes and his wife Mary Healy, who have an exclusive CBS-TV contract. CBS gave them permission to do the show.

A survey by Radio-Television Daily on re-runs of television film programs shows that the re-runs tend to have a higher rating than the original runs.

Singer Peggy Lee is writing some special lyrics for Omaha Shore.

Frances Octavia Smith will be one of the guests on the Bob Hope Show a week from tonight. Frances Octavia Smith is the original name of Debra Evans, wife of Roy Rogers, who also will be a guest.

Movie actors, circus performers used to be reluctant to appear on television for fear it would lessen their attraction for personal appearances. But now most of them have decided that it's a help.

Victor Mature is making money in television, without being in it. He has a television store in Hollywood.

*Jim -  
This station  
delivers*

*It's our  
best buy  
in St. Louis*

**Yes!!**

New York proved it. .  
San Diego proved it. .  
Los Angeles proved it. .  
now WTVI has pioneered  
and PROVED this idea in  
the greater St. Louis area.  
A half hour show on WTVI  
with 'multiple-exposure'  
handling delivers more  
viewers for that program  
than a single showing on  
any other St. Louis TV  
station.

WTVI always delivers  
*more audience  
for less money!*

for detailed proof of  
actual case histories  
in St. Louis call your  
WTVI man today.

*The Boss*

**WTVI** delivers MORE AUDIENCE for LESS MONEY  
than any other St. Louis TV Station

RADIO TV REPRESENTATIVES, INC. • N York, MU 8-4340; Chicago, FI 6-0982; San Francisco, YU 6-2982; Beverly Hills, BR 2-6738  
JOHN D. SCHEUFA, Jr., Ex. V. Pres. & Gen. Mgr., EX 7-0054 • JAMES R. BONFILL, Local Sales Mgr., GE 6-3454

# W T V I

## ST. LOUIS—1953—ABC-CBS-DuM

Channel: 54 UHF... AP: 7 Kw... VP: 12 Kw.  
 Owned-Oper. By... Signal Hill Telecasting Corp.  
 Bus. Studio Address... 10200 West Main St.  
 Phone Number... 7-0054  
 Air Time... 8 hours daily  
 Representatives... Radio-TV Representatives Inc.  
 President... Paul E. Peltason  
 Gen. Mgr. & Ex. V.P... John D. Scheuer Jr.  
 Comm. Manager... James R. Bonfils  
 Program Director... Ted Wescott  
 Prom., Pub. Dir... James F. Jae Jr.  
 Dir. of News & Sp. Events... Bruce Hayward  
 Production Mgr... Jack Murdock  
 Film Manager... Wm. Cook  
 Chief Engineer... Dick Trompeter

# K R C G

## JEFFERSON CITY—1955—CBS

Station Operating with Special Temporary Authorization  
 Channel: 13... AP: 63.1 Kw... VP: 105 Kw.  
 Address... Callaway Hills Farm  
 Phone Number... 6-6188, 5-3122  
 Owned By... Mrs. Betty Goshorn Handy  
 Representative... Hoag-Blair  
 Eng. Rep... Commercial Radio Equipment Co.

# K D R O - T V

## SEDALIA—1954

Channel: 6 VHF... AP: 8.71 Kw... VP: 16.2 Kw.  
 Owned-Oper. By... Milton J. Hinlein  
 Business Address... 2100 W. Broadway  
 Phone Number... 4004  
 Representative... Pearson  
 General Manager... Herb Brandes

Commercial Mgr... James Glenn  
 Chief Engineer... Bob Smith

# K T T S - T V

## SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF... AP: 6.38 Kw... VP: 12.76 Kw.  
 Owned-Oper. By... Independent Bcstg. Co.  
 Business Address... P. O. Box 1716  
 Phone Number... 2-7474  
 Air Time... 14 hours daily  
 News Service... AP, UP  
 Representative... Weed  
 Membership... NARTB  
 President... J. H. G. Cooper  
 Gen., Sta. Manager... G. Pearson Ward  
 Program Director... Kevin McAndrews  
 Dir. of News & Sp. Events... Bill Bowers  
 Film Manager... Ted Tucker  
 Chief Engineer... William F. Curry  
 Consulting Engineer... J. C. McNary

# K Y T V

## SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF... AP: 30.5 Kw... VP: 61 Kw.  
 Owned-Oper. By... Springfield Television Inc.  
 Business Address... 999 W. Sunshine  
 Phone Number... 6-2766  
 Air Time... 11 hours daily  
 News Service... AP  
 Membership... NARTB, TvB  
 President... Lester L. Cox  
 Co-Mgr., Comm. Mgr... Ralph L. Stufflebam  
 Co-Mgr., Prog. Dir... Carl Fox  
 Promotion Director... J. Robert Mule  
 Dir. of News & Sp. Events... Richard L. Hainline  
 Production Mgr... Gene Hudson  
 Film Manager... Fred L. Rains  
 Chief Engineer... E. Dennis White

# MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — TV Homes 52,000

Stations in State 4

# K O O K - T V

## BILLINGS—1953—CBS-DuM-ABC NBC

Channel: 2 VHF... AP: 8.8 Kw... VP: 17.5 Kw.  
 Owned-Oper. By... Montana Network  
 Business Address... P. O. Box 1498  
 Phone Number... 9-2382  
 Membership... NARTB  
 Representative... Headley-Reed  
 President... C. L. Crist  
 Gen., Station Manager... V. V. Clark  
 Comm. Manager... John Conner  
 Program Director... Ed Peiss  
 Dir. of News & Sp. Events... Lee Peer  
 Chief Engineer... Grant French  
 Cons. Engineer... Comm. Radio & Equip. Co.

# K X L F - T V

## BUTTE—1953—NBC-DuM

Channel: 6 VHF... AP: 1 Kw... VP: 2 Kw.  
 Owned-Oper... Pacific Northwest Broadcasters  
 Business Address... 1681 George St.  
 Phone Number... 2-2696  
 Air Time... 8 hours daily  
 Membership... TvB  
 Reps, East... Walker,  
 West... Pacific Northwest  
 President... E. B. Craney  
 Station Manager... Jim Manning  
 Commercial Mgr... J. Wythe Walker  
 Chief Engineer... Jack Provis  
 Consulting Engineer... George Adair

# K F B B - T V

GREAT FALLS—1954—ABC-CBS  
DuM

Channel: 5 VHF..AP: 12.6 Kw..VP: 25.1 Kw.  
 Owned-Oper. By.....Wilkins Broadcast Inc.  
 Business Address.....Box 1139  
 Phone Number.....4-4377  
 Air Time.....4½ hours daily  
 News Service.....UP  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....J. P. Wilkins  
 Station Manager.....LeRoy Stahl  
 Comm. Manager.....W. C. Blanchette  
 Program Director.....Robert Froemming  
 Film Manager.....Ted Funyak  
 Chief Engineer.....Anthony J. LoPuch  
 Con. Engineer.....Weldon & Carr

# K G V O - T V

MISSOULA—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF..AP: 29.4 Kw..VP: 58.8 Kw.  
 Owned-Oper. By.....Mosby's Inc.  
 Business Address.....127 East Main St.  
 Phone Number.....9-7668  
 News Service.....UP  
 Representative.....Gill-Perna  
 Membership.....NARTB, TvB  
 Pres., Gen., Sta. Manager.....A. J. Mosby  
 Comm. Manager.....Hugh Bader  
 Prog. Director.....Jack Harrington  
 Dir. of News & Sp. Events.....Don Weston  
 Prod. Mgr.....Charles Cromwell  
 Publicity Director.....Shirley Pohrman  
 Film Manager.....Robert Mohaires  
 Chief Engineer.....Amos Hargrove  
 Con. Engineer.....Archer Taylor

## NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — TV Homes 208,000

Stations in State 5

# K L R J - T V

HENDERSON—1955—NBC

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF..AP: 12.2 Kw..VP: 6.3 Kw.  
 Owned-Oper....Southwestern Publishing Co.

Business Address..737 North Main, Las Vegas  
 Representative.....Pearson  
 General Manager.....Bob Gardner  
 Production Manager.....Rick Williams  
 Chief Engineer.....Stanley Sulek

# 8 of the TOP TEN Multi-Weekly Shows in the OMAHA AREA are on



- DINAH SHORE
- HOWDY DOODY
- \*NEWS, SPORTS (10:15 P.M.)
- EDDIE FISHER
- \*WEATHER, NEWS (10 P.M.)
- CAMEL NEWS CARAVAN
- \*EARLY EVENING NEWS (6:20 P.M.)
- \*STAND BY FOR ACTION

\*Local live shows

Facts from NOV. 1954 Pulse

Low-cost participations in starred programs have produced results for others and can for you . . . Write Fred Ebener, Sales Manager, WOW-TV, Omaha, Nebraska for availabilities.



Channel 6 • Blair TV Rep. • CBS-TV • NBC-TV Aff.

Affiliated with "Better Homes and Gardens" and "Successful Farming" magazines.



# KHOL-TV

**KEARNEY—1953—ABC-CBS-DuM**

Channel: 13 VHF..AP: 100 Kw..VP: 200 Kw.  
 Owned-Oper. By.....Bi-States Co.  
 Business Address.....414 East Ave.  
 Phone Number.....SH 3-4541  
 Representative.....Meeker  
 Membership.....NARTB  
 President.....Wayne Brewster  
 Station Manager.....Duane L. Watts  
 Asst. Station Manager.....Jack Gilbert  
 Sales Manager.....Jack Gilbert  
 Program Director.....Bob Schnuelle  
 Prom., Pub. Director.....J. R. Hackney  
 Dir. of News, Prod. Mgr.....Bob Schnuelle  
 Film Director.....K. Cooper  
 Chief Engineer.....Jack Lewis  
 Con. Eng.....Comm. Radio Equip. Co.

# KOLN-TV

**LINCOLN—1953—ABC-CBS-DuM**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By  
 Cornhusker Radio & TV Corp.  
 Address.....40th and W Sts.  
 Representative.....Avery-Knodel  
 Membership.....NARTB, TvB  
 President.....John E. Felzer  
 Gen., Sta. Mgr.....A. James Ebel  
 Comm. Manager.....Thomas L. Young  
 Program Director.....Paul Jensen  
 Prom., Pub. Director.....Graham Jeambey  
 Dir. of News & Sp. Events.....By Krasne  
 Production Mgr.....Bill Hemke  
 Film Manager.....Eli Modenstein  
 Chief Engineer.....D. R. Taylor  
 Con. Engineer.....Craven, Lohnes & Culver

# KMTV

**OMAHA—1949—ABC-CBS-DuM**

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.

Owned-Oper. By.....May Bcastg. Co.  
 Bus.-Trans. Address.....2615 Farnam St.  
 Phone Number.....HA 3333  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Edward Petry & Co.  
 Membership.....NARTB  
 President.....Edward W. May  
 Ex., V.P., Gen. Mgr.....Owen Saddler  
 Commercial Manager.....Arden Swisher  
 Program Director.....Glenn Harris  
 Promotion Dir.....Joe Baker  
 Pub. Director.....Amos Eastridge  
 Film Manager.....Joe Binko  
 Dir of News and Spec. Events.....Floyd Kalber  
 Production Director.....Lew Jeffrey  
 Chief Engineer.....R. J. Schroeder  
 Consulting Engineer.....Robert M. Silliman

# WOW-TV

**OMAHA—1949—NBC**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Meredith WOW, Inc.  
 Business Address.....Insurance Bldg.  
 Phone Number.....WEBster 3400  
 Air Time.....17¾ hours daily  
 News Service.....UP, INS  
 Representative.....Blair TV  
 Membership.....NARTB, TvB  
 Chairman of Board.....Fred Bohlen  
 President.....E. T. Meredith, Jr.  
 V.P. & Treas.....Payson Hall  
 General Manager.....Frank P. Fogarty  
 Asst. Gen. Manager.....Lyle DeMoss  
 Sales Mgr.....Fred Ebener  
 Program Director.....Bill McBride  
 Promotion Dir.....Bob Seitzer  
 Dir. of News & Spec. Events.....Ray Clark  
 Production Mgr.....Verne Reynolds  
 Film Manager.....Bill McBride  
 Dir. of Engineering.....Wm. J. Kotera  
 Chief Engineer.....Glenn Flynn

# NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — TV Homes 26,000

Stations in State 2

# KLAS-TV

**LAS VEGAS—1953  
 ABC-CBS-NBC-DuM**

Channel: 8 VHF..AP: 14.5 Kw..VP: 29 Kw.  
 Owned-Oper. By...Las Vegas Television Inc.  
 Business Address.....Box 711  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....R. G. Jolley  
 Gen., Station Mgr.....Jean Paul King  
 Comm. Manager.....Marian Y. Komar  
 Program Director.....James A. Lilly

Prom., Pub. Director.....Henry Thompson  
 Director of News & Sp. Events...Ross Durfee  
 Production Manager.....Donald C. Graves  
 Film Manager.....Robert Keate  
 Chief Engineer.....Ralph E. Smith  
 Con. Engineer.....Grant Wrathall

# KZTV

**RENO—1953  
 ABC-CBS-NBC-DuM**

Channel: 8 VHF..AP: 1.4 Kw..VP: 2.7 Kw.  
 Owned-Oper...Nevada Radio-Television Inc.  
 Business Address.....770 East 5th St.

**st with**

**super power**  
**316,000** WATTS

EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

**from the**

**EMPIRE STATE BUILDING**

**st with**

**published audience**  
**GUARANTEE**

*You pay for what you get*

**watv**  
channel **13**

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

**st. station in New Jersey**

covering 82% of the state plus  
a big bonus in New York

**st. with audiences**

according to pulse

**st. with advertisers**

and 8 out of 10 are retail

**st. with business**

which has been firm  
for the last 5 years  
and is now better than ever

**waat**  
**970** on the dial  
NEWARK 1, NEW JERSEY

Phone Number .....3-0721  
 Newspaper Affil.....Review Journal  
 News Service .....AP

Representative .....Pearson  
 President.....Donald W. Reynolds  
 General Manager.....Harry Huey

# NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — TV Homes 1,456,000  
 Stations in State 2

## WRTV

ASBURY PARK—1953

Channel: 58 UHF..AP: 9.12 Kw..VP: 17.10 Kw.  
 Owned-Oper. By.....Atlantic Video Corp.  
 Business Address.....Eatontown Circle  
 Phone Number.....EAatontown 3-1520  
 President.....Walter Reade, Jr.  
 Vice-Pres., Mgr.....Harold C. Burke  
 Commercial Mgr.....Allen Preville  
 Production Mgr.....Bernard Probert

Business Address.....1020 Broad Street  
 Phone No.....BARclay 7-3260, PLaza 5-1331  
 Air Time.....13 hours daily  
 News Service .....AP  
 Representative .....Edward Petry  
 President & Gen. Mgr....Irving R. Rosenhaus  
 Vice-President.....Edmund S. Lennon  
 Vice-Pres. in Chg. Sales...Bertram Lehtar, Jr.  
 Program Director.....George Green  
 Prom., Publicity Director.....Lou Frankel  
 Dir. of News & Sp. Events,  
 Prod. Mgr.....Herb Green  
 Film Manager.....Robert Paskow  
 Vice-Pres. Engineering.....Frank V. Bremer

## WATV

NEWARK—1948

Channel: 13 VHF..AP: 185 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Bremer Broadcasting Co.

# NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — TV Homes 105,000  
 Stations in State 1

## WMUR-TV

MANCHESTER—1954—ABC-DuM

Channel: 9 VHF..AP: 67.6 Kw..VP: 112 Kw.  
 Owned-Oper. By....Radio Voice of N. H. Inc.  
 Business Address.....1819 Elm St.  
 Phone Number .....5-5788  
 Air Time.....10 hours daily  
 News Service .....UP  
 Representative .....Weed

Membership .....TvB  
 President.....Francis P. Murphy  
 Vice Pres., Gen. Mgr.....Norman Gittleson  
 Asst. Mgr.....Louis Allen  
 National Sales Director.....Dana Baird  
 Program Director.....William Gildersleeve  
 Promotion Director.....Lucien Dumont  
 Dir. of News & Sp. Events....Thomas Power  
 Film Manager.....Robert Boak  
 Chief Engineer.....Charles Halle  
 Con. Engineer.....Jansky & Bailey

Hear the New Voices of

# WMUR

and WMUR-TV

Complete New Program Schedule

# NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — TV Homes 98,000

Stations in State 4

## KGGM-TV

ALBUQUERQUE—1953—CBS

Channel: 13 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned-Oper. By.....New Mexico Bcstg. Co.  
Bus. Address.....1414 West Coal Ave. S. W.  
Phone Number.....3-4543  
News Service.....AP, UP  
Representative.....Weed  
President, Station Mgr.....A. R. Hebenstreit  
Comm. Manager.....George B. Morgan  
Prog., Prom., Pub. Dir.....Bob Van Driel  
Production Mgr.....Ed Sanchez  
Film Manager.....Jim Morley  
Chief Engineer.....Leonard F. Dodds  
Con. Engineer.....A. Earl Cullum, Jr.

## KOAT-TV

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF...AP: 12.9 Kw...VP: 28.8 Kw.  
Owned-Oper. By.....Alvarado Television Co.  
Business Address.....122 S.E. Tulane Dr.  
Phone Number.....5-8716  
Membership.....NARTB, TvB  
Representative.....Hollingbery  
President.....A. M. Cadwell  
Comm. Manager.....Mel Drake  
Station Manager.....Ted Snider  
Program Director.....Richard True  
Prom. Mgr.....W. Bozarth  
Chief Engineer.....William Carman

## KOB-TV

ALBUQUERQUE—1948  
NBC-DuM

Channel: 4 VHF...AP: 5.6 Kw...VP: 11.3 Kw.  
Owned-Oper. By.....Albuquerque Bcstg. Co.  
Bus. Studio Address.....1430 Coal Ave., S. W.  
Phone Number.....3-4411  
News Service.....UP  
Representative.....Branham  
Membership.....NARTB, TvB  
Pres., Gen. Mgr.....Wayne Coy  
Comm. Manager.....Rolf S. Nielsen  
Program Director.....Dorothy B. Smith  
Prom., Pub. Director.....Dallas Wyant  
Dir. of News & Sp. Events...George Morrison  
Prod. Manager.....Al Jarrett  
Film Manager.....Milford Williams  
Chief Engineer.....George S. Johnson

## KSWS-TV

ROSWELL—1953—ABC-DuM  
NBC-CBS

Channel: 8 VHF...AP: 57.5 Kw...VP: 115 Kw.  
Owned-Oper. By.....John A. Barnett  
Business Address.....1723 W. Second St.  
Phone Number.....3737  
News Service.....AP  
Representative.....Meeker, Melville  
Membership.....NARTB  
Owner & Gen. Mgr.....John A. Barnett  
Asst. Gen. Manager.....W. L. Shackelford  
Director of Sales.....Paul B. McEvoy  
Program Director.....Jack Shafer  
Chief Engineer.....Ray Summersgill  
Consulting Engineer.....George Gautney

# NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — TV Homes 4,310,000

Stations in State 22

## WROW-TV

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF...AP: 138 Kw...VP: 269 Kw.  
Owned-Oper. By.....Hudson Valley Bcstg. Co.  
Business Address.....Box 4100  
Phone Number.....3-2225  
Air Time.....9 hours daily  
Representative.....Bolling  
General Manager.....Thomas S. Murphy  
Station Manager.....Harry L. Goldman  
Commercial Mgr.....Harry Littler  
Program Director.....Charles Pogan  
Promotion Dir.....Hilda Nauman  
Chief Engineer.....Charles Heisler

## WNBF-TV

BINGHAMTON—1949  
ABC-CBS-NBC-DuM

(Sale to Triangle Publications Pending FCC Approval)  
Channel: 12 VHF...AP: 83 Kw...VP: 166 Kw.  
Owned-Oper. By.....Clark Associates, Inc.  
Business Address.....Wall & Henry Sts.  
Phone Number.....3-7311  
News Service.....AP  
Representative.....Bolling  
Membership.....NARTB  
General Manager.....George R. Durham  
Sales Manager.....Stanley N. Heslop  
Program Dir., Film Mgr.....Edward M. Scala  
Prom., Publicity Director.....John L. Turner  
Production Manager.....Clark Pollock  
Chief Engineer.....L. H. Stantz  
Con. Engineer.....Jansky & Bailey

# WBEN-TV

**BUFFALO—1948—NBC**

Channel: 4 VHF..AP: 27 Kw..VP: 54 Kw.  
 Owned-Oper. By.....WBEN, Inc.  
 Phone Number.....MOhawk 0930  
 Studio, Transmitter Location.....Hotel Statler  
 Air Time.....17½ hours daily  
 Newspaper Affil.....Buffalo Evening News  
 News Service.....AP, INS, UP  
 Representative.....Harrington, Righter & Parsons, Inc.  
 Membership.....NARTB  
 President.....Edward H. Butler  
 Vice-President.....Alfred H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Sales Manager.....Nicholas J. Malter  
 Station Mgr.....George R. Torge  
 Prom., Pub. Dir.....Joseph A. Haeffner  
 Film Director.....Quintin P. Renner  
 Program Dir.....Frederick A. Keller  
 Prod. Manager.....John L. Hutchinson, Jr.  
 Chief Engineer.....Ralph J. Kingsley  
 Consulting Eng.....A. E. Cullum, Jr.  
 Asst. Tech. TV Dir.....R. G. Beerbower

# WBUF-TV

**BUFFALO—1953—ABC-CBS-DuM  
NBC**

Channel: 17 UHF..AP: 114.5 Kw..VP: 229 Kw.  
 Owned-Oper. By....WBUF, Inc. "Sale to NBC pending FCC approval."  
 Business Address.....184 Barton St.  
 Phone Number.....Summer 1717  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....H-R  
 Membership.....NARTB  
 President & Station Mgr.....Sherwin Grossman  
 Vice-Pres. & Co-Mgr.....Gary L. Cohen  
 Comm. Mgr.....Robert L. Brenner  
 Prog. Coordinator.....Carol S. Moe  
 Dir. of News & Sp. Events.....Frank Fredrics  
 Sports Director.....Don Cunningham  
 Publicity Director.....Victoria Patrick  
 Film Director.....William Maier  
 Director of Oper.....Ernest E. Retz  
 Consulting Eng.....Kear & Kennedy

# WGR-TV

**BUFFALO—1954—NBC-DuM-ABC**

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF...AP: 66 Kw...VP: 100 Kw.  
 Owned-Oper. By.....WGR Corporation  
 Business Address.....184 Barton St.  
 Phone Number.....Summer 7115  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....George F. Goodyear  
 General Station Mgr.....J. J. Bernard  
 Comm. Manager.....Ollie Howard  
 Prog. Director.....VanBeuren De Vries  
 Prom., Pub. Director.....Phillip Curtis  
 Production Mgr.....Warren Rossell

Dir. News & Sp. Events.....VanBeuren & Charles Warren  
 Film Manager.....M. Eisler  
 Chief Engineer.....Karl B. Hoffman  
 Consulting Eng.....Walter L. Davis

# WCNY-TV

**CARTHAGE—1954—ABC-CBS-DuM**

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF..AP: 91.2 Kw..VP: 174 Kw.  
 Owned-Oper. By....The Brockway Company  
 Business Address.....P. O. Box 211  
 Phone Number.....410  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....John B. Johnson  
 General Manager.....Louis Sciif, Jr.  
 Station Manager.....James W. Higgins  
 Commercial Mgr.....Alford M. Tauroney  
 Program & Prom. Director.....David M. Graves  
 Film Manager.....John A. LaLibertie  
 Chief Engineer.....Maynard B. Davis  
 Consulting Engineer.....George C. Davis

# WKNY-TV

**KINGSTON—1954—CBS-NBC-DuM  
ABC**

Channel: 66 UHF..AP: 11.5 Kw..VP: 24.4 Kw.  
 Owned-Oper. By.....WCNY-TV Corp.  
 Business Address.....601 Broadway  
 Phone Number.....Kingston 4500  
 Air Time.....6 hours daily  
 News Service.....AP  
 Representative.....Meeker  
 President.....Joseph K. Close  
 General Manager.....Robert M. Peebles  
 Station Manager.....Robert L. Sabin  
 Prog. Prod., Pub. Director.....Irv Rose  
 Film Manager.....Bern Levy  
 Chief Engineer.....Bill Reeves  
 Consulting Engineer.....George Lohnes

# WABC-TV

**NEW YORK—1948—ABC**

Channel: 7 VHF...AP: 40 Kw...VP: 80 Kw.  
 Owned-Oper. By  
 American Bcstg-Paramount Theaters, Inc.  
 Business Address.....7 W. 66th St.  
 Phone Number.....SUsquarehanna 7-5000  
 Air Time.....16 hours daily  
 News Service.....INS  
 Membership.....NARTB  
 Representative.....Weed  
 President.....Robert E. Kintner  
 V.P., Gen. Mgr.....Ted Oberfelder  
 Sales Manager.....Trevor Adams  
 Sales Secy.....Marie Adams  
 Program Director.....Ardien Rodner  
 Nat. Spot Sales & Traffic Mgr.....Dan Norton  
 Dir. News & Sp. Events.....John Daly  
 Production Mgr.....Gordon Kunz  
 Publicity Director.....DeWard Jones  
 Film Manager.....George Rice  
 Chief Engineer.....Frank Marx  
 Consulting Eng.....Kear & Kennedy

**MORE**

**DELIVERED AUDIENCE IN 1954**

**BEST**

**BALANCED PROGRAMMING IN 1954**

**MORE TOP**

**ADVERTISERS AND AGENCIES IN 1954**

**IN 1955**

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**NEW YORK**



New York's  
Leading  
Independent  
Television  
Station

**REPRESENTATIVE:**  
Free & Peters, Inc.

# WABD

NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw..VP: 16.7 Kw.  
Owned-Oper. By.....Allen B. Du Mont  
Laboratories, Inc.

Business Address.....515 Madison Ave.  
Phone Number.....Murray Hill 8-2600  
Air Time.....13 hours daily  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
President.....Allen B. DuMont  
Managing Director.....Ted Bergmann  
Station Manager.....George L. Barenbregge  
Sales Manager.....W. Crawford  
Prog., Prod. Director.....James L. Caddigan  
Promotion Director.....Norman S. Ginsburg  
Director of News & Sp. Events.....David Lowe  
Publicity Director.....Gerald Lyons  
Film Manager.....Henry Humphrey  
Chief Engineer.....Rodney D. Chipp

# WATV

NEWARK, N. J.

(See New Jersey listing)

# WCBS-TV

NEW YORK—1941—CBS

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

# WOR-TV

NEW YORK—1949

Channel: 9 VHF...AP: 44Kw....VP: 88 Kw.  
Owned-Oper. By....General Teleradio, Inc.  
Business Address.....1440 Broadway  
Phone Number.....LONagare 4-8000  
Air Time.....11½ hours daily  
News Service.....AP, UP  
Station Representative.....H-R Reps.  
Membership.....NARTB, TvB  
President.....Thomas F. O'Neil  
V.P. in Charge.....Gordon Gray

Executive Asst.....Seymour Handy  
Comm. Mgr.....Charles H. Phillips  
Promotion Director.....Robert Sullivan  
Dir. of News & Sp. Events.....George Brown  
Production Mgr.....Ivan Reiner  
Publicity Director.....Richard Jackson  
Film Manager.....Milford Fenster  
Chief Engineer.....Charles Singer

# WPIX

NEW YORK—1948

Channel: 11 VHF..AP: 51 Kw..VP: 100 Kw.  
Owned-Oper. By.....N. Y. Daily News  
Address.....220 E. 42nd St.  
Phone Number.....MU 2-6500  
Air Time.....12 hours daily  
News Service.....UP  
Newspaper Affiliation...N. Y. Daily News  
Station Representative.....Free & Peters  
President.....F. M. Flynn  
V.P., Gen. Mgr.....F. M. Thrower  
Asst. Gen. Manager.....L. Pope  
Program Manager.....W. R. Rich  
News & Sp. Events Mgr.....Walter Engels  
Sales Mgr.....J. A. Patterson  
Promotion Director.....M. Kraemer  
Chief Engineer.....O. Freeman  
Film Mgr.....Carol Levine  
Consulting Engineer.....A. D. Ring

# WRCA-TV

NEW YORK—1941—NBC

Channel: 4 VHF..AP: 7.25 Kw..VP: 14.5 Kw.  
Owned-Oper. By.....National Bcstg. Co.  
Business Address.....30 Rockefeller Plaza  
Phone Number.....Circle 7-8300  
Air Time.....18 hours daily  
News Service.....AP, INS, UP  
Representative.....NBC Spot Sales Dept.  
Membership.....NARTB  
General Manager.....Hamilton Shea  
Station Manager.....Ernest de la Ossa  
Comm. Manager.....Jay Heiten  
Program Director.....Steve Krantz  
Prom., Adv., & Merh. Dir.....Max E. Buck  
Dir. of News & Sp. Events.....Bill Berns  
Production Manager.....Peter Affe  
Publicity Director.....William Anderson  
Chief Engineer.....Al Jackson

# WIRI

PLATTSBURG—1954—DuM

Station Operating with Special Temporary Authorization  
Channel: 5 VHF..AP: 12 Kw....VP: 20 Kw.  
Owned-Oper...Great Northern Television Inc.  
Business Address.....357 Cornelia St.  
Phone Number.....3070  
News Service.....AP  
President, Gen., Sales Mgr.....Joel H. Scheier  
Program Director.....Hal Wilson  
Production Director.....Carl Stohn Jr.  
Chief Engineer.....John H. Nazak

# One thing in common



**H**amilton, Columbus, and Omar — an unlikely trio, but united by a common love. And these three upstate New York communities, widely separated though they may be in terms of miles-as-the-crow-flies, are closer than the fingers on a glove. The magic of TV brought them together, and in upstate New York the velvet hand in the TV glove is Channel 8!

CBS-ABC-DUMONT  
A MEREDITH STATION

**W·H·E·N**  
CHANNEL 8  
SYRACUSE, N.Y.





# W H A M - T V

ROCHESTER—1949—NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Stromberg Carlson Co.  
 Business Address.....100 Carlson Road  
 Phone Number.....Culver 7240  
 Representative .....Hollingbery  
 Membership .....NARTB  
 Vice-Pres., Gen. Mgr.....William Fay  
 Commercial Manager.....John W. Kennedy, Jr.  
 Program Director.....Charles W. Siverson  
 Promotion Director.....Ralph Wallace  
 Publicity Director.....Terry David  
 Director of News.....David E. Kessler  
 Production Mgr.....James Trayhern  
 Film Director.....David Manning  
 Chief Engineer.....Kenneth Gardner

# W H E C - T V

ROCHESTER—1953—CBS

Channel: 10 VHF..AP: 66 Kw..VP: 124 Kw.  
 Owned-Oper. By.....Gannett Co., Inc.  
 Business Address.....55 Exchange St.  
 Phone Number.....Baker 6740  
 Representative .....Everett-McKinney  
 Membership .....NARTB, TvB  
 President.....Frank E. Gannett  
 Vice-Pres., Gen. Mgr.....C. Glover DeLaney  
 Asst. Gen. Manager.....Lowell H. MacMillan  
 Comm. Manager.....LeMoine C. Wheeler  
 Program Director.....William J. Adams  
 Promotion Director.....Betty Borden  
 Production Manager.....Douglas Tillet  
 Film Manager.....James Reidenbach  
 Chief Engineer.....Bernard C. O'Brien  
 Technical Director.....Richard K. Blackburn

# W V E T - T V

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF..AP: 62.5 Kw..VP: 125 Kw.  
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.  
 Business Office.....17 Clinton Ave. S.  
 Phone Number.....Hamilton 4820  
 Representative .....Bolling  
 Pres., Gen., Station Mgr.....Ervin F. Lyke  
 Comm. Manager.....Arthur Murrellwright  
 Program, Pub. Director.....Paul C. Louthar  
 Promotion Director.....Donald Kallock  
 Dir. of News & Sp. Events.....David Roberts  
 Production Manager.....F. Chase Taylor  
 Film Manager.....Arthur V. Cook  
 Chief Engineer.....Raymond Jones  
 Consulting Eng.....John Creutz

# W R G B

SCHENECTADY—1939

ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.  
 Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.....1 River Road  
 Phone Number.....Schenectady 7-2261  
 Air Time.....17½ hours daily  
 News Service.....UP, AP  
 Representative.....NBC Spot Sales  
 Membership .....NARTB, TvB

President.....Chester H. Lang  
 General Mgr.....Raymond W. Welpott  
 Manager of GE Broadcasting  
 Stations Dept.....Robert B. Hanna, Jr.  
 Comm. Manager.....Robert F. Reid  
 Prog. Director, Film Mgr.....Albert G. Zink  
 Prom., Pub. Director.....James Q. Cobb  
 Dir. of News & Sp. Events.....Lansing Christian  
 Chief Engineer.....Willard J. Purcell

# W H E N - T V

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw. VP: 190 Kw.  
 Owned-Oper. By.....Meredith Syracuse TV Corp.  
 Address.....101 Court St.  
 Phone Number .....74-5711  
 Air Time.....17½ hours daily  
 News Service .....UP  
 Representative .....Katz  
 Membership .....NARTB, TvB  
 President.....E. T. Meredith, Jr.  
 Vice-Pres. & Gen. Mgr.....Paul Adanti  
 Comm. Manager.....W. H. Bell  
 Prog. Dir., Film, Prod. Mgr.....Gordon Aldeman  
 Prom., Publicity Director.....Robert G. Peel  
 Chief Engineer.....Frank Spain

# W S Y R - T V

SYRACUSE—1950—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Central N. Y. Bcstg. Corp.  
 Business Address.....224 Harrison St.  
 Phone Number .....3-7111  
 Air Time.....18 hours daily  
 News. Affil..Post & Standard, Herald-Journal  
 News Service.....UP INS  
 Representative .....Harrington-Righter-Parsons  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur  
 Comm. Manager.....William R. Alford, Jr.  
 V.P. in Charge of Prog.....William V. Rothrum  
 Prom., Pub. Director.....Thomas F. McCollum  
 Dir. of News & Sp. Events.....Fred Hillegas  
 Program Director.....James McDonald  
 Film Manager.....Rodney Swift  
 Chief Engineer.....Albert Eicholzer  
 Consulting Eng.....Craven, Lohnes & Culver

# W K T V

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 100 Kw..VP: 187 Kw.  
 Owned-Oper. By.....Copper City Bcstg. Corp.  
 Business Address.....P. O. Box 386  
 Phone Number .....3-0404  
 Air Time.....18 hours daily  
 News Service .....UP  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 Gen., Sta., Comm. Mgr.....Michael C. Fusco  
 Program Dir.....Jack Fredericks  
 Pro., Pub. Director.....Frank Gruenewald  
 Dir. of News & Sp. Events.....Lyle Bosley  
 Prod. Manager.....Edward Whittaker  
 Film Manager.....Joseph Casaletta  
 Chief Engineer.....De Forest T. Layton, Jr.  
 Consulting Eng.....George Adair

# NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,000 — TV Homes 556,000

Stations in State 11

## WISE-TV

ASHEVILLE—1953—NBC

Channel: 62... AP: 16 Kw... VP: 29 Kw.  
Owned-Operated By... WISE, Inc.  
Address... 100 College St.  
Phone Number... 3-5381  
Air Time... 5 hours daily  
News Service... AP  
Representative... Bolling  
President, Gen. Mgr... Harold H. Thomas  
Commercial Mgr... Joseph J. Master  
Program Director... Coletta M. Mouw  
Dir. of News & Sp. Events... Rex Moore  
Film Manager... Paul Bridges  
Chief Engineer... John Randolph

## WLOS-TV

ASHEVILLE—1954—ABC—DuM

Station Operating with Special Temporary Authorization  
Channel: 13... AP: 85 Kw... VP: 170 Kw.  
Owned-Oper. By... Skyway Broadcasting Co.  
Business Address... 288 Macon Avenue  
Phone Number... 2-2431  
Air Time... 11 hours daily  
News Service... UP  
Rep... Venard, Rintoul & McConnell; Ayers

President... Charles M. Britt  
Gen. Mgr. & Exec. V.P... Charles B. Britt  
Comm. Manager... Bradley H. Roberts  
Prog. Dir., Prod. Mgr... Charles E. Newcomb  
Dir of News & Sp. Events... James E. Edmonds  
Production Manager... Charles E. Newcomb  
Film Manager... Bob Hensley  
Chief Engineer... M. D. Hunnicutt  
C. Eng... Page, Creutz, Garrison & Waldschmitt

## WQMC

CHARLOTTE—1953—ABC-NBC-DuM

Channel: 36 UHF... AP: 12 Kw... VP: 24 Kw.  
Owned-Oper. By... WAYS-TV  
Business Address... 3229 South Blvd.  
Phone Number... ED 4-5374  
Air Time... 7 hours daily  
News Service... UP  
Representative... Bolling  
President... Harold H. Thoms  
General Manager... James P. Poston  
Station Manager... James F. Polston  
Comm. Manager... George Carter  
Program Dir., Prod. Mgr... Richard Frosch  
Promotion Director... Don Matney  
Dir of News & Sp. Events... Bill Rollins  
Chief Engineer... B. C. Stewart  
Consulting Eng... Craven, Lohnes & Culver

## WQMC

CHANNEL 36

CHARLOTTE, NORTH CAROLINA

Representative: The Bolling Company.

# WBTV

**CHARLOTTE—1949**  
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned-Oper. By...Jefferson Standard Bcstg. Co.  
Business Address.....1901 W. Morehead  
Phone Number.....3-8833  
Air Time.....16 hours daily  
News Service.....UP, AP  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
President.....Joseph M. Bryan  
Exec. V.P., Gen. Mgr.....Charles H. Crutchfield  
V.P., Sales & Prom.....J. Robert Covington  
V.P. Prog. & Pub. Rel.....Kenneth I. Treadwell  
Controller.....C. K. Spicer  
Gen. Sales Mgr.....Wallace J. Jorgenson  
Sales Manager.....Paul B. Marion  
Dir. of Engineering.....Thomas Howard  
Promotion Supervisor.....John Dillon  
Prod. Supervisor.....Lacy Sellars  
Publicity Director.....Ned Burgess  
Film Supervisor.....Charlie Seward

# WTVD

**DURHAM—1954—ABC-NBC**

Station Operating with Special Temporary Authorization  
Channel: 11 VHF...AP: 29.3 Kw...VP: 47.8 Kw.  
Owned-Oper...Durham Bcstg. Enterprises, Inc.  
Business Address.....P. O. Box 2009  
Phone Number.....22111  
Air Time.....9½ hours daily  
News Service.....AP  
Representative.....Headley-Reed  
Membership.....TvB  
Pres., Gen. Mgr.....Harmon L. Duncan  
Comm. Manager.....Mike Thompson  
Prog. Dir., News Dir.....Ernie Greup  
Promotion Director.....Norman Hackney  
Production Manager.....Harry Middleton  
Publicity Director.....Carolyn Weiss  
Film Buyer.....Dale Baum  
Chief Engineer.....Henry Cronin

# WFMY-TV

**GREENSBORO—1948**

Channel: 2 VHF...AP: 8.4 Kw...VP: 16.72 Kw.  
Owned-Operated By...Greensboro News Co.  
Address.....212 N. Davie St.  
Phone Number.....4-0114  
Air Time.....17 hours daily  
News Service.....UP  
News, Afilil.....News, Record  
Representative...Harrington, Righter & Parsons  
Membership.....NARTB, TvB  
Gen., Sta. Manager.....Gaines Kelley  
Commercial Mgr.....Wm. S. Baskerville  
Program Director.....Gomer R. Lesch  
Prom. Mgr.....Richard Zaron  
Film Manager.....Jack Wiggins  
Chief Engineer.....William E. Neill  
Consulting Engineer.....Craven, Lohnes, & Culver

# WNCT

**GREENVILLE—1953**  
ABC-CBS-NBC-DuM

Channel: 9 VHF...AP: 56 Kw...VP: 100 Kw.  
Owned-Oper. By...Carolina Bcstg. System Inc.  
Business Address.....Evans Street  
Phone Number.....6181  
Air Time.....16.45 hours daily  
News Service.....UP  
Representative.....Pearson  
Membership.....TvB  
President.....Earl Westbrook  
Gen., Sta. Manager...A. Hartwell Campbell  
Comm. Manager.....John G. Clark, Jr.  
Program Director.....Eck Wall  
Promotion Mgr.....Dave Mosier  
Production Mgr.....Joe Reaves  
Film Manager.....Malcolm Nicholson  
Chief Engineer.....Hank Tribley  
Consulting Eng.....Everett Dillard

# WNOA-TV

**RALEIGH—1953**  
ABC-CBS-DuM

Channel: 28 UHF...AP: 102 Kw...VP: 182 Kw.  
Owned-Oper. Bq....Sir Walter Television Co.  
Business Address.....219 S. McDowell St.  
Phone Number.....2-0321  
Air Time.....15 hours daily  
News Service.....AP  
Representative.....Avery-Knodel, Inc.  
Membership.....NARTB, TvB  
President.....John W. English  
Gen., Sta. Mgr.....Charles G. Baskerville  
Commercial Mgr.....Earl Welde  
Chief Engineer.....Pete Miller  
Consulting Engineer.....Craven, Lohnes

# WMFD-TV

**WILMINGTON—1954—ABC-NBC**

Station Operating with Special Temporary Authorization  
Channel: 6 VHF...AP: 31 Kw...VP: 62 Kw.  
Owned-Oper. By.....WMFD-TV, Inc.  
Business Address.....225 Princess Street  
Phone Number.....3-4666  
Air Time.....8 hours daily  
News Service.....UP  
Representative.....Weed  
Membership.....NARTB  
President, Gen. Mgr.....R. A. Dunlea  
Station Manager.....R. A. Dunlea, Jr.  
Comm. Manager.....C. O. Shields  
Program Director.....Clint Long  
Promotion Director.....Bob Caudle  
Dir. of News & Sp. Events...Paul Jennewein  
Production Manager.....Bob West  
Publicity Director.....Gene Warren  
Film Manager.....John McNeil  
Chief Engineer.....E. I. Herring  
Consulting Engineer.....A. D. Ring

## WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF..AP: 21.9 Kw...VP: 40 Kw.  
 Owned-Oper. By.....Triangle Bcstg. Corp.  
 Business Address.....419-21 N. Spruce St.  
 Phone Number.....5-2311  
 Air Time.....18 hours daily  
 Newspaper Affiliate...Winston-Salem Journal  
 & Twin City Sentinel  
 News Service .....UP  
 Representative .....Headley-Reed  
 Membership .....NARTB, TvB  
 Exec. V.P. & Gen. Mgr.....Harold Essex  
 Sales Manager.....Harry B. Shaw  
 Program Manager.....John A. Comas  
 Promotion & Publicity Dir....Jack Abernathy  
 Director News.....F. O. Carver

Production Manager.....Robert C. Estes  
 Film Manager.....Carl Wiegold  
 Operations Manager.....Phil Hedrick  
 Consulting Eng.....Craven, Lohnes & Culver

## WTOB-TV

WINSTON-SALEM—1953  
 ABC-DuM

Channel: 26 UHF..AP: 9 Kw...VP: 17.2 Kw.  
 Owned-Oper. By...Winston-Salem Bcstg. Co.  
 Business Address.....Box 5176  
 Phone Number.....3-4353  
 Air Time.....8 hours daily  
 Representative.....H.R. Television  
 President .....James W. Coan  
 General Manager.....John G. Johnson  
 Production Mgr., Film Dir....Tracy Lounsbury  
 Chief Engineer.....Jim Hoke

# NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — TV Homes 32,000

Stations in State 4

## KFYR-TV

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF..VP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Meyer Bcstg. Co.  
 Business Address.....202½ Fourth St.  
 Phone Number.....CA 3-0900  
 Air Time.....10 hours daily  
 News Service .....UP  
 Membership .....NARTB, TvB  
 Representative .....Hoag-Blair  
 President.....Mrs. P. J. Meyer  
 General Manager.....F. E. Fitzsimonds  
 Comm. Manager.....A. L. Anderson  
 Program Director.....Cal Culver  
 Prom., News & Sp. Events Dir....Jack Swenson  
 Production Manager.....Wayne Turner  
 Film Manager.....C. F. Dirlam  
 Chief Engineer.....Ivar Nelson  
 Consulting Engineer.....E. C. Page

## KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF...AP: 15 Kw...VP: 30 Kw.  
 Owned-Oper. By...North Dakota Bcstg. Co.  
 Business Address.....15 West Central Ave.  
 Phone Number .....51-161  
 Air Time.....12 hours daily  
 News Service .....AP, UP  
 Representative .....Weed  
 Membership .....NARTB  
 Pres., General Manager.....John W. Boler  
 Sta., Comm. Manager.....Herman Burkart  
 Prog., Pub., Prod., Film Dir....Don Kingsley  
 Dir. News & Sp. Events.....William Johnson  
 Chief Engineer.....Joe Main  
 Consulting Engineer.....Lloyd R. Amoo

## KXJB

VALLEY CITY—1954—CBS-DuM

Channel: 4 VHF..AP: 57 Kw...VP: 100 Kw.  
 Owned-Oper. By...North Dakota Bcstg. Co., Inc.  
 Business Address.....4000 West Front Street  
 Phone Number .....4461  
 Air Time.....11 hours daily  
 News Service.....AP, UP  
 Representative .....Weed  
 Pres., Gen. Mgr.....John W. Boler  
 Station, Comm. Manager...William L. Hurley  
 Program Director.....Hal Kennedy  
 Promotion Director.....Stanley Spangler  
 Dir. of News & Sp. Events.....Joe McCarthy  
 Operations Manager.....Judy Lawton  
 Film Manager.....Lois Stewart  
 Chief Engineer.....Robert Ridgeway  
 Consulting Engineer.....Lloyd Amoo

## WDAY-TV

FARGO—1953—NBC-CBS-DuM-ABC

Channel: 6 VHF..AP: 33 Kw...VP: 66 Kw.  
 Owned-Oper. By.....WDAY, Inc.  
 Business Address.....118 Broadway  
 Phone Number .....5357  
 Representative.....Free & Peters  
 President.....E. C. Reineke  
 Manager.....Tom Barnes  
 Asst. Manager.....Jack Dunn  
 Program Manager.....Ken Kennedy  
 Promotion Mgr.....Roy Pedersen  
 Production Director.....Jack Gauvitte

# OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — TV Homes 2,319, 000  
Stations in State 19

## WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw...VP: 18.2 Kw.  
Owned-Oper. By.....Summit Radio Corp.  
Business Address.....853 Copley Road  
Phone Number.....POrtage 2-8811  
Air Time.....9 hours daily  
Newspaper Affiliation...Akron Beacon Journal  
News Service.....AP, UP  
Representative.....Weed  
Membership.....NARTB  
President.....S. Bernard Berk  
General Manager.....Roger G. Berk  
V.P. in charge of Sales...Kenneth M. Keegan  
Program Director.....Bloyce M. Wright  
Prom., Pub., Director.....A. R. Cooper  
Dir. of News & Sp. Events...Ed McDonald  
Director.....Milton Komito  
Film Manager.....William A. Mavrides  
Chief Engineer.....Irwin L. Knopp  
Consulting Engineer.....Kear & Kennedy

## WICA-TV

ASHTABULA—1953

Channels: 15 UHF...AP: 12 Kw...VP: 20 Kw.  
Owned-Oper. By.....WICA, Inc.  
Business Address.....Jefferson Road  
Phone Number.....32-126  
Air Time.....3 hours daily  
News Service.....UP  
President.....D. C. Rowley  
General Manager.....John Colin  
Station Manager.....Donald Fassett  
Comm. Manager.....Vernon Webster  
Prog. Dir., Film Mgr.....John Strasen  
Prom. & Pub. Director...Lawrence Gerrity  
Dir. of News & Sp. Events...Andrew Holecka  
Production Manager.....Robert Cox  
Chief Engineer.....Frank Bernato  
Consulting Engineer.....Guatney & Jones

## WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw...VP: 250 Kw.  
Owned-Oper. By...Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Phone Number.....CApital 0777  
Air Time.....17½ hours daily  
News Service.....UP  
Newspaper Affiliation.....Scripps-Howard

Representative.....The Branham Co.  
Membership.....NARTB  
President.....Jack R. Howard  
V.P., Gen. Mgr.....M. C. Watters  
Station Manager.....Glenn C. Miller  
National Sales Dir.....Patrick H. Crafton  
Asst. Gen. Mgr.....Ed Weston  
Prom., Pub. Director...Maurice Wattenburg  
Dir. of News & Sp. Events...Robert Otto  
Sales Mgr.....Clarence (Chick) Doty  
Production Manager.....Len Goorian  
Film Manager.....Sidney Barger  
Chief Engineer.....Paul Adams

## WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 195 Kw...VP: 316 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Phone Number.....Garfield 1331  
Air Time.....18 hours daily  
News Service.....AP  
Newspaper Affiliation...Times-Star  
Representative.....Katz  
Membership.....NARTB  
President.....Hulbert Taft, Jr.  
General Manager.....U. A. Latham  
Gen. Sales Mgr.....Robert T. Schlinkert  
Program Director.....Paul E. Shumate  
Coord. Director of Merch., Prom.  
& Publicity.....John J. Walsh  
Dir. of News & Sp. Events...George Palmer  
Comm. Prod. Manger.....George Rogers  
Publicity Director.....Fred Thomas  
Promotion Director.....Lila Lambert  
Film Manager.....Emil Bergdolt  
Director of Eng.....George Wilson  
Consulting Engineer.....George Davis  
*See Page 936*

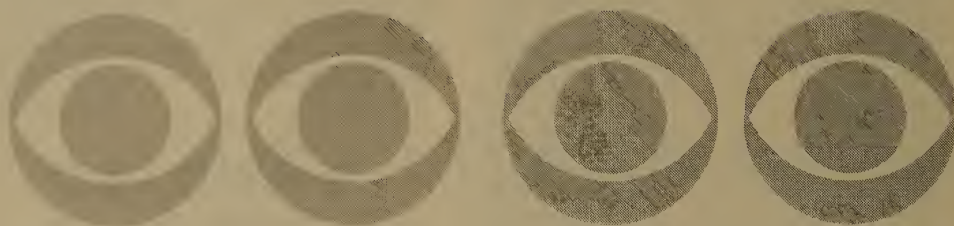
## WLW-TV

CINCINNATI—1948—NBC

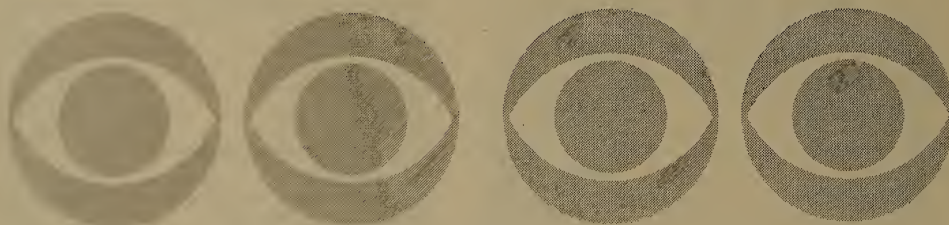
Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By...Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Phone Number.....Cherry 1822  
Air Time.....18 hours daily  
News Service.....UP, INS  
Rep.....WLW Sales, NBC Spot Sales  
Membership.....NARTB, TvB  
Chairman of the Board...James D. Shouse  
Pres. & Gen. Mgr.....Robert E. Dunville



**WXEL is now**



**Basic CBS Television**



**in Cleveland** (starting March 2)



**Maximum power**—316,000 watts ERP — with greater Grade-A coverage than any other Cleveland station.

**a Storer Station** — which means the finest in programming and service.



It's a triple combination you can't beat for selling results in the 4 billion dollar Greater Cleveland market!

now Basic CBS Television Network

**WXEL** Channel 8  
Cleveland

*Represented nationally by the Katz Agency*

V.P. & Asst. Gen. Mgr. . . . . Ward Quaal  
 V.P. & Dir. TV Oper. . . . . John T. Murphy  
 V.P. & Treasurer . . . . . K. T. Murphy  
 V.P., Public Relations . . . . . Gil Kingsbury  
 Station Mgr. . . . . Robert Boulware  
 Asst. Manager . . . . . Harry LeBrun  
 Program Director . . . . . James Bruce  
 Dir. Client Service Dept. . . . . Richard K. Jones  
 Prom., Pub. Director . . . . . James E. Allen  
 Dir. of News & Sp. Events . . . . . Terry Flynn  
 Exec. Producer . . . . . Pete Katz  
 Dir. Film Procurement . . . . . Al Sussman  
 Film Director . . . . . Art Nevins  
 Chief Engineer . . . . . R. J. Rockwell  
 Consulting Engineer . . . . . Weldon & Carr.

## WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF . AP: 47 Kw. . VP: 93 Kw.  
 Owned-Oper. By . . . Scripps-Howard Radio, Inc.  
 Business-Studio Address . . . . . 1816 E. 13th St.  
 Phone Number . . . . . Tower 1-5454  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . UP  
 Newspaper Affiliation . . . . . Scripps-Howard  
 Membership . . . . . NARTB  
 Representative . . . . . Branham  
 President . . . . . Jack R. Howard  
 General Manager . . . . . James C. Hanrahan  
 Station Director . . . . . J. Harrison Hartley  
 Advertising Manager . . . . . Floyd E. Weidman  
 General Executive . . . . . David M. Baylor  
 Exec. Program Mgr. . . . . Betty Cope  
 Dir. of News & Spec. Events . . . . . Donald L. Ferris  
 Film Manager . . . . . Gilbert S. Camfield  
 Chief Engineer . . . . . Joseph B. Epperson

## WNBK

CLEVELAND—1948—NBC

Channel: 3 . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . National Bcstg. Co.  
 Business-Studio Address . . . . . 815 Superior Ave.  
 Phone Number . . . . . Cherry 1-0942  
 Air Time . . . . . 18½ hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NARTB  
 President . . . . . Sylvester L. Weaver  
 General Manager . . . . . Lloyd E. Yoder  
 Asst. General Manager  
 & Director Sales . . . . . William N. Davidson  
 Sales Mgr. . . . . Theodore H. Walworth, Jr.  
 Program Manager . . . . . George W. Cyr  
 Promotion Director . . . . . Clement G. Scerback  
 Dir. of News & Sp. Events . . . . . Edward R. Wallace  
 Oper. Supervisor . . . . . William A. Howard  
 Publicity Director . . . . . Robert Horan  
 Film Manager . . . . . Albert L. O'Deal  
 Engineer-in-charge . . . . . S. E. Leonard  
 Consulting Engineer . . . . . NBC Engineering

## WXEL

CLEVELAND—1949—CBS

Channel: 8 VHF . AP: 191 Kw. . VP: 316 Kw.  
 Owned-Oper. By . . . . . Storer Bcstg. Co.  
 Address . . . . . 1630 Euclid Ave.  
 Phone Number . . . . . Tower 1-8989  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . UP, AP, INS  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, TvB  
 President . . . . . George B. Storer  
 Managing Director . . . . . Franklin Snyder  
 Publicity Director . . . . . Barbara Snyder  
 Commercial Mgr. . . . . R. C. Wright  
 Program Director . . . . . Ben Wickham  
 Chief Engineer . . . . . H. A. Brinkman  
 Consulting Engineer . . . . . A. Earl Cullum

## WBNS-TV

COLUMBUS—1949—CBS

Channel: 10 VHF . AP: 123 Kw. . VP: 219 Kw.  
 Owned By . . . . . Dispatch Printing Co.  
 Business Address . . . . . 33 N. High St.  
 Phone Number . . . . . Fletcher 3538  
 Air Time . . . . . 17½ hours daily  
 Newspaper Affiliation . . . . . Columbus Dispatch  
 News Service . . . . . AP  
 Station Representative . . . . . Blair TV  
 Membership . . . . . NARTB, TvB  
 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  
 Film Buyer . . . . . Betty Dixon  
 Chief Engineer . . . . . Lester H. Natzger  
 Consulting Engineer . . . . . Jansky & Bailey

## WLW-C

COLUMBUS—1949—NBC-ABC

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  
 Membership . . . . . TvB  
 Air Time . . . . . 19 hours daily  
 News Service . . . . . UP  
 President . . . . . Robert E. Dunville  
 Vice Pres. & Gen. Mgr. . . . . James Leonard  
 Commercial Mgr. . . . . James G. Burgess  
 Program Director . . . . . Walter S. Jacobs  
 Promotion Director . . . . . Donald H. Edgemon  
 Production Manager . . . . . Bud Gillis  
 Dir. of News & Spec. Events . . . . . David Nichols  
 Film Manager . . . . . Carol Barclay  
 Chief Engineer . . . . . Charles Sloan

CINCINNATI'S MOST POWERFUL TELEVISION STATION

# WKRC-TV

## Now 316,000 watts



ON CHANNEL 12

*Cincinnati, Ohio*

CBS programming over WKRC-TV dominates the Cincinnati area day and night.

**WKRC-TV — CINCINNATI, OHIO**

*MAXIMUM POWER  
IN COLUMBUS*

# WTVN-TV

## Now 100,000 watts

ON CHANNEL 6

*Columbus, Ohio*



**WTVN-TV — COLUMBUS, OHIO**

Don Chapin  
*Mgr. New York Office*  
550 Fifth Avenue

Ken Church  
*National Sales Manager*

REPRESENTED BY THE KATZ AGENCY



# WTVN-TV

COLUMBUS—1949—CBS-DuM

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address.....753 Harmon Ave.  
 Phone Number.....Capitol 8-5801  
 Air Time.....15 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.....Joseph A. Jenkins  
 Promotion Director.....Bernice Caldron  
 Director of News.....Joe Hill  
 Film Manager.....Richard McKinney  
 Chief Engineer.....William H. Hansher

# WHIO-TV

DAYTON—1949—CBS-DuM

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.  
 Business Address.....45 S. Ludlow St.  
 Phone Number.....ADams 2261  
 Air Time.....18 hours daily  
 Newspaper Affil.....Dayton Daily News  
 News Service.....UP  
 Representative.....Hollingsbery  
 Membership.....NARTB  
 President.....James M. Cox Jr.  
 General Manager.....J. Leonard Reinsch  
 Station Manager.....Robert H. Moody  
 Commercial Manager.....W. E. Wolaver  
 Program Director.....Charles Gay  
 Dir. of News & Sp. Events.....Don Wayne  
 Production Manager.....Jack Hodgkinson  
 Film Manager.....Ralph Gram  
 Chief Engineer.....Ernest L. Adams  
 Consulting Engineer.....Frank H. MacIntosh

# WLW-D

DAYTON—1949—NBC-ABC

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.....20 hours daily  
 News Service.....UP  
 Representative...WLW Sales, NBC Spot Sales  
 Membership.....NARTB, TvB  
 President.....R. E. Dunville  
 V.P., Gen. & Sta. Mgr.....H. P. Lasker  
 Comm. Mgr.....C. R. Dodsworth, Jr.  
 Program Director.....Bill Bailey  
 Prom., Publicity Dir.....Dorothy A. Sanders  
 Chief Engineer.....Lester Sturgill

# WLOK-TV

LIMA—1953—NBC

Channel: 73 UHF...AP: 8 Kw...VP: 16 Kw.  
 Owned-Oper. By.....WIOK, Inc.  
 Business Address.....1424 Rice Ave.  
 Phone Number.....6-3411

Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....H.R.  
 Membership.....NARTB  
 Gen., Sta. Manager...Robert O. Runnerstrom  
 National Comm. Mgr.....Lawrence Webb  
 Local Comm. Manager.....Harley Lucas  
 Program Director.....Gordon Max  
 Dir. of News & Sp. Events.....Joe Rex  
 Production Manager.....Jack Leverenz  
 Film Manager.....Lenore Merritt  
 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.  
 (CBS-TV Pending Approval)  
 Business Address.....Exchange Realty Bldg.  
 Phone Number.....2-6265  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Avery-Knodel  
 President.....Jack N. Berkman  
 Gen., Sta. Manager.....John J. Laux  
 Gen. Mgr. Designate.....F. F. Samuels  
 Comm. Mgr., Prom. Dir...Joseph M. Troesch  
 Prog. Dir., Prod. Mgr.....Robert E. Holt  
 Dir. of News & Sp. Events.....Scott McMurray  
 Pub. Director.....Mira DeJuli  
 Film Manager.....Carl Kroskey  
 Chief Engineer.....Charles S. Shepherd  
 Consulting Engineer.....George C. Davis

# WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 24 Kw..VP: 48 Kw.  
 Owned-Oper. By.....Storer Bdcstg. Co.  
 Business-Studio Address.....136 Huron St.  
 Air Time.....16 hours daily  
 News Service.....INS, UP  
 Phone Number.....Adams 3175  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....George B. Storer  
 V.P. & Managing Dir.....Alle L. Haid  
 Asst. Station Manager.....Les Dana  
 National Sales Mgr., Prom. Dir..Bill Ashworth  
 Dir. of News & Sp. Events.....Jim Uebelhart  
 Production Manager.....John Saunders  
 Film Director.....Elaine Phillips  
 Chief Engineer.....Bill Stringfellow  
 Consulting Engineer.....Jansky & Bailey

# WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 21 UHF..AP: 87.5 Kw..VP: 175 Kw.  
 Owned-Operated By...Vindicator Printing Co.  
 Address.....101 W. Boardman Street  
 Phone Number.....3-4121  
 Air Time.....18 hours daily  
 Membership.....NARTB  
 Newspaper Affil...The Youngstown Vindicator  
 Representative.....Headley-Reed  
 President.....William F. Maag Jr.  
 Gen., Sta., Comm.....Mitchell F. Stanley

Program Director.....Warren S. Park Jr.  
 Promotion Director.....Eugene A. Barko  
 Dir. of News & Sp. Events.....William Lindsay  
 Production Manager.....Charles Cutler  
 Film Manager.....Eugene L. Donahay  
 Chief Engineer.....Frank A. Dieringer  
 Consulting Engineer.....A. Earl Cullum Jr.

Chief Engineer.....B. T. Wilkins  
 Consulting Engineer.....Page, Creutz,  
 Garrison & Waldschmitt

## WKBN-TV

YOUNGSTOWN—1953—ABC-CBS  
 DuM

Channel: 27 UHF..AP: 95 Kw...VP: 160 Kw.  
 Owned-Operated By.....WKBN Bcstg. Co.  
 Address.....3930 Sunset Blvd.  
 Phone Number.....STERling 2-1145  
 Newspaper Affil....Forest City Publishing Co.  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Representative.....Raymer  
 President, Gen. Mgr....W. P. Williamson, Jr.  
 Station Dir., Comm. Mgr.....J. L. Bowden  
 Program Director.....D. S. Brice  
 Promotion, Publicity Dir.....Jim E. Smith  
 Dir. News & Sp. Events.....Gene Starn  
 Production Mgr.....Howard Rempes  
 Film Manager.....Norman Berger

## WHIZ-TV

ZANESVILLE—1953  
 ABC-CBS-NBC-DuM

Channel: 50 UHF..AP: 40.7 Kw...VP: 74.1 Kw.  
 Owned-Oper. By.....Southeastern Ohio TV  
 System  
 Business Address.....Lind Arcade Bldg.  
 Phone Number.....2-5431  
 Air Time.....8½ hours daily  
 Newspaper Affil.....Zanesville Publ. Co.  
 News Service.....UP  
 Representative.....Pearson  
 Membership.....NARTB, TvB  
 President.....Clay Littick  
 Gen., Station Mgr.....Allan Land  
 Comm. Manager.....Nate Milder  
 Program Director.....Reed Mellon  
 Prom., Pub. Director.....Nancy Armstrong  
 Prod., Film Manager.....Edward Fisher  
 Chief Engineer.....William A. Hunt, Sr.  
 Consulting Engineer..Craven, Lohnes & Culver

# OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — TV Homes 360,000

Stations in State 10

## KTEN

ADA—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 10 VHF..AP: 141 Kw...VP: 252 Kw.  
 Owned-Oper. By.....Eastern Okla. TV Co., Inc.  
 Business Address.....P. O. Box 10  
 Phone Number.....1010  
 Air Time.....8 hours daily  
 News Service.....AP  
 Rep.....Venard, Rintoul & McConnell  
 President.....Dr. C. C. Morris  
 V.P. & Gen. Mgr.....Bill Hoover  
 Sec. Treas. & Station Mgr.....Brown Morris  
 Prog., Prom. & Pub. Dir....Nadine Wheeler  
 Dir. of News & Sp. Events..George Millers, Jr.  
 Production Maanger.....Jack Hoover  
 Film Manager.....G. C. Northington  
 Chief Engineer.....Fred Smith  
 Consulting Eng...Vandivere, Cohen & Wearn

## KGEO-TV

ENID—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Streets Electronics, Inc.  
 Business Address.....206 East Randolph  
 Phone Number.....835  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 President.....P. R. Banta

Gen. Station Mgr.....George Streets  
 Comm. Manager.....Tom Belcher  
 Program Director.....Marylin Ellis  
 Prom., News & Sp. Ev. Dir....Casey Cohlmlia  
 Production Manager.....Gene Clark  
 Film Manager.....Bill Evans  
 Chief Engineer.....William Teitzel  
 Consulting Engineer.....A. Earl Cullum

## KSWO-TV

LAWTON—1950—DuM

Channel: 7 VHF..AP: 4.7 Kw...VP: 9.6 Kw.  
 Owned-Operated By  
 Oklahoma Quality Bcstg. Co.  
 Address.....406½ D. Ave.  
 Representative.....Everett-McKinney  
 Phone Number.....7777  
 Air Time.....8 hours daily  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Pearson  
 President.....R. H. Drewry  
 Comptroller.....Paul N. Goode  
 Station Manager.....Ross Baker  
 Comm. Manager.....Al Shore  
 Prog., Prom. Director.....Lyle Gaston  
 Dir. of News & Sp. Events.....Jack Sasser  
 Production Manager.....Bill Wheatley  
 Publicity Director.....June Reynolds  
 Film Manager.....Murdoch Matthew  
 Chief Engineer.....Williard Cochran  
 Consulting Engineer.....William Buford

# KTVX

**MUSKOGEE—1954—ABC—DuM**

Station Operating with Special Temporary Authorization  
 Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Tulsa Broadcasting Co.  
 Business Address.....Box 1739  
 Phone Number.....2-3191  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 President.....John T. Griffin  
 Exec. Vice Pres.....James C. Leake  
 Vice-Pres., Gen. Mgr.....L. A. Blust, Jr.  
 Station Manager.....Ted Cramer  
 Sales Manager.....William D. Swanson  
 National Sales Mgr.....Ben Holmes  
 Program Director.....John Devine  
 Prom., Publicity Director.....George Ketcham  
 Dir. of News & Sp. Events.....Jack Morris  
 Production Mgr.....Ellison Stanbaugh  
 Film Manager.....A. A. (Bus) Dory  
 Engineering Supervisor.....Robert E. Snider  
 Chief Engineer.....Louis Brown  
 Consulting Engineer.....Paul Godley

# 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  
 General Manager.....Troy Hoskins  
 Program Director.....Lou Miller  
 Director of News.....Michael Kennedy  
 Chief Engineer.....John Galbreath

# KTVQ

**OKLAHOMA CITY—1953—ABC-CBS**

Channel: 25 UHF..AP: 137 Kw..VP: 275 Kw.  
 Owned-Oper. By.....Republic TV & Radio Co.  
 Business Address.....1901 Classe Blvd.  
 Phone Number.....Jackson 5-1561  
 Air Time.....8 hours daily  
 News Service.....AP  
 Representative.....H-R  
 Membership.....NARTB, TvB  
 President.....John Esau  
 Comm. Mgr.....Raymond Ruff  
 Program Director.....Dick Kirchner  
 Promotion Director.....Al Fiegel  
 Dir. of News & Sp. Events.....Jack Sherman  
 Production Manager.....Vlada Dimac  
 Publicity Director.....Hugh Scott  
 Film Manager.....Wayne Taylor  
 Chief Engineer.....Harold L. Coomes  
 Consulting Eng...Vandivere, Cohen & Wearn

# 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.....Perry Dickey  
 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.....UP  
 News Affil.....Okla. Publishing Co.  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President, Gen. Mgr.....E. K. Gaylord  
 Station Manager.....P. A. Sugg  
 Asst. Station Mgr.....Hoyt Andres  
 Adm. Asst.....Eugene B. Dodson  
 Program Director.....Robert Olson  
 Prom., Publicity Dir.....Wally Kinnan  
 Dir. of News & Sp. Events.....Grant Foster  
 Asst. Prog. Mgr., Film Mgr.....Kieth Mathers  
 Chief Engineer.....H. J. Lovell  
 Consulting Eng.....A. D. Ring & Associates

# KOTV

**TULSA—1949—CBS**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....J. H. Whitney & Co.  
 Business Address.....302 S. Frankfort St.  
 Phone Number.....2-9233  
 Air Time.....18 hours daily  
 News Service.....UP  
 Membership.....NARTB, TvB  
 Station Representative.....Petry  
 Pres., Gen Mgr.....C. Wrede Petersmeyer  
 Oper., & Prod. Mgr.....Dick Campbell  
 Comm. Manager.....Jim Richdale  
 Prog. Dir., Film Mgr.....Jim Randolph  
 Prom., Publicity Director.....Robert Freeland  
 Dir. of News & Sp. Events.....Cy Tuma  
 Chief Engineer.....George Jacobs  
 Consulting Engineer.....Earl Cullum

# KVOO-TV

**TULSA—1954—NBC**

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF..AP: 11 Kw..VP: 22 Kw.  
 Owned-Oper...Central Plains Enterprises, Inc.  
 Business Address.....311 South Denver

Phone Number .....54-7204  
 Air Time.....17 hours daily  
 News Service .....UP  
 Representative .....Blair TV  
 Membership .....NARTB  
 President .....W. G. Skelly  
 Gen., Sta. Manager.....C. B. Akers

Comm. Manager.....Russ N. Lamb  
 Program Director.....Bill Sadler  
 Prom., Pub. Director.....Ann Fellows  
 Dir. of News & Sp. Events.....Ken Miller  
 Film Manager.....Wayne Taylor  
 Chief Engineer.....John Bushnell  
 Consulting Engineer.....Jansky & Bailey

# OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — TV Homes 215,000  
 Stations in State 5

## KVAL-TV

EUGENE—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF.. AP: 13.6 Kw...VP: 56 Kw.  
 Owned-Oper. By.....Eugene Television, Inc.  
 Business Address.....P. O. Box 548  
 Phone Number .....4-3245  
 Air Time.....8 hours daily  
 News Service .....AP  
 Rep.....Hollingbery, Moore & Lund  
 President .....Bob Booth  
 Gen., Sta. Manager.....S. W. McCreedy  
 Comm., Mgr., Pub. Dir.....Glenn Nickell  
 Prog., Prom. Dir., Prod. Mgr...Bob Lowmsbery  
 Dir. of News & Sp. Events.....Phil George  
 Film Manager.....Martin Levenson  
 Chief Engineer.....Al Barnard

## KBES-TV

MEDFORD—1953  
CBS-ABC-NBC-DuM

Channel: 5 VHF.. AP: 15.8 Kw...VP: 28.8 Kw.  
 Owned-Oper. By..Southern Oregon Bcstg. Co.  
 Business Address.....Box 1189  
 Phone Number .....3-4581  
 Air Time.....8 hours daily  
 Newspaper Affil.....Grants Pass Courier  
 News Service .....AP  
 Representative .....Hoag, Blair  
 Membership .....NARTB  
 President .....Amos Voorhies  
 Station Manager.....Ed A. Malone  
 Vice-Pres., Business Mgr....Everett A. Faber  
 General Manager.....William B. Smullin  
 Business Manager.....Everett A. Faber  
 Chief Engineer.....Nestor L. Williams

## KLOR

PORTLAND—ABC

Station Operating with Special Temporary Authorization  
 Channel: 12...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Huntington Malarkey Estate  
 Address.....4854 SW 19th St.

Sales Rep.....Geo. P. Hollingbery  
 E. Rep...Page, Creutz, Garrison & Waldschmitt  
 Legal Rep.....Barnes & Neilson  
 General Manager.....John Schley

## KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By...Mt. Hood Radio & TV Bcstg. Corp.  
 Business Address.....140 S.W. Columbia St.  
 Phone Number.....Atwater 6412  
 Rep.....CBS Spot Sales  
 Membership .....TvB  
 President.....Theodore R. Gamble  
 Vice Pres. & Managing Dir...C. Howard Lane  
 National Sales Mgr.....John L. Palmer  
 Local Sales Mgr.....Frank H. Coffin  
 Program Director.....Ted W. Cooke  
 Promotion Director.....Robert McGill  
 Dir. of News & Sp. Events.....Tal Tripp  
 Production Manager.....Roy Rector  
 Film Manager.....Tad M. Williams  
 Chief Engineer.....Louis S. Bookwalter

## KPTV

PORTLAND—1952—ABC—DuM  
NBC

Channel: 27 UHF.. AP: 102 Kw...VP: 204 Kw.  
 Owned-Operated By.....Empire Coil Co.  
 Address.....735 S.W. 20th Pl.  
 Phone Number .....Capitol 9921  
 Air Time.....16 hours daily  
 News Service.....UP  
 Representative.....NBC Spot Sales  
 Membership .....NARTB, TvB  
 President & Gen. Mgr.....Herbert Mayer  
 Vice Pres. & Sta. Mgr.....Russell K. Olsen  
 Comm. Manager.....Charles R. White  
 Program Director.....Gene Ragle  
 Prom. Director.....D. Donald Lonie, Jr.  
 Dir. of News & Sp. Events.....William Swing  
 Film Manager.....Richard Norman  
 Chief Engineer.....William H. McAlister  
 Consulting Eng...Adler Communications Labs.

**Television Station WGLV**

*Channel  
57*

*Truly An*

**AREA**

*Station*

**Located in the  
center of the**

**Allentown – Bethlehem – Easton**

**Metropolitan Area**

. . . that Serves and Sells the Third Largest Market in  
Pennsylvania . . . 44th in the United States.

**W G L V**

**EASTON  
PA.**

*Represented by Headley-Reed TV*

# PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — TV Homes 2,537,000  
Stations in State 26

## WFMZ-TV

ALLENTOWN—1954

Station Operating with Special Temporary Authorization  
Channel: 67 UHF.. AP: 43.6 Kw.. VP: 79.4 Kw.  
Owned-Oper. . . . . Penn Allen Broadcasting Co.  
Address . . . . . MacArthur Road  
Phone Number . . . . . HEMlock 5-6733  
Air Time . . . . . 11 hours daily  
News Service . . . . . UP  
Representative . . . . . Avery-Knodel  
Membership . . . . . NARTB  
President, Gen. Mgr. . . . . Raymond F. Kohn  
Comm. Manager . . . . . Perry S. Ury  
Program Director . . . . . Edward F. Glacken  
Promotion Director . . . . . Mark Dean  
Film Manager . . . . . Don Mohr  
Chief Engineer . . . . . Carl C. Egolf

## WFBG-TV

ALTOONA—1953—NBC-ABC-DuM  
CBS

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By. . . . . The Gable Broadcasting Co.  
Address . . . . . Gable Arcade  
Phone Number . . . . . ALtoona 6467  
Air Time . . . . . 16 hours daily  
News Service . . . . . AP  
Representative . . . . . H-R Television  
Membership . . . . . NARTB  
President . . . . . George P. Gable  
Managing Director . . . . . Jack Snyder  
Oper. Manager . . . . . George R. Burgoon  
Program Director . . . . . Lois M. Huey  
Prom., Pub. Director . . . . . Samuel W. Patton  
Dir. of News & Sp. Events . . . . . Charlie Ritchie  
Film Manager . . . . . B. Harley Shook  
Chief Engineer . . . . . K. R. Brubaker  
Consulting Eng. . . . . Craven, Lohnes & Culver

## WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF.. AP: 12.4 Kw.. VP: 12.4 Kw.  
Owned-Oper. By. . . . . Associated Bcstrs. Inc.  
Business Address . . . . . P. O. Box 111  
Phone Number . . . . . Hemlock 4-6278  
Air Time . . . . . 9 hours  
News Service . . . . . UP  
Representative . . . . . Meeker  
Membership . . . . . NARTB, TvB  
Station Executive . . . . . Clair R. McCollough  
Sta., Film Manager . . . . . Elwood Anderson  
National Sales Manager . . . . . J. R. Gulick  
Program Director . . . . . Bernard Ames  
Chief Engineer . . . . . J. E. Mathiot  
Consulting Engineer . . . . . James C. McNary

## WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By. . . . . WGLV, Inc.  
Address . . . . . 2857 Nazareth Road  
Phone Number . . . . . EAston 3-3557  
Air Time . . . . . 18 hours daily  
Newspaper Affiliation . . . . . Easton Express  
News Service . . . . . AP  
Representative . . . . . Headley-Reed  
President . . . . . J. L. Stackhouse  
General Manager . . . . . John Reed Porterfield  
Program Director . . . . . Tom Grant  
Promotion Director . . . . . Macey Schaffer  
Director of Sports . . . . . Bill Wright  
National Sales Mgr. . . . . Nelson S. Rounsley  
Chief Engineer . . . . . Charles Thon  
Consulting Engineer . . . . . Paul Godley

(See Page 941)

## WICU

ERIE—1949—ABC-NBC-DuM

Channel: 12. . . . . AP: 15 Kw. . . . . VP: 30 Kw.  
Owned-Oper. By. . . . . Dispatch Incorporated  
Bus.-Trans. Address . . . . . 3514 State St.  
Phone Number . . . . . 4-5021  
Air Time . . . . . 18 hours daily  
Newspaper Affiliation . . . . . Erie Dispatch Herald  
News Service . . . . . AP  
Representative . . . . . Petry  
Membership . . . . . NARTB  
President . . . . . Edward Lamb  
General Manager . . . . . Ben McLaughlin  
Comm. Manager . . . . . Karl Nelson  
Program Director . . . . . Bob Lunquist  
Promotion Director . . . . . Jack Schumacher  
Production Manager . . . . . Dick Johnson  
Film Manager . . . . . John Cook  
Chief Engineer . . . . . Mike Csop

## WSEE

ERIE—1954—CBS-DuM

Station Operating with Special Temporary Authorization  
Channel: 35 UHF.. AP: 100 Kw.. VP: 200 Kw.  
Owned-Oper. By. . . . . Great Lakes Television Co.  
Address . . . . . 1220 Peach Street  
Phone Number . . . . . 5-7575  
Air Time . . . . . 11½ hours daily  
Newspaper Affiliation . . . . . Times  
News Service . . . . . UP  
Representative . . . . . Avery-Knodel  
President . . . . . George J. Mead  
Exec. V.P. & Gen. Mgr. . . . . Charles E. Denny  
Station Manager . . . . . Frank B. Palmer  
Comm. Manager . . . . . Donald M. Boyce  
Dir. of News & Sp. Events . . . . . Richard Morgan  
Film Manager . . . . . Frank Herrick  
Chief Engineer . . . . . Edward Zellefrow  
Consulting Engineer . . . . . Kear & Kennedy

# WCMB-TV

HARRISBURG—1954—DuM

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper. By.....Rossmoyne Corp.  
 Business Address.....228 Court St.  
 Phone Number.....4-3005  
 Air Time.....7 hours daily  
 Representative.....Cooke  
 Membership.....NARTB  
 President.....Edgar T. Shepard, Jr.  
 General Manager.....Ed. K. Smith  
 Program Director.....John Archer  
 Dir. of News & Sp. Events.....Edward Kenny  
 Production Manager.....Jacob Koser  
 Film Manager.....William Bowman  
 Chief Engineer.....J. Howard Bair  
 Consulting Engineer.....Frank McIntosh

# WHP-TV

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  
 Representative.....Bolling  
 General Manager.....A. K. Redmond  
 Program Director.....Dick Redmond  
 Promotion Dir.....Beatrice Potteiger  
 Director of News.....John Price  
 Chief Engineer.....E. Daniel Leibensperger

# WTPA

HARRISBURG—1953—ABC

Channel: 71 UHF..AP: 110 Kw..VP: 220 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  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Donald Newhouse  
 Gen., Sta. Mgr.....David J. Bennett  
 Commercial Mgr.....Alan Solada  
 Prog. Dir. & Film Mgr.....Donald D. Wear  
 Prom. & Pub. Director.....Gladys Swift  
 Director of News.....Roy Nassau  
 Production Mgr....."Mac" McCauley  
 Chief Engineer.....Paul Gross  
 Consulting Engineer..Craven, Lohnes & Culver

# WARD-TV

JOHNSTON—1953—ABC-CBS-DuM

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

CBS-NBC-DuM

Channel: 6 VHF..AP: 36.4 Kw..VP: 70.8 Kw.  
 Owned-Operated By.....WJAC, Inc.  
 Business Address.....329 Main St.  
 Phone Number.....9-1965  
 Air Time.....17½ hours daily  
 Newspaper Affiliation..The Johnstown Tribune  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....Walter W. Krebs  
 Gen., Sta. Mgr.....Alvin D. Schrott  
 Comm. Manager.....John H. Hepburn  
 Prog. Dir., Film Mgr.....Frank P. Cummins  
 Dir. of News & Sp. Events.....E. J. Klym  
 V.P. Chg. Tech. Operations...Nevin L. Straub  
 Chief Engineer.....Theodore Campbell  
 Consulting Engineer.....McNary

# WGAL-TV

LANCASTER—1949

CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....WGAL, Inc.  
 Business-Transmitter Address..24 S. Queen St.  
 Phone Number.....5246  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Meeker  
 Membership.....NARTB, TvB  
 President.....Clair R. McCollough  
 Asst. Gen. Mgr.....J. Robert Gulick  
 Station, Film Manager.....Harold E. Miller  
 Comm. Manager.....Leroy K. Strine  
 Program Director.....Paul Rodenhauer  
 Promotion Director.....Paul I. Woodland  
 Technical Director.....J. E. Mathiot  
 Consulting Eng.....James C. McNary

# WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Bulletin Co.  
 Address.....City Ave. & Monument Ave.  
 Phone Number.....GR 7-8300  
 Air Time.....16 hours daily  
 Newspaper Afil.....Evening Bulletin  
 News Service.....AP, UP  
 Representative.....CBS TV Spot Sales  
 Membership.....NARTB, TvB  
 President & Gen. Mgr...Donald W. Thornburgh  
 V.P. in charge of TV.....Charles Vanda  
 Asst. Mgr. TV.....John McClay  
 TV Sales Mgr.....Robert M. McGredy  
 Program Director.....Robert A. Forrest  
 V.P. chg. Pub. Rel. & Prom....Robert N. Pryor  
 Dir. of News & Sp. Events...Charles Shaw  
 Asst. Operation Mgr.....Mel Levine  
 Film Manager.....Norman Leebron  
 V.P. in chg. Engineering....Hohn G. Leitch

# 2

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**Lowest channel . . . highest tune-in in the Pittsburgh market**

---

## **CHANNEL 2 NOW A WBC STATION**

Top reception—top audiences—top results—top markets. That's the WBC story. And now WBC's top markets include Pittsburgh . . . with over a million sets and unapproached viewer-loyalty because Channel 2 is the pioneer in Pittsburgh. Put it to work for you in America's sixth market. Contact Lloyd Chapman, Sales Manager, KDKA-TV at EXpress 1-3000, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

### **KDKA-TV**

*(Formerly WDTV)*

#### **PITTSBURGH — CHANNEL 2**

Population — 3,975,940	Retail Sales — \$5,098,764,000
TV Families — 1,256,400	Average Family Income — \$5,800

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### **WESTINGHOUSE BROADCASTING COMPANY, INC.**

KDKA-TV, Pittsburgh; **WBZ+WBZA** • **WBZ-TV**, Boston;  
KYW • **WPTZ**, Philadelphia; **WOWO**, Fort Wayne; **KEX**, Portland;  
**KPIX**, San Francisco

KPIX Represented by the Katz Agency, Inc.  
WBC National Representatives — Free & Peters, Inc.





# 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.....Blair TV  
 Membership.....NARTB, TvB  
 General Manager.....Roger W. Clipp  
 Exec. Assts.....George A. Koehler,  
 Howard W. Maschmeier

Commercial Mgr.....Kenneth W. Stowman  
 Program Director.....Jack Steck  
 Promotion Director.....Joe Zimmermann  
 Director of News.....Charles Harrison  
 Publicity Director.....John Hyland  
 Production Manager.....Chet Cooper  
 Film Manager.....Ralph Goldstein  
 Chief Engineer.....Henry Rhea

# WPTZ

PHILADELPHIA—1941—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Westinghouse Bdcstng., 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.  
 Dir. of News & Sp. Events...Dick McCutchen  
 Program Manager.....Stan Lee Broza  
 Pub., Prom. Dir.....Edward Wallis  
 Film Buyer.....Edward Murray  
 Chief Engineer.....Raymond J. Bowley

# KDKA-TV

PITTSBURGH—1949  
 CBS-NBC-DuM

Channel: 2.....AP: 8.3 Kw.....VP: 16.6 Kw.  
 Owned-Oper. By...Westinghouse Brcdstng. Co.  
 Business Address.....Gateway Bldg.  
 Phone Number.....Express 1-3000  
 Air Time.....19 hours daily  
 News Service.....UP  
 Representative.....Free & Peters  
 General Manager.....Harold C. Lund  
 Comm. Manager.....Lloyd D. Chapman  
 Program Director.....Byron Dowly  
 Prom., Pub. Director.....Dick Fortune  
 Dir. of News & Sp. Events.....Bill Burns  
 Film Manager.....Richard Dreyfus  
 Chief Engineer.....Raymond Rodgers

# WENS

PITTSBURGH—1953—ABC-CBS-NBC

Channel: 16 UHF..AP: 106 Kw..VP: 200 Kw.

Owned-Oper. By.....Telecasting, Inc.  
 Business Address.....700 Ivory Avenue  
 Phone Number.....WELLington 1-1200  
 Air Time.....16 hours daily  
 News Service.....UP, INS  
 Representative.....Petry  
 President.....Thomas P. Johnson  
 Vice Pres., General Mgr.....Larry Israel  
 Sales Mgr.....Don Menard  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....James Hurley

# 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.....11½ hours daily  
 Newspaper Affiliation.....Eagle-Times  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Hawley Quier  
 Exec. V.P. & Gen. Mgr.....Thomas E. Martin  
 Asst. Mgr. & Dir. TV Sales...K. Richard Creitz  
 Prom. & Pub. Rel. Director...Jane E. Winne  
 Program Director.....George Carroll  
 Dir. of News & Sp. Events...Jack B. Gounder  
 Production Manager.....Roy V. Swinamer  
 Film Manager.....Jack B. Gounder  
 Dir. Tech. Oper.....Robert S. Guldin  
 Asst. Dir. Tech. Oper...Harold E. Schearer

# 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.....18 hours daily  
 News Service.....INS, AP  
 Representative.....H R Television, Inc.  
 Membership.....NARTB  
 President.....Humboldt J. Greig  
 Vice President.....John E. Schuler  
 National Sales Manager...Robert M. Reuschle  
 Regional Sales Manager...Ed Walpert  
 Program Director.....Robert Bostian  
 Promotion Director.....Robert Esterly  
 Dir. of News & Sp. Events...John Deegan  
 Film Manager.....Alan Lane  
 Chief Engineer.....Joseph Risse  
 Consulting Engineer.....A. Earl Cullum, Jr.

# WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF..AP: 182 Kw..VP: 228 Kw.  
 Owned-Oper. By.....Union Bcstg. Co.  
 Business Address.....333 Madison Ave.  
 Phone Number.....Diamond 3-1245  
 Air Time.....11 hours daily  
 News Service.....AP  
 Representative.....Hollingbery

President..... Martin F. Memolo  
 Vice President..... W. W. Scranton  
 Gen. Sta. Mgr..... William M. Dawson  
 Commercial Mgr..... Sam M. Feigenbaum  
 Program & Prod. Dir..... Joseph Salsburg  
 Director of News..... Joe Salsburg  
 Chief Engineer..... Roswell J. Parker  
 Consulting Engineer..... Jansky & Baily

**WGBI-TV**  
 SCRANTON—1953—CBS

Channel: 22 UHF. AP: 114.5 Kw.. VP: 215.5 Kw.  
 Owned-Oper. By..... Scranton Bcstrs. Inc.  
 Business Address..... 1000 Wyoming Ave.  
 Phone Number..... Diamond 2-7634  
 Air Time..... 16 hours daily  
 News Service..... AP  
 Representative..... Blair  
 President..... Mrs. M. E. Megargee  
 Gen. Comm. Mgr..... George D. Coleman  
 Station Manager..... Robert E. McDowell  
 Prog. Dir., Film Mgr..... Mort Rosenthal  
 Prom., Pub. Director..... Douglas Holcomb  
 Dir. of News & Sp. Events..... Tom Powell  
 Chief Engineer..... K. R. Cooke  
 Consulting Engineer..... George C. Davis

**WTUV**

SCRANTON—1953

Channel: 73 UHF. AP: 8.42 Kw.. VP: 12.84 Kw.  
 Owned-Oper. By..... Appalachian Co.  
 Business Address..... First Natl. Bank Bldg.  
 Phone Number..... 7-3334  
 Representative..... Everett-McKinney  
 President..... Frank Collins  
 Vice-President..... James H. Crowley  
 General Mgr..... Thomas W. Jones  
 Chief Engineer..... Adolph Oschmann

**WBRE-TV**

WILKES-BARRE—1953—NBC

Channel: 28 UHF.. AP: 500 Kw.. VP: 1000 Kw.  
 Owned-Oper. By..... WBRE TV Inc.  
 Address..... 62 S. Franklin St.  
 Phone Number..... Valley 3-3101  
 Air Time..... 17 hours daily  
 News Service..... AP  
 Representative..... Headley Reed  
 Membership..... TvB  
 President..... Louis G. Baltimore  
 General Manager..... David M. Baltimore  
 Comm. Manager..... Ernest Lewis  
 Program Director..... Franklin D. Coslett  
 Dir. of News & Sp. Events..... William Connelly  
 Production Manager..... Fred Foerster  
 Film Manager..... Robert Gibson  
 Chief Engineer..... Charles Sakoski, Sr.

**WILK-TV**

WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF.. AP: 180 Kw.. VP: 250 Kw.  
 Owned-Oper. By..... Wyoming Valley Bcstg. Co.  
 Business Address..... 88 North Franklin St.  
 Phone Number..... 4-4666  
 Representative..... Avery-Knodel  
 Air Time..... 4 hours daily  
 News Service..... AP  
 Membership..... NARTB  
 President..... Mitchell Jenkins  
 General Manager..... Thomas P. Shelburne  
 Executive Vice Pres..... Roy E. Morgan  
 Comm. Manager..... Malcom Dale  
 Program Director..... Harold Berg  
 Prom., Pub. Director..... Mrs. Dorothy Albee  
 Dir. of News & Sp. Events..... Thomas Bigler  
 Production Mgr..... Bill Williams  
 Film Manager..... Francis J. Lee  
 Chief Engineer..... Theodore French  
 Consulting Eng..... Page, Creutz,  
 Garrison & Waldschmitt

**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..... 10½ hours daily  
 News Service..... AP  
 Representative..... Forjoe  
 Membership..... NARTB  
 General Manager..... Lowell W. Williams  
 Sta. Mgr., Prog. Dir..... Richard E. Burg  
 Comm. Manager..... Robert Slough  
 Prom., Pub. Dir..... J. Edward Schwalm  
 Dir. of News & Sp. Events..... Will Groff  
 Film Manager..... George Kraft  
 Chief Engineer..... Glenn M. Winter  
 Consulting Engineer..... John H. Mullaney

**WSBA-TV**

YORK—1952—ABC

Channel: 43 UHF.. AP: 10 Kw.. VP: 20 Kw.  
 Owned-Operated By..... Susquehanna Bcstg. Co.  
 Address..... Queen St.  
 Phone Number..... 2-5531  
 Air Time..... 13 hours daily  
 News Service..... AP  
 Representative..... Adam J. Young, Jr.  
 President..... Louis J. Appell, Jr.  
 Gen., Sta., Comm. Mgr..... C. L. Doty  
 Program Director..... Jim Curtis  
 Promotion Director..... Jack Herr  
 Dir. of News & Sp. Events..... Otis B. Morse  
 Film Manager..... Tom Miller  
 Chief Engineer..... Lew Jones  
 Consulting Engineer..... George E. Davis

# RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — TV Homes 265,000

Stations in State 2

## WJAR-TV

PROVIDENCE—1949

ABC-NBC-DuM

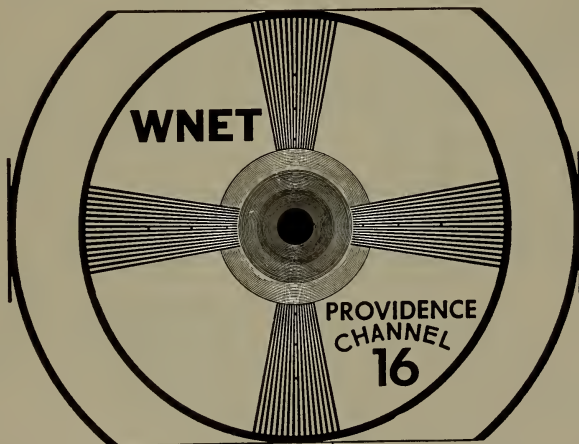
Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....The Outlet Co.  
 Business-Studio Address....176 Weybosset St.  
 Phone Number.....Gaspee 1-8255  
 Air Time.....18 hours daily  
 News Service.....AP, INS  
 Representative .....Weed  
 Membership .....NARTB  
 Vice President.....George C. Griffith  
 Station Manager.....Peter B. James  
 Oper. Manager.....Frederick R. Griffiths  
 Sales Manager.....Edward Boghosian  
 Program Director.....Seymour Horowitz  
 Promotion Director.....Jay Hoffer  
 Dir. of News & Sp. Events...Warren Walden  
 Production Manager.....Manning Tesser  
 Public Relations.....Dody Sinclair  
 Film Manager.....William Cooper

Chief Engineer.....Thomas C. J. Prior  
 Consulting Eng.....Craven, Lohnes & Culver  
 (See Page 274)

## WNET

PROVIDENCE—1953—ABC-CBS-DuM

Channel: 16 UHF..AP: 154 Kw..VP: 209 Kw.  
 Owned-Oper..Channel 16 of Rhode Island, Inc.  
 Business Address.....Box 1533  
 Phone Number.....Union 1-3100  
 Air Time.....8 hours daily  
 News Service .....UP  
 Representative .....Raymer  
 Membership .....NARTB  
 President .....Harold C. Arcaro  
 General Mgr.....E. James McNamey, Jr.  
 Comm. Manager.....Charles W. Shields Jr.  
 Program Director.....Patricia Vayda  
 Promotion Director.....Bruce D. White  
 Film Manager.....Robert Gilmore  
 Chief Engineer.....Herbert Evans  
 Consulting Engineer.....George C. Davis



SERVING THE NATION'S 14th  
 MARKET AREA

E. JAMES McENAMEY, JR.  
 General Manager

# SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — TV Homes 230,000

Stations in State 9

## WAIM-TV

ANDERSON—1953—CBS

Channel: 40 UHF..AP: 8.3 Kw..VP: 16.6 Kw.  
Owned-Oper. By.....Wilton E. Hall  
Business Address.....1 Martin St.  
Phone Number.....CAnal 6-1511  
Air Time.....10 hours daily  
Newspaper Affil...Independent & Daily Mail  
News Service.....INS  
Representative.....Headley-Reed  
President.....Wilton E. Hall  
General Manager.....Glenn P. Warnick  
Program Director.....Marshall Gaillard  
Chief Engineer.....John Willis  
Consulting Engineer.....George C. Davis

## WCSC-TV

CHARLESTON—ABC-CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....WCSC, Inc.  
Business Address.....485 East Bay St.  
Phone Number.....3-8371  
Air Time.....12½ hours daily  
News Service.....UP  
Representative.....Free & Peters  
President, Gen. Mgr.....John M. Rivers  
National Adv., Sta. Mgr.....Roland Weeks  
Regional Sales Mgr.....Ralph Thornley  
Program Director.....Russell D. Long  
Prom., Pub. Director...Mrs. Annie Lee Small  
Dir. of News & Sp. Events....Harry Gianaris  
Production Manager.....Charles Hall  
Film Manager.....Annie Laurie Quarterman  
Chief Engineer.....Wilbur R. Albee

## WUSN-TV

CHARLESTON—1954—NBC-DuM

Station Operating with Special Temporary Authorization  
Channel: 2 VHF..AP: 53.7 Kw..VP: 100 Kw.  
Owned-Oper. By...Southern Broadcasting Co.  
Address.....P. O. Box 879  
Phone Number.....8-4141  
Air Time.....8 hours daily  
Newspaper Affil.....Evening Post Publ. Co.  
News Service.....AP, UP  
Representative.....H.R.  
Membership.....NARTB  
Pres., Gen. Mgr.....J. Drayton Hastie  
Station Manager.....Douglas M. Bradham  
National Sales Mgr.....Philip D. Porterfield  
Local Sales Mgr.....Grange S. Cuthbert  
Prog. Dir., Prod. Mgr.....Harry R. Wagner  
Promotion Director.....William Stokes  
Dir. of News & Sp. Events....Arthur Brock  
Publicity Director.....Dene Callahan  
Film Manager.....Harry R. Patton  
Chief Engineer.....Walter Nelson  
Consulting Engineer.....Gautney & Jones

## WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF..AP: 8 Kw..VP: 17.8 Kw.  
Owned-Oper. By.....Radio Columbia, Inc.  
Business Address.....Cornel Arms Bldg.  
Phone Number.....2-2177  
Air Time.....8½ hours daily  
News Service.....AP  
Representative.....Headley-Reed  
Membership.....NARTB  
Pres., Gen. Mgr.....Charles W. Pittman  
Sta., Film Mgr., Prom. Dir....Stewart Spencer  
Comm. Manager.....Wayne Poucher  
Program Director.....Blair McKenzie  
Prog., News & Sp. Events Dir..Blair McKenzie  
Prod. Mgr., Pub. Dir.....Joseph McGinley  
Film Manager.....Stewart Spencer  
Chief Engineer.....Robert Lambert

## WIS-TV

COLUMBIA—1953—NBC-DuM

Channel: 10 VHF..AP: 135 Kw..VP: 269 Kw.  
Owned-Oper. By.....WIS-TV Corp.  
Business Address.....1111 Bull St.  
Phone Number.....3-8356  
Air Time.....12.5 hours daily  
News Service.....UP  
Representative.....Free & Peters  
Membership.....NARTB  
Pres., Gen. Mgr.....G. Richard Shafto  
Station Manager.....Charles A. Batson  
Comm. Manager.....Law Epps  
Program Director.....Adrian Munzell  
Dir. of News & Sp. Events....Gren Seibels  
Production Manager.....Dixon C. Lovvorn  
Film Manager.....Robert Humphries  
Chief Engineer.....Herbert G. Eidson  
Consulting Eng.....Craven, Lohnes & Culver

## WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF..AP: 39.3 Kw..VP: 93.5 Kw.  
Owned-Oper. By.....Palmetto Radio Corp.  
Business Address.....1811 Main Street  
Phone Number.....2-7737  
Air Time.....8 hours daily  
News Service.....AP  
Representative.....Raymer  
Gen., Comm. Mgr.....H. Moody McElveen, Jr.  
Prog. Director.....Bill Routh  
Promotion Director.....Pat Conder  
Dir. of News & Sp. Events....Don Robertson  
Production Manager.....Graham Thomas  
Art Director.....Mary Faith Scarboro  
Film Manager.....R. L. Brown  
Chief Engineer.....Donald E. Willoughby  
Consulting Engineer.....Kear & Kennedy

# WBTW

FLORENCE—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By. Jefferson Standard Bcstg. Co.  
 Address .....Charlotte  
 Phone Number .....2-1557  
 Air Time .....8 hours daily  
 News Service .....AP  
 Representative.....CBS Television Spot Sales  
 Membership .....NARTB, TvB  
 President.....Joseph M. Bryan  
 General Manager.....Charles H. Crutchfield  
 Station Manager.....Melvin Purvis  
 Managing Director.....J. William Quinn  
 Prog. Dir., Prod. Mgr.....Robert Rierison  
 Prom., Pub. Director.....Whiteford Smith  
 Film Manager.....Harry Hughes  
 Chief Engineer.....E. A. Sellars  
 Consulting Eng.....A. D. Ring & Associates

# 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  
 Air Time .....15 hours daily  
 Newspaper Affiliation.....Greenville-News  
 Piedmont Co.

News Service .....AP  
 Representative .....Weed  
 Membership .....NARTB  
 President.....R. A. Jolley  
 General Manager.....B. T. Whitmire  
 Asst. Mgr., Prog. Dir.....Norvin C. Duncan  
 Comm. Mgr.....Robert Q. Glass, Jr.  
 Promotion Director.....Ivan Reese  
 Dir. of News & Sp. Events.....Monty Dupuy  
 Production Manager.....L. J. I. Barrett  
 Publicity Director.....Curt Guthrie  
 Film Manager.....Charles Howard  
 Chief Engineer.....William Garrison  
 Consulting Engineer.....Wilson Wearn

# 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  
 Gen., Station Manager....Ben K. McKinnon  
 Prog., News, Sp. Events Dir....Ben Greer  
 Publicity Director.....Betty Davidson  
 Film Manager.....Bill Banner  
 Chief Engineer.....Harley Reynolds  
 Consulting Engineer .....McIntosh-Ingles

# SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — TV Homes 37,000  
 Stations in State 1

# KELO-TV

SIOUX FALLS—1953—ABC-CBS  
 NBC-DuM

Channel: 11 VHF..AP: 120 Kw..VP: 216 Kw.  
 Owned-Oper. By.....Midcontinent Bcstg. Co.  
 Business Address.....8th St. & Phillips Ave.  
 Air Time .....12 hours daily  
 News Service .....INS  
 Membership .....NARTB

Phone Number .....4-5841  
 Representative .....Raymer  
 President.....Joseph L. Floyd  
 Gen., Station Mgr.....Evans A. Nord  
 Program Director.....Murray Stewart  
 Prom., Pub. Director.....Jack Townsend  
 Dir. of News & Sp. Events....Bill Wigginton  
 Production Manager.....Dave Dedrick  
 Film Manager.....Ella Hanson  
 Chief Engineer.....Lee Froke

# TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — TV Homes 450,000  
 Stations in State 9

# WDEF-TV

CHATTANOOGA—1954—ABC-CBS  
 NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF.AP: 52.6 Kw..VP: 105.2 Kw.  
 Owned-Oper. By.....WDEF Broadcasting Co.  
 Address .....Volunteer Building

Phone Number .....6-0124  
 Air Time .....12 hours daily  
 News Service .....UP  
 Representative .....Branhm  
 Membership .....NARTB  
 President.....Carter M. Parham  
 Gen., Station Mgr.....Harold E. Anderson  
 Comm. Manager.....Otis H. Segler

Program Director.....Morris Quave  
 Prom., Pub. Director.....Emory Williamson  
 Dir. of News & Sp. Events.....Mort Lloyd  
 Production Manager.....David I. Andrews  
 Film Manager.....John Bonney  
 Chief Engineer.....B. C. Baker  
 Consulting Engineer.....Russel P. May

**WJHL-TV**  
 JOHNSON CITY—1953  
 ABC-CBS-NBC-DuM

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WJHL, Inc.  
 Business Address.....145 W. Main St.  
 Phone Number.....2780  
 Air Time.....15 hours daily  
 News Service.....UP  
 Representative.....Pearson  
 Membership.....TvB  
 President.....W. H. Lancaster, Sr.  
 Gen., Sta. Mgr.....W. Hanes Lancaster, Jr.  
 Prog. Dir. & Film Mgr.....Walter Heeb  
 Prom., Publicity Director.....William Shell  
 Dir. of News & Sp. Events.....Mike Blancard  
 Production Manager.....Jack Sausman  
 Chief Engineer.....O. K. Garland

**WATE-TV**  
 KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper...Greater East Tennessee TV, Inc.  
 Business Address.....612 S. Gay St.  
 Air Time.....16 hours daily  
 Phone Number.....2-7111  
 News Service.....UP  
 Representative.....Avery-Knodel  
 Membership.....TvB  
 President.....Paul Mountcastle, Sr.  
 Gen., Station Mgr.....W. Henry Linebaugh  
 Comm. Manager.....J. T. McCloud  
 Program Director.....John Reese  
 Promotion Director.....H. Wayne Hudson  
 Prom., Publicity Director...H. Wayne Hudson  
 Dir. of News & Sp. Events...Arthur J. Metzler  
 Production Mgr.....Carl Tibbetts  
 Chief Engineer.....Fred M. Andrews  
 Consulting Eng.....Comm. Radio Equip. Co.

**WTSK-TV**  
 KNOXVILLE—1953—CBS-DuM  
 DuM

Channel: 26 UHF...AP: 10.5 Kw...VP: 21 Kw.  
 Owned-Oper...Television Services, 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: 160 Kw...VP: 316 Kw.  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business Address.....1381 Madison Ave.  
 Phone Number.....32-1705  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Blair TV  
 Membership.....NARTB, TvB  
 President.....Thomas J. O'Neil  
 General Manager.....John H. Cleghorn  
 Operations Manager.....Bill Grumbles  
 Prog. Director, Film Mgr....Gordon Lawhead  
 Prom., Pub. Director.....Bill Rucker  
 Dir. of News & Sp. Events.....Gene Roper  
 Production Manager.....Wilson Northcross  
 Chief Engineer.....Welton Roy

**WMCT**  
 MEMPHIS—1948—ABC-NBC-DuM

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.  
 Owned-Operated...Memphis Publishing Co.  
 Address.....Goodwyn Institute Building  
 Phone Number.....8-7464  
 Air Time.....17 hours daily  
 Newspaper Affil....The Commercial Appeal  
 News Service.....AP, UP  
 Representative.....Branham  
 Membership.....NARTB, TvB  
 President.....Enoch Brown  
 General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Prog. Dir., Film Mgr.....Wilson Mount  
 Prom., Pub., Director.....Walter E. Frase  
 Dir. of News & Sp. Events.....Ed White  
 Production Mgr.....Edward Greaney  
 Chief Engineer.....E. C. Frase, Jr.  
 Consulting Engineer.....George C. Davis

**WLAC-TV**  
 NASHVILLE—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper.....WLAC-TV Inc.  
 Address.....159 Fourth Avenue North  
 Phone Number.....42-4331  
 Air Time.....16 hours daily  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Guilford Dudley, Jr.  
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.  
 Asst. Gen. Mgr.....Ruth C. Holly  
 Commercial Manager.....W. W. Walker  
 Operations Mgr.....Carl J. Junker  
 Asst. Op. Mgr.....Roy A. Smith  
 Dir. of News & Sp. Events...A. G. Kennigott, Jr.  
 Publicity Director.....Ruth Estes  
 Chief Engineer.....Ralph L. Hucaby  
 Consulting Engineer.....Earl A. Cullum

# WSIX-TV

NASHVILLE—1953—ABC-DuM

Channel: 8 VHF... AP: 58 Kw... VP: 109 Kw.  
 Owned-Oper. By.....WSIX-TV Inc.  
 Business Address.....Nashville Trust Bldg.  
 Representative .....Hollingbery  
 Pres., Gen. Mgr.....R. D. Stamford, Jr.  
 Dir. Operations.....Shelton Weaver  
 Comm. Manager.....E. S. Tanner  
 Prog. Dir., Prod. Mgr.....Jim Kent  
 Chief Engineer.....Charles Duke  
 Dir. Special Events.....Larry Mumson  
 Promotion Director.....Harry L. Alsup

# WSM-TV

NASHVILLE—1950—DuM—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned.....Nat'l Life & Accident Insurance Co.  
 Address.....301 Seventh Avenue, North  
 Representative .....Petry  
 Chairman of Board.....E. W. Craig  
 President, Gen. Mgr.....John H. DeWitt, Jr.  
 V.P. & Tech. Dir.....George Reynolds  
 Comm. Manager.....Irving Waugh  
 Operation Manager.....Brad Crandall  
 Film Manager.....Elmer Cartwright  
 Chief Engineer.....Aaron Shelton  
 Production Mgr.....Fritz Kleibacker  
 Dir. of News & Sp. Events.....Harold Baker

# TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — TV Homes 1,300,000

Stations in State 29

# KRBC-TV

ABILENE—1953—NBC-ABC-DuM

Channel: 9 VHF... AP: 14.7 Kw... VP: 29.5 Kw.  
 Owned-Oper. By.....Abilene Radio & TV Co.  
 Business Address.....4510 So. 14th St.  
 Phone Number.....2-8491  
 Air Time.....10 hours daily  
 News Service .....AP  
 Representative .....Pearson  
 Membership .....TVB

President & Gen. Mgr.....Dale Ackers  
 Station Manager.....John Kelly  
 Comm. Manager.....John Higgins  
 National Sales Manager.....Forest Lane  
 Program Director.....Steve Cowan  
 Production Mgr.....Larry Fitzgerald  
 Continuity Chief.....Bert Mitchell  
 News Director.....Don Wilson  
 Film Buyer.....John Kelly  
 Promotion Mgr.....Forest Lane  
 Chief Engineer.....Bill Kessel

## ABILENE RADIO & TELEVISION COMPANY ABILENE, TEXAS

Serving the Rapidly Expanding Market That Is the Populous Heart of Central West Texas

### KRBC—TV

#### A "Texas Tall" Antenna

772 feet above average terrain  
 1,038 feet above downtown Abilene

#### A "Texas Size" Studio

60 feet x 60 feet— 3600 feet of floor space

NBC — ABC CHANNEL CBS — DuM  
 9

The only TV station in the market

Natl. Rep. — John E. Pearson Company  
 Texas-Louisiana Rep. — Clarke Brown Co.

### KRBC—RADIO

5 Kw. Day — 1 Kw. Night

ABC 1470 Kc TSN

On the air since 1936

Programmed to meet the needs of the market.

Natl. Rep. — John E. Pearson Company

National Sales Manager — Forest Lane

# KFDA-TV

AMARILLO—1953—ABC-CBS

Channel: 10 VHF.. AP: 30.4 Kw.. VP: 56.5 Kw.  
 Owned & Oper. By... Amarillo Bstg. Co., Inc.  
 Address..... P. O. Box 1400  
 Phone Number.....DRake 4-5343  
 Air Time.....13 hours daily  
 News Service.....AP, UP  
 Representative.....Branham  
 Membership.....NARTB  
 President.....Gene L. Cagle  
 General Manager.....Stan Wilson  
 Comm. Manager.....Ed Moore  
 Prog. Dir., Prod., Film Mgr.....N. C. Long  
 Promotion Director.....Laurel Knorpp  
 Director of News & Sp. Events.....Bill Johns  
 Publicity Director.....Kin Raley  
 Chief Engineer.....Bill Spiller

# KGNC-TV

AMARILLO—1953—NBC-DuM

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..Globe News Publishing Co.  
 Address.....1800-2200 North Polk St.  
 Phone Number.....4-4601  
 Air Time.....15 hours daily  
 News Affil.....News, Times, Globe  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 Representative.....Katz  
 President.....Parker Prouty  
 General Manager.....Wes Izzard  
 Station Manager.....Bud Thompson  
 Comm. Manager.....Aubrey Jackson  
 Program Director.....Bob Vaughn  
 Promotion Director.....Marianne Johnson  
 Dir. of News & Sp. Events.....Bob Izzard  
 Production Manager.....Bill McEachern  
 Publicity Director.....Beverly Beck  
 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: 100 Kw.  
 Owned-Operated By.....Texas Bcstg. Corp.  
 Address.....P. O. Box 717  
 Phone Number.....2-2424  
 Air Time.....13½ hours daily  
 News Service.....UP  
 Representative.....Raymer  
 President.....Claudia T. Johnson  
 General Manager.....J. C. Kellam  
 Sales Manager.....O. P. (Bob) Bobblitt  
 Program Director.....Richard "Cactus" Pryor  
 Prom., Publicity Dir.....Charles Brown  
 Dir. of News & Sp. Events.....Paul Bolton  
 Production Manager.....Fred Noble  
 Film Manager.....Elmo Brown  
 Chief Engineer.....Ben Hearn  
 Consulting Engineer.....A. Earl Cullum, Jr.

# KBMT

BEAUMONT—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 31 UHF.. AP: 117 Kw.. VP: 224 Kw.  
 Owned-Oper. By..Television Broadcaster, Inc.  
 Address.....P. O. Box 1192  
 Phone Number.....9-2476  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Forjoe  
 Membership.....NARTB  
 President.....Randolph C. Reed  
 V.P. & Gen. Mgr.....John Rossiter  
 Dir. of News & Sp. Events.....Roy Grimse  
 Production Manager.....William Beathard  
 Chief Engineer.....Frank Leins  
 Consulting Engineer.....Frank McIntosh

# KVDO-TV

CORPUS CHRISTI—1954—ABC-NBC  
DuM

Station Operating with Special Temporary Authorization  
 Channel: 22 UHF.. AP: 10.2 Kw.. VP: 18.8 Kw.  
 Owned-Oper. By..Costal Bend Television Co.  
 Address.....409 South Staples  
 Phone Number.....2-7468  
 News Service.....AP  
 Air Time.....8½ hours daily  
 Representative.....Adam Young  
 President.....Gabriel Lozano  
 Gen., Sta. Manager.....L. W. "Bud" Smith  
 Comm. Manager.....V. E. Tinsley  
 Program Director.....Edward F. Joslyn  
 Chief Engineer.....Nestor Aresta, Jr.

# 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  
 Air Time.....17 hours daily  
 Membership.....NARTB  
 Representative.....Branham  
 Board Chairman.....J. W. Runyon  
 President.....Clyde Rembert  
 Station Manager.....Roy M. Flynn  
 Comm. Manager.....W. A. Roberts  
 Program Director.....Ves Box  
 Promotion Director.....A. J. Putnam  
 Dir. of News & Sp. Events.....Larry Rasco  
 Production Manager.....Fritz Kuler  
 Publicity Director.....A. J. Putnam  
 Film Manager.....Nick Mueller  
 Chief Engineer.....B. B. Honeycutt  
 Consulting Engineer.....T. A. M. Craven

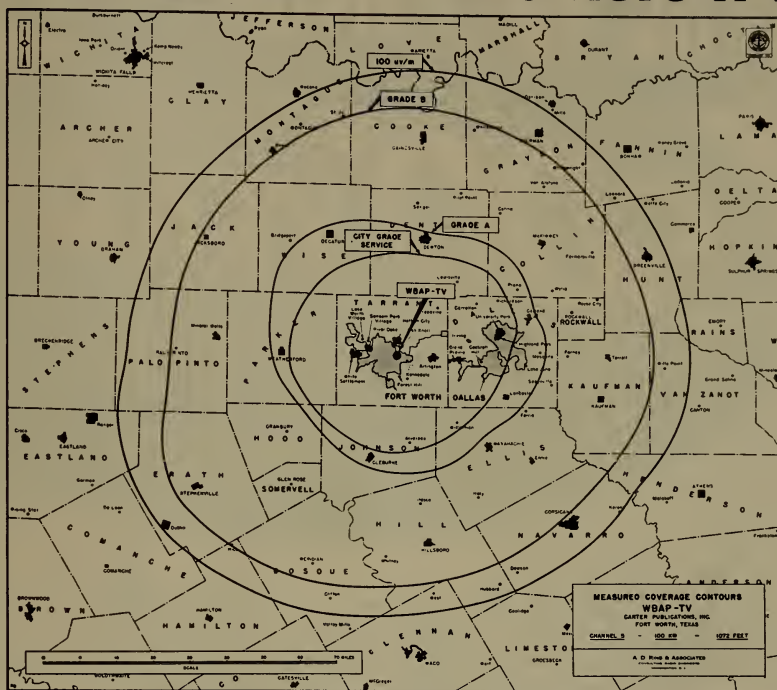
# WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF.. AP: 137 Kw.. VP: 274 Kw.  
 Owned-Operated By.....A. H. Belo Corp.  
 Business Address.....Young & Houston



# FULL COVERAGE with WBAP-TV ... and here it is



## SET COUNT 440,000

City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

**WBAP-TV 38%**  
**2nd Sta. 36%**  
**3rd Sta. 27%**

Counties .....	24
Population .....	1,856,400
Families .....	572,200
Total Retail Sales .....	\$2,284,777,000
Buying Income .....	\$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954  
Measured Service Contour Map, A. D. Ring & Associates.

# WBAP-TV

CHANNEL

# 5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER  
Chairman

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

FREE & PETERS, Inc. - National Representatives

**KPRC-TV FIRST with**

**500<sup>\*</sup> YEARS**  
**of**  
**TV EXPERIENCE**

**T**O BE first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 500 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast Area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

\* aggregate TV experience total—January 1955

**KPRC-TV** CHANNEL **2**  
HOUSTON

JACK HARRIS, Vice President and General Manager  
Nationally Represented by  
EDWARD PETRY & CO.



**YOUR BEST COST-PER-THOUSAND BUY!**



Phone Number.....Riverside 3315  
 Air Time.....17 hours daily  
 Newspaper Affiliation.....Morning News  
 News Service.....UP  
 Representative.....Petry  
 Membership.....NARTB, TvB  
 President.....E. M. (Ted) Dealey  
 General Manager.....James M. Moroney  
 Station Manager.....Ralph W. Nimmons  
 Comm. Manager.....Terry Lee  
 Program Director.....Jay Watson  
 Promotion Director.....Charles Larkins  
 Dir. of News & Spec. Events....Harvey Bogen  
 Production Manager.....Ben January  
 Film Manager.....Gordon Hamilton  
 Chief Engineer.....William C. Ellis  
 TV Tech. Supervisor.....George Krutilek  
 Consulting Eng.....A. Earl Cullum

Prom., Pub. & Merch. Dir.....Joe Wallace  
 Program Director.....Robert Gould  
 Film Manager.....Lynn Trammell  
 Oper. Manager.....Robert Grammer  
 Director of News.....James A. Byron  
 Prod. Supervisor.....Phil Wygant  
 Chief Engineer.....R. C. Stinson  
 (See Page 953)

**KGUL-TV**  
 GALVESTON-HOUSTON—1952  
 CBS

Channel: 11 VHF..AP: 125 Kw..VP: 235 Kw.  
 Owned-Oper. By.....Gulf Television Co.  
 Business Address.....11 Video Lane  
 Phone Number.....3-1607  
 Air Time.....18 hours daily  
 News Service.....AP  
 Representative.....CBS Television Spot Sales  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Paul E. Taft  
 Sales Manager.....Robert S. Wilson  
 Comm. Manager.....Raymond E. Jones  
 Prog. Dir., Prod. Mgr....Thomas L. Thompson  
 Prom. Director.....John L. Eisele  
 Dir. of News & Sp. Events.....Bob Savage  
 Pub. Director.....William D. Evans, Jr.  
 Film Manager.....Bud Johnson  
 Chief Engineer.....William R. Sloat  
 Consulting Eng..Vandivere, Cohen, & Wearn

**KROD-TV**

EL PASO—1952—ABC-CBS-DuM

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

**KTSM-TV**

EL PASO—1953—NBC

Channel: 9 VHF..AP: 33.1 Kw..VP: 55.1 Kw.  
 Owned-Operated By.....Tri-State Bcstg. Co.  
 Address.....801 N. Oregon St.  
 Phone Number.....2-5423  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Hollingbery  
 Pres., Gen., Sta. Mgr.....Karl O. Wyler  
 Comm. Manager.....Roy T. Chapman  
 Prog. Director.....Jack B. Chapman  
 Sec. Treasurer.....Karl O. Wyler, Jr.  
 Dir. of News & Sp. Events.....John Phelan  
 Production Manager.....Jack Rye  
 Film Manager.....Allan Johnston  
 Chief Engineer.....Kenneth J. Walton  
 Consulting Engineer.....George Adair

**KGBT-TV**

HARLINGEN—1953—CBS-ABC-DuM

Channel: 4 VHF...AP: 6.9 Kw...VP: 13 Kw.  
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.  
 Business Address.....Box 711  
 Phone Number.....3500  
 Air Time.....8 hours daily  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Pearson  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Comm. Manager.....I. S. Roberts  
 Program Director.....Frederic B. Folks  
 Promotion Director.....Ann Williams  
 Dir. of News & Sp. Events.....Jerry Fisher  
 Film Manager.....Roberto Rodriguez  
 Chief Engineer.....A. R. Beck  
 Consulting Engineer.....Andy Ring

**WBAP-TV**

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Phone Number.....Lockwood 1981  
 Air Time.....17 hours daily  
 Newspaper Affiliation.....Fort Worth Star-Telegram  
 News Service.....AP  
 Representative.....Free & Peters  
 Membership.....NARTB, TvB  
 Chairman.....Amon Carter Sr.  
 President.....Amon Carter, Jr.  
 General Manager.....George Cranston  
 Director.....Harold Hough  
 Commercial Mgr.....Roy Bacus

**KPRC-TV**

HOUSTON—1950—NBC

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  
 Membership.....TvB  
 V.P., 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.....Katherine Estes  
 Chief Engineer.....Paul Huhndorf

I'm the cat  
in catalyst.



I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists—top syndicated film features—top power (316,000 watts)—and daily local color too!

Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy is—KTRK-TV—Channel 13—Houston.

BLAIR-TV.

**KTRK-TV**

THE CHRONICLE STATION  
CHANNEL 13  
National Representatives; BLAIR-TV  
150 E. 43rd St., New York 17, N. Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC  
Houston Consolidated Television Co.  
General Mgr., Willard E. Walbridge  
Commercial Mgr., Bill Bennett

# KTRK-TV

**HOUSTON—1954—ABC—DuM**

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.  
 Owned-Oper...Houston Consolidated TV Co.  
 Address.....P. O. Box 12  
 Phone Number.....LOcust 1313  
 Air Time.....19 hours daily  
 Newspaper Affiliation.....Chronicle  
 Representative.....Blair-TV  
 Membership.....NARTB  
 President.....John T. Jones, Jr.  
 Gen., Sta. Mgr.....Willard E. Walbridge  
 Comm. Manager.....William F. Bennett  
 Dir. of News & Sp. Events.....Ray Conway  
 Film Manager.....Hugh Pickett  
 Production Manager.....Tom Morehead  
 Chief Engineer.....Tom Hiner

# KTVE

**LONGVIEW—1953**

Channel: 32 UHF..AP: 12 Kw..VP: 20 Kw.  
 Owned-Oper. By.....East Texas TV Co.  
 Business Address.....P. O. Box 2029  
 Phone Number.....PLaza 8-5551  
 Air Time.....7 hours daily  
 News Service.....UP  
 Representative.....Forjoe  
 Membership.....NARTB  
 President, Gen. Mgr.....A. James Henry  
 Sta. Mgr., Prog. Director.....Barre Monigold  
 Comm. Manager.....Bernie Bouma  
 Director News.....Herschel McClure  
 Dir. of Sp. Events.....Wes Dean  
 Production Mgr.....Carl Lay  
 Music Dir. & Film Mgr.....Lawrence Birdsong  
 Chief Engineer.....William H. Dixon  
 Consulting Engineer.....Irvin 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  
 Air Time.....14 hours daily  
 News Service.....AP, UP  
 Representative.....Raymer  
 Membership.....NARTB  
 Pres., Gen. Manager.....Joe H. Bryant  
 Asst., Business Manager.....Robert L. Snyder  
 Comm. Manager.....George L. Tarter  
 Program Director.....Bill Taylor  
 Prom., Pub. Director.....Jack Tippit  
 Dir. of News & Sp. Events.....Joe Gilbert  
 Production Manager.....Bob Sanders  
 Film Manager.....Stewart Hester  
 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 Ave.

Phone Number.....4-2345  
 News Service.....INS, AP  
 Representative.....Avery-Knodel, Inc.  
 Air Time.....15 hours daily  
 Membership.....NARTB, TvB  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers  
 National Sales Mgr.....George C. Collie  
 Local Sales Manager.....Jimmie Isaacs  
 Prog. Dir., Film Mgr.....Ray Trent  
 Promotion Director.....W. H. Shipley  
 Production Manager.....Vernon Peorner  
 Publicity Director.....Johnny Williams  
 Chief Engineer.....Rudy Starnes  
 Consulting Engineer.....Frank McIntosh  
 Dir. of News & Sp. Events.....Jimmie Isaacs

# KMID-TV

**MIDLAND—1953—NBC-ABC-CBS**

**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.....2-7321  
 Air Time.....10 hours daily  
 News Service.....UP  
 Rep.....Venard, Rintoul & McConnell, Brown  
 Membership.....NARTB  
 President.....J. Conrad Dunigan  
 Gen., Sta. Mgr.....Sidney A. Grayson  
 Comm. Manager.....Bob Cain  
 Prog., News & Sp. Events Dir.....Bill Richie  
 Promotion Director.....Brad Bodkin  
 Production Manager.....Bob McClellan  
 Publicity Director.....Louise Owen  
 Film Manager.....Carl Kennedy  
 Chief Engineer.....William D. Buford



*FAVORITE in the Lubbock area*

✓ First in Promotion

✓ First in Network Programming

✓ First in Live Production

FIRST TV IN WEST TEXAS — ESTABLISHED 1952

*affiliated*  *DuMont*

# KDUB-TV

## LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRES. & GEN. MGR.: W. D. "DUB" ROGERS  
 NATL. SALES MGR.: GEORGE COLLIE

# KTXL-TV

SAN ANGELO—1953—CBS

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.  
 Owned-Oper. By.....WesTex Television Co.  
 Business Address.....Box 1271  
 Phone Number.....7677  
 Air Time.....9 hours daily  
 Representative.....Melville  
 Membership.....NARTB  
 President.....A. D. Rust  
 General. Film Mgr.....J. Harley Hubbard  
 Comm. Manager.....George Olsen  
 Prom., Pub. Dir.....Ken Markel  
 Chief Engineer.....Robert Benson  
 Consulting Eng.....Craven, Lohnes & Culver

# KENS-TV

SAN ANTONIO—1950

ABC-CBS-DuM

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.  
 Owned-Oper. By.....San Antonio Bcstg. Co.  
 Business Address.....Transit Tower  
 Phone Number.....Capital 7-8151  
 Air Time.....16 hours daily  
 News Service.....AP, UP  
 Representative.....Free & Peters  
 Membership.....NARTB, TvB  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Gen. Sales Mgr.....Wayne Kearl  
 Texas Sales Mgr.....Hugh B. Higgins  
 Program Director.....Edward Uhler, Jr.  
 Prom., Pub. Director.....Bob Miller  
 Dir. of News & Sp. Events.....Pat Boyette  
 Production Manager.....Bob Farrar  
 Film Manager.....Bob Shultz  
 Chief Engineer.....William J. Jackson  
 Consulting Engineer.....W. G. Egerton

# WOAI-TV

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 7-4221  
 Air Time.....17 hours daily  
 News Service.....AP, INS, UP  
 Representative.....Petry  
 Membership.....TvB  
 President.....Hugh A. L. Halff  
 V.P. & Gen. Mgr.....James M. Gaines  
 Comm. Manager.....Edward V. Cheviot  
 Prog. Dir., Prod. Mgr.....French Ferguson  
 Promotion Director.....James F. Anderson  
 Dir. of News & Sp. Events.....Henry Howell  
 Publicity Director.....Imogene Stanley  
 Chief Engineer.....Charles Jeffers

# KCEN-TV

TEMPLE—1953—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Bell Publishing Co.  
 Business Address.....P. O. Box 188

Phone Number.....3-6868  
 Air Time.....7¼ hours daily  
 Newspaper Affiliation..Temple Daily Telegram  
 News Service.....UP  
 Representative.....Hollingbery, Melville  
 President.....Frank W. Mayborn  
 Asst. to Pres.....Burton Bishop  
 General Manager.....Harry Stone  
 Station Manager.....J. Harry Abbott  
 Program Director.....Jim Bentley  
 Chief Engineer.....William Crusinberry  
 Consulting Engineer.....A. Earl Cullum, Jr.

# KCMC-TV

TEXARKANA—1953

CBS-ABC-DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KCMC, Inc.  
 Business Address.....Summerhill Rd.  
 Phone Number.....32-8201  
 Air Time.....14 hours daily  
 News Service.....AP  
 Newspaper Affil.....Texarkana Gazette &  
 Daily News  
 Representative..Venard, Rintoul & McConnell  
 Membership.....NARTB, TvB  
 President.....C. E. Palmer  
 Gen., Comm. Manager...Walter M. Windsor  
 Program Dir., Prod. Mgr...Charles E. Wade  
 Chief Engineer.....Harvey Robertson  
 Consulting Eng.....Comm. Radio Equip. Co.

# KLTV

TYLER-LONGVIEW—1954

NBC-ABC-CBS-DuM

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Lucille Ross Lansing  
 Business Address.....115 South College  
 Phone Number.....2-3875  
 General Manager.....Marshall H. Pengra  
 Program Director.....Bob Norris  
 News Director.....Gerry Lansing  
 Chief Engineer.....Hudson Collins

# KANG-TV

WACO—1953—ABC-DuM-CBS

Channel: 34 UHF..AP: 10 Kw..VP: 18.6 Kw.  
 Owned-Oper...Central Texas Television Inc.  
 Business Address.....Box 3127  
 Phone Number.....31525  
 Air Time.....7 hours daily  
 Representative.....Raymer  
 Membership.....NARTB  
 President, Gen. Mgr.....Clyde Weatherby  
 Station Manager.....Bob H. Walker  
 Chief Engineer.....J. H. Smith  
 Consulting Engineer.....Weldon & Carr

# KRGV-TV

WESLACO—1954—NBC

Channel: 5 VHF..AP: 14.4 Kw..VP: 28.8 Kw.

Owned-Oper. By.....KRGV Television Inc.  
 Business Address.....311 S. Missouri Ave.  
 Phone Number.....517  
 News Service.....AP, UP  
 Air Time.....7½ hours daily  
 Membership.....NARTB  
 Representative.....Raymer  
 President.....O. L. Taylor  
 General Manager.....Millman Rochester  
 Comm. Manager.....Jack Keasler  
 Prog. Dir., Prod. Mgr.....Jim Cook  
 Prom., Pub. Dir.....Ted Cressner  
 Dir. of News & Sp. Events...Harry Van Slycke  
 Film Manager.....Bettie Sue Lynch  
 Chief Engineer.....Lewis Hartwig  
 Consulting Engineer.....A. Earl Cullum

National Sales Mgr.....Mott M. Johnson  
 Local Sales Manager.....George Craig  
 Program Director.....Warren Silver  
 Prom., Pub. Director.....Jimmie Skidmore  
 Dir. of News & Sp. Events...Norman Duncan  
 Production Manager.....Bill Angel  
 Film Manager.....Gene Riddle  
 Film Buyer.....Howard Fry  
 Chief Engineer.....John Adams  
 Consulting Engineer.....George Davis

## KFDX-TV

WICHITA FALLS—1953—ABC-NBC  
 Channel: 3 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Operated By...Wichtex Radio & Tele. Co.  
 Address.....Seymour Road  
 Phone Number.....2-8668  
 Air Time.....14 hours daily  
 News Service.....UP  
 Representative.....Raymer  
 Membership.....NARTB  
 President.....Darrold A. Cannan  
 General Manager.....Howard H. Fry

## KWFT-TV

WICHITA FALLS—1953—CBS-DuM  
 Channel: 6 VHF..AP: 11.7 Kw..VP: 23.5 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  
 Membership.....NARTB, TvB  
 Pres., Gen. Mgr.....Kenyon Brown  
 Asst. Mgr.....A. L. Pierce  
 Comm. Manager.....Blaine Cornwell  
 Prom. Director.....Mrs. Owanah Shelton  
 Dir. of News & Sp. Events...Ed Hamlyn  
 Film Manager.....Thomas R. Sugars  
 Chief Engineer.....Herbert T. Wiley  
 Consulting Engineer.....A. Earl Cullum

# UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — TV Homes 142,000  
 Stations in State 3

## KSL-TV

SALT LAKE CITY—1948  
 CBS-DuM

Channel: 5 VHF...17.8 Kw...VP: 29.5 Kw.  
 Owned-Oper. By...Radio Service Corp. of Utah  
 Business Address.....145 Social Hall Ave.  
 Phone Number.....5-4641  
 Air Time.....16 hours daily  
 News Service.....UP  
 Representative.....CBS TV Spot Sales  
 Membership.....NARTB, TvB  
 Exec. Vice President.....Ivor Sharp  
 Vice President.....J. W. Wright  
 V.P. & Gen., Sta. Mgr....D. Lennox Murdoch  
 Comm. Mgr.....Edward B. Kimball  
 Prom. & Pub. Dir.....A. Richard Robertson  
 Production Manager.....Scott R. Clawson  
 Merchandising Dir.....J. Henry Boren  
 Chief Engineer.....Vincent E. Clayton  
 Film Editor.....Richard V. Thiriot

Newspaper Affiliation.....Time, Inc.  
 News Service.....INS  
 Membership.....NARTB, TvB  
 Pres. & Gen. Mgr.....G. Bennett Larson  
 V.P., Director Oper.....John M. Baldwin  
 Prod. & Prog. Director.....Dan Rainger  
 Prom. & Pub. Director.....Del Leeson  
 Dir. of News & Sp. Events...Jack Goodman  
 Film Manager.....James Chubb  
 Chief Engineer.....Allan Gunderson

## KUTV

### SALT LAKE CITY—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF..AP: 22.85 Kw..VP: 45.71 Kw.  
 Owned-Oper...Utah Broadcasting & TV Corp.  
 Address.....179 Social Hall Ave.  
 Phone.....22-2505  
 Air Time.....9½ hours daily  
 Newspaper Affiliation.....Tribune  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Frank C. Carman  
 Comm. Manager.....Brent H. Kirk  
 Program Director.....John P. Brody  
 Prom., Pub. Director.....Rod C. Parkin  
 Dir. of News & Sp. Events...John Salisbury  
 Production Manager.....Alan Frank  
 Film Manager.....Miles Ivers  
 Chief Engineer.....Wendell Bell  
 Consulting Engineer.....Grant Wrathall

## KTVT

### SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 14 Kw...VP: 27 Kw.  
 Owned By...Intermountain Bcstg. & TV Corp.  
 Business Address.....128 Social Hall Ave.  
 Phone Number.....22-5681  
 Air Time.....16 hours daily  
 Station Representative.....Katz

# VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — TV Homes 67,000

Stations in State 1

## WMVT

**BURLINGTON—1954—ABC-CBS-NBC**

Station Operating with Special Temporary Authorization  
Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
Owned-Oper. By..WCAX Broadcasting Corp.  
Address.....135 Main Street  
Phone Number.....3-3437  
Air Time.....5 hours daily  
News Service.....UP

Representative.....Weed  
Membership.....NARTB  
President.....C. P. Hasbrook  
General Manager.....S. T. Martin  
Comm. Manager.....J. D. Dobson  
Promotion Director.....Charles Lewis  
Dir. of News & Sp. Events....John A. Sullivan  
Production Manager.....Richard G. Huntley  
Film Manager.....Lee S. Varker  
Chief Engineer.....J. W. Tierney

# VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — TV Homes 562,000

Stations in State 7

## WVEC-TV

**HAMPTON-NORFOLK—1953**

**NBC-DuM**

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.  
Owned-Oper. By.....Peninsula Bcstg. Corp.  
Business Address.....812 W. 21st St.  
Representative.....Avery-Knodel  
Pres., Gen., Sta. Mgr.....Thomas P. Chisman  
Comm. Manager.....Harrol A. Brauer, Jr.  
Program Director.....L. W. Kliever  
Prom., Pub. Director.....Georgia McCarty  
Dir. of News & Sp. Events....Lewis T. Jester  
Production Manager.....Orlan Gray  
Film Manager.....Gordon Walsh  
Chief Engineer.....William C. King, Jr.  
Consulting Eng...Vandivere, Cohen & Wearn

## WSVA-TV

**HARRISONBURG—1953**

**ABC-DuM-NBC-CBS**

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.  
Owned-Oper. By...Shenandoah Valley Bcstg.  
Business Address.....Rawley Pike  
Representative.....Pearson  
Pres., Gen., Sta. Mgr.....Frederic L. Allman  
Comm., Prom. Mgr.....Howard C. Evans  
Prog. Director.....Robert E. Lee  
Pub. Director.....Andy McCaskey  
Chief Engineer.....Warren L. Braun

## WLVA-TV

**LYNCHBURG—1953—CBS**

Channel: 13 VHF..AP: 25.7 Kw..VP: 51.3 Kw.  
Owned-Operated By..Lynchburg Bcstg. Corp.  
Address.....925 Church St.  
Representative.....Hollingbery  
President.....Edward Allen  
General Manager.....Phil Allen  
Sales Manager.....Joseph F. Wright, Jr.  
Program Director.....Warren Uttal  
Chief Engineer.....John T. Orth

## WACH-TV

**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.....3-1631  
Air Time.....18 hours daily  
News Service.....UP  
Representative.....Walker

*The Best in Viewing*

is

## WACH-TV

Channel 33

Tidewater Radio

Newport News-Norfolk, Va.



Membership .....NARTB  
 President .....John Doley  
 Gen., Sta. Mgr.....H. A. Seville  
 Comm. Mgr., Pub. Dir....Charles E. Sweeney  
 Prog., News & Sp. Ev. Dir.....John Harris  
 Prom. Dir., Film & Prod. Mgr..Helen Rushton  
 Chief Engineer.....Stanford Willis  
 Consulting Engineer.....George Adair

**WTAR-TV**  
 NORFOLK—1950  
 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 Affil....Norfolk Newspapers, Inc.  
 News Service.....AP, INS  
 Representative .....Petry  
 Membership .....NARTB, TvB  
 President, Sta. Mgr.....Campbell Arnoux  
 Asst. General Mgr.....John C. Peffer  
 Comm. Manager.....Robert M. Lambe  
 Program Director.....Harold Solding  
 Prom., Pub. Director.....Robert Davis  
 Dir. of News & Sp. Events..Gilbert A. McLeod  
 Production Mgr.....Patrick Arnoux  
 Film Manager.....Harry L. Lindell  
 Consulting Engineer.....Jansky & Bailey

**WTVR**  
 RICHMOND—1947—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....Havens & Martin, Inc.  
 Address.....3301 W. Broad St.  
 Phone Number .....5-8611  
 Air Time.....17 hours daily  
 News Service .....UP  
 Station Representative.....Blair TV  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Comm. Manager.....Walter A. Bowry, Jr.  
 Prog. Dir., Film Mgr.....John Shand  
 Prom., Publicity Director.....Robert Kahle  
 Prod. Mgr. & Dir. of News.....Roy Roman  
 Chief Engineer.....James Kyle  
 Consulting Engineer.....James C. McNary

**WSLS-TV**

ROANOKE—1952—NBC-ABC

Channel: 10 VHF..AP: 148 Kw...VP: 296 Kw.  
 Owned-Oper. By...Shenandoah Life Stations  
 Address.....301 1st St. SW  
 Phone Number .....9227  
 Air Time.....18 hours daily  
 News Service .....AP  
 Representative .....Avery-Knodel  
 Membership .....NARTB, TvB  
 President .....Paul C. Buford  
 Exec. Vice Pres.....James H. Moore  
 Asst. & Comm. Mgr.....Horace Fitzpatrick  
 Program Director...George W. Chermault Jr.  
 Promotion Dir.....Fred L. Corstaphney  
 Dir. of News & Sp. Events.....Tom S. Wright  
 Chief Engineer.....J. P. Briggs  
 Consulting Engineer.....George C. Davis

**WASHINGTON**

Pop. Feb. 1, 1955 (Est.) 2,590,000 — TV Homes 473,000

Stations in State 9

**KVOS-TV**

BELLINGHAM—1953—CBS-DuM

Channel: 12 VHF...AP: 17 Kw...VP: 34 Kw.  
 Owned-Oper. By.....KVOS Inc.  
 Business Address.....1321 Commercial  
 Representative .....Forjoe  
 President .....Rogan Jones  
 Commercial Manager.....Fred Elsethagen  
 Production Director.....David Mintz

**KING-TV**

SEATTLE—1948—ABC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....King Bcstg. Co.  
 Business Address.....320 Aurora  
 Representative .....Blair-TV  
 Membership .....TvB  
 President.....Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr.....Otto P. Brandt  
 Commercial Manager.....Al Hunter  
 Dir. of News & Spec. Events...Charles Herring

Production Manager.....Bernie Cary  
 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 Television Co.  
 Business Address.....100 4th Ave. N.  
 Representative .....Hollingbery  
 Membership .....NARTB  
 President.....O. W. Fisher  
 Vice Pres. & Gen. Mgr.....W. W. Warren  
 V.P. & Comm. Mgr.....Ray Baker  
 Program Manager.....Dave Crockett  
 Public Service Mgr.....Reg Miller  
 News & Sp. Events Ed.....Herb Robinson  
 Production Manager.....Tom Rogstad  
 Publicity Director.....Margaret Frey  
 Dir. of Eng.....F. J. Brott  
 Consulting Eng.....A. D. Ring Associates

# 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.  
 Phone Number...Madison 5131  
 Air Time...12 hours daily  
 Newspaper Affil...Spokesman Review & Chronicle  
 News Service...AP  
 Representative...Katz  
 Membership...TvB  
 Pres., Gen., Station Mgr...R. O. Dunning  
 Comm. Manager...John Pindell  
 Program Director...William A. Neilson  
 Prom., Pub. Director...Mrs. Pat McIntyre  
 Dir. of News & Sp. Events...Patrick Cullen  
 Production Manager...Homer Mason  
 Film Manager...Dick Bennington  
 Chief Engineer...Al Sparling

# KREM-TV

SPOKANE—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF...AP: 69.2 Kw...VP: 100 Kw.  
 Owned & Oper. By...Louis Wasmer  
 Address...S. 4103 Regal  
 Phone Number...Keystone 0466  
 Air Time...9 hours daily  
 News Service...AP  
 Representative...Petry  
 President...Louis Wasmer  
 General Manager...Robert Temple  
 Program Director...Paul Morris  
 Dir. of News & Sp. Events...Richard Hoover  
 Chief Engineer...Homer Mead  
 Consulting Engineer...James Hatfield

# KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.  
 Owned-Oper. By...Northern Pacific TV Corp.  
 Address...West 315 Sprague Ave.  
 Phone Number...Madison 4291  
 Air Time...14 hours daily  
 News Service...UP  
 Representative...Avery-Knodel  
 Membership...NARTB  
 President...Norman Eisenstein  
 Gen., Sta. Mgr...Richard Jones  
 Comm. Manager...Robert Struble  
 Program Director...Gene Roth  
 Promotion, Publicity Dir...Bob Moore  
 Dir. of News & Sp. Events...Martin Koschmann  
 Production Manager...Ed Robinson  
 Film Manager...Clarence Koenig  
 Chief Engineer...Dave Green

# KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By...Tribune Publishing Co.  
 Address...711 St. & Grant Ave.  
 Phone Number...Fulton 2561  
 Air Time...15 hours daily  
 Newspaper Affil...Tacoma News Tribune  
 News Service...AP, UP  
 Representative...Weed  
 Membership...NARTB, TvB  
 General Manager...Len Higgins  
 Comm. Manager...Larry Carino  
 Program Director...Burke Ormsby  
 Chief Engineer...Max Bice  
 Consulting Engineer...Alvin H. Barnard

# KTWW

TACOMA—1953

Channel: 13 VHF...AP: 57 Kw...VP: 95.5 Kw.  
 Owned-Oper. By...J. Elroy McCaw  
 Business Address...914½ Broadway  
 Phone Number...BR 3157  
 Air Time...8 hours daily  
 News Service...INS  
 Membership...NARTB  
 General Manager...H. G. Fearnhead  
 Station, Comm. Manager...Roger D. Rice  
 Program Director...Clair Weidenaar  
 Promotion Director...Eugene Holce  
 Film Manager...Howard C. Perkin  
 Chief Engineer...C. R. Morris

# KIMA-TV

YAKIMA—1953  
 ABC-CBS-NBC-DuM

Channel: 29 UHF...AP: 7.5 Kw...VP: 15 Kw.  
 Owned-Oper. By...Cascade Bstg. Co., Inc.  
 Business Address...Radio & Television Center  
 Phone Number...6104  
 Air Time...10 hours daily  
 News Service...AP  
 Representative...Weed  
 Membership...NARTB, TvB  
 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...Barry Watkinson  
 Consulting Engineer...Frank McIntosh

# WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — TV Homes 272,000

Stations in State 6

## WCHS-TV

CHARLESTON—1954—ABC-CBS  
DuM

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned & Oper. By.....WCHS-TV Inc.  
Address.....1111 Virginia Street East  
Phone Number.....6-5358  
News Service.....UP  
Air Time.....15 hours daily  
Representative.....Branham  
Membership.....NARTB, TvB  
President.....Lewis C. Tierney  
General Manager.....John T. Gelder, Jr.  
Comm. Manager.....John L. Sinclair, Jr.  
Promotion Manager.....Frohman Johnson  
Program Director.....Morton S. Cohn  
Chief Engineer.....William E. Dixon

## WSAZ-TV

HUNTINGTON—1949—NBC

Channel: 3 VHF...AP: 42 Kw...VP: 100 Kw.  
Owned-Operated By....WSAZ, Incorporated  
Address.....201 Ninth St.  
Phone Number.....4-4126  
Air Time.....17 hours daily  
Newspaper Affil...Huntington Publishing Co.  
News Service.....AP  
Station Representative.....Katz  
Membership.....NARTB, TvB  
President.....Col. J. H. Long  
V.P. & Gen. Mgr.....L. H. Rogers II  
V.P. & Tech. Dir.....L. E. Kilpatrick  
Asst. Gen. Mgr.....C. T. Garten  
Sales Mgr.....R. E. White  
National Sales Director.....Liz Conaty  
Regional Sales Mgr.....W. R. Murray  
Program Director.....J. H. Ferguson  
Promotion Director.....C. W. Dinkins  
Dir. of News & Sp. Events.....Nick Basso  
Production Mgr.....Ned R. Broome  
Public Affairs Dir.....W. T. Romaine  
Film Manager.....Gayle MacCracken  
Chief Engineer.....J. P. Clay

## WOAY-TV

OAK HILL—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
Channel: 4 VHF..AP: 69.2 Kw...VP: 100 Kw.  
Owned & Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Phone Number.....651  
Representative.....Weed TV  
General Manager.....Robert R. Thomas, Jr.  
Sales Manager.....Will Jackson  
Program Director.....Clyde Higgins  
Chief Engineer.....Kenneth Rice

## WTAP

PARKERSBURG—1953—ABC-DuM  
NBC

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.  
Owned-Oper....West Virginia Enterprises Inc.  
Business Address.....121 W. Seventh St.  
Phone Number.....7-4589  
Air Time.....9 hours daily  
News Service.....UP  
Representative.....ForJoe  
Membership.....NARTB  
President, Gen. Mgr.....T. A. Eiland  
Comm. Manager.....Jerry Burns  
Prog., Prom., Pub. Dir.....Don Painter  
Film Manager.....T. A. Eiland  
Chief Engineer.....George W. DeBlieux  
Consulting Eng....Vandivere, John & Wearn

## WTRF-TV

WHEELING—1953—ABC-NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Tri-City Bcstg. Co.  
Business Address.....Ogden Bldg.  
Phone Number.....Wheeling 1177  
Air Time.....17 hours daily  
Newspaper Affiliation.....News-Register  
News Service.....UP  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
Exec. V.P. & Gen. Mgr....Robert W. Ferguson  
Comm. Mgr.....H. Needham Smith  
Prog. Director.....Lou Meyer  
Prom., Pub. Director.....Greg Van Camp  
Dir. of News & Sp. Events.....George Diab  
Production Manager.....Gary Vorhees  
Film Manager.....William Ney  
Merchandising Manager.....Albert T. Jones  
Asst. Program Director.....By Williams  
Chief Engineer.....Howard Daubenmeyer  
Asst. Chief Engineer.....Fred Baker  
Consulting Eng....Robert Silliman & Assoc.

# WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — TV Homes 653,000

Stations in State 11

## WEAU-TV

EAU CLAIRE—1953—ABC-NBC

Channel: 13 VHF..AP: 26.2 Kw..VP: 59.5 Kw.  
Owned-Oper. By.....Central Bcstg. Co.  
Business Address.....2415 So. Hastings Way  
Phone Number.....2-3474  
Air Time.....9 hours daily  
Newspaper Affiliation.....Superior Telegram,  
Eau Claire Leader Telegram  
News Service.....UP  
Membership.....NARTB  
Representative.....Hollingbery  
President.....W. C. Bridges  
General Manager.....H. S. Hyett  
Station Manager.....Richard Kepler  
Comm. Manager.....Robert Trump  
Prog. Director.....Lynn Tilley  
Chief Engineer.....T. O. Jorgenson

## WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Norbetine Fathers  
Business Address.....115 South Jefferson St.  
Phone Number.....HEmlock 2-3333  
Air Time.....17½ hours daily  
News Service.....AP  
Representative.....Weed  
Membership.....NARTB  
Managing Dir.....Rev. M. J. Beemster  
General Manager.....Haydn R. Evans  
Station Manager.....Burkett Farquhar  
Commercial Mgr.....Robert C. Nelson  
Prog. Dir.....Leo Persselin  
Promotion Dir.....Robert Meister  
Director of News.....Clair Stone  
Production Mgr.....Bill Manschot  
Film Manager.....Jim Krause  
Chief Engineer.....Wallace Stangel

## WKBT

LA CROSSE—1954—CBS-NBC-DuM

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned & Oper. By...WKBH Television Inc.  
Address.....141 South 6th St.  
Phone Number.....2-4678  
Air Time.....5 hours daily  
Newspaper Affiliation.....Tribune  
Representative.....Raymer  
Membership.....NARTB  
Pres., Gen. Mgr.....Howard Dahl  
Comm. Mgr.....Robert Z. Morrison  
Program Director.....Tom Maloney  
Promotional Director.....Leonard Anderson  
Chief Engineer.....Al Leeman  
Consulting Engineer.....Jansky & Bailey

## WKOW-TV

MADISON—1953—CBS

Channel: 27 UHF..AP: 8.49 Kw..VP: 16.98 Kw.  
Owned-Oper. By.....Monona Bcstg. Co.  
Business Address..215 West Washington Ave.  
Phone Number.....3-5329  
Representative.....Headley-Reed  
President.....Stewart Watson  
General Manager.....Ben J. Hovel  
Commercial Mgr.....Robert E. Loomer  
Program Director.....Audrey Bland  
Technical Supervisor.....Cloven Smith  
Consulting Engineer.....W. F. Keame

## WMTV

MADISON—1953—ABC-NBC-DuM

Channel: 33 UHF..AP: 9.1 Kw..VP: 17 Kw.  
Owned-Oper. By.....Bartell Television Corp.  
Business Address.....West Beltline Hwy.  
Phone Number.....3-5381  
Air Time.....12 hours daily  
News Service.....UP  
Representative.....Bolling  
Pres., Gen. Mgr.....Gerald A. Bartell  
Sta., Comm. Mgr.....Morton J. Wagner  
Prom., Pub. Director.....Claire Roelandt  
Director of News.....Michael Griffin  
Production Mgr.....Thomas E. Arend  
Film Manager.....William Edwards  
Chief Engineer.....Stanley Sadler  
Consulting Engineer.....Ralph Evans

## WMBV-TV

MARINETTE—1954—NBC

Station Operating with Special Temporary Authorization  
Channel: 11 VHF..AP: 56.2 Kw..VP: 95.5 Kw.  
Owned-Oper By...M & M Broadcasting Co., Inc.  
Address.....Radio-TV Park  
Phone Number.....2-6631  
Air Time.....9 hours daily  
News Service.....UP  
Rep.....Venard, Rintoul & McConnell  
Membership.....NARTB  
President.....W. E. Walker  
General Manager.....Joseph D. Mackin  
Sta., Film Manager.....William R. Walker  
Program Director.....Pat Kehoe  
Prom., Pub. Director.....Howard Wlitt  
Dir. of News & Sp. Events..Robert MacCauley  
Chief Engineer.....Al S. Alexander  
Consulting Eng.....A. D. Ring & Assoc.

## WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF..AP: 100 Kw..VP: 212 Kw.  
Owned-Oper. By.....Midwest Bcstg. Co.  
Business Address.....808 N. Third St.  
Phone Number.....Broadway 6-2154

Air Time.....17 hours daily  
 News Service .....UP  
 Representative .....Rosenman  
 President, Gen. Mgr.....Lou Poller  
 Director of Oper.....Kal Ross  
 Comm. Mgr.....Burt Levine  
 Prog. Director.....Buddy Marino  
 Promotion Director.....Mort Rosenman  
 Dir. of News & Sp. Events...Dr. A. A. Sappan  
 Production Mgr.....Budde Marino  
 Publicity Director.....Claire Salop  
 Film Manager.....Jack Beatty  
 Chief Engineer.....Walter Wesley  
 Consulting Eng.....Russell P. May

Air Time.....16 hours daily  
 Representative.....Harrington, Righter & Parsons, Inc.  
 Membership .....NARTB, TvB  
 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

## WSAU-TV

WAUSAU—1954—ABC-CBS-NBC  
 DuM

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Wisconsin Valley TV Corp.  
 Address .....714-5th Street  
 Phone Number .....2-1021  
 Newspaper Affil.....Record-Herald  
 News Service.....AP, UP  
 Air Time.....6½ hours daily  
 Representative .....Meeker  
 President.....J. C. Sturdevant  
 General Manager.....George T. Frechette  
 Comm., Asst. Gen. Mgr....Richard D. Dudley  
 Program Director.....James K. Harelson  
 Chief Engineer.....Roland W. Richards

## 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

## WTWV

MILWAUKEE—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Hearst Corp.  
 Business Address.....Empire Building  
 Phone Number.....Broadway 6-8660  
 Manager .....I. E. Showerman  
 Representative .....Petry  
 Program Director.....Elden Anspach  
 Chief Engineer.....Lionel Wittenberg

## WXIX

MILWAUKEE—1953—CBS

Channel: 19 UHF...AP: 12 Kw...VP: 18.5 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Business Address.....704 West Wisconsin  
 Phone Number.....Broadway 1-8480  
 General Manager.....Edmund C. Bunker  
 Program Director.....Leon Drew  
 General Sales Mgr.....Theodore F. Shaker  
 Business Mgr.....John Lathrop Viemeister  
 Director Operations.....Arthur F. Schoenfuss  
 Promotion, Publicity Director.....By Colvig  
 News Director.....Guy Runnion

# WYOMING

Pop. Feb. 1, 1955 (Est.) 318,000 — TV Homes 17,000  
 Stations in State 1

## KFBC-TV

CHEYENNE—1954—CBS-DuM  
 ABC-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  
 Promotion Manager.....D. E. Allen  
 Traffic Manager.....Joyce Pratt  
 Production Manager.....Jackson H. Mumey  
 Chief Engineer.....R. C. Pfannenschmid

# TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

## ALASKA

### KFIA

ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF..AP: 8.42 Kw..VP: 13.8 Kw.  
Owned-Oper. By.....Kiggins & Rollins  
Business Address.....Box 939  
Representative.....Weed, Moore-Lund  
President.....Richard R. Rollins  
Gen., Station Mgr.....James G. Duncan  
Comm. Manager.....John B. Kearney  
Prog., Prom. Dir.....Naomi G. Rector  
Dir. News & Sp. Events.....David Hassinger  
Film Mgr.....Bob Austin  
Cons. 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.  
Representative.....Hugh Feltis  
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert  
Program Director.....Lois Clemens  
Dir. News, Prod. Mgr.....Walter A. Welch  
Film Manager.....Hal Knutson

## HAWAII

### KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw..VP: 104 Kw.  
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.  
Address.....1534 Kapiolani  
Representative.....Free & Peters  
President.....J. Howard Worrall  
General Manager.....C. Richard Evans  
Station Manager.....Wayne Kears  
Program Director.....Robert Costa  
Dir. News & Spec. Events.....Wayne Collins  
Production Director.....Sheridan Reid  
Merchandising Dir.....Donald Frink

### KULA-TV

HONOLULU—1954—ABC-DuM

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.  
Owned-Oper. By.....Pac. Frontier Bcstg. Co.  
Address.....1290 Ala Moana Blvd.  
Representative.....Adam Young TV Corp.  
President.....Herbert L. Pettey

Gen. Film Mgr.....Jack Burnett  
Station Mgr.....Arthur Sprinkle  
Comm. Manager.....Hugh B. LaRue  
Program Director.....Bob Seuey  
Promotion Director.....Paul Yamamoto  
Coord. TV & Radio.....Ted Scott  
Production Manager.....Wright Esser  
Chief Engineer.....Ronald T. Miyahira

### KONA

HONOLULU—1952—NBC

Channel: 11 VHF..AP: 15 Kw..VP: 30 Kw.  
Owned-Operated By.....Radio Honolulu, Ltd.  
Address.....206 Koula St.  
Representative.....NBC Spot Sales  
Membership.....NARTB  
Pres., Sta. Mgr.....John D. Keating  
Program Director.....Trent Christman  
Dir. News & Spec. Evt.....Jim Washburn  
Film Manager.....Mike Carr

## PUERTO RICO

### WKAQ-TV

SAN JUAN—1954—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....El Mundo Inc.  
Business Address.....Box 5096  
Rep.....Inter-American Publications Inc.  
Membership.....NARTB  
President.....Angel Ramos  
General Manager.....R. Delgado Marquez  
Comm. Mgr.....Jorge Rivero  
Program Director.....Fernando Cortes, Jr.  
Production Mgr.....Sally H. Boulon  
Film Manager.....Valentin Torres  
Cons. Engineer.....George C. Davis

### 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  
Air Time.....8 hours daily  
Representative.....Caribbean Networks Inc.  
President.....Jose Ramon Quinones  
General Manager.....Delfin Fernandez  
Comm. Mgr.....Segismundo Quinones  
Program Director.....Jose E. Franco  
Promotion Director.....Mariano Angelet  
Prod. Mgr.....Jose A. Gonzalez Cordova  
Film Manager.....Jose E. Viguie  
Chief Engineer.....Howard Hayes  
Cons. Engineer.....Comm. Radio Equipment

# TELEVISION STATIONS OF CANADA



## CBFT

**MONTREAL—1952—CBC-ABC-CBS-  
DuMont-NBC**

Channel: 2....AP: 8.28 Kw....VP: 15.7 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....1425 Dorchester St. W.  
Phone Number.....UNiversity 6-2571  
Director.....Andre Ouimet  
Assistant Director.....Yves Vien  
Program Director.....Fernand Guerard  
Comm. Manager.....Maurice Valiquette  
Press and Information Supervisor..Robert Elie

## CBHT

**HALIFAX—1954—CBC-CBS**

Channel: 3....AP: 60 Kw....VP: 100 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....Bell Rd.  
Director.....G. F. Brickenden  
Comm. Representative...Donald G. LeBlanc  
Technical Director.....J. Simonsen  
Program Director.....Carl MacCaull

## CBLT

**TORONTO—1952—CBC-CBS-ABC-  
DuMont-NBC**

Channel: 9....AP: 12.72 Kw....VP: 25.65 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....354 Jarvis St.  
Phone Number.....Walnut 35481  
Director.....Fergus Mutrie  
Asst. Director.....J. R. W. Graham  
Program Director.....R. W. McGall  
Technical Director.....Reginald Horton  
Comm. Representative.....J. R. Kennedy  
Film Supervisor.....O. C. Wilson  
Supervisor of Design.....William McCrow  
Press and Information Rep..James Creighton

## CBMT

**MONTREAL—1954—CBC-ABC-CBS-  
DuMont-NBC**

Channel: 6....AP: 26.2 Kw....VP: 43.8 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....1425 Dorchester St. W.  
Phone Number.....UNiversity 6-2571  
Television Director.....Andre Ouimet  
Comm. Manager.....Maurice Valiquette  
Technical Director.....C. Frenette  
Press and Information Supervisor..Robert Elie

## CBOT

**OTTAWA—1953—CBC-ABC-CBS-  
DuMont-NBC**

Channel: 4....AP: 4.8 Kw....VP: 9.2 Kw.

Owned By.....Canadian Bcstg. Corp.  
Address.....Scott St. W. of Island Park. Dr.  
Phone Number.....21151  
Director.....Charles P. Wright  
Program Director.....Bruce McPherson  
Technical Director.....Maxted Gilbert

## CBUT

**VANCOUVER—1953—CBC-CBS-  
ABC-DuMont-NBC**

Channel: 2....AP: 55 Kw....VP: 100 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....1200 Georgia St.  
Phone Number.....Marine 6121  
Television Director.....Peter McDonald  
Program Director.....Marce L. Munro  
Technical Director.....Ross L. Whiteside  
Newsreel Editor-in-charge.....R. L. Elson  
Film Director.....Don Lytle  
Design Director.....Cliff Robinson

## CBWT

**WINNIPEG—1954—CBC**

Channel: 4....AP: 28 Kw....VP: 56 Kw.  
Owned By.....Canadian Bcstg. Corp.  
Address.....541 Portage Ave. W.  
Phone Number.....742-541  
Television Director.....W. G. Carpentier  
Program Director.....Gordon Atkinson  
Technical Director.....Harry Heywood

## CFCM-TV

**QUEBEC CITY—1954—CBC-CBS**

Channel: 4....AP: .635 Kw....VP: 1.27 Kw.  
Owned By...Famous Players Canadian Corp.  
Address...200 Ave. St. Jean Bosco, Ste. Foy  
Phone Number.....Murray 3-4985  
Sales Rep...Weed TV; Hardy; Hunt and Assoc.  
President.....Gaston Pratte  
Executive Director.....A. C. Picard  
Director of Operations.....Ernest W. Miller  
Comm. Mgr.....A. P. Fitzgibbons  
Program Manager.....Suzanne Guinard

## CFPA-TV

**PORT ARTHUR—1954—CBC-CBS-  
NBC**

Channel: 2....AP: 2.55 Kw....VP: 5-10 Kw.  
Owned By.....Ralph H. Parker  
Address.....87 N. Hill St.  
Phone Number.....4-2404  
Sales Rep.....Weed TV; All-Canada TV  
President and Mgr.....Ralph H. Parker

## CFPL-TV

LONDON—1953—CBS-NBC-ABC-DuMont

Channel: 10... AP: 59.6 Kw.... VP: 117 Kw.  
 Owned By... London Free Press Printing Co.  
 Address.....Commissioners Rd., Box 488  
 Phone Number.....4-2115  
 Sales Rep..... Weed TV; All-Canada TV  
 President, Mgr. Dir..... Walter J. Blackburn  
 Station Mgr..... Murray G. Brown  
 Asst. Manager..... Robert A. Reinhart  
 Dir. of Engineering..... G. Robitaille  
 Production Coordinator..... Kevin Knight  
 Newsreel Supervisor..... Ron Laidlaw

## CFQC-TV

SASKATOON—1954—CBC-NBC-ABC

Channel: 8... AP: 60 Kw.... VP: 100 Kw.  
 Owned By.....CFQC-TV Officers  
 Address.....216 1st Ave. N.  
 Phone Number.....2-6611  
 Sales Rep..... Adam Young TV Corp.; Oakes;  
 Radio Representative, Ltd.  
 President..... A. A. A. Murphy  
 Vice-Pres., Gen. Mgr..... G. Blair Nelson  
 Asst. Manager..... Vernon Dallin  
 Production Director..... Walter Romanow  
 News Service Dir..... Godfrey Hudson  
 Chief Engineer..... Lyn Hoskins

## CFRN-TV

EDMONTON—1954—CBC-CBS-ABC-NBC-DuMont

Channel: 3... AP: 13.7 Kw.... VP: 27.4 Kw.  
 Owned By..... G. R. A. Rice  
 Address..... Jasper Highway  
 Phone Number.....2-2101  
 Sales Rep..... Adam Young TV Corp.; Oakes;  
 Radio Representatives Ltd.  
 Manager..... G. R. A. Rice  
 Chief Engineer..... F. G. A. Makepeace  
 Program Director..... S. S. Lancaster

## CHCH-TV

HAMILTON—1954—CBC

Channel: 11... AP: 25.75 Kw.... VP: 42.9 Kw.  
 Owned By..... Wentworth Bcstg. Co., Ltd.  
 Address.....163 Jackson St. W.  
 Phone Number.....2-1121  
 Sales Rep..... Adam Young, All-Canada TV  
 President, Gen. Mgr..... Kenneth D. Soble  
 Asst. Mgr..... S. J. Bibby  
 Comm. Manager..... R. J. Peters  
 Production Mgr..... T. J. Sutton  
 News Editor..... Dave C. Rogers  
 Chief Engineer..... W. E. Jeynes

## CHCT-TV

CALGARY—1954—CBC

Channel: 2... AP: 50 Kw.... VP: 100 Kw.  
 Owned By..... Calgary Bcstg. Co.  
 Address.....1023 11th Ave., W.

Phone Number.....44-7471  
 Sales Rep..... Weed TV Corp.; All-Canada TV  
 Engineering Rep..... K. A. Mackinnon, Ottawa  
 General Manager..... John H. Battison

## CHSJ-TV

SAINT JOHN—1954—CBC

Channel: 4... AP: 50 Kw.... VP: 100 Kw.  
 Owned By... New Brunswick Bcstg. Co., Ltd.  
 Address.....14 Church St.  
 Phone Number.....3-3304  
 Sales Rep..... Weed TV Corp.; All-Canada TV  
 General Manager..... George A. Cromwell  
 Production Director..... Earl McCarron  
 Prod. Supervisor..... Fred Blizzard  
 Women's Prog. Supervisor..... Jene L. Wood  
 Technical Director..... T. Reid Dowling  
 Chief Engineer..... Jack Bishop

## CJBR-TV

RIMOUSKI—1954—CBC—CBS

Channel: 3... AP: 34.55 Kw.... VP: 60.6 Kw.  
 Owned By... Lower St. Lawrence Radio Inc.  
 Address.....6 St. John St.  
 Sales Rep..... Adam Young TV Corp.; Stovin  
 President..... Jacques Brilliant  
 Station Manager..... Andre Lecomte  
 Program Director..... Francois Raymond  
 Film Manager..... Paul Ratte  
 Sports Editor..... M. Claude Pearson  
 Chief Technician..... M. Marcel Vallee

## CJCB-TV

SYDNEY—1954—CBC

Channel: 4... AP: 60 Kw.... VP: 100 Kw.  
 Owned By..... CJCB-TV Officers  
 Address..... Hardwood Hill  
 Phone Numbers.....5596, 8240, 3431  
 Sales Rep..... Weed TV Corp.; All-Canada TV  
 President, Gen. Mgr..... J. Marvin Nathanson  
 Business Manager..... Norris Nathanson  
 Chief Engineer..... Robert I. Norton

## CJIC-TV

SAULT STE. MARIE—1954—CBC-CBS

Channel: 2... AP: 2.58 Kw.... VP: 5.16 Kw.  
 Owned By..... J. G. Hyland  
 Address.....119 East St.  
 Phone Number.....ALgoma 6-7494  
 Sales Rep..... Weed TV Corp.; All-Canada TV  
 President, Gen. Mgr..... J. G. Hyland  
 Program Manager..... Sam Pitt  
 Comm. Mgr..... Gene Plouffe  
 Chief Engineer..... Dave Irwin

## CKCK-TV

REGINA—1954—CBC—CBS

Channel: 2... AP: 10 Kw.... VP: 19.5 Kw.  
 Owned By..... Transcanada  
 Address..... Highway No. 1  
 Phone Number.....36671



Sales Rep....Weed TV Corp.; All-Canada TV  
 Engineering Rep.....Keith McKinnon  
 President .....Clifford Sifton  
 General Manager.....H. A. Crittenden  
 Sales Mgr.....Lloyd Westmoreland  
 Production Manager.....Larry Glover  
 Promotion Director.....William Rees  
 Sports Director.....Lloyd J. Saunders  
 News Director.....Jim McLeod

## CKCO-TV

KITCHENER—1953—CBC-CBS

Channel: 13....AP: 8.45 Kw.... VP: 16 Kw.  
 Owned By.....Carl A. Pollock  
 Address.....864 King St. W.  
 Phone Number .....4-4703  
 Sales Rep.....Weed TV Corp.; J. A. Hardy  
 General Manager.....Eugene E. Fitzgibbons  
 Director of Operations.....W. D. McGregor

## CKCW-TV

MONCTON—1954—CBC

Channel: 2....AP: 3 Kw.... VP: 5 Kw.  
 Owned By.....F. A. Lynds, Pres.  
 Address .....Halifax St.  
 Phone Number .....4-9601  
 Sales Rep.....Adam Young; Stovin & Co.  
 Pres., Gen. Mgr.....F. A. Lynds  
 Comm. Manager.....J. S. Irvine  
 Production Manager.....H. Button  
 Film Manager.....Helen Savage  
 Chief Engineer.....Arnold Brewster

## CKLW-TV

WINDSOR

(See Detroit, Michigan Listing.)

## CKSO-TV

SUDBURY—1953—CBC-CBS-NBC-  
 ABC-DuMont

Channel: 5....AP: .87 Kw....VP: 1.74 Kw.  
 Owned By...G. Miller, J. Cooper, W. Woodill  
 Address.....Regent at Ash St.  
 Phone Number.....Osborne 3-3644  
 Sales Rep....Weed TV Corp.; All Canada TV  
 General Manager.....W. J. Woodill  
 Production Manager.....J. A. Boyd  
 Film Editor.....Ingrid Rushton  
 Chief Engineer.....James McRae

## CKWS-TV

KINGSTON—1954—CBC

Channel: 11....AP: 154 Kw....VP: 257 Kw.  
 Owned By.....Sen. W. Rupert Davies  
 Address.....170 Queen St.  
 Phone Number .....4405  
 Sales Rep....Weed TV Corp.; All-Canada TV  
 Manager.....R. W. Hofstetter  
 Comm. Mgr.....Harry Edgar  
 Program Mgr.....Bill Luxton  
 Chief Engineer.....Bert Cobb

## CKX-TV

BRANDON—CBC

Channel: 5....AP: 9.65 Kw....VP: 19.3 Kw.  
 Owned By....Western Manitoba Bcstrs. Ltd.  
 Address.....City Hall Square  
 Phone Number .....4532  
 Sales Rep....Weed TV Corp.; All-Canada TV  
 Pres., Gen. Mgr.....John B. Craig  
 Sales Manager.....Archie Olson  
 Program Director.....Douglas A. Lee  
 News Editor.....Jim Struthers  
 Sports Director.....Ken Milton  
 Chief Engineer.....E. H. Davies

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

# TV Outside of United States

TV stations in operation; or under construction (CP) as of January 1, 1955. Prepared by Research Division, Allen B. DuMont Laboratories, Inc.

Location	Call Letters	Licensee or Grantee	Mc. Carrier Freq. Visual	Lines/Pix and Aural Fields/Sec
— CANADA —				
Brandon, Man.	CKX-TV	Western Manitoba Bestrs., Ltd.	77.25	81.75 525/60
Calgary, Alta.	CHCT-TV	Calgary Television, Ltd.	55.25	59.75 525/60
Edmonton, Alta.	CFRN-TV	Sunwapta Bestg. Co., Ltd.	61.25	65.75 525/60
Halifax, N. S.	CBHT	CP Canadian Broadcasting Corp.	61.25	65.75 525/60
Hamilton	CHCH-TV	Niagara Television, Ltd.	199.25	203.75 525/60
Kingston, Ont.	CKWS-TV	Frontenac Bestg. Co., Ltd.	199.25	203.75 525/60
Kitchener, Ont.	CKCO-TV	Central Ontario Tv., Ltd.	211.25	215.75 525/60
London	CFPL-TV	London Free Press Printing Co., Ltd.	55.25	59.75 525/60
Moncton, N. B.	CKCW-TV	Moncton Bestg., Ltd.	55.25	59.75 525/60
Montreal	CBFT	Canadian Broadcasting Corp.	55.25	59.75 525/60
Montreal	CBMT	Canadian Broadcasting Corp.	83.25	87.75 525/60
Ottawa, Ont.	CBOT	Canadian Broadcasting Corp.	67.25	71.75 525/60
Ottawa, Ont.	CP Canadian Broadcasting Corp.	187.25	191.75 525/60	
Peterborough, Ont.	CUHX-TV	CP Kaywartha Bestg. Co., Ltd.	205.25	209.75 525/60
Port Arthur, Ont.	CFPA-TV	Ralph A. Parker	55.25	59.75 525/60
Quebec	CFQM-TV	Television de Quebec, Ltd.	67.25	71.75 525/60
Regina, Sask.	CKCK-TV	Trans-Canada Communications, Ltd.	55.25	59.75 525/60
Rimouski, Que.	CBRR-TV	Lower St. Lawrence Radio, Inc.	61.25	65.75 525/60
St. John, N. B.	CHSJ-TV	New Brunswick Bdestg. Co., Ltd.	67.25	71.75 525/60
Saskatoon, Sask.	CFQC-TV	A. A. Murphy & Sons, Ltd.	181.25	185.75 525/60
Sault Ste. Marie, Ont.	CHCT-TV	Hyland Radio Television, Ltd.	55.25	59.75 525/60
Sherbrooke, Que.	CHLT-TV	CP La Tribune Limitee	175.25	179.75 525/60
Sudbury, Ont.	CKSO-TV	CKSO Radio, Ltd.	77.25	81.75 525/60
Sydney, N. S.	CFGB-TV	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	Canadian Broadcasting Corp.	55.25	59.75 525/60
Windsor, Ont.	CKLW-TV	Western Ontario Broadcasting, Ltd.	187.25	191.75 525/60
Winnipeg, Man.	CBWT	Canadian Broadcasting Corp.	67.25	71.75 525/60
— CUBA —				
Camaguey	CP Cadena Azul de Cuba	187.25	191.75 525/60	
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	CMBF-TV	Radio Universal	175.25	179.75 525/60
Havana	CMQ-TV	Circuito CMQ	83.25	87.75 525/60
Havana	CMUR-TV	Radiotelevision Nacional, S.A.	67.25	71.75 525/60
Holguin	CP Circuito CMQ	67.25	71.75 525/60	
Holguin	CP Cadena Azul de Cuba	193.25	197.25 525/60	
Holguin	CP Radiotelevision Nacional, S.A.	205.25	209.75 525/60	
Matanzas	CMGQ-TV	Circuito CMQ	187.25	191.75 525/60
Santa Clara	CP Radiotelevision Nacional, S.A.	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	
Santiago de Cuba	CP Circuito CMQ	55.25	59.75 525/60	
Santiago de Cuba	CP Cadena Oriental de Radio	175.25	179.75 525/60	
Santiago de Cuba	CP Radiotelevision Nacional, S.A.	199.25	203.75 525/60	
Santiago de Cuba	CP Cadena Azul de Cuba	211.25	215.75 525/60	
— MEXICO —				
Acapulco	CP Romulo O'Farrill, Sr.	83.25	87.75 525/60	
Guadalajara	CP Emilio Azcarraga	193.25	197.75 525/60	
Guadalajara	CP Romulo O'Farrill, Sr.	83.25	87.75 525/60	
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	XEJ-TV	Television de la Frontera, S.A.	77.25	81.75 525/60
Merida	CP Romulo O'Farrill, Sr.	67.25	71.75 525/60	
Mexicall	XEDC-TV	CP Romulo O'Farrill, Sr.	61.25	65.75 525/60
Mexicall	CP	199.25	203.75 525/60	
Mexico City	XEQ-TV	Emilio Azcarraga	187.25	191.75 525/60
Mexico City	XEW-TV	Cadena Radiodifusora Mexicana, S.A.	55.25	59.75 525/60
Mexico City	XHGC-TV	Guillermo Gonzales Camarena	77.25	81.75 525/60
Mexico City	XHTV	Television de Mexico, S.A.	67.25	71.75 525/60
Mexico City	CP University of Mexico	211.25	215.75 525/60	
Monterrey	CP Romulo O'Farrill, Sr.	55.25	59.75 525/60	
Monterrey	CP Romulo O'Farrill, Sr.	193.25	197.75 525/60	
Monterrey	CP Emilio Azcarraga	83.25	87.75 525/60	
Nogales	CP Romulo O'Farrill, Sr.	193.25	197.75 525/60	
Nuevo Laredo	XELN-TV	CP Romulo O'Farrill, Sr.	61.25	65.75 525/60
Reynosa	XERD-TV	CP Romulo O'Farrill, Sr.	187.25	191.75 525/60
Reynosa	CP	83.25	87.75 525/60	
Reynosa	XERA-TV	CP Emilio Azcarraga	205.25	209.75 525/60

TV OUTSIDE UNITED STATES

Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Carrier Freq. Visual	Aural	
— MEXICO —					
Tampico	CP	Emilio Azcarraga	67.25	71.75	525/60
Tampico	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana	XETV	Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Tijuana	CP		55.25	59.75	525/60
Torreou	CP	Romulo O'Farrill, Sr.	175.25	179.75	525/60
Veracruz	CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
— ARGENTINA —					
Buenos Aires	LR-3-TV	Radio Belgrano y Primera Cadena			
Buenos Aires	LR-1-TV	Argentina de Broadcasting	175.25	179.75	625/50
		Radio El Mundo	77.25	81.75	625/50
— BELGIUM —					
Brussels		Inst. National du Radio Communication	196.25	201.75	625/50
Brussels		Inst. National du Radio Communication	210.25	215.75	819/50
— BRAZIL —					
Bello Horizonte	PRH-6-TV	CP Emissaros Associadas	67.25	71.75	525/60
Rio de Janeiro	PRD-5-TV	Radio Televisao Roquete Pinto	55.25	59.75	525/60
Rio de Janeiro	PRG-3-TV	Emissaros Associadas	83.25	87.75	625/50
Rio de Janeiro		Radio Record Television	211.25	215.75	525/60
Rio de Janeiro	PRA-9-TV	CP R. Mayrink Veiga, S.A.	175.25	179.75	525/60
Rio de Janeiro	PRD-8-TV	CP Societe Radio Emissaros Continental	187.25	191.75	525/60
Rio de Janeiro	PRE-8-TV	CP Emp. Radio Nacional	67.25	71.75	525/60
Sao Paulo	PRF-3-TV	Radio Difusora de Sao Paulo	61.25	65.75	525/60
Sao Paulo		Radio Televisao Paulista	77.25	81.75	525/60
Sao Paulo	PRB-9-TV	CP Radio Record Television	175.25	179.75	525/60
Sao Paulo	PRA-6-TV	CP Fundacao Caspar Libero	61.25	65.75	525/60
Sao Paulo	PRE-4-TV	CP S.R. Cultras Voz de Espaco	199.25	203.75	525/60
Sao Paulo	PRG-9-TV	CP Radio Nacional de Sao Paulo	187.25	191.75	525/60
Sao Paulo	PRH-9-TV	CP Radio Bandeirantes S.A.	211.25	215.75	525/60
— COLOMBIA —					
Bogota	HJRN-TV	Radio Difusora Nacional (Govt.)	175.25	179.75	525/60
— CZECHOSLOVAKIA —					
Prague (Exp.)		Government	49.75	56.25	625/50
— DENMARK —					
Copenhagen		Danish State Radio	62.25	67.75	625/50
— DOMINICAN REPUBLIC —					
Ciudad Trujillo	HIT-TV	La Voz Dominicana (Govt.)	67.25	71.75	525/60
— FRANCE —					
Lille		Radiodiffusion-Television Francais	185.25	174.1	819/50
Lyon	CP	Radiodiffusion-Television Francais	63.5	59.0	819/50
Lyon	CP	Radiodiffusion-Television Francais	212.85	201.70	819/50
Marseille	CP	Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille	CP	Radiodiffusion-Television Francais	54.5	50.0	819/50
Paris		Radiodiffusion-Television Francais	16.0	42.0	411/50
Paris		Radiodiffusion-Television Francais	185.25	174.1	819/50
Strasbourg		Radiodiffusion-Television Francais	59.0	54.5	819/50
Strasbourg		Radiodiffusion-Television Francais	164.0	175.15	819/50
— GERMANY, EAST —					
Berlin (East Sector)		Government	99.9	106.4	625/50
Dresden		Government	145.25	151.75	625/50
Leipzig		Government	59.25	65.75	625/50
— GERMANY, WEST —					
Baden Baden		Southwest Radio	189.25	194.75	625/50
Berlin (West Sector)		Northwest German Radio	182.25	187.75	625/50
Berlin (West Sector)		Allied High Command	196.25	201.75	625/50
(Exp.)					
Bonn		Northwest German Radio			625/50
Bremeu	CP	Northwest German Radio			625/50
Cologne		Northwest German Radio	203.25	208.75	625/50
Frankfurt (Feldberg)		Hessian Radio	196.25	201.75	625/50
Freiburg		Southwest Radio	189.25	194.75	625/50
Hamburg		Northwest German Radio	182.25	187.75	625/50
Hannover		Northwest German Radio	196.25	201.75	625/50
Kaiser Lautern		Southwest Radio	189.25	194.75	625/50
Koblenz		Southwest Radio	182.25	187.75	625/50
Laugenburg		Northwest German Radio	189.25	197.75	625/50
Munich	CP	Bavarian Radio	48.25	53.75	625/50
Stuttgart		South German Radio	175.25	180.75	625/50
Trier		Southwest Radio	182.25	187.75	625/50
Weinbiet (Mannheim-Heidelberg)		Southwest Radio	210.25	215.75	625/50
Zweibruecken		Southwest Radio	189.25	194.75	625/50
— GREAT BRITAIN —					
Aberdeen (Redness)		British Broadcasting Corp.	61.75	58.25	405/50
Aberdeen (Core Hill)		British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencairn)		British Broadcasting Corp.	45.0	41.5	405/50
Birmingham (Sutton-Coldfield)		British Broadcasting Corp.	61.75	58.25	405/50
Brighton		British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenwoe)		British Broadcasting Corp.	66.75	63.25	405/50
Divis (Northern Ireland)	CP	British Broadcasting Corp.	45.0	41.5	405/50

Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix
			Carrier Visual	Freq. Aural	and Fields/Sec
— GREAT BRITAIN —					
Douglas (Isle of Man)		British Broadcasting Corp.	66.75	63.25	405/50
Edinburg (Kirk O'Shotts)		British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)		British Broadcasting Corp.	45.0	41.5	405/50
Manchester (Holme Moss)		British Broadcasting Corp.	51.75	48.25	405/50
Newcastle (Pontop Pike)	CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth	CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge (Isle of Wight)	CP	British Broadcasting Corp.	56.75	53.25	405/50
— ITALY —					
Alessandria (Piedmont) (Exp.)	CP	Radio Audizione Italiana (RAI)			625/50
Como (Lombardy) (Exp.)		Radio Audizione Italiana (RAI)			625/50
Florence		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Genoa (Mt. Portofino)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Peglia		Radio Audizione Italiana (RAI)	210.25	215.75	625/50
Mt. Penice		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Mt. Serra		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Rome (Mt. Mario)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Eretno)		Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venice (Mt. Venda)		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
— JAPAN —					
Nagoya	JOCK-TV	Broadcasting Corp. of Japan (NHK)	103.25	107.75	525/60
Osaka	JOBK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOAK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOKR-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV	Nippon TV Network Corp.	103.25	107.75	525/60
— MOROCCO, FRENCH —					
Casablanca		Compagnie Marocaine de Radio-Television (Telma)	174.1	185.25	819/50
— NETHERLANDS —					
Amsterdam (Utrecht-Lopik)		Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) PAB-2 (Exp.)		Philips, Ltd.	175.25	180.75	625/50
Eindhoven	PAB-3	P.T. & T. Adm.	63.25	67.75	625/50
Kootwijk	PAB-4	P.T. & T. Adm.	41.25	46.75	625/50
— NORWAY —					
Oslo (Exp.)		Norwegian State Bestg. System	62.75	67.75	
— PHILIPPINE ISLANDS —					
Manila	DZAQ-TV	Alto Sales & Management Corp.	61.25	65.75	525/60
— POLAND —					
Warsaw		Communications Inst.	89.25	94.75	625/50
Lodz	CP	Communications Inst.			625/50
— SPAIN —					
Madrid (Exp.)		Radiodifusion Nacional	55.25	60.75	625/50
— SWEDEN —					
Stockholm (Exp.)		Royal Inst. of Technology	62.25	67.75	625/50
Stockholm (Exp.)		Royal Inst. of Technology	175.25	180.75	625/50
— SWITZERLAND —					
Basel (Exp. Booster)		Swiss General Post Office	55.25	60.75	625/50
Zurich (Uetliberg)		Swiss General Post Office	55.25	60.75	625/50
— THAILAND —					
Bangkok (Exp.)		Chulalongkorn University	(174 - 217)		625/50
Bangkok	CP	Public Information Dept.			625/50
— TURKEY —					
Istanbul (Exp.)		Tech. University of Istanbul	62.25	67.75	625/50
— UNION OF SOUTH AFRICA —					
Johannesburg (Exp.)		Samuel Liff	421.5		
— U.S.S.R. —					
Gorky		Govt.			625/50
Kharkov		Govt.	59.25	65.75	625/50
Kiev		Govt.	77.25	83.75	625/50
Leningrad		Govt.	59.25	65.75	625/50
Moscow		Govt.	49.75	56.25	625/50
Odessa (Exp.)		Govt.	49.75	56.25	625/50
Tomsk		Govt.			625/50
— VATICAN CITY —					
Vatican City	HJV	Radio Vatican	185.25	174.1	819/50
— VENEZUELA —					
Caracas	YVLA-TV	Television Venezolana, S.A.	67.25	71.75	625/50
Caracas	YVKA-TV	Television Nacional (Govt.)	77.25	81.75	625/50
Caracas	YVKS-TV	Radio Caracas, TV	55.25	59.75	625/50
— YUGOSLAVIA —					
Belgrade	YZO	Radiodifusion Yougoslave (Govt.)	42.5	47.0	625/50

# COMMUNITY TELEVISION ANTENNA SYSTEMS

• As of January 1, 1955

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State	City	Exec. in Charge	Stations
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)
	Port Payne Russellville	J. L. Killian E. E. Stuart	WABT; WBRC-TV (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix) KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix) KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
	Globe Nogales	Willard Shoecraft Chas. G. Boice	
	Prescott	Norman A. Hendry	
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Fayetteville	Hal Douglas	
California	Banning	E. N. Knox	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV; (Los Angeles)
	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Eagle Mt. Mines Glendale Grass Valley Ione Jackson Laguna Beach	E. C. Ketally Luther Opelt John Colling Lawrence Angier Lawrence Angier Lewis L. Le Mieux	KPIX; KRON-TV; KGO-TV (San Francisco)
	Martel Martinez	Lawrence Angier	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles)
	Nevada City Placerville San Bernardino	John G. Colling John S. Hocking Richard J. Filane	KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton) KRON-TV; KPIX; KGO-TV (San Francisco) KRON-TV; KPIX; KGO-TV (San Francisco) KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	San Diego	Roy F. Cloud	KNXT; KRCA; KTTV; KCOP (L. A.) KFMB-TV; KFSD-TV (San Diego) XETV (Tijuana)
	Ukiah	F. P. Stipp	KRON-TV; KPIX; KGO-TV (San Francisco) KOVE (Stockton)
	Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)
Colorado	Climax	Don Stephens	KFEL-TV; KOA-TV; KBTV; KLZ-TV (Denver)
	Durango Leadville Salida Sterling	George F. Rock David F. Onstead J. E. Collier	KOB-TV (Albuquerque) KCSJ-TV (Pueblo) KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver)
	Trinidad	Donald C. Campbell	KFBC-TV (Cheyenne) KCSJ-TV (Pueblo) KKTV (Colorado) Springs)
Idaho	Craigmont Kamiah Kellogg Ketchum	Carl Blevins J. A. Fleischer J. C. Moore C. E. Atkinson	KHQ-TV; KXYL-TV; KREM-TV (Spokane) KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City)
	Lewiston Moscow Osburn Wallace	Newell Priest S. C. Haddock Wm. Zanetti Wm. Zanetti	KHQ-TV; KXYL-TV; KREM-TV (Spokane) KHQ-TV; KXYL-TV; KREM-TV (Spokane)

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
Illinois	Marengo Peru	Frank Drake Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago)
	Taylorville	Louis Flanders	WOC-TV (Davenport) WHBF-TV (Rock Island) WCIA (Champaign) KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
Indiana	Cannelton	Charles G. Gerber	WHAS-TV; WAVE-TV; (Louisville)
Iowa	Fort Madison	J. V. Hamey	
Kansas	Centralia Longford Omaha	Jack Johnstone Jack Johnstone E. A. Grim	
	Kentucky	Alva Benham	Raymond Burnette A. J. McCarthy
Brookside		B. W. Whitfield, Jr.	
Harlan Irvine		Joe Guthrie Frank Miller	WAVE-TV (Louisville) WLWT (Cincinnati) WAVE-TV; WHAS-TV (Louisville)
Liberty Lynch Paintsville		George E. Wolford Dwight L. Brown	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSAZ-TV (Huntington)
Pikeville		R. G. Wells, Jr.	WCHS-TV (Charleston)
Pineville Middlesboro Wheelright Whitesburg Winchester Yancey		J. M. Brooks, Jr. W. Howe Meade George Leatherman R. B. Salyer W. Howe Meade Joe Guthrie	
Maine		Biddeford	Sumner Sewall
Maryland	Cumberland	J. Holland Rannels	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington)
	Friendsville	R. Earl Guard	WDTV (Pittsburgh) WJAC-TV (Johnstown) WDTV (Pittsburgh)
	Hancock	Stanley M. Fulton	WTRF-TV (Wheeling) WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams)
	Shelburne Falls	Phillip Tedesco, Jr.	WWOR-TV (Worcester) WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Mississippi	Columbus	Nelson Myers	WRBC-TV; WABT (Birmingham)
Montana	Big Timber Kalispell	McClellan Clark E. B. Fetz	KOOK-TV (Billings) KXLY-TV (Spokane) KGVO-TV (Missoula)
	Livingston	P. B. McAdam	KOOK-TV (Billings)
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha)
	Scottsbluff	L. L. Hilliard	WDAF-TV; KCMO-TV (Kansas City)
Nevada	Reno	John G. Colling	KPIX; KRON-TV; KGO-TV; (San Francisco) KOVV (Stockton)
	Sparks	John G. Colling	
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
New Jersey	Ventnor	Frederick T. Seving	WPTZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis Farmington	Carlton Davis Kelly A. Crawford	KOJB-TV; KGGM-TV; (Albuquerque)
	New York	Bainbridge	David H. Coe

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo)
	Dansville	Dr. Calder	WHAM-TV (Rochester)
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Ellenville	F. Judson	WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Gibson	Charles W. Fribling	
	Hornell	Ford Walton	WNBF-TV (Binghamton)
	Ithaca	Anthony Cerrace	WHEN-TV; WSYR-TV (Syracuse)
	Little Falls	John J. MacDavitt	WRGB (Schenectady)
	Margaretville	Dr. Gilbert Palen	
	Montour Falls	Philip Hager	WCBS-TV; WNBK; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Napanoch	W. C. Smith	
	Port Jarvis	Thomas Sarro	WSYR-TV; WHEN-TV (Syracuse)
	Walton	Jack W. Haverly	WNBF-TV (Binghamton)
	Watertown	Charles H. Curtis	
	Watkins Glen		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Woodridge		
Ohio	Athens	James D. Sinyard	WLWC; WBNS-TV (Columbus)
	Coshocton	Claude Stevanus	WXEL; WEWS (Cleveland) WLWC (Columbus)
	Logan	Phil A. Henderson	
	New Philadelphia	K. G. Walker	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown	P. K. Ortt	
	Sugarcreek	Claude Stevanus	XEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
	Waverly	L. D. Kissinger	
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTW (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
	Paul's Valley	M. S. Biffle	
Oregon	Albany	Chet Wheeler	KING-TV; KOMO-TV (Seattle)
	Astoria	T. R. Williams	KTNT-TV (Tacoma) KBOI (Boise)
	John Day	Haskell Scott	
	Lebanon	Chet Wheeler	KHQ-TV; KXLY-TV; KREM-TV; (Spokane)
	Pendleton	V. M. McCormack	KOIN-TV; KPTV (Portland)
	Portland	Wally Matson	
	Reedsport	Wally Matson	
	Roseburg	J. T. Pierce	KBES-TV (Medford) KVAL-TV (Eugene) KOMO-TV (Seattle) KOIN-TV (Portland)
	The Dalles	George Skaugset	
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.)
	Avis	Fred Charles	WJAC-TV; (Johnstown) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Berwick	Paul F. Lee	
	Bethlehem	James G. Petrakis	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Blossburg	Wm. S. Rennie, Jr.	
	Bradford	Victor H. Samuelson	WBEN-TV; WGR-TV (Buffalo)
	Bradford	Joseph Saricks	WJAC-TV; (Johnstown)
	Brandonville	Samuel Unvsoovage	
	Brockton	Dominic Vitelli	WDTV (Pittsburgh)
	Brockway	George C. Morrison	WJAC-TV (Johnstown)
	Buck Hill Falls		
	Clarksville	Joseph F. Missick	WJAC-TV (Johnstown)
	Clearfield	Joseph Saricks	WFBG-TV (Altoona) WDTV (Pittsburgh)
	Conemaugh	Frank Chiodo	WBEN-TV (Buffalo)
	Coudersport	Joseph A. English	WFBG-TV (Altoona) WJAC-TV (Johnstown)

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Cressona	James A. Seltz	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Elizabethville	R. L. Weaver	
	Everett	C. T. Wetstone	
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNEF-TV (Binghamton)
	Hamburg	D. H. Schoener	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kalnowski	
	Honesdale		
	Isabella	Frank J. Beachley	
	Jersey Shore	Fred J. Hardt	WJAC-TV (Johnstown) WILK-TV; WBRE-TV (Wilks Barre) WFBG-TV (Altoona) WGBI-TV (Scranton) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Johnsonburg	Roy Nelson	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBEN-TV (Buffalo)
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lock Haven	Dale W. Allen	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)
	Mahanoy City	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading) WPIX (New York)
	Mansfield	Byron A. Neal	WNEF-TV (Binghamton) WBEN-TV (Buffalo) WSYR-TV (Syracuse)
	Meadville	George J. Barco	WICU (Erie) WEWS; WNBK; WXEL (Cleveland)
	Meyersdale	Robert Kirchner	WDTV (Pittsburgh) WDTV (Pittsburgh)
	Millersburg	Fred R. Helwig	WJAC-TV (Johnstown) WTRF-TV (Wheeling) WMAR-TV (Baltimore) WGAL-TV (Lancaster) WFIL-TV (Phila.)
	Minersville	F. E. Moser	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Montgomery	Francis Heinbach	
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Muncy	Max E. Miller	WBRL-TV; WILK-TV (Wilkes-Barre) WHUM-TV (Reading) WNEF-TV (Binghamton) WGAL-TV (Lancaster)
	Newport	Henry O. Schiffer	
	Oil City	B. A. Drellek	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Palmerton	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pine Grove	Dr. Sidney Melnicove	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading) WSBA-TV (New York)
	Plymouth	Robert R. Hosey	WNEF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WBRL-TV; WILK-TV (Wilkes-Barre) WGBI-TV (Scranton)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Renovo	John P. Rathmell	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Ridgway	Frank S. Rich	



COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Schuykill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Selinsgrove	W. M. Kearney	WHUM-TV (Reading) WHUM-TV (Reading) WFBG-TV (Altoona) WBRE-TV; WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster) WPTZ; WFIL-TV (Phila.) WMAR-TV (Baltimore)
	Shamokin	Fred Bower	
	Sheffield	F. F. Feidler, Jr.	
	Shenandoah	Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)
	Shickshinny	Noel B. Caverly	
	Slatington	Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)
	Smethport	W. E. Thomas	WBEN-TV (Buffalo) WDTV (Pittsburgh)
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	St. Clair	John S. Warner	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York) WHUM-TV (Reading)
	St. Mary's	Frank Vitarelli	
	Steelton	M. L. Houtz	
	Stroudsburg	John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Sunbury	John J. Barni, Jr.	WBRE-TV; WILK-TV (Wilkes-Barre) WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Tamaqua	Ben P. Houser	
	Titusville	A. D. Carlson	
	Warren	Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Warren	John A. Carbon	
	Wellsboro	Chester Pierce	
	Westfield	J. F. Eberle	
	Wilkes-Barre	Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona) WNBF-TV (Binghamton)
	Williamsport	Carl A. Maehlen	WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WNBF-TV (Binghamton)
	Williamsport	Joseph L. Lecce	WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WHUM-TV (Reading) WNBF-TV (Binghamton)
	Williamsport	Ray Schnelder	WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WBEN-TV; WGR-TV (Buffalo) WJAC-TV (Johnston)
	Youngsville	Rex E. Young	
South Dakota	Mitchell	Allen C. Harnes	KELO-TV (Sioux Falls) KTIV (Sioux City)
Tennessee	Blountville	J. W. Adams	WBT (Charlotte) WJHL-TV (Johnson City)
	Johnson City	R. M. Huntsman	WBT (Charlotte) WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBT (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville	Lee Green	
	Mineral Wells	John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Sherman	O. P. Leonard, Jr.	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Sulphur Springs	Mort Zimmerman	
	Tyler	Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Victoria	A. B. Alkek	
Utah	Price	Louis Vetre	
Vermont	Barre	Louis Babic	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations	
New Hampshire	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston)	
	Brattleboro	F. Elliot Barker, Jr.	WMUR-TV (Manchester) WWOR-TV (Worcester)	
	Burlington	Joseph S. Wool	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Ladlow	Anie Pallotta	WRGB (Schenectady) WMTW (Mt. Washington) CBFT; CBFT (Montreal)	
	Montpelier	Engene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)	
	Northfield	George L. Goodrich	WMVT (Montpelier) WMTW (Mt. Washington)	
	Springfield	S. R. Young	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)	
	Springfield St. Johnsbury	E. F. Ellingwood, Sr.	WCSH-TV; WGAN-TV (Portland) WMTW (Mt. Washington)	
	Windsor	S. R. Young	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester) WMVT (Montpelier)	
	Woodstock	Richard Leonard	WMTW (Mt. Washington) WBZ-TV (Boston) WRGB (Schenectady) WMTW (Mt. Washington)	
	Virginia	Grundy	Barnes B. Rife	WSAZ-TV (Huntington) WJHL-TV (Johnston City) WOAY-TV (Oak Hill)
		Harrisonburg Staunton	Frederick L. Allman Norwood Rosen	WTVR (Richmond) WTTG; WTOP-TV (Washington)
	Washington	Aberdeen	Fred G. Goddard	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
		Bellingham	Rogan Jones	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
		Centralia	Lloyd C. Hannah	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
		Chehalis	Joe Chytil	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
		Chelan Colville Conlee Dam Dayton Ellensburg Ephrata Everett	Emory Weimer August Schwartz George Curtiss Ben H. Klingenstein	KXLY-TV; KHQ-TV (Spokane) KREM-TV; KHQ-TV (Spokane) KXLY-TV (Spokane) KREM-TV; KHQ-TV (Spokane)
Kennewick		R. S. McCaw	KXLY-TV; KHQ-TV; KREM-TV (Spokane) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)	
Lind Montesano Omak-Okanogan Pomeroy Raymond		John Shimek Fred C. Butler Melvin Rothrock Win. E. Rauch Leroy Powell	KHQ-TV; KXLY-TV (Spokane) KIMA-TV (Yakima) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KHQ-TV; KXLY-TV; KREM-TV (Spokane) KING-TV; KOMO-TV (Seattle) KTNT-TV (Tacoma)	
Richland Seattle Soap Lake Walla Walla Waterville Wenatchee		Robert S. McCaw Fred Nelson Dr. Leonard McNamara Charles E. Brown Charles C. Clements Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle) KXLY-TV; KHQ-TV (Spokane)	
Wenatchee		Rogan Jones	KXLY-TV; KHQ-TV (Spokane)	
West Virginia		Amberstdale Bluefield Charlton Heights Chesapeake Coalwood	Frank Reeves Harry Holmes Charles Brown	WTRF-TV (Wheeling) WDTV-TV (Pittsburgh) WSTV-TV (Steubenville) WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
		Clarksburg	W. D. Dantzier	WTRF-TV (Wheeling) WSTV-TV (Steubenville)
		East Gulf Elkins	H. G. Schmidt Ralph S. Shepler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
		Fairmont	Edward A. Pence	

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Follansbee	Leo Coeco	
	Grafton		
	Hinton	James V. Coste	WLSL-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington) WJAC-TV (Johnstown)
	Lost Creek	D. B. Randolph	WSAZ-TV (Huntington)
	Man	C. O. Erickson	WDTV; WENS (Pittsburgh)
	Moundsville	George Prosvivack	WTRF-TV (Wheeling) WSTV-TV (Steubenville) WJAC-TV (Johnstown)
	Mullens	Robert R. Jones	WSAZ-TV (Huntington) WCHS-TV (Charleston)
	New Martinsville	P. P. McCray	WLSL-TV Roanoke WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Phillippi		
	Piedmont	Homer Ferrell	WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Prenter	C. G. Evans	
	Princeton	E. Clyde Bourne	WLSL-TV (Roanoke) WCHS-TV (Charleston)
	Rainelle	J. E. Decker	WLSL-TV (Roanoke, Va.) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Richwood	Carl E. Gainer	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Rowlesburg	S. A. Phillips, Jr.	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Slab Fork	S. Austin Caperton, Jr.	
	Spencer	Robert Doolittle	
	War	L. W. Coffey	WSAZ-TV (Huntington) WLSL-TV (Roanoke) WCHS-TV (Charleston)
	Webster Springs		
	Weirton	Win. R. Lago	
	Welch	Edmund O. Gates	WSAZ-TV (Huntington) WCHS-TV (Charleston) WLSL-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Weston (Con)	M. W. Adler	
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wisconsin	Niagara	Edward Gaber	WBAY-TV (Green Bay) WMBV-TV (Marinette)
	Rhineland	D. H. Goodearle	WBAY-TV (Green Bay) WSAU-TV (Wausau) KDAL-TV (Duluth)
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTB; KFEL-TV (Denver) KFBC (Cheyenne) KOOK-TV (Billings)
	Cody	Harry M. Moore	
	Cokesville		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver)
	Worland	Thomas Mitchell, Jr.	KOOK-TV (Billings)
Canada	Grand'mere, Que.	Jules Matteau	CBFT; CBMT (Montreal) CFCM-TV (Quebec)
	Guelph, Ontario	F. T. Metcalf	WBEN-TV; WGR-TV (Buffalo) CKCO-TV (Kitchener) CBLT (Toronto) CHCH-TV (Hamilton)
	London, Ontario	E. R. Jarman	WNBK; WEWS; WXEL (Cleveland)
	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Trail, Br. Columbia	Gordon L. Fairweather	KREM-TV; KXLY-TV; KHQ-TV (Spokane)
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

# SUSPENDED TV OPERATIONS

• A list of TV stations which have gone off the air but have retained their C.P.'s

City	Call Letters	Date of Broadcast Cessation
	□ □ □	
	<b>ALABAMA</b>	
Mobile	WKAB-TV (UHF)	August 1, 1954
	<b>CALIFORNIA</b>	
Fresno	KBID-TV (UHF)	July 15, 1954
Los Angeles	KTHE (UHF)	September 10, 1954
	<b>INDIANA</b>	
Princeton	WRAY-TV (UHF)	July 17, 1954
	<b>KENTUCKY</b>	
Louisville	WKLO-TV (UHF)	April 20, 1954
	<b>MAINE</b>	
Portland	WPMT (UHF)	December 16, 1954
	<b>MINNESOTA</b>	
Duluth	WFTV (UHF)	July 11, 1954
	<b>MISSISSIPPI</b>	
Meridian	WCOC-TV (UHF)	July 30, 1954
	<b>MISSOURI</b>	
Festus	KACY (UHF)	April 2, 1954
	<b>MONTANA</b>	
Butte	KOPR-TV (VHF)	September 19, 1954
	<b>NEW JERSEY</b>	
Atlantic City	WFPG-TV (UHF)	May 17, 1954
	<b>NEW YORK</b>	
Albany	WTRI (UHF)	
Elmira	WTVE (UHF)	October 15, 1954
	<b>OHIO</b>	
Dayton	WIFE (UHF)	March 13, 1954
	<b>OKLAHOMA</b>	
Tulsa	KCEB (UHF)	December 25, 1954
	<b>PENNSYLVANIA</b>	
Lebanon	WLB-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
	<b>TEXAS</b>	
Houston	KNUZ-TV (UHF)	June 25, 1954
Tyler	KETX (UHF)	October 23, 1954
	<b>VIRGINIA</b>	
Danville	WBTM (UHF)	December 31, 1954
Norfolk	WTOX (UHF)	October 3, 1954
	<b>WEST VIRGINIA</b>	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	<b>WISCONSIN</b>	
Nennah-Appleton-Menasha	WNAM-TV (UHF)	January 2, 1954

# THE TELEVISION CODE OF THE NARTB



## PREAMBLE

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

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

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

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

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

## ADVANCEMENT OF EDUCATION AND CULTURE

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

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

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

4. In furthering this realization, the television broadcaster:

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

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

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

## ACCEPTABILITY OF PROGRAM MATERIAL

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

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

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

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

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

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

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

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

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

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

e) Illicit sex relations are not treated as commendable.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

w) The exposition of sex crimes will be avoided.

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

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

### RESPONSIBILITY TOWARD CHILDREN

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

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

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

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

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

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

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

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

### DECENCY AND DECORUM IN PRODUCTION

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



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

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

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

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

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

**COMMUNITY RESPONSIBILITY**

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

**TREATMENT OF NEWS AND PUBLIC EVENTS**

**News**

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

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

3. Commentary and analysis should be clearly identified as such

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

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

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

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

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

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

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

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

### Public Events

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

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

### Controversial Public Issues

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

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

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

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

### Political Telecasts

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

### Religious Programs

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

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

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

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

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

d) Religious programs should place emphasis on broad religious

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

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

### PRESENTATION OF ADVERTISING

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

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

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

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

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

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

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

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

### ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

#### General

1. A commercial television broadcaster makes his facilities available

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

- a) The advertising of hard liquor should not be accepted.
  - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.
  - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
  - d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.
  - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
  - f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.
  - g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.
2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.
3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

### ADVERTISING OF MEDICAL PRODUCTS

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

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

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

### Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.
2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.
3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.
4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

### Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.
2. A final date for the termination of an offer should be announced as far in advance as possible.
3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.
4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.
5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.
6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

### Time Standards for Advertising Copy

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

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

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

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

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

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

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

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

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

**Dramatized Appeals and Advertising**

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

**Sponsor Identification**

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



**REGULATIONS AND PROCEDURES**

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

**I**

**Name**

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

**II**

**Purpose of the Code**

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

**III**

**Subscribers**

**Section 1. Eligibility**

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

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

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

### Section 2. Certification of Subscription

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

### Section 3. Duration of Subscription

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

### Section 4. Suspension of Subscription

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



## Section 5. Additional Procedures

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

## Section 6. Amendment and Review

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

## Section 7. Termination of Contracts

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

## IV

### Rates

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

## V

### The Television Code Review Board

#### \* Section 1. Composition

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

\* Amended February 4, 1953.

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

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

### Limitation of Service

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

#### Section 2. Quorum

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

#### Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

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

### A. Delegation of Powers and Responsibilities

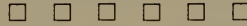
The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

### B. Meetings

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



# The Changing Complexion of A Transcription Music Library



By A. B. SAMBROOK

Manager

RCA Recorded Program Service

THE increased emphasis on one key word points up the changing complexion of the transcription library service today. That key word is "sell."

We at RCA Thesaurus are continually searching for new ways to bring more and more solid sell into our library service. Recently we added "Sell Effects," which is a whole new category consisting of sounds that sell. Thesaurus subscribers have written us repeatedly to tell us how these have made it possible for them to sell a local sponsor over the competition.



About the time this annual is published we will be making an announcement of a plan which will offer our subscribers still more radio selling power. This plan makes it possible for a subscriber to offer his sponsors and local advertising prospects a completely set up and going campaign which ties radio advertising in with newspaper ads, in-store promotion and local publicity.



From the station standpoint this new radio sales campaign is simple to operate. The selling tools to do the job are made available to the station's salesman by Thesaurus—all he has to do is put them to use with the local sponsors. A manual describing all sorts of local promotion possibilities also comes with this new plan which is offered to Thesaurus subscribers as a supplementary tool for increasing local sales.



We confidently feel that this plan will be enthusiastically received by Thesaurus subscribers. Further, we believe it will set a whole new pattern for building local radio time sales through the use of selling tools that provide the station with a complete, tailor made advertising and promotion campaign.

Another local sales tool that we recently made available to Thesaurus subscribers is one that makes it possible for local sponsors of "The Hour of Charm" show,

with Phil Spitalny, his All-Girl Orchestra and Evelyn, to take full advantage of the tremendous popularity of this musical group. We've prepared three inexpensive point-of-sale promotion pieces: a window poster, a counter card and a wall or window streamer. The local sponsor simply drops in his name, the station call letters, and the time at which the show is broadcast. These pieces become his own; to his customers the show is more than ever tied-in in their minds with the local sponsor. If the local sponsor or the Thesaurus subscribing station had to make up these three two-color pieces on their own the costs would be prohibitive.

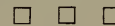


The increased emphasis on "sell" in Thesaurus is not confined to sales tools—our new thinking is also reflected in the plans we will be announcing during 1955 in connection with new Thesaurus shows.

And here we want to make the first such announcement — Thesaurus is greatly broadening its basic programming concept. Of course, music is still the most important factor because we realize that it remains a basic element in local programming. But now our plan includes many programming innovations and time selling tools which will provide our subscribers with even more sales opportunities.



During 1955 we will be making major announcements concerning new commercial programming formats in the following categories: homemaking, sports, religious and a children's program with an important child authority as the star. All the shows will have unique, built-in sales possibilities that will make them extremely saleable by Thesaurus subscribers.



In all of our plans, be they for new local selling tools, new radio time selling promotions, or new big name shows, the emphasis is on "sell." It is this emphasis that keynotes the changing complexion of the transcription library service today.

# Looking... at a great clip!

Take any scene from any CBS Television Film Sales show and you'll see frames at work — building huge audiences in record time. For example...

In Cincinnati, *The Whistler* is a consistent first in its time period, with a 30.4 rating. . . and ratings go higher month after month!

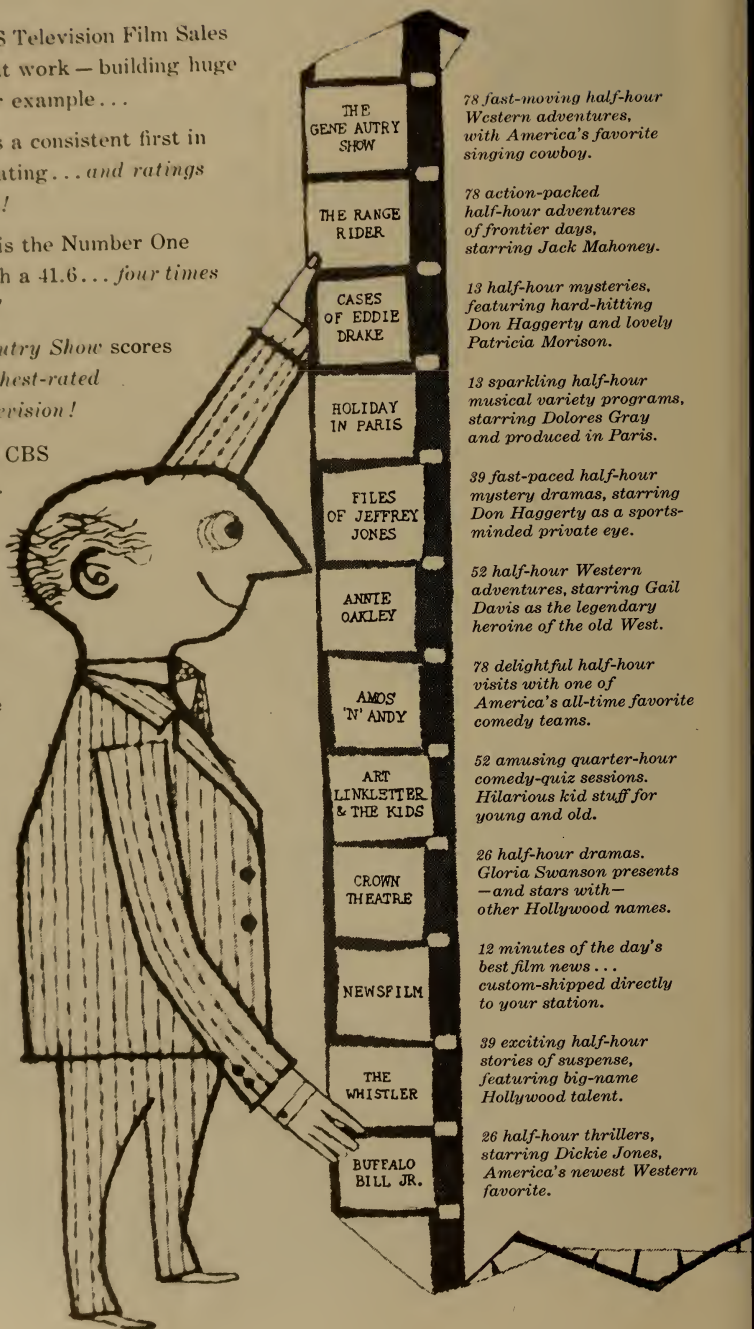
In Boston, *The Range Rider* is the Number One syndicated film program, with a 41.6... four times the rating of its competition!

And in Chicago, *The Gene Autry Show* scores an 18.4... making it the highest-rated daytime strip in Chicago television!

The story's the same for all CBS Television Film Sales shows. They're going at a great clip in markets all over the country... winning top ratings at lowest cost. See for yourself. Ask any CBS Television Film Sales representative for a private showing.

## CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles,  
San Francisco, Dallas, St. Louis,  
Detroit, Atlanta and Boston.  
In Canada: S. W. Caldwell Ltd.



THE  
GENE AUTRY  
SHOW

78 fast-moving half-hour Western adventures, with America's favorite singing cowboy.

THE RANGE  
RIDER

78 action-packed half-hour adventures of frontier days, starring Jack Mahoney.

CASES  
OF EDDIE  
DRAKE

13 half-hour mysteries, featuring hard-hitting Don Haggerty and lovely Patricia Morison.

HOLIDAY  
IN PARIS

13 sparkling half-hour musical variety programs, starring Dolores Gray and produced in Paris.

FILES  
OF JEFFREY  
JONES

39 fast-paced half-hour mystery dramas, starring Don Haggerty as a sports-minded private eye.

ANNIE  
OAKLEY

52 half-hour Western adventures, starring Gail Davis as the legendary heroine of the old West.

AMOS  
'N' ANDY

78 delightful half-hour visits with one of America's all-time favorite comedy teams.

ART  
LINKLETTER  
& THE KIDS

52 amusing quarter-hour comedy-quiz sessions. Hilarious kid stuff for young and old.

CROWN  
THEATRE

26 half-hour dramas. Gloria Swanson presents — and stars with — other Hollywood names.

NEWSFILM

12 minutes of the day's best film news... custom-shipped directly to your station.

THE  
WHISTLER

39 exciting half-hour stories of suspense, featuring big-name Hollywood talent.

BUFFALO  
BILL JR.

26 half-hour thrillers, starring Dickie Jones, America's newest Western favorite.

# TV FILM PRODUCERS AND DISTRIBUTORS

## **ABC Film Syndication, Inc.**

7 West 66th St., New York 23, N. Y.

Phone: SUsquehanna 7-5000

President.....George T. Shupert  
V.P., Chg. of Sales.....Don L. Kearney  
Executive Sec'y.....Richard P. Morgan  
Ad. & Promotion Mgr.....Lee Francis  
Traffic Mgr.....Joseph Greene

*Services Offered*—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

*Productions*—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope.

## **Academy Film Productions, Inc.**

123 W. Chestnut St., Chicago 10, Ill.

Phone: MIchigan 2-0128

President.....Bernard Howard  
Vice-President.....Morris Alexander  
Secretary-Treas. ....Bernard Kurlan

*Services Offered*—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action—in own sound-proof studio or on location anywhere. Specialists in 3-D movies.

*Productions*—American Bakers Assn. 4½ min. TV film; Wisco "99" Gasoline-TV commercial with Fran Allison; Melody Hill Wine—animated film; Chesty Potato Chips—two animated films; Canadian Ace Beer—1 live comm.; Chicago Defender Publication—15 min. color film.

## **Academy Pictures, Inc.**

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

Phone: PL 7-0744

7934 Santa Monica Blvd., Hollywood 46, Cal.

Phone: HOLlywood 9-5873

President.....Edward L. Gershan  
Vice President.....C. Moray Foutz  
Head of Sales.....George S. Gladden  
Supervising Dir. (N.Y.C.)....William Tytla  
Supr. Dir. (Hollywood)....Arthur Babbitt  
Prod. Mgr. (N.Y.C.).....Murray Fairbairn  
Prod. Mgr. (Hollywood)....William Lightbairn

*Services Offered*—Producers of all types of slidefilms and motion pictures, in color or black and white; live or animation; 16 mm or 35 mm, for television and industry.

## **Aeme 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*: 16, 35 mm. films for television rental.

## **Advertisers' Television Program Service, Inc.**

15 East 48th St., New York 17, N. Y.

Phone: PLaza 1-1290

Eastern Sales Manager....William P. Mullen  
9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-7496

V.P., General Mgr.....Maurie H. Gresham  
Western Sales Mgr.....Charles C. Alsop  
*Services Offered*—Distributors of "Mr. and Mrs. North."

## **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.....Jerry Pycha

*Services Offered* — Producer of films in series form for TV.

## **Alesander Film Co.**

Alesander Film Bldg., Colorado Springs  
Colorado

Phone: MELrose 3-1771

N. Y. Phone: PENnsylvania 6-3028

President.....J. Don Alexander  
V.P. in chg. of Prod.....Don M. Alexander  
Vice President.....Don Alexander, Jr.  
V.P. in chg. of Sales.....M. J. McNaney  
Production Manager.....James Anderson  
Television Sales Mgr.....Earl Austin  
Sales Promotion Mgr.....W. A. Hillhouse  
Dir. of Advertising & Pub.  
Relations.....Robert Geddy, Jr.


## **ALL CANADA TELEVISION (Div. of All-Canada Radio Facilities Ltd.)**

80 Richmond St. West, Toronto, Ontario, Can.

Phone: EMPIre 6-9236

General Mgr.....J. Stuart MacKay  
Mgr., TV Division.....R. C. Thompson  
Film Program Mgr.....W. O. Steer

*Services Offered*: Exclusive film representatives for the F. W. Ziv Company and Studio Films Ltd.



## Film It In Miami

... as our happy clients do ...

- ★ TWO AIR-CONDITIONED, SOUND-PROOF STUDIOS.
- ★ STUDIO LIGHTING FOR COLOR OR BLACK AND WHITE.
- ★ COMPLETE PROCESSING AND PRINTING FACILITIES.
- ★ COMPLETE ANIMATION DEPARTMENT.
- ★ COMPLETE PRODUCTION FROM STORY BOARD TO FINISHED PRINT.
- ★ REMOTE TRUCKS.
- ★ IMMEDIATE SERVICE ON RUSH JOBS.

*Reela Films clients come from near and far . . . New York, Chicago, Hollywood, Central and South America. Here is a partial list:*

Amer. Medical Assoc., International Harvester Co., P. & O. Steamship Co., Pabst Brewing Co., Kellogg's Cereal, Cities Service, Rose Marie Reid Swim Suits, Coca Cola, Canada Dry, Lipton's Soup, Eastern Airlines, NBC, CBS, Monroe Calculator.

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The South's Largest and Most Complete Film Producer.

**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.**

8949 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-6943

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

**American-British TV Movies, Inc.**

200 West 57th St., New York 19, N. Y.  
Phone: JUdson 6-7198

President .....Nathan Kramer  
Vice-President .....Michael Hyams  
Legal Dept.....David Kallman  
Secretary .....Gloria Harden

*Services Offered*—New feature films for television. Half-hour and quarter-hour series.  
*Productions*—Case Histories of Scotland Yard.

**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 Abramowitz  
Editorial Chief.....Frank Madden

*Services Offered*—Sponsored motion picture 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.**

7324 Santa Monica Blvd., Hollywood 46, Cal.  
Phone: HO 2-6282

President .....John Sinn  
Chairman of Board.....Fred W. Ziv

*Services Offered*—Complete studio space and facilities with complete production personnel.

*Productions*—Dear Phoebe, Medic, Treasury Men in Action, Fireside Theatre, Man Behind the Badge. All Fred Ziv, Inc., Shows.

**Animated Productions Inc.**

1600 Broadway, New York, N. Y.  
Phone: LO 5-2942-3

President .....Al Stahl  
Vice President.....Irwin Stahl  
Art Department.....Tony Garcia  
Director .....Jack Weisburg  
Production Manager.....Peter Puzzo

*Services Offered*—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films.

*Productions*—“Kid Stuff,” “Comic Book Comics,” “Mush Moore.”

**Animation Service Co.**

1780 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.**

550 Fifth Ave., New York 36, N. Y.  
Phone: CIrcle 6-0118

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.**

c/o Motion Picture Center Studios  
846 N. Cahuenga Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-3118  
N. Y. Phone: PLaza 5-2108

President .....Milton Gordon  
Vice Pres.....Edward Small  
Secy-Treas. ....Leon Fromkess

*Services Offered*: produce, distribute half-hour TV dramas—“Ramar of the Jungle” series.

**Arrowhead Productions**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: TEXas 07619

Producer .....Ed Beloin  
Business Manager.....Burt I. Harris  
Associate Producer-Dir.....Richard Bare  
*Productions*—Film series “So This Is Hollywood” starring Mitzi Green and Virginia Gibson.


# ZOO



NEW YORK, 233 W. 49th ST., N.Y. C., CI 5-5044    DETROIT, 16603 E. WARREN RD., TU 5-5811    DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150    SALT LAKE CITY



# COMM



## **CAPTAIN MIDNIGHT SERIES...**

***now available for syndication!***

For Jet Action it's—Jet Jackson—Flying Commando! This is the syndicated version of the brand new "Captain Midnight" series now being sponsored on CBS by General Mills and Ovaltine (through Tatham-Laird). A big-time, Hollywood-produced-and-written adventure series packed with action...for viewers *and* for advertisers!

Of all Saturday shows available for syndication, this program was the highest rated\* on all networks in the morning—the second highest rated\* of any Saturday show *day* or *night*! This is your opportunity to have it on your own station, in your own time period.

Write, phone or wire us collect about availabilities of this great new program...produced at the Hollywood Studios of Columbia Pictures Corporation.

\*Nielsen Television Index



**SCREEN GEMS Inc.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N. Y. • CIRCLE 5-5044

*The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.*

# ZOOM



## **CAPTAIN MIDNIGHT SERIES...** **now available for syndication!**

For Jet Action it's—Jet Jackson—Flying Commando! This is the syndicated version of the brand new "Captain Midnight" series now being sponsored on CBS by General Mills and Ovaltine (through Tatham-Laird). A big-time, Hollywood-produced-and-written adventure series packed with action...for viewers and for advertisers!

Of all Saturday shows available for syndication, this program was the highest rated\* on all networks in the morning—the second highest rated\* of any Saturday show *day or night!* This is your opportunity to have it on your own station, in your own time period.

Write, phone or wire us collect about availabilities of this great new program...produced at the Hollywood Studios of Columbia Pictures Corporation.

\*Nielsen Television Index



**SCREEN GEMS Inc.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N. Y. • Circle 5-5044

*The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.*

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SEASON BLDG., PHONE 3-3803    SAN FRANCISCO, 995 MARKET ST., OO 2-1060    ATLANTA, 3130 MAPLE DRIVE, N. E., EX 6100    CHICAGO, 230 N. MICHIGAN, FR 2-3696



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*Now Shooting:*

“BIG TOWN”

“MAYOR OF THE TOWN”

(In association with RAWLINS-GRANT)

*Preparing:*

“O’HENRY” series

and

“ALIAS JIMMY VALENTINE”

**Argyle Television Films, Inc.**

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

Phone: Circle 6-4347

814 N. La Brea, Hollywood 38, Cal.

Phone: HO 7-4882

709 Fox Bldg., Detroit, Mich.

Phone: WOODward 1-3979

President.....Louis Goldstein

Vice President.....Bob Seidelman

Treasurer.....Jerome S. Hyams

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

**Associated Artists Productions, Inc.**

345 Madison Ave., New York, N. Y.

Phone: MURray Hill 6-2323

President.....Eliot Hyman

Vice Presidents.....Kenneth Hyman,

Arthur Kalman, Donald Klauber

*Services Offered*—Production and distribution of TV, theatrical and non-theatrical film and 16 mm.

**Associated Program Service**

(Division of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.

Phone: ORchard 4-7400

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

*Services Offered*—Exclusive TV distributor for Encyclopaedia Britannica Films.

*Productions*—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encyclopaedia Britannica Films.

**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 Finchout

*Services Offered*—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 175 industrial (free-loan) films, 115 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

**Atlantic Television Corp.**

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

Phone: JUDson 2-1287

President.....Robert M. Savini

Gen. Sales Mgr.....David A. Bader

*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

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production of AMERICA'S FOREMOST  
WESTERN TELEVISION PROGRAM!

**Wild Bill Hickok**

**Starring GUY MADISON & ANDY DEVINE**

... Entering ITS 5th YEAR OF UNINTERRUPTED  
NATIONAL SPONSORSHIP BY KELLOGG\*

At Consistently High Audience Ratings.

(\*Thru Leo Burnett Company)

**WM. F. BROIDY PRODUCTIONS**

# Join the big-time advertisers who sponsor these shows!

Brewers, oil companies, railroads, banks, food stores, auto dealers, dairies, *all* kinds of manufacturers and retailers are now selling with these sponsor- and audience-proven shows.

## ABC FILM SYNDICATION, INC.

7 West 66th St., New York 23, N. Y.

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ATLANTA  
HOLLYWOOD  
DALLAS



### PASSPORT TO DANGER

**CESAR ROMERO** stars as a globe-trotting diplomatic courier lured by the excitement of international intrigue.  
Produced by Hal Roach, Jr.



**RACKET SQUAD.** Top-rated film show in city after city... with a slightly phenomenal renewal record (ask us for rating histories). Produced by Hal Roach, Jr.

**THE PLAYHOUSE.** Star-spangled films sparkling with top box-office attractions. National, regional and local advertisers hitch their sales stories to these stars.

**KIERAN'S KALEIDOSCOPE.** Winner of Billboard's annual film award. Starring witty John Kieran who steers this series right to the family audience you want.

### COMING SOON!

- ✓ DOUGLAS FAIRBANKS PRESENTS
- ✓ SHEENA, QUEEN OF THE JUNGLE
- ✓ LIFE CAN BE BEAUTIFUL

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.

**Atlas Television Corp.**

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

Phone: MU 7-5535

President.....Henry Brown  
 V.P.....Robert B. Brown  
 Exec. Asst.....William J. Jones, Jr.  
 Div. of East. Sales.....Jackson E. Dube  
 Div. of Mid-West Sales.....Pete Rodgers  
 Dir. of West. Sales.....Jack London  
 Div. of Southwest Sales.....Wm. Dubois  
 Booker.....Bill Norton

*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.

*Productions*—"Captain Z-RO," "Hollywood  
 to B'way," "Your Family Theatre," "Is This  
 Magic."

**A.T.V. Film Productions, Inc.**

1600 Broadway, New York, N. Y.

(Studios) 37-15 35th St., L.I.C.

Phone: Circle 7-6434-5, Stillwall 6-5825-6

Pres., Prod. Dir.....Mickey Schwarz

Production Mgr.....Milton Cohen  
 Cameraman.....Harold Mullee  
 Film Ed. (Supr.).....Robert Harris  
 Art Director.....Paul Heller  
*Services Offered*—TV film producers, com-  
 mercials, industrial, dramatic shows. Studio  
 facilities, fully equipped, two stages 50 x 60—  
 50 x 100, street level.

**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 14, Ont.

Phone: CLifford 1-5211

President.....Arthur Gottlieb  
 Managing Dir.....David Coplan  
 Sec'y-Treas. ....Clem Williams  
*Services Offered*—Producers of shows and  
 commercials on film for TV.

**Audio Productions, Inc.**

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

Phone: PLaza 7-0760

President.....Frank M. Speidell  
 Vice Pres.....Herman Roessle  
 Treas.....Lawrence W. Fox, Jr.  
 Sec'y.....Peter J. Mooney  
 TV Director.....Harold R. Lipman  
*Services Offered*—Producer of TV com-  
 mercials and sponsored short subjects.

*Jerry Fairbanks  
 Productions*

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 Motion Pictures

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SHOW

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WITH  
ELIZABETH

IT'S FUN  
TO  
REDUCE

THE  
LIBERACE  
SHOW

CONRAD  
NAGEL  
THEATRE

THE  
JOE PALOOKA  
STORY

CONFIDENTIAL  
FILE

THE  
GOLDBERGS

THE  
INA RAY  
HUTTON  
SHOW





**Avis Films, Inc.**

904 East Palm Ave., Burbank, Calif.  
 Phone: THornwall 8-1666

President .....Leslie Helhena  
 Sec.-Treas. ....Norris Ewing  
 Vice Pres.....Helen Ewing

**George Bagnall & Associates, Inc.**

8827 Olympic Blvd., Beverly Hills, Calif.  
 Phone: CR 15133

N. Y. Phone: MURray Hill 6-7543  
 President.....George L. Bagnall  
 V.P., Gen'l Sales Mgr.....J. J. O'Loughlin  
 Secretary.....Fred C. Lindquist  
*Services Offered*—Distributors of films for TV.

**Bailey Films, Inc.**

6509 De Longpre Ave., Hollywood 28, Calif.  
 Phone: HOLlywood 2-0939

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.

**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. Film program producers of fishing and outdoor shows.

*Productions*—Building new series of 39 half hour shows full color showing fishing in North and South America—available 1955 —traveling to famous fishing resorts theme of programs.

**Blinky Productions Inc.**

106 West End Ave., New York 23, N. Y.  
 Phone: SU 7-4429

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

**EMPIRE**  
 for  
**FILMS**

16/35MM FILM  
 SPOTS — PROGRAMS

AIR-CONDITIONED  
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COMPLETE PRODUCTION  
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LIBRARY SERVICE

—For the finest sound—  
 on film . . . call

**Empire Broadcasting Corp.**  
 480 Lexington Ave.  
 New York 17, N. Y.  
 PLaza 9-4505



## To a TV station owner who's frantic for profits

Studio Films offers you profit opportunities galore . . . high rating programs which never fail to attract sponsors. Find out today how Studio Films can help you build your profits.



**STUDIO FILMS, INC.**

380 MADISON AVENUE • NEW YORK 17, N.Y. • OXFORD 7-2590

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

*Productions*—"The Adventures of Blinky."

●  
**Fritz Blocki Productions**

7266¼ Fountain Ave., Hollywood 46, Calif.

Producer .....Fritz Blocki

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

●  
**Bonded TV Film Service**

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

Phone: JUDson 6-1030

President.....Chester M. Ross

V.P. in Chg. of Oper.....Emanuel Kandel

Gen. Sales Mgr.....Don McClure

*Branch Offices*

409 N. LaCienega Blvd., Los Angeles, Calif.

1301 S. Wabash Ave., Chicago, Ill.

2024 Jackson St., Dallas, Texas

*Services Offered*—Shipping, expediting and servicing of TV film.

●  
**William Boyd Prod., Inc.**

8901 Wilshire Blvd., Beverly Hills, Cal.

Phone: CRestview 4-5248

Pres., Exec. Producer.....William Boyd

Vice Pres.....Robert Stabler

Sec'y-Treas. ....Marguerite Cherry

Production Mgr.....Glenn Cook

*Services Offered*—Producer of films for TV.

●  
**B & R Enterprises, Inc.**

846 N. Cahuenga Blvd., Hollywood, Calif.

Phone: HOLLYwood 9-5981

Producer .....Stanley Shapiro

Associate Prod.....E. D. Leshin

Production Mgr.....Argyle Nelson

Director .....John Rich

Art Director.....Claudio Guezman

Casting Director.....Ruth Burch

Chief Cameraman.....Robert deGrasse

Music .....Earle Hagen

*Productions*—"The Ray Bolger Show."

●  
**Bray Studios Inc.**

729 Seventh Ave., New York 24, N. Y.

Phone: CI 5-4582

President.....J. R. Bray

Vice-Pres. and Prod. Mgr.....Paul A. Bray

Treasurer .....M. Bray

General Mgr.....Max Fleisher

Film Distribution Mgr.....B. D. Hess

*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons.

*Productions* — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

●  
**Bernard S. Brody & Associates**

120 El Camino, Beverly Hills, Calif.

●  
**Brandon Films Inc.**

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

**COLOR SERVICE**

COMPANY, INCORPORATED

115 WEST 45th ST.

NEW YORK 36, N. Y.

Phone: JU 6-0853

*Foremost Color Laboratory in the East*

COMPLETE SERVICE IN COLOR PRINTING

- CONTACT OR REDUCTION
- 16mm EASTMAN REVERSAL
- 16mm ANSCO REVERSAL
- 35mm EASTMAN NEG. POS.
- 35mm ANSCO NEG. POS.
- COLOR SLIDE FILM PRINTING

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selection in your area.  
Consult your nearest  
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***leader in the field,  
offers you the largest  
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*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

Phone: CI 6-4868

President.....Thomas J. Brandon  
 Office Manager.....Edith Zornow  
*Services Offered*—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

**William F. Broidy Productions, Inc.**

5545 Sunset Blvd., Hollywood 28, Cal.  
 Phone: HO 3-6844

Pres. in chg. of Prod....William F. Broidy  
 Exec. Aide to Pres....L. W. (Ace) Herman  
 Vice Pres. & Sec.....Edward J. Kaye  
 Treasurer.....A. R. Nunes  
 Story Editor.....Cecile Kramer  
 Public Relations Dir.....J. L. Kaufman  
*Services Offered*—Producers of television film-program series and features; producers of TV-film commercials. Studio rental and packaged shows.  
*Productions*—"Wild Bill Hickok."

**British Information Services—Film Division (Agency of the British Government)**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 6-5100

Director.....Charles Dand  
 Distribution Mgr.....Lester Schoenfeld  
 Radio Officer.....Jack Aistrop  
 Pub. & Adv. Mgr.....Joe Slevin  
*Services Offered*—Official distributor in

the United States of films produced by the British Government.

**Calhoun Studios**

266 East 78th St., New York 21, N. Y.  
 Phone: LEhigh 5-2120

President.....Brian Calhoun  
 Vice Presidents.....William S. Kent, Howard Kaiser  
 Secretary.....Dietlinde Ruber  
 Treasurer.....Miriam Calhoun  
*Services Offered*—Equipped and staffed for the complete production of all types of motion pictures, slide films and transcriptions.  
*Productions*—"Accessories For My Lady," "Specialty of the House," "The Coffee Case," "American Greeting Cards Commercials," "Raleigh Clothes Commercials," "Northcool Commercials," "Accent Commercials," "Mus-Commercials," "Accent Commercials."

**Carson-Stempel Agency**

717 N. LaCienega Blvd.  
 Los Angeles 46, Calif.  
 Phone: CRestview 1-7141

Owners.....Jack Carson & Frank Stempel

**Cavalcade Television Programs Inc.**

7904 Santa Monica Blvd., Hollywood 46, Calif.  
 Phone: HOLLYwood 4-3556  
 N. Y. Phone: AAcademy 4-2781  
 Vice Pres. ....Earl M. Robins  
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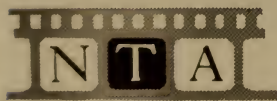
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 Secretary ..... Ben Bisgeier  
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*Productions*—“Father Knows Best.”

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 Phone: PL 3-3280

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 V.P. Chg. of TV..... Calhoun McKean  
 Prod. Supr..... Mauri Goldberg  
 V.P., Chg. of Creative  
 Planning..... Albert Z. Carr  
 Vice President..... F. Burnham MacLeary  
 Studio Manager..... David Kreeger  
 Chief, Animation Dept..... Jack S. Semple  
 Chief, Art Dept..... Arnold B. Vogelsang

Chief Editor..... Lawrence Kreeger  
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 1313 N. Vine St., Los Angeles 28, Cal.  
 Phone: HOLlywood 9-1212  
 Exec. in Charge..... Thomas Moore

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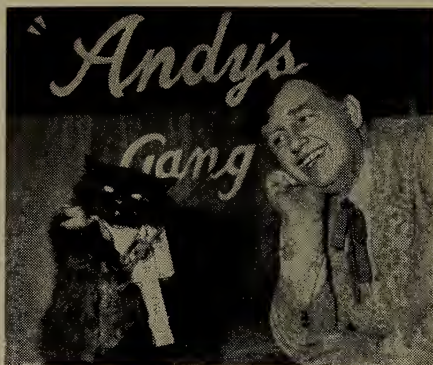
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Phone: Richelieu 80-04

Director . . . . . Dan Morely

Mgr. Film Division. . . . . Michael Alexander

*Services Offered*—Producer of TV films and commercials; industrial and educational films; dubbing in U. S. and Europe.

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Phone: CIrcle 6-2508

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1040 N. Las Palmas Ave., Hollywood, Calif.

Phone: HOLlywood 3-5106

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Assoc. Prod., Prod. Mgr. . . . . Harry Poppe

Art Director . . . . . Howard Campbell

Casting Director . . . . . Ruth Burch

Cameraman . . . . . Robert Pittack

*Services Offered*—Series and commercials.

*Productions* — "Private Secretary," "Cavalcade of America," and "Lone Ranger."

**Cineffects, Inc.**

115 W. 45 St., New York 36, N. Y.

Phone: CIrcle 6-0951

President . . . . . Nathan Sobel

Secretary-Treasurer . . . . . Irving Hecht

*Services Offered*—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Ansco negative-positive color.

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Phone: HOLlywood 2-7464

THIS is to remind you that Academy Pictures make fine motion pictures for Television and Industry . . . films which maintain a high standard of technical quality and are rich in aesthetic values and imagination.



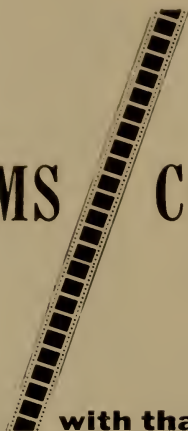
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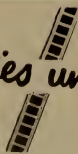


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 Camera Department.....Harold H. Seiden  
 Sound Department.....Herbert C. Bloom  
 Set Design.....James Pratt  
 Sales.....Phillip Feld  
*Services Offered*—Producers of general entertainment, documentary programs and spot commercials for TV.

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 Phone: FLushing 8-1935

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*Services Offered*—Industrial, documentary, theatrical and TV films to order.

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 Secretary.....Jacques R. Lehman  
 Associate Prod.....Esco Mietten  
*Services Offered* — Films for television. Public relation, training, education.

*Productions*—“Let’s Face It,” “Meet Pvt. Bill Martin,” “Part-Time Soldier,” “Mission of the Day,” “The Argonaut Division,” “Part Time Tanker.” In production, “Travel Tours.”

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 Phone: NO 2-4732, WY 1491

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*Services Offered*—Complete production for industry television, churches and educational institutions. Commercial TV spots and news-reel coverage. Stock footage library in 16 mm color.  
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 Werner Janssen Productions,  
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5358 Melrose, Hollywood 38, Calif.  
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Pres., and Chairman of the Board...Mrs. Dorothy Clune Murray  
 Executive Director.....Werner Janssen  
 National Sales Director...Linwood P. Beacom

**Commodore Productions and Artists, Inc.**

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 Assoc. Producer.....William C. Heath

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Producer-Director

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TELEVISION

FILMS



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HOllywood 2-1151

Canadian Representative: TELEFILM OF CANADA 130 Carlton St. · Toronto, Canada

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 Coordinator.....Eleanor Payne  
 Film Editor...Robert Warwick, Jr. (A.C.E.)  
 Art Director.....James Sullivan  
*Services Offered:* Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; 156 Episodes, The Clyde Beatty Show, Radio, transcribed open end shows ½hr.: TV, 13 ½hr. films in color.

*Productions:* "Perils of the Jungle."

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723 Seventh Ave., New York 19, N. Y.  
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President.....Mortimer D. Sackett  
 Sec., Treas.....S. Sackett  
*Services Offered*—TV producers and distributors.

**Frank Cooper Associates Agency**

6277 Selma Ave., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7258  
 521 Fifth Ave., New York 17, N. Y.  
 Phone: VANDerbilt 6-5661-2

Owner.....Frank Cooper  
 V.P., Chg. N. Y. Office.....Sy Fischer  
 Mgr. Hollywood Office.....Martin Sperber  
*Services Offered*—Personal management of talent and writers as well as the production of radio and television shows.

**Cornell Films, Inc.**

1501 Broadway, New York 36, N. Y.  
 Phone: WISconsin 7-6650

President.....J. Milton Salzburg  
 V.P., Sales Mgr.....David B. Dash  
*Services Offered*—Producers and distributors of features and shorts.

**Cornwall Productions, Inc.**

30 W. 56th St., New York 19, N. Y.  
 Phone: Circle 6-2082

President.....Ella Raines Olds  
 Executive Vice Pres.....William Dozier  
*Services Offered*—Producer of half hour dramatic films.

**Tom J. Corradine & Associates**

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HO 2-4448

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 Vice President.....Kyle C. Thomas  
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**Outstanding Spanish Language Films**

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**Richmond 7-8661**

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 Phone: CRestview 4-5621

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 Sec. Treas. .... Ed Hampel  
*Services Offered* — Quarter-hour shows,  
 Short subjects, Features, and Commercials.

**Clayton W. Cousens Productions**

436 West 57 St., New York 19, N. Y.  
 Phone: CO 5-7380

President..... Clayton W. Cousens  
 Director ..... Ralph Porter  
 Head Cameraman..... Vachel Blair  
 Associate Producer..... John K. Cousens  
*Services Offered*—Filming of commercial spots for television, also film documentary jobs. 60 by 25 studio, make-up room, cutting room, sound booth, etc. Quality work in 16 mm and 35 mm, preferably the latter.

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 Vice President..... John O'Melveny  
 Vice President-Secretary.. Todd W. Johnson  
 Exec. V.P..... Basil F. Grille  
 V.P. Chg. Sales..... Charles B. Brown

Treasurer-Controller..... Homer O. Duerr  
*Services Offered*—Development of program ideas for film and actual completion from idea to film production.

**Crystal Pictures, Inc.**

1564 Broadway, New York 36, N. Y.  
 Phone: PLaza 7-5130

President ..... Melvin M. Hirsch  
*Services Offered*—Distributor of features, western, dramas and travelogues.

**Shamus Culhane Prod., Inc.**

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 8802 Melrose Ave., Hollywood, Calif.  
 Phone: N. Y. MU 2-8244, Calif. CR 4-5935  
 Producer, N. Y..... Shamus Culhane  
 Producer, Hollywood..... William Hurtz  
 Director ..... Irwin Wallman  
 Casting ..... Maxine Marx  
 Sales ..... Phil Feld  
*Services Offered*—Animated and live action TV spots and industrial films.

*Productions* — Spots for Western Union, U. S. Air Force, U. S. Army, Peter Paul Mounds, Esso of Canada, Breble.

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 . . . IN THE CAN!

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 Vice President.....Mildred Demby  
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Film Editing Services.....Myron L. Broun  
 Public Relations.....Howard Morse  
 Services Offered—Production TV, films,  
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Productions — "Hollywood to Broadway"  
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 ture.

**Denmac Productions, Inc.**

6223 Selma St., Hollywood, Calif.  
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Productions—"Dennis Day Show."

**Dephoure Studios**

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 Services Offered—Motion picture produc-  
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"'Where Were You?' this viewer is convinced is the greatest programming development since 'Person To Person' and 'Victory At Sea' and is bigger than both of them."

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**Starring KEN MURRAY**

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Vice-President .....Lucille Ball  
Exec. V.P.....Martin Leeds  
Vice President.....Argyle Nelson  
Vice President.....Andrew G. Hickox  
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Publicity .....Ken Morgan

*Services Offered*—Complete production facilities for entertainment and commercial films from script to final editing.

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Adv., Publicity Head.....Card Walker  
New York Office

477 Madison Ave., New York, N. Y.  
Phone: PLaza 9-3880

World Wide Sales Supr.....Leo F. Samuels

**Jack Douglas Productions**

c/o Centaur Studios, 7657 Melrose Ave.  
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Phone: HO 4-7574

Producer-Director .....Jack Douglas  
Camera .....Bill Morrison  
*Services Offered*—52 half-hour documentary films for distribution.  
*Productions*—“I Search for Adventure.”

**Sherman H. Dryer Productions**

17 E. 48 St., New York 17, N. Y.  
Phone: PLaza 5-4730

President.....Sherman H. Dryer

**Dudley TV Corp.**

9908 Santa Monica, Beverly Hills, Calif.,  
Phone: CR 1-7258

501 Madison Ave., New York, N. Y.  
Phone: EL 5-1076

President .....Carl Dudley  
Exec. Vice-Pres.....Don McNamara

**Du Mont Television Network-Film**

**(Syndication Dept.)**

205 East 67th St., New York 22, N. Y.  
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*Services Offered*—Distributor of features and TV series.

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 Exec. Prod. ....Lee Bobker  
 Film Dist. Dir.....Margaret Pfeiffer  
 Editorial Chief.....Lester Becker  
 Story Editor.....Philip J. Leff  
 Production Mgr.....John Zane  
 Sound Engr.....John DeBlau

*Services Offered*—Complete motion picture production in both 16 mm and 35 mm. Sound recording studios fully equipped for complete service. Film distribution, producers for television, industry, institutional, commercials, open end TV film program series.

*Productions* — “On Stage With Monty Woolley,” “Christmas Carols,” “Speed Classics,” “The Continental” and others.

**Easton Films Inc.**

334 East 74th St., New York, N. Y.  
 Phone: TR 9-4830

President .....Theodore Bennahum  
 Vice Pres.....Shirley Bernstein  
 Sec. and Treas.....Sidney Estridge

*Services Offered*—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients’ office, very high ceilings.

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 Vice President.....V. H. Hammons  
 Vice-Pres.....Bernard J. Prockter  
 Treasurer .....John Prockter  
 Secretary .....L. Lowinthan

*Services Offered*—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

**Dougfair Corp.**

666 N. Robertson Blvd., Los Angeles 46, Cal.  
 Phone: CRestview 1-8107

President.....H. Alexander MacDonald  
 V.P., Treas.....Fred Hoar  
 Vice Pres.....Irving Rubine

*Services Offered*—Producer of TV series.

**Peter Elgar Productions, Inc.**

18 E. 53rd St., New York, N. Y.  
 Phone: MU 8-5626

President .....Peter Elgar  
 Vice Pres.....Julius Edelman  
 Secretary .....Jeanne Osen Remusat  
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*Services Offered*—Producers of industrials, documentaries and films for television.

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414 West 54th St., New York 19, N. Y.  
Phone: JUdson 6-5582

President ..... Stephen Elliot  
V.P. .... William H. Unger  
Treasurer ..... Michael Elliot  
Controller ..... William Sohl  
Casting Director..... Mary Jean Allen  
*Services Offered*—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

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Phone: PL 9-4500

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Vice President..... Fred De Jaeger  
Sec'y-Treas..... Helen D. Kelleher  
General Manager..... William Reilly  
Acct. Exec..... Laurence Untermeyer  
Operations Mgr..... W. Reilly

*Services Offered*—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

**Endorsements, Inc. (TV)**

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Phone: Chickering 4-7257

President ..... Jules Alberti  
Vice-Pres. .... Dr. Harold S. Wadro  
Sec.-Treas. .... Hazel F. McCabe  
Asst. to Pres..... Chris Anderson  
*Services Offered*—Endorsements and testimonials live and film for TV.

**Chester Erskine Productions**

c/o American National Studios  
7324 Sta. Monica Blvd., Hollywood, Calif.  
Phone: HO 2-6281

Producer ..... Chester Erskine  
Camera ..... Les Shorr  
Film Editor..... Walter Hannemann  
Casting ..... John Stephens  
*Services Offered*—26 half-hour films.  
*Productions*—"Reader's Digest."

**Espana Mexico Argentina,  
S.A. de C.V.**

Barcelona No. 15, Mexico 6, D.F. Mex.  
Phone: 36-58-14

President..... General Juan F. Azarate  
Rep. to Adv. Agencies..... Jesus Nieto M.

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Coast to Coast

Completed

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**"Dateline Tokyo"**

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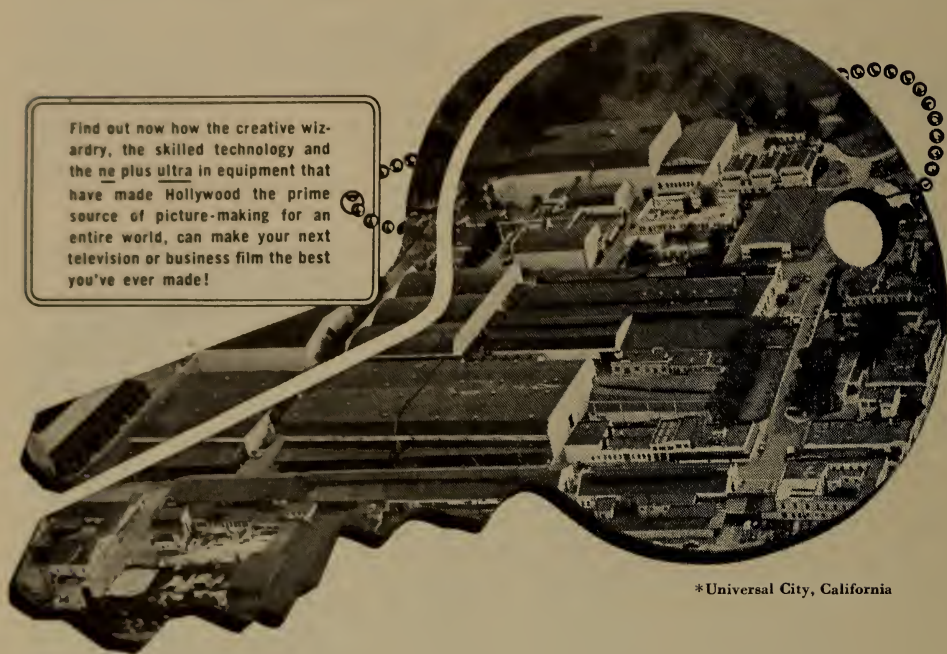
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Secretary .....Srita. Blanca Martinez  
*Services Offered*—Production, distribution and exhibition of weekly theatre reels, minute films and commercial spots.  
*Productions*—“Noticiero Mexicano,” “Cine Selecciones.”

●  
**Excelsior Pictures Corp.**

1564 Broadway, New York 36, N. Y.  
 Phone: CIRCLE 5-6157

President .....Walter Bibo  
*Services Offered*—Rent various features and shorts.

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**Explorers Pictures Corp.**

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 Phone: LO 4-5592

Pres.-Gen. Sales Mgr. ....Jules B. Weill  
 Asst. Sales Mgr. ....Murray M. Kaplan  
*Services Offered*—Motion picture films for TV, feature and half hour length.

●  
**Fair Deal Motion Picture Ser.**

2040 Chatterton Ave., New York 72, N. Y.  
 Phone: TAlmadge 9-6728

Owner & President. ....Louis D. Colson  
*Services Offered*—We offer package film shows for TV use.

●  
**Family Films, Inc.**

1364 N. Van Ness Ave., Hollywood 28, Calif.  
 Phone: HO 4-1176

Pres., Supervisor Prod. ....Sam Hersh

Assoc. Prod. ....Pierre Couderc  
 Assoc. Prod. ....Roy Luby  
*Services Offered* — Inspirational films for TV, church, educational and non-theatrical release.

●  
**Jerry Fairbanks Productions**

6052 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 2-1101

Pres., Exec. Producer. ....Jerry Fairbanks  
 Sales Mgr. (Chicago) ....Fenton McHugh  
 Production Manager. ....John McKennon  
 Studio Manager. ....Robert Scrivner  
 Head, Creative Dept. ....Leo S. Rosencrans  
*Services Offered*—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

●  
**Don Fedderson Productions**

120 El Camino, Beverly Hills, Calif.  
 Phone: BRAdshaw 2-8031

President .....Don Fedderson  
 Vice President. ....Fred Henry  
*Productions*—“Liberace,” “Life With Elizabeth,” “The Betty White Show.”

●  
**Federal Telefilms, Inc.**

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President. ....William (Buster) Collier

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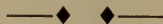
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Member Bd. of Dir.....Randolph Scott

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Phone: CRestview 6-0847  
40 E. 40 Street, New York 16, N. Y.  
Phone: LExington 2-2384

Owner-Producer.....Paul J. Fennell  
Technical Dir.....John E. Burke  
*Services Offered*—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons.

●  
**Frank Ferrin Productions**

6528 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-3628

Producer-Director .....Frank Ferrin  
Assoc. Producer.....Ralph Ferrin  
Casting Director.....Virginia Mazzuca  
Chief Cameraman.....Alan Stensvold  
*Productions*—“Andy’s Gang.”

●  
**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.  
Phone: HArrison 7-3395

President .....Irving Mack  
Treasurer .....Joe Mack  
Secretary .....Bernard Mack  
Prod. Manager.....Pat Cascio

*Branch Office*  
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Phone: PLaza 7-3809

TV Sales Manager.....Don Mack  
TV Production Mgr.....Jack Saperstein  
*Services Offered*—Theatre & TV commercials specializing in cartoon stop motion and animation. Creative staff available free for agency use.

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1611 N. LaBrea Ave., Hollywood 28, Calif.  
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Manager.....Charles H. Tarbox  
*Services Offered*—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

●  
**Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46, Calif.  
Phone: WEbster 3-9281

President .....Isidore Lindenbaum  
V.P. in chg. of Prod.....Bill Deming  
Production Super.....Ferenz Fodor  
Supervising Ed.....Norman Colbert  
Production Mgr.....Paul Schmutz  
Film Distribution Mgr.....Hamilton Warren  
Editor .....Bob Sparr  
*Services Offered*—Create, film and produce television programs, commercials, government and business motion pictures.

*Productions* — Groucho Marx “You Bet Your Life,” Louella Parsons, “See Hollywood,” “The Mark Twain Theater,” “Invitation to Music.”

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Manager .....Charles Leeds  
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1860 Broadway, New York, N. Y.  
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Vice President.....Nicholas Bongard  
Treasurer .....Harry Bimberg

**Films For Industry, Inc.**

129 W. 52nd St., New York 19, N. Y.  
Phone: Circle 6-6528

Pres., Prod. Mgr.....Joseph McCaffery  
Promotion, Prod. Mgr....Christopher Cross

**Films of the Nations, Inc.**

62 W. 45th St., New York 36, N. Y.  
Phone: MURray Hill 2-0040

Pres.....Henry M. Moolman  
Vice President.....Birger Nordholm  
Treasurer .....Henry Pillichody  
Secretary .....William Rosenfeld  
Exec. Dir. ....Maurice T. Groen

**Frieda Fishbein**

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

Phone: LO 5-1379

Owner .....Frieda Fishbein  
Associate .....Beara Bramnick  
Services Offered—Representing authors on material for radio and television.

**Flamingo Films**

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

Partners .....Joseph Harris,  
James B. Harris, Sy Weintraub, David L. Wolper  
Services Offered—Producers and distributors of television film.

**Flying A Productions**

6920 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 9-1425

Partners.....Mitchell J. Hamilburg,  
Gene Autry  
Partner & Exec. in chg.  
of Production.....Armand Schaefer  
Exec. Producer.....Louis Gray  
Exec. Asst.....Philip Cobey  
Services Offered—Production of TV films and commercials.  
Productions—"Gene Autry Show," "Annie Oakley Show," "Range Rider Show."

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(Productions Division)

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**Lackawanna 4-2912**

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 Exec. V.P.....Maxim Konecky  
 Prod. Coordinator.....J. M. Lench  
 Office Manager.....Jeanne McFarland  
*Services Offered*—Television film commercials, tailor-made and syndicated starring Pat Buttram, Range Rider & Dick West, Jon Hall, Rocky Jones, Vargas Girls, etc.

**Foundation Films Corporation**

Citizens Bank Building, Pasadena 1, Calif.  
 Phone: SYcamore 6-2649, RYan 1-8121  
 Chairman of the Board.....John I. Bolen  
 Pres. & Gen. Mgr.....Richard D. Pearsall  
 Sec.-Treas. ....Eldon L. Eby

**Four Star Productions, Inc.**

c/o RKO-Pathé, 9336 W. Washington Blvd.  
 Culver City, Calif.  
 Phone: TE 0-2931  
 Exec. Producer.....Don W. Sharpe  
 Producer .....Warren Lewis  
*Services Offered*—Films for distribution.  
*Productions*—"The Star and the Story,"  
 "Four Star Theatre," "Stage 7."

**Fremantle Overseas Radio & Television, Inc.**

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

President .....Paul Talbot  
 Asst. to Pres.....Lee Volker  
 Mgr. (Mexico).....Rene Anselmo  
*Services Offered*—Package producers and procurers of feature films, shorts, cartoons and scripts for overseas radio & TV stations. Representatives in Mexico City, London, Rome, Berlin, Tokyo, Sydney, Manila and Johannesburg.

**Hardie Frieberg Television Enterprises, Inc.**

545 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-6865  
 President .....Hardie Frieberg  
 Treasurer .....Bernard Samuels  
*Services Offered* — Program productions, talent, live and film TV programs.

**Leon Fromkess**

Motion Picture Center Studios  
 846 N. Cahuenga Blvd., Hollywood, Calif.  
 Phone: HOLlywood 4-3118  
 President .....Leon Fromkess  
*Productions* — "Ramar of the Jungle,"  
 "Halls of Ivy," and "Ellery Queen."

**Gainsborough Associates**

(See Program Producers)

**General Film Laboratories**

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 Phone: HOLlywood 9-6391

**M. & A. ALEXANDER PRODUCTIONS, INC.**

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HO 4-3414



FOUR  
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PLAYHOUSE



**FOUR STAR PRODUCTIONS INC.**



STAR  
AND  
STORY





**General Service Studios**

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Services Offered—Stage space and facilities.

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President Thomas F. O'Neil  
General Manager Dwight Martin  
Sales Manager Peter Robeck  
West Coast Sales Exec. Charles Morin  
Mid-West Sales Exec. Wade Barnes  
East Coast Sales Exec. William Finkleday  
Southern Sales Exec. Richard Bouk  
Northeast Sales Exec. Max Bradbard  
Dir. of Promotion Sumner Moulton  
Dir. of Traffic Richard Sassenberg  
Research Melvin Trauner  
Services Offered—Distribution of feature films, library films and 15 minute and half-hour film subjects.

Productions — "Greatest Drama," "Fulton Lewis, Jr." and "Uncommon Valor."

**Glenar Productions**

6618 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-0406

Owner Sid Glenar  
Services Offered—Producer of theatrical, educational, TV commercial. Complete animated cartoon facilities.

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1639 Broadway, New York 19, N. Y.  
Phone: JUdson 6-5444

President Melvin L. Gold  
Production Supervisor Robert E. Gips  
Services Offered—Engaged in the creative production of: TV commercial films; TV program films; theatrical films; educational films; training films; "live" TV programs.

**Governor Television Attractions, Inc.**

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

President Arthur Kerman  
Services Offered—Distributors of feature films and shorts to television stations.

**Harry S. Goodman Productions**

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

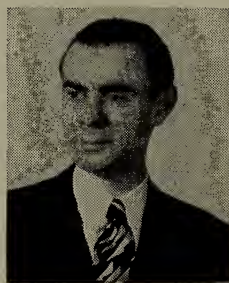
General Manager Harry S. Goodman  
Sales Mgr., TV Dir. Everett F. Goodman  
Office Manager William Baron  
Secretary H. D. Knuth  
Musical Director Dick Manning  
Services Offered—15 minute shows on film, Christmas jingles and custom made.  
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 V.P. & Exec. Producer.....John Guedel  
*Services Offered* — Radio and television packaging and producing.

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460 Park Ave., New York 17, N. Y.  
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 President .....Reub Kaufman  
 Vice President.....Lou Shainmark  
 V.P. in Chg. of Sales.....Manny Reiner  
 V.P., Gen'l Sales Mgr.....Joseph Smith  
 Treas. ....Aaron Katz  
 Secretary .....Jane Kaye  
*Services Offered* — Producers-directors of television film packages.  
*Productions* — "It's Fun to Reduce," "Florian Zabach Show," "Life With Elizabeth," "Frankie Laine Show," "Conrad Nagel Theater," "Confidential File," "The Goldbergs," "Bride and Groom," "Johnny Mack Brown Wrestling," "Liberace."

**Jack Goetz**

1740 Broadway, New York 19, N. Y.  
 Phone: JUdson 6-1700  
 Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV

requirements; 16 & 35 mm. television features, serials and shorts.

**Gross-Krasne, Inc.**

650 No. Bronson, Los Angeles 4, Cal.  
 Phone: HO 9-8321  
 Producer.....Jack J. Gross  
 Producer .....Philip N. Krasne  
 Exec. V.P.....Lee Savin  
 Casting Dir.....Lynn Stalmaster  
 Publicity Dir.....Al Joyee  
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*Productions*—"Frontier Parson" series.

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*Services Offered*—Production of films for television, production of film commercials.  
*Productions*—“The Magic of the Atom,” “Harbor Patrol,” “Everyday Adventures.”

**The Jam Handy Organization, Inc.**

2821 E. Grand Blvd., Detroit 11, Mich.  
 Phone: TR 5-2450

N. Y. Phone: JUdson 2-4060

President .....Jamison Handy  
 Executive Vice-Pres.....Oliver Horn  
 V.P. Training Devices.....John Campbell  
 V.P. Sls. Devel.....Everett Schafer  
 V.P. Cust. Contact.....George B. Finch  
 V.P. Automotive Contacts...Wm. G. Luther  
 Secretary.....Avery W. Kinney  
 Treasurer.....Allan E. Gedelman  
 Purchasing Agent.....Gerald Sullivan  
*Services Offered* — Producers of commercial films and spots; industrial films, slide-films, sales training programs.

**Harriscopy, Inc.**

355 North Beverly Dr., Beverly Hills, Calif.  
 Phone: CRestview 6-4632

President.....Burt I. Harris  
 Associate Producer.....Norman Retchin  
 Film Director.....Harry Kaye  
 Office Manager.....C. Coleman  
*Services Offered*—Packager, producer and distributor of television film shows.

**Mark Hawley Associates, Inc.**

133 East 54th St., New York 22, N. Y.  
 Phone: PLaza 1-0450

President.....Mark H. Hawley  
 Vice President.....Perry King  
 Gen. Mgr., West Coast...Juan C. Hutchison  
 Office Mgr., West Coast...Florence Barnum  
*Services Offered*—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

**Hawley-Lord, Inc.**

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

President .....Andre Lord  
 V.P. Treas.....Lewis D. Abbott  
 Secretary .....Gordon Shadwick  
*Services Offered* — Production of 16 mm. color motion picture shorts on hunting and fishing.

**Sam Hayes Productions**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 3-1515

Pres. & Gen. Mgr.....Sam Hayes  
 Secretary .....Hazel Thornton

**Leslie Helhena**

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Owner-Producer.....Leslie Helhena

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270 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-2078

President.....Charles B. Alling, Jr.  
Vice-President.....James L. Hile  
Vice President.....John J. Collins  
*Services Offered*—1 minute commercials.

**Paul Hoefler Productions**

7934 Santa Monica Blvd., Los Angeles 46, Calif.

Phone: Hollywood 9-2001

Producer.....Paul L. Hoefler  
Business Manager.....E. M. Bennett  
Secretary.....Ruby Newstrand  
*Services Offered*—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

**Hoffberg Productions Inc.**

362 W. 44th St., New York 18, N. Y.  
Phone: Circle 6-9031

Pres., Treas.....Jack H. Hoffberg  
Vice Pres.....M. Hoffberg  
Sec'y.....W. Charney  
Asst. Treas.....Leo Tolin  
*Services Offered* — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15

minutes, Famous People Series, Encyclopedia Series, Documentary Adventures.

**Hollywood Film Company**

946 N. Seward St., Hollywood 38, Calif.  
Phone: HOLlywood 4-7191

Partners.....Ben & Harry Teitelbaum  
*Services Offered*—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

**Hollywood Television Service, Inc.**

4020 Carpenter Ave., N. Hollywood, Calif.  
Phone: SUNset 3-8807

President.....Earl R. Collins  
*Services Offered*—Distributes motion pictures for TV.

**Hour Glass Productions**

810 N. Highland Ave., Hollywood 38, Cal.  
Phone: HOLlywood 2-2301

President.....Wanda Tuchock  
Vice-President.....George de Normand  
*Services Offered*—Youth series, "Man of Tomorrow."

**Hurrell Productions Inc.**

333 No. Rodeo Dr., Beverly Hills, Calif.  
Phone: CR 1-8593

Manager.....George E. Hurrell  
*Services Offered*—TV package programs (and commercials) and production.

Lalley and Love Inc.

industrial pictures  
film spots and programs

3 EAST 57th STREET  
NEW YORK 22, N. Y.  
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**HYGO Television Films, Inc.**

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

Phone: CIRCLE 6-4347

814 N. La Brea, Hollywood 38, Calif.

Phone: HO 7-4882

709 Fox Bldg., Detroit, Mich.

Phone: WOODWARD 1-3979

President.....Jerome S. Hyams

V. P. & Treas.....Louis Goldstein

Sales Mgr.....Bob Seidelman

*Services Offered:* Quality feature films for television including: "Tulsa," "Black Book," "The Sullivans," etc.; also 26 "Wild Bill Elliot" Westerns.

**Ideal Pictures, Inc.**

58 E. So. Water St., Chicago 1, Ill.

Phone: FINANCIAL 4-0916

President.....Paul R. Foght

Treas. ....Carroll Hadden

Secretary.....W. C. Kirkpatrick, Jr.

**Imperial World Films, Inc.**

49 E. Oak St., Chicago 11, Ill.

Phone: MICHIGAN 2-6200

President.....Russell W. Davis

**Imppro Productions, Inc.**

5255 Clinton St., Los Angeles 4, Calif.

Phone: SUNSET 2-3113

President.....Herbert L. Strook

Vice-President.....Richard G. Taylor

*Services Offered:* Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

**IMPS, Inc. International  
Movie Producers' Service**

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

Phone: ELdorado 5-6620

Studio Phone: PLaza 7-4823

President.....Ben Gradus

Production Supervisor.....Walter Sachs

Dir. of Sales.....Ezra R. Baker, Jr.

*Services Offered*—IMPS produces documentary, commercial TV spots, and industrial films.

**Information Productions,  
Inc.**

5 East 57th St., New York, N. Y.

Phone: ELdorado 5-1722

President.....Thomas H. Wolf

Director.....Alfred Butterfield

Secretary.....Lee Hazen

Prod. Mgr.....Robert W. Asman

Editor in Chief.....Robert R. Collinson

**Institute of Visual Training,  
Inc.**

40 East 49th St., New York 17, N. Y.

Phone: ELdorado 5-1443

President.....William J. Ganz

Chg. of Production.....Herbert R. Dietz

Chg. of Distribution.....Rita Hicks

Office Manager.....Jean Pomerance

*Services Offered*—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences.

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- The Jack Benny Show  
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Circle 6-5100

**Inter-Continental Television Corp.**

200 West 57th St., New York, N. Y.  
Phone: JUDson 6-1890  
24 Rue Marbeuf, Paris, France  
Chairman.....Edward Gruskin  
President.....Martin H. Poll  
Services Offered: Producers of TV films.

**International Film Foundation, Inc.**

345 East 46th St., New York 17, N. Y.  
Phone: OX 7-1888  
Executive Dir.....Julien H. Bryan  
Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International Geographic Pictures**

1776 Broadway, New York 19, N. Y.  
Phone: Circle 6-4486  
Executive-Pres. ....J Allen Julier  
Services Offered—Producers of educational motion pictures.

**International News Service**

235 E. 45th St., New York 17, N. Y.  
Phone: MU 7-8800  
General Mgr.....Seymour Berkson  
Editor-in-Chief .....Barry Faris  
Business Mgr.....Robert W. Brown  
TV Sales Mgr.....Robert H. Reid  
Radio & TV News Dir.....John M. Cooper  
Promotion Mgr.....Kenneth Smith  
Services Offered — INS-Telenews daily, weekly and sports film services; facsimile circuit for TV stations carrying news, photos and weather maps; INS leased wire; INP photos; Super-Projectall.

**International Movie Producers' Service**

515 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-6620  
Studios: Ben Gradus Studios, Ltd.,  
321 W. 56th St., New York 19, N. Y.  
Phone: PLaza 7-4823  
President .....Ben Gradus  
Production Supervisor.....Walter Sachs  
Director of Sales.....Ezra R. Baker  
Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows for TV.

**International 16mm. Corp.**  
(See Program Producers)

**Interstate TV Corporation**  
4376 Sunset Drive, Hollywood 27, Calif.  
Phone: NORmandy 2-9181  
1560 Broadway, New York 36, N. Y.  
Phone: PLaza 7-3070

President.....G. Ralph Branton  
 Vice-President.....Lloyd Lind  
*Services Offered*—Production and distribution of motion pictures for television.  
 30 minute package shows.

**Lou Irwin, Inc.**

9165 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CR 1-7131

President.....Lou Irwin  
 Associate.....Ted Wilk  
 Exec. Secretary.....Jay Schlein  
*Services Offered*—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

**Jason Comic Art**

480 Lexington Ave., New York 17, N. Y.  
 Phone: PLaza 3-9370

Director.....Leon Jason  
*Services Offered*—TV film, production, talent, puppet design.

**Jewell Radio and Television Productions**

185 No. Wabash Ave., Chicago 1, Ill.  
 Phone: FInancial 6-4474

President.....James E. Jewell  
 Vice-President.....W. Ralph Jewell  
 Manager.....Charles P. Flynn  
 Natl. Sales Representative.....Carl Wester

Treas. ....Lincoln Douglass  
 Secretary.....M. P. Casey  
 Editor.....James Lawrence  
*Services Offered*—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots. Current productions, "Silver Eagle," "The King's Jester Show."

**Bernard E. Karlen Productions**

270 Park Ave., New York 17, N. Y.  
 Phone: PL 9-3107

Exec. Producer.....Bernard E. Karlen  
 Associate Producer.....Roland N. Karlen  
*Services Offered*—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

**Victor Kayfetz Productions**

1780 Broadway, New York 19, N. Y.  
 Phone: CIRCLE 5-4830

President.....Victor Kayfetz  
 Gen. Mgr.....A. L. Simon  
 Animation Super.....R. M. Cooke  
 Prod. Assts.....Seymour Posner,  
 Muriel T. Friedman  
 Art Director.....William L. Steinel  
 Animator.....Abe Blashko  
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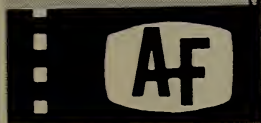
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 San Francisco (351 Turk Street) \* Dallas (1108 Jackson Street)

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Productions—"Water World Series."

**Herbert Kerkow, Inc.**

480 Lexington Ave., New York 17, N. Y.  
Phone: PLaza 1-1833

President .....Herbert Kerkow  
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Productions—"Fashion Forum," "Tell it to Hydro."

**Kling Studios, Inc.**

1058 W. Washington Blvd., Chicago 7, Ill.  
Phone: SEeley 8-4181

N. Y. Phone: PLaza 9-4770  
Hollywood Phone: HOLlywood 5-8878

President .....Robert Eirinberg  
V.P., Dir. West Coast Oper.....Lee Blevins  
V.P., Dir. Mot. Pic. & TV.....Fred Niles  
Nat. Sales Mgr.....Burton A. Neuburger  
Dir. Syn'd Film Div.....Chris Petersen, Jr.

Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

**Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: CIrcle 6-9850

President.....Howard A. Lesser  
Secy.-Treas.....Mary Morrissey  
Vice-President.....Thomas S. Dignan  
Services Offered—Producers of all types of Motion pictures for screen and TV.

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Phone: CRestview 4-5221  
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**Langlois Filmusic, Inc.**

619 West 54th St., New York 19, N. Y.  
Phone: JU 6-4155  
Hollywood: HO 4-4687

President .....C. O. Langlois, Jr.  
Sales Manager.....T. A. Roseen  
Head Editor.....A. Ross  
West Coast Manager.....R. Adye  
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Services Offered—Over 100 hours of music cleared for television on disc, half tape, 35 magnetic tape and optical film.

**Lalley & Love Inc.**

3 East 57th St., New York, N. Y.  
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Production Mgr.....L. H. Holton  
Editor .....Bill Henry  
Script Dir.....Ardis Smith  
Services Offered—TV spots and programs, also industrial films.

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Adapter — DIRECTOR  
(Pall Mall Cigarettes)  
THE BIG STORY



**Albert Lang Productions, Inc.**

5746 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-7111

Pres., Gen. Mgr.....Albert Lang  
 Vice-Pres., Sec'y.....Olga Haney  
*Services Offered:* Writing, producing, distributing TV commercial films, live and film. Specialize in new products promotion.

**Larchmont TV Studios**

210 No. Larchmont Blvd., Los Angeles 4, Cal.

Phone: HOLLYWOOD 9-2895

Pres., Gen. Mgr.....Jack Miles  
*Services Offered* — TV sound stage with complete facilities for rental and packaging of TV film properties.

**Lawrence & Lee, Inc.**

919 Equitable Bldg., Hollywood 28, Calif.

Phone: HO 7-1009

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

**Robert Lawrence Productions, Inc.**

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

Phone: JUDSON 2-5242

President.....Robert L. Lawrence  
 V.P. Studio Operations.....Louis Mucciolo  
 Casting Director.....Barbara Cooper

Treasurer .....Philip Kornblum  
 Chief Film Editor.....Henry Traiman  
*Services Offered*—Film—to order—television commercial announcements and television package programs.

**Leichter, Mitchell**

6811 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 3-4181

Pres., Head of Prod.....Mitchell Leichter  
 General Manager.....Jean Rich  
*Services Offered*—Producer, distributor of films for television.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.

Phone: HOLLYWOOD 4-7287

Producer-Director .....Gene Lester  
 Chief Tech., Sound.....George Richardson  
 Comptroller.....Albert J. Silverman  
 Production Manager.....Martin Sperber  
*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  
 Sales Manager.....Dick Lewis

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 Studio Manager.....Joe Bishop  
*Services Offered*—Motion picture production, script-writing, sound recording.

**Lewislor Enterprises, Inc.**

9756 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: HOLLYWOOD 7-5111

Producer .....Tom Lewis  
 Asst. to Prod.....Frank O'Neill  
 Production Mgr.....Joe Popkin  
 Director .....Harry Keller  
 Art Director.....Frank Sylos  
 Casting Director.....Ruth Burch  
 Chief Cameraman.....Norbert Brodine  
 Music .....Harry Lubin

*Services Offered*—Producing films for television.  
*Productions*—"The Loretta Young Show."

**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 re-

lations 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.

**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.

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 A ZIV Television Film Production  
 •  
 "THE SPADE COOLEY SHOW"  
 Filmed and Produced by  
 COOLEY-MILLER ENTERPRISES  
 •  
 "THE LIBERACE RADIO PROGRAM"  
 Produced by  
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Partners.....J. A. Norling & Hans Tiesler  
*Services Offered*—The production of industrial sales promotional, public relations, personnel training and educational motion pictures. Also 3D production specialists.

**John W. Loveton Productions, Inc.**

9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 5-2834

Producer, President.....John W. Loveton  
 Production Manager.....Herb Stewart  
 Art Director.....Charles H. Clarke  
*Services Offered*—Producers of "Mr. and Mrs. North," "Topper" and "Scattergood Baines" series and commercials.

**Magnetic TV Sound Company**

854 Shawano Ave., Green Bay, Wisc.

Phone: HEMlock 7-1307

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 7-6990-1-2

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

**Marathon TV Newsreel Inc.**

10 East 49th St., New York 17, N. Y.

Phone: MU 8-0985

President .....Konstantin Kaiser  
 Super. of Production.....Ken Baldwin  
 Dist. & Traffic Mgr.....Lee Marcus  
*Services Offered*—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library.  
*Productions* — "The Screen Story," "Air-head," "The Mailed Fist."

**Mark VII, Ltd.**

2400 W. Alameda, Burbank, Calif.

Phone: VICToria 9-2461

President .....Jack Webb  
 Vice-Pres. & Treas.....J. R. Rodgers  
 Secretary.....Seymour P. Steinberg  
*Services Offered*—Producer of "Dragnet" feature; "Pete Kelly's Blues" feature; "Pete Kelly's Blues" television series. Producer of miscellaneous television productions.

**Marterto Productions, Inc.**

846 N. Cahuenga Blvd., Hollywood, Calif.

Phone: HOLLYwood 9-5981

Producer.....Louis F. Edelman  
 Assoc. Producer.....Paul Jacobs



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 Art Director.....Ralph Berger  
 Cameraman.....Robert deGrasse  
 Music Directors.....Earl Hagen,  
 Herbert Spencer  
*Services Offered*—Series for television.  
*Productions*—“Make Room for Daddy.”

**Arnold Marquis Productions, Inc.**

717 N. La Cienega Blvd., Hollywood 46, Cal.  
 Phone: CR 6-8796  
 President.....Arnold Marquis  
*Services Offered*—Write, direct, produce and package radio and television programs; sales and service.

**Masterpiece Productions, Inc.**

45 West 45th St., New York, N. Y.  
 Phone: JUDson 2-4717  
 President .....Seymour Berdon  
 Sec., General Council.....Irwin Margulies  
 Treasurer .....Frances Kaplan  
*Services Offered* — Twenty-five features, westerns, dramas, adventure, feature length.

**Robert Maxwell & Associates**

5746 Sunset Blvd., Hollywood, Calif.  
 Phone: HOLLYwood 2-6027  
 Producer Robert Maxwell  
 Photographer .....Stewart Thompson  
*Services Offered* — Series of half hour filmed television shows of “Lassie.”

**McGowan Productions, Inc.**

1416 N. LaBrea Ave., Hollywood 28, Calif.  
 Phone: HOLLYwood 2-0804  
 Producer .....Darrell McGowan  
 Director.....Stewart E. McGowan  
 Production Mgr.....Clark Paylow  
*Services Offered* — Commercials, shorts, features.  
*Productions*—“Death Valley Days” series.

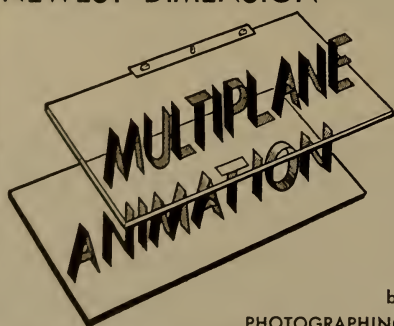
**Medallion Productions**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HO 2-6635  
 General Manager.....John A. Ettliger  
 Creation .....Robert A. Forrest  
 Editorial .....Arthur Jacobs  
*Services Offered*—Production of film programming and commercials for television. Packaging of live programming, local and network. Distribution of “Paddy the Pelican” cartoons and quarter hour film quiz show, “View the Clue.”

**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  
 Vice Pres.....Robert W. Larsen  
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 Phone: HO 7-5111

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 Prod. Mgr. .... Ralph W. Nelson  
 Camera ..... George E. Clemens  
 Casting ..... Jack Murton  
*Services Offered*—26 half-hour films.  
*Production*—“Schlitz Playhouse of Stars.”

**MCA, TV, Ltd.**

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

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 Eastern Regional Mgr. .... Kirk Torney

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 Phone: CHerry 1-6010

Exec. in charge ..... De Arv Barton  
 430 N. Michigan Ave., Chicago, Ill.  
 Phone: DELaware 7-1100

Mid-West Sales Mgr. .... Raoul Kent  
 2102 N. Akard St., Dallas, Tex.  
 Phone: PRespect 7536

Exec. in charge ..... Ray Wild  
 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

V.P., Gen. Sales Mgr. .... Wynn Nathan  
 Exec. in charge ..... Bob Greenberg

1048 Northeastern Bank Bldg.  
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Phone: LINcoln 7863

Exec. in charge ..... Charles Richter  
 515 Glenn Bldg., Atlanta, Ga.  
 Phone: LAMar 6750

Exec. in charge ..... Hank Curth  
 45 Newbury St., Boston, Mass.  
 Phone: COpley 7-5830

Exec. in charge ..... Jack King  
 111 Richmond St., West., Suite 1209  
 Toronto, Ontario, Canada  
 Phone: EMpire 3-5025

Exec. in charge ..... Stu Smith  
 116A W. Kirk Ave., Roanoke, Va.  
 Phone: ROAnoke 3-4344

Exec. in charge ..... Ew Owens  
 42 Allard Blvd., New Orleans, La.  
 Phone: GALvez 4410

Exec. in charge ..... Ross McCausland  
 3790 Gardner Ave., Cincinnati, Ohio  
 Phone: SYcamore 9149

Exec. in charge ..... Fred Harner  
 837 Book Tower, Detroit, Mich.  
 Phone: WOODward 2-2604

139 Piccadilly, London West 1, England  
 Exec. in charge ..... Kenneth Cleveland  
 49 bis Ave., Hoche, Paris, France

Exec. in charge ..... David Stein  
 203 White Bldg., Seattle, Wash.  
 Phone: MUTual 4567

Exec. in charge ..... John VonHeiberg  
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Phone: PEnnypacker 5-9462

Exec. in charge.....Al Lauber  
1700 Liggett Dr., St. Louis, Mo.

Phone: WOODland 2-3683

Exec. in charge.....Hank Lührman  
*Services Offered*—Producer, distributor TV  
series.

●  
**McCadden Corporation**

1040 N. Las Palmas Ave., Hollywood, Calif.

Phone: HO 7-3111

*Productions*—“Burns and Allen Show.”

●  
**Medic TV Productions**

c/o American National Studios

7324 Sta. Monica Blvd., Hollywood, Calif.

Phone: HO 2-0901

Exec. Prod.....Worthington Miner

Prod., Casting.....Frank La Tourette

Director.....Ted Post

Writer.....James Moser

Camera.....Les Shorr

Film Editor.....Bob Seiter

*Services Offered*—25 half-hour films.

*Productions*—“Medic.”

●  
**Merit Productions, Inc.**

40 E. 49th St., New York 17, N. Y.

Phone: PLaza 8-0118

President.....Emanuel J. Spiro

Production Supervisor....Ralph Teitelbaum

Editorial Director.....Joseph Wolff

Art Director.....Norman Tasler

Script Supervisor.....W. Mason Ancker

Office Manager.....Aurdey Lane

●  
**Charles Michelson, Inc.**

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

Phone: Plaza 7-0695

President.....Charles Michelson

Office Manager.....R. Mantell

Export Manager.....Aaron Michelson

*Services Offered*—Distributors of TV film  
program series, transcribed radio program  
series, gennett, speedy-Q and E.M.I. sound  
effect record libraries. Michelson library of  
TV cleared recorded mood and background  
music.

*Productions* — (TV) “Capsule Mysteries”  
(Radio) “Secrets of Scotland Yard” with  
Clive Brooks, “Movie Playhouse” with James  
Mason and others.

●  
**Minot TV, Inc.**

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

Phone: PLaza 9-7380

President.....Charles M. Amory

Vice President.....Ellis L. Gordon

*Services Offered*—Engaged in distribution  
of the following programs: Sherlock Holmes;  
Paris Precinct; Janet Dean, Registered Nurse;  
Drew Pearson; Tim McCoy; Flash Gordon;  
Gabby Hayes; Duffy's Tavern; Hank Mc-  
Cune; Junior Science.

Since 1936

Combining Showmanship

With Salesmanship

**DEMBY PRODUCTIONS, Inc.**

TV, Motion Pictures, Radio

**Hotel Plaza**

1 West 58 Street

Suite 1751

PLaza 9-2495

New York 19, N. Y.

**"HEY MULLIGAN"**

Mickey Rooney TV Series

**"I MARRIED JOAN"**

Joan Davis TV Series

Filmed by:

**VOLCANO**

Productions

General Service Studios

Hollywood, Calif.

**Modern Talking Picture Service, Inc.**

219 E. 44th St., New York, N. Y.

Phone: OXFord 7-2753

General Manager.....J. R. Ritenour  
*Services Offered*—Distributors of feature, spot TV films.

*Branch Offices*

140 E. Ontario St., Chicago 11, Ill.

Phone: DElaware 7-3572

Manager .....Peter Markovich  
 Store No. 152, Tishman Bldg., 3450 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-2121 & DUNkirk 4-2511  
 Manager.....J. J. Lipsky

**Carlton E. Morse Enterprises, Inc.**

1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

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

**Morton Productions**

(Radio & Television)

64 East Lake St., Chicago 1, Ill.

Phone: CEntral 6-4144

President .....Morton Jacobson  
*Services Offered*—This is the Story, and What's Wrong With This Picture—TV shows and The Westerners (Curt Massey), Joe Emerson's Hymntime, This is the Story and So the Story Goes—Radio Shows.

**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  
 Production Manager.....E. G. Hayter  
 Camera .....Charles Hanawalt  
 Sales Manager.....Dean S. Wright  
*Services Offered*—Producers of commercials motion pictures and television shows, principally in color. With a background of twenty-five years writing, directing and producing theatrical pictures in major studios.

*Productions*—"When Presses Roar."

**Motion Pictures for Television, Inc.**

655 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 8-2000

Pres., Chrm. of Board.....Matthew M. Fox  
 V.P., Gen. Mgr.....Edward D. Madden  
 V.P., Gen. Sales Mgr.....E. H. Ezzes  
 Adm. Asst. to V.P.....Lewis F. Blumberg  
 Eastern Div. Acct. Exec.....Martin Robinson  
 Headbooker.....Richard B. Morros

*Branch Offices*

216 Tremont St., Boston, Mass

New Eng. Sls. Mgr.....Fred Yardley

155 East Ohio St., Chicago, Ill.  
 Cen. Div. Sls. Mgr.....Dick Feiner  
 3109 Routh St., Dallas, Texas  
 Southwestern Sls. Mgr.....Irving Feld  
 2211 Woodward Ave., Detroit 1, Mich.  
 East-Central Sls. Mgr.....Dalton Danson  
 9100 Sunset Blvd., Los Angeles, Calif.  
 Western Sls. Mgr.....John Cole  
 20 Collier Rd., Atlanta, Ga.  
 Manager .....Bob Feiner  
 MPTV (Canada) Ltd., c/o Sovereign Film Dist., Ltd.  
 277 Victoria St., Toronto, Ont. Canada  
 Phone: EMpire 8-8621  
 General Manager.....Alex T. Metcalfe

**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, 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.....Ben Loweree, Louis Tetonie  
 Associate Prods...Jack Gordon, Jack Kuhne  
 Director of Scripts.....Dan Doherty  
 Assignment Director.....Burt Reinhart

**HOLBROOK'S  
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Van Nuys, Calif.

STate 0-1381

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HOLBROOK N. TODD, Supervising Film Ed.

for Fireside Theater — 6 years.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.  
Phone: PLaza 7-3144

President .....Owen Murphy  
V.P. in Chg. of Prod.....Charles L. Turner  
General Manager.....Elwood Siegel  
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.

**Ken Murray Productions**

c/o Hal Roach Studio, 8822 Washington Blvd.  
Culver City, Calif.  
Phone: TE 0-2761

Producer .....Ken Murray  
Writer .....Jean Holloway  
Camera .....Lucien Andriot  
Film Editor.....Reg Browne  
Casting .....Bill Martin

*Services Offered*—Half-hour shows for Bing Crosby Enterprises and UTP.

*Productions*—"Where Were You?"

**Nation Wide Television Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: LOnacre 4-8234

President .....Irvin Shapiro  
*Services Offered*—Feature films, streamliners.

**NBC Film Division**

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

NBC V.P. in Chg.....Carl M. Stanton  
Director.....Edgar G. Sisson  
Dir. of Publicity.....Charles A. Henderson  
Business Manager.....Robert A. Anderson  
National Sales Mgr.....H. Weller Keever  
Mgr. of Film & Kinescope..Frank C. Lepore  
Mgr. of Film Prod.....Stanton M. Osgood  
Mgr. of Adv. & Prom.....Jay H. Smolin

*Services Offered*—TV film sales and syndication, stock-shot film library and kinescope services.

*Productions* — Adventures of the Falcon; Badge 714 A & B; Captured; Weekly News Review; Dangerous Assignment; NBC Film Features; Hopalong Cassidy A & B & Hour Long; Inner Sanctum; Life of Riley A & B & C; Lilli Palmer Show; Paragon Playhouse; Victory at Sea; The Visitor; Watch the World; His Honor; Homer Bell.

**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  
Dir. of Scripts.....Mimi Griffin  
Coordinator .....Stanley Bass

*Services Offered*—Producers of motion pic-

tures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

*Productions* — Charles Goren on Bridge (series). The Roger Hornsby Baseball School (series). Time of Disaster (for Federal Civil Defense). The House in the Middle. Dig, Die or Get Out.

**National Screen Service Corp.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 6-5700

Adv., Publ. Director.....Harold L. Danson  
*Services Offered*—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc. "Live" studio facilities, etc.

**National Telefilm Associates, Inc.**

625 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-8200

Chairman of the Board.....Gustave Ring  
President.....Ely A. Landau  
Exec. V.P.....Oliver A. Unger  
V.P. Chg. of Sales.....Harold Goldman

*Services Offered*—Television programs and features for national, regional and local sponsorship.

**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.  
Phone: Circle 5-5147-8

Production Director.....Ted Nemeth  
Art Director.....M. E. Bute

*Services Offered*—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

**Stanley Neal Productions, Inc.**

475 Fifth Ave., New York 20, N. Y.  
Phone: MU 3-6396

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 programs and spots, also special purpose motion pictures.

**Newsreel Service**

5 Centre Market Place, New York 13, N. Y.  
Phone: CAnal 6-3284

Production Manager.....Howard Smythe  
General Manager.....Alfred Manni  
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  
 113 W. 57th St., New York, N. Y.  
 Phone: JU 6-0040

President.....Vincent J. Nola  
 Vice-President.....V. Thomas Nola  
 Chief Engineer.....Stanley J. Bumbly  
 Film Div. Mgr.....V. T. Nola  
*Services Offered* — Complete production facilities. Film-Sync Tape, 1/4", 16mm, 17 1/2mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

**North American Television Productions, Inc.**

222 East 46th St., New York, N. Y.  
 Phone: MURray Hill 7-2913

President.....E. M. Glucksman  
 Vice Pres.....Joseph Plunkett  
 Secretary, Treas.....L. B. Glucksman  
*Services Offered* — Producing half hour musicals on film for television.

**Nothing New Under the Sun Productions**

338 N. Rodeo 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.**

25 West 45th St., New York 36, N. Y.  
 Phone: PLaza 7-0100

Chairman of the Board.....Michael Nidorf  
 President.....Harold L. Hackett  
 Vice President.....Herbert Jaffe  
 Secretary.....Herbert J. Siegel  
 Sales Mgr. (Nat'l Sls.).....Bud Austin  
 Vice President.....Herman Rush  
 Treasurer.....Seymour Reed  
 Eastern Sales Mgr.....Frank O'Driscoll

*Branch Offices*

808 E. Essex, Glendale 22, Mo.  
 Midwest Sales Mgr.....Jack Garrison  
 420 Walnut St., Philadelphia, Pa.  
 Exec. in charge.....Robert Conn  
 419 Boylston St., Boston, Mass.  
 Phone: KENmore 6-6566  
 Exec. in charge.....Dave Abbott  
 Calhoun Beach Hotel, Minneapolis, Minn.  
 Exec. in charge.....Art Breecher  
 333 Candler Bldg., Atlanta, Ga.  
 Phone: ALPine 4013  
 Exec. in charge.....Jeff Davis  
*Services Offered* — Distributors of 16mm syndicated TV film, feature films, cartoons and musical shorts and miscellaneous.

**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  
 Sales Manager.....Roy E. Ferrce  
 Tech. Supervisor.....G. J. Mikalauskis  
*Services Offered* — Program, commercial and news production; laboratory, studio and recording facilities.

**Pan American Television Corporation**

1044 South Hill St., Los Angeles 15, Calif.  
 Phone: RIchmond 7-8661

**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.

**Jack Parker Productions**

(See Television Film of America for personnel listing.)

**Paul Parry Productions**

7557 Sunset Blvd., Hollywood 46, Calif.  
 Phone: HOLlywood 7-4774

Exec. Prod-Director.....Paul Parry  
 Production Mgr.....B. Sinclair  
 Writer.....Frank K. Adams  
 Dir. of Photography.....Ray Foster  
 Director.....E. Watkins  
*Services Offered*—16 and 35 mm facilities, production of program films, spot commercials, product sales promotion and corporation training films. Also sound slide films.  
*Productions*—"Treasure of Cocos Island," "Cameras and Models in Action."

**Parsonnet TV Film Studios, Inc.**

4602 5th St., Long Island City, N. Y.  
 Phone: STillwell 4-6163

Sales Office of Parsonnet & Wheeler  
 32 W. 53 St., New York, N. Y.  
 President.....Marion Parsonnet  
 Treasurer.....August W. Joos  
 Secretary.....Shirley Parsonnet  
*Services Offered*—Producer of films, production facilities for rent, films for syndication, and commercials.

**Lindsley Parsons  
Productions, Inc.**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hudson 2-7111

President .....Lindsley Parsons  
Vice-President .....Myrtle Parsons  
Treasurer .....Sam Wallis  
Secretary .....Ace Herman  
Associate Producers.....John Burrows,  
Warren Douglas  
Productions — 13 TV pictures for "The Whistler."

**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 Pierce  
Executive Producer.....William Nelson  
Chief Editing Dept.....Rogers Keene  
Studio Manager.....Charles Brohm  
Services Offered—Animation or live—specializing in use of rear screen projection.

**Ray Patin Productions**

6650 Sunset Blvd., Hollywood, Calif.  
Phone: HOLlywood 2-1147

Exec. Producer.....Ray Patin  
Asst. Producer.....Gus Jekel  
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  
Eastern Operations Mgr...Annabel Compton  
Mgr., Special Services.....Allan De Forest  
West Coast Branch

959 Seward St., Hollywood 38, Calif.  
Phone: HOLlywood 7-9223

Vice-Pres., West Op.....Victor C. Krupa  
Secy., Branch Mgr. ....Suzon Steinle  
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 reconditioning.

**Pictorial Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-3756

President.....J. Milton Salzburg  
Chairman of the Board.....Frank Soule  
Sales Manager.....David B. Dash  
Comptroller .....Paul Kern  
Services Offered — Produce & distribute

features & shorts.

**Herbert R. Pilzer**

33 West 60th St., New York, N. Y.  
Phone: CO 5-2180

President.....Herbert R. Pilzer  
Services Offered—Production consultants; complete laboratory work, color, black and white; 16 mm., 35 mm.; editorial service.

**Plucer Studios, Inc.**

248 East 35th St., New York, N. Y.  
Phone: MURray Hill 3-8557

President .....Jerry Plucer  
V.P. and Prod. Supervisor..Eugene Shuftan  
Director of Film Operations.....Owen Lee  
Sls. Reps..Bernard Telkamp, Albert S. Wade  
Services Offered—Every service from script to screen for commercials, slide films, program and industrial films. Specialists in Shuftan Process and special effects.

**Polaris Pictures, Inc.**

5859 W. 3rd St., Los Angeles 36, Calif.  
Phone: WEBster 8-2181

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

**Post Pictures Corp.**

115 West 45th St., New York 36, N. Y.  
Phone: JU 2-4870

President.....Harry A. Post  
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 5-1353

President .....Burt Balaban  
Vice President.....Bernard Donnenfeld  
Producer .....Gene Martel  
Asst. Producer.....Roy Rich  
Story Editor.....Irve Tunick  
Services Offered—Motion picture production.

Productions—"H-Hour," "Operation Shoe-string," "Immediate Disaster," "Diplomatic Passport."

**Princeton Film Center, Inc.**

270 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.  
Phone: PRInceston 1-3550  
President-Exec. Prod.....Gordon Knox  
Business Manager.....A. F. Califano  
Director of Sales.....Bradford K. Cross  
Dir. of Distribution.....Robert C. Molusky

**Prockter TV Enterprises, Inc.**

c/o American National Studios  
7324 Sta. Monica Blvd., Hollywood, Calif.  
Phone: HO 2-6282

Casting .....John Stephens  
*Services Offered*—Films for distribution.  
*Productions*—"Treasury Men in Action,"  
 "Man Behind the Badge."

**Quintet Productions**

6052 Sunset Blvd., Los Angeles, Calif.  
 President .....Peter Piech  
 V.P. in chag. Prod.....Russ Hayden  
 Treasurer .....Ed Berkson  
*Services Offered*—Filming of the "Judge  
 Roy Bean" series.

**Rainbow Island Productions,  
 Ltd.**

3061 Kapiolani Blvd., Honolulu 14, Hawaii  
*Phone*: 7-3173

President .....Chuck Smouse  
 Vice President.....George Vanderbilt  
 Secretary-Treas.....F. O. Biven  
 Sound Engr.....Richard E. Pitstick  
*Services Offered*—Complete 16 mm. pro-  
 duction facilities, including air conditioned  
 sound stage and equipment to dub narration,  
 dialog, music and sound effects. Also fully  
 equipped sound truck for location shooting  
 and power supply.  
*Productions*—"Everybody Loves Bread,"  
 "Life of the Party."

**Rawlins-Grant, Inc.**

c/o California Studios  
 650 N. Bronson Ave., Hollywood, Calif.  
*Phone*: HO 9-8321

Producer-Directors .....John Rawlins,  
 Marshall Grant  
 Camera .....Frederick Gately  
 Writer .....Erna Lazarus  
 Casting .....Lynn Stalmaster  
*Services Offered*—Half-hour films.  
*Productions*—"Mayor of the Town."

**Rayben Television  
 Production Co.**

242 N. Canon Dr., Beverly Hills, Calif.  
*Phone*: CRestview 6-7123

President .....Ray Ryan  
 Vice President.....Ben Blue  
 Sec.-Treas. ....Sidney Fields  
*Services Offered* — Television film series,  
 "The Ben Blue Show."

**Reela Films, Inc.**

17 N.W. 3rd St., Miami, Fla.  
 President.....Stanley L. Stern  
 Vice-President.....Richard F. Wolfson  
 General Manager.....Frank J. Brodock  
 Executive Producer.....Michael Brown  
 Sales Manager.....James L. Campbell  
*Services Offered*—Complete film produc-  
 tion facilities; animation TV shows and com-

mercials; sales training; industrials; news-  
 reels; color and black & white; 2 air condi-  
 tioned studios; sound proof; magnetic tape  
 recording; complete black & white lab and  
 editing facilities.

**Reid Ray Television  
 Productions, Inc.**

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

President.....Reid H. Ray  
 Vice-President.....William H. Ringold  
 Treasurer .....Charles Nyquist  
 Secretary .....Alice Griswold  
 Sales.....R. V. Jeffrey  
 Sales (Chicago) .....Frank Balkin  
 Sales .....John Lang  
*Services Offered*—Production of television  
 26 and 13 minute films for local, regional  
 and national sponsorship; TV commercials.  
*Productions*—Walt's Workshop.

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

35 W. 45th St., New York 36, N. Y.  
*Phone*: JU 2-1440

Chairman of Board...Louis de Rochemont  
 President .....Borden 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 mo-  
 tion pictures, TV, radio and transcriptions.

**Regal Television Pictures  
 Corp.**

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

President .....Moe Kerman  
 Vice-Pres. ....Joe Felder  
*Services Offered*—Distribution of motion  
 pictures including features, streamliners, and  
 shorts, for TV showings.

**Republic Television Features**

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

President .....Capico Kapps  
 Prod. Supr.....Albert Kapps  
*Services Offered*—Producers and distribu-  
 tors of live and filmed television programs.

**Revue Productions, Inc.**

4024 N. Radford St., North Hollywood, Calif.  
Phone: SUNset 3-8894

President .....Karl Kramer  
Vice Presidents...George Stern, Alan Miller  
V.P., Production Mgr.....Carl Hiecke  
V.P., Director.....Richard Irving  
Directors .....Jack English,  
Herschel Donrghety

Productions—"Ray Milland Show," "Pepsi Cola Theatre," "Heinz Studio 57," "Adventures of Kit Carson," "General Electric Theatre," and "City Detective."

**Stuart Reynolds Productions**

9120 Sunset Blvd., Los Angeles 46, Calif.

Phone: CRestview 4-7863

President .....Stuart Reynolds  
Ass't to Pres.....Frank Doyle  
Services Offered—TV programs on film commercials on film.

Productions—"Mr. President," "Deadline," "Pony Express Scout."

**RKO Pathe, Inc.**

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

Phone: PL 9-3600

Exec. Vice-President.....Jay Bonafield  
V.P. & Treasurer.....William H. Clark  
Secretary .....Joseph Laub  
Comptroller .....Garrett VanWagner  
Production Mgr.....J. Douglas Travers  
Sales Manager.....Sidney Kramer

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

Productions — "Achievement in Steel," "The Eager Minds," Robert C. Ruark's "African Adventure," "The Iron Fence."

**Hal Roach Studios, Inc.**

8822 W. Washington Blvd., Culver City, Calif.

Phone: VERmont 8-2185

N. Y. Phone: CI 5-4135

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

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

**R. S. Robbins**

163 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 K. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 4-3183

Owner-Manager.....Fred K. Rockett  
Production Manager.....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.

**Roland Reed Productions**

8822 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'Estrange  
Ass't. Production Mgr.....William Tinsman  
Casting Director.....Frank Edmunds

Services Offered—Producers of commercial, industrial and television films.

**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.

Productions — "Musical Chairs," "California Living."

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 46, 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

Production Manager.....Edward Ruby  
 Photographic Dept. Chief...Sidney Nannes  
*Services Offered*—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

**Russell & Haberstroh**

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

Phone: MUrray Hill 9-2568

Co-owners ...Leo Russell, Alex Haberstroh  
*Services Offered*—Film for science-fiction, fantasy, or straight dramatic shows. Rental library or miniatures designed, constructed, filmed in action to story specifications. All film edited, ready for intercutting into live shows.

*Productions*— "Captain Video," "The Stranger."

**Sack Television Enterprises**

Film Exchange Bldg., Dallas 1, Tex.

Phone: Sterling 3069

General Manager.....Alfred N. Sack  
 Sales Manager.....Julius M. Sack  
 Program Adviser.....Lillian Morgan

*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)

**Joseph S. Salzburg**

33 West 60th St., New York 23, N. Y.

Phone: CO 5-2180

Owner.....Joseph S. Salzburg  
*Services Offered*— Producer's Aids: film editorial service; production supervision-unit management; production consultants-lab expediting.

**Sarra, Inc.**

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

Phone: MUrray Hill 8-0085

President .....Valentino Sarra  
 Vice President.....Morris D. Behrend  
 Production Head, Chicago.....Harry Lange  
 Creative Head, N. Y.....Rex Cox

*Branch Office*

16 E. Ontario St., Chicago 11, Ill.

Phone: Whitehall 4-5151

*Services Offered*—Producer of TV commercials, industrial and sales films.

**Screencraft Pictures, Inc.**

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

Phone: MUrray Hill 7-5011

President.....J. S. Berkson

*Branch Offices:*

5746 Sunset Blvd., Hollywood, Calif.

Phone: Hollywood 2-4448

Vice Pres., TV.....Ed Berkson  
 National Sales Mgr.....Peter M. Piech  
 Sales Representative.....Tom Corradine  
 203 No. Wabash Ave., Chicago, Ill.

Phone: STate 2-2818

Sales Representative.....Jack Russell  
 Suite 302, M & M Bldg., Memphis, Tenn.

Phone: 5-5060

Sales Representative.....Fred Meyers  
 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.**

233 W. 49th St., New York, N. Y.

Phone: Circle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn  
 V.P. in Chg. Sales.....John H. Mitchell  
 Business Mgr.....Burton H. Hanft  
 East Coast Exec. Prod...Benedict Berenberg  
 Dir. of Ad. & Prom.....Elihu E. Harris  
 Press Manager.....Frank Young  
 Technical Director.....M. Peter Keane  
 Staff Producers-Directors....John Gilmour,  
 Howard Magwood, Don Hershey, John Capsis

Casting Director.....Nancy Littlefield  
 Film Editorial Chief.....Dan Heiss  
 Dir. of Animation.....Volus Jones  
 Merchandise Manager.....Joyce Selznick  
 Eastern Story Editor.....Morris Levy

*West Coast*

1334 N. Beachwood St., Hollywood 28, Calif.  
 V.P. in Chg. of Prod.....Irving Briskin  
 Prod. Executive.....Fred Briskin  
 Staff Producers.....Michael Kraike,  
 Irving Starr, George Bilson, Herbert B.  
 Leonard

Staff Directors.....James Neilson,  
 Fred F. Sears, William D. Russell

Story Editor.....Harry Fried  
*Services Offered*—produce, distribute TV films; produce animated or regular TV film commercials.

*Productions*— "Ford Theatre," "Father Knows Best," "Captain Midnight," "The Adventures of Rin Tin Tin."

**Sherry TV, Inc.**

(See Mark VII, Ltd.)

**Al Simon Productions**

*General Service Studios*

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: 4-2141

President .....Al Simon  
*Services Offered*—Productions of filmed shows and commercials.

**Sixteen Screen Service Company**

6710 Melrose Ave., Hollywood 38, Calif.

Phone: WYoming 1491

Partner ..... 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*—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

**The Charles E. Skinner Productions**

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

Executive Producer.... Charles E. Skinner  
 Production Manager..... Ray Rand  
 Film Music Editor..... Alphonse Corelli  
 Musical Dirs... Skitch Henderson, Ted Royal  
 Set Designer..... Charles Carlotti  
 Gen. Production Supervisor... William Toth  
 Camera Directors..... Joseph Burn,  
 William Storz, Drummond Drury  
 Film Distribution..... Bruce Ross  
 Sales Manager..... Howard Blackmore  
 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

President ..... Hugh Sears  
*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

President ..... Fletcher Smith  
 Vice-President ..... Charles Schettler  
 Secretary-Treasurer ..... Peter Caldera  
*Services Offered*—Producers of programs and spots.

**Snader Telescriptions Corp.**

9130 Sunset Blvd., Hollywood, Calif.  
 Phone: CR 4-6651

President..... Louis D. Snader  
 Casting Director..... Phil Bloom  
 Musical Director..... Bernard Brody  
*Services Offered*—Producers of films for TV; own organization for syndication and distribution of features produced by others.

**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.**

9120 Sunset Blvd., Los Angeles 46, Calif.  
 Phone: CR 4-7863

President ..... Stuart Reynolds  
 Business Mgr..... Ben Hecht  
*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  
 N. Y. Phone: BRyant 9-7566

Gen. Mgr. & Sales Mgr..... Al J. Madden  
 Bus. Mgr. & Vice Pres..... Keith Alderson  
 Public Relations, Adv. Dir..... Norris West  
 Production Dir..... Robert Forward  
*Services Offered*—Film producer of half-hour football and other sports. Distributor of television films.

*Productions*—"Hal Christie Comedies," "All American Game of the Week," "Big Ten Hi-Lites," "Pacific Coast Conference Hi-Lites."

**Square Deal Pictures Corp.**

Pines Bridge Road, Ossining, N. Y.  
 Phone: OSsining 2-2617

V.P., Gen. Mgr..... Donn Marvin  
 Production Mgr..... David Carpenter  
 Sales Mgr..... M. G. Rosenthal  
*Services Offered*—Available for production of films of all types, produce and distribute own films for television.

*Productions*—"Religion in the Family," "Pastorale," "Psalmody," "Sons of God," "The Miracle of Christmas."

**Stage 5 Productions**

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

Producer, Dir..... Ozzie Nelson  
 Ass't Producer..... Leo Pepin  
 Cameraman ..... William Mellor  
 Music Director..... Basil Adlam  
*Services Offered*—Producing the television series, "Adventures of Ozzie and Harriet."

**Al Stahl Productions**

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

President .....Al Stahl  
Vice-President .....Irwin Stahl  
Art Director.....Tony Garcia  
*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: JUdson 2-4774

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

**Standard Television Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 4-8234

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

**Star Entertainment Corp.**

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

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

**Station Distributors, Inc.**

1450 Broadway, New York, N. Y.  
Phone: WIconsin 7-2055

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

**Sterling Television Co., Inc.**

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

President .....Saul J. Turell  
V.P. in Chg. of Sales.....Bernice Coe  
V.P. in Chg. of Oper.....Richard Carlton  
V.P. in Chg. of Prod.....Harold Tulchin  
Sec., Treas.....Robert E. Rhodes  
*Services Offered*—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.

*Productions*—“Music for Everybody.”

**Mike Stokey Productions**

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

President .....Mike Stokey  
Assoc. Producer.....John Hueners  
*Service Offered*: Producers of live and filmed television productions. General television packaging.

*Productions*—“Mike Stokey’s Pantomime Quiz.”

**Wilbur Streech Productions**

135 West 52 St., New York 19, N. Y.  
Phone: JUdson 2-3816

Owner.....Wilbur J. Streech  
Sales Manager.....Joseph C. Bowman, Jr.  
*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  
*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  
Vice-President.....D. N. Laux  
Secretary .....Russell Kemp  
Dir. Adv. and Promotion.....N. S. Ginsberg  
*Services Offered*—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

**Superman, Inc.**

650 N. Bronson Ave., Los Angeles 4, Calif.  
Phone: HOLlywood 9-6371

Producer .....Whitney Ellsworth  
Production Manager.....Clem Beauchamp  
Directors.....Harry Gerstad, George Blair  
Casting Director.....Harold Chiles  
Chief Cameraman.....Harold Stine  
Music Director.....Irving Gertz  
*Services Offered* — Production of the “Superman” television series.

**John Sutherland Productions, Inc.**

201 N. Occidental Blvd., Los Angeles 26, Cal.  
Phone: DUmkirk 8-5121

404 Fourth Ave., New York 16, N. Y.  
Phone: MUrray Hill 6-4590

President, Gen’l Mgr.....John Sutherland  
Exec. Vice President.....Ross Sutherland  
*Services Offered*—TV film production.

**Swift-Chaplin Productions, Inc.**

1136 North Highland Ave.  
Hollywood 38, Calif.

Phone: HO 2-0761

President .....Charles F. Chaplin  
Vice President.....Howard Swift  
*Services Offered* — Producers 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.

**The TeeVee Company**

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

Services Offered—Producers, distributors. Productions—"Little Theatre," "Invitation Playhouse," "Tales of Tomorrow," "Camera's Eye," "This Is Charles Laughton," "Gigi & Jock."

**Telecast Films, Inc.**

247 W. 46th St., New York, 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.  
Productions—"Magic Mirror."

**Telefilm Enterprises**

38 East 57th St., New York 22, N. Y.  
Phone: PLaza 8-3360

President.....Charles Wick  
V.P. & Gen. Mgr.....Bud Austin  
Services Offered—Sell and distribute television film programs on a local, regional and national basis.  
Productions—"Fabian of Scotland Yard," "The Bill Snyder Show," "Adventure With Jethro Adams."

**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.

**Telenews Productions, Inc.**

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

President.....Herbert Scheftel  
Exec. Vice President.....Alfred G. Burger  
General Manager.....Charles N. Burriss  
Comptroller.....A. Douglas Comeaux  
Dir. Comm. Film Dept...Robert W. Schofield  
Adv. & Prom. Mgr.....Robert Kirsten  
Services Offered—Producers of documentary and industrial films, film programs, TV film commercials, film stock shot library.  
Productions—Review of the Week (International); Photoquiz; Adventures In Sports; Adventures in the News; Beat the Experts, etc.

**Telepix Corporation**

1515 N. Western Ave., Hollywood 27, Calif.  
Phone: HOLLYwood 4-7391

President.....Robert P. Newman  
Vice President.....Ben J. Helphand  
Secretary.....Robert M. Wiley

**Telerama Productions**

(See Television Films of America for personnel listing.)

**Telecine Film Studios, Inc.**

100 S. Northwest Highway, Park Ridge, Ill.  
President.....Byron L. Friend  
Sec'y, Treas.....June A. Friend  
Prod. Mgr.....William Sprague  
Facilities Engineer.....Henry Ball

Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and re-recording, animation, stop, motion. "Sailing Along in Selling," Bills Sales consultants; "Bills Better Breakfast" for Cereal Institute; "McKesson Trailer" for McKesson Drug Co.; TV commercials for Standard Knitting Mills, LaCrosse Breweries, Serta Mattress, etc.

**Telescene Film Productions Co.**

237 First Ave., New York City, N. Y.  
Phone: CH 4-0122

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

**Television Exploitation — Division of P. C.**

1450 Broadway, New York, N. Y.  
Phone: WISconsin 7-2055

President.....Milton M. Gettinger  
Vice-President.....Robert Gettinger  
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 7-3450

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 Features of America**

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

Exec. Dir.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.



**Television Films of America**

1750 N. Vermont Ave., Hollywood 27, 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.**

477 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-2101

Chairman of the Board.....Edward Small  
President.....Milton A. Gordon  
Exec. V.P.....Michael M. Sillerman  
Asst. V.P.....Kurt Blumberg  
Secretary.....Seymour Malamed  
Eastern Division Mgr.....Hardie Frieberg  
Midwestern Division Mgr...Robert Hoffman  
West Coast Div. Mgr.....Bruce Eells  
*Services Offered*—Production and distribution of film for television.

*Productions* — “Halls of Ivy,” “Lassie,” “The Adventures of Ellery Queen,” “Captain Gallant of the Foreign Legion,” “Family Next Door,” “Ramar of the Jungle,” “Your Star Showcase,” “The Feature Film Package.”

**Television Screen Productions, Inc.**

17 East 45th St., New York 17, N. Y.  
Phone: MUrray Hill 2-3877

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.

**Television Snapshots, Inc.  
Television Snapshots  
International**

54 Park Ave., New York 16, N. Y.  
Phone: MUrray Hill 9-6874

Pres., TV Snapshots, Inc...Babette J. Doniger  
Pres., TV Snapshots  
International.....Babette J. Doniger  
V.P.'s and Partners.....Dwight Godwin,  
Jess Meeker  
Asst. to Pres.....Leah Harkavy  
*Services Offered*—Both organizations produce and distribute specifically for and to television stations, editorial, non-commercial films.

*Productions* — “Let’s Discover Portugal,” “Fiesta,” “Woman’s World.”

**Tel Ra Productions**

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

Producer.....W. Wallace Orr

Director of Sales....George J. Kerrigan, Jr.  
Director of Production.....Dan Wise  
Film Editors.....Joe Arnold, Dan Endy,  
Marvin Fisher, William Friel, Charles Barris  
*Services Offered*—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

**“Texas Rasslin”**

Cadiz & Industrial Blvd., Dallas, Texas  
Phone: Sterling 2173

Pres.....Ed. E. McLemore  
Sales Manager.....Maurice Beck  
*Services Offered*—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

**Holbrook N. Todd**

1427 Burbank Blvd., Van Nuys, Calif.  
Phone: STate 0-1381

**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  
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,” “Planet Man,” “Mrs. Dobson’s Miracle,” etc.

**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 Klaeager  
Exec. Vice-Pres.....Walter Lowendahl  
Secretary-Treasurer.....Peter A. Schlenker  
Dir. Public Relations.....Albert Boyars

**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

**TV-Programs, Inc.**

10 Washington Place, New York 1, N. Y.  
 Phone: SP 7-0234  
 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  
 President .....Herbert 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.

**Richard H. Ullman, Inc.**

295 Delaware Ave., Buffalo 2, N. Y.  
 Phone: Cleveland 2066  
 President .....Richard Ullman  
 Exec. Vice President...Marvin A. Kempner  
*Services Offered*—Distributes films.

**United Press Associations**

(See Program Producers)

**United Productions of America**

4440 Lakeside Dr., Burbank, Calif.  
 Phone: THornwall 2-7171  
 New York Division—670 Fifth Ave.,  
 New York 19, N. Y.  
 Phone: PLaza 3-1672  
 Pres. & Exec. Produce....Stephen Bosustow  
 Vice-President .....Robert Cannon  
 V.P., N. Y. Office.....C. D. McCormick  
*Services Offered* — Producers of TV film commercials — specializing in animation, also animation production services.

**Unity Television Corp.**

1501 Broadway, New York 36, N. Y.  
 Phone: LONgacre 4-8234  
 Gen. Manager.....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.**

3951 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CRestview 4-6955  
 N. Y. Phone: LONgacre 4-8234  
 Manager .....Jerry Weisfeldt  
 Booker .....Vincent 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 19, N. Y.  
 Phone: PLaza 7-2857  
 2301 Dime Bldg., Detroit, Mich.  
 Phone: WOODward 2-4896  
 Pres., Prod. Mgr.....William Van Praag  
 Exec. Vice President.....Marc S. Asch  
 Production Mgr.....Gilbert M. Williams  
 Art Director.....Sidey J. Kupfershmid  
 Editorial Supervisor.....Oscar Lanstein  
 Business Manager.....Anita M. Palumbo  
 V.P. in Chg. of Detroit  
 Office .....Wm. Robert Woodburn  
 Prod. Mgr. Detroit Office...Daniel Q. Karoff  
*Services Offered*—Producers and distributors of film made for TV. Producers of commercials and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

**Video Color, Inc.**

11 East 48th St., New York 17, N. Y.  
 Phone: MURray Hill 8-3190  
 President .....Lester Lewis  
 Sec.-Treas. ....Juliet Lewis  
*Services Offered*—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

**Video Pictures, Inc.**

*Executive & Sales Offices*  
 500 Fifth Ave., New York 36, N. Y.  
 Phone: LACKawanna 4-2912  
 STUDIO: Video Pictures, Inc.  
 510 W. 57th St., New York 19, N. Y.  
 Phone: Circle 7-2062  
 President .....Martin Henry  
 Vice-President.....George W. Goman  
 Secretary.....Elsie M. Rice  
 Supervisor of Sales.....Edward J. F. Thorn  
*Services Offered*—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

**Video View, Inc.**

7557 Sunset Blvd., Hollywood 46, Calif.  
 Phone: HOLlywood 3-4179  
 President .....Bradley Kemp  
 Vice-President .....Marshall Taft  
 Sales Director.....Kenneth Harp  
*Services Offered*—New method of recording television programs, provide agencies and sponsors with low-cost, high-quality 16 mm sound-on-film records of television spots, exactly as they appear in the living room.

**Videart, Inc.**

(Motion Picture Producers' Aid)  
343 Lexington Ave., N. Y., N. Y.  
Phone: LE 2-7398-9

Pres., Gen. Mgr. .... Joe Zuckerman  
Secretary ..... Florence Hartman  
*Services Offered* — Art work, animation, titles, maps, charts, optical photography, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

**Vidicam Pictures Corp.**

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

President ..... Alfred Justin  
Secretary ..... Frances G. Gould  
Prod. Asst. .... David Reismas  
Chief Editor ..... James H. MacLean  
Studio Manager ..... William B. Shriner  
Production Mgr. .... James Rose  
*Services Offered*—Producers of film commercials, sales training films and industrials. Complete studio and sound recording facilities.

**Visual Drama, Inc.**

129 N. Vermont Ave., Los Angeles 4, Calif.  
Phone: DUncirk 8-0525  
N. Y. Phone: LONagare 4-8000

Producer ..... William J. Faris  
Production Mgr. .... Mack Wright  
Director ..... Bill Karm  
Cameraman ..... Brydon Baker  
*Services Offered*—Sound, studios, camera and background projection.  
*Productions* — “Gangbusters” production series.

**Vitapix-Guild Programs, Inc.**

460 Park Ave., New York 22, N. Y.  
Phone: PLaza 8-3013

President ..... Kenyon Brown  
Exec. Vice-President ..... Edward Hall

**Voeller Productions Inc.**

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

President ..... Will H. Voeller  
Vice-President ..... George Hughes  
*Services Offered*—Production and distribution of live and transcribed radio and television 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 A. Bank  
Asst. to Pres. & V.P. .... John Angus  
Comptroller ..... Phillip Leonard  
Prod. Super. .... James D. Starkey

Supervising Ed. .... Marvin Coil  
*Services Offered* — Producers of features and commercial films for TV.  
*Productions* — “Hey Mulligan,” “Mickey Rooney Series,” “I Married Joan,” “Joan Davis Series.”

**Vonna Productions, Inc.**

General Service Studios  
1040 N. Las Palmas, Hollywood, Calif.  
Phone: HOLlywood 4-0814

President ..... Eddison von Ottenfeld  
*Services Offered*—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

**Roger Wade Productions**

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

Owner ..... Roger W. Wade  
*Services Offered*—TV commercials, animation, telops, balops, slides, commercial motion pictures

**George Wallach Productions**

14 Lawrence St., New Hyde Park, N. Y.  
Phone: FLoral Park 4-6795

Producer ..... George Wallach  
Production Mgr. .... Joe Popkin  
Dir. of Photography ..... Kenneth Peach  
*Branch Office*  
Goldwyn Studios, 1041 N. Formosa Ave.  
Hollywood, Calif.  
Phone: HO 7-5111  
*Services Offered*—Production of films for television features, commercials, etc.

**Adrian Weiss Productions**

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

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

**Louis Weiss & Co.**

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

Distribution Director ..... Adrian Weiss  
Asst. Distr. Director ..... Louis Weiss  
*Services Offered*—Distribution organization, geared to distribute all types of television shows throughout the country.

**Wilding Picture Prods., Inc.**

385 Madison Ave., New York, N. Y.  
Phone: PL 9-0854  
1345 Argyle St., Chicago 40, Ill.  
Phone: LO 1-8410

President ..... C. H. Bradfield, Jr.  
Exec. V.P. .... H. W. Fish  
V.P., Sales ..... L. S. Thompson  
V.P., Production ..... J. A. Kellock  
V.P., N. Y. Sales ..... T. H. Westermann

Sec. Treas.....C. B. Hatcher  
*Services Offered*—Creation and production of all audio-visual media—sound motion pictures, sound slidefilms, graphic materials, complete sales training, programs, announcement shows, etc.

**William Films, Inc.**

35 West 53rd St., New York 19, N. Y.  
 Phone: JUdson 6-1966

President .....William Goldman  
 Vice President.....William L. Snyder  
 V.P. & Treas.....William Zimmerman

*Services Offered*—Producers and distributors of films for television, specializing in children's programming.

*Productions*—Fairy Tale Series.

**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 7-6126

N. Y. Phone: PLaza 5-5386

Owner, Exec. Chairman...Raphael G. Wolff  
 Exec. Dir. Creative

Dept. ....MacDonald MacPherson  
 Exec., Editorial Dept.....David Lurie  
 Exec., Studio Super...Arthur W. Treutelaar  
 Supervisor, Dir.....James Moore  
 Mgr. Animation Dept...Richard H. Blundell

*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.

**Ziv Television Programs, Inc.**

488 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...Walter Kingsley

*Services Offered*—Production, sales and distribution of television films for syndication.

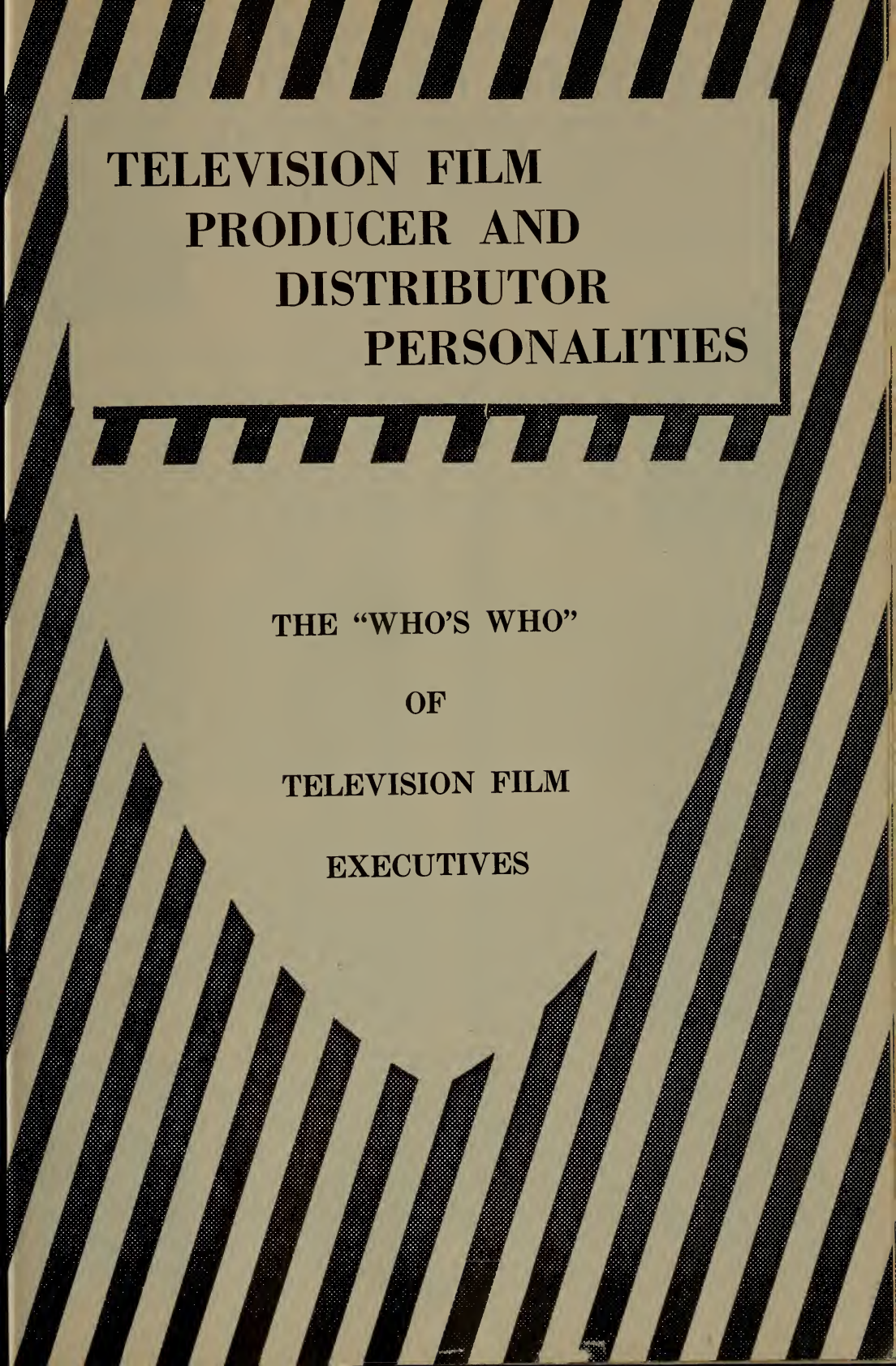
*Productions*—"I Led Three Lives," "Mr. District Attorney," "Corliss Archer," "Eddie Cantor Comedy Theater," "Boston Blackie," "Cisco Kid," "The Unexpected," "Favorite Story," "Yesterday's Newsreel," "Sport Album," "Story Theatre," "Your TV Theatre," "The Living Book."

**Zorro Productions**

2400 West Alameda Ave., Burbank, Calif.  
 Phone: TH 2-6131

Producer .....William Cottrell  
 Business Manager.....Nat Winecoff

FOR LISTINGS OF  
 IMPORTANT  
 ADVERTISING AGENCIES  
 AND  
 PERSONNEL SEE PAGE 133



**TELEVISION FILM  
PRODUCER AND  
DISTRIBUTOR  
PERSONALITIES**

**THE "WHO'S WHO"  
OF  
TELEVISION FILM  
EXECUTIVES**

# TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

□ □ □

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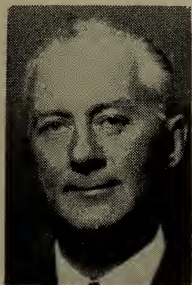
**JOHN L. SINN** is president of Ziv Television Programs, Inc., president of World Broadcasting System, and executive vice-president of Frederick W. Ziv Co. As president of the television program company, he guides the destinies of the firm in producing filmed TV shows. As a TV producer, Sinn is responsible for "Meet Corliss Archer," "Eddie Cantor Comedy Theatre," and "Science Fiction Theatre," among others. Born in Cincinnati in 1914, he attended the University of Chicago for one year with the thought of becoming a lawyer. A year later he transferred to Cincinnati U., where he dabbled with dramatics and found his true vocation with that medium. After a stint at WLW where he put in 16-18 hours a day, seven days a week, and a short career as a free-lance writer, he joined the Ziv Agency.

**CARL M. STANTON**, the man in charge of NBC Film Division, joined NBC in 1949 as director of the TV talent and new programs department and in 1951 was named director of TV commercial program planning. The following year he was named national program manager for TV network programs. Carl graduated from Leland Stanford University and in 1934 joined the Hollywood office of Lord & Thomas, later becoming producer-director of the agency's radio department. In 1938, he managed the agency's office in Denver and a year later came to N.Y. as Lord & Thomas' radio account executive. When the agency changed to Foote Cone & Belding, Carl was named account executive for the American Tobacco Co. Later, he was director of radio for Blackett, Sample & Hummert and then radio-TV with Dancer-Fitzgerald-Sample.



**RALPH M. COHN**, vice-president and general manager of Screen Gems, Inc., TV subsidiary of Columbia Pictures, supervises operations of the film organization which maintains production facilities on both the East and West Coasts. Best known productions brought out under Cohn are "Ford Theatre," "Father Knows Best," "The Big Playback," and "Adventures of Rin Tin Tin." Cohn came to TV with many years in show business and film making behind him. In addition to his varied experience in Hollywood with Columbia Pictures, Mary Pickford, and Larry Darmour, he has served an apprenticeship in the New York theater as a producer of legitimate plays. Program production occupies most of the company's West Coast facilities, while New York production is centered on the making of TV commercials.

**MERLE S. JONES**, vice president in charge of stations and general services for CBS-TV, achieved the unique distinction of being rated as one of the country's busiest commuters a few years ago. He was constantly shuttling between CBS headquarters in New York and in Los Angeles, a circumstance made necessary by his duties as general manager of two CSB owned and operated stations located in the latter city. In addition to this, he was head of the Columbia Pacific Network. With his appointment as vice president, Merle assumed several varied duties, taking charge of CBS owned TV stations, the department handling national spot advertising for a selected list of CBS-TV stations, and the CBS Television Film Sales unit.



**HAROLD L. HACKETT**, president of Official Films, Inc., TV film firm, entered the broadcasting field in 1928 as a writer and producer for NBC. Prior to that, he had been a line man in the Mohave Desert and had sailed to South American ports and the Orient in the Merchant Marine. After four years with NBC, he spent a year as a sales executive with General Outdoor Advertising Company. He left this firm to join MCA (MCA Artists, Ltd.) and remained there for 20 years, rising to the position of vice-president for radio and TV. The experience and background garnered in this field led to his assumption of his present position in 1953, heading Official Films. Under his leadership, the TV film firm is now carrying out a tremendous expansion program.



**GEORGE T. SHUPERT**, president of ABC Film Syndication, Inc., subsidiary of American Broadcasting-Paramount Theatres, Inc., entered the visual media field in 1938 working for Industrial Pictures, Inc. In 1940 he suggested to Paramount Pictures that it create its own industrial film division, and was hired to organize the division and serve as its sales director. He entered the TV field in 1943, as assistant to Paul Raibourn, president of Paramount Television Productions. In 1951, he joined producer Edward Small in organizing Peerless Television Productions, Inc., taking the post of vice president in charge of sales. A year later, he became vice president and general manager of United Artists Television Corporation, the position he resigned in August, 1953, to establish ABC Film Syndication.

**DWIGHT MARTIN**, general manager of the film division of General Teleradio, Inc., started his business career as a lawyer. He graduated from the University of Cincinnati College of Law in 1934 and joined the law firm of Dinsmore, Shohl, Sawyer & Dinsmore a year later. He remained with the organization as an associate until 1943, then entered the Navy, serving until 1945. After discharge, he was admitted to general partnership in the firm and continued in that capacity until 1946 when he left to become assistant general manager of Crosley Broadcasting Corporation. In 1952, he left Crosley to join General Teleradio to set up its film division which became an active entity in May, 1954, with Dwight heading its operation as general manager.



**EDWARD HOCHHAUSER, JR.**, vice president and general manager of Associated Program Service, transcription library and TV sales division of Muzak Corporation, is also in charge of merchandising for the company. He has been associated with broadcasting since 1941, gaining experience with radio stations in announcing, engineering and sales. In 1946, he joined Transcription Sales, Inc., serving successively as account executive, sales manager, Eastern division manager and vice president. He joined Associated Program Service in January, 1951, as a field representative, and in September, 1951, was appointed general sales manager. In June, 1953, he assumed his present post as vice president and general manager and one year later took over-all charge of Muzak's advertising and promotion department.

**MICKY SCHWARZ**, president of ATV Film Productions, Inc., started his film career at the age of 14, working Summers in the family film laboratory. By the time he had finished college, he had been through the stages of printing, developing, negative cutting, print cutting and editing. His first professional film job was with the Meyer Reiger Film Laboratory in Manhattan. From there he went to California as an assistant cutter at the RKO-Pathé Studios. In 1937, he became a charter member of the Society of Motion Picture Film Editors. After stints at Major Picture Studios and Universal, he served in the air force. After discharge, he produced live TV programs, edited TV film shows, then entered the TV film commercial field, forming his own ATV Productions in 1952.



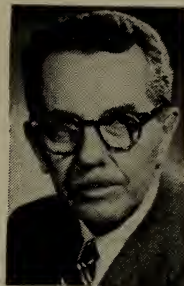
**WILLIAM MIESEGAES**, president of Transfilm, Inc., was born in London of Dutch parentage. He entered film production by way of Indonesia where, as an exporter of rubber and sugar, he took advantage of the local scene and turned to amateur photography. Many years later, still an amateur, he produced a travelogue, "On the Road to Acapulco," which was booked into the Guild Theatre in New York. In 1941, he turned professional and, with Walter Lowendahl, founded Transfilm. First productions were civil defense films. By 1946, the firm was operating at capacity and facing further expansion. As of today, more than 100 full-time technicians staff the company which, in the Transfilm Building, operates complete motion picture, animation and slidefilm production facilities.





**ARTHUR A. MAYERS**, president of Unity Television Corp., was at one time general manager of Colorfilm and while in that post helped establish the present Cinecolor Co. Archie's next move was sales manager of Atlas Cinephone and then sales manager of World Pictures Corp., a position he held for 12 years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Productions. In 1950, he became head of Unity. Looking toward the future, he is enthusiastic concerning the future of film in TV. He predicts that about 90 percent of existing films will be in the hands of some TV interest, principally because sponsors and stations have already indicated that film is easier to handle, also cheaper from production angles. He has served as chairman of the board of National TV Film Council.

**EDGAR G. (TED) SISSON**, director, NBC Film Division since January, 1954, started in radio when an undergrad at Princeton, where he helped start an experimental station. For ten years he was active as a mechanical and radio engineer serving as consultant to set manufacturers and recording companies. In 1933, Ted joined NBC, taking over the direction of such programs as "The Jack Benny Show", "Your Hit Parade" and "The Magic Key of RCA." In 1936 he was named head of the radio department of the N.Y. office of Lord & Thomas. For four years prior to joining the NBC Film Division he was with N. W. Ayer, where he launched one of the first daytime TV serial dramas "Hawkins Falls." Ted lives in Stamford, Conn., with his wife, the former Betty Howard, radio director and producer.



**HENRY "DOC" BROWN**, president of Atlas Television Corp., is a native New Yorker and a graduate of CCNY and Columbia. He has been in the motion picture business over 25 years as an exhibitor, owner of a chain of theaters, producer of motion pictures and head of an international distributing organization. "Doc" founded Atlas in 1948 and collected more than 350 film comedies, editing them to quarter-hour lengths so that program managers could use them in their desired time segments. Under his expert direction, Atlas has now gone into new production and has several filmed program projects under way. Doc is a member of the board of the National Television Film Council, a director of the Allied Theater Owners of New Jersey, and a motion picture pioneer.

**JOHN H. MITCHELL**, vice president and sales manager of Screen Gems, Inc., TV production and sales subsidiary of Columbia Pictures, is a native of Rochester, N.Y. Schooled at the University of Michigan, he started his career in the business world in the mail room of Erwon Wasey & Co., later switching to the radio department of the agency. Later he moved to the Mutual network spending six years organizing and managing the network's first sales service department. Following his war service, he joined the Honel Corp., and in that capacity was instrumental in obtaining exclusive distribution in the area for a number of American products. In 1948, John helped organize United Artists' TV department and served as UA's TV vice president and general manager until 1952 when he joined Screen Gems, Inc.



**PETER M. ROBECK**, in the post of sales manager, Film Division of General Teleradio, is a native of Marinette, Wisc. Raised in Hollywood, where he attended high school and the University of California at Los Angeles, Pete joined CBS in 1940. After 5 years in the Air Force, he returned to CBS and became merchandising manager of KNX and the Columbia Pacific network. Subsequently, he became assistant sales manager of KTTV and followed this with a tour as national sales manager of Consolidated Television Productions, Inc., which has altered its name to Consolidated Television Sales, following a series of merger agreements with Jerry Fairbanks, Inc. Since becoming general sales manager of the organization, Pete has established permanent residence in New York.



**REUB KAUFMAN**, president of Guild Films Company, Inc., received a scholarship for the University of Chicago from Tulsa (Oklahoma) Central High School and has been a winner ever since. Twenty-five years ago, he started as a copy writer with a Chicago department store and gradually worked his way up through every phase of the advertising field to become head of Kaufman & Associates, specializing in radio and TV. In June 1952, he organized Guild Films, "dedicated to the distribution of quality TV film shows at down-to-earth prices. Guild is headquartered in New York with syndication and sales offices in Hollywood, Denver, Chicago and Cleveland. His dynamic personality is directly responsible for the outstanding success his company has enjoyed in its relatively short history.

**MILTON GORDON**, president of Television Programs of America, Inc., is the financial wizard associated with multi-million dollar investments in television. Leaving active supervision of the Walter E. Heller Company, Chicago banking firm where he had been vice president, Gordon joined Edward Small and Michael Sillerman, the triumvirate steering the programs of the flourishing TPA. Along his previous financial coups are pulling the frozen food business out of the red into the black in 1946, launching a new program for Capehart-Farnsworth, financial advisor for United Artists and inaugurating the first split hemisphere financial deal between an American banking company and English investors to produce the Academy Award-winning "African Queen."



**MICHAEL M. (MICKEY) SILLERMAN**, executive vice-president of Television Programs of America, Inc., is a Baltimorean by birth. He was founder and president of the Keystone Broadcasting System, a network of more than 400 radio stations, during the period 1938-1949. From that position he joined the Frederic W. Ziv Company in 1949 as a radio programs account executive. One year later Mickey was appointed director of station relations of the World Broadcasting System, Inc., a Ziv affiliate. Prior to founding the KBS, he was in the advertising agency field for five years. Mickey's firm produces and distributes such top-notch TV shows as: "Halls of Ivy," "Lassie," "Ramar of the Jungle," and the "Spade Cooley Show." In addition to his heavy schedule, Mickey finds time to conduct the "Sillerman Sales Clinic."

**MILTON J. SALZBURG**, president of Award Television Corporation has been actively engaged in some form of show business since he was 17 years old. He launched his career at the Roxy Theatre in New York and from that springboard went on to the production end of films as an assistant film editor, then on to the production of his own films, making many outstanding documentaries. Three of them which established him firmly in this field were "Pattern for Survival," "Target, U. S. A.," and "FDR-Hyde Park." In 1953, he formed Award Television Corporation, of which he is president, to produce package film programs for use on television stations around the country. One of his TV film innovations is a series on golf, featuring the champion golfer, Jimmy Demaret.



**ROBERT M. SAVINI**, president of Atlantic Television Corp., is a veteran in the entertainment industry. In 1900, at the age of 16, he invested in a penny arcade in New Orleans and launched his career in the film industry. Next, in 1904, he formed Dixie Films, his first distribution company. Later, he owned a chain of theaters and was the first to roadshow pictures in all Southern and Western states. United Film Service in Atlanta, New Orleans, and Memphis followed as another of his ventures. In 1926, he came to New York and founded Astor Pictures, first company to distribute major re-issues. When television came along, he was one of the first to rent pictures to the new medium, supplying RCA and Du Mont's early experiments. He formed Atlantic Television in 1950.



**ELY A. LANDAU**, president of National Tele-Film Associates, which he formed in January, 1954, was born in New York in 1920. Albeit only eight years in broadcasting circles, Ely is still president of Ely Landau, Inc. along with his NTA presidency. Previously, he had been TV director of the Emil Mogul Co., Inc. where he had been chiefly instrumental in building the agency's video department to formidable proportions. After a three year tour with the AAF, he made the jump from his own business by joining the TV production staff of Raymond E. Nelson in 1947. In 1949, he was appointed TV director of Moss Advertising until he joined the Mogul firm. Besides authoring a 16-page booklet, "Television Story," Ely has to his credit many top-notch productions.



**WALTER SCHWIMMER**, president of Walter Schwimmer Productions, Inc., Chicago, is a Northwestern University graduate who has worked as a publicist, songwriter, radio station manager. He was a founder and partner of the Schwimmer and Scott Advertising Agency, from which he left on an indefinite "Sabbatical" leave to set up and guide his radio and television program packaging company. Schwimmer bridged the gap from AM radio, with "Foto-Test," which went on the air over TV stations. His packaging firm has been well represented on some 250 AM markets with "Tello-Test," "Tune Test," and the "Deems Taylor Concert." One of his principal innovations for TV was the inauguration of the "Miss U. S. Television" contest which made its debut in 1950.



**BASIL GRILLO**, executive vice president of Bing Crosby Enterprises, is described by industry associates as an account with imagination. His financial and management background is both wide and varied. He has managed all of the Crosby financial interests and has organized all Crosby packages for the past ten years, including acting as executive producer of the "Fireside Theater" series. His latest is Ken Murray's "Where Were You?" He is also acting in the same capacity for the dramatic series which the firm is producing for the Studebaker-Packard Motor Car Company. Basil has an active hand in such allied organizations as Decros Corporation, the Crosby-Jayson Corporation, Bings Things, Inc., and Crosby Research Foundation. He is president of the newly-formed Namso Enterprises Inc., merchandising firm serving the Crosby interests.



**SAM HERSH**, president of Family Films, Inc., a prominent figure in the production and distribution of religious pictures, is no stranger to show business. For some time prior to 1948, Sam was a well-known film sales executive, handling his own pictures as well as features for several studios. Travelling extensively, it was meeting the actual buyer of films that catapulted Sam Hersh into the production of motion pictures. Noting that the film industry produced relatively few inspirational pictures, Sam decided to go into this type of production. In 1948, Sam formed Family Films, Inc. The company's prowess since has been illustrious. Family Films, Inc. has produced to date approximately 200 inspirational films for both the TV and church markets.



**JOHN RAWLINS**, partner in Rawlins-Grant Productions, entered show business by doubling in swimming sequences for a number of stars. He liked movies so much that he abandoned plans to become an engineer, taking instead a film cutting job at Universal. He later accepted an opportunity to head the editorial department of Warner Brothers British operation in London. Later Gaumont-British hired him as a director, but he preferred to return to Hollywood for the sake of his sons who, like John, were born in Long Beach, California. Soon after his return home, John started directing at Universal for Producer Marshall Grant who is now his partner. The two, in association with Gross-Krasne, produce the highly rated "Mayor of the Town" TV series starring Thomas Mitchell.



**CHARLES B. BROWN**, vice-president in charge of sales and program procurement for Bing Crosby Enterprises, has a background which ranges through all phases of selling, merchandising, promotion, and management. Much of his experience and "know-how" was gained as program manager of KFI, director of advertising, promotion, and research at NBC, and director of advertising at RCA Victor. While at RCA, Brown originated National Radio Week. His first film venture was an assignment from John Royal at NBC to film Admiral Halsey's return from the Pacific which was later televised over NBC TV. Brown is also a vice-president of NAMSCO (North American Merchandising and Sales Corporation) Enterprises, Inc., which is the merchandising and sales promotion arm of Bing Crosby Enterprises, Inc.

**JOHN J. BERGEN, JR.**, vice president in charge of television, industrial and commercial films for Michael Myersberg Prod., Inc., was born in New Jersey in 1924 and attended grade schools in South Orange. From 1936 to 1938 he studied at Le Rosey School in Switzerland, continuing his education later at Lawrenceville Prep School, Lawrenceville, N. J. His college years were spent at Colgate after which he served a three-year hitch in the Navy Air Corps. In 1946, Bergen joined the Motorboat Division of Garwood Industries, where he served until 1947 when he became associated with Apollo Records, Inc., as assistant sales manager. A year later, in addition to his duties at Apollo, he was named vice president of John J. Bergen Co., Ltd. He joined the Myersberg firm in 1954.



**MAX ALEXANDER**, vice-president and secretary of M. and A. Alexander Productions, TV film producers and distributors in Hollywood, was born in Cassel, Germany. He entered the motion picture industry in Berlin in a production capacity and became associated with UFA studios, Universal and other producing organizations. After becoming identified with film production in several European capitals, he came to Hollywood and joined Abe and Julian Stern, pioneer producers. He was associated with Phil Goldstone in 1931-32 in producing ventures. Forming his own producing firm, he made more than 100 pictures, many in association with Arthur Alexander, for release through PRC, Grand National, and other independents. In 1949, he and Arthur Alexander formed M. and A. Alexander Productions.

**MARSHALL GRANT**, partner with John Rawlins in Rawlins-Grant, TV film firm, has been engaged in some phase of show business ever since graduating from Marquette University. His first job was as continuity editor at WHAD, Milwaukee. After this, he became an actor, appearing on Broadway in several hit shows. His switch to Hollywood as Edward Small's assistant at RKO put him into the business side of the industry and he has remained there ever since, except for a brief period in the armed forces during the war. After discharge at the end of the war, he became a producer at Universal, handling many of the firm's most important pictures. In partnership with Rawlins, and in association with Gross-Krasne, Inc., he launched production of the "Mayor of the Town" series.



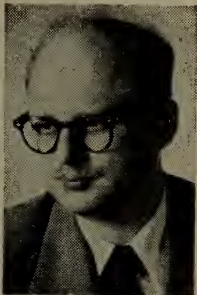
**LEN FIRESTONE**, sales manager for Unity TV Corp., has a film background dating back to his high school days in Pittsburgh. In 1937 he helped open a Warner Brothers theater in that city. While a student at Duquesne University, Len majored in business administration and broadcasting and for more than three years participated in numerous broadcasts. After discharge from the service, Len broke into commercial radio as an announcer-disc jockey. He sold a number of his own shows and thenceforth decided to follow a sales career. Moving to New York in 1949, Len became associated with the Eastern representative of a large film syndication company and in 1951 joined Unity as Eastern representative. Later he became Eastern division manager and in June, 1954, was upped to his present post.



**JACK J. GROSS**, a native New Yorker, had his first taste of the entertainment field as a movie-house usher. This led to a job as cinema theater projectionist in St. Joseph, Mo., and from there he joined Maupin's Chatauqua Concert Orchestra—a road show which toured the country performing under the auspices of churches, clubs, etc. Following many years of managing theaters, Jack finally settled as manager of the West Coast RKO Hill-Street theater in Los Angeles, later becoming Western Division manager of RKO theaters. In 1939, he became a producer at Universal in Hollywood until 1943, then he became executive producer at RKO. After a series of outstanding movie successes, Jack joined with Philip Krasne to form Gross-Krasne, Inc.



**EDMUND BELOIN**, partner in Arrowhead Productions, Hollywood TV film firm, is creator-producer-writer of the "So This is Hollywood" series. He entered big time radio in 1936 as half of the writing team of Beloin and Morrow on the "Jack Benny Show." He stayed with the Benny program for eight years. He left Benny to write for M-G-M, Universal and Paramount, working on a succession of major movie productions. He left Paramount to go with NBC-TV as a producer, his first work being on "My Hero," the Robert Cummings TV series. He left NBC to form Arrowhead Productions and in November, 1954, sold "So This is Hollywood" to a sponsor and NBC, without script or plot. By January 1, 1955 he had filmed eight shows for the half-hour series and had prepared 14 scripts for future use.



**EMANUEL H. DEMBY**, president of Demby Enterprises, Inc., TV packaging and film productions, plus public relations—also publishes Movie Fan Magazine. He writes books in his spare time. The Demby company was organized at the end of World War II, when Manny was discharged. He first broke into radio when, at 15, he did a news program over WMCA. During the war he did a wire recorded show "Rainbow Corner" from Paris. Prior to service, Manny was an independent producer and writer and also was radio and TV director for the Winer Co. and Arthur Rosenberg agencies. He wrote and produced "Where Do We Go Tonight," "One Year Ago Today," and "It Takes a Woman." In 1938 he was assistant to Charlie Martin on the "Philip Morris Show" and a writer on "We, the People."



**LOUIS SNADER**, head of Snader Telescriptions, started in the entertainment business as a violinist in the pit band of an old silent-movie house. Later he was a concert musician, theater owner, motion picture financier, and today is one of the largest producers of TV films. His entrance into TV was financing the original "Fireside Theater" series, and during the filming of the shows, he hit on the idea of making musical films—records on films. He offered his plan to James C. Petrillo and the AFM, whereby the musicians union would receive 5% of the returns for its trustee fund. The plan was accepted and also became the formula for other groups dealing with union regarding TV. All the films run three and a half minutes and feature many of the leading artists of the day.



**KERN MOYSES**, president of Fearless Film Processing Corporation, has a wide variety of experience in his business background. He was born in Columbus, Ga., graduated from Harvard, then from St. Lawrence Law School, then went to work in the Texas oil fields. He also spent a period in the banking business in New York, became managing director of National Coal Company of Cuba, and followed this experience with 11 years as an insurance broker. Intermingled with all these various careers were periods of military service in both World Wars. Kern assumed the position of vice president of the Peerless firm in 1934 and in 1946 stepped up to his present position as president. He is a member of the Radio and Television Executive Society, and the National Television Film Council.



**EARL COLLINS**, president and general manager of Hollywood Television Service, Inc., is a veteran of 25 years of experience in the sales and distribution end of the motion picture industry. He brings to TV a first-hand knowledge of how to deliver what audiences want and how to properly service clients, stations and networks. The HTS organization today has a sales representation in 32 key cities across the nation. In addition to the large assortment of features, dramas and mysteries handled by HTS, Earl has also made it known that the company is planning to produce many series of pictures, made expressly for TV, edited to meet the needs of local sponsors. Some of these are now in production and an announcement on the company's plans for these films will be made in the near future.

**CHARLES MICHELSON**, president of the radio and TV program firm bearing his name, started selling radio transcription series in the early 1930's. Through the years his sales operations expanded to a world-wide scale by exporting American made transcription programs to every corner of the globe. At present, Charlie's firm is one of the largest suppliers of transcription programs, sound effects records and especially prepared background music records for TV and radio programs. Among others using his library are: "Philco Playhouse," "Kraft Theater," "Studio One," and other top shows. His latest interest lies in Australian TV, being the American buying agent for TV programming planned for that continent. Charlie has also purchased several thousand radio scripts for Australian usage.

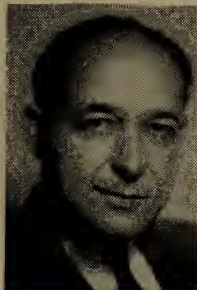


**DON L. KEARNEY**, national sales manager of the ABC film syndication division, was assistant manager of ABC-TV before taking his present post. Previously he was national sales manager for ABC's owned TV stations. Don, well known in TV and radio circles, joined the network in 1951 as manager of TV Spot Sales. He had previously been with the Katz Agency and with Mutual where he was sales manager for cooperative programs. Don is a native New Yorker and following graduation from Fordham University was a sports reporter and commentator on several local radio stations before World War II. During the war he served in the ETO as an infantry and public relations officer. Don is responsible for the planning and execution of TV film sales to stations and advertisers.

**HERB LANDON**, president and general manager of Central Telefilms, Inc., Peoria, Ill., producers of TV film commercials, started his business career as a newspaperman, working as a reporter with several publicity organizations in New York and Hollywood before opening his own office in the former city in 1938. From 1943 to 1945 he was a field director for the American Red Cross in Europe. Just prior to this wartime activity, he was publicity and promotion director of WOV in New York and, for a short period, was a member of the press information department of CBS. In Nov., 1945, he joined Kenyon & Eckhardt, Inc., and as publicity director for the firm won numerous awards for publicity activity. He remained with K & E until he assumed his duties with Central Telefilms last year.

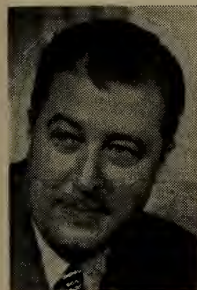
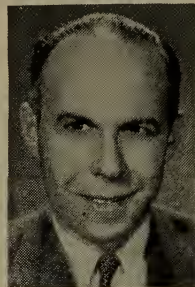


**SHAMUS CULHANE**, president and founder of the animation studios that bear his name, established his company in 1945. Since then he has produced animated TV commercials for Ajax Cleaner, Muriel Cigars, Halo Shampoo and others. During the course of his years in the business, Shamus has won six national prizes for his cartoons and also has worked on more than 250 animated pictures for RKO, Universal, Paramount and MGM studios. For a period of five years, Shamus was with the Walt Disney Studios, working as a pantomime specialist on such pictures as "Snow White," "Pinocchio," and the "Pluto" series. It all started for Shamus back when he was 15 years old and was errand boy for the Lantz Studios in N. Y. From that beginning he has worked at every job in the industry.



**CHARLES J. BASCH, JR.** is in partnership with his wife Frances Scott in Basch Radio-TV Productions, and is president of Television Screen Productions for filmed shows and film commercials. Producer of radio shows and commercials for over 20 years, Charlie conceived and directed many of the nationally known spots being aired. Charlie and Scottie have been in television for nine years. They have handled live shows and commercials for many clients. Born in Newark, Charlie spent his early career in the manufacturing business, leaving it in 1929 for a Wall St. job which lasted two years before he teamed up with his wife in show business. Scottie was radio's first woman "roving reporter," when they formed their own firm. In 1949 they formed Television Screen Productions.

**HAROLD R. LIPMAN**, television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering of Rutgers University. He has been engaged in motion picture production for nearly 20 years, with experience in animation, special effects, optical printing, live action direction and production, processing and design of special equipment. He joined Audio Productions, Inc., in 1936. During the war years he was with the Army's First Motion Picture Unit at Culver City, Calif., and later was assigned to the film production unit covering the Burma campaign at South East Asia Command headquarters in Ceylon, where he spent nearly two years. In 1946 he returned to Audio Productions, where he has specialized in the production of films for TV.



**MARTIN P. HENRY**, president of Video Pictures and West Coast Sound Studios, was born in Lebanon, Indiana on June 4, 1904. He was educated at the University of Florida. He began his career as an assistant director in 1924 and worked for Famous Players, Lasky, Faramount and Fox. He opened West Coast Sound Studios in 1932, with George Goman and Al Manchee. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds. He later branched into short subjects, documentaries, sales training and educational pictures. From 1942 to 1946 he was a Major in the U. S. Army Signal Corps, Chief of Army Ground Force Training Films. He returned to West Coast Sound Studios and Video Pictures as vice president and production manager. Martin is now making pilot films for TV.

**HELEN "BIJOU" KELLEHER**, president of Empire Broadcasting Corporation, one of the oldest recording studios, was catapulted into the recording business following the death of her husband, Gerald. Helen took over the helm in 1943. Since then, the firm has grown from four recording machines to 30, to accommodate the thriving business she has built up. Her success is not too startling, however, when one considers her early association with finance and commerce through her banker father and shipbuilder brothers in Kingston, N. Y. Further business acumen was gleaned at Marymount College and receipt of an M.A. degree from Fordham University. Empire chiefly does the mechanical work for ad agencies and stations, on transcriptions, spots and jingles.



**JIM JEWELL**, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." In Hollywood he was director and writer to Warner Brothers. In 1941, Jim went to Chicago as vice president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim founded his own business.



**ELMORE (BUCK) LYFORD**, director of station relations for Du Mont and supervisor of syndicated film sales, is a veteran in TV and radio. He possesses one of the broadest backgrounds in station relations work, with his 32 years of amateur and commercial experience in the medium. During 17 of those years, Buck, in network traffic and station relations posts, has visited more than half of the TV stations in the country. As a result, he has a wide personal acquaintance with station managers and their needs. Buck received a degree in physics and mathematics from Wesleyan University and then entered the commercial radio field as development engineer for AT&T. In 1930 he went to Calcutta, India, where he constructed the first sound motion picture studio in that country. In 1934 he joined NBC as supervisor of commercial traffic.

**BEN GRADUS**, head of his own production firm, the Ben Gradus Studios, Ltd., is also president of the International Movie Producers Service. One of the founders of the Association of Documentary Cameramen, Ben produced and directed in 1949, the first important film about TV, "Television Today," for CBS, which, though primarily made to sell video as an effective advertising medium, sent many laymen out to purchase TV sets following its public showings. He produced an independent feature film about Puerto Ricans in the United States, the first of a series of tolerance films projected for TV programs. Since then he has gone on to great things in the production field as the head of his own production firm.



**NORMAN GLUCK**, vice president and general sales manager of United World Films, Inc., is a native of Racine, Wisconsin. Norm started up the ladder in the film business as an usher in the Rialto Theater in his hometown. Within a short space of time he became assistant manager of the Capitol Theater in the same city. From this beginning, Norm managed many theaters for RKO and Skouras in Schenectady and Albany as well as in several cities in New Jersey and New York from 1936 to 1947, with three years out for Army service. Following the end of World War II, he became affiliated with Universal Pictures and was made manager of the Park Avenue Theater, where he stayed for two years. He moved to United World Television, Universal subsidiary, in 1949. In 1951 he assumed his present post.

**HENRY MORLEY**, president of Dynamic Films, Inc., a graduate of Yale University with a degree in economics, also did post-graduate work at NYU and CCNY in engineering. His business career in the movie industry began with J. A. Maurer, Inc., designers and manufacturers of sound equipment. He started in sales but quickly moved himself into production and he was made general manager of the firm. Post-war, Henry, along with Nathan Zucker, a Yale classmate, formed Dynamic films, Inc. From the beginning they concentrated on films for TV when not turning out industrial and sponsored films. They handled every phase from script writing through photography, sound recording and editing. Today, as president, Henry brings to the job the technical and engineering background which has spelled success for Dynamic.



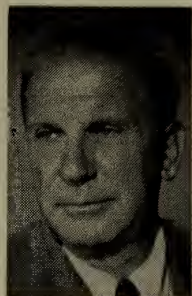
**LOUIS G. COWAN**, head of the firm bearing his name, is widely known for his imaginative development of new radio and television packages. Originator and producer of the "Quiz Kids," he can claim a long list of network and transcribed shows as his productions, including: "Stop the Music," the "Paul Winchell and Jerry Mahoney Program," and numerous local programs in New York and Chicago. During the war years, Lou was chief of the OWI's New York office. Prior to the war, he headed his own Chicago public relations firm, developing radio programs for Pure Oil, National Tea Co., Illinois Meat, and the Stevens Hotel. He is a University of Chicago graduate. Louis married and has four children.





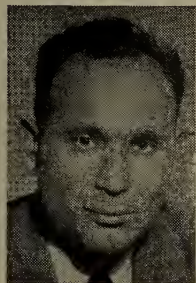
**ARTHUR ALEXANDER**, president of M. and A. Alexander Productions, TV film firm, and a member of its board of directors, was born in Fulda, Germany, and received his education there. After starting his business career in the department store field, he switched to motion pictures, joining Universal Studios in Frankfurt, Germany. He came to Hollywood in 1929 working as an assistant director. A year later, he joined his brother, Max, in organizing a new firm. The company produced over 100 features in the independent market and later for PRC and Grand National. In 1949, the Alexanders entered the TV distribution field and have built this endeavor to the point where they now handle more than 200 properties. They have also handled production of TV commercials and spots.

**G. RALPH BRANTON**, president of Interstate Television Corp., TV film producers and distributors, has an extensive background in theater management which led to his entry in the TV field. He served as supervisor for F & R Theaters in Minneapolis, as director of operations for the Publix New England circuit, and later general manager with partnership status in the Tri-States chain in Iowa and Nebraska. He later moved to the West Coast as vice president of Allied Artists, a post he held during the wide expansion of that company's activities. He formed Interstate TV in 1952. Branton believes "Mass audience, like mass merchandising is a product of this mid-century. Neither the theater nor television has yet remotely realized the full audience potential within its grasp."



**DAVID A. BADER**, vice president and general sales manager of Atlantic Television Corporation, has a rich background gained in varied careers both here and in England. He joined Universal Pictures in 1920, handled press campaigns in 1921-24, and acted as personal representative for Carl Laemmle, 1925-35. He formed David A. Bader Ltd., a literary firm in London in 1936, became president of Literary Corporation of America in 1938. He worked with George Pal Productions, 1940-42, then became executive editor of Independent (trade paper). After handling the trade relations department of 20th Century-Fox, 1943-46, he entered the 16 mm. field, editing, publishing and representing trade periodicals. He joined Atlantic in 1954 in the position he now holds.

**WILLIAM F. BROIDY**, president of Wm. F. Broidy Productions, Inc., is a native of Chelsea, Mass. He spent two years in the business school of Northeastern University but was forced to leave due to illness. Bill first entered the textile business then interior decorating before discovering a lifetime career in the distribution of motion picture films. In March, 1946, Bill went to California and spent three and a half years learning all phases of motion picture production. In 1950, he organized Wm. F. Broidy Productions for the purpose of producing films, especially for TV. Headlining his current schedule is "Wild Bill Hickok," co-starring Guy Madison and Andy Devine, a series which enjoys great popularity with the children's audience.



**LOUIS CAVRELL**, president of Charter Oaks, has been producing telefilm commercials for the past seven years, having made more than 1,000 commercials for such firms as Cameo Curtains, Breatholater, Reynolds Wrap, Chevrolet, Underwood and Lewyt vacuum cleaners, as well as for the American Legion. Lou and his brother Otis got into the motion picture business via a film, "Seeds of the City," made in and for the city of Hartford, Conn., which they started with a grand idea and nothing else. However, the film led them to Washington, where they made films for the government. Later, from a garret studio in Greenwich Village, the firm moved to its present modern uptown New York studios, building gradually to its current widespread activities.



**GEORGE S. GLADDEN**, head of sales for Academy Pictures, Inc., commercial film production organization, started his film career in 1931 when he joined General Motors and rose to the head of the Public Relations Motion Picture Department. He designed the firm's first major road show, "The Parade of Progress," which has toured the nation each year since 1936. In 1938 he joined Audio Productions as a director-writer and also acted as Eastern color director for Technicolor, Inc. In 1940 he joined J. Walter Thompson, serving for 14 years as head of the motion picture and film TV department. He left that firm to join Academy Pictures on November 1 of last year. George is a graduate of Cornell University and M.I.T. He is married and the father of three children.

**JERRY FAIRBANKS**, head of Jerry Fairbanks Productions, started his career as a cameraman in the movie industry, then began producing films and short subjects. Winner of two Motion Picture Academy Awards, he was the first to take the plunge into the filmed TV field. Under contract to NBC, he made the first series seen on video: "Public Prosecutor," "Crusader Rabbit," "Jackson and Jill," "Bigelow Theatre," "Silver Theatre," and others. Fairbanks also developed the MultiCam System which permits filming and sound recording by two or more cameras. Fairbanks is now one of the leading commercial film makers in the business and at present is doing television commercials, industrial telefilms and feature length films for both television and motion picture projection.



**ISIDORE LINDENBAUM**, president of Filmcraft Productions, is one of Hollywood's leading makers of filmed TV productions. He attended UCLA and Harvard Law School and has long been recognized as one of the top experts in the television film field. He entered the TV medium in 1949, when he formed a corporation to explore Doctor Ferenz Fodor's inventions, which since have been responsible for many advances in TV. While always feeling that TV was his medium, "Lindy" still maintains a large practice at law and at one time he was a pharmacist, and is still licensed as a registered pharmacist. His Filmcraft company is on a par with the biggest in Hollywood and at present owns its own large studio and took over the first motion picture theatre in Hollywood for exclusive use for filmed TV productions.

**PHILIP N. KRASNE**, partner with Jack Gross in Gross-Krasne, Inc. is a native of Norfolk, Nebraska. A graduate of the University of Michigan, Phil obtained his law degree from the University of Southern California in 1929 and engaged in the practice of law, specializing in motion picture matters. In 1936, he became engaged in independent motion picture production and began to produce the famous "Charlie Chan" series. This he followed up quickly with production of "The Falcon" series and then, with Fred Ziv, acquired the rights and began filming the famous O. Henry stories, "The Cisco Kid." In 1950, Phil switched his production activities to TV. As president of Crisco Kid Pictures, Inc., he produced 39 Cisco Kid TV films, all made in color. Thereafter, Phil sold his interest to Ziv, and in 1952 joined with Jack Gross.



**FRANK FERRIN**, owner of the TV, radio and film production company bearing his name, produces "Smilin' Ed's Gang" which presently is on CBS-TV and NBC radio. He is also completing production on his first theater film "Gunga Ram" written around the elephant boy character created on radio some ten years ago. He is reversing the usual Hollywood field by going from TV to film. Frank entered radio via WTCN in his native Minneapolis back in the 20's where he did a lead in a comedy act, "Nels and Ole." Later he organized Midwest Recordings, Inc., and from there joined Henri, Hurst and McDonald in Chicago as vice president in charge of radio. In 1942 Frank became vice president in charge of radio for the Leo Burnett Agency, remaining there until moving to Hollywood and his own firm.



**CHARLES E. RYND**, chairman of the board of Audio & Video Products Corporation, plus its subsidiaries, Audio-Video Recording Company, Inc., and A-V Tape Libraries, Inc., back in 1946 enjoyed the honor of having an "operation" named after him—"Operation Rynd". That was in the days when he was a vice president at ABC. After schooling at M. I. T. and Hamilton College, Charlie entered the world of radio operations. From 1935 to 1942 he was with NBC in sales and traffic. Moving to ABC as sales service manager, he was later appointed vice president and assistant secretary of the company. As to the "operation," Charlie's efforts on behalf of the technique of delayed network broadcasting, via Ampex Tape Recorders, was quickly adopted by all major networks, solving the problems resulting from daylight saving time.

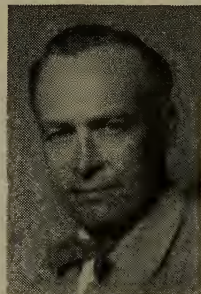
**PETE RODGERS**, director of sales for Atlas Television Corp., film distributors, gets around the country pushing his company's product. Before joining Atlas, he sold space for the Long Island Daily Press and the Long Island Star-Journal. He spent three years with the two papers. Pete's entry into show business and then into TV came from his starting as an actor. Most of his stints were on radio, with an interesting interlude on the London stage after graduating from the Royal Academy of Dramatic Arts. He comes by his present selling and advertising job by way of a degree in advertising and business management from CCNY. During the war, Pete was an investigator for the Allied Military Government.



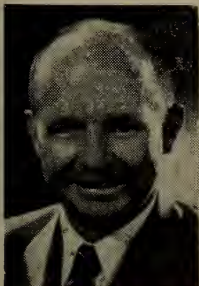
**MURRAY KING**, executive vice president of Blinkey Productions, Inc., and producer-director for that company and for Murray King Productions, started his career in radio in 1930 while still attending New York University. He was one of the first to develop the amateur show, producing, directing and emceeing weekly amateur nights at the Brooklyn Strand and Brooklyn Paramount theaters. He worked for Monogram Pictures in Hollywood just prior to World War II, then entered the Air Force, serving as an information and education officer. After discharge, he acted as a literary agent, then formed Blinkey Productions, Inc., to produce a series of juvenile fantasy stories based on the Lucille Emerick book, "The Adventures of Blinkley." His other firm, Murray King Productions, works on documentaries.



**FLETCHER SMITH**, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, started his business career at the age of 18, with a graphic art enterprise based on a capital of \$200. He entered the animation field through doing special effects for M-G-M studios, then began developing industrial accounts. In 1938, he set up his own sales organization and branched into live action films, first on location, then on sound stages. During World War II, he devoted himself exclusively to shooting educational films for the government. With the end of the war and the advent of TV, he went into production of filmed TV commercials. Fletcher relaxes from his duties through hobbies of woodworking and amateur painting, and learning to play the Hammond organ.



**WILBUR J. STREECH**, owner of Wilbur Streech Productions, producers of TV film commercials and animated films, started right after the war making animated cartoons when he was a partner in Triangle Films. At that time the firm was making a series of one reel musicals for Universal. In 1951 Wilbur struck out on his own and formed his present company. Some of the accounts for which he has been working since then are Cities Service, Celanese Corp., Acetate Fabrics, Thom McAn, Harriet Hubbard Ayer and Sinclair Refining Co. During the war Wilbur was a Captain in the Signal Corps photographic center where he was in charge of the organization of production of animation. Prior to his war service, he worked for the Walt Disney studios as an animation artist. Wilbur attended UCLA.





**TOM LEWIS**, president of Lewislor Enterprises, Inc., and executive producer of TV's "The Loretta Young Show," entered TV production after a brilliant career in advertising, radio and motion pictures. An advertising executive with Young & Rubicam, Inc., before the war, Lewis was vice president of radio production in charge of that organization's Hollywood office when he entered the Army in 1942. During World War II he created the Armed Forces Radio Service, of which he was commandant, and rose to the rank of full colonel. Following his return to civilian status, Tom was associated with a long list of radio's top-ranking favorites before entering the field of motion pictures to produce MGM's "Cause For Alarm." In 1953, he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."

**HERBERT SCHEFTEL**, president of Telenews Productions, Inc., has been producing visual news for the past 9 years. He is a graduate of St. Paul's School and Oxford University. Herb first started out as a member of the New York Stock Exchange but quickly became interested in the production of visual news. At that time, 1938, the first theater TV projectors were being demonstrated and he foresaw that newsreel theaters would be serviced by TV. He then became involved in a chain of newsreel theaters, but the war, in which Herb served as a major in the Air Force, put the theater TV idea in the back of his mind. In 1945, however, he went ahead full-blast, presenting spot news films for TV. In his leisure time Herb is a devotee of golf and bridge.



**EDWARD J. LAMM**, president of Pathescope Company of America, Inc., producers of industrial and educational films, TV commercials and TV programs, entered the industrial film business by forming Advertising Film Associates back in 1933. Six years later, he took over the Pathescope Company of America, Inc. During World War II, Ed produced a great number of training and orientation films for the Navy and for other government agencies. After the end of the war he pioneered with McGraw Hill in the production of educational films integrated with textbooks for use in the school curriculum. He has been active in the formation of the Film Producers Association of New York. He is engaged in research and the development of Pathescope's rear screen projection.

**ED THORGERSEN**, veteran news and sports-editor-commentator opened his own offices in 1953 to produce, edit and participate as a TV personality in film packages and live presentation of news and sports as well as industrial exploitation and sales promotion programs. Ed's microphone career began back in 1927 with NBC where he was an announcer, broadcasting news, sports and special events. In 1933, he joined the expanding editorial staff of Movietone News where his face and byline acquired national prominence via the newsreel screen. With broad experience in the field of film shorts, Ed projected his talent into many award-winning pictures in the short subject field and ultimately became identified with the production of "Ed Thorgersen's Sports Reviews."



**TOM VALENTINO**, head of T. J. Valentino, Inc., has been supplying the radio, theater and TV field with sound effects and mood music for the past twenty years. He broke into radio on what must have been one of the first P. I. deals on record. At the time Tom was a piano and organ tuner and tuned station pianos in return for two-minute pitches advertising his services. While working around the studios he noticed the first crude attempts at sound effects—which led him to form his present company. From a modest beginning, Tom has gone on to create sound effects for practically all the shows on Broadway, not to mention for little theaters all over the country. He has perfected a clock that not only tells the time but also tosses in a commercial every fifteen minutes.



**JACK WRATHER**, president of Wrather Television Productions, Inc., acquired "The Lone Ranger" radio-TV series for \$3,000,000. Son of the late John D. Wrather, pioneer oilman, he assumed active management of the Wrather oil interests shortly after graduation from the University of Texas in 1939. He produced the series "Boss Lady," starring Lynn Bari. In association with Mrs. Helen Alvarez, Jack purchased KOTV in Tulsa, Oklahoma and KFMB and KFMB TV in San Diego, California. The Tulsa property has recently been sold to J. H. Whitney & Co. of New York City with Wrather remaining on the board of directors. An increasing number of business enterprises are under his control. Jack is married to actress Bonita Granville and makes his home in California with their two children.

**GEORGE FOLEY**, president of Foley and Gordon, Inc., television production firm, has a wide reputation as a keen idea-man with an outstanding sense of programming and planning for ad agencies and networks. His firm agency background has proved invaluable in helping him develop programs which can effectively be utilized in merchandising campaigns. George was public relations director for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Foley and Gordon produced "Tales of Tomorrow," first of the adult science-fiction shows, which was quickly imitated by other producers. George is wholly convinced that the field of science-fiction has only been touched and his large success with "Tales" is due to his belief in maintaining the highest degree of realism in his presentations.



**WILLIAM J. GERMAN**, distributor of Eastman professional motion picture films, organized two companies, W. J. German, Inc., one chartered in Delaware, the other in California, to handle the firm's trade. Bill's initial association with Eastman was in 1906 in Rochester. After filling several posts he came to N.Y. in 1921 as manager of the G.M. Labs. in Long Island City as well as of the Paragon studios and labs and San Jacq Film Frinting Corp. at Fort Lee, N.J. One year later Bill became associated with Jules E. Brulatour and in two years he organized and became V.P. and general manager of J. E. Brulatour, Inc., which took over the sole distribution of Eastman films for movies and T.V. At Brulatour's death, Bill became president of the two Brulatour corporations, and completed purchase of the latter's assets in 1951.



**ALLEN A. BUCKHANZ**, president of TV Productions, Inc., got his reputation in show business early as a man who could really deliver. He was a messenger boy at the 20th Century-Fox Studios only six years ago. Subsequently, the 31-year-old Buckhantz, who is in charge of all productions for TVR Productions, Inc., held various assistant's jobs at Fox, became a floor manager for CBS-TV and was promoted to full director in 1952, for CBS-TV in Hollywood, the position he held prior to his resignation to form TVR, producers of television recordings for agencies, TV packagers, writers, directors and networks. Born and educated in Kaunas, Lithuania, Allen came to the U.S. in 1946, following 5 years as a prisoner in the Dachau and Lansberg concentration camps. He married the former Suzanne Lloyd, a non-professional.



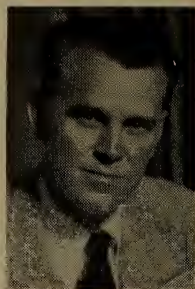
**PAUL RAIBOURN**, vice-president of Paramount Pictures Corp. is prexy of Paramount Television Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in DuMont Laboratories, as well as the 1942 establishment of KTLA, the development of the Paramount video transcription system, and to a color-TV research program for theaters coincidental with general color telecasting. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of box-office values in relation to costs and public psychology. He holds an E. E. degree from the U. of Ill., and is a WW I vet. Currently, Raibourn is a director of DuMont Labs, a director of NARTB, and chairman of the boards of both International Telemeter Corp. and Chromatic Television Laboratories.





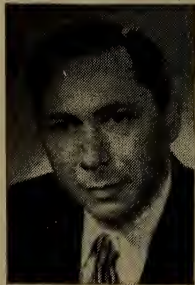
**BURT BALABAN**, president of Princess Pictures, Inc., was born in Chicago and attended Roanoke College, Virginia. During his Summers, while in college, Burt worked for the National Screen and Photographic Studio. He left college to enter the U. S. Marine Corps and spent fourteen months in the Pacific as Marine Corps Combat Photographer, making D-Day landings in the Marshall Islands, Saipan and Guam. He also did extensive aerial photography on bombing missions. Following the war's end, Burt began work with Paramount Television in 1946. He concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became manager of Paramount's Television film department, in charge of KTLA film programming and the company's syndicated program distribution.

**JAY BONAFIELD**, executive vice president and member of the board of RKO-Pathé, was born in Tunnelton, West Virginia, March 29, 1910. He entered the motion picture business at the age of 18, when he joined Fox Movietone News as a reel boy in the cutting department. Within the next three years, he was promoted to assistant editor, and then film editor, working on newsreels. In 1931 he joined Pathé as newsreel film editor. During his years in that capacity he personally edited such outstanding news stories as the Hindenburg disaster, the Lindberg case, the Morro Castle fire and Presidential inaugurations. In 1937, he was transferred to the short subjects department, where he became head of the editing department and then production manager.



**MANNY REINER**, vice-president of Guild Films, Inc., has helped develop sales policies for Guild's foreign TV markets. Manny has had extensive experience in motion pictures, radio, television and domestic and foreign film sales. Prior to his latest assignment, Manny was vice-president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933 and then was associated with Metro-Goldwyn-Mayer, Monogram Pictures and Paramount Pictures. From 1942 to 1946 Manny was film officer in Europe for the OWI and from 1946-1950 he was general manager in Latin America and Australia for David O. Selznick. A stint as foreign manager for Samuel Goldwyn Productions added further experience to Manny's already full background. His headquarters will be at Guild Film's New York office.

**MAURICE J. RIFKIN**, vice-president in charge of sales for Ziv TV Programs, Inc., was born in Marinette, Wisc., on July 12, 1914. His family moved to Youngstown, O., when he was one year old. It was there he stayed through his graduation from Rayen High School in 1930. He received a B.A. in 1935 and an M.A. in 1936 from the University of Southern California. At that time, he returned to Youngstown where he worked as an account executive with WKBN. In 1938, he moved to Cincinnati, where he joined the Frederick W. Ziv Co. In 1949, Rifkin came to New York City to be sales manager for Ziv TV Programs, Inc. He was appointed to his present position in 1952. He and his wife, the former Theodora Levin, have one child, Joan, and they live in Great Neck, Long Island.

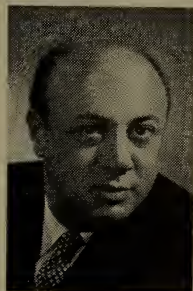


**JOHN CLARK**, president of Transamerican Broadcasting and Television Corporation, is known as a man who started from scratch and has risen to top position in telecasting and broadcasting. He is largely responsible for making WLW into one of the most valuable radio stations today, accomplished within a few years with nothing more than outstanding programs. Far removed from professional talent sources, Clark had to be creative in the truest sense. Many national advertisers originated their shows in Cincinnati and fed them to the network. His intimate knowledge of the public's entertainment tastes and his unparalleled experience in catering to them caught the attention of Harry Warner, and led to the formation in June, 1936 of Transamerican by Warner Brothers and Clark.



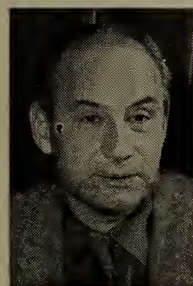
**MARK GOODSON**, partner with Bill Todman in Goodson-Todman Productions, was born in Sacramento, Calif., and began his career in show business as a child actor in stock companies. Goodson entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved on to the Don Lee Network Headquarters in 1937, where he began as an announcer, switched to special events, then production, in which capacity he developed a group of shows. He came to New York in June, 1942, where he began as emcee of "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz." This led to his directing soap operas. He wrote and directed dramatic spots on the "Kate Smith Show" and co-produced the first of the "Stop the Music" series before he and Todman became associated.

**JOHN W. LOVETON**, president of John Loveton Productions, West Coast TV film firm, started his broadcasting career handling the General Foods "Show Boat" radio program for Benton and Bowles. In 1937, he moved to Ruthrauff & Ryan, where he supervised 17 shows and directed some of their top radio productions. From there, he went to Foote, Cone and Belding, where he was placed in charge of all Lucky Strike radio. After a brief term as co-director of radio for Geyer, Cornell, and Newell, he joined Lennen and Mitchell, where he began his long association with the "Mr. and Mrs. North" property. He resigned from the agency in 1947 and has since produced and directed this show from his own office. When he moved into TV, he transferred his production set-up to the West Coast.



**SAUL JEFFEE**, president of Movielab Film Laboratories, started in the film laboratory business 25 years ago. As part of his 25th anniversary celebration, he is embarking on an expansion program for his firm which will see it grow three-fold. He put the company into its present quarters overlooking the Hudson River in 1949. Always mechanically inclined, Saul has made his hobby of tinkering in his completely equipped machine shop pay off with the development of many machine modifications which have contributed to the advancement of film processing. At present, 80 percent of the clients with which Movielab Film Laboratories does business are television accounts. Saul is completely wrapped up in his work but does find time to pursue a second hobby, raising tropical fish.

**LLOYD L. LIND**, vice president and general sales manager of Interstate TV Corporation has been with Allied Artists Pictures, Corp., Interstate's parent organization, for over 20 years. He served as assistant to the president, Steve Brody, for several years and was supervisor of all Allied Artists exchange operations. In 1939, Lind made his first feature sale for TV, and NBC purchased a full length feature for telecasting in New York. With this in his background, it was a natural for him to take over the reign of Interstate's sales department. Among the products currently distributed by Interstate are the "Ethel Barrymore Theatre," "The Amazing Tales of Hans Christian Andersen" and a group of features and westerns. Their "Little Rascals" series is now playing in top national markets.



**CHESTER ERSKINE**, President of Chester Erskine Productions, producer of the Reader's Digest series of TV films, has had a long and varied background in the producing, directing, and writing of plays and motion pictures. He abandoned the law career for which he studied at Union University, Schenectady, N. Y., in order to study for the theatre at the American Academy for Dramatic Arts. In 1929, he began directing Broadway plays. At one time, he was head of Charles Frohman, Inc., and also served as director for the Theatre Guild, and the Erlanger and Shubert interests. Starting in 1944 he wrote and directed a number of screenplays. First venture under Chester Erskine Productions was "Witness to Murder," starring Barbara Stanwyck, George Sanders, and Gary Merrill.



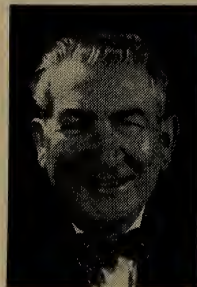
**DAVID V. SUTTON**, member of the board of MCA-TV, Ltd., has been with the Music Corporation of America for three years as vice president in charge of syndicated films. The "Guy Lombardo Show," and "The Man Behind the Badge," have been produced under his guidance. A University of Virginia graduate, he received a law degree from the University of West Virginia. His first radio job was in Chicago, as a salesman for WBBM. He became Eastern sales manager in 1942, but his career was interrupted by service with the Marines. After the war, he joined KMOX, St. Louis, as commercial manager. From there, he moved to CBS Network Radio Sales, after which he became general sales manager of CBS-TV in 1950, following this with an appointment as vice president in charge of sales at CBS-TV.

**FRED J. MAHLSTEDT**, director of operations for CBS-TV Film Sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. He was educated at the Pratt Institute's School of Architecture. A native New Yorker, he practiced architecture for four years before he went into advertising with the Erwin, Wasey and the Arthur Kudner agencies. He went to CBS in 1939, where he was chief of sales development in the research department. He moved from there to CBS radio sales promotion, thence to CBS Radio Spot Sales. It was in June, 1950, that he was singled out for the job of organizing a film syndication unit for CBS. He has been with CBS-TV Film Sales since that time.



**MOE KERMAN**, president of Regal TV Pictures, Inc., has had a long and varied background in the motion picture business. His father was one of the first motion picture exhibitors in the borough of Brooklyn, and the son followed in his footsteps as an exhibitor when he was 14 years old. Not long after that, he set up his own independent film outfit called "The Kerman Film Exchange." He once produced movies under the Mutual Production Corp. banner, and these movies are now being shown on TV. He started in TV movie distribution in 1948, when he bought the entire Hal Roach Studio Library for TV. In addition to being president of Regal, Kerman also heads Tudor Pictures, Inc.; Favorite Attractions, Inc.; Allied Films, Inc.; Congress Films Corp.; and Emblem TV Pictures, Inc.

**WILLIAM J. GANZ**, president of the William J. Ganz Co., Inc., has produced over 1,000 films on different subjects in practically all major industries. At 20, Ganz was a free-lance cameraman. Originally, Universal Newsreel's Philadelphia representative, he came to New York in 1919, starting his own film business and concentrating on the production of "sponsored" films for industry. In the late 1920's, Ganz pictures grew from silent to sound and, a decade later, from black and white to color. Ganz films are being telecast in ever-increasing quantities, because of their public service qualities. In 1943, he formed a separate affiliate, called The Institute of Visual Training, Inc., for the specific purpose of offering "planned distribution" to motion picture clients.



**FRANK BRODOCK**, general manager of Reela Films, Inc., Miami, moved to Florida in 1951 after 17 years as an account executive with the Jam Handy Organization, where he handled the Chevrolet and Lucky Strike accounts, with the thought of retiring. But Reela Films, then in its infancy, asked Brodock to take a position as sales manager. In two years, he increased Reela's billings three-fold and was greatly influential in getting the film company to the position where it now calls itself the "most complete film studio in the South." Upped to general manager in 1953, Brodock hired personnel for his executive staff in Hollywood, New York, and Chicago. Reela Films has produced TV and industrial films for a number of major cities in both North and South America.





**W. WALLACE ORR**, president, Tel Ra Productions, Philadelphia, is believed to be one of the largest producers of TV sports film. Tel Ra Productions, which he founded in 1948, produces "Telesports Digest," "Sports Spotlight," "Touch-down," "Greatest Pro Football Plays of the Week," and "Post Time, U.S.A." During the past eight years, his firm has produced more than 700 sports shows for TV use. Presently, along with its established sports programs and some TV commercials, Tel Ra Productions is placing emphasis upon color films. Thus far color is being used extensively in filming thoroughbred racing and major league baseball. Orr was an advertising executive for 27 years, being vice president of N. W. Ayer & Son, Inc., 1944-48.

**JEROME S. HYAMS**, president of Hygo Television Films, Inc., founded the company in 1952 and has in 3 years built the firm to one of the top TV film distributors. Jerry entered the film industry in 1934 taking a job as an office boy with Commonwealth Films. He was with that concern for 18 years. His first promotion at Commonwealth came when they established their 16 mm department and he was made a salesman. During World War II, Jerry joined the O.S.S., in the film department where he worked with John Ford. He went back to Commonwealth after the war as sales manager of 16 mm sales. With the coming of television he helped establish and manage the sales activity. He held that job until he formed the Hygo and Argyle firms. Jerry is a leisure time gardener at his home in Great Neck.



**WILLIAM SELDEN TODMAN**, partner with Mark Goodson in Goodson-Todman Productions, was born in New York City on July 31, 1916. He received degrees from Johns Hopkins University and from N. Y. U. Following his first job as a copy writer for a New York advertising agency, he became a freelance radio director and a writer for Red Book Magazine. This was followed by writing and directing for a number of BBD&O radio shows. Later, he joined the Biow Company as N. Y. Producer for "The Philip Morris Playhouse," "Crime Doctor," and "Take It Or Leave It." Joining with Mark Goodson, Todman and his partner have inaugurated the following TV successes: "What's My Line?" "I've Got a Secret," "Two for the Money," "It's News to Me," "The Name's the Same," "The Web," and "Beat the Clock."

**JAMES A. LOVE**, president of Lally and Love, film producers, has been in one form of show business or another all his life. His family travelled as a vaudeville team in his early years. When his father became a motion picture theater manager, Jim's first theater job was bicycling features to his father's theaters. He then became assistant projectionist and worked part time throughout his school years. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed the company which he now heads. Jim is married, and has one child, James Allen, Jr., who is three.



**CHARLES DAND**, Director of the Films and Publications Division of British Information Services in New York City, was born in Dundee, Scotland, on April 24, 1902. After he received his education at Glasgow University, he was in newspaper work from 1922-29, during which time he contributed to many British and American journals. From 1929-35, he worked as a scenario editor for London's Associated Sound-Film Industries, and as a writer and director of documentary and instructional films. He returned to journalism for two years, after which—in 1937—he entered British government services as Public Relations Office, Edinburgh. During the war, he was with the Scottish Education Dept., Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.



**PAUL TALBOT**, president of Fremantle Overseas Radio, Inc., largest distributors of radio and TV material for the international market, got in on the ground floor of TV with CBS in 1941. Following Army service during the war, he became U.S. rep for the Italian Radio Network and Radio Andorra, the latter being the first European station to get back on a commercial basis after the war. Today, as one of the youngest executives in the field, Paul heads a company devoted exclusively to programming, with never a time during the 24 hours of the day, seven days a week when a Fremantle program is not being aired on some radio or television station in the world. To TV stations in seven countries, Talbot distributes films in all categories, with many programs locally produced.

**LEO A. HANDEL**, head of Handel Film Corporation, Hollywood, was educated in Austria, France, England and Switzerland, and holds a Ph.D. degree in economics from the University of Vienna. His apprenticeship in film production started at the Elstree Studios in London. He came to America and founded the Motion Picture Research Bureau in New York in 1939. In 1941, this unit became a department of M-G-M and Handel acted as M-G-M's director of audience research until 1950, with time out for three years military service. Four years ago, he moved to the West Coast to set up his own TV film company, producing several series. The firm expects to hit a new high in production during 1955 with two new film series set to be added to production schedules.



**HERBERT R. PILZER**, president of Circle Film Laboratories, Inc., has a broad technical and business background. He was born in Vienna where his father had been a prominent producer. He was educated at the Theresianische Academy in that city and continued his studies at the Marigny Institute and the Sorbonne in Paris. During 1941-42, he produced a number of pictures for the war effort in association with the Harmon Foundation. In 1943, he joined Circle Films and, by 1946, was elevated to the position of general manager of that firm. Quickly believing that film and TV were made for each other, he oriented his company to meet TV needs. Elected president of Circle Films in 1953, Pilzer has been instrumental in improving the sound portion of film commercials.

**ALEX GOTTLIEB**, president of Dear Phoebe Productions, has produced more than 35 "A" pictures in Hollywood since 1943. Born in Hutchison, Kans., in 1906, Gottlieb was educated at the University of Wisconsin. Under contract to Universal, he produced the first eight Abbott and Costello pictures. After this, while under contract to Warner Bros. for five years, he produced 20 pictures, including "Hollywood Canteen," "The Time, The Place, and The Girl," and "The Girl From Jones Beach." After a year at RKO, where he produced "Macao," with Jane Russell and Robert Mitchum, he independently produced "The Blue Gardenia" and "Marry Me Again." "Susan Slep Here" was the big 1954 hit for which he wrote the screen play. He has found time to enter the playwriting field.



**CHARLES E. SKINNER**, president and executive producer-director of Charles E. Skinner Productions, Inc., first transferred his talents from Hollywood to TV when he did the original "Big Story" series, converting it from radio to TV. Long time member of the Screen Directors Guild, Skinner attended schools on Hollywood motion picture lots and became an assistant director on feature pictures at the age of 15. For seven years, he brought his Hollywood techniques and know-how to the aid and assistance of Jam Handy. His film credits, besides 73 "Big Story" films, include "Murder in 'A' Flat," "Les Paul and Mary Ford," and "This Is Your Army" for 20th Century-Fox, plus a large number of public relations films for leading manufacturers and industrial companies.



**CHARLES N. BURRIS**, general manager of Telenews Productions, Inc., has been with the production firm for 14 years, having first associated with its Cleveland office as director of publicity, promotion and advertising on Telenews Newsreel Theaters, largest newsreel theater chain in the country. With advent of TV, Burris was transferred to New York early in 1948 to take over the office of sales and advertising manager, the job he held until Sept. 1951 when he was upped to his present post. When not pre-occupied with TV newsreel operation, Charlie supervises such projects as production of TV commercials and other video chores. Prior to joining Telenews, Charlie spent a number of years as manager of motion picture theaters in Chicago, following graduation from the U. of Chicago.

**CHARLES Z. WICK**, president of Telefilm Enterprises, formed that distributing organization after an exhaustive study which enabled him to present detailed plans to a prominent group of investors. Charlie has always made use of his talents for both music and commerce. While an undergraduate at the University of Michigan, he formed orchestras which made him \$26,000 in one year. He later studied law at Western Reserve University, was admitted to the bar in 1943, then organized a band to play in a Cleveland hotel at night, and set up a day time law practice. In 1943 Tommy Dorsey engaged him to handle legal and business affairs for his orchestra, and to write musical arrangements. Charlie is married to the former Mary Jane Woods and they have two sons, Charlie, Jr., and Douglas.



**SAUL J. TURELL**, president of Sterling Television Co., Inc., has brought a merchandising approach to low budget shows and stand-by films that has made Sterling one of the largest distributors in the field. Saul is a native New Yorker. He attended CCNY and the University of Chicago. From 1942 to 1946 he was in the Army and spent most of his time, according to his own testimony, on KP. Serving in the South Pacific, New Guinea and the Philippines, Saul emerged from the service as Sgt. Turell. After the war he went to work for Official Films and after watching volume sales of home movie films such as Castle and Official, he decided to launch Sterling Films in 1946, in partnership with Robert Rhoades. In 1949, when Bernice Coe joined the company, a TV department was inaugurated.

**GUY V. THAYER**, vice-president and general manager of Roland Reed Productions, Hollywood TV film firm, entered the motion picture field, while a senior at Hollywood High School, working at an after-school job in the Paramount film laboratory. He moved up through the ranks as a senior film editor at Paramount, RKO and Universal-International, then became associate producer for PRC. He left the latter position for service in the U. S. Navy, serving in a photographic unit. At the United Nations conference in San Francisco, he was coordinator between the military and government crews of all countries, and he also set up the photographing of the war crimes trials in Nuremberg, Germany. Guy was discharged from the Navy in 1945 and he immediately joined Roland Reed Productions.



**WILLIAM VAN PRAAG**, head of Van Praag Productions, produces and directs both film commercials and features for television. From a start in the industry as a manager of a theater, Van Praag got into advertising via a promotional scheme for theaters. He worked on advertising films for theatrical distribution, and from there became a free-lance film editor, doing stints for some of the top film companies. His creative talent drew the notice of Uncle Sam, who contracted him to set up the first film unit for the O.W.I. After a three year hitch with the Army, he went back to free lancing on a large scale. Prior to forming his own company, he did some pioneer film work for NBC-TV, was on the production staff for several features released through United Artists, and worked for Bray Studios.



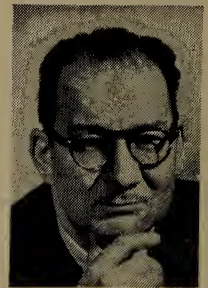
**GEORGE BAGNALL**, president of George Bagnall and Associates, Inc., became identified with the motion picture industry after a long experience in the financial field. He joined the Fox Film Company in 1928 as comptroller of its West Coast Studios and later was placed in charge of all finances. He joined Faramount Studios in 1935 as studio treasurer and later was named executive studio manager. In 1937, he was named vice-president of the company. He resigned in 1941 to join the Alexander Korda producing organization, serving as vice-president and general manager until 1942, when he was designated vice-president of United Artists. In 1952, he formed his present company, establishing offices in various leading cities, including New York and Chicago, and acquiring new product for distribution.

**LOUIS HUOT**, vice-president in charge of client relations for Five Star Productions of Hollywood, has had wide experience both in newspaper work and film production. For five years he was vice president and European manager for Press Wireless, Inc. He represented the Chicago Tribune in Europe for two years, head-quartering in Paris, and has worked for numerous other papers, including the Montreal Gazette. In film production, Louis has produced public relations movies for such clients as the Prudential Insurance Co., Pontiac Motors, and the Block Drug Co. of New Jersey. He has made movies on new weapons and techniques for the Army Signal Corps. In his position at Five Star Productions of Hollywood, he supervises the production of both TV commercials and institutionals.



**JOSEPH PLUNKETT**, vice president of North American Television Productions, Inc., has had a varied career as an executive in show business. In the legitimate theater, he was associated with Liebler & Co., and George Tyler, producing many Broadway hit plays. He was managing director of the Century Theater (formerly the New Theater) and also produced plays under his own management, then was appointed managing director of the Strand Theater in New York. He produced pictures for Paramount Pictures Corporation, then became director, vice president, and general manager of the RKO Corporation. Later, he served as vice president of Select Attractions, Inc., distributing special pictures. It was in 1954 that Plunkett entered the TV film field, assuming his present post with NATP.

**AL STAHL**, president of Animated Productions, jumped into cartooning at an early age, seeing his first cartoon-strip nationally syndicated when he was 17 years old. He became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work with the Army Signal Corps. He opened his own studios after World War II and produced his first animated cartoon show in 1946. A pioneer in TV work, his firm has created and produced TV animated and live advertising for leading agencies and has made great strides in photography of stylized animation. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.



**VINCENT J. NOLA**, head of Nola Studios, Inc., producers of films for TV, was born in Italy and at the age of 10 migrated to the U. S. With money saved from a paper route he studied voice in Buffalo and later transferred to New York where he resumed his studies and later established himself as a vocal coach. It occurred to him, through his close association with music and musicians, that there was a pressing need for rehearsal studios. As a consequence, Nola established 16 studios in Steinway Hall and subsequently equipped most of the studios with recording facilities. Needing more space, he brought his total number of studios up to 32 with rooms at the WMCA Building. Six studios are equipped for making tape and disc transcriptions as well as for making TV films.



# *Services to TV Producers*

RADIO-TV STATION BROKERS  
VENTILATION EQUIPMENT  
BACKGROUND PROCESSES  
SPOT AND FLOOD LAMPS  
PRIZES, PREMIUMS, ETC.  
STOCK SHOT LIBRARIES  
CARTOON PRODUCERS  
SCREENING ROOMS  
COLOR PROCESSES  
STORAGE VAULTS  
PUPPET MAKERS  
LARGE SCREEN  
LABORATORIES  
PROJECTORS  
RAW STOCK  
COSTUMES  
CARPETS  
LENSES

# BETTER PROJECTION

Peerless  
Services  
include:

#### **Peerless Protective and Preservative Film Treatments**

Release Prints, Trailers,  
Television Shows on Film,  
Kinescapes, TV Commercials,  
Theatre Screen Advertising,  
Prints for Continuous Projection  
Negatives, Masters, Originals,  
Filmstrips, Transparency Slides,  
Microfilm

#### **Film Rejuvenation**

Shrinkage Reduction  
Scratch Removal  
Rehumidification  
Cleaning and Repairs

#### **Film Library Servicing**

Shipments, Inspection,  
Cleaning, Repairs, Inventory  
and Booking Records, Storage

#### **Servicing TV Shows on Film**

Insertion of Commercials, Shipments  
to Stations, Booking Records,  
Follow-up, Inspection on Return,  
Cleaning, Repairs, Replacements,  
Storage, Substitution of  
Commercials, Reshipments

#### **Film Distribution Servicing**

Storage pending orders,  
Inventory Records,  
Shipments to Purchasers

#### **Filmstrip Packaging**

Breakdown of rolls into strips,  
Packaging in cans, Labeling,  
Boxing of Sets, Storage  
pending orders, Shipments

#### **A Message of interest to:**

Motion Picture Producers,  
Distributors, Advertising Agencies,  
Sponsors, Film Libraries,  
TV Film Producers and Distributors . . .

THROUGH  
PRINT  
PROTECTION

Without exception,  
ALL film should be treated, if  
you are to get maximum results in  
terms of good projection and number of  
showings. Without treatment, your film—  
from initial release to the last booking—is much  
more susceptible to damage. And damaged film  
can result in an indifferent audience.

Peerless Treatment is only one of the services we offer  
to users of film. But we feel it is the most important,  
because its objective is to start prints off right and  
keep them in good condition longer. It is the finishing  
touch and the least expensive item in the whole process of  
picture-making. Yet it safeguards millions of dollars  
invested in film. When you order prints, don't  
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## 1954

The following programs and performers were selected as the top 21 winners of the annual “Emmy” awards of the Academy of Television Arts and Sciences in their respective categories:

### BEST INDIVIDUAL PROGRAM OF THE YEAR

*Operation Undersea—Disneyland (ABC)*

### BEST DRAMATIC SERIES

*United States Steel Hour (ABC)*

### BEST SITUATION COMEDY SERIES

*Make Room for Daddy (ABC)*

### BEST VARIETY SERIES INCLUDING MUSICAL VARIETIES

*Disneyland (ABC)*

### BEST NEWS REPORTER OR NEWS COMMENTATOR

*John Daly (ABC)*

### BEST CULTURAL, RELIGIOUS OR EDUCATIONAL PROGRAM

*Omnibus (CBS)*

### BEST CHILDREN’S PROGRAM

*Lassie (CBS)*

### BEST ACTOR IN A SINGLE PERFORMANCE

*Robert Cummings—Twelve Angry Men—Studio One (CBS)*

### BEST ACTRESS IN A SINGLE PERFORMANCE

*Judith Anderson—Macbeth—Hallmark (NBC)*

### BEST ACTOR STARRING IN A REGULAR SERIES

*Danny Thomas (ABC)*

### BEST ACTRESS STARRING IN A REGULAR SERIES

*Loretta Young (NBC)*

### BEST SUPPORTING ACTOR IN A REGULAR SERIES

*Art Carney (CBS)*

### BEST SUPPORTING ACTRESS IN A REGULAR SERIES

*Audrey Meadows (CBS)*

### BEST WESTERN OR ADVENTURE SERIES

*Stories of the Century (Studio City)*

### BEST MYSTERY OR INTRIGUE SERIES

*Dragnet (NBC)*

### BEST AUDIENCE, GUEST PARTICIPATION OR PANEL PROGRAM

*This Is Your Life (NBC)*

### MOST OUTSTANDING NEW PERSONALITY

*George Gobel (NBC)*

### BEST MALE SINGER

*Perry Como (CBS)*

### BEST FEMALE SINGER

*Dinah Shore (NBC)*

### BEST SPORTS PROGRAM

*Gillette Cavalcade of Sports (NBC)*

### BEST DAYTIME PROGRAM (Network Only)

*Art Linkletter’s House Party (CBS)*



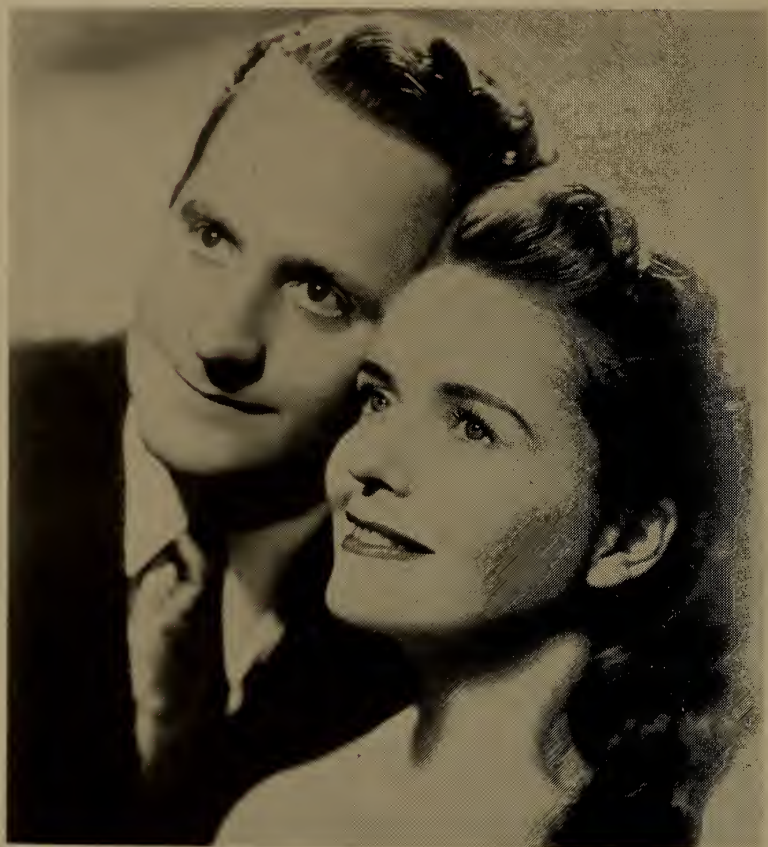
**Ed Herlihy**



*Behind the  
Mike*

*Before  
the  
Camera*

# LES PAUL and MARY FORD



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# RADIO-TV ARTISTS

their work during 1954



## — A —

**ADAMS, MARY**  
One Man's Family  
NBC-TV

**ADAMS, SUSAN**  
Kitchen Fare  
DuMont

**ALBERT, EDDIE**  
Saturday Night Revue  
NBC-TV

**ALBRITTON, LOUISE**  
Concerning Miss Marlowe  
NBC-TV

**ALDA, ROBERT**  
What's Your Bid  
DuMont

**ALEXANDER, BEN**  
Dragnet  
NBC-TV

**ALEXANDER, JOAN**  
The Name's the Same  
ABC-TV

**ALLEN, DAYTON**  
Winky Dink and You  
CBS-TV

**ALLEN, FRED**  
Judge for Yourself  
NBC-TV

**ALLEN, MEL**  
Sports Daily  
NBC

**ALLEN, STEVE**  
B. Dec. 26, 1921, New York City.  
Tonight, NBC-TV

**ALLISON, FRAN**  
Kukla, Fran and Ollie  
NBC-TV; The Breakfast Club.  
ABC-TV

**AMSTERDAM, MOREY**  
The Morey Amsterdam Show  
NBC-TV

**ANDERSON, EDDIE**  
"ROCHESTER"  
B. Sept. 18, 1905, Oakland, Calif.  
The Jack Benny Show, CBS-TV

**ANDERSON, JUDITH**  
Macbeth  
NBC-TV

**ANDERSON, WARNER**  
The Line Up  
CBS-TV

**APPLEWHITE, CHARLIE**  
Milton Berle Show, Arthur Murray Party, NBC-TV

**ARDEN, EVE**  
Our Miss Brooks  
CBS-TV

**ARNAZ, DESI**  
I Love Lucy  
CBS-TV

**ARNOLD, EDWARD**  
Spotlight Story  
Mutual

**ARQUETTE, CLIFF**  
The RCA Victor Show Starring Dennis Day  
NBC-TV

**ATCHER, BOB**  
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Barn Dance. WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

**AUTRY, GENE**  
The Gene Autry Show  
CBS-TV

## DANNY THOMAS

"Make Room for Daddy"

ABC-TV

Sponsored by  
The American Tobacco Co.

and  
Dodge

(Division of Chrysler Corp.)



## **GORDON MacRAE**

The Colgate Comedy Hour — NBC  
and soon to be seen as . . .

"CURLY" in Rodgers and Hammerstein's  
**OKLAHOMA**

□ □ □ RADIO AND TELEVISION ARTISTS □ □ □

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**EVERY, PHYLLIS**  
The Ray Milland Show  
CBS-TV

— B —

**BACKUS, JIM**  
I Married Joan  
NBC-TV

**BAILEY, JACK**  
Truth Or Consequences  
NBC-TV

**BAKER, ART**  
You Asked for It  
ABC-TV

**BAKER, RICHARD  
EVANS "TWO TON"**  
B. May 2, 1916, Chicago, Ill.  
Tip Top Lunch Hour, WBKB,  
ABC; Two Ton Baker Show,  
Transcribed; Movie Quick Quiz,  
WGN-TV

**BALL, LUCILLE**  
I Love Lucy  
CBS-TV

**BANNON, JIM**  
Hawkins Falls  
NBC-TV

**BARLOW, HOWARD**  
Voice of Firestone  
ABC-TV

**BARRY, JACK**  
Winky Dink and You  
CBS-TV  
Life Begins at Eighty  
DuMont

**BARRY, PATRICIA**  
First Love  
NBC-TV

**BARTLETT, TOMMY**  
Welcome Travelers  
NBC, NBC-TV

**BARTY, BILLY**  
B. Oct. 25, Pennsylvania, The  
Spike Jones Show, NBC-TV

**BAUER, CHARITA**  
The Guiding Light  
CBS-TV

**BAXTER, DR. FRANK C.**  
Now and Then  
CBS-TV

**BEAN, BOB**  
The Paul Dixon Show  
DuMont

**BECKER, BARBARA**  
Road of Life  
CBS-TV

**BELL, DORESE**  
TV Card Party, WTOP-TV; Gen-  
eral Electric Theatre, New  
Homes Preview, WMAL-TV; Hi  
Neighbor, WHAM-TV; Mistress  
of Ceremonies, WTTG-TV; Dorese  
Bell Show WRNY, ABC

**BELLAMY, RALPH**  
Man Against Crime  
DuMont; NBC-TV

**BELLER, MARY LINN**  
The Brighter Day  
CBS-TV

**BENDIX, WILLIAM**  
Life of Riley  
NBC-TV

**BENNY, JACK**  
Feb. 14, 1894, Chicago, Ill.  
The Jack Benny Show, CBS,  
CBS-TV

**BENOIT, PAT**  
Mr. Peepers  
NBC-TV

**BERG, GERTRUDE**  
The Goldbergs  
DuMont

**BERLE, MILTON**  
Milton Berle Show, NBC-TV

**BICKFORD, CHARLES**  
Star of Motion Pictures, Radio,  
Television

**BILLINGSLEY, SHERMAN**  
Stork Club  
ABC-TV

**BISHOP, WILLIAM**  
It's a Great Life  
NBC-TV

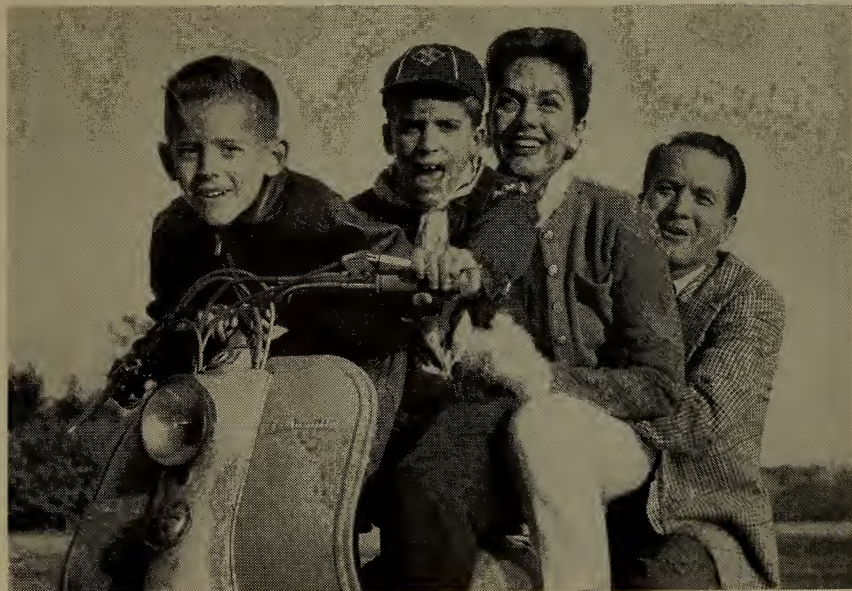
**BLUE, BEN**  
Saturday Night Revue  
NBC-TV

**BOLGER, RAY**  
The Ray Bolger Show  
ABC-TV

**BOONE, RICHARD**  
B. June 18, Los Angeles, Calif.  
Medic, NBC-TV

**BOWMAN, LEE**  
What's Going On  
ABC-TV

**BOYD, WILLIAM**  
Hopalong Cassidy  
NBC-TV



*HAVE TUX — WILL TRAVEL — THE CLAN McCRARYS*

CHARLES  
BICKFORD

**BOYER, CHARLES**

Four Star Playhouse  
CBS-TV

**BRADY, PAT**

The Roy Rogers Show  
NBC, NBC-TV

**BREEN, ROBERT**

Down You Go  
DuMont

**BRIGGS, DON**

Adventures of the Abbotts  
NBC

**BRITTON, BARBARA**

Mr. and Mrs. North  
NBC-TV

**BRYAN, ARTHUR Q.**

B. May 8, 1899, Brooklyn, N. Y.  
Fibber McGee & Molly, NBC;  
Professional Father, Halls of Ivy,  
CBS-TV

**BRYAN, MARVIN**

B. Nov. 3, Santa Monica, Calif.  
Lux Video Theatre, Medic, NBC-  
TV; Man Behind the Badge, TV  
Syndicated; Suspense, Mr. and  
Mrs. North, CBS; When a Girl  
Marries, ABC

**BUFFANO, JULES**

Colgate Comedy Hour, Texaco  
Star Theatre  
NBC-TV

**BUNCE, ALAN**

Ethel and Albert, NBC-TV

**BURDICK, HAL**

Night Editor, The Old Timer  
DuMont

**BURNS, GEORGE AND GRACIE**

ALLEN  
Burns and Allen Show  
CBS-TV

**BURN, ANNE**

The Greatest Gift  
NBC-TV

**BUTTONS, RED**

B. Feb. 15, 1919, New York City.  
Red Buttons Show, NBC-TV

**BYINGTON, SPRING**

December Bride  
CBS-TV

**CANTOR, EDDIE**

B. Jan. 31, 1893, New York City.  
Colgate Comedy Hour, NBC-TV;  
The Eddie Cantor Show, Ziv-TV

**CARIART, GEORGIANA**

Life Begins at Eighty  
DuMont

**CARLON, FRAN**

Portia Faces Life  
CBS-TV

**CAREY, MacDONALD**

Jason and the Golden Fleece  
NBC

**CARLISLE, KITTY**

What's Going On  
ABC-TV

**CARLSON, RICHARD**

I Led Three Lives  
NBC-TV

**CARNEY, ART**

Jackie Gleason Show, Best of  
Broadway, Climax, CBS-TV

**CARNEY, GRACE**

Rocky King, Detective  
DuMont

**CARROLL, LEO G.**

Topper  
CBS-TV

**CARROLL, PAT**

Saturday Night Revue  
NBC-TV

**CARROLL, ROBERT**

The Stranger  
DuMont

— C —

**CAESAR, SID**

Caesar's Hour, NBC-TV

**CAGNEY, JEANNE**

Queen for a Day  
Mutual

**CAIN, JEFF**

Marge and Jeff  
LuMont

**CAMARGO, RALPH**

Nick Carter, Mutual; Whispering  
Streets, ABC; Danger, Gangbus-  
sters, Crime Syndicated, CBS-  
TV; Kraft Television Theatre,  
NBC-TV

**CAMP, SIS**

The Paul Dixon Show  
DuMont

**CAMPBELL, FLORA**

Valiant Lady  
CBS-TV

"RAIN OR SHINE"

with

Have a Happy

**CAROL REED**

WCBS-TV



JIM and MARIAN  
JORDAN

as

**FIBBER McGEE  
AND MOLLY**

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Thursdays  
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20th Year



JOHNNY MERCER

RADIO AND TELEVISION ARTISTS

**CARSON, JACK**

B. Oct. 11, 1911, Carmen, Manitoba, Canada. The Jack Carson Show, NBC-TV

**CARSON, KEN**  
Saddle Scouts  
DuMont

**CASSINI, IGOR**

B. Sept. 20, 1915, Sebastopol, Russia, The Igor Cassini Show, WRCA-TV; DuMont

**CAULFIELD, JOAN**  
My Favorite Husband  
CBS-TV

**CERF, BENNETT**  
What's My Line  
CBS-TV

**CHAPIN LAUREN**  
Father Knows Best  
CBS-TV

**CHAPMAN, JOHN**  
NBC Star Playhouse  
NBC

**CHASE, ILKA**  
Masquerade Party  
ABC-TV

**CHURCHILL, SARAH**  
Hallmark Hall of Fame  
NBC-TV

**CLARK, DANE**  
Crime and Peter Chambers  
NBC

**CLARK, EVERETT**  
Chicago Theater of the Air  
Mutual

**CLARK, LON**  
Nick Carter  
Mutual

**CLAIRE, MARION**  
Chicago Theater of the Air  
Mutual

**CLAYTON, JAN**  
Lassie  
CBS-TV

**CLEVELAND, GEORGE**  
Lassie  
CBS-TV

**COBB, BUFF**  
Masquerade Party  
ABC-TV

**COCA, IMOGENE**  
The Imogene Coca Show  
NBC-TV

**COLLINS, TED**  
The Kate Smith Show  
NBC-TV

**COLLYER, BUD**  
On Your Way, DuMont; Beat the Clock, CBS-TV; Break the Bank, Feather Your Nest, NBC, NBC-TV

**COLMAN, RONALD**  
Halls of Ivy  
CBS-TV

**COMBS, GEORGE HAMILTON**  
Spotlight, New York  
WABC

**COMO, PERRY**  
The Perry Como Show  
CBS-TV

**COOGAN, RICHARD**  
Love of Life  
CBS-TV

**COPELAND, MAURICE**  
Hawkins Falls  
NBC-TV

**COUGHLIN, FRANCIS**  
Down You Go  
DuMont

**COWLING, SAM**  
Breakfast Club  
ABC-TV

**COY, JIM**  
The Jim Coy Show  
NBC

**CRAIG, NANCY**

B. Nov. 13, 1913, Nancy Craig, ABC-TV; Woman of Tomorrow, ABC

**CRONYN, HUME**  
The Marriage  
NBC, NBC-TV

**CROSBY, BOB**  
B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, The Jack Benny Show, CBS-TV

**CROWLEY, RUTH**  
All About Baby  
DuMont

**CULLEN, BILL**  
Name That Tune, It Happens Every Day  
CBS-TV, Mutual

— D —

**DALY, JAMES**  
Foreign Intrigue  
NBC-TV

**DALY, JOHN**  
John Daly and the News, What's My Line  
ABC-TV, CBS-TV

**MARY  
MARGARET  
McBRIDE**

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RADIO  
NETWORK

— o —

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CROSBY

*SAM  
LEVENSON*





□ □ □ RADIO AND TELEVISION ARTISTS □ □ □

**DANA, ROBERT**  
Dana's Dining Tips  
DuMont

**D'ANDREA, TOM**  
Life of Riley  
NBC-TV

**DAVIS, BLAIR**  
The Brighter Day  
CBS-TV

**DAVIS, GAIL**  
Annie Oakley  
DuMont

**DAVIS, JOAN**  
I Married Joan  
NBC-TV

**DAY, DENNIS**  
The RCA Victor Show starring  
Dennis Day, Nutrilite Show  
NBC-TV, NBC

**DEMMING, ELLEN**  
The Guiding Light  
CBS-TV

**DENNING, RICHARD**  
Mr. and Mrs. North  
NBC-TV

**DEVINE, ANDY**  
Wild Bill Hickok  
DuMont

**DISNEY, WALT**  
Disneyland  
ABC-TV

**DIXON, PAUL**  
The Paul Dixon Show  
DuMont

**DONAHUE, ELINOR**  
Father Knows Best  
CBS-TV

**DONALD, PETER**  
B. June 6, 1918, Bristol, England.  
Masquerade Party, Pantomime  
Quiz, ABC-TV; Don McNeill's  
Breakfast Club, ABC, ABC-TV;  
Omnibus, CBS-TV; Can You Top  
This, NBC

**DOTY, ROY**  
Roy Doty Show  
DuMont

**DOUGLAS, DIANA**  
Three Steps to Heaven  
NBC-TV

**DOUGLAS, DON**  
John Steele, Adventurer  
Mutual

**DOUGLAS, SUSAN**  
The Guiding Light  
CBS-TV

**DOWNES, HUGH**  
Home  
NBC-TV

**DUFOUR, VAL**  
First Love  
NBC-TV

**DUNN, JAMES**  
It's a Great Life  
NBC-TV

**DURANTE, JIMMY**  
B. Feb. 18, 1893, New York City.  
The Jimmy Durante Show, Col-  
gate Comedy Show, NBC-TV

**DUTRA, JOHN**  
First Love  
NBC-TV

**DWYER, VIRGINIA**  
Road of Life  
CBS-TV

— E —

**EDWARDS, ALLYN**  
The Allyn Edwards Show  
NBC

**EDWARDS, RALPH**  
B. June 13, 1913, Merino, Colo.  
This Is Your Life, NBC-TV;  
Truth Or Consequences, NBC

**ELLIOT, BRUCE**  
Movie Quick Quiz  
DuMont

**ELSTNER, ANNE**  
Stella Dallas  
NBC

**EMERSON, FAYE**  
The Faye & Skitch Show  
NBC-TV

**ERICKSON, CORYDON**  
B. Dec. 26, 1944, New York City.  
Robert Montgomery Presents,  
Goodyear Theatre, Hit Parade,  
NBC-TV; Take It From Me,  
WABD, New York; Lux Video  
Theatre, Freedom Rings, Danger,  
CBS-TV

**ERWIN, STU**  
The Stu Erwin Show  
ABC-TV

**EVANS, BERGEN**  
Down You Go  
DuMont

# JACK CARSON



"A Star Is Born" — WB

"Phffft" — Col

"Ain't Misbehavin'" — UI

"The Jack Carson  
Show"

NBC-TV

for Pontiac

Management: MCA

Personal Manager: Frank Stempel

# EDDIE CANTOR

~ ZIV ~



## ART CARNEY

Jackie Gleason Show  
CBS-TV

Personal Management:  
Wm. McCaffrey Agency  
ELdorado 5-1076

**EVANS, DALE**  
The Roy Rogers Show  
NBC, NBC-TV

**EVANS, MAURICE**  
Macbeth  
NBC-TV

— F —

**FADIMAN, CLIFTON**  
Conversation  
NBC

**FAGAL, WILLIAM**  
Faith for Today  
ABC-TV

**FAIRBANKS, DOUGLAS**  
The Rheingold Theatre  
NBC-TV

**FALKENBURG, JINX**  
Jinx Falkenburg's Diary  
NBC-TV

**FARRELL, CHARLES**  
My Little Margie  
NBC-TV

**FARRELL, FRANK**  
Sheraton Luncheon with  
Frank Farrell  
WABC

**FAYE, ALICE**  
The Phil Harris-Alice Faye  
Show  
NBC

**FITZGERALD, ED AND  
PEGEEN**  
The Fitzgeralds  
WABC

**FITZMAURICE,  
MICHAEL**  
Radio Registry

**FLYNN, BERNARDINE**  
Hawkins Falls  
NBC-TV

**FORD, SENATOR ED**  
Can You Top This?  
NBC

**FORD, TENNESSEE  
ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.  
Tennessee Ernie Ford Show, NBC-  
TV, CBS; Capitol Records

**FOSTER, PRESTON**  
Waterfront  
DuMont

**FRANCIS, ARLENE**  
What's My Line, Soldier Pa-  
rade, Home, It Happens Every  
Day  
CBS-TV; ABC-TV; NBC-TV,  
Mutual

**FREEMAN, FLORENCE**  
Young Widder Brown  
NBC

**FREEMAN, STAN**  
All Night  
NBC

**FROMAN, JANE**  
The Jane Froman Show  
CBS-TV

— G —

**GARDNER, ED**  
Duffy's Tavern  
NBC-TV

**GARDNER, HY**  
What's Going On  
ABC-TV

**GARGAN, WILLIAM**  
Barrie Craig, Confidential In-  
vestigator  
NBC

**GARROWAY, DAVE**  
Sunday with Garroway, Fri-  
day with Garroway, The Dave  
Garroway Show, Today  
NBC, NBC-TV

**GIBBS, LYNN**  
The Paul Dixon Show  
DuMont

**GILBERT, PAUL**  
The Duke  
NBC-TV

**GILBERT, RUTHIE**  
The Buick-Berle Show  
NBC-TV

**GILMAN, TONI**  
Down You Go  
DuMont

**GLEASON, JACKIE**  
Jackie Gleason Show, CBS-TV

**GNAGY, JON**  
Draw with Me  
NBC-TV

**GOBEL, GEORGE**  
B. May 20, 1920, Chicago, Ill.  
The George Gobel Show, NBC-TV

**GODFREY, ARTHUR**  
Arthur Godfrey Time, Arthur  
Godfrey & His Friends  
CBS-TV

**GOETZ, THEO**  
The Guiding Light  
CBS-TV



"Here's Looking At You"

NBC-TV

RICHARD WILLIS



**BRYNA  
RAEBURN**



**RADIO REGISTRY**



**DEL SHARBUTT**

**"The Betty White Show"**

**NBC-TV**

RADIO AND TELEVISION ARTISTS



**GORDON, DOROTHY**  
N. Y. Times Youth Forum  
DuMont

**GORING, MARIUS**  
Adventures of the Scarlet  
Pimpernel  
NBC

**GRAHAM, LEE**  
Letter to Lee Graham, WABD

**GRAHAM, VIRGINIA**  
Food for Thought  
DuMont

**GRANIK, THEODORE**  
American Forum of the Air.  
Youth Wants to Know  
NBC-TV

**GRAZIANO, ROCKY**  
The Martha Raye Show  
NBC-TV

**GRAY, BARRY**  
Barry Gray Show  
WABD, New York

**GRAY, BILLY**  
Father Knows Best

**GREAZA, WALTER**  
Treasury Men in Action  
ABC-TV, NBC-TV

**GREEN, MARGE**  
Marge and Jeff  
DuMont

**GROVE, BETTY ANN**  
The Big Payoff  
CBS-TV

**HADLEY, REED**  
Public Defender  
CBS-TV

**HAGEN, JEAN**  
Make Room for Daddy  
ABC-TV

**HAINES, LARRY**  
Treasury Agent  
Mutual

**HALOP, BILLY**  
B. Feb. 11, 1921, New York City.  
Robert Montgomery Presents, Big  
Town, NBC-TV; Climax, Jack  
Benny, Meet Millie, CBS-TV;  
Adolph Menjou Presents. Syn-  
dicated

**HALOP, FLORENCE**  
Jan. 23, New York City. Meet  
Millie, CBS-TV

**HAMMOND, EARL**  
B. June 17, 1921, New York  
City. Studio One, You Are There,  
Valiant Lady, Danger, CBS-TV;  
Robert Montgomery Presents,  
NBC-TV; Magic Cottage, DuMont

**HARRIS, PHIL**  
The Phil Harris-Alice Faye  
Show  
NBC

**HARRIS, ROBERT H.**  
B. July 15, 1911, New York City.  
The Goldbergs, DuMont; Studio  
One, You Are There, Omnibus,

CBS; The Elgin Hour, ABC; Phil-  
co Television Playhouse, NBC

**HARTLINE, MARY**  
Super Circus  
ABC-TV

**HARVEY, MARILYN**  
B. March 19, 1929. Danger, CBS-  
TV; Morey Amsterdam Show,  
Ern Westmore Show, Joe Franklin  
Show, ABC-TV; Man Behind the  
Badge, NBC-TV

**HASEL, JOE**  
Sports Final  
NBC-TV

**HASTINGS, DON**  
Captain Video. Secret Files of  
Captain Video  
DuMont

**HAYES, GABBY**  
The Gabby Hayes Show  
NBC-TV

**HEATHERTON, RAY**  
Merry Mailman, WOR-TV; Lunch-  
eon at Sardi's, WOR

**HELMORE, TOM**  
Top Secret Files  
Mutual

**HENDERSON, MARCIA**  
Fear Phoebe  
NBC-TV

**HENDERSON, SKITCH**  
The Skitch Henderson Show,  
The Faye and Skitch Show, A  
Man and His Music  
NBC, NBC-TV

**HENRY, BILL**  
Who Said That?  
NBC-TV



**BESS  
MEYERSON**

*Exclusive Representative*  
**MARTIN GOODMAN**  
65 WEST 54th St.



**MISS FRANCES**

DING DONG SCHOOL

NBC-TV

THOMAS MITCHELL

*"Mayor of the Town"*

**HERBERT, DON**

Watch Mr. Wizard, NBC-TV;  
General Electric Theater, CBS-TV

**HERLIHY, ED**

Horn & Hardart Children's Hour,  
Your Show of Shows, Max Liebman's Spectaculars, Kraft Television Theatre, NBC-TV; Weekend, NBC

**HERSHFIELD, HARRY**

Can You Top This?  
NBC

**HEWITT, VIRGINIA**

Space Patrol  
ABC-TV

**HOBBS, PETER**

The Secret Storm  
CBS-TV

**HODGE, AL**

Captain Video, Secret Files of  
Captain Video  
DuMont

**HODGES, RUSS**

Sports Daily  
NBC

**HOLBROOK, HAL**

The Brighter Day  
CBS-TV

**HOLCOMB, HARRY**

Road of Life  
CBS-TV

**HOLLIDAY, JUDY**

Color Spectaculars  
NBC-TV

**HOLMES, ED**

Captain Video  
DuMont

**HOPE, BOB**

B. May 29, 1903, London, England. The Bob Hope Show, NBC, NBC-TV

**HUGHES, BILL**

Just Plain Bill  
NBC

**HULL, WARREN**

Strike It Rich  
NBC

**HUME, BENITA**

Halls of Ivy  
CBS-TV

— J —

**JACKSON, EDDIE**

Texaco Star Theatre  
NBC-TV

**JAMES, DENNIS**

The Name's the Same, Chance of a Lifetime  
ABC-TV

**JAMES, JERRI LOU**

The RCA Victor Show Starring Dennis Day  
NBC-TV

**JEFFREYS, ANNE**

Topper  
CBS-TV

**JENKINS, ALLEN**

The Duke  
NBC-TV

**JENKS, FRANK**

Colonel Humphrey Flack  
DuMont

**JOHNSON, BESS**

Search for Tomorrow  
CBS-TV

**JONES, SPIKE**

The Spike Jones Show  
NBC-TV

**JORDAN, JAMES E.**

B. Nov. 16, Peoria, Ill. Fibber McGee and Molly, NBC

— I —

**IRVING, CHARLES**

Search for Tomorrow, CBS-TV

**IRVING, HOLLIS**

Robert Montgomery Presents, Suspense, Love of Life, NBC-TV; Road of Life, NBC, CBS

**IRWIN, CAROL**

I Remember Mama, CBS-TV

**DEAN  
PARKER**

•  
Direction

MCA

•

Records

MGM

•

PRESS REP.

MARIO TROMBONE  
ASSOCIATES



Mistress of  
Ceremonies  
"TV Card Party"  
WTOP-TV

Mistress of  
Ceremonies  
"General Electric  
Theatre"  
WMAL-TV

"Hi Neighbor"  
Shopping Show  
WHAM-TV



Hostess  
"New Homes Preview"  
WMAL-TV

Mistress of  
Ceremonies  
WTTG-TV

"Dorese Bell Show"  
WRNY

## DORESE BELL

ABC Network  
New York

"Dorese Bell Show"  
Women's News Commentary

## TWO TON BAKER

### THE FRIENDLIEST GUY IN SHOW BUSINESS



Imperial-Moppet Records  
ABC Television  
Coast-to-Coast Transcribed Radio Show



**JORDAN, MARIAN**

B. April 15, Peoria, Ill. Fibber McGee & Molly, NBC

— K —

**KAMMAN, LEIGH**

1280 Club, Jambalaya, WOV

**KAPLAN, MARVIN**

B. Jan. 24, 1927, Brooklyn, N. Y. Meet Millie, CBS, CBS-TV; Ford Theater, NBC-TV

**KARNS, ROSCOE**

Rocky King, Detective DuMont

**KARNS, TODD**

Rocky King, Detective DuMont

**KAYE, SAMMY**

Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA Thesaurus

**KEENE, WILLIAM**

Studio, One, Search for Tomorrow, Man Behind the Badge, CBS-TV; World We Live In, WABC; Doctor 6 Gun, WNBC; Rocky King, DuMont

**KEMMER, ED**

Space Patrol ABC-TV

**KENNEDY, BOB**

Sense or Nonsense DuMont

**KILGALLEN, DOROTHY**

What's My Line CBS-TV

**KING, JOE**

Manhattan Crossroads Mutual

**KINGSLEY, MARTIN**

Sentenced Mutual

**KINNE, KIT**

Home NBC-TV

**KIRCHNER, CLAUDE**

Super Circus ABC-TV

**KIRKWOOD, JOE**

Joe Palooka Story DuMont

**KOVACS, ERNIE**

The Ernie Kovacs Show, DuMont TV

— L —

**LACKLAND, BEN**

Captain Video DuMont

**LAINÉ, FRANKIE**

B. March 30, Chicago, Ill. Frankie Laine Show, Syndicated; Columbia Pictures, Columbia Records

**LARIE, JUDSON**

Mama CBS-TV

**LARKIN, JOHN**

Right to Happiness NBC



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RADIO — TV  
MOTION PICTURES

Slide Films

Columbia Recording Artists



LExington 2-1100



**CHARLES IRVING**

Producer - Director



**HOLLIS IRVING**

Radio - TV - Motion Pictures

— LE. 2-1100 —



**JAN MINER**

MU 8-6600



**TERRY O'SULLIVAN**

LE 2-1100

BOTH COMMERCIAL ANNOUNCING AND DRAMATIC ACTING

**LARSEN, KEITH**

The Hunter  
NBC-TV

**LAWFORD, PETER**

Dear Phoebe  
NBC-TV

**LeBOW, GUY**

WPIX, New York, N. Y.

**LEE, PINKY**

The Pinky Lee Show  
NBC-TV

**LESCOULIE, JACK**

The Jackie Gleason Show, CBS-TV; Today, NBC-TV

**LEVENSON, SAM**

B. Dec. 28, 1911, New York City.  
This Is Show Business, Toast of the Town, CBS

**LEWIS, FORREST**

The Women in My House  
NBC

**LEWIS, JERRY**

B. March 16, 1926, Newark, N. J.  
Colgate Comedy Hour, NBC-TV

**LEWIS, ROBERT Q.**

B. April 5, 1921, New York City.  
The Robert Q. Lewis Show, CBS, CBS-TV; The Name's the Same, ABC-TV

**LIBERACE**

B. May 16, 1920, Milwaukee, Wis.  
The Liberace Show, Syndicated TV

**LINKLETTER, ART**

Art Linkletter's House Party,  
People Are Funny  
CBS-TV; NBC-TV

**LIPTON, BILL**

Road of Life  
CBS-TV

**LIPTON, JAMES**

The Guiding Light  
CBS-TV

**LOCKHART, GENE**

Who Said That?  
NBC-TV

**LOCKHART, JUNE**

Who Said That?  
NBC-TV

**LORING, LYNN**

Search for Tomorrow  
CBS-TV

**LORNE, MARION**

Mr. Peepers  
NBC-TV

**LUPINO, IDA**

Four Star Playhouse  
CBS-TV

**LYNCH, KEN**

The Plainclothesman  
DuMont

**LYNCH, PEG**

Ethel and Albert, NBC-TV

— Mc —

**McBRIDE, JEAN**

Love of Life  
CBS-TV

**McBRIDE, MARY MARGARET**

Mary Margaret McBride Show,  
Full NBC Radio Network

**McCARTHY, JOSEPHINE**

The Herb Sheldon Show  
NBC-TV

“ETHEL  
and  
ALBERT”



STARRING  
PEG LYNCH  
and  
ALAN BUNCE

Written by  
PEG LYNCH

Directed by  
WALTER HART

# ''MAMA''



**Friday Nights at 8:00 on Ch. 2**

Peggy Wood (Mama); Judson Laire (Papa); Rosemary Rice (Katrin); Dick Van Patten (Nels);  
Robin Morgan (Dagmar); Ruth Gates (Aunt Jenny).

Produced by Carol Irwin

## CHARLIE APPLEWHITE

Personal Management  
WYNN LASSNER  
PL 7-0876

Decca Records  
Wm. Morris Agency



**McCAY, PEGGY**  
Love of Life  
CBS-TV

**McCONNELL, ED**  
Smilin' Ed's Gang  
ABC-TV

**McCRARY, JINX  
FALKENBURG**  
The Tex and Jinx Show, NBC-TV

**McCRARY, TEX**  
The Tex and Jinx Show, NBC-TV

**McCULLOUGH**  
Movie Quick Quiz  
DuMont

**McDONNELL, CRAIG**  
Official Detective  
Mutual

**McELHONE, ELOISE**  
Modern Romances  
ABC

**McNEILL**  
Breakfast Club  
ABC-TV

**McNELLIS, MAGGI**  
B. June 1. Maggi McNellis Show,  
Colonial Airlines, WABC-TV;  
Maggi's Magazine, WABC; Leave  
It to the Girls, ABC-TV; Sunny-  
side of News for Coke, WOR

**McQUADE, ARLINE**  
The Goldbergs  
DuMont

**McVEY, PATRICK**  
City Assignment  
DuMont

**McWATTERS, W. O.**  
Broadway Cop  
Mutual

— M —

**MacRAE, GORDON**  
B. March 12, 1921, East Orange,  
N. J. Colgate Comedy Hour,  
NBC-TV

**MADISON, GUY**  
Wild Bill Hickok  
DuMont, NBC-TV

**MAGUIRE, KATHLEEN**  
Three Steps to Heaven  
NBC-TV

**MANION, CLARENCE E.**  
Forum of Opinion  
Mutual

**MANN, CLAIRE**  
Claire Mann Show, WABD-TV

**MARTIN, DEAN**  
B. June 7, 1917, Steubenville,  
Ohio. Colgate Comedy Hour,  
NBC-TV

**MARTIN, JEAN**  
The Jean Martin Show  
WABC

**MARTIN, LEILA**  
Golden Windows  
NBC-TV

**MARTINELLI, GIOVANNI**  
Opera Cameos  
DuMont

**MARK, GROUCHO**  
You Bet Your Life  
NBC-TV

**MAYER, KEN**  
Space Patrol  
ABC-TV

**MacALISTER, PAUL**  
Home  
NBC-TV

**MacDONALD, ROBERTA**  
The Paul Dixon Show  
DuMont

**MacLAUGHLIN, DON**  
Road of Life, Counterspy  
CBS-TV; Mutual

**MAYER, KEN**  
B. June 25, San Francisco, Calif.  
Space Patrol, ABC-TV; Comedy  
Hour, Texaco-Durante Show, The  
Duke, The Soldiers, NBC-TV; Life  
with Elizabeth, Syndicated

**MEADOWS, AUDREY**  
What's Going On, Jackie Gleason  
Show  
ABC-TV, CBS-TV

**MEADOWS, JAYNE**  
What's Going On?  
ABC-TV

**MEIKLE, PAT**  
Magic Cottage  
DuMont

**MENJOU, ADOLPH**  
My Favorite Story  
NBC-TV

**MERCER, JOHNNY**  
B. Nov. 18, 1909, Savannah, Ga.  
Musical Chairs, KTTV & Syn-  
dicated; The Johnny Mercer  
Show, CBS

**LEIGH KAMMAN**

- disc jockey
- announcer
- narrator

**PATRICIA McGOVERN**

- singer
- lead singer
- voices

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**JACK STERLING**

"The Jack Sterling Show" — WCBS

"The Big Top" — CBS-TV

"Make Up Your Mind" — CBS



**JOE SILVER**

SU 7-5400

**ALAN  
YOUNG**

"Gentlemen Marry Brunettes"

— UA —

□ □ RADIO-TV ARTISTS □ □

- MERLIN, JAN**  
Tom Corbett, Space Cadet  
DuMont
- MERRILL, GARY**  
Justice  
NBC-TV
- MERRIMAN, RANDY**  
The Big Payoff  
CBS-TV
- MILANO, FRANK**  
Rin Tin Tin  
Mutual
- MILLAND, RAY**  
The Ray Milland Show  
CBS-TV
- MILLER, DEAN**  
December Bride  
CBS-TV
- MILLER, SID**  
Texaco Star Theatre  
NBC-TV
- MIMMS, MAVIS**  
We Love Dogs  
DuMont
- MINER, JAN**  
Lux Video Theatre, Robert Mont-  
gomery Presents, NBC-TV; This  
Is Nora Drake, Hilltop House,  
CBS
- MINTZ, ELI**  
The Goldbergs  
DuMont
- MILO, HENRY**  
Travel Talks  
WABC
- MISS FRANCES**  
(Frances R. Horwich); Ding Dong  
School, NBC-TV
- MITCHELL, THOMAS**  
B. July 11, Elizabeth, N. J.  
Mayor of the Town, Syndicated,  
Light's Diamond Jubilee, All Net-  
works; Ford Theater, NBC-TV;  
Studio One, CBS-TV
- MONTGOMERY, ELIZABETH**  
Your Lucky Strike Summer  
Theatre  
NBC-TV
- MONTGOMERY, ROBERT**  
Presents Your Lucky Strike  
Theatre. Presents the John-  
son's Wax Program  
NBC-TV
- MOORE, DEL**  
Life With Elizabeth  
DuMont
- MOORE, GARRY**  
Garry Moore Show  
CBS-TV
- MOORE, IDA**  
The RCA Victor Show star-  
ring Dennis Day  
NBC-TV
- MORGAN, HARRY**  
December Bride  
CBS-TV
- MORGAN, WESLEY**  
Life of Riley  
NBC-TV
- MORRIS, HOWARD**  
Caesar's Hour, Your Show of  
Shows, NBC-TV
- MOWBRAY, ALAN**  
Colonel Humphrey Flack  
DuMont
- MURRAY, ARTHUR**  
The Arthur Murray Party  
NBC-TV



**RAY HEATHERTON**

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and

"Luncheon at Sardi's"

Coral Records — Personal Appearances

Personal Management

**SANDY HOWARD PRODUCTIONS**

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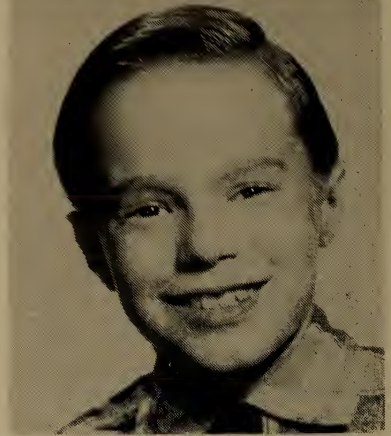


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**EARL HAMMOND**

RADIO \_\_\_\_\_ TV

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BY

HENRY C. BROWN AGCY.



**MURRAY, JAN**  
Dollar a Second, ABC-TV; Jan  
Murray Time, NBC-TV

**MURRAY, KATHRYN**  
The Arthur Murray Party  
NBC-TV

**MURRAY, KEN**  
B. July 14, 1903, New York City.  
Where Were You, Syndicated  
Film

**MYERSON, BESS**  
The Big Pay Off, CBS-TV

— N —

**NASH, OGDEN**  
Masquerade Party  
ABC-TV

**NEISEN, CLAIRE**  
Backstage Wife  
NBC

**NELSON, BARRY**  
The Hunter, My Favorite  
Husband  
NBC-TV, CBS-TV

**NELSON, HERB**  
The Guiding Light  
CBS-TV

**NELSON, JIMMY**  
Milton Berle Show, The Jimmy  
Nelson Show, NBC-TV

**NELSON, OZZIE & HARRIET**  
The Adventures of Ozzie &  
Harriet  
ABC-TV

**NETTLETON, LOIS**  
The Brighter Day  
CBS-TV

**NEWLAND, JOHN**  
The Lucky Strike Summer  
Theatre  
NBC-TV

**NICHOLSON, BOB**  
Howdy Doody  
NBC-TV

**NIVEN, DAVID**  
Four Star Playhouse  
CBS-TV

**NOBLE, LEIGHTON**  
B. Dec. 25, Pasadena, Calif.  
Bandstand Revue, KTLA

**NOEL, DICK**  
Funny Bunny  
DuMont

**NORDINE, KEN**  
B. April 13, 1922.  
Version Records

**NORTON, CLIFF**  
What's Going On, The Dave  
Garroway Show  
ABC-TV, NBC-TV

— O —

**OAKLAND, SUZANNE**  
What's Going On  
ABC-TV

**O'BRIEN, JOE**  
Sports Final  
NBC-TV

**O'CONNOR, DONALD**  
B. Aug. 28, 1925, Chicago, Ill.  
The Donald O'Connor Show, Col-  
gate Comedy Hour, NBC-TV

**O'HARA, PEGGY**  
Sense or Nonsense, Finders  
Keepers  
DuMont

**OLIVIER, SIR LAURENCE**  
Theatre Royal  
NBC

**ORRISON, JACK**  
The Plainclothesman  
DuMont

**OSBORN, LYNN**  
Space Patrol  
ABC-TV

**O'SHEA, MICHAEL**  
It's a Great Life  
NBC-TV

**O'SULLIVAN, TERRY**  
Search for Tomorrow, Omnibus,  
CBS-TV; NCAA Football, ABC-  
TV; Caesar's Hour, NBC-TV

**OWENS, JACK**  
B. 1913, The Jack Owens Show,  
ABC, KABC-TV

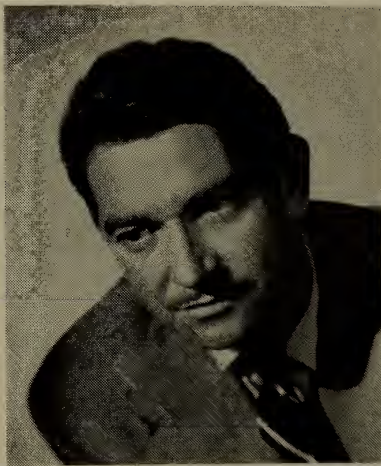
— P —

**PAAR, JACK**  
The Morning Show  
CBS-TV



**GUY LEBOW**

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Childs Restaurants  
Zonk Air Conditioners  
Zenith



**KEN MAYER**

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**NANCY CRAIG**

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WITH  
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**CLAIRE MANN**

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WABD-TV

☐ ☐ ☐ RADIO AND TELEVISION ARTISTS ☐ ☐ ☐

**PALMER, BUD**  
Sports Final  
NBC-TV

**PARKER, DEAN**  
MGM Records; Finian's Rain-  
bow; Your Show of Shows, NBC-  
TV; Arthur Godfrey and His  
Friends, Perry Como Show, CBS-  
TV

**PARKS, BERT**  
Break the Bank. Stop the  
Music  
ABC-TV

**PARNELL, DENNIS**  
Love of Life  
CBS-TV

**PAUL, LES AND  
MARY FORD**  
Perry Como Show, Omnibus, CBS;  
Red Skelton Show, Milton Berle  
Show, Nothing But the Best,  
NBC; Les Paul and Mary Ford  
Show, Mutual; Rinsø Jingle; Les  
Paul & Mary Ford at Home,  
TV Film

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PERKINS, R. MARLIN**  
Zoo Parade  
NBC-TV

**PETERSON, CLIFF**  
Breakfast Club  
ABC-TV

**PETERSON, DAN**  
Farm Quiz  
Mutual

**POLESIE, HERB**  
Twenty Questions  
DuMont

**POPE, CARMELITA**  
Down You Go  
DuMont

**POWELL, DICK**  
Four Star Playhouse  
CBS-TV

**PRICE, ROGER**  
Doodles  
NBC-TV

**RANDALL, TONY**  
Mr. Peepers  
NBC-TV

**RAYBURN, GENE**  
The Name's the Same, Today,  
Tonight  
ABC-TV, NBC-TV

**RAYE, MARTHA**  
Martha Raye Show, NBC-TV

**RAYMOND, GENE**  
Fireside Theatre, What's Go-  
ing On  
NBC-TV, ABC-TV

**REDDY, TOM**  
Journey Through Life  
DuMont

**REED, CAROL**  
Rain or Shine, WCBS-TV

**REEVES, GEORGE**  
Superman  
NBC-TV

**REINER, CARL**  
Caesar's Hour, Your Show of  
Shows, NBC-TV

**REINHART, ALICE**  
The Women in My House  
NBC

**RETTIG, TOMMY**  
Lassie  
CBS-TV

**REYNOLDS, MARJORIE**  
Life of Riley  
NBC-TV

— R —

**RABY, JOHN**  
Concerning Miss Marlowe  
NBC-TV

**RAEBURN, BRYNA**  
Gangbusters, Helen Trent, CBS;  
Big Story, Eternal Light, Barrie  
Craig, NBC; Official Detective,  
Nick Carter, Search That Never  
Ends, WOR

**RAFFETTO, MICHAEL**  
One Man's Family  
NBC

**RAINES, ELLA**  
Janet Dean, Registered Nurse  
NBC-TV



*"Miss" Sydney Smith*

"BY LINE"

WRCA's

WOMAN'S EDITOR



**RUTH ROMAN**



**PETER DONALD**



**BOB RUSSELL**

*Director-Writer-M.C.-Composer*  
of

*"Miss America Pageant" Atlantic City, N. J.*  
*"Miss Universe Pageant" Long Beach, Cal.*

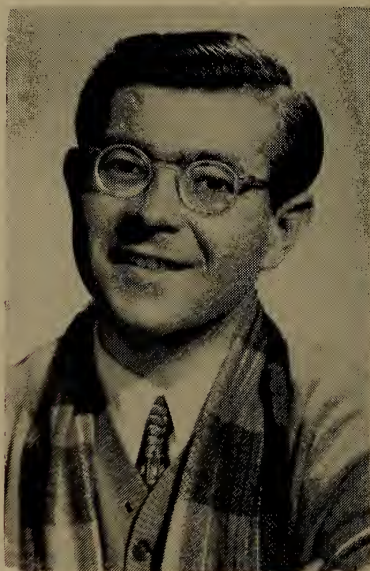
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*"Big Top"—CBS-TV "Play Marko"—WFIL-TV*  
*"Live Like a Millionaire"*



**BILLY HALOP**

*Management*

*Wm. Morris, Inc.*  
*J. W. Lauren*



**MARVIN KAPLAN**

as *"ALFRED"*

in *"MEET MILLIE"* CBS  
*Management MEYER MISHKIN*



RADIO AND TELEVISION ARTISTS



**RICHARD'S CAROL**  
The RCA Victor Show Star-  
ring Dennis Day  
NBC-TV

**RICHARDSON, SIR RALPH**  
Theatre Royal  
NBC

**RIGGS, GLENN**  
My True Story  
ABC

**RINARD, FLORENCE**  
Twenty Questions  
ABC-TV, DuMont

**ROBBINS, FRED**  
Coke Time with Eddie Fisher.  
The Big Preview, Finders  
Keepers  
NBC, NBC-TV, DuMont

**ROGERS, ROY**  
B. Nov. 5, 1905, Cincinnati, Ohio.  
Roy Rogers Show, NBC, NBC-TV

**ROMAN, RUTH**  
B. Dec. 23, Boston, Mass. Ford  
Theater, Lux Video Theater,  
NBC-TV; Lux Radio Theater,  
NBC; Red Skelton Show, CBS-  
TV

**ROMER, TOMI**  
B. Dec. 6, 1925, Yonkers, N. Y.  
Kraft Television Theatre, ABC-  
TV; Justice, NBC-TV; Red Skel-  
ton Show, CBS-TV; Second Mrs.  
Burton, CBS

**ROONEY, MICKEY**  
Hey Mulligan  
NBC-TV

**ROSS, DAVID**  
Golden Windows  
NBC-TV

**ROTH, JACK**  
Texaco Star Theatre  
NBC-TV

**ROXANNE**  
Beat the Clock  
CBS-TV

**ROY, MICHAEL**  
B. July 18, 1913, Hanaford, N. D.  
Mike Roy's Key to the Kitchen,  
KRCA, Los Angeles, Calif.

**RUGGLES, CHARLIE**  
The World of Mr. Sweeney  
NBC-TV

**RUSSELL, BOB**  
Big Top, CBS-TV; Live Like a  
Millionaire, NBC-TV

— S —

**SAFRANSKI, EDDIE,**  
QUARTET  
Wake Up Easy  
NBC

**SCHILDKRAUT, JOSEPH**  
DuMont

**SCOTT, JANET**  
Modern Romances  
NBC-TV

**SCOTT, MARTHA**  
Modern Romances  
NBC-TV

**SHARBUTT, DEL**  
B. Feb. 16, 1913, Cleburne, Tex.  
Betty White Show, NBC-TV

**SHAWN, DICK**  
Color Spectaculars  
NBC-TV

**SHEEN, BISHOP FULTON J.**  
Life Is Worth Living  
DuMont

**SHELDON, HERB**  
The Herb Sheldon Show.  
Egbert & Ummly  
NBC, NBC-TV

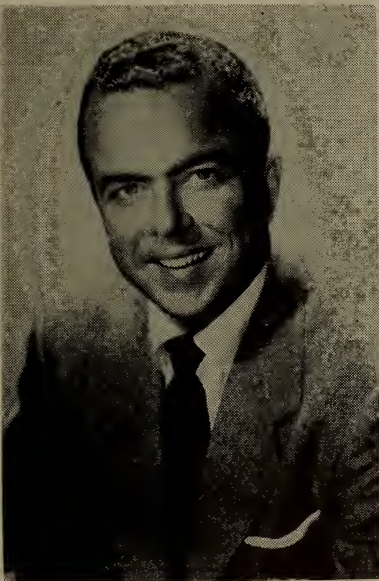
**SHRINER, HERB**  
Two for the Money  
CBS-TV

**SILVER, JOE**  
B. Sept. 28, 1922, Chicago, Ill.  
Imogene Coca Show, Red Buttons  
Show, Norby Show, The Marriage,  
NBC; Kraft Television Theatre,  
ABC


**SINATRA, FRANK**  
The Frank Sinatra Show.  
Rocky Fortune  
NBC

**SINCLAIR, DIANE**  
The Dave Garroway Show  
NBC-TV

**SKELTON, RED**  
B. July 18, Vincennes, Ind. The  
Red Skelton Show, CBS-TV; Syn-  
dicated



**JAY STEWART**  
M.C.  
"It Pays To Be Married" NBC  
"Townhall Party" KITV



**ROBERT H. HARRIS**  
LE. 2-1100

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□ □ □ RADIO AND TELEVISION ARTISTS □ □ □

**SKINNER, GEORGE**  
The George Skinner Show  
CBS-TV

**SMITH, BOB**  
Howdy Doody  
NBC-TV

**SMITH, KATE**  
The Kate Smith Hour  
NBC-TV

**SMITH, SYDNEY**  
B. April 6, New York City. By-Line, Anthology, WRCA; Home, Today, WRCA-TV; Leave It to the Girls, WABC-TV

**SMYTHE, ANTHONY**  
One Man's Family  
NBC

**SOTHERN, ANN**  
Private Secretary  
CBS-TV

**SPAULDING, KEN**  
The Dave Garroway Show  
NBC-TV

**SPIVAK, LAWRENCE E.**  
Meet the Press  
NBC, NBC-TV

**STANG, ARNOLD**  
The Name's the Same, Buick-Berle Show  
ABC-TV, NBC-TV

**STEIN, FRED**  
Life Begins at Eighty  
DuMont

**STERLING, JACK**  
The Jack Sterling Show, WCBS; The B'g Top, CBS-TV; Make Up Your Mind, CBS

**STERLING, ROBERT**  
Topper  
CBS-TV

**STEVENS, MARK**  
B. Dec. 13, Cleveland, Ohio. Big Town, Martin Kane, NBC-TV

**STEWART, JAY**  
B. 1920, Sumitville, Ind. It Pays to Be Married, NBC; Townhall Party, KTTV

**STEWART, JIMMY**  
Six Shooter  
NBC

**STODDARD, HAILA**  
The Secret Storm  
CBS-TV

**STOKEY, MIKE**  
Pantomime Quiz  
DuMont

**STORM, GALE**  
My Little Margie  
NBC-TV

**STUART, MARY**  
Search for Tomorrow  
CBS-TV

**SUDROW, LYLE**  
The Guiding Light  
CBS-TV

**SULLY, PAT**  
A Time to Live  
NBC-TV

**SWENSON, KARL**  
Lorenzo Jones, Portia Faces Life  
NBC, CBS-TV

**SWIFT, ALLEN**  
Howdy Doody  
NBC-TV

— T —

**TANDY, JESSICA**  
The Marriage  
NBC-TV

**TAYLOR, MARY LEE**  
The Mary Lee Taylor Show  
NBC

**TAYLOR, TOM**  
The Goldbergs  
DuMont

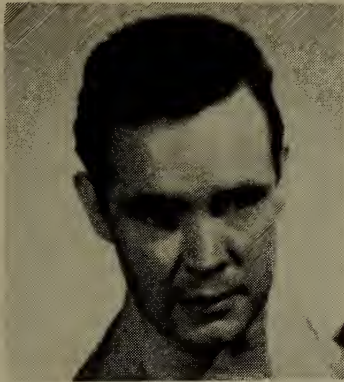
**TETLEY, WALTER**  
The Great Gildersleeve  
NBC

**THOMAS, DANNY**  
B. Jan. 6, 1914, Deerfield, Mich. Make Room for Daddy, ABC-TV

**THOMAS, FRANKIE**  
Tom Corbett, Space Cadet  
DuMont

**THORGERSEN, ED**  
Free-Lance, All networks

**THORSON, RUSSELL**  
One Man's Family  
NBC-TV



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DIRECTION MCA



*Ken Nordine*

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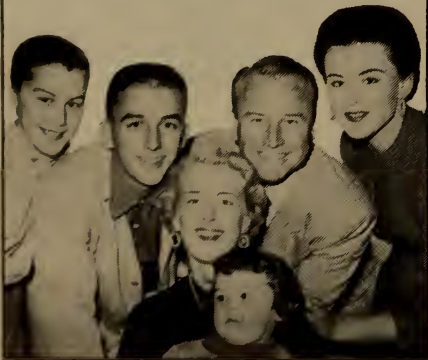


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RADIO AND TELEVISION ARTISTS



**TILLSTROM, BURR**  
Kukla, Fran & Ollie  
ABC-TV

**TOOMEY, REGIS**  
The Mickey Rooney Show  
NBC-TV

**TRIPP, PAUL**  
On the Carusel  
CBS-TV

**TULY, TOM**  
The Line Up  
CBS-TV

**TYLER, JANET**  
The Weather Girl  
DuMont

— V —

**VALENTINE, GRACE**  
Stella Dallas  
NBC

**VanDEVENTER, FRED**  
Twenty Questions  
ABC-TV, DuMont

**VERDUGO, ELENA**  
Meet Millie  
CBS-TV

**VON ELTZ, THEODOR**  
One Man's Family  
NBC

**VON ZELL, HARRY**  
B. July 11, Indianapolis, Ind.  
Burns & Allen, CBS-TV; The  
Jimmy Durante Show, The Don-  
ald O'Connor Show, NBC-TV

— W —

**WALL, LUCILLE**  
Lorenzo Jones  
NBC

**WARNER, GERTRUDE**  
Whispering Streets  
ABC

**WEBB, JACK**  
Draagnet  
NBC-TV

**WEBER, KARL**  
Dr. Six Gun  
NBC

**WEBSTER, CHUCK**  
Squad Room  
Mutual

**WENDELL, BILL**  
Mr. Adventure  
DuMont

**WEVER, NED**  
Young Widder Brown  
NBC

**WHITE, BETTY**  
The Betty White Show, Life  
With Elizabeth  
NBC-TV, DuMont

**WHITFIELD, ANNE**  
One Man's Family  
NBC-TV

**WINCHELL, PAUL**  
The Paul Winchell Show  
NBC-TV

**WINCHELL, WALTER**  
ABC-TV

**WILLIAMS, FLORENCE**  
Front Page Farrell  
NBC

**WILLIS, RICHARD**  
B. March 9, 1908, Baltimore, Md.  
Here's Looking at You, NBC

**WOOD, PEGGY**  
Mama  
CBS-TV

**WRAGGE, BETTY**  
Pepper Young's Family  
NBC

**WYATT, JANE**  
Father Knows Best  
CBS-TV

— Y —

**YOUNG, ALAN**  
B. Nov. 19, North Shield, North-  
umberland, England, Saturday  
Night Revue, NBC-TV

**YOUNG, LORETTA**  
The Loretta Young Show  
NBC-TV

**YOUNG, ROBERT**  
Father Knows Best  
NBC-TV

— Z —

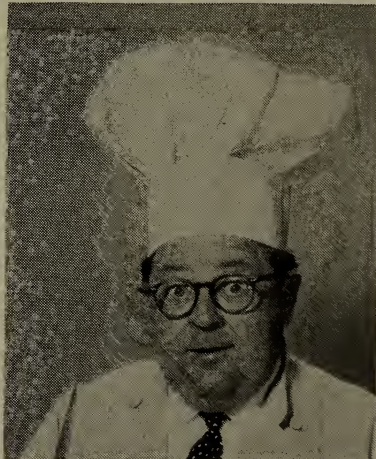
**ZUCKERT, BILL**  
Squad Room  
Mutual

THOSE WHO KNOW  
FAMOUS BRANDS . . .

KNOW THE MOST  
FAMOUS BRAND  
IN NEWS IS

AP

Your Blue-Eyed Boy, Rugged  
**MICHAEL ROY\***



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MERRILL**

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# VOCAL ARTISTS

## RADIO AND TELEVISION

—their work during 1954



### — A —

**ALBRECHT, PEGGY**  
WBNS-TV, Columbus, Ohio

**AARON, ALLEN**  
Songs of the Soil  
KWED, Seguin, Texas

**ALLEN, FRED**  
Songs for You  
WTRP, LaGrange, Ga.

**ANDERSON, PAUL**  
WJTN, Jamestown, N. Y.

**ANTHONY, MARK**  
WTVN-TV, Columbus, Ohio

**APPLEWHITE, CHARLIE**  
The Buick-Berle Show  
NBC-TV

**ARCHER, GENE**  
WRC, Washington, D. C.

**ARDEN, JAN**  
Robert Q. Lewis Show  
CBS-TV

**ARMPFIELD, MARGARET**  
Jaybird Hour  
WEZB, Birmingham, Ala.

**ARMS, RUSSELL**  
Your Hit Parade  
NBC-TV

**ARMSTRONG, CAROL JEAN**  
Request From Home  
KHOL-TV, Kearney, Nebr.

**ARNOLD, EDDY**  
Out on the Farm  
NBC-TV

**ARSDALE, EILEEN VAN**  
Beantown Varieties  
WFEL, Boston, Mass.

**ARTHUR, GEORGE**  
WHOW, Clinton, Ill.

**ARTHUR, MAUREEN**  
KWK-TV, St. Louis, Mo.

**ASHBY, ALVAN**  
Toast 'n Coffee  
WGBF, Evansville, Ind.

**ATCHER, BOB**  
B. May 11, 1914, Hardin County,  
Ky. Meadow Gold Ranch, WBKB-  
TV; National Barn Dance, WLS;  
Singing A Ranch, Best of the  
West, Playtime, WGN-TV; Fault-  
less Starch Time, NBC

**ATKINSON, GENE**  
Starlight Serenade  
WRUF, Gainesville, Fla.

**ATTER, VIRGINIA**  
WMBR, Jacksonville, Fla.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

**AUSTIN, JO**  
KELO, KELO-TV, Sioux Falls,  
S. Dak.

**AYASH, GEORGE**  
Dreamtime  
WLSE, Wallace, N. C.

**AYERS, MASON**  
WNRV, Narrows, Va.

**AZALEA TRIO**  
Beantown Varieties  
WEEL, Boston, Mass.

— B —

**BABBITT, HARRY**  
KNX, Los Angeles, Calif.

**BAILEY, LIZ**  
KWBU, Corpus Christi, Texas

**BALDWIN, BILL**  
Stumpus Boys  
KSO, Des Moines, Iowa

**BALDWIN, PATTY**  
KPTV, Portland, Ore.

**BARBERSHOPPERS**  
KVCV, Redding, Calif.

**BARFIELD, WARREN**  
WPTF, Raleigh, N. C.

**BARKER, ROD**  
KOIN-TV, Lincoln, Nebr.

**BARNES, PAT**  
WMFD, Wilmington, N. C.

**BARLOW, JERRY**  
KLOU, Lake Charles, La.

**BARRY SISTERS,  
MERNA AND  
CLAIRE**  
Colgate Comedy Hour, Red Skel-  
ton Show, Steve Allen Show,  
Buick-Berle Show, NBC-TV; Red  
Buttons Show, CBS-TV; Gloom  
Dodgers, WMGM

**BEACON LIGHT SINGERS**  
KNAL, Victoria, Texas

**BEERS, BOBBY**  
KFEL-TV, Denver, Colo.

**BENNETT, SUE**  
WBZ-TV, Boston, Mass.

**BERGEN, POLLY**  
Your Hit Parade  
NBC-TV

**BEVERLY, ELAINE**  
WDTV, Pittsburgh, Pa.

**BLACKWOOD BROTHERS**  
WMP5, Memphis, Tenn.

**BLAKE, LOREN**  
WFIE-TV, Evansville, Ind.

**BLAND, ARTIE**  
KWBU, Corpus Christi, Texas

**BOBCATS**  
The Bob Crosby Show  
CBS-TV

**BOEHM, WILLIAM**  
Chicago Theater of the Air  
Mutual

**BOUCH, LOUIS**  
Name the Song  
WMTG, Vancleve, Ky.

**BRAY, ALGER**  
WHBF-TV, Rock Island, Ill.

**BRAUN, BOB**  
WCPO, Cincinnati, Ohio

**BREES, BUD**  
WPEN, Philadelphia, Pa.

**BRENO, MARILYN**  
KCEB-TV, Tulsa, Okla.

**BRIGHT, WELDON**  
KGNC-TV, Amarillo, Tex.

**BROCKMAN, ROY**  
WLBK, Lebanon, Ky.

**BRONSON, MARILYN**  
KTBC-TV, Austin, Texas

**BROOKS, JACK**  
WLAP, Lexington, Ky.

**BROOKS, MAGGIE**  
WDSU-TV, New Orleans, La.

**BROWN, ART**  
KOVR, Stockton, Calif.

**BROWN, DOTTIE**  
Doin' the Town  
KSL-TV, Salt Lake City, Utah

**BRYAN, BETTY**  
"A Guy, A Gal and A Song"  
WIND, Chicago, Ill.

**BUCHANAN, DEAN**  
Doin' the Town  
KSL-TV, Salt Lake City, Utah

**BUFE, WADE**  
Starlight Serenade  
WRUF, Gainesville, Fla.

### — C —

**CAHILL, BOB**  
WOW, Omaha, Nebr.

**CALHOUN, ROBERT**  
WGVJ, Greenville, S. C.

**CAMERON, BARBARA**  
WKRC, Cincinnati, Ohio

**CAMPBELL, PEGGY HANEY**  
KECK, Odessa, Texas

**CAMPO, PUPPI**  
Morning Show  
CBS-TV

**CAPL, JO**  
WCMB-TV, Harrisburg, Pa.

**CAPO, BOBBY**  
WAPA-TV, San Juan, P. R.

**CARAGHER, JIMMY**  
Morning Call  
WMBD, Peoria, Ill.

**CARLSON, BABE**  
KDIX, Dickinson, N. Dak.

**CARLSON, BOB**  
KDIX, Dickinson, N. Dak.

**CARR, NANCY**  
Chicago Theater of the Air  
Mutual

**CARSON, ANN**  
WLW-A, Atlanta, Ga.

**CARSON, KEN**  
Gary Moore Show  
CBS-TV

**CARTER, JEFF**  
WHIO-TV, Dayton, Ohio

**CASEY, CLAUDE**  
WFBC-TV, Greenville, S. C.

**CAYANAUGH, RUTH**  
WLSE, Wallace, N. C.

**CHAMBERS, MADELAINE**  
Chicago Theater of the Air  
Mutual

**CHAMBERS, SUE**  
WSAZ-TV, Huntington, W.  
Va.

**CHANDLER, MARLINE**  
WTTV, Bloomington, Ind.

**CHORDETTES, THE**  
Robert Q. Lewis Show  
CBS-TV

**CLARK, AL**  
KOTA, Rapid City, S. Dak.

**CLARK, BECKY**  
Golden Music  
WESB, Bradford, Pa.

**CLAYTON, NORMAN**  
WHBF, WHBF-TV, Rock  
Island, Ill.

**CLITES, MINOR**  
KJAY, Topeka, Kans.

**CLOONEY, BETTY**  
Morning Show  
CBS-TV

**CLOUTIER, DICK**  
WVOR-TV, Worcester, Mass.

**COBIA, VIRGIL**  
KXJB-TV, Valley City, N. D.

**COLE, LYNN**  
Sunrise Serenade  
KPCR, Houston, Texas

**COLLINS, DOROTHY**  
Your Hit Parade  
NBC-TV

**COMO, PERRY**  
Perry Como Show, CBS-TV, CBS

**CONLEY, JAMES**  
Lawrence County Ramblers  
WIRO, Ironton, Ohio

**CONNOLLY, JOHN**  
WWJ-TV, Detroit, Mich.

**COOK, JOE**  
Smile Awhile  
KGGF, Coffeyville, Kans.

**COOK, LOIS**  
Smile Awhile  
KGGF, Coffeyville, Kans.

**COREY, JILL**  
The Dave Garroway Show  
NBC-TV

**COURY, ROSELLE**  
Peek's Party Room  
WCOU, Lewiston, Me.

**COX, BETTY**  
B. Jan. 23, George Skinner Show,  
Look Up and Live, Arthur God-  
frey and His Friends, Broadway  
to Hollywood, CBS-TV; Music in  
the Air, On A Sunday Afternoon,  
CBS; Song for Sweethearts, Co-  
lumbia Records

**COX, BOB**  
WMAZ-TV, Macon, Ga.

**CRANE, DICK**  
KNEA, Jonesboro, Ark.

**CROFFORD, CLIFF**  
KBAK-TV, Bakersfield, Calif.

**CROSBY, BOB**  
Bob Crosby Show  
CBS-TV

**CROSBIE, PHIL**  
Hymn Time  
KHQ, Spokane, Wash.

**CROWL, AIMA**  
WESA, Charleroi, Pa.

**CULLEN, STEVE**  
The Country Gentleman  
WPCF, Panama City, Fla.

**CULVER, RANDY**  
Twenty Fingers  
WEWS, Cleveland, Ohio

— D —  
**DALE, VIVIEN**

Teen Timers  
KVTU, Sioux City, Iowa

**DANE, JEFF**  
WTAR-TV, Norfolk, Va.

**DANA, JOE**  
Sing the Favorites  
ROY, Phoenix, Ariz.

**DAVIS, JANETTE**  
Arthur Godfrey Time, Arthur  
Godfrey & His Friends  
CBS-TV

**DAVIS, SHELBY**  
Florida Calling  
Mutual

**DAWN, MARION**  
WFBR, Baltimore, Md.

**DAYE, MARILYN**  
WLW-C, Columbus, Ohio

**DEAN, BILLY**  
Missouri Valley Barn Dance  
WNAX, Yankton, S. Dak.

**DEAN, JIMMIE**  
Town and Country Time  
WARL, Arlington, Va.

**DEAN, LARRY**  
WLSD, Big Stone Gap, Va.

**DeCAMP, ARDEEN**  
KCBS, San Francisco, Calif.

**DELANEY, DEE**  
WAPO, Chattanooga, Tenn.

**DELON, JACK**  
Chicago Theater of the Air  
Mutual

**DeLUCIA, CAMILLO**  
WSTV, WSTV-TV, Steuben-  
ville, Ohio

**DENNIS, CLARK**  
The Bob Smith Show  
NBC-TV

**DESMOND, JOHNNY**  
Breakfast Club  
ABC-TV

**DOLAN, JIMMIE**  
KTVW, Tacoma, Wash.

**DRESSLAR, LEN**  
In Town Tonight  
WBBM-TV, Chicago, Ill.

— E —

**EDWARDS, JOAN**  
WCBS, New York, N. Y.

**ELLIS, PEGGY ANN**  
Just Easy  
ABC

**ELLZEY, JEAN**  
KTBS, Shreveport, La.

**EMERY, RUSS**  
WJAR-TV, Providence, R. I.

**EPPELSON, CHARLES**  
WDEF-TV, Chattanooga,  
Tenn.

**ERICKSON, HELENE**  
Lyrico-Spinto Soprano, Opera,  
Concert, Radio, TV

**ESCORTS, THE**  
WIP, Philadelphia, Pa.

**ESTES, DON**  
KPRC, Houston, Texas

**EVANS, RAY**  
Florida Calling  
Mutual

**EVERESTT, ROY**  
Seabeat  
KCBQ, San Diego, Calif.

— F —

**FARENGA, MARY**  
KBTV, Denver, Colo.

**FERNANDEZ, ROSITA**  
KCOR, San Antonio, Tex.

**FERNGAL, NANCY**  
KDKA-TV, Pittsburgh, Pa.

**FINCH, JACK**  
KTVU, Stockton, Calif.

**FISHER, EDDIE**  
B. Aug. 10, 1928, Philadelphia,  
Pa. Coke Time Starring Eddie  
Fisher, NBC-TV; MBS



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**HELENE W. ERICKSON**  
LYRICO-SPINTO SOPRANO  
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**FITCH, MARCIE**  
KGIN, Glenwood Springs, Colo.

**FOOTE, BRUCE**  
Chicago Theater of the Air Mutual

**FOSTER, FRANCES**  
WLW, Cincinnati, Ohio

**FOWLER, BETTY**  
KATV, Pine Bluff, Ark.

**FRANKLIN, DON**  
WHBQ-TV, Memphis, Tenn.

**FRANKLIN, JOE**  
Midday Merry-Go-Round  
WNOX, Knoxville, Tenn.

**FRIAR, CHARLES**  
WIST, Charlotte, N. C.

**FRITTS, ALICE**  
WNNJ, Newton, N. J.

**FROMAN, JANE**  
Jane Froman Show  
CBS-TV

**FULLER, DIANNE**  
WDAK, Columbus, Ga.

**FULLER, PHYLLIS**  
WSLB, Ogdensburg, N. Y.

**FURTADO, TOMMY**  
Dancing Party, ABC; George Skinner Show, CBS-TV

— G —

**GAFFIGAN, ANNE**  
WICS, Springfield, Ill.

**GARNAND, CARL**  
KNED, McAlester, Okla.

**GARRI, NICK**  
WCAU, Philadelphia, Pa.

**GATESS, SAMMY**  
Revival Time  
WPAD, Paducah, Ky.

**GEORGE, HELEN**  
Chicago Theater of the Air Mutual

**GIBSON, DON**  
Midday Merry-Go-Round  
WNOX, Knoxville, Tenn.

**GRAHAM, SCOTTY**  
KWHP, Cushing, Okla.

**GRANT, HAL**  
WDBJ, Roanoke, Va.

**GREGSON, JACK**  
Just Easy  
ABC

**GRISE, TONY**  
Mr. Nobody  
WCCO, Minneapolis, Minn.

**GROVE, BETTY ANN**  
The Big Payoff  
CBS-TV

**GORDON, JEAN**  
KTVQ, Oklahoma City, Okla.

**GORDON, REV. I. H.**  
Golden Gospel Hour  
WMRY, New Orleans, La.

**GORME, EYDIE**  
The Steve Allen Show  
NBC-TV

**GOSDIN, FAMILY**  
WVOK, Birmingham, Ala.

— H —

**HAGGART, BUD**  
The Blues Chasers  
WFDF, Flint, Mich.

**HAGLER, DORRIS**  
WBTV, Charlotte, N. C.

**HALELOKE**  
Arthur Godfrey Time, Arthur Godfrey & Hi's Friends  
CBS-TV

**HAMILTON, DAVE**  
WLW, WLW-T, Cincinnati, O.

**HAMMETT, BILLY**  
WKIK, Leonardtown, Md.

**HAMMOND, PATTY**  
WSYR, WSYR-TV, Syracuse, N. Y.

**HANDY, LES**  
KRDL, Dallas, Tex.

**HANNA, PHIL**  
Bride and Groom  
NBC-TV

**HANSEN, TED**  
KGTV, Des Moines, Iowa

**HANSON, BURT**  
WCCO, Minneapolis, Minn.

**HAPPY RHYTHM QUARTET**  
WLET, Toccoa, Ga.

**HARMER, SHIRLEY**  
The Dave Garroway Show  
NBC-TV

**HARMONY BOYS**  
WNOK-TV, Columbia, S. C.

**HARMONY BOYS, THE**  
WRAC, Racine, Wisc.

**HASKELL, JACK**  
The Dave Garroway Show  
NBC-TV

**HAY, JAMES**  
KMOX, St. Louis, Mo.

**HAYMES, BOB**  
Melody in the Night  
WCBS, New York, N. Y.

**HENDRICK, GLADYS**  
Words and Music  
KWAL, Wallace, Idaho

**HENSEN, HERB**  
KERO-TV, Bakersfield, Calif.

**HILTS, JACK**  
WVHG, Hornell, N. Y.

**HOLLOMAN, GLORIA**  
WDEF-TV, Chattanooga, Tenn.

**HOUSER, RAY**  
Take It Easy Time  
WTON, Staunton, Va.

**HUFFMAN, HELEN**  
Melody Time  
KJAN, Atlantic, Iowa

**HUFFMAN, JULE**  
WSAZ-TV, Huntington, W. V.

**HUGGLER, LYLE**  
Blue Mountain Boy  
WKBI, St. Marys, Pa.

**HULL, JUANITA**  
"Ruby Valentine"  
WBMS, Boston, Mass.

**HYDE, DICK**  
WABC-TV, New York, N. Y.

— I —

**IDEN, JOAN**  
Mr. Nobody  
WCCO, Minneapolis, Minn.

— J —

**JACKSON, EVE**  
WEDO, McKeesport, Pa.

**JAKE, COWBOY**  
The Carson Show  
WBV, Belleville, Ill.

**JAMES, REGGIE**  
WCMB-TV, Harrisburg, Pa.

**JENKINS, POLLY**  
WKTU, Utica, N. Y.

**JETER, LEE**  
KSTV, Stephenville, Texas

**JOBERT, CAVEL**  
WKNB-TV, New Britain, Conn.

**JOHNS, ROGER**  
KALB, Alexandria, La.

**JOHNSON, CLIFF**  
WSPD-TV, Toledo, Ohio

**JOHNSON, JUDY**  
Your Show of Shows  
NBC-TV

**JOHNSON, POLLY**  
KOTA Country Store  
KOTA, Rapid City, S. Dak.

**JONES, ALAN**  
WFAA-TV, Dallas, Tex.

**JONES, HERBIE**  
Town and Country Time  
WARL, Arlington, Va.

**JORDAN, DIXIE BOY**  
KWFT, Wichita Falls, Texas

**JORDAN, FRANK**  
WFKY, Frankfort, Ky.

— K —

**KASTNER, DON**  
KDIX, Dickinson, N. Dak.

**KASTNER, GENE**  
KDIX, Dickinson, N. Dak.

**KELLY, BUDDY**  
Songs of the West  
KSUN, Bisbee, Ariz.

**KELLY, JUDITH**  
Stars Over Fall River  
WALE, Fall River, Mass.

**KENDALL, FRED**  
Guest House  
WJR, Detroit, Mich.

**KERN, GENETA**  
WKBV, Richmond, Ind.

**KIBBLE, FRANCES**  
WDEF-TV, Chattanooga, Tenn.

**KIMBROUGH, KYLE**  
Bright and Blue  
WIND, Chicago, Ill.

**KING, WALTER WOOLF**  
Walter Woolf King Show  
WABD, New York

**KINSEY, CURLY**  
HH Roundup  
WGTA, Summerville, Ga.

**KIRBY, TED**  
WFFA, Fort Payne, Ala.

**KIRBY, PAT**  
WCAU, Philadelphia, Pa.

**KNORR, JOHNNY**  
Snore with Knorr  
WKBI, St. Marys, Pa.

**KRALL, BARBARA**  
WSPD-TV, Toledo, Ohio

— L —

**LaFONTAINE, HENRY**  
WICH, Norwich, Conn.

**LAINE, FRANKIE**  
B. March 30, Chicago, Ill.  
Frankie Laine Show, Syndicated;  
Columbia Pictures, Columbia Records

**LANE, FRANCEY**  
The Morey Amsterdam Show  
NBC-TV; WABC-TV

**LANG, GRACE**  
WWOR-TV, Worcester, Mass.

**LANGLEY, WINNIE RUTH**  
Songs for You  
WTRP, LaGrange, Ga.

**LANSON, SNOOKY**  
Your Hit Parade  
NBC-TV

**LATULLIPE, DON**  
WJDA, Quincy, Mass.

**LAWRENCE, STEVE**  
The Steve Allen Show  
NBC-TV

**LAWWILL, MARVIN**  
KOTV, Tulsa, Okla.

**LEACH, BILLY**  
WBBM, Chicago, Ill.

**LEASE, GUS**  
KSJO, San Jose, Calif.

**LEE, JANET**  
WNOP, Newport, Ky.

**LeMASTER, MARY JANE**  
Morning Call  
WMBD, Peoria, Ill.

**LEVERTON, BUCK**  
Dinner Roundup  
WHVF, Wausau, Wis.

**LEWIS, DON**  
KCLV, Clovis, N. Mex.

**LEWIS, MONICA**  
The Monica Lewis Show, WABC

**LEWIS, NANCY**  
WFIL-TV, Philadelphia, Pa.

**LINDSEY, MORT, TRIO**  
George Skinner Show  
CBS-TV

**LINN, ROBERTA**  
KNX, Los Angeles, Calif.

**LLOYD, JACK**  
KNIM, Maryville, Mo.

**LOGAN, BARBARA**  
KUTV, Salt Lake City, Utah

**LONDON, BOB**  
After Hours  
WPEN, Philadelphia, Pa.

**LOE, DENISE**  
Garry Moore Show  
CBS-TV

**LORD, CINDY**  
WBZ-TV, Boston, Mass.

**LOU, MARTHA**  
ABC

**LOUVIN BROTHERS**  
WVOK, Birmingham, Ala.

**LOVELL, MARILYNN**  
WLW-D, Dayton, Ohio

**LUKE, LARRY**  
The Duke of Song  
WEZB, Birmingham, Ala.

**LYNCH QUARTET**  
KTJS, Hobart, Okla.

**LYNN, JACKIE**  
Morning Bandwagon  
WTAM, Cleveland, Ohio

— **Mc** —

**McCLARNEY, PAT**  
KTBC-TV, Austin, Tex.

**McCLELLAN, GENE**  
Stylings  
WPMP, Pascagoula, Miss.

**McCORMICK, LLOYD**  
WHIN, Gallatin, Tenn.

**McCOY, MARY**  
KMCO, Conroe, Texas

**McDONALD, BILL**  
Melody Time  
WLMJ, Jackson, Ohio

**McGOVERN, PATRICIA**

Coke Time Starring Eddie Fisher,  
NBC-TV; Summertime, U.S.A..  
CBS-TV; Honey Dreamers

**McGRAW, BILL**  
Join the Gang  
KGO-TV, San Francisco, Calif.

**McGUIRE SISTERS, THE**  
Arthur Godfrey Time, Arthur  
Godfrey & His Friends  
CBS-TV

**McNTIRE, FRAN**  
WSTP, Salisbury, N. C.

**McKAY, RENEE**  
Guest House  
WJR, Detroit, Mich.

**McMULLEN, JIMMY**  
KLIX-TV, Twin Falls, Idaho

**McNETT, BOB**  
WLYC Jamboree  
WLYC, Williamsport, Pa.

**McNETT, DEAN**  
WLYC Jamboree  
WLYC, Williamsport, Pa.

**McRITCHIE, BARBARA**  
KGO-TV, San Francisco, Calif.

**McVAY, KIMO**  
WVEC, WVEC-TV, Hampton-  
Norfolk, Va.

— **M** —

**MACK, DOTTIE**  
The Dottie Mack Show  
ABC-TV

**MACK, DOTTY**  
WCPO-TV, Cincinnati, Ohio

**MacKENZIE, GISELE**  
Your Hit Parade  
NBC-TV

**MacRAE, GORDON**  
The Railroad Hour, Colgate  
Comedy Hour  
NBC, NBC-TV

**MAIN, EVERETT**  
KLIX-TV, Twin Falls, Idaho

**MALONEY, ANNIE**  
WOW Calling  
WOW, Omaha, Nebr.

**MALOOF, JIMMY**  
WEEK, Poorla, Ill.

**MARCELL, MARVIN**  
WTTY, Bloomington, Ind.

**MARINERS, THE**  
Arthur Godfrey Time, Arthur  
Godfrey & His Friends  
CBS-TV

**MARLOWE, MARION**  
Arthur Godfrey Time, Arthur  
Godfrey & His Friends  
CBS-TV

**MARSHALL, CHARLEY**  
KFBK, Sacramento, Calif.

**MARSHALL, PAT**  
Tonight  
NBC-TV

**MARTIN, GEORGE**  
WOKE, Alton, Ill.

**MARTIN, JEAN**  
B. Dec. 6, 1926, Cisco, Tex.  
Show Case, The Jean Martin  
Show, WNBT

**MARTIN, TONY**  
The Tony Martin Show  
NBC-TV

**MASON, LEE**  
Date Book  
WCSH, Portland, Me.

**MASSEY, ILONA**  
WABD, New York, N. Y.

**MASSEY, VERA**  
WDSU-TV, New Orleans, La.

**MATEO, BELA Y.**  
Continental Music  
KCOR, San Antonio, Texas

**MATHEWS, IRENE**  
Carousel  
WABT, Birmingham, Ala.

**MAYS, ZILLA**  
Mystery Girl Show  
WAOK, Atlanta, Ga.

**MENNING, WALLY**  
KWRO, Coquille, Ore.



**JIMMY WAKELY**

**MERRILL, ROBERT**

RCA Victor Records, Metropolitan Opera

**MILLS, BOB**

Thy Neighbor's Voice

ABC

**MILLS, VICKIE**

Name That Tune

CBS-TV

**MILNE, NANCY**

WDBJ, Roanoke, Va.

**MIZE, BILLY**

Chuck Wagon Time

KBKAT-TV, Bakersfield, Calif.

**MODERNAIRES**

Bob Crosby Show

CBS-TV

**MOLASKEY, ED**

KODI, Cody, Wyo.

**MONTANA, TEX**

WSLB, Ogdenburg, N. Y.

**MOORE, BUD**

WLW-A, Atlanta, Ga.

**MOORE, HARRIET**

WHO, WHO-TV, Des Moines, Iowa

**MOREHEAD, TOM**

Musical Cloak

KTRH, Houston, Texas

**MORGAN, J. P.**

Robert Q. Lewis Show

CBS-TV

**MYERS, ELIZABETH**

Ramblings

WPMP, Pascagoula, Miss.

— N —

**NELSON, BILL**

KYAK, Yakima, Wash.

**NELSON, JIMMY**

Come Closer

ABC-TV

**NELSON, MARILYN**

KBTV, Denver, Colo.

**NW, AUDRE**

WLW-D, Dayton, Ohio

**NOONAN, STAN**

KCBS, San Francisco, Calif.

**NOVELAIRES**

Music in the Morning

WISR, Butler, Pa.

— O —

**O'BRIAN, JOAN**

Bob Crosby Show

CBS-TV

**O'BRIEN, MARY LOU**

Street of Dreams

KENT, Shreveport, La.

**O'HEREN, RICHARD**

WPK, Cleveland, Ohio

**OLSEN, PENNY**

Johnny Olsen Show

Mutual

**OLVIS, WILLIAM**

Chicago Theater of the Air

Mutual

**ORTIZ TRIO**

KGGM-TV, Albuquerque, N. Mex.

**OSBORNE, BETTY**

KDUB-TV, Lubbock, Tex.

**OST, SHIRLEY JEANNE**

WJHP-TV, Jacksonville, Fla.

**OSTROM, BERNIE**

Minnesota Woodchopper

KVOX, Moorhead, Minn.

**OWENS, HOMER**

WBBB, Burlington, N. C.

**OWENS, JIM**

WVMI, Biloxi, Miss.

— P —

**PALMER, JANIE**

WWJ-TV, Detroit, Mich.

**PALMER, SANNEE**

4-C Showcase

KSCV, Richfield, Utah

**PARCHMAN, EARLE**

WJIM, Lansing, Mich.

**PARKER, FREDNA**

KMOX, St. Louis, Mo.

**PARKER, MARION**

KATV, Pine Bluff, Ark.

**PARKER, RANDALL**

KCID, Caldwell, Idaho

**PARR, HAROLD**

KBK, Bakersfield, Calif.

**PAYNE, LOU**

WLBT, Jackson, Miss.

**PEARSON, JEANNIE**

KFBI, Wichita, Kans.

**PEARSON, PATRICIA**

Carousel

WABT, Birmingham, Ala.

**PERINE, CARROL**

KYUM, Yuma, Ariz.

**PETERSON, PATSY**

KOTV, Tulsa, Okla.

**PHILIPS, DUB**

Charleston Hoedown

WHAN, Charleston, S. C.

**PIAZZA, MARGUERITE**

Your Show of Shows

NBC-TV

**PICKENS, JANE**

NBC Network, RCA Victor Records

**PIERSON, JEANNIE**

KFBI, Wichita, Kans.

**PIRNIE, DON**

The Little Show

WWLP, Springfield, Mass.

**PLAYBOYS, VIRGINIA**

WLS, Big Stone Gap, Va.

**POESE, GIL**

KNM, Maryville, Mo.

**POLERI, DAVID**

Chicago Theater of the Air

Mutual

— R —

**RAINE, NORMA**

KCBD-TV, Lubbock, Tex.

**RAINWATER, DEMPSEY**

WMAZ-TV, Macon, Ga.

**RAND, ELLS**

WJDA, Quincy, Mass.

**RAND, MILLIE**

WJDA, Quincy, Mass.

**RANCH GIRLS**

Missouri Valley Barn Dance

WNAX, Yankton, S. Dak.

**RAYE, RUTH**

WTAR-TV, Norfolk, Va.

**RETTIG, BARBARA**

WHIO-TV, Dayton, Ohio

**RHODES, HORTENSE**

Rub 'n Scrub Music Club

WFOV, Wellston, Ohio

**RHYTHM RASCALS, THE**

WKIK, Leonardtown, Md.

**RICHMOND, BOB**

Marlingares

WREN, Topeka, Kans.

**ROSS, LANNY**

WCBS, New York, N. Y.

**ROYALLAIRES**

WVMC, Mt. Carmel, Ill.

**ROZELLE, BETTY**

WDAK-TV, Columbus, Ga.

**RUSSELL, JACK**

Your Show of Shows

NBC-TV

— S —

**SARGENT, MICHAEL**

WBIW, Bedford, Ind.

**SASSANO, IONE**

KCEB-TV, Tulsa, Okla.

**SCHACKNER, CATHY**

WERI, Westerly, R. I.

**SCHULTZ, EARLINE**

Songs of the West

KBOL, Boulder, Colo.

**SCOTT, BOB**

The Tenor Who Sings with the Records

KPOL, Los Angeles, Calif.

**SCOTT, PAT**

WBBM, Chicago, Ill.

**SELF, JIMMY DEAN**

KICA, Clovis, N. Mex.

**SILASTONES, THE**

KVCV, Redding, Calif.

**SIETTERLY, SISTERS**

WHO, Des Moines, Iowa

**SHORE, DINAH**

The Dinah Shore Show

NBC, NBC-TV

**SIMMS, LU ANN**

Arthur Godfrey Time, Arthur Godfrey & His Friends

CBS-TV

**STAFFORD, JO**

Jo Stafford Show

CBS-TV

**STEPHENS, GINNY**

WCAU, Philadelphia, Pa.

**STEVENS, GARY**

TV Showcase

WRGB, Schenectady, N. Y.

**STRAETER, TED**

The Ted Straeter Show

WABD, New York

— T —

**TALLEY, JOHN**

Melody Mountain Boys

WYVE, Wytheville, Va.

**TATE, MERELYN**

WBBM-TV, Chicago, Ill.

**TAYLOR, JIMMY**

WLB, Lebanon, Ky.

**TAYLOR, MORRIS**

Sierra Melody Gang

KHSL-TV, Chico, Calif.

— V —

**VALENTINO, BARRY**

ABC

**VALLI, JUNE**

Close Up

WNBQ, Chicago, Ill.

— W —

**WAAFIN, KEN**

Rhythm Ranch

WPNX, Phenix City, Ala.

**WAGONER, PORTER**

KWTO, Springfield, Mo.

**WAKELY, JIMMY**

The Jimmy Wakely Show, CBS;

Coral Records

**WALL, ARTHUR**

Musical Roundup

WKRT, Cortland, N. Y.

**WALIS, VIVIAN**

KFDA-TV, Amarillo, Tex.

**WALSH, FRAN**

WSYR-TV, Syracuse, N. Y.

**WAY, ADELAIDE VAN**

WFNF, Brevard, N. C.

**WEBB, HELEN**

WKY, WKY-TV, Oklahoma City, Okla.

**WEINBURG, BETSEY**

WCOS-TV, Columbia, S. C.

**WEISS, DICK**

The Minute Man

WFDP, Flint, Mich.

**WELLS, CARL**

WGAP, Maryville, Tenn.

**WEST, JIMMY**

Songs You Like Best

WNOW, York, Pa.

**WEST, TED**

Hitching Post

KKTV, Colorado Springs, Colo.

**WHITE, DON**

KIMA-TV, Yakima, Wash.

— Z —

**ZIMMERS, DON**

KENS-TV, San Antonio, Tex.

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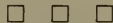
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# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1954



### — A —

**ABBOTT, JIM**  
KFDA, KFDA-TV, Amarillo, Tex.

**ACKERMAN, AL**  
Looking at Sports  
WHTC, Holland, Mich.

**ADAIR, ROBERT**  
WPMT, Portland, Me.

**ADAMS, TONY**  
WCAX, WMVT, Burlington, Vt.

**ADAMS, WESLEY**  
Sports Show  
WKRT, Cortland, N. Y.

**ADELSON, JIM**  
KXJB-TV, Valley City, N. Dak.

**AGRESTA, PHIL**  
WBT, WBTW, Charlotte, N. C.

**ALBY, WYNN**  
Sports Pictorial  
KECK, Odessa, Texas

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALDRIDGE, MAHLON**  
KFRU, Columbia, Mo.

**ALEXANDER, ALEX**  
KREO, Indio, Calif.

**ALEXANDER, CONNIE**  
Sports Call  
KCRG, Enid, Okla.

**ALEXANDER, ED**  
Gridiron Parade  
KXOX, Sweetwater, Texas

**ALLEN, HERB**  
WCKB, Dunn, N. C.

**ALLAN, STAN**  
WPAC, Patchogue, N. Y.

**ALLBRIGHT, NAT**  
Sports Highway  
WEAM, Arlington, Va.

**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.

**ALLEN, MEL**  
B. Feb. 14, 1913, Birmingham, Ala. New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV, White Owl Sports Spot, CBS-TV; Sports Daily, NBC

**ALLEN, STEVE**  
Sports Parade  
KICD, Spencer, Iowa

**ALLDAY, JIM**  
Sports Parade  
WOWL, Florence, Ala.

**ALLINGER, RALPH**  
Sports Roundup  
WIBX, Utica, N. Y.

**ALSTON, J. ROBERT**  
WKOY, Bluefield, W. Va.

**AMBROSE, JOHN V.**  
Speaking of Sports  
WTAG, Worcester, Mass.

**ANDERSON, ALLEN**  
WASA, Havre de Grace, Md.

**ANDERSON, BOB**  
KCCC-TV, Sacramento, Calif.

**ANDERSON, DOUG**  
KFYR-TV, Bismarck, N. Dak.

**ANDERSON, KIRK**  
Spotlight on Sports  
WFGM, Fitchburg, Mass.

**ANDERSON, ROGER**  
KIVA, Yuma, Ariz.

**ARBOGAST, BOB**  
WEAW, Evanston, Ill.

**ARKISON, JIM**  
Sports Beat  
WALE, Fall River, Mass.

**ARNOLD, FULTON**  
WTTM, Trenton, N. J.

**ARO, SAM**  
Giant Jottings  
WMCA, New York, N. Y.

**ARTHUR, FRANK**  
KSNB-TV, San Francisco, Calif.

**ARTHUR, HARRY**  
KNOE-TV, Monroe, La.

**ASHLEY, ERNIE**  
WOWO, Fort Wayne, Ind.

**ATWOOD, TED**  
WSOW, Saginaw, Mich.

**AUSTIN, STEVE**  
Sports Pafe  
WKID, Urbana, Ill.

**AVILA, BILL**  
KXOA, Sacramento, Calif.

**AZAR, RICK**  
Sports Program  
WHLN, Niagara Falls, N. Y.

### — B —

**BACHRACH, TOM**  
Sports Headlines  
KDHL, Faribault, Minn.

**BACON, DICK**  
KVNI, Coeur d'Alene, Idaho

**BAGLI, GUY**  
WSUN-TV, St. Petersburg, Fla.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAIR, PAUL**  
A Bearing on Sports  
WEOA, Evansville, Ind.

**BAKER, BILL**  
Today in Sports  
WROY, Carmi, Ill.

**BAKER, DICK**  
WSAI, Cincinnati, Ohio

**BAKER, NELSON**  
WWIN, Baltimore, Md.

**BAKER, PAUL**  
WLAD, Danbury, Conn.

**BAKER, ROGER**  
WGR, WGR-TV, Buffalo, N. Y.

**BALANCE, BOB**  
Sports Digest

**BALGER, FRANK**  
WMTE, Manistee, Mich.

**BALDING, CHUCK**  
Sports Whirl  
WOAY, Oak Hill, W. Va.

**BALDWIN, BILL**  
World of Sports  
KRNK, Roseburg, Ore.

**BALDWIN, FRANK**  
WJOY, Burlington, Vt.

**BALDWIN, KEN**  
WCOS, Columbia, S. C.

**BALLARD, CHARLES**  
Sports Final  
WHAW, Weston, W. Va.

**BALTER, SAM**  
KLAC, Los Angeles, Calif.

**BANDY, JOHN**  
Race Results Resume  
WUST, Bethesda, Md.

**BANNETT, ELDEAN**  
KSL, Salt Lake City, Utah

**BARGER, MEL**  
Scoreboard  
WREB, Holyoke, Mass.

**BARRON, STAN**  
Sports Extra  
WKBW, Buffalo, N. Y.

**BARTON, DALE**  
Sports Parade  
KCM, Carroll, Iowa

**BARRETT, DENNY**  
Final Sports Edition  
WKBN, Youngstown, Ohio

**BARRETT, TONY**  
Sports Column  
KENT, Shreveport, La.

**BARRINGTON, JAY**  
WDAF, WDAF-TV, Kansas City, Mo.

**BARRUS, GABBY**  
KODI, Cody, Wyo.

**BARRY, JACK**  
WGBS-TV, Miami, Fla.

**BARRY, NORMAN**  
WMAQ, WNBQ, Chicago, Ill.

**BATES, MARVIN**  
Spotlight on Sports  
WGBF, Evansville, Ind.

**BATEN, JIM**  
WFAI, Fayetteville, N. C.

**BATTISTI, PAUL**  
KRSN, Los Alamos, N. Mex.

**BEAN, DON**  
Let's Talk Sports  
WFRP, Savannah, Ga.

**BEATTY, ROSS**  
KCSJ-TV, Pueblo, Colo.

**BEAUCHAMP, JACK**  
Sports Camera  
WSEE, Erie, Pa.

**BECK, NORMAN**  
Sports Page of the Air  
KGBX, Springfield, Mo.

**BELCHER, ROD**  
KOL, Seattle, Wash.

**BELL, GEORGE "GABBY"**  
The Sports Trail  
WILD, Birmingham, Ala.

**BELL, JACK**  
KDET, Center, Texas

**BENDER, BOB**  
WRGB, Schenectady, N. Y.

**BENNETT, GEORGE**  
Sports Picture  
WMVO, Mount Vernon, Ohio

**BERG, NORMAN**  
Sports Flashes  
KWSO, Wasco, Calif.

**BERGESON, CHUCK**  
WJBK, Detroit, Mich.

**BERNARD, FRED**  
Sports Review  
WDNE, Elkins, W. Va.

**BERRILL, LARRY**  
KBIG, Avalon, Calif.

**BERRY, JERRY**  
Sportscast  
KTRR, Rolla, Mo.

**BERRYMAN, R. E.**  
WTAC, Flint, Mich.

**BIERMANN, PAUL R.**  
KPMC, Bakersfield, Calif.

**BIONDI, DICK**  
KSYL, Alexandria, La.

**BIRDSONG, HUGH**  
WFPM, Fort Valley, Ga.



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**BIRLEFFI, LARRY**  
KFBC, KFBC-TV, Cheyenne,  
Wyo.

**BISHOP, HAL**  
WCCM, Lawrence, Mass.

**BITTERMAN, JACK**  
Sports Page of the Air  
WABB, Mobile, Ala.

**BIVENS, JAMES**  
Sports Time  
WMOZ, Mobile, Ala.

**BLAIR, MERLE**  
KIND, Independence, Kans.

**BLACKBURN, BOB**  
KEX, Portland, Ore.

**BLAKE, CHARLES A.**  
WTRL, Bradenton, Fla.

**BLAKE, TOMMIE**  
KWHI, Brenham, Texas

**BLALOCK, CHESTER**  
WPTF, Panama City, Fla.

**BLOCK, JAMES**  
KGDM, Stockton, Calif.

**BLOCK, JOHN**  
WTNJ, Trenton, N. J.

**BLUE, IRA**  
Adventure in Sports  
KNBC, San Francisco, Calif.

**BLUM, BOB**  
Sportsbook  
KEEN, San Jose, Calif.

**BODA, LOU**  
WMBH, Joplin, Mo.

**BODIE, ARMAND F.**  
Sports Review  
WSOC, Charlotte, N. C.

**BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.

**BOGGS, OTIS**  
Sports Review  
WRUF, Gainesville, Fla.

**BOHNHOFF, ED**  
KILO, Grand Forks, N. Dak

**BOLAND, CHARLES H.**  
KGKO, Dallas, Texas

**BOLAND, JOE**  
KTLN, Denver, Colo.

**BOLAND, JOE**  
WSBT, WSBT-TV, South  
Bend, Ind.

**BOONIN, DONALD**  
Sport's Edition  
KANE, New Iberia, La.

**BOOTH, EDDIE**  
Sports Booth  
KHSL, Chico, Calif.

**BOOTON, FRAN**  
KCID, Caldwell, Idaho

**BOSSARD, PAUL**  
WNNJ, Newton, N. J.

**BOULDIN, ARTHUR**  
KFAD, Fairfield, Iowa

**BOURKE, FRANK**  
WDBC, Escanaba, Mich.

**BOYE, DICK**  
Marine Sports Review  
WJNC, Jacksonville, N. C.

**BOWER, BOB**  
WTWP, Charleston, W. Va.

**BOWLES, JOHN**  
KWVL, KWVL-TV, Waterloo,  
Iowa

**BOWMAN, DICK**  
WELS, Kinston, N. C.

**BOYD, DON**  
WCLO, Janesville, Wisc.

**BOYER, JOHNNY**  
Whirl Around the World of  
Sports  
KDKA, Pittsburgh, Pa.

**BOYNTON, DICK**  
KFMB, San Diego, Calif.

**BRADLEY, DICK**  
KICK, Springfield, Mo.

**BRADSHAW, JOHN**  
Sportscope  
WIRK, West Palm Beach, Fla.

**BRANDENBERGER, MARION**  
Carnival of Sports  
KAKE, Wichita, Kans.

**BRANDT, JACK**  
WITZ, Jasper, Ind.

**BRANSON, TODD**  
Sports Review  
WWCA, Gary, Ind.

**BRATTIN, DICK**  
Sportscaster  
KPUG, Bellingham, Wash.

**BRAY, DICK**  
WCKY, Cincinnati, Ohio

**BRAZELL, JOHN**  
KSEK, Pittsburg, Kans.

**BRAUX, JERRY**  
Outdoor Time  
WLCS, Baton Rouge, La.

**BRIGHT, LES**  
KBOE, Brownsville, Texas

**BREMSE, LYELL**  
KFAB, Omaha, Nebr.

**BRETAG, JERRY**  
Sports Parade  
WLPO, LaSalle, Ill.

**BRICKHOUSE, JACK**  
WGN, WGN-TV, Chicago, Ill.

**BRITTON, JACK**  
Scrapbook Sports  
KTRN, Wichita Falls, Tex.

**BRODE, BUDDY**  
Sports Roundup  
WNAR, Norristown, Pa.

**BRODERS, SPANK**  
KXIC, Iowa City, Iowa

**BROOKS, BOB**  
Sports Shots  
KCRG, Cedar Rapids, Iowa

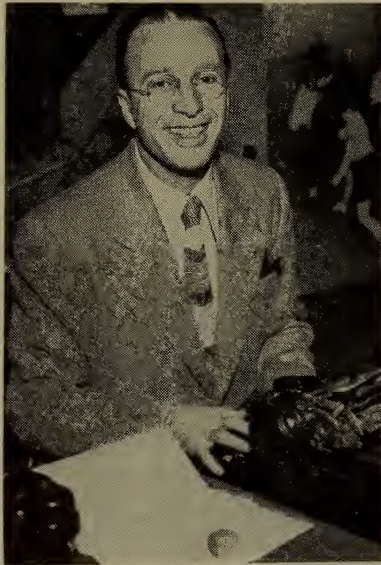
**BROWER, CHARLES**  
WHIN, Gallatin, Tenn.

**BROWN, BILL**  
Sports Parade  
WMSC, Columbia, S. C.

**BROWN, BURLIEGH**  
WWLP, Springfield, Mass.

**BROWN, HAL**  
KBIS, Bakersfield, Calif.

SPORTS  
WRITER



**AL. CIRILLO**

SPORTS  
COMICTATOR

**BROWN, HANK**  
Sports Scoreboard  
KGNC, KGNC-TV Amarillo,  
Texas

**BROWN, JERRY**  
WGRC, Louisville, Ky.

**BROWN, JOHNNY**  
WCOH, Newnan, Ga.

**BROWN, LARRY**  
Sports Report  
WHTN, Huntington, W. Va.

**BROWN, LARRY**  
WPNF, Brevard, N. C.

**BROWN, PAUL E. X.**  
Sportotips  
WERD, Atlanta, Ga.

**BROWN, PETE**  
WELM, Elmira, N. Y.

**BROWN, R. FRED, JR.**  
WLOS, WLOS-TV, Asheville,  
N. C.

**BROWNE, TOM**  
WIST, Charlotte, N. C.

**BRUNER, WALLY**  
WFIE-TV, Evansville, Ind.

**BRUSHART, JAY**  
Today in Sports  
WIRO, Ironton, Ohio

**BRYSON, GEORGE**  
KYNO, Fresno, Calif.

**BUCHANNON, BILL**  
Morning Sports Roundup  
WRFS, Alexander City, Ala.

**BUCK, JACK**  
KXOK, St. Louis, Mo.

**BUCK, KEITH**  
Sportscaster  
WTCO, Campbellsville, Ky.

**BUETEL, FRANK**  
WTCN, Minneapolis, Minn.

**BULLETT, BERNARD**  
"BUCKY"  
Sports Trail  
WMNB, North Adams, Mass.

**BUNCE, BOB**  
KCBC, Des Moines, Iowa

**BUNDNER, GEORGE**  
WSAU, WSAU-TV, Wausau,  
Wis.

**BURDICK, GORDON**  
KWAL, Wallace, Idaho

**BURGESS, RALPH**  
WGBA, Columbus, Ga.

**BURGMIEER, FRANK**  
WHEN-TV, Syracuse, N. Y.

**BURICK, SI**  
WHIO, Dayton, Ohio

**BURNES, BOB**  
KMOX, St. Louis, Mo.

**BURNHAM, STAN**  
Sports Digest  
KORC, Mineral Wells, Texas

**BURR, CHUCK**  
Sports Excerpts  
WXRA, Buffalo-Kenmore,  
N. Y.

**BURT, JIM**  
KELO, KELO-TV, Sioux Falls,  
S. Dak.

**BURTON, JOE**  
WTUS, Tuskegee, Ala.

**BUSH, OWEN**  
WDAF-TV, Kansas City, Mo.

**BUTLER, CLIFF**  
WLOU, Louisville, Ky.

## — C —

**CAIN, BOB**  
WHOW, Clinton, Ill.

**CALDWELL, HOWARD**  
WTHI, Terre Haute, Ind.

**CALLIGAN, BOB**  
WSDR, Sterling, Ill.

**CAMPBELL, BILL**  
WCAU, WCAU-TV, Philadel-  
phia, Pa.

**CAMPBELL, BUD**  
KARK-TV, Little Rock, Ark.

**CAMPBELL, DAVE**  
Sports Review  
WBRC, Birmingham, Ala.

**CAMPBELL, JACK**  
Sports Roundup  
KFBI, Wichita, Kans.

**CAMPBELL, JOHN T.**  
KXLL, Missoula, Mont.

**CAMPBELL, MAL**  
WNAV, Annapolis, Md.

**CANE, LENNIE**  
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WENT, Gloversville, N. Y.

**CANNON, LOWELL**  
KMED, Medford, Ore.

**CANTISANO, MARTIN M.**  
KXOC, Chico, Calif.

**CAPELL, BOOTSEY**  
Sports Review  
KVPI, Ville Platte, La.

**CAPPS, GORDON L.**  
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KSEV, Ontario, Ore.

**CAREY, HARRY**  
KXOK, St. Louis, Mo.

**CARLSON, BOB A.**  
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WHAT, Philadelphia, Pa.

**CARLSON, WARREN**  
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KVOC, Casper, Wyo.

**CARLTON, BILL**  
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WPME, Punxsutawney, Pa.

**CARMICHAEL, LES**  
KWK, KWK-TV, St. Louis,  
Mo.

**CARNEAL, HERB**  
Inside Angle on Sports  
KYW, Philadelphia, Pa.

**CARNEGIE, TOM**  
Sports Eye, Sports Final  
WPBM, WPBM-TV, Indianap-  
olis, Ind.



## CLEVE HERMANN

KRCA director of sports

"Trophy Room"

KRCA-4

- CAROL, ROBERT**  
Spotlight  
WMTG, Vanleve, Ky.
- CARPENTER, JOHNNY**  
KQIN-TV, Portland, Ore.
- CARR, GEORGE**  
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WFEW, Sylacauga, Ala.
- CARRIKER, KEN**  
KDUB-TV, Lubbock, Texas
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KWBM, Williston, N. Dak.
- CARTER, BOB**  
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KDB, Santa Barbara, Calif.
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WWGP, Sanford, N. C.
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- CASE, JOHN G.**  
WWNY, Watertown, N. Y.
- CASE, KEN**  
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- CHAPMAN, ARCH**  
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WDEV, Waterbury, Vt.
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WAYB, Waynesboro, Va.
- CHARLES, BERT**  
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KMTV, Omaha, Nebr.
- CHASEMAN, JOEL**  
WAAM, Baltimore, Md.
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- CHRISTIAN, CHARLIE**  
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- CIRILLO, AL S.**  
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KWFC, Hot Springs, Ark.
- CLAHAN, JOHN**  
KTIM, San Rafael, Calif.
- CLARK, CHRIS**  
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WBSM, New Bedford, Mass.
- CLARK, HAMPTON C., JR.**  
WHOC, Philadelphia, Pa.
- CLARK, KEITH**  
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KIFI, Idaho Falls, Idaho
- CLARK, LEM**  
WNEX-TV, Macon, Ga.
- CLARK, PORTER**  
WEKR, Fayetteville, Tenn.
- CLASE, MILO**  
WRSW, Warsaw, Ind.
- CLAUSEN, JERRY**  
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KCRE, Crescent City, Calif.
- CLAWSON, LEW**  
WVVA, Wheeling, W. Va.
- CLAY, RANDALL**  
WOAI, WOAL-TV, San Antonio, Tex.
- CLAYTON, DEAN**  
KDKD, Clinton, Mo.
- CLAYTON, TOM**  
WLLH, Lowell-Lawrence, Mass.
- CROW, TIM**  
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WAMS, Wilmington, Del.
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WJPD, Ishpeming, Mich.
- CRUM, JAMES**  
WLW-C, Columbus, Ohio
- CRUMBLY, CHARLIE**  
Sportsmen's Corner  
WLAU, Laurel, Miss.
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KOIL, Omaha, Nebr.
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WTVJ, Miami, Fla.
- CUNNINGHAM, DON**  
WBUF-TV, Buffalo, N. Y.
- CURTIS, BOB**  
KCLX, Colfax, Wash.
- CURTIS, GENE**  
KGIN, Glenwood Springs, Colo.
- CUSICK, FRED**  
WEEI, Boston, Mass.

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- DABOUL, JOE**  
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- DAHL, DON**  
KSTL, St. Louis, Mo.
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KWKW, Pasadena, Calif.
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KFYO, Lubbock, Texas
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KNAL, Victoria, Texas
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WKBV, Richmond, Ind.
- DANIEL, DAN**  
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- DANIELSON, BILL**  
KXGN, Glendive, Mont.
- DARWIN, CHET**  
KPAS, Banning, Calif.
- DAVEY, CHUCK**  
WJBK-TV, Detroit, Mich.
- DAVIES, MICKIE**  
WBEX, Chillicothe, Ohio
- DAVIES, ROBERT**  
KIVA, Yuma, Ariz.
- DAVIES, TED**  
KVEC, San Luis Obispo, Calif.
- DAVIS, DICK**  
WKNX-TV, Saginaw, Mich.
- DAVIS, LEN**  
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- DAVIS, LES**  
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- DAVIS, LES**  
KVTV, Sioux City, Iowa
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WQUA, Moline, Ill.
- DEAN, WES**  
KTVE, Longview, Tex.
- DECK, PAUL**  
KJSK, Columbus, Neb.
- DECKER, TOM**  
WBFB, Rochester, N. Y.
- DEDEAUX, HOMER**  
WVMI, Biloxi, Miss.
- DeFOREST, ED**  
KOOL-TV, Phoenix, Ariz.
- DEINES, NAY**  
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KMMJ, Grand Island, Nebr.
- DeJULIO, ED**  
KUBC, Montrose, Colo.
- DELANEY, JIM**  
WPIX, WMCA, New York, N. Y.
- DELSIE, PAT**  
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WCAM, Camden, N. J.
- DeLUCA, PETE**  
KCRT, Trinidad, Colo.
- DENNY, RAY**  
KVON, Napa, Calif.
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KPQ, Wenatchee, Wash.
- DeSAUTELLE, BUD**  
KGIW, Alamosa, Colo.
- DESILET, LEROY T.**  
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- DESMOND, CONNIE**  
WMMG, New York, N. Y.
- DESMOND, JERRY**  
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WLYC, Williamsport, Pa.
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WBNS, Columbus, Ohio
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WAGM, Presque Isle, Me.
- DUNBAR, WALT**  
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- DUNLEVEY, JIM**  
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KTAR, Phoenix, Ariz.
- DREES, JACK**  
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- DROELLE, GEORGE P.**  
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WCLI, Corning, N. Y.
- DYER, JOHN**  
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KSTV, Stephenville, Texas

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- EAKINS, PHIL**  
KOB-TV, Albuquerque, N. Mex.
- EARLY, BOB**  
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WALK, Patchogue, N. Y.
- ECKERT, ED**  
WKNY-TV, Kingston, N. Y.
- EDGE, BOB**  
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- EDGER, JACK**  
WTNT, Tallahassee, Fla.
- EDWARDS, BILL**  
KMID-TV, Midland, Tex.
- EDWARDS, LARRY**  
KGGM-TV, Albuquerque, N. Mex.
- EDWARDS, PAUL**  
WBEW, Pittsfield, Mass.
- EDWARDS, TOMMY**  
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WAYX, Waycross, Ga.

- EGAN, LEO**  
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WBZ, Boston, Mass.
- EHLERS, NED**  
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WMPR, Morristown, N. J.
- EHRLICH, GEORGE**  
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WHAY, New Britain, Conn.
- ELIAS, EDDIE**  
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WAKR-TV, Akron, Ohio
- ELLIOTT, CHUCK**  
WMGY, Montgomery, Ala.
- ELLIOTT, HANK**  
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WORL, Boston, Mass.
- ELLIOTT, WIN**  
WMGM, New York, N. Y.
- ELLIS, DICK**  
WKPT, Kingsport, Tenn.
- ELSTON, ROBERT**  
WIND, Chicago, Ill.
- ENGBRETSON, HAL**  
KGYW, Vallejo, Calif.
- ENNIS, BILL**  
WXOK, Baton Rouge, La.
- ENROTH, DICK**  
WCCO, WCCO-TV, Minneapolis, Minn.
- ERDMAN, WOODY**  
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WENY, Elmira, N. Y.
- ERDMANN, JAKE**  
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WRAC, Racine, Wis.
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KARE, Atchison, Kans.
- ERVIN, PUSS**  
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- ERWIN, TOMMY**  
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KALB, Alexandria, La.
- ECUBANKS, BLAIR**  
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WTAR, Norfolk, Va.
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WKAT, Miami Beach, Fla.
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- FABRE, DOC**  
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WVWV, Fairmont, W. Va.
- FALKENSTIEN, MAX**  
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WREN, Topeka, Kans.
- FALLON, FRANK**  
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WMEX, Boston, Mass.
- FALLON, FRANK**  
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KWTX, Waco, Texas
- FANT, JULIAN**  
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- FANTASISA, NICK**  
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- FARKAS, CHARLES W.**  
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- FARRELL, MAURY**  
WAPI, Birmingham, Ala.
- FARRIOR, BILL**  
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WIAM, Williamston, N. C.
- FARRINGTON, FRANK**  
KFAM, St. Cloud, Minn.
- FARRIS, CLINT**  
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WGTM, Wilson, N. C.
- FAULCONER, J. B.**  
WLAP, Lexington, Ky.
- FAY, HAINES**  
KVOS, Bellingham, Wash.
- FIELDS, CHUCK**  
KGVO-TV, Missoula, Mont.
- FINLAYSON, JOHN**  
KRDO, KRDO-TV, Colorado Springs, Colo.
- FINNEGAN, BOB**  
Bob Finnegan Sports, Game of the Week  
ABC
- FINNEGAN, TIM**  
WTVR, Richmond, Va.
- FINNERTY, HUGH**  
KOTV, Tulsa, Okla.
- FISER, JACK**  
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KWKH, Shreveport, La.
- FISCHER, DON**  
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KVOL, Lafayette, La.
- FISHER, ED**  
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WLSH, Lansford, Pa.
- FISHER, HANK**  
WEEK, Peoria, Ill.
- FISHER, HOWARD**  
WLSE, Wallace, N. C.
- FITZ, STEPHEN**  
WSNY, Schenectady, N. Y.
- FITZGERALD, LARRY**  
KRBC, Abilene, Texas
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- GAGE, FRED**  
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WIBA, Madison, Wis.
- GAINES, CHUCK**  
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WJAN, Spartanburg, S. C.
- GALLETTE, DICK**  
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WGMA, Hollywood, Fla.
- GALLAGHER, BOB**  
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WAMS, Wilmington, Del.
- GALLAGHER, BOB**  
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WNEB, Worcester, Mass.
- GALVIN, BILL**  
WKOX Sports Show  
WKOX, Framingham, Mass.
- GALVIN, VINCE**  
KISD, Sioux Falls, S. Dak.
- GARDNER, BILL**  
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WWPA, Williamsport, Pa.
- GARDNER, DON**  
WKBN, WKBN-TV, Youngstown, Ohio
- GARETT, CURWOOD**  
WMTS, Furreesboro, Tenn.
- GARNES, CLARENCE**  
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- GARKITY, VINCE**  
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- GARWOOD, JOHNNY**  
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- GAUMOND, DICK**  
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- GELLERS, DON**  
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- GENSICHEN, HAL**  
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KTUC, Tucson, Ariz.
- GEORGE, STEVE**  
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KGM5, Sacramento, Calif.
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KWKH, Shreveport, La.
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- GIBBS, RONALD**  
WTAX, Springfield, Ill.
- GIBBONS, JAMES**  
WMAL, WMAL-TV, Washington, D. C.
- GILBERT, TOMMY**  
Sports Today  
WPMP, Pascagoula, Miss.
- GILLESPIE, EARL**  
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- GILLIGAN, NEIL**  
KVOZ, Laredo, Texas
- GISMONDI, JIM**  
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WMBS, Uniontown, Pa.
- GIROUX, LEE**  
KGO-TV, San Francisco, Calif.
- GILSTRAP, J. E., JR.**  
WDEC, Americus, Ga.
- GLAZER, PETE**  
WTAR-TV, Norfolk, Va.
- GLEESON, ART**  
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- GLENN, RALPH**  
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WMID, Atlantic City, N. J.
- GLICKMAN, MARTY**  
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- GODDARD, TRACE**  
KATE, Albert Lea, Minn.
- GOESER, JOE**  
Gazing at Sports  
KFIZ, Fond Du Lac, Wis.
- GOLDEN, RAY**  
KSTN, Stockton, Calif.
- GOMEZ, LEFTY**  
WKNB-TV, New Britain, Conn.
- GONTION, LEON**  
KBOI, Boise, Idaho
- GOODE, MAL**  
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WHOD, Homestead, Pa.
- GOODING, RALPH**  
WRFW, Eau Claire, Wis.
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WORD, Spartanburg, S. C.
- GOODWIN, GERALD**  
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- GORDON, JIM**  
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KDMS, El Dorado, Ark.
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WMGM, New York, N. Y.
- GORDON, KEN**  
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WFTK, Front Royal, Va.
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- GORDON, MITCH**  
WWTW, Cadillac, Mich.
- GORE, DEL**  
KJEO-TV, Fresno, Calif.
- GORE, DEREK B.**  
WKWK, Wheeling, W. Va.
- GOSS, BAILEY**  
WMAR-TV, Baltimore, Md.
- GOUGH, GLENN**  
WMSA, Massena, N. Y.
- GRAHAM, BILL**  
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WAZL, Hazelton, Pa.
- GRAHAM, DON**  
KSWI, Council Bluffs, Iowa
- GRAHAM, WALTER**  
WRBL, Columbus, Ga.
- GRANGE, JERRY**  
KWBE, Beatrice, Nebr.
- GRANER, JIM**  
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**GRAY, GEORGE**

World of Sports  
WHOP, Hopkinsville, Ky.

**GRAYSON, SID**

KMID-TV, Midland, Texas

**GREBE, JAMES**

KSL-TV, Salt Lake City, Utah

**GREEN, DON**

Spotlight on Sports

WSVS, Crewe, Va.

**GREEN, JOHNNY**

KPHO, KPHO-TV, Phoenix,

Ariz.

**GREENBERGER, JOHN B.**

WBOC-TV, Salisbury, Md.

**GREENWAY, ELLIS**

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WHKY, Hickory, N. C.

**GREGGORY, WILLIAM D.**

WERH, Hamilton, Ala.

**GREHAN, JAMES**

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WLNA, Peekskill, N. Y.

**GRIESEK, EMIL**

KTJS, Hobart, Okla.

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**HAASE, BOB**

WMAM, Marinette, Wisc.

**HAINES, MARLIN L.**

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KEPO, El Paso, Texas

**HALL, HALSEY**

WCCO, Minneapolis, Minn.

**HALPERN, WILLIAM**

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WEKY, Richmond, Ky.

**HAMILTON, KEN**

WEBQ, Harrisburg, Ill.

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KONP, Port Angeles, Wash.

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**HANAN, MARC**

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KDKA, Pittsburgh, Pa.

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**HAWKINS, VERN**

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KWTO, Springfield, Mo.

**HAYDEN, FRANK**

KFOR, Lincoln, Nebr.

**HAYES, PAT**

KIRO, Seattle, Wash.

**HAYS, JAMES W.**

KVOA, KVOA-TV, Tucson,

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**HAZLEWOOD, LEE**

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KCKY, Coolidge, Ariz.

**HEALY, CHUCK**

WBEN-TV, Buffalo, N. Y.

**HEALY, DAN**

WMGT, Pittsfield, Mass.

**HEARN, CHICK**

WEEK, WEEK-TV, Peoria,

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**HEETLAND, JOHN**

KLYN, Amarillo, Texas

**HEILBRONER, LEW**

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WCPS, Tarboro, N. C.

**HELPER, AL**

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**HELLOMS, LYMAN**

WSLI-TV, Jackson, Miss.

**HELLUM, LYMAN**

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WSLI, Jackson, Miss.

**HENDERSHOT, BOB**

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KFJI, Klamath Falls, Ore.

**HENRIKSON, LES**

World of Sports

WAGA, Atlanta, Ga.

**HENRY, JOHN**

KOA, KOA-TV, Denver, Colo.

**HENSON, DOUG**

Speedway

WJMJ, Philadelphia, Pa.

**HERGET, JOE**

WKNA, Charleston, W. Va.

**HERMANN, CLEVE**

B. March 18, Peoria, Ill. Cleve

Herman Sports, See, Hear, Direc-

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**HERRIOTT, GENE**

KEDD, Wichita, Kans.

**HESS, BILL**

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**HEWEY, IRA I.**

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WCBS-TV, New York, N. Y.

**HICKMAN, HERMAN**

WCBS, New York, N. Y.

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**HILDEBRAND, KEN**

KDKA, Pittsburgh, Pa.

**HILGENDORF, BOB**

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**HILL, BOB**

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WANE, Fort Wayne, Ind.

**HILL, DAVE**

KIUP, Durango, Colo.

**HILL, EDDIE**

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**HILL, JOE**

WTVN, WTVN-TV, Columbus,

Ohio

**HINKLE, CHARLES**

WHIO-TV, Dayton, Ohio

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WLEC, Sandusky, Ohio

**HIXSON, GLEN**

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**HOAG, HOWARD**

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KJEF, Jennings, La.

**HODGES, RUSS**

WPIX, WCBS-TV; WMCA,

New York, N. Y.

**HOFFMAN, JERRY**

WNDR, Syracuse, N. Y.

**HOGAN, BILL**

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WEWO, Laurinburg, N. C.

**HOLECK, ANDY**

WICA-TV, Ashtabula, Ohio

**HOLKAMP, DUTCH**

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KSWM-TV, Joplin, Mo.

**HOOPER, JACK**

WHGB, Harrisburg, Pa.

**HOOVER, DON**

KWBB, Wichita, Kans.

**HOOVER, TOM**

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KTLL, Tillamook, Ore.

**HOPPE, HENRY**

WUSN-TV, Charleston, S. C.

**HORNBECKER, HARRY**

KOKX, Keokuk, Iowa

**HORNER, ALBERT E.**

KJCK, Junction City, Kans.

**HORSTMAN, BOB**

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WGST, Atlanta, Ga.

**HOSKINS, JACK**

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WHLN, Harlan, Ky.

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WVKO, Columbus, Ohio

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WORZ, Orlando, Fla.

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**JABERG, EUGENE**

Sports Parade

WBHL, Sheboygan, Wisc.

**JACKSON, DICK**

WSAL, Logansport, Ind.

**JACKSON, GLENN**

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**JACKSON, JIM**

WIS-TV, Columbia, S. C.

**JACKSON, KEITH**

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KLER, Lewiston, Idaho

**JACKSON, WAYNE**

Sports Today

WMFD, Wilmington, N. C.

**JACOBS, SEB**

WKYR, Keyser, W. Va.

**JACOBSON, "SPECS"**

WTSV, Claremont, N. H.

**JACOBSON, WALLY**

World of Sports

WATW, Ashland, Wisc.

**JAFFE, SYDNEY**

WNHC-TV, New Haven, Conn.

**JAMES, KEN**

WOW-TV, Omaha, Nebr.

**JAMES, PAUL**

KTVT, Salt Lake City, Utah

**JAMES, TONY**

Sports Roundup

WSSC, Sumter, S. C.

**JANSSEN, WIFF**

KIDO, Boise, Idaho

**JARSTAD, JOHN**

KOMO-TV, Seattle, Wash.

**JAY, BILL**

Sports Parade

WNOX, Knoxville, Tenn.

**JEFFERS, ARNOLD P.**

KVOA-TV, Tucson, Ariz.

**JENNINGS, AL**

Coastal Sports Club

WCCP, Savannah, Ga.

**JEWELL, WAYNE**

WBBC, Flint, Mich.

**JOE, DON**

KMA, Shenandoah, Iowa

**JOHNSON, ART**

WCRB, Waltham, Mass.

**JOHNSON, BILL**

Time Out for Sports

WROL, Knoxville, Tenn.

**JOHNSON, BOB**

KCAP, Helena, Mont.

**JOHNSON, BOB**

World of Sports

WDLB, Marshfield, Wisc.

## — K —

**KABER, RUSS**  
Today in Sports  
KOVC, Valley City, N. Dak.

**KALLAY, ED**  
WAVE, WAVE-TV, Louisville, Ky.

**KANAKALS, JOE**  
WBEL, Lexington, Va.

**KANN, MEL**  
WME, Miami, Fla.

**KARL, TED**  
KTAC, Tacoma, Wash.

**KARMEN, JACK**  
WCOU, Lewiston, Me.

**KASSERA, L. G.**  
WBIZ, Eau Claire, Wisc.

**KAUFMAN, SAM**  
Human Side of Sports  
WOL, Washington, D. C.

**KAYE, DENNY**  
WSBA, York, Pa.

**KEARNS, CHARLES R.**  
WKTY, LaCrosse, Wisc.

**KEATING, BILL**  
WHYN, WHYN-TV, Springfield, Mass.

**KECK, BILL**  
KEYS, Corpus Christi, Texas

**KEELING, JOHN O., JR.**  
Sports Books  
WTER, Sanford, Fla.

**KEITER, LES**  
Sports Wire  
WINS, New York, N. Y.

**KELLER, BOB**  
WLBK, Lebanon, Pa.

**KELLEY, BOB**  
KMPA, Los Angeles, Calif.

**KELLEY, BOB**  
Professional Football  
DuMont

**KELLY, BILL**  
WICH, Norwich, Conn.

**KELLY, MORRIS**  
KWBG, Boone, Iowa

**KELLY, THOMAS J.**  
KGTV, Des Moines, Iowa

**KEMPER, WARREN**  
Sports Roundup  
KLOG, Kelso, Wash.

**KENNEDY, ED**  
WKRC, WKRC-TV, Cincinnati, Ohio

**KENNY, JACK**  
WEAR-TV, Pensacola, Fla.

**KESSLER, ROBERT**  
Sports Afield  
WLBK, Lebanon, Ky.

**KEYS, BILL**  
Sports Final  
KSVF, Artesia, N. Mex.

**KILKENNY, CHARLES**  
Sportscope  
WMVO, Mount Vernon, Ohio

**KINCAID, FRED**  
Sports Extra  
KPLT, Paris, Texas

**KING, BILL**  
KOIN, KOIN-TV, Lincoln, Nebr.

**KINNEY, ABBOTT**  
Sports Roundup  
KVSA, McGehee, Ark.

**KINSER, JOE**  
KBAK-TV, Bakersfield, Calif.

**KIRBY, BOB**  
WOOD-TV, Grand Rapids, Mich.

**KLEMP, LLOYD**  
KUBA, Yuba City, Calif.

**KLINE, DICK**  
WMAN, Mansfield, Ohio

**KNAPP, ROBERT**  
WRVA, Richmond, Va.

**KOESTER, TONY**  
KPBK, Sacramento, Calif.

**KOPERA, JOHN**  
Sports Review  
WNCC, Barnesboro, Pa.

**KOPFIT, ROBERT**  
Sports Review  
WAVY, Portsmouth, Va.

**KORZELIUS, EUGENE L.**  
WBNY, Buffalo, N. Y.

**KOZAK, CHET**  
Bud's Sports Shorts  
KCLD, Leavenworth, Kans.

**KRAFT, ARKY**  
WDRF, Chester, Pa.

**KREUGER, LEE**  
Sportlites of the Day  
KDUZ, Hutchinson, Minn.

**KROEN, ED**  
WKPA, New Kensington, Pa.

**KRIPP, LARRY**  
WJW, Cleveland, Ohio

**KUSHIEL, MEL**  
WNOV-TV, York, Pa.

**KUTAN, DICK**  
Sports Special  
WBUT, Butler, Pa.

## — L —

**LACEY, JIM**  
Round-Up Time  
WDOB, Jackson, Miss.

**LAFLIN, JOHN C.**  
Sports Corner  
WESB, Bradford, Pa.

**LAFRANCHISE, CHARLES**  
Sports Habits  
KPOJ, Portland, Ore.

**LAING, ART**  
CKLW, CKLW-TV, Detroit-Windsor, Mich.

**LAMEAR, DOUG**  
KVAN, Vancouver, Wash.

**LANDMAN, LOU**  
Sportscene  
WMTV, Madison, Wis.

**LANE, EDDIE**  
WFMJ, WFMJ-TV, Youngstown, Ohio

**LANGE, BEL**  
The Outdoorsman  
KOV, Stockton, Calif.

**LANSING, RAYMOND**  
Sports Today  
KGOS, Torrington, Wyo.

**LAURIE, BEN ERLE**  
KEBE, Jacksonville, Texas

**LAVANAWAY, AL**  
The Sports Whirl  
KCRE, Crescent City, Calif.

**LAWLESS, ROBERT**  
WIKR, Newport, Vt.

**LAWRENCE, BILL**  
Sports Card  
KRXX, Rexburg, Idaho

**LAWRENCE, JIMMY**  
KOVO, Provo, Utah

**LAWRENCE, KEN**  
Tops in Sports  
KXGI, Ft. Madison, Ia.

**LAWS, BILL**  
Sports Roundup  
KLX, Oakland, Calif.

**LAWSON, JACK**  
KXOA, Sacramento, Calif.

**LAWSON, JIM**  
KCSB, San Bernardino, Calif.

**LAYER, BRUCE**  
Sports Parade  
KPRC, Houston, Texas

**LEAMING, JIM**  
Sport Shots  
WIP, Philadelphia, Pa.

**LEAVITT, MEL**  
WDSU, WDSU-TV, New Orleans, La.

**LECTUS, EDWARD**  
WOTW, Nashua, N. H.

**LECKMAN, H. T.**  
World of Sports  
KBMX, Coalinga, Calif.

**LEDET, LESTER**  
KPAC, Port Arthur, Texas

**LEE, BARNEY**  
Sports Roundup  
WJLB, Detroit, Mich.

**LEE, BERT, JR.**  
WMGM, New York, N. Y.

**LEE, BILL**  
WLCS, Baton Rouge, La.

**LEE, BOB**  
KICK, Springfield, Mo.

**LEE, FRANK**  
Sports Journal  
WMMM, Fairmont, W. Va.

**LEE, JACK**  
KBNZ, LaJunta, Colo.

**LEEDS, LYLE**  
KOJM, Havre, Mont.

**LEHMAN, JOHN**  
Today in Sports  
WEZB, Birmingham, Ala.

**LEIGHTON, AL**  
KLIZ, Brainerd, Minn.

**LENNON, PAUL**  
Let's Talk Sports  
WTTV, Bloomington, Ind.

**LENOX, JOHN**  
KGKB, Tyler, Texas

**LEONARD, ED**  
Spotlight on Sports  
WICH, Norwich, Conn.

**LEONARD, HOWIE**  
WPOR, Portland, Me.

**LESTER, TOM**  
Sports Roundup  
WESX, Salem, Mass.

**LEWIS, BARNEY**  
Sports Reporter  
WLDS, Jacksonville, Ill.

**LEWIS, BOB**  
KBHS, Hot Springs, Ark.

**LIBBY, JOHN**  
WCOU, Lewiston, Me.

**LIEGEOIS, BILL**  
Inside of Sports  
WMAN, Marinette, Wisc.

## — Mc —

**McALEECE, RED**  
Sideline Sports Chatter  
KOTH, Dubuque, Iowa

**McALLISTER, DON**  
WDBO-TV, Orlando, Fla.

**McALLISTER, GRADY**  
WKKO, Cocoa, Fla.

**McALLISTER, ROY**  
WJRD, Tuscaloosa, Ala.

**McCANN, BOB**  
KBMY, Billings, Mont.

**McCARTHY, DICK**  
WKNY, WKNY-TV, Kingston, N. Y.

**McCARTHY, JIM**  
WBRE, WBRE-TV, Wilkes-Barre, Pa.

**McCASKILL, DUDLEY**  
Sports Special  
WFOM, Marietta, Ga.

**McCOLGAN, BILL**  
Speaking of Sports  
WGAR, Cleveland, Ohio

**McCONAGHY, REED**  
WEAT, West Palm Beach, Fla.

**McCORMACK, FRANK**  
WHWB, Rutland, Vt.

**McCORMICK, CARLOS**  
KEVT, Tucson, Ariz.

**McCORMICK, JOHN**  
KVEN, Ventura, Calif.

**McDONALD, ARCH**  
Speaking of Sports  
WTOP, Washington, D. C.

**McDONEL, WILLIAM**  
WCEN, Mt. Pleasant, Mich.

**McFADDEN, RAY**  
WTEL, Philadelphia, Pa.

**McGEARY, CLINK**  
KFYR-TV, Bismarck, N. Dak.



- McGRATH, ED**  
WSPA, Spartanburg, S. C.
- McGRAW, MAC**  
KFTM, Ft. Morgan, Colo.
- McINTYRE, JIM**  
WINN, Louisville, Ky.
- McINTYRE, MAL**  
KCCC-TV, Sacramento, Calif.
- McKAY, JIM**  
Six O'Clock Report  
WCBS-TV, CBS-TV
- McKECHNIE, JAMES**  
WNDR, Syracuse, N. Y.
- McKELLAR, DON**  
WJBC, Bloomington, Ill.
- McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.
- McKINLEY, LARRY**  
WMRY, New Orleans, La.
- McKINSTRY, JIM**  
WCIL, Carbondale, Ill.
- McKNIGHT, WES**  
Sportviews  
CFRB, Toronto, Ont., Can.
- McLAUGHLIN, JAMES H.**  
WSHB, Stillwater, Minn.
- McLAUGHLIN, TOMMY**  
WTBC, Tuscaloosa, Ala.
- McLEAN, JACK**  
Sketch Book of Sports  
WJPS, Evansville, Ind.
- McLENDON, GORDON B.**  
KLIF, Dallas, Tex.
- McMULLEN, DICK**  
World of Sports  
WKRK, Mobile, Ala.
- M —
- MASON, AL**  
Today in Sports  
KVOU, Uvalde, Texas
- MASON, ART**  
KPMC, Bakersfield, Calif.
- MASON, BILL**  
KDIX, Dickinson, N. D.
- MASON, FRANK**  
WSLB, Ogdensburg, N. Y.
- MASON, JOE**  
Climax in Sports  
WLEE, Richmond, Va.
- MASTERS, JOHN**  
Sports Spotlight  
WDOV, Dover, Del.
- MASTERS, LEN**  
Schoolboy Sports  
WCOP, Boston, Mass.
- MAXWELL, JOCKO**  
Football Scoreboard  
WWRL, New York, N. Y.
- MAYS, BOB**  
Oklahoma Outdoors  
KTVX, Muskogee, Okla.
- MAYS, BOB**  
KTUL, Tulsa, Okla.
- MAZER, BILL**  
WGR, WGR-TV, Buffalo, N. Y.
- MEEKINS, CLAIR**  
WFN, Findlay, Ohio
- MEHAFFEY, JAY**  
Hi-Lites in Sports  
KOSA, Odessa, Texas
- MELTZER, AL**  
WHEN, Syracuse, N. Y.
- MENDELL, HOWARD**  
Sports Roundup  
WWCO, Waterbury, Conn.
- MERCER, BILL**  
KRLD, Dallas, Texas
- MERCIER, WOODROW**  
WRUM, Rumford, Me.
- MERRIMAN, DONALD**  
Sports Page  
WHDL, Olean, N. Y.
- MERTHENEY, TERRELL**  
KFPW, Ft. Smith, Ark.
- METHVEN, JEFF**  
KPLT, Paris, Texas
- METZLER, ART**  
Sports Look  
WATE-TV, Knoxville, Tenn.
- MICELI, BABE**  
Sports Parade  
WJNC, Jacksonville, N. C.
- MICHAEL, RAY**  
WRC, WRC-TV, Washington, D. C.
- MICKALSON, BOB**  
WLCC, LaCrosse, Wis.
- MILLER, BILL**  
WETB, Johnson City, Tenn.
- MILLER, DICK**  
WJEF, Grand Rapids, Mich.
- MILLER, GARY**  
Spotlight on Sports  
WKXL, Concord, N. H.
- MILLER, HACK**  
KSL-TV, Salt Lake City, Utah
- MILLER, JACK**  
WAKE's the Score  
KAKE-TV, Wichita, Kans.
- MILLER, PHIL**  
WKEL, Kewanee, Ill.
- MILLER, REG**  
KOMO, Seattle, Wash.
- MILLER, RON**  
WRMN, Elgin, Ill.
- MILLER, STRETCH**  
WTVI, Belleville, Ill.
- MILLER, VAN**  
WFCB, Dunkirk, N. Y.
- MILLS, BILL**  
WPTW, Piqua, Ohio
- MINNIX, DARRELL B.**  
World of Sports  
KWHP, Cushing, Okla.
- MISTOVICH, MIKE**  
Sports Mike  
KORA, Bryan, Texas
- MITCHELL, DON**  
KZTV, Reno, Nev.
- MITCHELL, JACK**  
Sport Log  
KSYC, Yreka, Calif.
- MITCHELL, TED**  
KTM, San Rafael, Calif.
- MITCHELL, TOM**  
Sports Review  
WANT, Richmond, Va.
- MITTAN, RAY**  
WHFB, Benton Harbor, Mich.
- MIZELLE, GEORGE**  
Strictly Sports  
WMEV, Marion, Va.
- MOEN, JOE**  
WBEL, Beloit, Wis.
- MOFIELD, RAY**  
Sports Hi-Lites  
WPAD, Paducah, Ky.
- MOHATT, SKIP**  
KROG, Sonora, Calif.
- MOLEN, SAM**  
KMBC-TV, Kansas City, Mo.
- MONSON, REED**  
KBLI, Blackfoot, Idaho
- MOORE, MONTE**  
KSWO, Lawton, Okla.
- MOORE, REX**  
WISE-TV, Asheville, N. C.
- MOORE, TED**  
Sports HiLites  
WNAM, Neenah-Menasha, Wis.
- MOST, JOHNNY**  
WMGM, New York, N. Y.
- MOSTELLER, JERRY**  
Sports Roundup  
WAKE, Greenville, S. C.
- MOTTLOW, RED**  
WLOL, Minneapolis, Minn.
- MOUZON, H. D.**  
KMAE, McKinney, Texas
- MOYER, CHUCK**  
WEDO, McKeesport, Pa.
- MULHERIN, PAT**  
WBBQ, Augusta, Ga.
- MULLEN, JAY**  
Spotlight on Sports  
WCSC, Charleston, S. C.
- MULLINAX, ED**  
Sports Revue  
WLAG, LaGrange, Ga.
- MULLINAX, WALLY**  
Sport Scoreboard  
WESC, Greenville, S. C.
- MULVIHILL, JOE**  
WNBK, Cleveland, Ohio
- MUNSON, LARRY**  
WSIX, WSIX-TV, Nashville, Tenn.
- MURDOCK, HOWARD**  
WIMS, Michigan City, Ind.
- MURPHY, DAN**  
Riley's Sports Roundup  
KDSH, Boise, Idaho
- MURPHY, ED**  
Sports Page  
WWHG, Hornell, N. Y.
- MURRAY, DON**  
Sportslants  
WDBJ, Roanoke, Va.
- N —
- NAFSINGER, DICK**  
KCID, Caldwell, Idaho
- NAGLER, AL**  
WJBK, Detroit, Mich.
- NASSAU, ROY**  
WTPA, Harrisburg, Pa.
- NATALE, JOE Di**  
The Sports Parade  
KODY, North Platte, Nebr.
- NATION, HERSHEL**  
WDEF-TV, Chattanooga, Tenn.
- NAVARRO, AUGIE**  
Speaking on Sports  
KLO, Ogden, Utah
- NEAL, BOB**  
Professional Football  
DuMont
- NEAL, TOM**  
Let's Talk Sports  
WTAP, Parkersburg, W. Va.
- NELSON, CONRAD**  
Time Out for Sports  
WMIQ, Iron Mountain, Mich.
- NESBITT, DICK**  
WJJD, Chicago, Ill.
- NEWBOLD, DICK**  
KICO, Calexico, Calif.
- NEWELL, HAL**  
WMIN, St. Paul, Minn.
- NEWMAN, JACK**  
Sports Parade  
WIBA, Madison, Wis.
- NICHOLS, DENO**  
KWRF, Warren, Ark.
- NICHOLSON, JAMES**  
Sports Review  
WMGW, Meadville, Pa.
- NOLAN, TONY**  
Roundup of Sports  
WIBV, Belleville, Ill.
- NORMAN, DON**  
KFAB, Omaha, Nebr.
- NORMAN, NEIL**  
HiLites in the World of Sports  
WTMV, East St. Louis, Ill.
- NORMAN, STAN**  
Sportrail  
KCBQ, San Diego, Calif.
- NORTON, DON**  
Journal of Sports  
KNET, Palestine, Texas
- NORWIG, GEORGE**  
WCSC-TV, Charleston, S. C.
- O —
- OBIE, DON**  
KRIB, Mason City, Iowa
- O'BRIEN, JERRY**  
WNET, Providence, R. I.
- O'BRIEN, SHERRY**  
WDAS, Philadelphia, Pa.

**O'DELL, VIRGIL**  
WNEM-TV, Bay City, Mich.

**ODOM, RAY**  
KRUX, Glendale, Ariz.

**ODOM, RAY**  
Hear This  
KCBQ, San Diego, Calif.

**O'DONNELL, BILL MARTIN**  
WSYR, WSYR-TV, Syracuse, N. Y.

**O'DONNELL, ODIE**  
WJFH, Gallipolis, Ohio

## — P —

**PALMER, BUD**  
Sports from Madison Square Garden, WPIX; U. S. Open Golf Tournament, NBC; Holiday Festival, NBC-TV; Sports Final, WRCA-TV; Sports Color Telecast, CBS; Information Please, CBS

**PARKER, CHARLES**  
WTAW, College Station, Tex.

**PARKER, JIM**  
WCIN, Cincinnati, Ohio

**PARKER, JOHN**  
KERO, KERO-TV, Bakersfield, Calif.

**PARKER, TONY**  
WTVH, Peoria, Ill.

**PARKER, VIRGIL**  
KORE, Eugene, Ore.

**PARKS, DARYL**  
WKRC-TV, Cincinnati, Ohio

**PARLE, PAUL**  
WKTG, Thomasville, Ga.

**PARSONS, MARSHALL**  
WQAM, Miami, Fla.

**PARTAIN, JIM**  
Sports Parade  
WFBC, Greenville, S. C.

**PARTON, RED**  
Sportscoop  
WOLF, Syracuse, N. Y.

**PASEK, CHARLES**  
KYSM, Mankato, Minn.

**PASERO, JOE**  
KDAC, Fort Bragg, Calif.

**PASSE, NOEL**  
KTRE, Lufkin, Texas

**PASSE, LOEL**  
KTHT, Houston, Texas

**PATE, JOE**  
Sports Spotlight  
KNED, McAlester, Okla.

**PATILLO, BOB**  
WNDB, Daytona Beach, Fla.

**PATRICK, VAN**  
Professional Football  
DuMont

**PATRICK, VAN**  
Thanksgiving Day Pro  
Football  
Mutual

**PATTON, PAT**  
Sport Special  
WKLJ, Sparta, Wis.

**PAUL, LEROY**  
WSFA, Montgomery, Ala.

**PAUL, ROD**  
KHUM, Eureka, Calif.

**PAULIN, ED**  
Sports Notebook  
WMRN, Marion, Ohio

**PAYNE, ALLEN**  
World of Sports  
WPID, Piedmont, Ala.

**PAYNE, E. MAURAY**  
World of Sports  
KSUB, Cedar City, Utah

**PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.

**PEELE, BILLY E.**  
Sports of the Week  
WFMO, Fairmont, N. C.

**PEISS, ED**  
KOOK- KOOK-TV, Billings, Mont.

**PENFIELD, ADD**  
WBG, Greensboro, N. C.

**PERICOLA, FRANK**  
WDLF, Panama City, Fla.

**PERLIN, BERNIE**  
KOPO-TV, Tucson, Ariz.

**PERRIE, DON**  
World of Sports  
WJBO, Baton Rouge, La.

**PERRION, JOHN**  
KWRE, Warrenton, Mo.

**PETERS, BOB**  
WAFB, WAFB-TV, Baton Rouge, La.

**PETERSON, PHIL**  
In the Sportslight  
WFNS, Burlington, N. C.

**PETERSON, ROLLIE**  
KCJB, KCJB-TV, Minot, N. Dak.

**PETTI, RALPH A., JR.**  
KCHA, Charles City, Iowa

**PFEIFFER, RUDY**  
KGN, Oregon City, Ore.

**PIELAN, JOHN**  
KTSM, KTSM-TV, El Paso, Texas

**PIELFS, ROBERT**  
The Sportsman  
WISP, Kinston, N. C.

**PHILBIN, BOB**  
WJOL, Joliet, Ill.

**PHILLIPS, DALE**  
KXOA, Sacramento, Calif.

**PHILLIPS, DARELL**  
KTUR, Turlock, Calif.

**PHILLIPS, JOHN**  
KCLL, Houma, La.

**PHILLIPS, LEE**  
Sportsland, U.S.A.  
WIOD, Miami, Fla.

**PHILIPPSON, JOE**  
KIOA, Des Moines, Iowa

**PIERCE, HARRY**  
Sports Parade  
KLRA, Little Rock, Ark.

**PIERRO, LOU**  
WHUC, Hudson, N. H.

**PIKE, CHET**  
WTMA, Charleston, S. C.

**PINE, ALLAN**  
Sports Roundup  
WHLI, Hempstead, N. Y.

**PINION, CLOVIS**  
KSSP, Sulphur Springs, Tex.

**PIPHER, BILL**  
WIRL, Peoria, Ill.

**PLATT, BILL**  
WBBZ, Ponca City, Okla.

**POLITZ, J. C.**  
Sports Review  
WIBR, Baton Rouge, La.

**POPE, BILL**  
Sports Extra  
WABY, Albany, N. Y.

**POWELL, JOHN**  
WPRS, Paris, Ill.

**POWELL, CHARLES**  
Sports Eye  
WTTV, Bloomington, Ind.

**POWELL, DON**  
Sports News  
KLCB, Libby, Mont.

**POWERS, JIMMY**  
WPIX, New York, N. Y.

**POWERS, TED**  
Sports Final  
WDEV, Waterbury, Vt.

**PRESTON, H. A. "SKEET"**  
KJAN, Atlantic, Iowa

**PRIEST, DON**  
Sports Reporter  
WSPB, Sarasota, Fla.

**PRIME, WILLIAM A.**  
Sports Bench  
KCLV, Clovis, N. Mex.

**PRITCHARD, BOSCH**  
Sports Page  
WIBG, Philadelphia, Pa.

**PRYOR, BILL**  
WNBF, WNBF-TV, Binghamton, N. Y.

**PYLES, DAVE**  
WMOA, Marietta, Ohio

## — Q —

**QUIGLEY, DON**  
KWEL, Weiser, Idaho

**QUILEN, TED**  
WACO, Waco, Texas

**QUINLAN, JACK**  
Sports Forecast  
WIND, Chicago, Ill.

## — R —

**RABER, ALAN**  
Sports Digest  
WKAP, Allentown, Pa.

**RAIRER, EARL**  
Sports Review  
WLAK, Lakeland, Fla.

**RAINEI, LEE**  
WHIN, Gallatin, Tenn.

**RAMPTON, CLARE**  
KWWL, KWWL-TV, Waterloo, Iowa

**RAMSAY, BILL**  
Sports Parade  
WVOT, Wilson, N. C.

**RANEY, REX**  
Football Prophet  
WBIR, Knoxville, Tenn.

**RANGER, JIM**  
Time Out for Sports  
KWG, Stockton, Calif.

**RASH, LESTER R.**  
Morning Sports Review  
KGOS, Torrington, Wyo.

**RASK, PAUL**  
Sports Page Final  
KGW, Portland, Ore.

**RASKIN, RICHARD**  
WGNV, Newburgh, N. Y.

**RATLIFF, ROY**  
Today in Sports  
WPRT, Prestonsburg, Ky.

**RAY, L. CLINTON**  
WKBI, St. Marys, Pa.

**RAY, LARRY**  
WHB, Kansas City, Mo.

**RAYBURN, JOHNNY**  
Sports Final  
WMBD, Peoria, Ill.

**RAYMON, PAUL**  
WLAC-TV, Nashville, Tenn.

**RIND, JULES**  
Speaking of Sports  
WPEN, Philadelphia, Pa.

**RINEHART, TED**  
WFBG-TV, Altoona, Pa.

**RINGQUIST, LEN**  
WJDA, Quincy, Mass.

**RITZERT, ROBERT**  
Sport Page of the Air  
WNAB, Bridgeport, Conn.

**RIZZO, HENRY**  
Sports Roundup  
WWSR, St. Albans, Vt.

**ROBERTS, DON**  
Sports Extra  
WKNE, Keene, N. H.

**ROBERTS, DONALD**  
WCOU, Lewiston, Me.

**ROBERTS, STAN**  
WARK, Hagerstown, Md.

**ROBERTSON, BOB**  
KMO, Tacoma, Wash.

**ROBINSON, JERRY**  
Sports Roundup  
KELA, Centralia-Chehalis, Wash.

**ROBINSON, JOHN**  
Sports Report  
WDUN, Gainesville, Ga.

**ROBINSON, MAX**  
Sports Roundup  
WJTN, Jamestown, N. Y.

- ROBY, CLIFTON VAN**  
Sports Roundup  
WCUM, Cumberland, Md.
- ROCKWOOD, LYNN**  
Sportlite  
KIXX, Provo, Utah
- RODRICK, BOB**  
KQTV, Fort Dodge, Iowa
- ROEWE, PHILIP**  
Sports Line-Up  
WMOK, Metropolis, Ill.
- ROMERO, FRED**  
RCOR, San Antonio, Texas
- ROPER, DON**  
Time Out for Sports  
KBOL, Boulder, Colo.
- ROPER, KEITH**  
Sports Slants  
WABJ, Adrian, Mich.
- ROSCOE, PAUL**  
Speaking of Sports  
KJAY, Topeka, Kans.
- ROSEHILL, DAVE**  
Sports First on Long Island  
WGSM, Huntington, N. Y.
- ROSELLE, JIM**  
WJTN, Jamestown, N. Y.
- ROSS, CHARLES**  
Sports Review  
WMOU, Berlin, N. H.
- ROSS, KAL**  
WCAN-TV, Milwaukee, Wisc.
- ROWLANDSON, HUGH**  
WTVL, Waterville, Me.
- RUCKLE, ROBERT**  
Sports Roundup  
WRDW, Augusta, Ga.
- RUSH, RED**  
KCSB, San Bernardino, Calif.
- RUSHTON, RAY**  
WINA, Charlottesville, Va.
- RUSSELL, DAVE**  
KFDM, Beaumont, Texas
- RUSSELL, LANCE**  
WDXI, Jackson, Tenn
- RUST, BILL**  
KGVJ, Greenville, Texas
- RYAN, JIM**  
Speaking of Sports  
KWPC, Muscatine, Iowa
- RYAN, JOE**  
Sports Roundup  
WALL, Middletown, N. Y.
- RYAN, MIKE**  
Sports Review  
WCOL, Columbus, Ohio
- S —
- SAAM, BYRON**  
Professional Football  
DuMont
- SABEAN, SAM**  
WCOW, Saint Paul, Minn.
- SAGE, DICK**  
Sport Report  
KBRS, Springdale, Ark.
- SAIDT, BUS**  
WBUD, Trenton, N. J.
- SANDLER, JACK**  
The Sports Hour  
KOWH, Omaha, Nebr.
- SANDS, GEORGE**  
WMAS, Springfield, Mass.
- SAUNDERS, ALLEN**  
WCHA, Chambersburg, Pa.
- SAUNDERS, ERNIE**  
WCHS, WCHS-TV, Charleston,  
W. Va.
- SAVAGE, BOB**  
WMAZ, Macon, Ga.
- SAXTON, JAKE**  
Sports Digest  
KHUZ, Berger, Texas
- SEARCE, BOB**  
WAFB, Baton Rouge, La.
- SCHENKEL, CHRIS**  
WABD, New York, N. Y.
- SCHENKEL, CHRIS**  
World Championship Football  
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- SCHENKEL, CHRIS**  
Professional Football and  
Boxing, Ringside Interviews,  
Sports Picture  
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- SCHMITT, DON**  
WISC, Madison, Wisc.
- SCHNUELLE, BOB**  
Sportscope  
KHOL-TV, Kearney, Nebr.
- SCHOENDIENST, TOM**  
Points on Sports  
WSOY, Decatur, Ill.
- SCHOOLEY, JOHN**  
WIOU, Kokomo, Ind.
- SCHREIBER, MARK**  
KTIN, Denver, Colo.
- SCHROEDER, PAUL**  
WIMS, Michigan City, Ind.
- SCHWARTZ, HENRY**  
Sports Revue  
WDLC, Port Jervis, N. Y.
- SCOTT, RAY**  
WDTV, Pittsburgh, Pa.
- SCOTT, WALLY**  
WREX-TV, Rockford, Ill.
- SEATON, DEAN**  
KXOA, Sacramento, Calif.
- SEDGWICK, SEDGE**  
WMGT, Pittsfield, Mass.
- SEE, JACK**  
WTAJ, Parkersburg, W. Va.
- SENYCZKO, ED**  
Sports Parade  
WTHH, Port Huron, Mich.
- SHACKELFORD, ROSS**  
Sports Parade  
WGAU, Athens, Ga.
- SHAFER, MAX**  
WDAN, WDAN-TV, Danville,  
Ill.
- SHARPE, JACK**  
WEBR, Buffalo, N. Y.
- SHAVER, DANNY**  
The Sportsman  
WHHH, Warren, Ohio
- SHEPARD, STEVE**  
KMPV, Omaha, Nebr.
- SHEPHERD, BOB**  
WGBB, Freeport, N. Y.
- SHEPHERD, CHARLIE**  
WWNC, Asheville, N. C.
- SHERBAUN, DICK**  
Inside Story in Sports  
WLAN, Lancaster, Pa.
- SHERIDAN, BILL**  
Football Quiz  
WPME, Punxsutawney, Pa.
- SHERMAN, BARRY**  
Sports Parade  
WSCR, Scranton, Pa.
- SHERMAN, BARRY**  
WBRE-TV, Wilkes-Barre, Pa.
- SHERMAN, DICK**  
Sports Talk  
KBIZ, Ottumwa, Iowa
- SHERMAN, JACK**  
KTVQ, Oklahoma City, Okla.
- SHORT, SELDON**  
Sportlight  
WMTCT, Vanclève, Ky.
- SHIDELER, HAL**  
Today in Sports  
KFOJ, Long Beach, Calif.
- SHILVOCK, DICK**  
Sportscasters Club  
KASL, Newcastle, Wyo.
- SHIVELY, DICK**  
WSM-TV, Nashville, Tenn.
- SHUDT, ROY**  
Sports  
WTRY, Troy, N. Y.
- SHUMATE, GENE**  
Sports Desk  
KSO, Des Moines, Iowa
- SIDES, BILL**  
Spotlight on Sports  
WWNS, Statesboro, Ga.
- IEGEL, MORRIS**  
WTOP-TV, Washington, D. C.
- SIEGRIST, BOB**  
WEAS, Decatur, Ga.
- SIMPSON, JIM**  
WNAO, WNAO-TV, Raleigh,  
N. C.
- SIMPSON, JIM**  
WTTG, Washington, D. C.
- SIMS, FRANK**  
WKMH, Dearborn, Mich.
- SINGLETARY, CRAIG**  
Sports Review  
KMCN, McMinnville, Ore.
- SINIONTON, RED**  
KYUM, Yuma, Ariz.
- SIPHERD, ART**  
In the Sportlight  
KCMJ, Palm Springs, Calif.
- SJOLANDER, HERB**  
Sarasota Angler  
WSPB, Sarasota, Fla.
- SKEITH, BILL**  
KTMG, McAlester, Okla.
- SKINNER, MERRILL**  
Sports Review  
KRXX, Rexburg, Idaho
- SLACK, VAN L.**  
Sports Review  
WSMT, Sparta, Tenn.
- SLATER, MANNING**  
WIOC, WICC-TV, Bridgeport,  
Conn.
- SLOAN, DICK**  
WOHP, Bellefontaine, Ohio
- SLYCKE, HARRY VAN**  
KRGV-TV, Weslaco, Texas
- SMITH, AL**  
Sportsmens' Corner  
WHOL, Allentown, Pa.
- SMITH, BOB**  
WOXF, Oxford, N. C.
- SMITH, BOB**  
Sports Desk  
DuMont
- SMITH, BOB**  
KKTV, Colorado Springs,  
Colo.
- SMITH, BOCKY**  
Today in Sports  
WLOF, Orlando, Fla.
- SMITH, FLETCHER**  
Sports Review  
WBGJ, Greensboro, N. C.
- SMITH, FRANK**  
KHUM, Eureka, Calif.
- SMITH, FRED B.**  
Sportscast  
KTXJ, Jasper, Texas
- SMITH, JIM**  
WBOK, New Orleans, La.
- SMITH, JOHNNY**  
Sports News  
KTRH, Houston, Texas
- SMITH, LESTER**  
WNAC, Boston, Mass.
- SMITH, LOREN C.**  
Parade Sports  
W TSA, Brattleboro, Vt.
- SMITH, M. J. "CLIPPER"**  
WTCN, Minneapolis, Minn.
- SMITH, ROGER**  
Sports Review  
WJBB, Haleyville, Ala.
- SMITH, WILLARD**  
KTOE, Mankato, Minn.
- SMITH, WILLIAM**  
Sports Review  
WMFR, High Point, N. C.
- SNOWDEN, CHARLES T.**  
Sports Parade  
WLSI, Pikeville, Ky.
- SNYDER, DWIGHT**  
Sports Final  
WJAY, Mullins, S. C.

**SNYDER, ED**  
Sports Spotlight  
WDAK, Columbus, Ga.

**SOBOL, JOHN**  
WILK-TV, Wilkes-Barre, Pa.

**SOLIE, GORDON**  
WPLA, Plant City, Fla.

**SOMMERKAMP, PAUL**  
WCKY, Cincinnati, Ohio

**SORRELLI, BILL**  
WOKE, Oak Ridge, Tenn.

**SPAINHOWER, DON**  
KVVU, Logan, Utah

**SPARKS, JAMES H.**  
WLAY, Muscle Shoals, Ala.

**SPECIALI, JOHN**  
Sports Special  
KGBC, Galveston, Texas

**SPENCER, DONN**  
Sports Report  
KWIZ, Santa Ana, Calif.

**SPER, NORMAN**  
WABD, New York, N. Y.

**SPINN, GERRY**  
WTMA, Charleston, S. C.

**SPRACKLIN, JIM**  
Sports Parade  
KWYO, Sheridan, Wyo.

**SPRAGUE, ED**  
Warm-Up Time  
KTMS, Santa Barbara, Calif.

**STANFIELD, RAY**  
Spotlighting Sports  
WIS, Columbia, S. C.

**STARK, CHUCK**  
Spectator  
KDRS, Paragould, Ark.

**STATZ, DICK**  
Sportscaster  
WJON, St. Cloud, Minn.

**STEDMAN, RICHARD**  
Sports Page  
WKMI, Kalamazoo, Mich.

**STEELE, BOB**  
Strictly Sports  
WTIC, Hartford, Conn.

**STEELE, JIMMY**  
Sports Call  
WNOE, New Orleans, La.

**STEERE, BURTON**  
WWSO, Glens Falls, N. Y.

**STENKAMP, JOHN**  
Sports Whirl  
KIMA-TV, Yakima, Wash.

**STERN, BILL**

TV Game of the Week, Bill  
Stern Show  
ABC-TV, ABC

**STEVENS, CARL**  
Spotlight on Sports  
WNAV, Annapolis, Md.

**STEVENS, ELBY**  
WTWN, St. Johnsbury, Vt.

**STIEGLER, ERNIE**  
WAEB, Allentown, Pa.

**STINSON, JOHNNY**  
WJHP, WJHP-TV, Jackson-ville, Fla.

**STOGNER, EARL**  
WDVA, Danville, Va.

**STONE, CLAIR**  
WBAV-TV, Green Bay, Wis.

**STONE, ROCKY**  
Sports Spotlite  
WOPF, Bristol, Tenn.

**SWANSON, CARL**  
WIDE, Biddeford, Me.

**SWEENEY, DICK**  
Sports Review  
WGWR, Asheboro, N. C.

**SWEENEY, WILLIAM R.**  
WARE, Ware, Mass.

**SWITZER, FRED**  
KTAE, Taylor, Texas

**T**

**TANNER, JOE**  
Speaking of Sports  
WLCR, Torrington, Conn.

**TAPLER, VINCE**  
Sports Spotlight  
WTJS, Jackson, Tenn.

**TAPLEY, CHARLES**  
WALA, WALA-TV, Mobile, Ala.

**TARELTON, SAM**  
World of Sports  
KPLC, Lake Charles, La.

**TASNADY, JOHN**  
Sports Final  
KOOS, Coos Bay, Ore.

**TATE, VERNER**  
WFBC-TV, Greenville, S. C.

**TAYLOR, CHARLIE**  
Sports Review  
WFMO, Fairmont, N. C.

**TAYLOR, CRAWFORD**  
KTFY, Brownfield, Texas

**TAYLOR, WATT**  
WMPA, Aberdeen, Miss.

**TCHUMY, GEORGE J., JR.**  
KTKR, Taft, Calif.

**TEAS, CHARLIE**  
KOB, Albuquerque, N. Mex.

**TEGMEIER, DOUG**  
KTRF, Thief River Falls, Minn.

**TEMPLETON, DINK**  
Sports This Week  
KFRC, San Francisco, Calif.

**TERMINE, JIM**  
Sports Today  
WTUX, Wilmington, Del.

**THACKER, JIM**  
Time for Sports  
WSAZ-TV, Huntington, W. Va.

**THAMES, BAXLEY**  
Sports Roundup  
KAPK, Minden, La.

**THOMAS, DAVE**  
Carolina Sports  
WJMX, Florence, S. C.

**THOMAS, ED**  
WSLS, WSLS-TV, Roanoke, Va.

**THOMAS, GLENN**  
WJEJ, Hagerstown, Md.

**THOMAS, JERRY**  
KVEN, Ventura, Calif.

**THOMAS, ROLLIE**  
Sports News  
KFI, Los Angeles, Calif.

**THOMPSON, BEN**  
Sports World  
WION, Ionia, Mich.

**THOMPSON, BOB**  
WCOG, Greensboro, N. C.

**THOMPSON, CHUCK**  
Professional Football  
DuMont

**THOMPSON, JIM**  
Sports Final  
WJLL, Niagara Falls, N. Y.

**THOMPSON, TALMADGE**  
KFNF, Shenandoah, Iowa

**THOMPSON, TINY**  
WLOH, Princeton, W. Va.

**THILENIUS, ED**  
Sportscap  
WRFC, Athens, Ga.

**THORNTON, HARRY**  
WAGC, Chattanooga, Tenn.

**THORPE, BILL**  
WFBL, Syracuse, N. Y.

**TIBERIO, GENE**  
WHJB, Greensburg, Pa.

**TIGHE, RON**  
KSID Sports Parade  
KSID, Sidney, Neb.

**TOLBERT, JERRY**  
WSON, Henderson, Ky.

**TOPINKA, BOB**  
WHVP, Wausau, Wis.

**TORGERSON, STAN**  
WHBQ, WHBQ-TV, Memphis, Tenn.

**TOSTI, PHILIP**  
WKAL, Rome, N. Y.

**TOWNSEND, CHET**  
WJPP, Herrin, Ill.

**TRABER, JIMMY**  
Sport Shorts  
KNAL, Victoria, Texas

**TRAEGER, JOHN**  
Sports Roundup  
KWED, Seguin, Texas

**TRAP, BILL**  
WKBZ, Muskegon, Mich.

**TRAYNOR, PIE**  
KQV, Pittsburgh, Pa.

**TRIDWAY, BILL**  
KJIV, Huron, S. Dak.

**TROTT, TERRY**  
WTKM, Hartford, Wis.

**TRUSSELL, JAKE**  
Daily Sports Column  
KINE, Kingsville, Texas

**TUBELLE, LARRY**  
Sportsbook  
KRAI, Craig, Colo.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TUCKER, JOE**  
Professional Football  
DuMont

**TUOHY, JERRY**  
WDBQ, Dubuque, Iowa

**TURNER, BOB**  
WHAM, WHAM-TV, Roches-ter, N. Y.

**TURNER, JIM**  
WSTP, Salisbury, N. C.

**TURNER, RAY**  
WTAR-TV, Norfolk, Va.

**TWERELL, BRUCE**  
Mountain Sports  
KMON, Great Falls, Mont.

**TWIGGS, BRANCH**  
WBUY, Lexington, N. C.

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**UNDERWOOD, RALPH**  
WCNB, Connersville, Ind.

**UNGER, DICK**  
WWPF, Palatka, Fla.

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**VAGNER, JACK C.**  
KRAL, Rawlins, Wyo.

**VALE, FRANK**  
KLMX, Clayton, N. Mex.

**VALICENTI, JOE**  
Sports Parade  
WBBW, Youngstown, Ohio

**VANDERHEYDEN, ROBERT**  
WSTC, Stamford, Conn.

**VAZQUEZ, PEDRO**  
WAPA, WAPA-TV, San Juan  
P. R.

**VEACH, BOB**  
WERX, West Frankfort, Ill.

**VEIDT, BILL**  
WESY, Hattiesburg, Miss.

**VENNER, FRANK**  
WSPD-TV, Toledo, Ohio

**VENTER, MEL**  
East-West Game  
Mutual

**VENTRELLA, TONY**  
WEDC, Chicago, Ill.

**VESTRO, ALBERT**  
WATR, WATR-TV, Water-  
bury, Conn.

**VICK, RICHARD V.**  
KGEZ, Kalispell, Mont.

**VILLANI, J.**  
WELC, Welch, W. Va.

**VIRGILLIO, NICK**  
Sports of the Day  
WCMC, Wildwood, N. J.

**VITTO, LORRY**  
Sports Reports  
KFJF, Klamath Falls, Ore.

**VOELKER, HARRY**  
KTBC-TV, Austin, Tex.

SPORTS COMMENTATORS — RADIO-TELEVISION

**VOGEL, PHIL**  
Today in Sports  
WRON, Ronceverte, W. Va.  
**VOORHIS, VAN**  
WLBR, Lebanon, Pa.

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**WAGNER, BOB**  
WHIZ, WHIZ-TV, Zanesville, Ohio  
**WAITE, DAVE**  
Speaking of Sports  
WFOR, Hattiesburg, Miss.  
**WAITES, DeWITT (JIM)**  
KBLO, Hot Springs, Ark.  
**WALDEN, WARREN**  
WJAR, WJAR-TV, Providence, R. I.  
**WALESKI, EDDIE**  
WSBA-TV, York, Pa.  
**WALLIS, DAVE**  
KCLA, Pine Bluff, Ark.  
**WALKER, HAL**  
WCAN-TV, Milwaukee, Wisc.  
**WALKER, BOB**  
Sports Byline  
WSL-TV, Harrisburg, Ill.  
**WALKER, LLOYD**  
KFTM, Ft. Morgan, Colo.  
**WALLIS, DAVE**  
The Sportsman  
KCLA, Pine Bluff, Ark.  
**WALSH, FRANK J.**  
WBCM, Bay City, Mich.  
**WALSHAK, DAVID**  
Cavalcade of Sports  
KCTI, Gonzales, Texas  
**WALTHALL, CLYDE**  
Morning Line  
KGGF, Coffeyville, Kans.  
**WALTON, EARL**  
Sports Roundup  
WZM, Clarksville, Tenn.  
**WALTON, LUKE**  
WISH, Indianapolis, Ind.  
**WALTON, RAY**  
Sports-A-Time  
WBG, Philadelphia, Pa.  
**WANGER, JOHN**  
KALI, Pasadena, Calif.  
**WARD, ASHBY**  
Sports Scoreboard  
WMYB, Myrtle Beach, S. C.  
**WARD, ASHBY**  
Scoreboard  
WJOT, Lake City, S. C.  
**WARD, BILL**  
WBT, WBT-TV, Charlotte, N. C.  
**WARD, BILL**  
KOOC, Oklahoma City, Okla.  
**WARD, GORDON**  
WTAM, Cleveland, Ohio  
**WARNER, DICK**  
WRDW-TV, Augusta, Ga.  
**WARREN, JIM**  
KUDU, Ventura, Calif.  
**WARREN, MERT**  
WLOE, Leaksville, N. C.  
**WATERMAN, BERNIE**  
WICS, Springfield, Ill.  
**WATSON, JERRY**  
KTM, Marfield, Ky.  
**WATRICK, DON**  
WXYZ, WXYZ-TV, Detroit, Mich.  
**WAYCASEY, MILTON**  
Sportlite  
K1XX, Provo, Utah  
**WEATHERLY, ROBERT L.**  
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WTAN, Clearwater, Fla.  
**WEAVER, RICK**  
WGEM, WGEM-TV, Quincy, Ill.  
**WEBB, BERT**  
Pecan Valley Sports  
KEAN, Brownwood, Texas

**WEISER, DAVE**  
In the Locker Room  
KEYY, Provo, Utah  
**WELLS, LINN**  
WGAN, WGAN-TV, Portland, Me.  
**WEST, BOB**  
WMFD, WMFD-TV, Wilmington, N. C.  
**WEST, JACK**  
WLBT, Jackson, Miss.  
**WESTERVELT, DICK**  
WJBS, Deland, Fla.  
**WESTHALL, JIM**  
Sports Parade  
WLNH, Laconia, N. H.  
**WESTON, DON**  
KGVO, Missoula, Mont.  
**WHALEN, JOSEPH**  
Sports Desk  
WVPO, Stroudsburg, Pa.  
**WHEELER, RON**  
Musical Scoreboard  
KTAT, Frederick, Okla.  
**WHITAKER, JACK**  
WCAU-TV, Philadelphia, Pa.  
**WHITEHEAD, BOB**  
WBAX, Wilkes-Barre, Pa.  
**WHITLEY, TOM**  
WBRC-TV, Birmingham, Ala.  
**WHITTIER, CHUCK**  
WILK, WILK-TV, Wilkes-Barre, Pa.  
**WIBLE, DARL**  
Sports Desk  
WBOW, Terre Haute, Ind.  
**WIGGINS, JIM**  
KENS, San Antonio, Texas  
**WIGGINS, JIM**  
KGBS, San Antonio, Texas  
**WILCOX, PAUL**  
WGAR, Cleveland, Ohio  
**WILCOX, PAUL**  
WEWS, Cleveland, Ohio  
**WILE, OTIS**  
KSPI, Stillwater, Okla.  
**WILLIAMS, AL**  
WEVE, Eveleth, Minn.  
**WILLIAMS, CHUCK**  
Mike's of Sports  
KWN0, Winona, Minn.  
**WILLIAMS, GARNET**  
Today in Sports  
WFIW, Fairfield, Ill.  
**WILLIAMS, GENE**  
KMOD, Modesto, Calif.  
**WILLIAMS, OMAR**  
WLW-D, Dayton, Ohio  
**WILLIAMSON, DICK**  
Sports Final  
WDSR, Lake City, Fla.  
**WILLOUGHBY, JACK**  
KVLH, Pauls Valley, Okla.  
**WILSON, BERT**  
WIND, Chicago, Ill.  
**WILSON, BOB**  
WADC, Akron, Ohio  
**WILSON, BOB**  
KTIV, Sioux City, Iowa  
**WILSON, CHUCK**  
Sportreel  
WBVP, Beaver Falls, Pa.  
**WILSON, DAVE**  
All About Sports  
KANS, Wichita, Kans.  
**WILSON, DEAN**  
Highlights in the World of Sports  
WMMB, Melbourne, Fla.  
**WILSON, GLEN**  
WLW-T, Cincinnati, Ohio  
**WILSON, JAMES**  
WSBT, South Bend, Ind.  
**WILSON, JOE**  
WMAQ, Chicago, Ill.  
**WILSON, JOE**  
WNBQ, Chicago, Ill.  
**WILSON, JOHN**  
WKOV, Wellston, Ohio

**WIMER, DON**  
WISR, Butler, Pa.  
**WINK, JACK**  
Meet the Coach  
WMNE, Menomonie, Wisc.  
**WISEMAN, CLYDE**  
WOKZ, Alton, Ill.  
**WISMER, HARRY**  
Sports Director, General Sports Time, Harry Wismer Sports, Mutual; General Sports TV, WOR and Coast-to-Coast  
**WITTE, BUD**  
WBAF, Green Bay, Wisc.  
**WITTER, STAN**  
World of Sports  
KAPA, Raymond, Wash.  
**WOLF, BOB**  
WWDG, Washington, D. C.  
**WOLF, HAL**  
KNBC, San Francisco, Calif.  
**WOLFE, ART**  
Sports Digest  
WPAM, Pottsville, Pa.  
**WOLFE, TED**  
World of Sports  
WMON, Montgomery, W. Va.  
**WOLFF, BOB**  
'Gator Bowl  
Mutual  
**WOODARD, JIMMY**  
KATV, Pine Bluff, Ark.  
**WOODHOUSE, WOODY**  
WDNC, Durham, N. C.  
**WOODS, JIM**  
Sports Page  
WGAJ, Elizabeth City, N. C.  
**WOODS, JIM**  
WINS, New York, N. Y.  
**WOODSIDE, SAM**  
WFCU, Ithaca, N. Y.  
**WOODY, BILL**  
Look at the Record  
WEZB, Birmingham, Ala.  
**WORONER, MURRY**  
KFDA, KFDA-TV, Amarillo, Texas  
**WRATHER, LOU**  
Sports Spotlight  
WENK, Union City, Tenn.  
**WRIGHT, BILL**  
WGLV, Easton, Pa.  
**WRIGHT, DICK**  
KHQ, Spokane, Wash.  
**WRIGHT, JEFF**  
Wright's Sportfolio  
WKCT, Bowling Green, Ky.

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**YANICH, BOB**  
Sports Final  
WHGB, Harrisburg, Pa.  
**YELLAND, STARR**  
ZLZ, KLZ-TV, Denver, Colo.  
**YORK, TOM**  
Sportsmen's Corner  
WJOI, Florence, Ala.  
**YOUNG, JAY**  
Sports Review  
WERC, Erie, Pa.  
**YOUNGBLOOD, WES**  
KSEL, Lubbock, Texas

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**ZABEL, JIM**  
WHO, WHO-TV, Des Moines, Iowa  
**ZEGARSKIE, ED**  
Speaking of Sports  
WHUB, Cookeville, Tenn.  
**ZEIDMAN, IRV**  
Sports Beat  
KENT, Shreveport, La.  
**ZEILMANN, JACK**  
Sports Spotlight  
WCAW, Charleston, W. Va.  
**ZIMMERMAN, ROBERT**  
KOEL, Oelwein, Iowa  
**ZUCHELLI, ED**  
KXOB, Stockton, Calif.



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**DOUGLAS EDWARDS**

**CBS News Reporter**



**KENNETH BANGHART**

**N. B. C.  
NEWSCASTER**

**RADIO**

**TELEVISION**

**CI 7-8300**

# NEWS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1954



### — A —

**ABBOTT, TOM**  
WNOE, New Orleans, La.

**ABELS, ED**  
Comments on Local Affairs  
KLWN, Lawrence, Kans.

**ABNER, A. K.**  
"Round Town Reporter"  
KFJI, Klamath Falls, Oreg.

**ADAMS, CEDRIC**  
WCCO-TV, Minneapolis, Minn.

**ADAMS, CLARENCE**  
Morning Herald  
KBTM, Jonesboro, Ark.

**ADAMS, JIM**  
WTAR-TV, Norfolk, Va.

**ADAMS, PHIL**  
WBOC-TV, Salisbury, Md.

**AGRONSKY, MARTIN**  
ABC

**ALCOTT, CARROLL**  
KNX, Los Angeles, Calif.

**ALEXANDER, PAUL**  
KSL-TV, Salt Lake City, Utah

**ALLEN, DON**  
KLIX-TV, Twin Falls, Idaho

**ALLEN, ED**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, PHIL**  
KMMT, Austin, Minn.

**ALLEN, SPENCER**  
WGN, WGN-TV, Chicago, Ill.

**ALLEN, TONY**  
WUSJ, Lockport, N. Y.

**ALM, ROSS C.**  
KBIM, Roswell, N. Mex.

**ALVES, BOB**  
KZTV, Reno, Nev.

**AMBROSE, ROY**  
WBKV, West Bend, Wis.

**ANDERSON, BOB**  
KVAL-TV, Eugene, Oreg.

**ANGELL, JACK**  
WNBQ, Chicago, Ill.

**ANDERSON, JOHN**  
Local News  
WPNF, Brevard, N. C.

**ANDREWS, H. G.**  
Dispelling the Fog  
WARD, Johnstown, Pa.

**ANDREWS, M. CARL**  
Over the Editor's Desk  
WDBJ, Roanoke, Va.

**ANTHONY, DICK**  
KDAL, Duluth, Minn.

**ANTHONY, GEORGE**  
WOND, Pleasantville, N. J.

**ANTHONY, WILLIAM**  
KJEO-TV, Fresno, Calif.

**ARCHER, JOHN**  
WCMB-TV, Harrisburg, Pa.

**ARMFIELD, IRA**  
WPNF, Brevard, N. C.

**ARTHUR, BOB**  
WEEK-TV, Peoria, Ill.

**ARTHUR, FRANK**  
KSAN, KSAN-TV,  
San Francisco, Calif.

**ASH, MERRILL**  
KOMO, Seattle, Wash.

**ASHLEY, CHARLES**  
WEEI, Boston, Mass.

**ATWATER, F. KENT**  
WJRI, Lenoir, N. C.

### — B —

**BACKUS, ED**  
WHEB, Benton Harbor, Mich.

**BAGDASARIAN, A. C.**  
WNBZ, Saranac Lake, N. Y.

**BAHNSEN, PROF. ALVIN C. W.**  
Let's Look at the United  
Nations  
WWRL, New York, N. Y.

**BANDELL, MURRAY**  
WMMW, Meriden, Conn.

**BANGHART, KENNETH**  
NBC, NBC-TV

**BARER, BERT**  
WAEB, Allentown, Pa.

**BARKER, EDDIE**  
KRLD, Dallas, Texas

**BARRETT, MELVIN F.**  
WLOH, Princeton, W. Va.

**BARRETT, RICK**  
Today in Town  
KDB, Santa Barbara, Calif.

**BARRETT, WILLIAM**  
WKNA-TV, Charleston, W. Va.

**BARRETTE, GEORGE W.**  
WIRL, Peoria, Ill.

**BARTHOLOMEW, JOHN**  
BRYSON  
KRTV, Colorado Springs, Colo.

**BARTLEY, JIM**  
WMMN, Fairmont, W. Va.

**BARRY, LES**  
KIMN, Denver, Colo.

**BASSO, NICK**  
WSAZ-TV, Huntington, W. Va.

**BATE, RICHARD**  
WMMB, World News  
WMMB, Melbourne, Fla.

**BATES, JACK**  
KFOR, Lincoln, Nebr.

**BATSON, GAY**  
WDSU, New Orleans, La.

**BAUGESS, BOBBY**  
KOLS, Pryor, Okla.

**BAUGHN, TED**  
WRGB, Schenectady, N. Y.

**BAYER, BILL**  
WITV, Miami, Fla.

**BEATTY, MORGAN**  
News of the World  
NBC; Morgan Beatty and the  
News, DuMont

**BEAUMONT, JOE**  
WWGS, Tifton, Ga.

**BELCHER, ROD**  
Blue Streak Bulletins  
KOL, Seattle, Wash.

**BELKNAP, AL**  
WESX, Salem, Mass.

**BELL, GENE**  
KYOS, Merced, Calif.

**BELL, NICHOLAS**  
WGUY, Bangor, Maine

**BENESH, FRANK**  
WNEM-TV, Bay City, Mich.

**BENGSTON, CHARLES**  
WATR-TV, Waterbury, Conn.

**BENNETT, LEN**  
Morning News  
KOBK, Owatonna, Minn.

**BENTLEY, JULIAN**  
WBBM, WBBM-TV,  
Chicago, Ill.

**BERDAN, BIRD**  
Wiry Reporter

**WIRY, Plattsburg, N. Y.**

**BERGEN, VON, JOHN**  
Evening Edition  
WARM, WARM-TV, Scranton,  
Pa.

**BERGER, GENE**  
WOL, Washington, D. C.

**BERNHARD, PAT**  
Town Topics  
WFOY, St. Augustine, Fla.

**BERNS, HANK**  
WKAT, Miami Beach, Fla.

**BEST, VICTOR**  
WBZ-TV, Boston, Mass.

**BETTS, BOB**  
KQTV, Fort Dodge, Iowa

**BICHL, KEN**  
WDOK, Cleveland, Ohio

**BIGBEE, NELL**  
WOWL, Florence, Ala.

**BIGLER, TOM**  
WILK-TV, Wilkes-Barre, Pa.

**BILMAN, BOB**  
KCSJ-TV, Pueblo, Colo.

**BISHOP, PAT**  
KFI, Los Angeles, Calif.

**BLAIR, CURT**  
12:30 News  
WPID, Piedmont, Ala.

**BLAIR, ED**  
Georgia Panorama  
WAGA, Atlanta, Ga.

**BLAIR, FRANK**  
Today  
NBC-TV

**BLANKS, VICTOR**  
KFBK, Sacramento, Calif.

**BLECKLEY, W. JOHN**  
Capitol Coverage  
WJBO, Baton Rouge, La.

**BOGGS, HOWARD**  
WKOV, Wellston, Ohio

**POLLINGER, GENE**  
Carolina News  
WJAN, Spartanburg, S. C.

**BOLTON, PAUL**  
KTBC, KTBC-TV, Austin, Tex.

**BONKOSKY, BEN**  
Community News  
WJKO, Springfield, Mass.

**BORMANN, JIM**  
WCCO, Minneapolis, Minn.

**BOSLEY, LYLE**  
The World Tonight  
WKTV, Utica, N. Y.

**BOURGHOLTZER, FRANK**  
NBC

**BOWERS, BILL**  
KTTS, Springfield, Mo.

**BOYD, DR. W. M.**  
WERD, Atlanta, Ga.

**BOYETTE, PAT**  
KENS-TV, San Antonio, Tex.

**BRADFORD, BILL**  
Week in Revue  
KSST, Sulphur Springs, Texas

**BRADFORD, BOB**  
WREL, Lexington, Va.

**BRADLEY, RULON L.**  
Intermountain News  
KSL, Salt Lake City, Utah

**BRAGG, MARY**  
WJAT, Swainsboro, Ga.



**JOHN TILLMAN**

**WPIX**

Roving Reporter

"On the Scene" — "On the Screen"

- BRANSON, GLASCO P.**  
Between the Lines  
KMCM, McMinnville, Oreg.
- BRANUM, CHARLES**  
WEBQ, Harrisburg, Ill.
- BREEDIN, J. K.**  
WNOK, Columbia, S. C.
- BRENNAN, DAN**  
WBAM, Montgomery, Ala.
- BRENNER, SID**  
It Happened Today  
WLBR-TV, Lebanon, Pa.
- BREZNEY, STEVE**  
WAJR, Morgantown, W. Va.
- BRIDGES, JONAS**  
World Pictures  
WKMT, Kings Mountain, N. C.
- BRIGHT, KEITH**  
WJBC, Bloomington, Ill.
- BRINKLEY, DAVID**  
NBC
- BRISBANE, DR. R. H.**  
WERD, Atlanta, Ga.
- BRISCOE, ROY**  
WSTV-TV, Steubenville, Ohio
- BROADLEY, KARL**  
News at High Noon  
WHTN, Huntington, W. Va.
- BROCK, ARTHUR**  
WUSN-TV, Charleston, S. C.
- BROIDE, MACE**  
WFIE-TV, Evansville, Ind.
- BROOK, PHIL**  
WDBO-TV, Orlando, Fla.
- BROOKS, CLIFF**  
Our Town  
WGBF, Evansville, Ind.
- BROOKS, NED**  
Sunoco Three Star Extra  
NBC
- BROOKINS, DON**  
WDLP, Panama City, Fla.



**ALEX DREIER**

NBC RADIO-TV



**BROPHY, FRED**  
WHIO, Dayton, Ohio

**BROUGHMAN, GLEN**  
WRBL, WRBL-TV,  
Columbus, Ga.

**BROWN, BOB**  
WEEB, Southern Pines, N. C.

**BROWN, CECIL**  
WOR, New York, N. Y.

**BROWN, FRANK**  
KHUM, Eureka, Calif.

**BROWN, GLENN**  
Today's News in Central  
Wisconsin  
WDLB, Marshfield, Wis.

**BROWN, HOWARD**  
WTVJ, Miami, Fla.

**BROWN, LYMAN**  
Day in Review  
KEAN, Brownwood, Texas

**BROWN, PHIL**  
WCRT, Birmingham, Ala.

**BROWN, ROBERT**  
WMAV, Springfield, Ill.

**BROWNELL, JIM**  
WALM, Anderson, S. C.

**BROWNING, BOB**  
WKNY, WKNY-TV,  
Kingston, N. Y.

**BRUSH, DICK**  
KFGO, Fargo, N. D.

**BRYAN, BILL**  
KTOK, Oklahoma City, Okla.

**BRYSON, CONREY**  
KTSM, KTSM-TV,  
El Paso, Tex.

**BURDA, ORVILLE F.**  
Background of the News  
KDIX, Dickinson, N. Dak.

**BURDETT, WINSTON**  
UN in Action  
CBS-TV

**BURDICK, DON**  
WMIQ, Iron Mountain, Mich.

**BURK, S. A.**  
KIRX Newsreel  
KIRX, Kirksville, Mo.

**BURKE, MERLE**  
Highlights from the Headlines  
WLPO, LaSalle, Ill.

**BURKS, WALTER**  
KGTV, Des Moines, Iowa

**BURNS, BILL**  
WDTV, Pittsburgh, Pa.

**BURNS, JOSEPH**  
WNHC-TV, New Haven, Conn.

**BURRUS, GENE**  
News Capsules  
KRUX, Glendale, Ariz.

**BURWELL, E. L.**  
WTYC, Rock Hill, S. C.

**BUTLER, HOMER**  
WBEQ, Harrisburg, Ill.

**BYRD, JIM**  
KTBC-TV, Austin, Tex.

**BYRNS, JIM**  
KSWO, Lawton, Okla.

— C —

**CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.

**CAHILL, JACK**  
KLX, Oakland, Calif.

**CALDWELL, HOWARD**  
WTHI, WTHI-TV,  
Terre Haute, Ind.

**CALHOUN, ALLSTON**  
Americanism Preferred  
WFBM, Fort Valley, Ga.

**CALHOUN, ALLSTON**  
WGSW, Greenwood, S. C.

**CALLISON, GEORGE**  
WGBS, Miami, Fla.

**CALMER, NED**  
Six O'Clock Report  
CBS-TV

**CAMERON, BOB**  
KWKH, Shreveport, La.

**CAMPBELL, GEORGE**  
WHLA, Niagara Falls, N. Y.

**CAMPBELL, MALCOLM**  
Green Spring News  
WNAV, Annapolis, Md.

**CANDEDO, L. C.**  
WORZ, Orlando, Fla.

**CANHAM, ERWIN**  
Christian Science Monitor  
Views the News  
ABC

**CHEVERTON, DICK**  
WMT, Cedar Rapids, Iowa

**CHILDS, RALPH**  
KMA, Shenandoah, Iowa

**CHILSEN, WALTER JOHN**  
WSAU, WSAU-TV,  
Wausau, Wis.

**CHRISTENSEN, FRED**  
KTUR, Turlock, Calif.

**CHRISTIAN, RALPH**  
WSM-TV, Nashville, Tenn.

**CHRISTIE, GEORGE**  
Old Crusader  
WFEA, Manchester, N. H.

**CLARK, DALE**  
WAGA, Atlanta, Ga.

**CLARK, HAL**  
KWIE, Kennewick, Wash.

**CLARK, J. B.**  
Carolina Story  
WBT, Charlotte, N. C.

**CLARK, RAY**  
WOW, WOW-TV, Omaha, Neb.

**CLARK, W. ROCKWELL**  
WNHC, New Haven, Conn.

**CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa

**CLAYTON, WILLIAM**  
KPTV, Portland, Oreg.

**CLEAR, BILL**  
WRTA, Altoona, Pa.

**CLEARY, J. M.**  
News Review  
WESB, Bradford, Pa.

**CLEMENTS, JACK**  
WWNC, Asheville, N. C.

**CLIFTON, CHARLES**  
KRKD, Los Angeles, Calif.

**CLINE, KEN**  
WJBK-TV, Detroit, Mich.

**CLOCK, JOHN**  
KGGM-TV, Albuquerque,  
N. Mex.

**CLOS, JEAN**  
Clos Looks at the News  
WKLO, Louisville, Ky.

**CLOSE, BILL**  
KYMA, Yuma, Ariz.

**CLYDE, BOB**  
WREX-TV, Rockford, Ill.

**CLYNE, WYNE**  
Labor Views the News  
WHLs, Port Huron, Mich.

**COBURN, JOHN**  
WAFB-TV, Baton Rouge, La.

**COCHRAN, RON**  
News of the Night  
CBS-TV

**COCHRAN, RON**  
WTOP-TV, Washington, D. C.

**COGGINS, JAMES F.**  
World News  
WKDK, Newberry, S. C.

**COLE, CHRIS**  
KOPO-TV, Tucson, Ariz.

**COLEY, HAL**  
KMCO, Conroe, Texas

**COLLIER, EVERETT**  
Today's Trends  
KTRH, Houston, Texas

**COLLIER, JOHN**  
WFBM-TV, Indianapolis, Ind.

**COLLINS, JUD**  
WSM-TV, Nashville, Tenn.

**COLLEYER, RICHARD**  
WARK, Hagerstown, Md.

**COLLINS, REID**  
KWKH, Shreveport, La.

**COLVIN, BILL**  
Editor Speaks  
KMAN, Manhattan, Kans.

**COMBS, GEORGE H.**  
Spotlight New York  
ABC

**COMBES, RALPH**  
KFEQ-TV, St. Joseph, Mo.

**CONAWAY, RAY**  
KTHT, Houston, Texas

**CONDON, GLENN**  
KRMG, Tulsa, Okla.

**CONNELLY, WILLIAM**  
WBRE-TV, Wilkes-Barre, Pa.

**CONNER, GEORGE**  
Your Man Next Door  
KVAN, Vancouver, Wash.

**CONSIDINE, BOB**  
On the Line  
Mutual

**COOK, ED**  
WMBM, Miami Beach, Fla.

**COOMBES, GEORGE**  
WABC, New York, N. Y.

**CORCORAN, JOHN**  
WPEN, Philadelphia, Pa.

**CRONKITE, WALTER**  
Sunday News Special  
CBS-TV

**CROOKS, BILL**  
WFMJ, Youngstown, Ohio

**CRUMP, GEORGE**  
WARR, Arlington, Va.

**CUNNINGHAM, BILL**  
WOR, New York, N. Y.

**CUMMISKEY, JOE**  
WHEN, Syracuse, N. Y.

**CURFMAN, DEAN**  
KTVH, Hutchinson, Kans.

**CUTLER, JACK**  
WEOK, Poughkeepsie, N. Y.

— D —

**DAIGRE, ROLAND**  
WAFB-TV, Baton Rouge, La.

**DABNEY, B. M., JR.**  
Footprints of Time  
WACR, Columbus, Miss.

**DALTON, KENNETH**  
1460 Commentator  
WBET, Brockton, Mass.

**DALY, JOHN**  
John Daly and the News  
ABC-TV

**DANES, SPENCER**  
WKEV, Richmond, Ind.

**D'ANGELO, MICHAEL**  
WIMGW, Meadville, Pa.

**DANHEIM, DAVID**  
KSAF, Nacogdoches, Tex.

**DARBY, JOE**  
KBRZ, Freeport, Texas

**DAVIDSON, W. R.**  
'Between The Lines  
WAKN, Aiken, S. C.

**DAVIS, ELMER**  
ABC

**DAVIS, L. WAYNE**  
Shell News-Sports  
WESC, Greenville, S. C.

**DAVIS, REX**  
KMOX, St. Louis, Mo.

**DAVIS, SIDNEY**  
WKBN, WKBN-TV,  
Youngstown, Ohio

**DAVIS, WAYNE**  
Hometown Reporter  
KIDO, Boise, Idaho

**DAY, CHARLES R.**  
WGAR, Cleveland, Ohio

**DEBMAN, W. E.**  
WPTF, Raleigh, N. C.

**DEIBERT, LENORD**  
WPIK, Alexandria, Va.

**DELANEY, ED**  
Views on the News  
KWKW, Pasadena, Calif.

**DENMARK, E. T.**  
Marianna and Jackson County  
News  
WOOF, Dothan, Ala.

**DENNETT, JACK**  
CFRB, Toronto, Ont., Canada

**DENTLER, WARREN**  
KNAL, Victoria, Texas

**DeFEW, ART**  
KGST, Fresno, Calif.

**DESMOND, JERRY**  
KGVO, Missoula, Mont.

**DeVITA, NICHOLAS**  
WNNJ, Newton, N. J.

**DeWESE, DALLAS**  
WLW, Cincinnati, Ohio

**DIAB, GEORGE**  
Headlines Now  
WTRX, Bellaire, Ohio

**DIAB, GEORGE**  
WTRF-TV, Wheeling, W. Va.

**DIMEO, JOHN**  
Week in Review  
KPUG, Bellingham, Wash.

**DINSMORE, ED**  
WBEN-TV, Buffalo, N. Y.

**DOLL, BOB**  
WEKY, Richmond, Ky.

**DOOLEY, JACK W.**  
WGAR, Cleveland, Ohio

**DORMAN, PAUL**  
WHBQ, WHBQ-TV,  
Memphis, Tenn.

**DOUGLAS, LES**  
WPT, Putnam, Conn.

**DOUGLASS, GEORGE**  
Local News  
WDSR, Lake City, Fla.

**DOW, BOB**  
Television Journal  
WJHP-TV, Jacksonville, Fla.

**DOWNAY, GEORGE**  
WAAB, Worcester, Mass.

**DOYLE, TOM**  
Orlando News  
WLOF, Orlando, Fla.

**DREIER, ALEX**  
Skelly Oil Company, Man On the  
Go, NBC; Home Federal Savings  
& Loan, Alex Dreier and the  
News, WNBQ

**DREW, A. L.**  
Between the Lines  
WEVA, Emporia, Va.

**DRISCOLL, CASSIDY**  
WICH, Norwich, Conn.

**DRURY, RAY**  
WWLP, Springfield, Mass.

**DUCCAN, NORMAN**  
KFDX-TV, Wichita Falls, Tex.

**DUNPHY, JERRY**  
KEDD, Wichita, Kans.

**DUPLECHAIN, CHRIS**  
News Between the Lines  
KVPI, Ville Platte, La.

**DWYER, DANIEL**  
Tri-States News  
WDLC, Port Jervis, N. Y.

**DWYER, FRED**  
WHYN-TV, Springfield, Mass.

**DYKE, VAN, RUSS**  
KRNT, Des Moines, Iowa

— E —

**EADIE, DEANE**  
The Bystander  
WSNJ, Bridgeton, N. J.

**EARLE, GLENN**  
KPAC, Hot Springs, Ark.

**EDGAR, NEAL**  
News Summary  
WENT, Gloversville, N. Y.

**EDMONDS, JAMES E.**  
WLOS, WLOS-TV,  
Asheville, N. C.

**EDWARDS, BILL**  
WJDA, Quincy, Mass.

**EDWARDS, CHARLIE**  
WAGA-TV, Atlanta, Ga.

**EDWARDS, DOUGLAS**  
Douglas Edwards and the News,  
CBS, CBS-TV

**EDWARDS, GLENN**  
KYUM, Yuma, Ariz.

**EDWARDS, JOHN**  
ABC

— F —

**FABRE, DOC**  
WVWV, Fairmont, W. Va.

**FABRE, NUMA**  
Noon Edition  
WVWV, Fairmont, W. Va.

**FACENDA, JOHN**  
WCAU-TV, Philadelphia, Pa.

**FAGAN, PAT**  
WGR-TV, Buffalo, N. Y.

**FITZGERALD, WILLIAM**  
NBC

**FITZGIBBONS, JACK**  
WAKR-TV, Akron, Ohio

**FLAHERTY, PAT**  
KPRC, Houston, Texas

**FLANAGAN, JAMES F.**  
WOXF, Oxford, N. C.

**FLANNERY, HARRY**  
WOR, New York, N. Y.

**FLANSBURG, RAY O.**  
WRAC, Racine, Wis.

**FLAXINGTON, WARD B.**  
Plain Thoughts of a Plain  
Citizen  
WWHG, Hornell, N. Y.

**FLEMING, JAMES**  
NBC

**FLETCHER, TOM**  
WHK, Cleveland, Ohio

**FLETCHER, WARREN**  
Breakfast Bylines  
KSL-TV, Salt Lake City, Utah

**FLYNN, ARTHUR**  
Assignment Haverhill  
WHAV, Haverhill, Mass.

**FLYNN, JOHN T.**  
Mutual

**FLYNN, PAT**  
KLYN, Amarillo, Texas

**FOGARTY, JACK**  
WCPO, Cincinnati, Ohio

**FORBES, GILBERT**  
WFBM, WFBM-TV,  
Indianapolis, Ind.

**FORD, DOUG**  
Noon News  
WOAY, Oak Hill, W. Va.

**FOSTER, CEDRIC**  
Mutual

**FRAZIER, GORDON**  
WABC

**FRAZIER, ROBERT**  
World News  
WVWV, Fairmont, W. Va.

**FREDLOCK, ARMISTEAD**  
WDNE, Elkins, W. Va.

**FREDERICK, PAULINE**  
NBC

**FREDERICK, RALPH**  
Tri-States News  
WDLC, Port Jervis, N. Y.

**FREDRICKS, FRANK**  
WBUF-TV, Buffalo, N. Y.

**FREIMUTH, BOB**  
Texas Roundup  
KVIC, Victoria, Texas

**FRENCH, JACK**  
KWK, St. Louis, Mo.

**FRICKE, ROGER**  
Bedford Story  
WBIW, Bedford, Ind.

**FROGGE, JOHN E.**  
WGBB, Freeport, N. Y.

**FRYE, JAYE ALLEN**  
Hub City Hub Bub  
KBKI, Alice, Texas

**FUCHS, A. R.**  
KTJS, Hobart, Okla.

**FUCHS, LAWRENCE**  
WCRB, Boston, Mass.

**FULDHEIM, DOROTHY**  
WEWS, Cleveland, Ohio

**FULTON, DAVE**  
WEAR-TV, Pensacola, Fla.

**FURNISS, WALTER**  
Cruise for News  
WCOL, Columbus, Ohio

— G —

**GAAL, FRANK**  
WKMH, Dearborn, Mich.

**GAILLARD, MARSHALL**  
WAIM-TV, Anderson, S. C.

**GAMMACK, GORDON**  
KRNT, Des Moines, Iowa

**GARCIA, CARLOS**  
KCOR, San Antonio, Texas

**GARDNER, DON**  
WABC

**GARNER, PAT**  
KFPW, Ft. Smith, Ark.

**GAYMAN, L. VAUGHN**  
WDQB, Dubuque, Iowa

**GEAR, WILLIAM**  
KRDO, Colorado Springs, Colo.

**GEER, SANDY**  
WALT, Tampa, Fla.

**GEHLERT, WILLIAM**  
WTUX, Wilmington, Del.

**GELATT, ROD**  
WHO, WHO-TV,  
Des Moines, Iowa

**GENDRON, CLEM**  
WHYN, Springfield, Mass.

**GENTRY, BILL**  
WCHV, Charlottesville, Va.

**GEORGE, LEE**  
WMBH, Joplin, Mo.

**GEORGE, NICK**  
KWWL, KWWL-TV,  
Waterloo, Iowa

**GEORGE, PHIL**  
KVAL-TV, Eugene, Oreg.

**GERAGHTY, LARRY**  
City Report  
WCSH, Portland, Maine

**GIANARIS, HARRY**  
WCSC, WCSC-TV,  
Charleston, S. C.

**GIBSON, PHIL**  
Peoriarea Reporter  
WMBD, Peoria, Ill.

**GIBSON, TOM**  
Avisco News  
WFTB, Front Royal, Va.

**GIFFORD, ALEC**  
Places in the News  
KLIF, Dallas, Texas

**GILBERT, JACK**  
KHOL-TV, Kearney, Nebr.

**GILLELAND, JAMES**  
WGBS, Miami, Fla.

**GIRARD, CARM**  
KGCL, Miami, Okla.

**GIVNEY, JOHN J.**  
WTRY, Troy, N. Y.

**GLACKEN, ED**  
WFMZ-TV, Allentown, Pa.

**GLADDING, ALBERT**  
WNOW, WNOW-TV,  
York, Pa.

**GLADSTONE, HENRY**  
WOR, New York, N. Y.

**GLEASON, JOHN H.**  
WIMS, Michigan City, Ind.

**GLOVER, JOHN**  
WKNA-TV, Charleston, W. Va.

**GOBBLE, JACK**  
KID-TV, Idaho Falls, Idaho

**GODDARD, DON**  
ABC-TV

**GODWIN, EARL**  
WRC, Washington, D. C.

**GOLDER, HARRY**  
KMPA, Los Angeles, Calif.

**GOODE, MAL**  
WHOD, Homestead, Pa.

**GOODHOPE, BILL**  
KID-TV, Idaho Falls, Idaho

**GOODMAN, GEORGE W.**  
Community News  
WLFB, New York, N. Y.

**GOODMAN, JUANITA**  
KICA, Clovis, N. Mex.

**GOODWIN, EARL**  
NBC

**GOODWIN, GLENN**  
KSO, Des Moines, Iowa

**GORDON, G. B.**  
WCS, Springfield, Ill.

**GORDON, L. P.**  
Past and Present  
WESB, Bradford, Pa.

**GORDON, RAY**  
KGBT-TV, Harlingen, Tex.

**GOSA, JIM**  
KJAY, Topeka, Kans.

**GOULD, DOROTHY R.**  
New River Note Book  
WJNC, Jacksonville, N. C.

**GOW, GEORGE**  
Alarm Clock  
KANS, Wichita, Kans.

**GRAHAM, GORDON**  
WIBC, Indianapolis, Ind.

**GRANT, AUSTIN**  
CKLW-CKLW-TV,  
Detroit-Windsor, Mich.

**GRANT, PETER**  
WLW, WLW-T, Cincinnati, O.

**GRANT, TOM**  
WGLV, Easton, Pa.

**GRAUER, BEN**  
B. June 2, 1908, New York City.  
March of Medicine, Citizen's  
Searchlight, NBC-TV; Boston  
Symphony, News with Ben Grauer,  
Senior Ben, NBC

**GRAVES, KATHRYN H.**  
Our Town  
WCMA, Corinth, Miss.

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**HADLEY, BILL**  
KATV, Pine Bluff, Ark.

**HAEBERLE, FLORENCE**  
WHAI, Greenfield, Mass.

**HARKNESS, RICHARD**  
NBC

**HARKNESS, RICHARD**  
WRC-TV, Washington, D. C.

**HARRIER, BOYD**  
WTAR-TV, Norfolk, Va.

**HARRINGTON, JAMES**  
WEAW, Evanston, Ill.

**HARRIS, ART**  
WHYN-TV, Springfield, Mass.

**HARRIS, BOB**  
Blue Streak Bulletins  
KOL, Seattle, Wash.

**HARRISON, CHARLES**  
WJIM-TV, Lansing, Mich.

**HARRISON, CHARLES**  
WFIL, WFIL-TV,  
Philadelphia, Pa.

**HARRISON, JOHN**  
Mid-Day Edition  
KEPO, El Paso, Tex.

**HARRISON, ROBERT**  
WHNC, Henderson, N. C.

**HARSH, JOSEPH C.**  
Background  
NBC-TV

**HARTLEY, HOWARD**  
Hitting the Headlines  
WTAN, Clearwater, Fla.

**HARVEY, BOYD**  
WKNX-TV, Saginaw, Mich.

**HARVEY, HENRY W.**  
A Look at the World  
KFBI, Wichita, Kans.

**HARVEY, PAUL**  
Paul Harvey News, Paul  
Harvey Comments  
ABC

**HARVEY, PAUL**  
WLS, Chicago, Ill.

**HAUSMAN, KEN**  
WKNB-TV, New Britain,  
Conn.

**HAWLEY, ROBERT**  
WJNO, West Palm Beach, Fla.

**HAWLEY, DICK**  
WMCT, Memphis, Tenn.

**HAWORTH, BILL**  
KFI, Los Angeles, Calif.

**HAYES, GEORGE**  
Farm News  
WABC

**HAYES, SAM**  
Headline News  
Mutual

**HAYWARD, BRUCE**  
WTVI, Belleville, Ill.

**HEATON, JIM**  
KVGB, Great Bend, Kans.

**HEATTER, BASIL**  
Mutual

**HEATTER, GABRIEL**  
WOR, New York, N. Y.

**HEFFNER, RICHARD**  
History in the News  
WMCA, New York, N. Y.

**HEINBACH, HAROLD**  
News Interpretations  
WDOV, Dover, Del.

**HEMPHILL, PHIL**  
WOAI-TV, San Antonio, Tex.

**HENDRICKSON, BOB**  
WLW-A, Atlanta, Ga.

**HENLE, RAY**  
Sunoco Three Star Extra  
NBC

**HENNESSEY, HARRY**  
WOR, New York, N. Y.

**HENRY, BILL**  
WOR, New York, N. Y.

**HENR, JACK**  
KQV, Pittsburgh 19, Pa.

**HENRY, DR. HARRY D.**  
What's Good in the News  
WHKY, Hickory, N. C.

**HERGET, J. J.**  
News at Noon  
WKNA, Charleston, W. Va.

**HERMAN, GEORGE**  
WTOP, Washington, D. C.

**HERRIN, ROBERT S.**  
KIRX, Kirksville, Mo.

**HESTER, JEFF**  
WSLI, Jackson, Miss.

**HICKS, GEORGE**  
ABC

**HIPPS, TOM**  
KSET, El Paso, Tex.

**HITES, WARREN**  
WRDW-TV, Augusta, Ga.

**HOBBS, JAMES J., JR.**  
WSPA, Spartanburg, S. C.

**HOFFMAN, GIBBY**  
Noon Commentary  
WKBI, St. Marys, Pa.

**HOLCOMB, GRANT**  
Panorama Pacific  
KNXT, Los Angeles, Calif.

**HOLDER, H. RANDOLPH**  
Tomorrow's Headlines  
WRFC, Athens, Ga.

**HOLLENSWORTH, MAYME**  
KWRF, Warren, Ark.

**HOLMAN, AL**  
WALA-TV, Mobile, Ala.

**HOAMAN, HENRY**  
WLBR, Lebanon, Pa.

**HOOLEY, JACK**  
WHAM, Rochester, N. Y.

**HOOPER, JACK**  
WHGB, Harrisburg, Pa.

**HOOPER, CORKY**  
WKSR, Pulaski, Tenn.

**HORN, GEORGE, VAN**  
WKY, Evansville, Ind.

**HOSS, DAVE**  
Editorially Speaking  
KSLM, Salem, Oreg.

**HOUP, WILLIAM**  
WDAN-TV, Danville, Ill.

**HOUSER, G. R.**  
WSBT, WSBT-TV,  
South Bend, Ind.

**HOWARD, MARC**  
KBUR, Burlington, Iowa

**HOWE, LEN**  
WHO-TV, Des Moines, Iowa

**HOWE, QUINCY**  
A Week of the World with  
Quincy Howe  
ABC

**HOWELL, HENRY**  
WOAI, San Antonio, Tex.

**HOYT, ROBERT**  
WSBT-TV, South Bend, Ind.

**HUDDY, WILLIAM**  
KEYT, Santa Barbara, Calif.

**HUEY, DOWNEY**  
Seven O'Clock News  
WEEK, Peoria, Ill.

**HUGHES, DON**  
KRMG, Tulsa, Okla.

**HUGHES, JOHN B.**  
WABD, New York

**HUGHES, JOHN J.**  
KMMO, Marshall, Mo.

**HUMPHREYS, DAN**  
WPFB, Middletown, Ohio

**HUNTLEY, CHET**  
ABC

**HUNT, RAY**  
KONO, San Antonio, Tex.

**HURD, JOHN**  
News to Now  
WMBS, Uniontown, Pa.

**HURLBUT, JIM**  
WMAQ, Chicago, Ill.

**HURLEIGH, ROBERT**  
Mutual

**HUTCHISON, ROBERT**  
KKIC, Iowa City, Iowa

**HYDEN, ROY**  
Talk of the Town  
WBIW, Bedford, Ind.

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**IDE, CAROL**  
WDTV, Pittsburgh, Pa.

**IONNE, JOE**  
Neighborhood News  
WMRN, Marion, Ohio

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**ISAACS, JIMMIE**  
KDUB-TV, Lubbock, Tex.

**IZZARD, BOB**  
KGNC, KGNC-TV,  
Amarillo, Tex.

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**JACKSON, BERT**  
WKEL, Kewanee, Ill.

**JACKSON, HARRY**  
Jackson Views the News  
KNGS, Hanford, Calif.

**JACKSON, J. B.**  
KVOS, Bellingham, Wash.

**JACKSON, KEITH**  
KLER, Lewiston, Idaho

**JAFFE, ARNOLD**  
WLIB, New York, N. Y.

**JAFFEE, TED**  
WAAM, Baltimore, Md.

**JANES, DOLPH**  
KORE, Eugene, Oreg.

**JANKE, HAROLD**  
WBIZ, Eau Claire, Wis.

**JARRELL, MRS. W. W.**  
News Priorities  
WKTG, Thomasville, Ga.

**JARRETT, HUGH**  
WHIN, Gallatin, Tenn.

**JEFFERIES, RICHARD**  
WJEF, Grand Rapids, Mich.

**JENNEWAIN, PAUL**  
WMPD, WMPD-TV,  
Wilmington, N. C.

**JENNINGS, JAMES J.**  
WILK, Wilkes-Barre, Pa.

**JESSE, RANDALL**  
WDAF-TV, Kansas City, Mo.

**JESTER, LEWIS T.**  
WVEC, WVEC-TV,  
Hampton-Norfolk, Va.

**JOHNS, BILL**  
KFDA, KFDA-TV,  
Amarillo, Tex.

**JOHNSON, ARVID**  
KXJB-TV, Valley City,  
N. Dak.

**JOHNSON, BOB**  
WMT-TV, Cedar Rapids, Iowa

**JOHNSON, DAVE**  
KDSH, Boise, Idaho

**JOHNSON, HERB**  
WMAZ-TV, Macon, Ga.

**JOHNSON, JERRY**  
KSBW, Salinas, Calif.

**JOHNSON, RON**  
WHOK, Lancaster, Ohio

**JOLLY, RUSS**  
KFBI, Wichita, Kans.

**JONES, E. Z.**  
WHRB, Burlington, N. C.

**JONES, FRANK**  
Tons in News  
WREN, Topeka, Kans.

**JORGENSEN, CARL**  
WIBC, Indianapolis, Ind.

**JULIUS, IRVIN**  
Sunday News  
KMAN, Manhattan, Kans.

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**KALBER, FLOYD**  
KMTV, Omaha, Nebr.

**KALTENBORN, H. V.**  
Who Said That?  
NBC, NBC-TV

**KAMIN, STAN**  
News Capsules  
KRUX, Glendale, Ariz.

**KANE, DAVE**  
KJCK, Junction City, Kans.

**KAUFMAN, ROBERT**  
WISR, Butler, Pa.

**KEATH, ED**  
KWK-TV, St. Louis, Mo.

**KECKI, MICHAEL**  
WLIB, New York, N. Y.

**KEDDIE, HOWARD**  
Home on the Ranch  
KCBQ, San Diego, Calif.

**KEEN, HAROLD**  
KFMB, KFMB-TV,  
San Diego, Calif.

**KEITH, CAROL**  
Atlantic News Time  
WLAG, LaGrange, Ga.

**KEITH, JERRY P.**  
WDOB, Jackson, Miss.

**KELLY, DON**  
WLOL, Minneapolis, Minn.

**KELLY, EARL R.**  
WVNY, Watertown, N. Y.

**KELLY, ROLAND**  
WNSB, South Bend, Ind.

**KENNEALLY, WILLIAM**  
Today in L. A.  
KNX, Los Angeles, Calif.

**KENNEDY, JACK**  
WSTN-TV, St. Petersburg,  
Fla.

**KENNEDY, KEVIN**  
WPIX, New York, N. Y.

**KENNEDY, WILLIAM**  
KNXT, Los Angeles, Calif.

**KENNGOTT, A. G., JR.**  
WLAC-TV, Nashville, Tenn.

**KENNON, LES**  
Around Town  
KICK, Springfield, Mo.

**KENNY, JOE**  
WCAN-TV, Milwaukee, Wis.

**KENT, JIM**  
WSIX-TV, Nashville, Tenn.

**KERLIN, J. C.**  
What Goe on Here?  
WGFB, Evansville, Ind.

**KERNS, ROY**  
WGR-TV, Buffalo, N. Y.

**KESSLER, DAVID E.**  
WHAM, Rochester, N. Y.

**KIDNEY, DICK**  
WVEC-TV, Hampton-Norfolk,  
Va.

**KILMER, WAYNE**  
News Headlines  
KALE, Richland, Wash.

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**LADD, GRANT**  
KLPR, Oklahoma City 9, Okla.

**LAMUTIS, ALEX**  
WGVA, Geneva, N. Y.

**LAND, ALLAN**  
WHIZ-TV, Zanesville, Ohio

**LANE, BILL**  
KGNC-TV, Amarillo, Tex.

**LANHAM, GEORGE**  
KRCS, St. Joseph, Mo.

**LANHAM, GEORGE S.**  
World and Oklahoma  
KWHP, Cushing, Okla.

**LANSING, GERRY**  
KGKB, Tyler, Tex.

**LAPE, ROBERT**  
WCUE, Akron, Ohio

**LARSON, BEN**  
WOW-TV, Omaha, Nebr.

**LEVINE, IRVING R.**  
World News Roundup  
NBC

**LEVINSON, LES**  
WEIM, Fitchburg, Mass.

**LEWIS, CHARLES**  
WWJ, Detroit, Mich.

**LEWIS, DAVID**  
WTTV, Bloomington, Ind.

**LEWIS, FULTON, JR.**  
WOR, New York, N. Y.

**LIESER, F. GILBERT**  
KJUN, Redmond, Oreg.

**LINDHOLM, BILL**  
WQUA, Moline, Ill.

**LINDMAN, STUART A.**  
WMIN-TV, St. Paul, Minn.

**LINDSAY, WILLIAM**  
WFMJ, WFMJ-TV,  
Youngstown, Ohio

**LINN, CASEY**  
KGUL-TV, Galveston, Tex.

**LITTLE, JAMES G.**  
Views of the News  
WTAG, Worcester, Mass.

**LIVEZEY, TOM**  
WAEB, Allentown, Pa.

**LOGAN, GLENN**  
WJOL, Joliet, Ill.

**LOHMAN, P. H.**  
An Economist Views the News  
WJOY, Burlington, Vt.

**LOMBARDY, DON**  
WPAC, Patchogue, N. Y.

**LONG, CHET**  
WBNS, WBNS-TV  
Columbus, Ohio

**LORD, GEORGE**  
The World on Parade  
WCAU, Philadelphia, Pa.

**LOUIS, JOHN**  
WLW, WLW-T, Cincinnati, O.

**LOVE, DAN**  
KTBC, Austin, Tex.

**LOWDER, C. W.**  
33 Top Stories  
KIMN, Denver, Colo.

**LOWE, DON**  
WABC

**LOWE, JIMMY**  
WRR, Dallas, Tex.

**LOWERY, JAMES**  
WOHL, East Liverpool, Ohio

**LUCIDON, FRANK**  
WFMZ-TV, Allentown, Pa.

**LUETJEN, JACK**  
KVAN, Vancouver, Wash.

**LUNDBERG, VIC**  
KTUL, Tulsa, Okla.

**LUNSFORD, BRUCE**  
Ware Newsman  
WARE, Ware, Mass.

**LYNOTT, BOB**  
KOIN, Portland, Oreg.

## — Mc —

**McBRIDE, CLAY**  
WMFD, Wilmington, N. C.

**McCAFFERY, JOHN K. M.**  
NBC-TV

**McCAFFERY, JOHN K. M.**  
WRCA-TV, New York, N. Y.

**McCANN, DICK**  
KBON, Omaha, Nebr.

**McCARTHY, CHARLES**  
WABC, New York, N. Y.

**McCARTHY, JOE**  
KXJB-TV, Valley City,  
N. Dak.

**McCLAY, PAUL**  
WTVL, Waterville, Maine

**McCLINTON, BILL**  
WSTV, Steubenville, Ohio

**McCORMACK, FRANK**  
WHWB, Rutland, Vt.

**McCOY, HUGH**  
KFAB, Omaha, Nebr.

**McCUE, CHARLES**  
WCCO-TV, Minneapolis, Minn.

**McDONALD, BEN**  
WNCI, Greenville, N. C.

**McDONALD, ED**  
WAKR, Akron, Ohio

**McDONALD, IRVING T.**  
More Light on the News  
WBEI, Boston, Mass.

**McDOWELL, AL**  
WEDO, McKeesport, Pa.

**McFARLAND, CHARLES**  
KCEB-TV, Tulsa, Okla.

**McGIBENY, DONALD**  
KXEL, Waterloo, Iowa

**McGOVERN, JIM**  
KEYD, Minneapolis, Minn.

**McGOWAN, GEORGE**  
KEX, Portland, Oreg.

**McGUINNESS, PAT**  
KFMB, San Diego, Calif.

**McINTYRE, FRANK**  
Klixetorial  
KLIX, Twin Falls, Idaho

**McKEE, BOB**  
WBOF, Virginia Beach, Va.

**McKEE, ROY**  
KTUL, Tulsa, Okla.

**McLEOD, DON**  
WJBK, Detroit, Mich.

**McLEOD, HARRY**  
WCBY, Cheboygan, Mich.

**McMARTIN, COLE**  
WMT, Cedar Rapids, Iowa

**McMILLEN, GENE**  
KRAL, Rawlins, Wyo.

**McMULLEN, JOHN**  
WPCF, Panama City, Fla.

**McMURRAY, SCOTT**  
WSTV, WSTV-TV,  
Steubenville, Ohio

**McMURTRIE, BURT**  
It Seems to Me  
KTAC, Tacoma, Wash.

**McNAMARA, JAMES**  
KLAC, Los Angeles, Calif.

**McPHERSON, PHIL**  
KJEO-TV, Fresno, Calif.

**McSHERRY, HARRY C.**  
Capitol Comments  
WDOV, Dover, Del.

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**MABRY, JOE**  
News to Now  
WHUB, Cookeville, Tenn.

**MacARTHUR, ARTHUR**  
WRFD, Worthington, Ohio

**MacCUMBER, JERRY**  
Newspaper of the Air  
KHQ-TV, Spokane, Wash.

**MARBLE, HARRY**  
News of New York  
CBS-TV

**MARKEL, HAZEL**  
Mutual

**MARQUARDT, MAYNARD**  
KATY, San Luis Obispo, Calif.

**MARR, DALE**  
WJR, Detroit, Mich.

**MARSHALL, VENDIX**  
WFDF, Flint, Mich.

**MARTIN, BILL**  
WHYN, Springfield, Mass.

**MARTIN, CLAUDE**  
WILK-TV, Wilkes-Barre, Pa.

**MARTIN, DON**  
Newsreel of the Air  
WFCU, Ithaca, N. Y.

**MARTIN, JIM W.**  
WGAR, Cleveland, Ohio

**MARTIN, LUTHER W.**  
One Man's Opinion  
KTTR, Rolla, Mo.

**MASON, AL**  
Uvalde Today  
KVOU, Uvalde, Tex.

**MASON, BILL**  
WQUA, Moline, Ill.

**MASON, JESS**  
KGW, Portland, Oreg.

**MATHERS, BILL**  
World in Review  
KENM, Portales, N. Mex.

**MATLOCK, STAN**  
WKRC-TV, Cincinnati, Ohio

**MATT, LEONARD M.**  
Column on the Air  
WDAS, Philadelphia, Pa.

**MATTHEWS, FRANK**  
WOAI, WOAI-TV,  
San Antonio, Tex.

**MAUGANS, BILL**  
WBBZ, Ponca City, Okla.

**MAURER, JAMES**  
U.P. Commentary  
KLCB, Libby, Mont.

**MAYER, KEN**  
WBZ, Boston, Mass.

**MAYES, DOUG**  
Synopsis  
WBTV, Charlotte, N. C.

**MEIER, EVANS**  
Voice of the People  
WJAG, Norfolk, Nebr.

**MELTON, E. T., JR.**  
Carolina News Roundup  
WJMX, Florence, S. C.

**MENARD, RALPH**  
Public Forum  
KCBQ, San Diego, Calif.

**MENEFEE, BOB**  
WIP, Philadelphia, Pa.

**MERRYMAN, PHILIP**  
WICC, WICC-TV,  
Bridgeport, Conn.

**METCALF, ELLIOTT**  
Our Town  
KTAC, Tacoma, Wash.

**METCALF, JAMES**  
WOAI, WOAI-TV,  
San Antonio, Tex.

**MEYER, SYLVAN**  
WGGa, Gainesville, Ga.

**MEYERING, LARRY**  
KFXM, San Bernardino, Calif.

**MEYERS, JOSE ARNALDO**  
Observatorio Mundial  
WAPA, San Juan, Puerto Rico

**MICHAELS, PAT, AND THE LADIES**  
KWIZ, Santa Ana, Calif.

**MICHELSSEN, BILL**  
KBTB, Denver, Colo.

**MIDDLETON, ROBERT**  
WWSC, Glens Falls, N. Y.

**MILLER, DAVE**  
WMIE, Miami, Fla.

**MILLER, GEORGE, JR.**  
KTEN, Ada, Okla.

**MILLER, HARVEY**  
WBRE, Wilkes-Barre, Pa.

**MILIMAN, SANDY KEITH**  
WKIP, Poughkeepsie, N. Y.

**MILLS, RALPH**  
KBEL, Idabel, Okla.

**MITCHELL, FORD**  
KENS, San Antonio, Tex.

**MOEGLE, FRED**  
KWK, St. Louis, Mo.

**MOFFATT, JOE**  
WSLS, Roanoke, Va.

**MOLL, ALLAN**  
KTVT, Salt Lake City, Utah

**MOLLENGOUR, WILLIAM**  
News Behind the Headlines  
WRSW, Warsaw, Ind.

**MONROE, BILL**  
WDSU-TV, New Orleans, La.

**MONROE, HARRY**  
WRVA, Richmond, Va.

**MOORE, JIM**  
WTRF-TV, Wheeling, W. Va.

**MORGAN, EDWARD P.**  
Edward P. Morgan and the  
News  
ABC

**MORGAN, JAMES**  
Gulf News  
WHLN, Harlan, Ky.

**MORGAN, RICHARD**  
WSEE, Erie, Pa.

**MURPHY, JIMMY**  
WBYS, Canton, Ill.

**MURPHY, WILLIAM B.**  
WGMA, Hollywood, Fla.

**MURROW, EDWARD R.**  
Person to Person, See It Now  
CBS-TV

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**NAVEN, DEAN**  
KMA, Shenandoah, Iowa

**NEELY, BOB**  
WHO-TV, Des Moines, Iowa

**NELSON, GENE**  
WLCS, Baton Rouge, La.

**NELSON, GENE**  
KFAM, St. Cloud, Minn.

**NELSEN, MEL**  
WHO-TV, Des Moines, Iowa

**NELSON, MERLIN**  
KVNI, Coeur d'Alene, Idaho

**NELSON, ROBERT**  
WSYR, Syracuse, N. Y.

**NICHOLS, DAVE**  
WLW-C, Columbus, Ohio

**NICODEMUS, WARREN**  
KOLS, Pryor, Okla.

**NIEHAY, ED**  
Preview of Tomorrow  
KEYY, Provo, Utah

**NIXON, MILT**  
WDRF, Chester, Pa.

**NORMAN, NEIL**  
News of the Day  
WTMV, East St. Louis, Ill.

**NORTON, DON**  
KOTV, Tulsa, Okla.

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**O'BRIEN, LEE**  
KIUP, Durango, Colo.

**O'BRIEN, LEO**  
WRGB, Schenectady, N. Y.

**O'BRIEN, PAT**  
KIUP, Durango, Colo.

**O'CONNOR, ED**  
WKXL News  
Concord, N. H.

**O'CONNOR, JOHN M.**  
Community News  
KCRF, Trinidad, Colo.

**O'DELL, TERRENCE**  
CKLW, Detroit, Mich.

**O'DONNELL, HAL**  
KFRE, Fresno, Calif.

**OFFICER, JIM**  
KTKT, Tucson, Ariz.

**OLDS, MIKE**  
WGEM, Quincy, Ill.

**OLIPHANT, H. DUNCAN**  
WGAN, WGAN-TV,  
Portland, Maine

**OLSON, BOB**  
WJMS, Ironwood, Mich.

**O'MEARA, DAN**  
WTOU, Kokomo, Ind.

**ONCAY, WILLIAM**  
WBAX, Wilkes-Barre, Pa.

**OSGOOD, DICK**  
Show World  
WXYZ, Detroit, Mich.

**O'SHEA, JOHN**  
WHUC, Hudson, N. Y.

**OTTO, BOB**  
WCPO, Cincinnati, Ohio

**OWEN, GORDON**  
Today in Pictures  
KTVT, Salt Lake City, Utah

**OWENS, FRANK**  
WTWN, St. Johnsbury, Vt.

**OWENS, PAUL**  
Local News  
WLBX, Lebanon, Ky.

**OWENS, RAY**  
Today in Syracuse  
WPBL, Syracuse, N. Y.

**O'WILL, ROBERT**  
WPOR, Portland, Maine

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**PACK, BILL**  
Sunday Comment  
WTYC, Rock Hill, S. C.

**PADACE, JAMES**  
Around the Town  
WICH, Norwich, Conn.

**PAGE, NORM**  
Noon Day News Review  
WMIN, St. Paul, Minn.

**PALMER, GEORGE**  
WKRC-TV, Cincinnati, Ohio

**PARENT, HERSHELL**  
KVSA, McGehee, Ark.

**PARKER, CHARLES K.**  
Magic Word  
WBEC, Pittsfield, Mass.

**PARTRIDGE, GEORGE S.**  
WJNN, Louisville, Ky.

**PASSAGE, GEORGE**  
WRVA, Richmond, Va.

**PATRICK, LARRY**  
Between the Lines  
WAIR, Winston-Salem, N. C.

**PATTEN, ROBERT H.**  
WABI-TV, Bangor, Maine

**PATTON, RALPH A.**  
WKMI, Kalamazoo, Mich.

**PATRICK, GEORGE**  
WSRS, Cleveland, Ohio

**PAULE, VERNE**  
News for You  
WJPS, Evansville, Ind.

**PAVEY, RICHARD**  
12 o'Clock News  
WJLB, Detroit, Mich.

**PEACOCK, CLETUS**  
WBWB, Burlington, N. C.

**PEARSON, DREW**  
Washington Merry-Go-Round  
KEEN, San Jose, Calif.

**PELHAM, GLENN**  
WGRA, Cairo, Ga.

**PELZER, JACK**  
Farm Hour  
KXOB, Stockton, Calif.

**POWELL, TOM**  
WGBI, WGBI-TV,  
Scranton, Pa.

**POWERS, DON**  
WJAT, Swainsboro, Ga.

**PRICE, GRANT**  
KXEL, Waterloo, Iowa

**PRICE, JOHN**  
Headline News  
Mutual

**PRICE, JOHN**  
WKAT, Miami Beach, Fla.

**PRIOR, HARRY**  
Coffee Cup News  
WTAN, Clearwater, Fla.

**PYKA, LOU**  
KICA, Clovis, N. Mex.

— R —

**RAASCH, EDDIE**  
KWBU, Corpus Christi, Tex.

**RADENZEL, ED**  
KNBC, San Francisco, Calif.

**RALEIGH, JOHN**  
KYW, Philadelphia, Pa.

**RAMOS, RALPH**  
KOGT, Orange, Tex.

**KANDALL, JOHN**  
WXLW, Indianapolis, Ind.

**RANDELL, RICHARD**  
WMAL, Washington, D. C.

**RANGEL, ELVIA**  
KCOR, San Antonio, Tex.

**RASCH, BOB**  
WYMI, Biloxi, Miss.

**RASCO, JOHN E.**  
The Editor Speaks  
KGW, Portland, Oreg.

**RASCO, LARRY**  
KRLD, Dallas, Texas

**RASH, BRYSON**  
WMAL, WMAL-TV,  
Washington, D. C.

**RAY, BOB**  
WWPG, West Palm Beach, Fla.

**READ, RAY, JR.**  
KSFA, Nacogdoches, Tex.

**REDABAUGH, HAROLD**  
KRDO-TV, Colorado Springs,  
Colo.

**REEVES, BILL**  
WJOI, Florence, Ala.

**RENDELL, RICHARD**  
WMAL-TV, Washington, D. C.

**RENICK, RALPH A.**  
WTVJ, Miami, Fla.

**KEUSS, REV. BASIL**  
WBAY, WBAY-TV,  
Green Bay, Wis.

**REVELLE, ORVILLE**  
WFTL, Ft. Lauderdale, Fla.

**REX, JOE**  
WLOK-TV, Lima, Ohio

**KEYNOLDS, FRANK**  
WBHM-TV, Chicago, Ill.

**RHOADES, PAUL**  
KRNT, Des Moines, Iowa

**RICE, CONRAD C.**  
Sarasota Speaks  
WSPB, Sarasota, Fla.

**RICE, JOHN D.**  
WKLI, Sparta, Wis.

**RICE, PHIL**  
This is Washington  
WJOT, Lake City, S. C.

**ROBERTS, DON**  
WCOU, Lewiston, Maine

**ROBERTS, MORGAN**  
KTOW, Oklahoma City, Okla.

**ROBERTS, PETER**  
WINS, New York, N. Y.

**ROBERTS, SID**  
WJJD, Chicago, Ill.

**ROBERTSON, BILL**  
KXFO, Mexico, Mo.

**ROBINSON, HERB**  
KOMO-TV, Seattle, Wash.

**ROBINSON, JIM**  
KPMO, Pomona, Calif.

**ROBINSON, PRESCOTT**  
WOR, New York, N. Y.

**ROCK, ALAN**  
Open Mike  
WFEA, Manchester, N. H.

**ROEWE, PHILIP**  
News Analysis  
WMOK, Metropolis, Ill.

**ROLFSON, JOHN**  
WMAL-TV, Washington, D. C.

**ROLLISON, FRED**  
WFIE-TV, Evansville, Ind.

**ROMAN, ROY**  
WMBG, Richmond, Va.

**ROMAN, ROY**  
WTVR, Richmond, Va.

**ROPER, GENE**  
WHBQ, WHBQ-TV,  
Memphis, Tenn.

**ROPP, JOHN**  
WCOS, Columbia, S. C.

**ROSCOE, JOHN**  
Behind World News  
KYOU, Greeley, Colo.

**ROSE, CARL**  
WKNA, Charleston, W. Va.

**ROSS, JACK**  
WHAM, Rochester, N. Y.

**ROSS, JOSEPH**  
WIBX, Utica, N. Y.

**ROTH, HENRY**  
WGEP, Gettysburg, Pa.

**ROTH, JOE, JR.**  
KWPC, Muscatine, Iowa

**ROTHAFEL, ART**  
Review by Roxy  
WLNH, Laconia, N. H.

**ROWAN, STEVE**  
Today's News  
WMIX, Mt. Vernon, Ill.

**ROWE, AL**  
10 o'Clock News  
WSOY, Decatur, Ill.

**ROWLAND, JAMES H.**  
WWNR, Beckley, W. Va.

**ROWLAND, KOIL**  
KWAK, Stuttgart, Ark.

**ROULEAU, GREG**  
Front Page of the Air  
KXGI, Fort Madison, Iowa

**RUCKLE, ROBERT**  
Noon News  
WRDW, Augusta, Ga.

**RUDLOFF, EVERETT**  
As I See It  
WJLK, Asbury Park, N. J.

**RUGH, VIC**  
The News at Noon  
KHUB, Watsonville, Calif.

**RUHLE, PAUL**  
WKYW, Louisville, Ky.

**RUMMINGER, ELMER**  
Let's Look at This Week  
WUUU, Greenville, S. C.

**RUNNION, GUY**  
Newsreel  
KAKE-TV, Wichita, Kans.

**RUNYON, BOB**  
WOOD, WOOD-TV,  
Grand Rapids, Mich.

**RUSH, JIM**  
WBBC, Flint, Mich.

**RUSSELL, CHUCK**  
KTVH, Hutchinson, Kans.

**RUSSELL, DAVE**  
KFDM, Beaumont, Tex.

**RUSSELL, DON**  
News Tonight with Don Russell,  
Morgan Beatty and the News—  
N. Y. Cut In, Presidential Press  
Conference, News and Special  
Events, DuMont; General Motors  
Show, NBC-TV

**RUSSELL, ROGER**  
KELO-TV, Sioux Falls,  
S. Dak.

**RUTLEDGE, CHARLES**  
The News Today  
WPTX, Lexington Park, Md.

**RYAN, BILL**  
Story of a Day  
WKBW, Buffalo, N. Y.

**RYAN, RED**  
WMGY, Montgomery, Ala.

— S —

**ST. JOHN, AL**  
KVON, Napa, Calif.

**SALISBURY, JOHN**  
KUTV, Salt Lake City, Utah

**SANDERS, DICK**  
WJDX, Jackson, Miss.

**SEVAREID, ERIC**  
American Week  
CBS-TV

**SEVAREID, PAUL**  
WTCN, Minneapolis, Minn.

**SEXTON, JESSE**  
KALB, Alexandria, La.

**SHANER, BUD**  
KHOL-TV, Kearney, Nebr.

**SHANNON, WILLIAM**  
Noon News  
WBAT, Marlon, Ind.

**SHAW, CHARLES**  
The World Today  
WCAU, Philadelphia, Pa.

**SHAW, GORDON**  
Herald Reporter  
WQAM, Miami, Fla.

**SHAW, JOSEPH V.**  
Speak Up  
WPSV, Claremont, N. H.

**SHAWVER, WILL**  
WARN, Fort Pierce, Fla.

**SHEHAN, WILLIAM**  
WJR, Detroit, Mich.

**SHELL, TED**  
WBNS, Columbus, Ohio

**SHELLEY, JACK**  
WHO-TV, Des Moines, Iowa

**SHERMAN, JACK**  
KTVO, Oklahoma City, Okla.

**SHERMAN, JOHN, HOUR**  
Week's News Review  
WFIG, Sumter, S. C.

**SHERMAN, RAY**  
WLEC, Sandusky, Ohio

**SHERWOOD, DON**  
WIMA, Lima, Ohio

**SHERWOOD, RALPH**  
WKBL, St. Marys, Pa.

**SHEVNIK, JIM**  
Lake Charles Today  
KPLC, Lake Charles, La.

**SHIDELER, HAL**  
Special News Events  
KFOX, Long Beach, Calif.

**SHIELDS, A. T.**  
KAFP, Petaluma, Calif.

**SHINN, JUNEAU**  
KLIX, KLIX-TV,  
Twin Falls, Idaho

**SHIPLEY, BOB**  
KENT, Shreveport, La.

**SHIPPEE, ROBERT E.**  
Indiana Story  
WJCD, Seymour, Ind.

**SHIVERS, ESTERS**  
On the Floor  
WGLS, Decatur, Ga.

**SHOEMAKER, JACK**  
WWIN, Baltimore, Md.

**SHORTER, JACK**  
Forum of the Air  
WHAT, Philadelphia, Pa.

**SHROYER, LAWRENCE**  
WPRC, Lincoln, Ill.

**SHUBEL, DICK**  
News Views  
WJIM, Lansing, Mich.

**SHUMATE, TOM**  
Eye Journal  
KICD, Spencer, Iowa

**SHUMWAY, HI**  
WFAM-TV, Lafayette, Ind.

**SIDES, WILLIAM**  
WELO, Tupelo, Miss.

**SIEGRIST, BOB**  
WEAS, Decatur, Ga.

**SIGL, AL**  
WHCC, WHCC-TV,  
Rochester, N. Y.

**SIGURDSON, JACK**  
World Today  
KPUG, Bellingham, Wash.

**SIMPSON, JACK**  
WSIX, Nashville, Tenn.

**SIMMS, JAY**  
WABD, New York

**SINCLAIR, GORDON**  
CFRB, Toronto, Ont., Canada

**SINGISER, FRANK**  
Headline News  
Mutual

**SKINNER, PAUL F.**  
Good News  
WHBL, Sheboygan, Wis.

**SLACK, BEN L., JR.**  
KVOA, KVOA-TV,  
Tucson, Ariz.

**SLYCKE, HARRY VAN**  
KRGV-TV, Westlaco, Tex.

**SMITH, ART**  
WFRO, Fremont, Ohio

**SMITH, BRAD**  
KRGV-TV, Westlaco, Tex.

**SMITH, DAVE**  
Texas Roundup  
KVET, Austin, Tex.

**SMITH, DAVENPORT**  
WBRC, WBRC-TV,  
Birmingham, Ala.

**SMITH, DICK**  
KKOL, Fort Worth, Tex.

**SMITH, DONALD G.**  
KFBK, Sacramento, Calif.

**SMITH, F. COURTNEY**  
WEOA, Evansville, Ind.

**SMITH, GEORGE W., JR.**  
KMAE, McKinney, Tex.

**SMITH, HARRY H.**  
KVOA-TV, Tucson, Ariz.

**SMITH, JAMES W.**  
WLAY, Muscle Shoals, Ala.

**SMITH, LEON**  
WBTM-TV, Danville, Va.

**SMITH, MARGARET**  
Woman's World  
WIRC, Hickory, N. C.

**SMITH, RALPH**  
WIRL, Peoria, Ill.

**SMITH, RON**  
WETB, Johnson City, Tenn.

**SMITH, STARR**  
WJRD, Tuscaloosa, Ala.

**SMITS, LEE**  
WXYZ, Detroit, Mich.

**SNYDER, ARNOLD**  
WTMT, Trenton, N. J.

**SNYDER, DWIGHT**  
News Commentary  
WJAY, Mullins, S. C.

**SOKOLSKY, GEORGE**  
ABC

**SOLIDAY, DON**  
KRNT, Des Moines, Iowa

**SONNIER, ALDEN**  
KSIG, Crowley, La.

**SOWELL, F. C.**  
What's Happening  
WLAC, Nashville, Tenn.

**SPARKS, FLOYD**  
KASL, Newcastle, Wyo.

**SPENGLER, KEN**  
WICS, Springfield, Ill.

**SPRAGG, GRAYDON H.**  
WHAJ, Greenfield, Mass.

**SPRAGUE, WILLIAM**  
World News Roundup  
NBC

**STACK, JIM**  
KCLX, Colfax, Wash.

**STANSELL, CHARLES V.**  
WDAF, Kansas City, Mo.

**STAPLES, GEORGE**  
Background for Peace and  
War  
KSCV, Richfield, Utah

**STARN, GENE**  
WKBN, WKBN-TV,  
Youngstown, Ohio

**STARNES, JACK**  
WFNS, Burlington, N. C.

**STEELE, JOHN**  
WFBF, Baltimore, Md.

**STERNBERGER, ESTELLE M.**  
You and the News  
WLIB, New York, N. Y.

**STEPHENSON, BOB**  
WFGV, Fuquay Springs, N. C.

**STEWART, DICK**  
WREB, Holyoke, Mass.

**STEWART, JACK**  
The Stewart Slant  
WADK, Newport, R. I.

**STEWART, PHIL**  
KFXM, San Bernardino, Calif.

**STEWART, WILLIAM G.**  
Congressional Highlights  
KFKA, Greeley, Colo.

**STICKLE, DAVID**  
WMAR-TV, Baltimore, Md.

**STILLE, BERT**  
WTVN, Columbus, Ohio

**STINSON, BILL**  
News Digest  
KWTX, Waco, Tex.

**SWAYZE, JOHN CAMERON**  
Camel News Caravan  
NBC-TV

**SWEENEY, GEORGE**  
WJDA, Quincy, Mass.

**SWENSON, JACK**  
KFEL-TV, Denver, Colo.

— T —

**TALBOT, BILL**  
KMTV, Omaha, Nebr.

**TAYLOR, BOB**  
KOLN-TV, Lincoln, Nebr.

**TAYLOR, DEAN**  
WBFB, Rochester, N. Y.

**TAYLOR, PAUL**  
KYW, Philadelphia, Pa.

**TAYLOR, S. BRYDEN**  
WVPO, Stroudsburg, Pa.

**TAYLOR, SAM**  
WCHA, Chambersburg, Pa.

**TAYLOR, VESTAL C.**  
WFNC, Fayetteville, N. C.

**TEASE, G. O.**  
WHAP, Hopewell, Va.

**TEMPEY, BRITT**  
WKXN-TV, Saginaw, Mich.

**TERRY, JOHN**  
WVKO, Columbus, Ohio

**TERWEY, TYS**  
WMPB, Memphis, Tenn.

**THOMAS, BOB**  
Radio Feature Story  
WJAG, Norfolk, Nebr.

**THOMAS, ED**  
WLSL, Roanoke, Va.

**THOMAS, JERRY**  
KVEN, Ventura, Calif.

**THOMAS, LYNN G.**  
KWRO, Coquille, Oreg.

**THOMAS, MIKE**  
WSAM, Saginaw, Mich.

**THOMPSON, BOB, SR.**  
Home Town News  
WVNS, Statesboro, Ga.

**THOMPSON, JIM**  
News of Niagara  
WJLL, Niagara Falls, N. Y.

**THOMPSON, RAY**  
KROC-TV, Rochester, Minn.

**THORGERSEN, ED**  
Free-Lance, CBS, WOR, WPIX,  
DuMont

**THORNLEY, HENRY**  
KROY, Sacramento, Calif.

**TILLMAN, JOHN**  
Roving Reporter, WPIX, New  
York, N. Y.

**TINNEY, CAL**  
KTQV, Oklahoma City, Okla.

**TITCHENER, DOROTHY**  
Your Opinion, Please  
WENE, Binghamton-Endicott,  
N. Y.

**TOBEL, PHILIP VON**  
WATR, Waterbury, Conn.

**TOBIAS, RICHARD**  
The News 4 Times a Day  
WCLI, Corning, N. Y.

— U —

**UEBELHART, JAMES**  
WSPD-TV, Toledo, Ohio

**UHLIS, F. J.**  
KGBX, Springfield, Mo.

**UNDERHILL, GARDNER**  
Noon News  
KLOU, Lake Charles, La.

**UNDSETH, JOHN**  
KLIZ, Brainerd, Minn.

**UPCHURCH, B. L.**  
Meet Your Neighbor  
WSMT, Sparta, Tenn.

— V —

**VABER, LAUGHRAN**  
WBRK, Pittsfield, Mass.

**VACCA, JOHN**  
Behind World Headlines  
KOSA, Odessa, Tex.

**VALE, FRANK**  
KLMX, Clayton, N. Mex.

**VALENTINE, LOU**  
KMCA, San Antonio, Tex.

**VAN, LYLE**  
The Esso Reporter  
Mutual

**VANDERCOOK, JOHN W.**  
ABC

— W —

**WALKER, BOB**  
WSIL-TV, Harrisburg, Ill.

**WALL, JOHN**  
WMPM, Smithfield, N. C.

**WALLACE, ED**  
WNBK, Cleveland, Ohio

**WICKENBERG, CHARLES**  
WMSC, Columbia, S. C.

**WICKSTROM, WILLIAM**  
WMUS, Muskegon, Mich.

**WIGGINGTON, BILL**  
KELO, Sioux Falls, S. Dak.

**WILKINS, PATRICK**  
Report to the Valley  
KSRV, Ontario, Oreg.

**WILLIAMS, DOC**  
WADC, Akron, Ohio

**WILLIAMS, GLENN**  
WNSR, Syracuse, N. Y.

**WILLIAMS, JACK**  
Arizona Confidential  
KOY, Phoenix, Ariz.

**WILLIAMS, KNOX**  
KTXL-TV, San Angelo, Tex.

**WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.

**WILLIAMS, VINCE**  
KERO-TV, Bakersfield, Calif.

**WILLIAMS, MAX**  
Commentary Yours  
WHLM, Bloomsburg, Pa.

**WILLMANN, JOHN**  
Man About Town  
WWPA, Williamsport, Pa.

**WILLS, HARRY**  
WHLB, Virginia, Minn.

**WINGATE, JOHN**  
WRCA-TV, New York, N. Y.

**WINTER, MAX**  
WITY, Danville, Ill.

**WINTER, WILLIAM**  
KPIX, San Francisco, Calif.

**WINTERS, WILLIAM**  
Farm Facts  
KVCV, Redding, Calif.

**WISE, WES**  
KRIC, Beaumont, Texas

**WOLF, JOHN ALLEN**  
WSFA, Montgomery, Ala.

**WOODARD, JACK**  
KSTN, Stockton, Calif.

**WOODING, FRANK**  
WKBN-TV, New Britain, Conn.

**WORKHOVEN, MERRILL**  
WOW, Omaha, Nebr.

**WORKMAN, W. D., JR.**  
Carolina Digest  
WIS, Columbia, S. C.

**WRIGHT, DICK**  
WQAM, Miami, Fla.

**WRIGHT, ROBERT**  
WSJV, Elkhart, Ind.\*

**WRITNAUER, BARRY**  
WKRT, Cortland, N. Y.

— Y —

**YOAKAM, RICHARD D.**  
KCRG, Cedar Rapids, Iowa

**YORK, JOHN**  
WRR, Dallas, Texas

**YORK, TOM**  
WJOI, Florence, Ala.

**YOUNG, PAUL**  
KEYS, Corpus Christie, Texas

— Z —

**ZIEBARTH, E. W.**  
WCCO, Minneapolis, Minn.



## BILL CULLEN

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# ANNOUNCERS—MC'S

## RADIO AND TELEVISION

—their work during 1954



### — A —

**ABEYTA, LESH**  
KCRT, Trinidad, Colo. ~

**ABLEMAN, BERWYN**  
Party Line  
WPDR, Portage, Wis.

**AGA, ECEL**  
KXRA, Alexandria, Minn.

**AKERS, CARL**  
KLZ, Denver, Colo.

**ALARIE, RICHARD**  
Morning Serenade  
WPCT, Putnam, Conn.

**ALBERTSON, BOB**  
KHSL-TV, Chico, Calif.

**ALDA, ROBERT**  
What's Your Bid  
DuMont

**ALEXANDER, JACK**  
KOTV, Tulsa, Okla.

**ALEXANDER, JACK**  
WDSU-TV, New Orleans, La.

**ALEXANDER, LARRY**  
WLS, Chicago, Ill.

**ALLARD**  
KCRG, Cedar Rapids, Iowa

**ALLBAUGH, BILL**  
WHO-TV, Des Moines, Iowa

**ALLEN, BILL**  
Today's Top Five  
WLAC, Nashville, Tenn.

**ALLEN, DAVE**  
KWK, St. Louis, Mo.

**ALLEN, DAVE**  
Rise and Shine  
WJEF, Hagerstown, Md.

**ALLEN, DON**  
Klix Kiddie Carnival  
KLiX, Twin Falls, Idaho

**ALLEN, JOHNNY**  
Musical Grab Bag  
KRBC, Abilene, Tex.

**ALLEN, STEVE**  
WJMJ, Jackson, Ohio

**ALLEN, STEVE**  
WRCA-TV, New York, N. Y.

**ASTOL, LALO**  
KCOR, San Antonio, Texas

**ATCHER, BOB**  
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Barn Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

**ATCHISON, WENDELL**  
KOTN, Pine Bluff, Ark.

**AUSLEY, WALLACE**  
WTK, Durham, N. C.

**AVALON, AL A.**  
B. Aug. 10, 1928, Boston, Mass. Morey Amsterdam Show, Ern Westmore Show, Joe Franklin Show, Hopalong Cassidy, WABC-TV

**AVERY, BEN**  
KOA-TV, Denver, Colo.

### — B —

**BACK, PEDER**  
WRJN, Racine, Wis.

**BACKS, HENRY**  
Midday Musicals  
WWRL, New York, N. Y.

**BACON, DICK**  
Frolic Time  
KVNI, Coeur d'Alene, Idaho

**BAILEY, BILL**  
WLW-D, Dayton, Ohio

**BAILEY, DAVE**  
Speak Up West Virginia  
WCAW, Charleston, W. Va.

**BAILEY, GENE**  
Trading Post  
KGBC, Galveston, Texas

**BAILEY, NORMAN**  
Smile Awhile  
WKBR, Manchester, N. H.

**BAILEY, NORMAN**  
WMNB, North Adams, Mass.

**BAILEY, RUSS**  
WNAX, Yankton, S. Dak.

**BAILEY, JACK**  
Queen for a Day  
Mutual

**BAIN, BUDDY**  
WCMA, Corinth, Miss.

**BAKER, ART**  
B. Jan. 7, 1898, New York City. You Asked for It, ABC-TV; Dinah Shore Show, NBC-TV

**BAKER, BILL**  
WIOU, Kokomo, Ind.

**BAKER, GEORGE**  
WESA, Charleroi, Pa.

**BAKER, HAROLD**  
WTRB, Ripley, Tenn.

**BAKER, PAUL**  
Rise and Shine  
WLAD, Danbury, Conn.

**BANKS, LEW**  
WBHP, Huntsville, Ala.

**BANN, BOB**  
KWSO, Wasco, Calif.

**BARBER, DON**  
WGBS-TV, Miami, Fla.

**BARBOUR, HERSHELL**  
Wake Up and Smile  
WCKB, Dunn, N. C.

**BARIL, GENE**  
WJEF, Grand Rapids, Mich.

**BARKIS, BRUCE**  
Musical Clock  
KTRH, Houston, Texas

**BARLOW, JOHN C., JR.**  
KSL, Salt Lake City, Utah

**BARNES, TEDDY**  
Morning Melodies  
WEKR, Fayetteville, Tenn.

**BARNUM, ED**  
WSDR, Sterling, Ill.

**BARON, EDDIE**  
WHHH, Warren, Ohio

**BARRON, KARL**  
KTM, San Rafael, Calif.

**BARRY, BERT**  
Mid-Morning Melodies  
KGMS, Sacramento, Calif.

**BARRY, BOB**  
WCEN, Mt. Pleasant, Mich.

**BARRY, JACK**  
Life Begins at Eighty  
DuMont

**BARRY, MARVIN**  
Town and Country Varieties  
WSLI, Jackson, Miss.

**BARTLETT, TOMMY**  
Welcome Travelers  
CBS-TV

**BARTON, JOHN**  
WHOM, Clinton, Ill.

**BASELEON, GEORGE**  
Supper Club  
WEEK, Peoria, Ill.

**BATTERSEA, WES**  
Family Fun Time  
KNXT, Los Angeles, Calif.

**BAXTER, DEAN**  
Kiddie Party  
WWNS, Statesboro, Ga.

**BAY, DICK**  
KFEQ-TV, St. Joseph, Mo.

**BEARD, SAM**  
Time Out  
WPFF, Raleigh, N. C.

**BECK, JACKSON**  
B. July 23, 1912, New York City. U. S. Steel Hour, ABC-TV; FBI in Peace and War, CBS; Search That Never Ends, MBS; Ever Since Eve, ABC; Howard Clothes Spots

**BECKER, BOB**  
Farm Fair  
WBKV, West Bend, Wis.

**BECKER, GEORGE**  
Music for You  
WEDC, Chicago, Ill.

**BECKMAN, SPOOK**  
WTVN-TV, Columbus, Ohio

**BECKTEL, EARL**  
Pick the Champ  
WMID, Atlantic City, N. J.

**BEE, ALON**  
WLBT, Jackson, Miss.

**BEECHER, DON**  
Daytime  
WEOA, Evansville, Ind.

**BELK, BILL**  
Platter Party  
WTYC, Rock Hill, S. C.

**BELL, BOB**  
WLW, Cincinnati, Ohio

**BELL, DON**  
KRNT, Des Moines, Iowa

**BELL, DOUG**  
Coffee Call  
WSOC, Charlotte, N. C.

**BELL, JIMMY**  
KMAC, San Antonio, Texas

**BELL, JACK**  
KDET, Center, Texas

**BELL, JOHN**  
Matinee Melodies  
KUBA, Yuba City, Calif.

**BELL, WALTER**  
Toast & Coffee  
WAIR, Winston-Salem, N. C.

**BOLTON, JOE**  
WPIX

**BOONE, RICHARD**  
Medic  
NBC-TV

**BOREN, C. C., JR.**  
WELO, Tupelo, Miss.

**BORRELLI, RALPH**  
WJMJ, Philadelphia, Pa.

**BOULDEN, ART**  
KCLW-TV, Detroit-Windsor, Mich.

**BOULDIN, ARTHUR**  
KFAD, Fairfield, Iowa

**BOULTON, MILO**  
Rod and Gun Club  
Mutual

**BOURG, TONY**  
Wake-Up Time  
WIBG, Philadelphia, Pa.



## BILL NIMMO

Announcer - M.C.

SCHICK COMMERCIALS  
"THE JACKIE GLEASON SHOW"  
"PABST BLUE RIBBON"  
CBS-TV

*Management:*  
CHARLES CONAWAY

## HARRY VON ZELL

with

BURNS and ALLEN

for

CARNATION

AND

B. F. GOODRICH

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**BOURQUE, WARREN**  
WERI, Westerley, R. I.

**BOYARD, BOB**  
KPIX, San Francisco, Calif.

**BOYE, DICK**  
Platter Parade  
WJNC, Jacksonville, N. C.

**BOWEN, GENE**  
WMOA, Marietta, Ohio

**BOWSER, BUDDY**  
WLIB, New York, N. Y.

**BOYD, DUSTY**  
Chuck Wagon Tales  
WMVT, Burlington, Vt.

**BOYD, MILTON**  
WBHF-TV, Rock Island, Ill.

**BOYNTON, DICK**  
KFMB, San Diego, Calif.

**BOYSEN, JIM**  
WTCN, Minneapolis, Minn.

**BRACH, HENRY C.**  
Special Events  
WBNY, Buffalo, N. Y.

**BRADFORD, JOHN**  
WINS, New York, N. Y.

**BRADLEY, BOB**  
Breakfast on Broadway  
WGBA, Columbus, Ga.

**BRADLEY, DON**  
WJOL, Joliet, Ill.

**BRADLEY, WES**  
Yawn Patrol  
KRDO, Colorado Springs,  
Colo.

**BRADSHAW, THOMAS R.**  
KSL-TV, Salt Lake City, Utah

**BRADWAY, HARRY**  
WFAM-TV, Lafayette, Ind.

**BRADY, DICK**  
WCBY, Cheboygan, Mich.

**BRAGG, NELSON**  
WBZ-TV, Boston, Mass.

**BRANDT, RON**  
Music 'till Nine  
KLMS, Lincoln, Nebr.

**BRANT, BILL**  
WJAS, Pittsburgh, Pa.

**BRAVO, JOSE E.**  
KNOG, Nogales, Ariz.

**BRAY, BOB**  
WKNB-TV, New Britain,  
Conn.

**BRENDLER, GENE**  
KPTV, Portland, Oreg.

**BRENN, TOMMY**  
KPBM, Carlsbad, N. Mex.

**BRENNAN, DAN**  
Dixie Jamboree  
WXOK, Birmingham, Ala.

**BRINKLEY, JACK**  
WLS, Chicago, Ill.

**BRINNON, VIRGIL**  
WJW, Cleveland, Ohio

**BRISTOW, BOB**  
Operation Moonbeam  
KTMC, McAlester, Okla.

**BRITTON, BILL**  
Wheel of Fortune  
WPCF, Panama City, Fla.

**BRITTON, JACK**  
KTRN, Wichita Falls, Texas

**BROCK, BILL**  
WLEC, Sandusky, Ohio

**BRODIE, EARLE**  
Tune Tavern  
WAKN, Aiken, S. C.

**BROKAW, JIM**  
High Five  
WCOP, Boston, Mass.

**BROOKS, DON**  
Big Ten  
KXOX, Sweetwater, Texas

**BROOKS, ED**  
WBBB, Burlington, N. C.

**BROOKS, FOSTER**  
WAVE, WAVE-TV, Louisville,  
Ky.

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**ANNOUNCER**

**THE UNITED STATES STEEL HOUR**

**THE ELGIN HOUR**

*Walter Winchell — AM*

*For Webster Cigars*

**NARRATOR**

**THE SEARCH THAT NEVER ENDS**

**ACTOR**

**THE FBI IN PEACE AND WAR**

**SPOT RADIO —**

**HOWARD CLOTHES**

**DR. CALDWELL SYRUP PEPSIN**

**RADIO TV FILMS**

**MUrray Hill 8-6600**

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**JOHNNY**



**PENNY**



AND

**OLSEN**  
CI. 7-7517

**BROOKS, IKE**  
 WTYC, Rock Hill, S. C.  
**BROOKS, KEN**  
 KWRO, Coquille, Oreg.  
**BROOKS, PHIL**  
 KMPA, Los Angeles, Calif.  
**BROPHY, BILL**  
 Spin 'Em Again  
 W TIC, Hartford, Conn.  
**BROUGHNEY, ED**  
 WAAB, Worcester, Mass.  
**BROWN, ART**  
 KOVR, Stockton, Calif.  
**BROWN, ART**  
 WWDC, Washington, D. C.  
**BROWN, DAVE**  
 WARN, Fort Pierce, Fla.  
**BROWN, DAVID A.**  
 KCVR, Lodi, Calif.  
**BROWN, DICK**  
 WWNR, Beckley, W. Va.  
**BROWN, DON**  
 KWFT-TV, Wichita Falls, Tex.  
**BROWN, JERRY**  
 You Name It  
 KYOR, Blythe, Calif.  
**BROWN, PAUL E. X.**  
 Sweet Chariot  
 WERD, Atlanta, Ga.  
**BROWN, PAUL**  
 WMGW, Meadville, Pa.  
**BROWN, PEN**  
 WWOR-TV, Worcester, Mass.  
**BROWN, R. C. (BOB)**  
 Open House  
 WLBK, DeKalb, Ill.  
**BROWN, SAM**  
 WARL, Arlington, Va.  
**BROWN, TED**  
 KRES, St. Joseph, Mo.  
**BROWN, TED**  
 The Phrase That Pays  
 NBC  
**BROWNE, TOM**  
 Hayseed Frolics  
 WIST, Charlotte, N. C.

**BROWNE, WAYNE**  
 WRXO, Roxboro, N. C.  
**BROWNING, DOUG**  
 ABC, ABC-TV  
**BROWNING, DOUG**  
 Sammy Kaye, Doug Browning  
 Saturday Record Show  
 ABC  
**BURNS, STAN**  
 The Stan Burns Show, The Record  
 Breaker  
 WINS  
**BURROUGHS, LARRY**  
 WDAN-TV, Danville, Ill.  
**BUTTRAM, JACK**  
 Luncheon Lyrics  
 WMUU, Greenville, S. C.  
**BUTTS, RAY**  
 Night Owl  
 WRFC, Athens, Ga.  
**BYARS, JOE**  
 Kiddie Show  
 WDAK, Columbus, Ga.  
**BYERS, WAYNE**  
 WATG, Ashland, Ohio

**CAMPBELL, OLIN**  
 Dawnbusters  
 WFNS, Burlington, N. C.  
**CAMPBELL, REX L.**  
 KSL, Salt Lake City, Utah  
**CAMPOS, LALO**  
 KTXN, Austin, Texas  
**CANE, LENNIE**  
 WENT, Gloversville, N. Y.  
**CANNON, STEVE**  
 WMIN, St. Paul, Minn.  
**CANTY, JOHN R.**  
 WOTW, Nashua, N. H.  
**CAPLE, JOHN**  
 KHQ-TV, Spokane, Wash.  
**CAPRAL, ED**  
 Bandstand Matinee  
 WLW-A, Atlanta, Ga.  
**CARDILE, BILL**  
 WICU, Erie, Pa.  
**CARNEY, STAN**  
 Hi Neighbor  
 WGAC, Augusta, Ga.  
**CARLE, LARRY**  
 Carnival of Music  
 WOND, Pleasantville, N. J.  
**CARLSON, BOB**  
 Top 'O the Morning  
 KIRX, Kirksville, Mo.  
**CARLTON, BOB**  
 WMBD, Peoria, Ill.  
**CARNEGIE, JACK**  
 KOOL-TV, Phoenix, Ariz.  
**CARNEY, BILL**  
 WBUQ, Lexington, N. C.  
**CARNEY, JACK**  
 Make Mine Music  
 KPHO, Phoenix, Ariz.  
**CARPENTER, BOB**  
 WAAF, Chicago, Ill.  
**CARPENTER, ROBERT E.**  
 WDRQ, Dubuque, Iowa  
**CARR, EDNA T.**  
 KGFX, Pierre, S. Dak.  
**CARR, JOHN**  
 WOKE, Oak Ridge, Tenn.

— C —

**CALABRESE, RAY**  
 Mem-O-Ray  
 WHLM, Boonville, Pa.  
**CALDWELL, LARRY**  
 KCSJ-TV, Pueblo, Colo.  
**CALE, FRED**  
 WKEI, Kewanee, Ill.  
**CALHOUN, ROBERT**  
 WGVU, Greenville, S. C.  
**CAMERON, DAVE**  
 WRGB, Schenectady, N. Y.  
**CAMERON, FRANK**  
 Readin', Ritin', Rhythm  
 WHOP, Hopkinsville, Ky.  
**CAMPBELL, BOB**  
 KGIL, San Fernando, Calif.



Big Story  
 NBC  
 Lone Ranger  
 ABC  
 Silver Eagle  
 ABC

Halls of Ivy  
 NBC-TV  
 John Daly News  
 ABC-TV  
 Igor Cassini  
 NBC-TV

**CY HARRICE**  
 LE. 2-1100

## BILL LAZAR

RADIO  
TELEVISION  
FILMS

MUrray Hill 8-6600



# KEVIN KENNEDY

NEWS AT — 7:00-7:10 P.M.  
YOUR MOBILGAS DEALER  
EVERY NIGHT

TV

## ANNOUNCER

Jackie Gleason Show  
Colgate Comedy Hour  
Paul Whiteman Show  
Madison Square Garden  
Events  
Big Payoff  
Sid Caesar Show  
Hy Gardner Show

## FILM

Narration  
Curtis Wright, Noma  
Liqui-Moly

WPIX

TV

## SALESMAN

Piel's Beer  
Quaker Oats  
Clorets  
Colgate-Palmolive  
Arnold Cookies  
Halo Shampoo  
Gallo Wine  
Sweet Orr



MUrray Hill 2-6500

**CARR, LARRY**  
WMPM, Smithfield, N. C.

**CARR, ROY**  
WLOL, Minneapolis, Minn.

**CARRIKER, OLIE**  
KORC, Mineral Wells, Texas

**CARSON, JIM**  
KWBM, Williston, N. Dak.

**CARSON, TOM**  
WJW, Cleveland, Ohio

**CARTER, JANIS**  
Feather Your Nest  
NBC-TV

**CARTER, ROGER**  
WADC, Akron, Ohio

**CARVER, JOHN**  
KBON, Omaha, Nebr.

**CARY, TOM**  
KMTV, Omaha, Nebr.

**CASE, ED**  
KTHT, Houston, Texas

**CASE, NELSON**  
Red Buttons Show, P & G Summer Playhouse, NBC-TV; Road of Life, CBS, CBS-TV; Omnibus, CBS-TV; NBC Symphony, Backstage Wife, NBC

**CASSELLMAN, JERRY**  
KAVR, Apple Valley, Calif.

**CATO, EVELYN**  
WMFS, Chattanooga, Tenn.

**CAUDLE, BOB**  
WMFD-TV, Wilmington, N. C.

**CERAR, JOE**  
WEVE, Eveleth, Minn.

**CHAMBERLAIN, STEWART**  
KGAK, Gallup, N. Mex.

**CHAMBERS, BOB**  
WEBK, Tampa, Fla.

**CHAMBERS, ROBERT**  
Greater Utah Valley  
KIXX, Provo, Utah

**CHAMES, NICK**  
KMOR, Oroville, Calif.

**CHANDLER, JEFF**  
KKTV, Colorado Springs, Colo.

**CHANDLER, WARREN**  
KLZ, Denver, Colo.

**CHAPIN, JACK**  
WJER, Dover, Ohio

**CHAPMAN, FRED**  
WBRE-TV, Wilkes-Barre, Pa.

**CHAPMAN, FRED**  
WSCR, Scranton, Pa.

**CHARLES, BRUCE**  
WHK, Cleveland, Ohio

**CHARLES, PRESTON**  
WAGA, Atlanta, Ga.

**CHASE, BOB**  
WOWO, Fort Wayne, Ind.

**CHASE, BUD**  
WKRC-TV, Cincinnati, Ohio

**COLLINGWOOD, CHARLES**  
Adventure  
CBS-TV

**COLLINS, AL**  
WJOL, Joliet, Ill.

**COLLINS, FRED**  
KLPR, Oklahoma City, Okla.

**COLLINS, PAUL**  
Coffee Capers  
KFRD, Rosenberg, Texas

**COLLYER, BUD**  
B. New York City. Beat the Clock. CBS; Break the Bank, NBC

**COLOSTON, JIM**  
KXIC, Iowa City, Iowa

**COMO, HUNTER**  
KDAL Karnival  
KDAL, Duluth, Minn.

**COMPTON, AL**  
Dixie Jamboree  
WMFD, Wilmington, N. C.

**CONDON, ED**  
Magic Cottage, Marge and Jeff  
DuMont

**CONFER, BILL**  
WJAC-TV, Johnstown, Pa.

**CONKLIN, ROGER**  
WIOD, Miami, Fla.

**CONOHAN, CLIFF**  
WISC, Madison, Wis.

**CONRAD, GENE**  
Johnny Midnight  
WERC, Erie, Pa.

**CONRAD, JOHN**  
WNBQ, Chicago, Ill.

**CONRAD, STEVE**  
Phone Forum  
WAPO, Chattanooga, Tenn.

**CONWAY, JIM**  
WBBM, WBBM-TV, CBS

**CONWAY, KEN**  
Travel Time  
KRIB, Mason City, Iowa

**COOK, BOB**  
WPTW, Piqua, Ohio

**COOK, JACK**  
WNOK-TV, Columbia, S. C.

**COOKE, ALISTAIR**  
Omnibus  
CBS-TV

**CROSS, DICK**  
KORE, Eugene, Oreg.

**CROSS, MILTON**  
ABC, ABC-TV

**CROSS, MILTON**  
Great Moments with Great Composers, Metropolitan Opera, Sunday Weekend News  
ABC

**CROUCH, PAUL**  
WVOT, Wilson, N. C.

**CROY, ALAN**  
WKST-TV, New Castle, Pa.

**CULLEN, BILL**  
I've Got a Secret, CBS-TV; Stop the Music, CBS; Road Show, NBC; It Happens Every Day

**CULVER, CAL**  
Keyboard Kapers  
KFYR-TV, Bismarck, N. Dak.



**GENE HAMILTON**

"Dr. Gino"

NBC



**WALTER HERLIHY**

**CUMMINS, CHARLOTTE**  
WROY, Carmi, Ill.  
**CURL, HART**  
WOXF, Oxford, N. C.  
**CURLIE, DICK**  
Luncheon Lyrics  
WSOC, Charlotte, N. C.  
**CURRY, RAY**  
Kiddies' Korner  
KVON, Napa, Calif.  
**CURTIS, RON**  
WFBI, Syracuse, N. Y.  
**CUTSHALL, HANK**  
WMIE, Miami Fla.

— D —

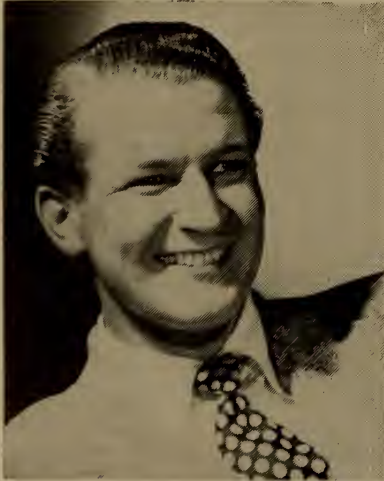
**DADAY, JOHN**  
WGPA, Bethlehem, Pa.  
**DADE, ERNIE**  
KTVH, Hutchinson, Kans.  
**DALY, JOHN**  
What's My Line  
CBS-TV  
**DANA, ALEC**  
Concert Series  
WGAT, Utica, N. Y.  
**DANAHER, TOM**  
Club House  
WJVA, South Bend, Ind.  
**DAVIS, ROY**  
Stamps for Shoppers  
KDAY, Lubbock, Tex.  
**DAVIS, WILLIAM E., JR.**  
WCOH, Newnan, Ga.  
**DAUGHERTY, DOC**  
WNOV-TV, York, Pa.  
**DAWKINS, ANDREW**  
Sugar Daddy  
WBCO, Bessemer, Ala.  
**DAWS, HOBSON**  
WTRB, Ripley, Tenn.  
**DAWSON, BOB**  
KGTV, Des Moines, Iowa  
**DAY, GEORGE**  
KERO-TV, Bakersfield, Calif.

**DAY, LOUISE**  
Daily Doings  
WRFS, Alexander City, Ala.  
**DEAN, DAVE**  
KIMO Klock  
KIMO, Independence, Mo.  
**DEAN, LARRY**  
WCIN, Cincinnati, Ohio  
**DEANE, JOE**  
Morning Mayor  
KQV, Pittsburgh, Pa.  
**DEBEAU, LAWRENCE**  
WTAC, Flint, Mich.  
**DECK, PAUL**  
KJSK, Columbus, Nebr.  
**DEDRICK, DAVE**  
KELO-TV, Sioux Falls,  
S. Dak.  
**DeLANCEY, CHARLES**  
Red Barn  
WGAT, Utica, N. Y.  
**DeLAND, JIM**  
WWJ, Detroit, Mich.  
**DELINE, JIM**  
WSYR-TV, Syracuse, N. Y.  
**DEMING, CHARLIE**  
Gloom Chaser  
WKPT, Kingsport, Tenn.  
**DENT, LARRY**  
Nightcap  
WMAN, Mansfield, Ohio  
**DENTON, CLYDE E.**  
Mailbox Roundup  
WSFC, Somerset, Ky.  
**DANVER, D. D., JR.**  
KFEQ, St. Joseph, Mo.  
**DeYOUNG, JOHN**  
Talkin' Time  
WGL, Fort Wayne, Ind.  
**DIBERT, SAM**  
Time for Music  
WWJ-TV, Detroit, Mich.  
**DICK, BILL**  
WIRY, Plattsburg, N. Y.  
**DICKERMAN, CARL**  
WEEL, Boston, Mass.

**DICKERSON, DALE**  
Party Line  
KATE, Albert Lea, Minn.  
**DIETRICH, RAYMOND**  
KEY-T, Santa Barbara, Calif.  
**DILLEY, DON**  
Platter Pantry  
KYOU, Greeley, Colo.  
**DILSON, BERNARD**  
KMBC-TV, Kansas City, Mo.  
**DiSALVO, HUGO**  
WIOU, Kokomo, Ind.  
**DIXON, BOB**  
Perry Mason, Edward R. Mur-  
row, CBS; Person to Person,  
On Your Account, CBS-TV  
**DIXON, MASON**  
Merry-Go-Round  
KICD, Spencer, Iowa

— E —

**EARLE, GEORGE**  
KWTO, Springfield, Mo.  
**EARLES, BARBARA**  
WLOE, Leaksville, N. C.  
**EARLY, DUWARD**  
KXIC, Iowa City, Iowa  
**EASTON, JOHN**  
WNOP, Newport, Ky.  
**ECHOLS, ODIS L., JR.**  
Wheel of Fortune  
KCLV, Clovis, N. Mex.  
**ECHOLS, ODIS L., SR.**  
Breakfast Club  
KCLV, Clovis, N. Mex.  
**EDEL, BOB**  
Ring the Bell  
WROK, Rockford, Ill.  
**EDEN, HARRY**  
KCVR, Lodi, Calif.  
**EDINGTON, JOHN**  
KLAS, Las Vegas, Nev.  
**EDWARDS, GENE**  
KLIF, Dallas, Texas



**BUD COLLYER**



*Greetings from*  
**STAN BURNS**



ANNOUNCERS — MC'S

**EDWARDS, GEORGE**  
Bright and Early  
WQXR, New York, N. Y.

**EDWARDS, HERB**  
Homemaking is Fun  
WDBO-TV, Orlando, Fla.

**EDWARDS, HOWARD**  
KONO, San Antonio, Tex.

**EDWARDS, K.**  
WEAR-TV, Pensacola, Fla.

**EDWARDS, MACK**  
WAAM, Baltimore, Md.

**EDWARDS, ROBERT O.**  
KLER, Lewiston, Idaho

**EDWARDS, WEB**  
Hawaii Calls  
Mutual

**EGGERT, GEORGE**  
Dawn Patrol  
WFBG, Altoona, Pa.

**EISENHAUER, JOHN**  
WCMB, Harrisburg, Pa.

**ELLIOT, LOU**  
WCAM, Camden, N. J.

**ELLIOTT, BILL**  
WNOE, New Orleans, La.

**ELLIOTT, CHUCK**  
WMGY, Montgomery, Ala.

**ELLETT, DUANE**  
WHO-TV, Des Moines, Iowa

**ELLIOT, BRUCE**  
Movie Quick Quiz  
DuMont

**ELLOTT, WIN**  
On Your Account  
NBC-TV

**ELLIOTT, DOYCE**  
KOSA, Odessa, Tex.

**ELLIOTT, GLENN**  
WANF, Fort Wayne, Ind.

**ELLIOTT, JACQUE**  
KRGV-TV, Weslaco, Tex.

**ELLIS, DICK**  
WKPT, Kingsport, Tenn.

**ELLIS, LEE**  
KOMU-TV, Columbia, Mo.

**ELLIS, PETER**  
WENE, Binghamton-Endicott,  
N. Y.

**ELLSWORTH, HARVEY**  
KUBC, Montrose, Colo.

**ELMORE, CLYDE**  
1400 Club  
WTRR, Sanford, Fla.

**ELVOT, GENE**  
KLAS, Las Vegas, Nev.

**EMERY, RALPH**  
Farm Hour  
WSIX, Nashville, Tenn.

**EMM, LOU**  
WHIO-TV, Dayton, Ohio

**ENGBRETSON, HAL**  
All-Time Hit Parade  
KGYW, Vallejo, Calif.

**ENRIQUEZ, GIL**  
KREO, Indio, Calif.

**EPTON, LOU**  
KGTV, Des Moines, Iowa

**ERBE, DICK**  
KUBC, Montrose, Colo.

**ESSEX, LOU**  
WMSC, Columbia, S. C.

**ETON, JERRY**  
1290 Club  
WFIG, Sumter, S. C.

**EVANS, BERGEN**  
Down You Go  
DuMont

**EVANS, CLAUDE**  
Rise 'N Shine  
WKRK, Mobile, Ala.

**EVANS, GREGORY**  
Personality Time  
WFAU, Augusta, Maine

**EVANS, JEFF**  
WUSN-TV, Charleston, S. C.

**EVANS, MARK**  
WTOP-TV, Washington, D. C.

**EVERSON, CHRIS**  
Wake Up Time  
WCBI, Columbus, Miss.

**EVENSON, PETE**  
KCJB-TV, Minot, N. Dak.

**EWING, TOM**  
KIMA-TV, Yakima, Wash.

— F —

**FACEMIRE, ROY**  
WSNJ, Bridgeton, N. J.

**FAHRNBURCH, JERRY**  
Evening Shadows  
KVGB, Great Bend, Kans.

**FAIRBURN, TED**  
WLDS, Jacksonville, Ill.

**FAIRCHILD, JOHNNY**  
Music 'Til One  
WORZ, Orlando, Fla.

**FARMER, JON**  
WAGA, WAGA-TV, Atlanta,  
Ga.

**FARO, FRANK**  
KGOB, Oregon City, Oreg.

**FARRAR, WAYNE**  
WRR, Dallas, Tex.

**FARREL, REED**  
KGBC, Galveston, Tex.

**FAUGHT, FREDDIE**  
Bummin' Around  
WMPA, Aberdeen, Miss.

**FAULK, A. L.**  
Cape Fear Capers  
WCKB, Dunn, N. C.

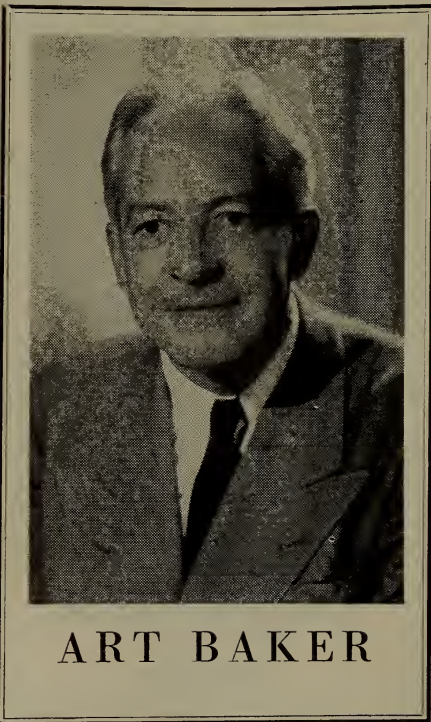
**FAXON, DICK**  
Variety Time  
WATW, Ashland, Wis.

**FEGER, GEORGE, JR.**  
WDLP, Panama City, Fla.

**FELMSTER, RED**  
Smash the Jackpot  
WKMT, Kings Mountain,  
N. C.

**FELACK, MIKE**  
WKPA, New Kensington, Pa.

**FELIMER, FRANK**  
Music Box  
WMTR, Morristown, N. J.



ART BAKER



JIM CONWAY  
WBBM — WBBM-TV  
CBS CHICAGO  
TALENT, INC.

**FENNELL, DICK**  
WRDW-TV, Augusta, Ga.

**FENNEMAN, GEORGE**  
You Bet Your Life  
NBC-TV

**FERLISI, GARY**  
KSBW-TV, Salinas, Calif.

**FRANCIS, AL**  
WRST, New Castle, Pa.

**FRANCIS, JACK**  
WISE-TV, Asheville, N. C.

**FRANCIS, KEITH**  
KMAE, McKinney, Tex.

**FRANSEN, TOM**  
KRCA, Los Angeles, Calif.

**FRANKLIN, ALAN**  
KPHO-TV, Phoenix, Ariz.

**FRANKLIN, BOB**  
KGGF, Coffeyville, Kans.

**FRANKLIN, DON**  
WHBQ-TV, Memphis, Tenn.

**FRANKLIN, JOE**  
WABC-TV, New York, N. Y.

**FREDERICKS, DIRK**  
The Mail Story  
ABC, ABC-TV

**FREDERICKS, TED**  
Just Before Tonight  
WOAI-TV, San Antonio, Tex.

**FREEMAN, CLAUDE**  
Kitchen Kapers  
WPBC, Greenville, S. C.

**FREEMAN, WALTER E.**  
WULA, Eufaula, Ala.

**FREMAULT, LEON**  
WYDA, Boston, Mass.

**FRERE, BOB**  
KRGV-TV, Westlaco, Tex.

**FRIELING, JIM**  
Platter Parade  
WXRA, Buffalo-Kenmore,  
N. Y.

**FRISCH, FRANKIE**  
Junior Sport Session  
CBS-TV

**FRITZ, JOHN**  
Weather Get Together  
WFMJ-TV, Youngstown, Ohio

**FRÖELICH, DR.**  
What in the World  
CBS-TV

**FROOME, JOHN**  
Weatherscope  
KAKE-TV, Wichita, Kans.

**FRY, JACK**  
WLCC, LaCrosse, Wis.

**FRYAR, HAL**  
WFMJ-TV, Youngstown, Ohio

**FULLER, JERRY**  
KSST, Sulphur Springs, Tex.

**FULLER, ROY**  
WIRY, Plattsburg, N. Y.

**FULTON, ROBERT**  
Ladies' Bouquet  
KERG, Eugene, Oreg.

**FURNELL, BILL**  
KCCC-TV, Sacramento, Calif.

— G —

**GAIL, CLAIR**  
KREM-TV, Spokane, Wash.

**GAINES, BILL**  
Music Till Midnite  
WINN, Louisville, Ky.

**GAINES, FOSTER**  
WLYC, Williamsport, Pa.

**GAINES, FRANK**  
WAIM, Anderson, S. C.

**GAINES, HARRY**  
KTAE, Taylor, Tex.

**GAINES, JERRY**  
WHAT, Philadelphia, Pa.

**GALE, EDDIE**  
KBUR, Burlington, Iowa

**GALER, BRAD**  
1400 Club  
WSLB, Ogdensburg, N. Y.

**GALLANT, EDDIE**  
20 Top Tunes  
WRUM, Rumford, Maine

**GALVIN, BILL**  
WKOX, Framingham, Mass.

**GAMMILL, BILLY**  
KTJS, Hobart, Okla.

**GANDER, DARRELL**  
Wake Up Parade  
KDUZ, Hutchinson, Minn.

**GARCIA, GENE**  
WALT, Tampa, Fla.

**GARCIA, JOSE JAIME**  
KTXN, Austin, Tex.

**GARCIA, TONY**  
KALI, Pasadena, Calif.

**GARDINER, DON**  
Companion, Monday Morning  
Headline, Don Gardiner 7 A.M.  
News, Three City By-Line,  
Horizons  
ABC, ABC-TV

**GARDINER, DON**  
WABC, New York, N. Y.

**GARDNER, J. W.**  
WVIM, Vicksburg, Miss.

**GOVE, ELLIOTT**  
WSYR, Syracuse, N. Y.

**GRABER, HOWARD**  
KCJB-TV, Minot, N. Dak.

**GRAHAM, BILL**  
Afternoon Ballroom  
WAZL, Hazleton, Pa.

**GRAHAM, BOB**  
WHO-TV, Des Moines, Iowa

**GRAHAM, VIRGINIA**  
Summer in the Park  
DuMont

**GRANT, BRUCE**  
Record Shop  
WGRD, Grand Rapids, Mich.

**GRANT, WAYNE**  
KSMN, Mason City, Iowa

**GRAUER, BEN**  
B. June 2, 1908, New York City.  
March of Medicine, Citizen's  
Searchlight, NBC-TV; Boston



**RALPH PAUL**

LExington 2-1100



**DON MORROW**

Announcer — Narrator — M. C.

The Sunday News Special with  
Walter Cronkite

MU 8-6600

Symphony, News with Ben Grauer,  
Senior Ben, NBC  
**GRAULICH, BERT**  
Burnt Toast & Coffee  
WVCG, Coral Gables, Fla.  
**GRAVES, DON**  
KLAS-TV, Las Vegas, Nev.  
**GRAY, BARRY**  
WMCA, New York, N. Y.  
**GRAZAN, JOE**  
WBVP, Beaver Falls, Pa.  
**GREEN, EARL**  
Home Theatre  
WTVN-TV, Columbus, Ohio  
**GREEN, LOU**  
Commuter's Special  
WSAR, Fall River, Mass.  
**GREENE, CARL**  
WLOS-TV, Asheville, N. C.  
**GREENE, GIL**  
Silhouette and Song  
WSIX-TV, Nashville, Tenn.  
**GREENUP, GRANDPAPPY**  
Pap's Jamboree  
WWKO, Ashland, Ky.  
**GREENWOOD, DEL**  
Toast 'n Coffee  
WGBF, Evansville, Ind.  
**GREGORY, GREG**  
KSET, El Paso, Texas  
**GREGORY, SHAF**  
WBRC-TV, Birmingham, Ala.  
**GREGSON, JACK**  
Morning Show, Just Easy, ABC;  
Saturday Night Fights, ABC-TV  
**GRIFFIN, GENE**  
"Pork Chops"  
KSIG, Crowley, La.



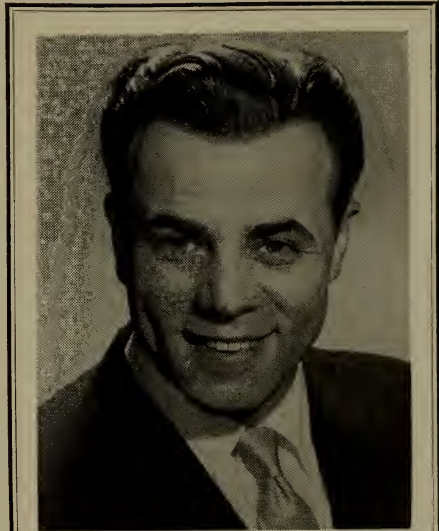
**HAACKE, LAUREN**  
Hobby Shop  
KDIX, Dickinson, N. D.

**HADLEY, DOUG**  
Off the Record  
WANE, Fort Wayne, Ind.  
**HADLEY, ED**  
WCLO, Janesville, Wis.  
**HADLEY, MERRITT D.**  
KFMB, San Diego, Calif.  
**HAINES, FRANK**  
KVEN, Ventura, Calif.  
**HALBURNT, JOE**  
Musical Guest Book  
WATE-TV, Knoxville, Tenn.  
**HALE, PHILIP**  
Jigsaw Quiz  
WKNB-TV, New Britain,  
Conn.  
**HALEY, TOM**  
WNBK, Cleveland, Ohio  
**HALL, ED**  
Early Express  
KELD, El Dorado, Ark.  
**HALL, FRED**  
KVEN, Ventura, Calif.  
**HALL, HAYNIE H.**  
KTEM, Temple, Texas  
**HALL, HOWARD**  
WOW, Omaha, Nebr.  
**HALL, JOHN**  
1490 Club  
WESB, Bradford, Pa.  
**HALL, MEL**  
WABB, Mobile, Ala.  
**HALL, THOM**  
Cornbread Matinee  
WKYW, Louisville, Ky.  
**HAMILTON, GENE**  
American Inventory, NBC Opera  
Theatre, NBC-TV; Boston Sym-  
phony, Henry J. Taylor, NBC;  
Music of America, WRCA  
**HAMILTON, STAN**  
Good Music Cafe  
WGMS, Washington, D. C.  
**HAMILTON, WARD**  
WWNY, Watertown, N. Y.

**HAMLYN, ED**  
KWFT, Wichita Falls, Texas  
**HAMMETT, ROD**  
KTAC, Tacoma, Wash.  
**HANCOCK, AL**  
KLPR, Oklahoma City, Okla.  
**HANCOCK, JOHN**  
WLCX, LaCrosse, Wis.  
**HANKIN, WALLY**  
WGH, Newport News, Va.  
**HANNAHER, TOM**  
KVOX, Moorhead, Minn.  
**HANSHAW, JAY**  
Ye Olde Jaybird  
WAYZ, Waynesboro, Pa.  
**HARDEBECK, HARRY**  
Turntable Time  
KTTR, Rolla, Mo.  
**HARDEN, FRANK**  
WMAL, Washington, D. C.  
**HARDT, BILL**  
Sage Brush Corral  
KIMO, Independence, Mo.  
**HARDWICK, CAL**  
WTSB, Lumberton, N. C.  
**HAREN, HERB**  
KATV, Pine Bluff, Ark.  
**HARLING, HUGH**  
Whistle While You Work  
KATY, San Luis Obispo, Calif.  
**HARPER, ANN**  
KRBC-TV, Abilene, Tex.  
**HARPER, JIMMIE**  
Swap Shop  
WBGE, Atlanta, Ga.  
**HARRICE, CY**  
Big Story, Cavalcade of America,  
NBC; Halls of Ivy, NBC-TV; Igor  
Cassini Show, WRCA-TV  
**HARVEY, MARILYN**  
B. March 19, 1929. Danger, CBS-  
TV; Morey Amsterdam Show, Ern  
Westmore Show, Joe Franklin  
Show, ABC-TV; Man Behind the  
Badge, NBC-TV



**MARILYN HARVEY**  
Announcer-M. C.  
FO. 4-4520



**SIDNEY PAUL**  
Announcer-Actor-Narrator  
SU 7-5400

**HARVEY, RON**  
KFIZ, Fond Du Lac, Wis.

**HARWELL, GENE**  
WMSL, Decatur, Ala.

**HASTINGS, JACK**  
WPBC, Minneapolis, Minn.

**HATCH, DUANE**  
Hometown Parade  
WSAV, Savannah, Ga.

**HATCH, ED**  
WWLP, Springfield, Mass.

**HATTENBACH, ALVIN**  
WBW, Bedford, Ind.

**HAUSER, JERRY**  
KAFP, Petaluma, Calif.

**HAWKINS, LEM**  
KFGO, Fargo, N. D.

**HAWTHORNE, BEN**  
WHAY, New Britain, Conn.

**HAYES, BRUCE**  
Sunny Side-Up  
KLIF, Dallas, Texas

**HAYES, GEORGE**  
ABC, ABC-TV

**HAYES, GEORGE**  
Weather Report  
WABC, New York, N. Y.

**HAYNES, JERRY**  
WFAA-TV, Dallas, Tex.

**HAYS, FRED F.**  
KLIR, Denver, Colo.

**HAYWORTH, LES**  
Saturday Date  
KFXM, San Bernardino, Calif.

**HERRON, EARL**  
Relay Quiz  
KCLL, Houma, La.

**HENRY, JULES**  
WMBS, Uniontown, Pa.

**HEYDE, BUDD**  
KNBC, San Francisco, Calif.

**HEENAN, TOM**  
Party Line  
WILK, Wilkes-Barre, Pa.

**HESS, BOB**  
KATV, Pine Bluff, Ark.

**HENDRIX, CLIFF**  
KCSJ-TV, Pueblo, Colo.

**HERLIHY, WALTER F.**  
Kraft Television Theatre, Music  
From Meadowbrook, ABC-TV;  
Dionne Lucas Show, Gloria De-  
Haven Show, WABC-TV

**HESS, BOB**  
KATV, Pine Bluff, Ark.

**HESTERMAN, BILL**  
KNAK, Salt Lake City, Utah

**HEARTLY, JIM**  
WMTL, Miami, Fla.

**HERSON, BILL**  
Timekeeper Show  
WTRL, Bradenton, Fla.

**HECHESKY, HARRY**  
WMMN, Fairmont, W. Va.

**HEADRICK, KEN**  
KFGT, Fremont, Nebr.

**HEALD, JIM**  
KSVP, Artesia, N. Mex.

**HELLHAKE, DICK**  
1230 Matinee  
WHVF, Wausau, Wis.

**HERNANDEZ, OSCAR**  
KLVV, Pasadena, Tex.

**HENNESSY, FRANK**  
WNDR, Syracuse, N. Y.

**HENDRIX, JEWEL**  
Rhythm and Blues Express  
KGST, Fresno, Calif.

**HEATHERTON, RAY**  
Luncheon at Sardi's  
Mutual

**HERLIHY, ED**  
Horn & Hardart Children's  
Hour, Weekend  
NBC, NBC-TV

**HEALY, GENE**  
Magic of Music  
WPAC, Patchogue, N. Y.

**HERTSGAARD, ROLF**  
WCCO, Minneapolis, Minn.

**HEALAN, RED**  
Chuck Wagon  
WRFC, Athens, Ga.

**HEATON, JACK**  
KLEA, Lovington, N. Mex.

**HENLEY, HAROLD**  
Platter Parade  
WOPI, Bristol, Tenn.

**HENRY, FRANCIS**  
Juke Box  
WJKO, Springfield, Mass.

**HICKS, BOB**  
Merry-Go-Round  
KLRA, Little Rock, Ark.

**HICKS, JOHN**  
ABC, ABC-TV

**HURLEIGH, ROBERT F.**  
Reporters' Roundup  
Mutual

**HUDDLESTON, JOHNNY**  
KTRN, Wichita Falls, Texas

**HULL, WARREN**  
Strike It Rich  
CBS-TV

**HURLBUT, JIM**  
Zoo Parade  
NBC-TV

— I —

**INGRAM, DAN**  
Baron of Bay Shore  
WALK, Patchogue, N. Y.

**INGSTAD, BOB**  
Noon Variety  
KOVC, Valley City, N. Dak.

**IRVINE, PAUL**  
WMTR, Morristown, N. J.

**IRVING, RICHARD**  
KRES, St. Joseph, Mo.

**ISON, HAP**  
Orange Blossom Special  
WORZ, Orlando, Fla.

**IVORY, ED**  
WACH-TV, Newport News, Va.



**TODD RUSSELL**

Represented By  
Martin Goodman



**PHIL TONKEN**

ACTOR-ANNOUNCER-M.C.

INNER SANCTUM — TV  
PARAGON PLAYHOUSE — TV  
THE BIG PICTURE — TV  
FAMOUS PLAYHOUSE — TV  
THE GREATEST DRAMA — TV  
ALLAN GRANGER — RADIO PLAYHOUSE

RADIO REGISTRY MU 8-6600 TV

— J —

**JABERG, EUGENE**  
Sheboygan Merry-Go-Round  
WHBL, Sheboygan, Wis.

**JACK, JOCKEY**  
WERD, Atlanta, Ga.

**JACKSON, BILL**  
Get Together Records  
KVIC, Victoria, Texas

**JACKSON, GLENN**  
Easy Listening  
WAVU, Albertville, Ala.

**JACKSON, JAY**  
Twenty Questions  
DuMont

**JACKSON, MAURICE**  
WVKO, Columbus, Ohio

**JACKSON, WAYNE**  
WMFD-TV, Wilmington, N. C.

**JACOBS, BOB**  
WSSC Dancing Party  
WSSC, Sumter, S. C.

**JACOBS, JOHN**  
Mystery Voice  
WDUN, Gainesville, Ga.

**JACOBS, JOHNNY**  
Matinee  
KNX, Los Angeles, Calif.

**JACOBS, RAY**  
KJEO-TV, Fresno, Calif.

**JAMERSON, PETER**  
WTTG, Washington, D. C.

**JAMES, ANDY**  
Waltz Time  
KWKW, Pasadena, Calif.

**JAMES, DENNIS**  
On Your Account  
CBS-TV

**JOHNSON, GEORGE**  
Sunrise Serenade  
WMFG, Hibbing, Minn.

**JOHNSON, JAMES**  
Checkerboard Jamboree  
KMCM, McMinnville, Oreg.

**JOHNSON, WALLY**  
KFEG-TV, St. Joseph, Mo.

**JOHNSTON, HERB**  
KSLM, Salem, Oreg.

**JOHNSTON, JIM**  
WLS, Chicago, Ill.

**JONES, DALTON**  
Brazos Valley Roundup  
KMLW, Marlin, Texas

**JONES, DAN**  
Western Roundup  
KTAT, Frederick, Okla.

**JONES, DON**  
Spotlight  
WFEA, Manchester, N. H.

**JONES, PAUL**  
WSAI, Cincinnati, Ohio

**JONES, ROD**  
1240 Club  
WJNC, Jacksonville, N. C.

**JONES, TED**  
PNX Jamboree  
WPNX, Phenix City, Ala.

**JONES, VERN**  
Musical Clock  
WREB, Holyoke, Mass.

**JORDAN, ED**  
WFEM-TV, Indianapolis, Ind.

**JORDAN, MURRY**  
Murry Jordon Show, Ridin' High,  
WL1B; Spotlight on Value, WPIX;  
WOR-TV; WNBT

**JORDAN, DAVE**  
WWKO, Ashland, Ky.

**JORGENSEN, FRED**  
KGO-TV, San Francisco, Calif.

**JOSEPH, EDDY**  
Morning Show  
WHLI, Niagara Falls, N. Y.

**KARNES, G. H.**  
WLBK, Lebanon, Ky.

**KASSEL, CY**  
WCCM, Lawrence, Mass.

**KAVANAGH, AL**  
Musical Matinee  
WSAV, Savannah, Ga.

**KAY, BOB**  
WAYE, Louisville, Ky.

**KAYE, BARRY**  
WJAS, Pittsburgh, Pa.

**KEARNEY, GERRY**  
WMUR-TV, Manchester, N. H.

**KEATHLEY, HAMPTON**  
KTRE, Lufkin, Texas

**KEATON, BILL**  
WGR-TV, Buffalo, N. Y.

**KEECH, KELVIN**  
ABC

**KEECH, KELVIN**  
ABC, ABC-TV

**KEEFE, BOB**  
WHAM, Rochester, N. Y.

**KEELER, DANIEL A.**  
Sagebrush Playhouse  
KSL-TV, Salt Lake City, Utah

**KEELING, JOHN**  
Bar None Ranch  
WTRR, Sanford, Fla.

**KEITH, DEANE**  
Phone-o-Quest  
KNED, McAlester, Okla.

**KELLY, DARROLD**  
KBTU, Denver, Colo.

**KELLY, GENE**  
WEBR, Buffalo, N. Y.

**KELLY, JOE, JR.**  
WSBT-TV, South Bend, Ind.

**KELLY, WARREN MICHAEL**  
WXYZ-TV, Detroit, Mich.

**KELPE, HENRY**  
KMTV, Omaha, Nebr.

**KENNEDY, BOB**  
Sense or Nonsense  
WABD, New York

— K —

**KABER, RUSS**  
KOVC, Valley City, N. Dak.

**KANE, BOB**  
WRCO, Richland Center, Wis.



**AL AVALON**  
Announcer-M. C.  
FO. 4-4520



**NELSON CASE**  
Mgt.: Carl Eastman  
270 Park Ave. Plaza 8-1357

**KENNEDY, KEN**  
KPHO-TV, Phoenix, Ariz.

**KENNEDY, KEVIN**  
8 Sept. 23, 1922, New York.  
7 P.M. News, Madison Square  
Garden, WPIX; Sid Caesar Show,  
Colgate Comedy Hour, WRCA-  
TV; Big Payoff, WCBS-TV

**KENNEDY, ROGER**  
Collector's Item  
NBC

**KEOWN, JOE**  
WAFF-TV, Baton Rouge, La.

**KEPLINGER, DICK**  
KOMO-TV, Seattle, Wash.

**KERR, BOB**  
WDAF-TV, Kansas City, Mo.

**KERWOOD, ORIE**  
Hi Neighbor  
KMMJ Grand Island, Nebr.

**KEYES, MICHAEL**  
WJNO, West Palm Beach, Fla.

**KEYS, RICHARD**  
Sunrise Srenade  
WOHL, East Liverpool, Ohio

**KIEHL, IRWIN**  
Supper Club  
KHUB, Watsonville, Calif.

**KIERNAN, WALTER**  
Who Said That?  
NBC-TV

**KILGO, JIM**  
WIST, Charlotte, N. C.

**KILIAN, JIM**  
WAAM, Baltimore, Md.

**KIMBLE, WESTLEY**  
Rise 'n Shine  
WGVA, Geneva, N. Y.

**KINDER, ROD**  
WNAR, Norristown, Pa.

**KINER, DEAN**  
KAJR, Apple Valley, Calif.

**KING, BILL**  
Record Business  
KSYU, Richfield, Utah

**KING, BOB**  
WFAA-TV, Dallas, Tex.

**KING, BOB**  
WRAP, Norfolk, Va.

**KING, HAL**  
WHO-TV, Des Moines, Iowa

**KING, JACK**  
KHOL-TV, Kearney, Nebr.

**KING, JOHN REED**  
Have a Heart  
Mutual

**KOVACS, ERNIE**  
Time Will Tell  
DuMont

**KRAEHLING, BUD**  
WCCO-TV, Minneapolis, Minn.

**KREIGER, JOE**  
KCEB-TV, Tulsa, Okla.

**KROLL, JAY**  
WNCT, Greenville, N. C.

**KRUEGER, RALPH**  
Day Dreamer Show  
WJLL, Niagara Falls, N. Y.

**KURTZ, JOHN**  
WTVD, Durham, N. C.

— L —

**LACY, JOHN**  
Happiness Exchange  
KNOE, Monroe, La.

**LADENBURG, RICHARD**  
WNET, Providence, R. I.

**LAHR, GUY**  
WTVI, Belleville, Ill.

**LAMB, ART**  
WTTG, Washington, D. C.

**LAMBERT, KEN**  
Budget Basket  
WLDS, Jacksonville, Ill.

**LAN, TED**  
WSDR, Sterling, Ill.

**LANCASTER, BOYCE**  
KTVX, Muskogee, Okla.

**LANDELL, GRAN**  
WWOR-TV, Worcester, Mass.

**LANDFEAR, DEAN**  
Voice of Iowa  
WMT, Cedar Rapids, Iowa

**LANDRY, JIM**  
WHYL, Carlisle, Pa.

**LANGSG, RAYMOND**  
KGOS, Torrington, Wyo.

**LARSON, GUS**  
You Asked For It.  
WDSR, Lake City, Fla.

**LARUE, DICK**  
KMAN, Manhattan, Kans.

**LASHER, SID**  
KATV, Pine Bluff, Ark.

**LASKO, E. S.**  
WSJV, Elkhart, Ind.

**LAUB, DARYL**  
Coffee Club  
KLCB, Libby, Mont.

**LAUGHNER, ROL**  
Arizona Hi-Lites  
KTAR, Phoenix, Ariz.

**LAURI, NICK**  
WPFB, Middletown, Ohio

**LAVENDER, RALPH**  
WNEX-TV, Macon, Ga.

**LAVERN, GENE**  
WFEA, Manchester, N. H.

**LAWFORD, VINCENT**  
WNLK, Norwalk, Conn.


**LAWLER, DAN**  
Recipe Roundup  
WLPO, LaSalle, Ill.

**LAWRENCE, ELLIOT**  
Melody Street  
DuMont

**LAWRENCE, KEN**  
WNEM-TV, Bay City, Mich.

**LAWRENCE, MORT**  
B. Dec. 4, 1914, Philadelphia, Pa.  
The Big Payoff, Strike It Rich,  
CBS-TV; Storytime, Nick Carter,  
MBS; Radio Novels, Syndicated

BOB DIXON



REX MARSHALL

**LAWSON, KEN**  
KVTY, Sioux City, Iowa

**LAYMAN, EARLE**  
WPRC, Lincoln, Ill.

**LAZAR, WILLIAM T.**  
B. July 8, 1921, Appleton, Wis.  
Pepper Young's Family, NBC;  
NCAA Football Games, ABC-TV;  
Search for Tomorrow, Masquerade  
Party, CBS-TV; Welcome Trav-  
eler, Paul Winchell Show, NBC-  
TV

**LAZICH, BOB**  
KXLL, Missoula, Mont.

**LEA, DAVID**  
WRBL, Columbus, Ga.

**LEACH, BOB**  
Clockwatcher  
WRUF, Gainesville, Fla.

**LEAKE, LEON**  
Mobile Matinee  
WKRQ, Mobile, Ala.

**LeDESMA, HECTOR**  
KEVT, Tucson, Ariz.

**LEE, DON**  
Morning Musicale  
WGGA, Gainesville, Ga.

**LEE, GARY**  
WCOS, Columbia, S. C.

**LEE, MEL**  
KICK, Springfield, Mo.

**LEEDS, DAVID**  
WMCA, New York, N. Y.

**LEEMON, BILL**  
WJPF, Herrin, Ill.

**LEHNHOFF, HENRY**  
KWED, Seguin, Texas

**LEIKER, JIM**  
Informally Yours  
WKBZ, Muskegon, Mich.

**LENKE, DAVE**  
KTSM, El Paso, Texas

**LEONARD, BOB**  
Turntable Terrace  
WMMN, Fairmont, W. Va.

**LESCOULIE, JACK**  
The Jackie Gleason Show, CBS-  
TV; Today, NBC-TV

**LESTER, BILL**  
Friends and Neighbors  
KOY, Phoenix, Ariz.

**LESTER, DON**  
WLW, Cincinnati, Ohio

**LESTER, LARRY**  
Sports Roundup  
KVAS, Astoria, Oreg.

**LEWIS, BILL**  
KLPM, Minot, N. Dak.

**LEWIS, BILL**  
WLMJ, Jackson, Ohio

**LEWIS, DICK**  
KOAT-TV, Albuquerque,  
N. Mex.

**LEWIS, GEORGE**  
Carnival of Music  
WOND, Pleasantville, N. J.

**LEWIS, JOHN C.**  
Sunset Symphony  
KPAM, Portland, Oreg.

**LEWIS, JOHN**  
WCAO, Baltimore, Md.

**LEWIS, MILT**  
WTTV, Bloomington, Ind.

**LEWIS, WALTER**  
L. I. Music Hall  
WHLI, Hempstead, N. Y.

**LONGWORTH, WILLIAM**  
WGBI, Scranton, Pa.

**LOVELESS, MARYGAYLE**  
KTVH, Hutchinson, Kans.

**LOVETT, NIEL**  
KCHA, Charles City, Iowa

**LOWE, DON**  
Camaratta, Living Room  
Frolics, Strictly from Dixie,  
Don Lowe Local News  
ABC

**LUDDEN, ALLEN**  
College Quiz Bowl, Mind Your  
Manners  
NBC, NBC-TV

**LUMPKIN, LEE**  
Dedicated to You  
WDSC, Dillon, S. C.

**LUNDBOM, DEL**  
KODO, Boise, Idaho

**LUNDIGAN, WILLIAM**  
Chimax, Shower of Stars  
CBS-TV

**LYNN, JIMMY**  
WDRF, Chester, Pa.

**LYON, JOHN**  
WBBQ, Augusta, Ga.

— Mc —

**McALLISTER, BOB**  
WVEC-TV, Hampton-Norfolk,  
Va.

**MacANDREW, JAMES**  
Camera Three  
CBS-TV

**MacFAYDEN, TONY**  
KEAR, San Francisco, Calif.

**MacFEE, DAVE**  
Morning Almanac  
WBTV, Bennington, Vt.

**MacKAY, JIM**  
ABC, ABC-TV

**MacKELVIE, ART**  
Wake Up Time  
KHQ, Spokane, Wash.

**MacLAUGHLIN, SEVERE S.**  
WTR, Westminster, Md.

**MacNEILL, DAVID**  
WCRB, Waltham, Mass.

**MacPHERSON, MONROE**  
Breakfast Party  
WION, Ionia, Mich.

**MacROBERTS, EARL**  
Around the Town  
KCBQ, San Diego, Calif.

**McBRIDE, BOB**  
WMBH, Joplin, Mo.

**McBRIDE, CLAY**  
WMFD, Wilmington, N. C.

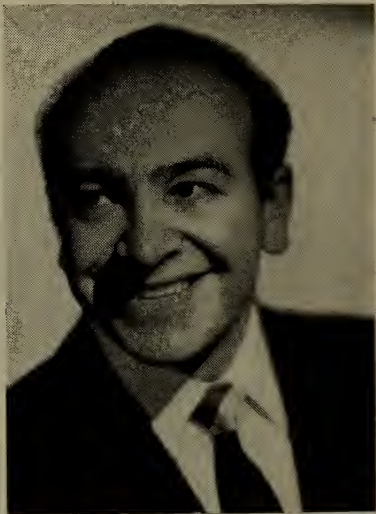


**MORT LAWRENCE**

ANNOUNCER

"The Big Payoff"—CBS-TV

Represented by Frank Cooper Assoc.



**MURRY  
JORDAN**

announcer • narrator

**McCAFFREY, FRED**  
KGGM-TV, Albuquerque,  
N. Mex.

**McCALL, GEORGE**  
WFFL, Reading, Pa.

**McCALL, JACK**  
KALB, Alexandria, La.

**McCALL, JOHN**  
WCOJ, Coatesville, Pa.

**McCALLISTER, PAUL**  
KMDD, Modesto, Calif.

**McCARTHY, JACK**  
WPIX, New York, N. Y.

**McCARTHY, RICHARD**  
WKNY, Kingston, N. Y.

**McCARTNEY, DICK**  
KOWL, Fort Worth, Tex.

**McCAUGHEY, EARL**  
KBUR, Burlington, Iowa

**McCAULEY, ELLIOTT**  
WGBS-TV, Miami, Fla.

**McCAULEY, JOE**  
Kitchen Kapers  
WIP, Philadelphia, Pa.

**McCAULEY, MAC**  
WTPA, Harrisburg, Pa.

**McCLANAHAN, STEELE**  
Morning Show  
KBOR, Brownsville, Texas

**McCLURE, ED**  
Mr. X  
WBCO, Bessemer, Ala.

**McCLURE, HERSHEL**  
KTVE, Longview, Tex.

**McCOURT, BOB**  
WVEC, Hampton, Va.

**McCOURT, BOB**  
WVEC-TV, Hampton-Norfolk,  
Va.

**McCOY, KEN**  
Best Buys  
KWIL, Albany, Oreg.

**McCOY, RONNIE**  
KIMN, Denver, Colo.

**McCULLOUGH, DAN**  
Movie Quick Quiz  
DuMont

**McCULLOUGH, EMERY**  
Sun-Up Jamboree  
WTRP, LaGrange, Ga.

**McDONNELL, STU**  
Mad Irishman  
WIMS, Michigan City, Ind.

**McEACHERN, LEE**  
WIBQ-TV, Memphis, Tenn.

**McELROY, ED**  
KGW, Portland, Oreg.

**McFARLIN, JOE**  
KDAL, Duluth, Minn.

**McGARRY, MAC**  
WRC, Washington, D. C.

— M —

**MACK, DOTTY**  
WCPO-TV, Cincinnati, Ohio

**MACK, TED**  
Ted Mack's Original Amateur  
Hour  
NBC-TV

**MADDON, ED**  
Swing Session  
WARM-TV, Scranton, Pa.

**MADER, JIM**  
1310 Club  
WIBA, Madison, Wis.

**MAGERA, GEORGE**  
WJAY, Mullins, S. C.

**MALE, COLIN**  
WCTO-TV, Cincinnati, Ohio

**MALLETTE, LLOYD**  
Listen Ladies  
KXGI, Fort Madison, Iowa

**MALONE, BOB**  
Music till Midnight  
WAGC, Chattanooga, Tenn.

**MALONEY, JERRY**  
WTRC, Elkhart, Ind.

**MANGUN, TED**  
Melody Matinee  
KLCB, Libby, Mont.

**MANLEY, KEN**  
WGUY Calling  
WGUY, Bangor, Maine

**MANN, JOE**  
WDTV, Pittsburgh, Pa.

**MANNING, DAVE**  
KGFJ, Hollywood, Calif.

**MANSFIELD, CHARLIE**  
WESX, Salem, Mass.

**MAPES, GLEN**  
WWTW, Cadillac, Mich.

**MARDIS, BILL**  
WTCO, Campbellsville, Ky.

**MARLOWE, BILL**  
Rendezvous with You  
WCOP, Boston, Mass.

**MARLOWE, OWEN**  
WALK, Patchogue, N. Y.

**MARS, LEE**  
KTBS, Shreveport, La.

**MARSHALL, BOB**  
WGBS-TV, Miami, Fla.

**MARSHALL, REX**  
B. Jan. 10, 1919, New Jersey.  
Mr. Peepers, NBC; December  
Bride, CBS; Break the Bank,  
Masquerade Party, ABC

**MARSHALL, STAN**  
KSN, Stockton, Calif.

**MARTELL, TONY**  
WQAN, Scranton, Pa.

**MARTIN, BOB**  
KGYN, Guymon, Okla.

**MARTIN, BOB**  
KOAT-TV, Albuquerque,  
N. Mex.

**MARTIN, CLIF**  
WMRP, Flint, Mich.

**MARTIN, CORA**  
Hour of Spirituals  
KWKW, Pasadena, Calif.

**MARTIN, FRANK**  
WIGS, Springfield, Ill.

**MARTIN, GEORGE**  
WTHI, Terre Haute, Ind.



# JACK GREGSON

Morning Show — ABC

“Just Easy” — ABC

“Saturday Night Fights”—ABC-TV



ANNOUNCERS — M C ' S

**MARTIN, JOHN**  
Breakfast Melodies  
KLIZ, Brainerd, Minn.

**MARTIN, PETER**  
KXOK, St. Louis, Mo.

**MARTIN, ROY C.**  
WREL, Lexington, Va.

**MARTIN, WILLIE**  
WMOZ, Mobile, Ala.

**MARTINDALE, WINK**  
Clockwatches  
WHBQ, Memphis, Tenn.

**MARTINEZ, AL**  
WKIP, Poughkeepsie, N. Y.

**MARTINI, MARTY**  
Opera On the Air  
KTMS, Santa Barbara, Calif.

**MARVIN, EDWARD**  
Cape Cod Merry-Go-Round  
WOCB, West Yarmouth, Mass.

**MASINGILL, LUTHER**  
Sun Dial  
WDEF, WDEF-TV, Chattanooga, Tenn.

**MASON, JAMES**  
Lux Video Theatre  
NBC-TV

**MEYERS, DUTCH**  
KTIV, Sioux City, Iowa

**MEYERS, ERNIE**  
Koffee Klotch  
KCBQ, San Diego, Calif.

**MEYERS, HARLOW**  
After Hours  
KVEC, San Luis Obispo, Calif.

**MICHAEL, ED**  
Critics Choice,  
George Sokolsky, ABC

**MITCHELL, EVERETT**  
National Farm & Home Hour  
NBC

**MITCHELL, GILBERT H.**  
KBRL, McCook, Nebr.

**MITCHELL, HARRY**  
KPMB-TV, San Diego, Calif.

**MITCHELL, ROY**  
KCMC-TV, Texarkana, Tex.

**MITCHUM, MARTIN M.**  
Behind the Headlines  
KTRR, Rolla, Mo.

**MIX, GALE "GUB"**  
Community Calendar  
KRPL, Moscow, Idaho

**MIX, JOHN**  
Auction Party  
KRPL, Moscow, Idaho

**MIZELLE, GEORGE**  
Shopper's Guide  
WMEV, Marion, Va.

**MOAN, HAL**  
KOMO, Seattle, Wash.

**MOFFETT, JERRY**  
KTFI, Twin Falls, Idaho

**MOFFETT, RAYMOND R.**  
WCAO, Baltimore, Md.

**MOHNKERN, LEN**  
Crossroads  
WHHH, Warren, Ohio

**MOLL, SAM**  
Meet the Classics  
KMUR, Murray, Utah

**MONGOLD, ROBERT**  
Club 1230  
WISP, Kingston, N. C.

**MONROE, LARRY**  
WTVE, Elmira, N. Y.

**MONSON, PAUL**  
WSPR, Springfield, Mass.

**MONTANO, CHARLES F.**  
KNOG, Nogales, Ariz.

**MONTGOMERY, DEAN**  
WCCO, Minneapolis, Minn.

**MOORE, BOB**  
KXEO, Mexico, Mo.

**MOORE, CARL**  
Beantown Varieties  
WEEL, Boston, Mass.

**MOORE, GARRY**  
I've Got a Secret  
CBS-TV

**MOORE, JERRY**  
WKOK, Sunbury, Pa.

**MOORE, TOM**  
Florida Calling, True or False  
Mutual

**MORROW, DON**  
B. Jan. 29, 1925, Stamford, Conn.  
Guy Lombardo Show, NBC-TV;  
Sunday News Special, What's My  
Line, Masquerade Party, CBS-  
TV; Sammy Kaye Show, ABC-TV;  
Key Witness, DuMont

**MORROW, FRANK**  
KTUL, Tulsa, Okla.

**MORROW, JACK**  
Country Carnival  
WIBC, Indianapolis, Ind.

**MORSE, OTIS**  
WSBA-TV, York, Pa.

**MOSS, DAN**  
Lions Den  
WWGP, Sanford, N. C.

**MOYER, AL**  
Top of the Morning  
WCMC, Wildwood, N. J.

**MOYS, JACK**  
Shooting for 100  
KPOJ, Portland, Oreg.

**MUELLER, VERN**  
On the Record  
KPOJ, Portland, Oreg.

**MULLIGAN, RAY**  
Mulligan's Stew  
WPAM, Pottsville, Pa.

**MUNCK, ELROY**  
KASL Korral  
KASL, Newcastle, Wyo.

**MUNZELL, SPECS**  
Man About Town  
WIS-TV, Columbia, S. C.

**MURPHEY, CHARLES**  
WSLS, Roanoke, Va.

**MURPHY, BOB**  
Redhead  
WBNS, Columbus, Ohio

**MURPHY, DAN**  
KBOI, Boise, Idaho

**MURPHY, HARVEY**  
WWPG, West Palm Beach,  
Fla.

**MURPHY, MICKEY**  
KOUL, Fort Worth, Tex.

**MURPHY, REX**  
Teen Timers  
KVTV, Sioux City, Iowa

**MURRAY, JAN**  
Dollar a Second, ABC-TV; Jan  
Murray Time, NBC-TV

**MURRAY, MARTIN**  
KPBH, Carlsbad, N. Mex.

**MURRY, JACK**  
WPMT, Portland, Maine

**MUSSER, WALTER J.**  
WBCM, Bay City, Mich.

— N —

**NABER, JULIEN A.**  
Manchester News  
KOTA, Rapid City, S. Dak.

**NABORS, TED**  
Top O' the Morning  
KJHT, Houston, Texas

**NAGLESTAD, FRED**  
WOW-TV, Omaha, Nebr.

**NAPIER, BYRON**  
Band Wagon  
KCRG, Enid, Okla.

**NARZ, JIM**  
Merchants Quiz  
KPOL, Los Angeles, Calif.

**NASH, JERGEN**  
WCCO, Minneapolis, Minn.

**NIMMO, BILL**  
Pabst Blue Ribbon Boxing Bout,  
Schick Jackie Gleason Show,  
CBS-TV; Schick Professional  
Football, DuMont

**NOBLE, DICK**  
WMAQ, Chicago, Ill.

**NOEL, DICK**  
It's a Mystery  
WABD, New York

**NOLAN, TERRY**  
KHSL, Chico, Calif.

**NOLAN, TOM**  
Crossroad Store  
WGLS, Decatur, Ga.

**NOLAN, TONY**  
WIBV, Belleville, Ill.

**NOLEN, GEORGE**  
KFDA-TV, Amarillo, Tex.

**NOLTE, MURRAY**  
WDAF-TV, Kansas City, Mo.

**NORDINE, HOWARD**  
Record Parade  
KDUZ, Hutchinson, Minn.

**NORGARD, BOB**  
Polka Parade  
WPRO, Fremont, Ohio

**NORMAN, HAL**  
Reveille Review  
WRIC, Beaumont, Texas

**NORMAN, JERRY**  
Melody Roundup  
WSYD, Mt. Airy, N. C.

**NORRIS, BOB**  
The Clock  
WGUY, Bangor, Maine

**NORRIS, RANDY**  
Melody Mart  
KEYD, Minneapolis, Minn.

**NORTON, DICK**  
1430 Club  
WNAV, Annapolis, Md.

**NORTON, DON**  
KNET, Palestine, Texas

**NOVELLO, MIKE**  
Party Line  
WJLS, Beckley, W. Va.

**NORWOOD, BILL**  
WNCT, Greenville, N. C.

— O —

**OBERST, NORM**  
KMED, Medford, Oreg.

**O'BRIEN, JOHN**  
KTEM, Temple, Texas

**O'CONNELL, JIM**  
On the Beam  
KORA, Bryan, Texas

**O'DELL, STUART**  
WRON, Ronceverte, W. Va.

**ODOM, RAY**  
Hillbilly Hits  
KRUX, Glendale, Ariz.

**O'HARA, RICHARD S., JR.**  
WHAJ, Greenfield, Mass.

**O'HORA, PAT**  
WBAJ, Green Bay, Wis.

**OHRT, EV**  
Answer & Win  
KSUM, Fairmont, Minn.

**OIEN, BURT**  
KMMT, Austin, Minn.

**O'KEEFE, PHYLLIS**  
For Kids Only  
KGNB-TV, Amarillo, Texas

**O'LEARY, JIM**  
KBIG, Ava'on, Calif.

**OLIVE, GRAY**  
WMSC, Columbia, S. C.

**OLIVER, BILL**  
Sing It or Else  
WBBM, Chicago, Ill.

**OLIVER, LLOYD**  
KIOA, Des Moines, Iowa

**OLSEN, JOHNNY**  
Break the Bank, Masquerade  
Party, WABC-TV; Name That  
Tune, WCB5-TV; Second Chance,  
NBC; Johnny Olsen Show, Mutual

**OLSEN, PENNY**  
Break the Bank, Masquerade  
Party, WABC-TV; Name That  
Tune, WCB5-TV; Second Chance,  
NBC; Johnny Olsen Show, Mutual

**OLSON, HARVEY**  
Shopper's Special  
WDRC, Hartford, Conn.

**OLSON, LEO**  
WRCO, Richland Center, Wis.

**OLSON, SHERM**  
WMAV, Springfield, Ill.

**ORLAND, GENE**  
Polka Hop  
WHAY, New Britain, Conn.

**O'ROURKE, JOHN**  
Night Mayor  
WHAV, Haverhill, Mass.

**ORTIZ, CARLOS R.**  
WAPA-TV, San Juan,  
Puerto Rico

**OSBORN, RICHARD**  
KXLL, Missoula, Mont.

**OST, CHARLES**  
WJHP-TV, Jacksonville, Fla.

**O'TOOLE, BILL**  
Life Is Worth Living, Finders  
Keepers, DuMont

**OVIATT, HERBERT**  
WFHR, Wisconsin Rapids,  
Wis.

**OWEN, AL**  
Homemakers Houseparty  
WMID, Atlantic City, N. J.

**OWENS, JACK**  
WMAZ-TV, Macon, Ga.

**OWENSBY, BILL**  
WBRM, Marion, N. C.

## — P —

**PAGE, ELIOT S.**  
WSKL, Montpelier, Vt.

**PAGE, FRANK**  
Louisiana Hayride  
KWKH, Shreveport, La.

**PAGE, SAM**  
Music Room  
WDSU, New Orleans, La.

**PALL, ROY**  
Hillbilly Jamboree  
WROY, Carmi, Ill.

**PALMER, JOHN**  
WKNY-TV, Kingston, N. Y.

**PALMQUIST, JAMES R.**  
KLIR, Denver, Colo.

**PARKER, AL**  
Anything Goes  
WJJD, Chicago, Ill.

**PARKER, DICK**  
WKIP, Poughkeepsie, N. Y.

**PARKER, ED**  
KHSL-TV, Chico, Calif.

**PARKER, JIM**  
How Went the Week  
WBIS, Bristol, Conn.

**PARKES, IAL**  
Breakfast in Bedlam  
KEYY, Provo, Utah

**PARKS, DEL**  
WDRF, Chester, Pa.

**PARKSONS, CLAUDE**  
WBIW, Bedford, Ind.

**PATRICK, LARRY**  
Musical Hayloft  
WAIR, Winston-Salem, N. C.

**PATRICK, PAT**  
WERD, Atlanta, Ga.

**PAUL, NICK**  
WOAI, San Antonio, Texas

**PAUL, RALPH D., JR.**  
Strike It Rich, CBS, CBS-TV;  
Sound Stage, NBC-TV

**PAUL, SIDNEY**  
Independent Announcer

**PAXTON, TOM**  
WKY-TV, Oklahoma City,  
Okla.

**PRESTON, ART**  
WSPR, Springfield, Mass.

**PRESTON, BARRY**  
Monroe County Hoedown  
WMPA, Aberdeen, Miss.

**PRICE, BILL**  
WCOJ, Coatesville, Pa.

**PRICE, JAMES**  
KOWH, Omaha, Nebr.

**PRINCE, JIM**  
WBRM, Marion, N. C.

**PRITCHARD, WAYNE**  
Top O' the Morning  
KIHQ, Sioux Falls, S. Dak.

**PROCTOR, HARLAN**  
WCAO, Baltimore, Md.

**PROVENCE, BOB**  
WLW, Cincinnati, Ohio

**PRYOR, CACTUS**  
KTBC-TV, Austin, Texas

**PUFFER, GEORGE**  
WCLL, Coming, N. Y.

**PURCELL, CHARLES W.**  
WCAO, Baltimore, Md.

**PUTMAN, DON**  
WBBZ, Ponca City, Okla.

**PYKA, LOU**  
KICA, Clovis, N. Mex.

## — Q —

**QUATTRINI, PETER L.**  
KGOS, Torrington, Wyo.

**QUAVE, MACKIE**  
WIS, Columbia, S. C.

**QUENELLE, TOMMIE**  
WMSL-TV, Decatur, Ala.

**QUINLAN, TOM**  
KWRG, Boone, Iowa

## — R —

**RADZINSKI, STANLEY**  
WJMJ, Philadelphia, Pa.

**RAE, BOB**  
KBIS, Bakersfield, Calif.

**RAHE, JOHN**  
WBOC-TV, Salisbury, Md.

**RAINS, CAL**  
WIRL, Peoria, Ill.

**RAINS, JACK**  
Music All Night  
KSET, El Paso, Texas

**RAMAY, JOE S.**  
The Top Ten  
KLYN, Amarillo, Texas

**RAMOS, RUBEN CORA**  
WAPA, San Juan, Puerto Rico

**RAMPY, C. W.**  
KMAE, McKinney, Texas

**RAMSBURG, JAMES**  
KLLI, Estherville, Iowa

**RAMSEY, RAY**  
KREM-TV, Spokane, Wash.

**RANDALL, DALE**  
KWVL, Waterloo, Iowa

**RANDALL, WILLIAM E.**  
WHA1, Greenfield, Mass.

**RAPCHAK, MIKE**  
WAAF, Chicago, Ill.

**RASBERRY, CHARLES**  
Music Hall  
KDRS, Paragould, Ark.

**RASCH, BOB**  
WVMI, Biloxi, Miss.

**RASKIN, RICHARD**  
WGNV, Newburgh, N. Y.

**RATHBUN, JACK**  
WDAK-TV, Columbus, Ga.

**RATLIFF, CLAUDE**  
KOMU-TV, Columbia, Mo.

**RATTIGAN, JACK**  
WGLV, Easton, Pa.

**RAVEN, GEORGE**  
KYJC, Medford, Oreg.

**RAY, CURT**  
KMOX, St. Louis, Mo.

**RAYCEE, DEL**  
Matinee Ballroom  
WICY, Malone, N. Y.

**RAYMOND, OLLIE**  
KMOX, St. Louis, Mo.

**RAYNER, RAY**  
WBBM-TV, Chicago, Ill.

**REAGAN, RONALD**  
General Electric Theater  
CBS-TV

**REDABAUGH, HAROLD**  
Mainly for the Mrs.  
KRDO, Colorado Springs, Colo.

**REDDY, TOM**  
WABD, New York, N. Y.

**REDMOND, DON**  
Record Room  
WPAC, Patchogue, N. Y.

**REDUS, JACK**  
Music of West  
KFKA, Greccley, Ohio

**REED, DON**  
KWBU, Corpus Christi, Texas

**REED, JIM**  
Teen Times  
KMID-TV, Midland, Texas

**RIDGE, ROY**  
WKVB, Richmond, Ind.

**RIDGEWAY, JIM**  
KRBC, Abilene, Texas

**RIGGS, BUTCH**  
Sandman Serenade  
WIRO, Ironton, Ohio

**RIGGS, DON**  
Armehair Theatre  
WBNS-TV, Columbus, Ohio

**RILEY, BILL**  
KRNT, Des Moines, Iowa

**RILEY, DICK**  
KCAP, Helena, Mont.

**ROBBINS, FREDDIE**  
Coke Time, Mutual

**ROBITSCHKEK, LARRY**  
Music 'Til Midnight  
KWNO, Winona, Minn.

**ROCKWELL, AL**  
KRNT, Des Moines, Iowa

**ROCKWELL, JACK**  
KFJI, Klamath Falls, Oreg.

**RODDA, WALT**  
Through Years  
WKAT, Miami Beach, Fla.

**RODEWALD, DON**  
Wasco Calling  
KWSO, Wasco, Calif.

**RODMAN, DAVE**  
WEIM, Fitchburg, Mass.

**ROESER, LARRY**  
KYUM, Yuma, Ariz.

**ROEWE, PHILIP**  
WMOK, Metropolis, Ill.

**ROGERS, ART**  
Morning Glory  
KDRS, Paragould, Ark.

**ROGERS, BILL**  
WRBL-TV, Columbus, Ga.

**ROGERS, DON**  
Star Wagon  
WRIB, Providence, R. I.

**ROGERS, GEORGE**  
WMAR-TV, Baltimore, Md.

**ROGERS, KEN**  
Hillbilly Jamboree  
KCLL, Houma, La.

**ROGERS, LANDIS**  
Old Granpappy  
WACR, Columbus, Miss.

**ROGERS, LEW**  
Early, Early Show  
WBIS, Bristol, Conn.

**ROHN, JIM**  
KXJB-TV, Valley City, N. Dak.

**ROLIH, JOHN**  
KSAN, San Francisco, Calif.

**ROLLINS, BILL**  
WAYS-TV, Charlotte, N. C.

**ROLLINS, CHAP**  
KICO, Calexico, Calif.

**ROMANO, PAT**  
WNET, Providence, R. I.

**ROMANO, THOMAS**  
WNHC-TV, New Haven, Conn.

**ROMERO, FRED**  
KCOR, San Antonio, Texas

**ROMINE, CHARLES**  
The Search, CBS-TV

**RONALD, STAN**  
WKAN, Kankakee, Ill.

**ROPPOLO, JOE**  
KFPW, Ft. Smith, Ark.

**ROSE, CARL**  
WKNA, Charleston, W. Va.

**ROSE, PHIL**  
Rose Room  
KCRC, Enid, Okla.

**ROSS, BILL**  
WIOD, Miami, Fla.

**ROSS, CULLEN**  
WCHV, Charlottesville, Va.

**ROSS, DON**  
What's New  
KGFJ, Hollywood, Calif.

**ROSS, STEVE**  
WCMB-TV, Harrisburg, Pa.

**ROSSITER, FRANK**  
WKAN, Kankakee, Ill.

**ROSSMAN, MERLE**  
Merle's Pearls  
KHUB, Watsonville, Calif.

**ROTH, DON**  
Early Birds  
WEOA, Evansville, Ind.

**ROUTH, BILL**  
Pixie Panel  
WNOK-TV, Columbia, S. C.

**ROWE, RED**  
KNXT, Los Angeles, Calif.

**RUDES, JIM**  
WSPD-TV, Toledo, Ohio

**RUETZ, ED**  
Coffee Time  
WRAC, Racine, Wis.

**RUSK, CLAY**  
WHO-TV, Des Moines, Iowa

**RUSSELL, DON**  
News Tonight with Don Russell,  
Morgan Beatty and the News—  
N. Y. Cut In, Presidential Press  
Conference, News and Special  
Events, DuMont; General Motors  
Show, NBC-TV

**RUSSELL, FRAN**  
WCYB, Bristol, Va.

**RUSSELL, FRANK**  
Coffee Cup Time  
KITO, San Bernardino, Calif.

**RUSSELL, TODD**  
B. April 16, 1913, Manchester,  
England. Rootie Kazootie, NBC-  
TV; ABC-TV; Wheel of Fortune,  
CBS-TV; Treasury Men in Action,  
Sherlock Holmes, NBC-TV

**RUSSELL, WEBB**  
KGW, Portland, Oreg.

**RUTLEDGE, BILL**  
Young Americans Club  
KENT, Shreveport, La.

**RYALL, DICK**  
KEEP, Twin Falls, Idaho

**RYAN, TED**  
WHIO-TV, Dayton, Ohio

**RYAN, THOMAS**  
All the News First  
WSNY, Schenectady, N. Y.

**RYE, JACK**  
KTSM-TV, El Paso, Texas

**RYERSE, JAY**  
KVAL-TV, Eugene, Oreg.

— S —

**SAINT, TERRY**  
WJNO-TV, Palm Beach, Fla.

**SALES, SOUPY**  
WXYZ-TV, Detroit, Mich.

**SALOMON, MICHAEL**  
Take It Easy  
WISR, Butler, Pa.

**SALTSMAN, DAYTON**  
Keyboard & Console  
WSUN, St. Petersburg, Fla.

**SAND, LES**  
WOL, Washington, D. C.

**SANDEFUR, BILL**  
WBTM-TV, Danville, Va.

**SANDERS, GEORGE**  
KRKD, Los Angeles, Calif.

**SANDERS, HANK**  
KBLO, Hot Springs, Ark.

**SCOTT, JOHN**  
Wonderful City, Mutual

**SCOTT, LEE**  
Coeur d'Alene Today  
KVNI, Coeur d'Alene, Idaho

**SCOTT, RAY**  
WKPA, New Kensington, Pa.

**SCOTT, WILLARD**  
WRC, Washington, D. C.

**SCRIVNER, BILL**  
KELD, El Dorado, Ark.

**SCRUGGS, BUGS**  
WCIN, Cincinnati, Ohio

**SEABORN, JIMMY**  
WPCF, Panama City, Fla.

**SEANEY, E. JAMES**  
WDZ, Decatur, Ill.

**SEARLS, TOM**  
KSWI, Council Bluffs, Iowa

**SEAVY, CECIL**  
KKTU, Colorado Springs, Colo.

**SEED, RICHARD**  
WSMI, Litchfield, Ill.

**SEEDS, WALLY**  
KGLC, Miami, Okla.

**SEELEY, RALPH**  
KCBC, Des Moines, Iowa

**SEIFERT, FRANK**  
WMIN-TV, St. Paul, Minn.

**SELBY, NORM**  
KROC-TV, Rochester, Minn.

**SELF, JIMMY**  
KICA, Clovis, N. Mex.

**SELVA, FLORENCIO**  
KLVJ, Pasadena, Texas

**SESSIONS, CLIFF**  
Off the Record  
WFOR, Hattiesburg, Miss.

**SEVICK, H. A.**  
Czech Hour  
KULP, El Campo, Texas

**SHALLENGER, DAVE**  
WARD, Johnstown, Pa.

**SHANNON, GEORGE**  
WTOK, Meridian, Miss.

**SHAPIRO, JACK**  
WXLW, Indianapolis, Ind.

**SHARBUTT, DEL**  
B. Feb. 16, 1913, Cleburne, Tex.  
Betty White Show, NBC-TV

**SHARP, IRVING**  
Daily Dozen  
WDBJ, Roanoke, Va.

**SHAW, CHARLES**  
Sunrise Serenade  
WOLF, Syracuse, N. Y.

**SHAW, HUGH**  
KWFT, Wichita Falls, Texas

**SHAYNE, KARL**  
101 Ranch Show  
WLAN, Lancaster, Pa.

**SHEFFER, GLENN**  
Teen Quiz  
WLBK, Lebanon, Pa.

**SHEFRIN, JACK ALLEN**  
Morning Serenade  
WRNY, Rochester, N. Y.

**SHELDON, HERB**  
Herb Sheldon Show, WRCA

**SHELL, JAMES**  
WSLS, Roanoke, Va.

**SHELLEY, BOB**  
WFBC, Greenville, S. C.

**SHELTON, JIM**  
Pick-a-Pocket  
WIBC, Indianapolis, Ind.

**SHEPPE, BOB**  
WFOY, St. Augustine, Fla.

**SHERIDAN, BILL**  
Sandman Chaser  
WADK, Newport, R. I.

**SHERMERHORN, RICHARD E.**  
Hospitality House  
KSBW, Salinas, Calif.

**SHERWOOD, BOBBY**  
Stars on Parade, DuMont

**SHEWRY, CHUCK**  
Music in the Nite  
WEKR, Fayetteville, Tenn.

**SHIELD, MIKE**  
Grable-James Show  
WMIX, Mt. Vernon, Ill.

**SHIELDS, LARRY**  
KFBM-TV, San Diego, Calif.

**SHIELDS, TOM**  
Platter Party  
WCPS, Tarboro, N. C.

**SHIPLEY, JIM**  
Request Review  
WJER, Dover, Ohio

**SHIOAFF, BOB**  
WGVJ, Greenville, S. C.

**SHOEMACHER, DAVE**  
WEAW, Evanston, Ill.

**SHOOK, CAL**  
Bar Six Ranch  
WJIM-TV, Lansing, Mich.

**SHOR, MARK**  
WAGM, Presque Isle, Maine

**SIREVE, LEN**  
KGW, Portland, Oreg.

**SHRINER, HERB**  
Two for the Money, CBS-TV

**SHRIVER, BOB**  
KFEL-TV, Denver, Colo.

**SHROYER, KEN**  
WPTW, Piqua, Ohio

**SICKLESTEEL, TOM**  
2nd Supper Club  
WHLS, Port Huron, Mich.

**SIEGEL, MORT**  
WHCU, Ithaca, N. Y.

**SIEVERS, BOB**  
WOWO, Fort Wayne, Ind.

**SIGMON, BARNEY**  
WHKY, Hickory, N. C.

**SILBERT, BILL**  
B. Jan. 1, Detroit, Mich. Bill  
Silbert Show, Saints and Spin-  
ners Club, WJMG; Red Buttons  
Show, NBC-TV

**SMITH, BILL**  
KWEL, Weiser, Idaho

**SMITH, BILL**  
WFLL, Ft. Lauderdale, Fla.

**SMITH, BILL**  
Family Hour  
WPEN, Philadelphia, Pa.

**SMITH, BOB**  
KNAL, Victoria, Texas

**SMITH, BOB**  
WMCT, Memphis, Tenn.

**SMITH, BOB**  
WOXP, Oxford, N. C.

**SMITH, BRYANT**  
KCOY, Santa Maria, Calif.

**SMITH, CHARLES C.**  
WDEC, Americus, Ga.

**SMITH, CLAYTON**  
WAGM, Presque Isle, Maine

**SMITH, DON**  
Sleepy Time  
KLIZ, Brainerd, Minn.

**SMITH, DON**  
KMED, Medford, Oreg.

**SMITH, ED**  
Wake Up and Live  
KGKB, Tyler, Texas

**SMITH, FRED B.**  
Hour of Charm  
KTXX, Jasper, Texas

**SMITH, GREG**  
WXLW, Indianapolis, Ind.

**SMITH, HANK**  
WFPA, Fort Payne, Ala.

**SMITH, JERRY**  
KGOV, Missoula, Mont.

**SMITH, JOE**  
Record Rack  
WARD, Johnstown, Pa.

**SMITH, MAX**  
Dance Time  
KOY, Phoenix, Ariz.

**SMITH, PIERCE**  
KVTV, Sioux City, Iowa

**SMITH, RALPH**  
Music to Read By  
WJPS, Evansville, Ind.

**SMITH, ROBERT E.**  
Theatre of Melody  
WTIC, Hartford, Conn.

**SMITH, ROBERT II.**  
WGET, Gettysburg, Pa.

**SMITH, ROWLSTON**  
WICA-TV, Ashtabula, Ohio

**SMITH, RUDY**  
WVVV, Fairmont, W. Va.

**SNELGROVE, CARL**  
WOOF, Dothan, Ala.

**SNIDER, PAUL**  
Musical Comedy Theater  
KPOL, Los Angeles, Calif.

**SNOW, BOB**  
WEEK-TV, Peoria, Ill.

**SNYDER, BOB**  
WABY, WPTR, Albany, N. Y.

**SNYDER, PEG**  
KIVA, Yuma, Ariz.

**SOROL, JOHNNY**  
Teletest  
WILK, Wilkes-Barre, Pa.

**SOUTHARD, BOB**  
WMAM, WMBV-TV, Mari-  
nette, Wis.

**SOUTHWOOD, TOMMY**  
WSON, Henderson, Ky.

**SOWARDS, JOHN**  
WCMI, Ashland, Ky.

**SPAINHOWER, DON**  
Operation Melody  
KVNU, Logan, Utah

**SPANGLER, DAN**  
WJOL, Florence, Ala.

**SPIEGLE, STAN**  
Doodlebug  
KXRO, Aberdeen, Wash.

**SPIRO, WALT**  
WCOV, Montgomery, Ala.

**SPONGBERG, ROLLIE**  
WREX-TV, Rockford, Ill.

**STALLINGS, CURT**  
Spotlite on Melody  
KLIK, Jefferson City, Mo.

**STAMBERGER, JACK**  
WLOS-TV, Asheville, N. C.

**STAMPER, WARNER**  
WEBK, Tampa, Fla.

**STAMPS, MACK**  
WFNC, Fayetteville, N. C.

**STANLEY, BILL**  
Happiness Exchange  
WNOE, New Orleans, La.

**STANLEY, ROY**  
KWBB, Wichita, Kans.

**STANLEY, WARREN**  
ROBK, Owatonna, Minn.

**STANTON, PAT**  
WJMJ, Philadelphia, Pa.

**STAPLETON, JACK**  
News and Music  
WROX, Clarksdale, Miss.

**STARBUCK, BERYL**  
WMT, Cedar Rapids, Iowa

**STARKEY, DALE**  
KXLY-TV, Spokane, Wash.

**STARKEY, JED**  
KMBC-TV, Kansas City, Mo.

**STARNALA, STANLEY**  
Polka Time  
WJKO, Springfield, Mass.

**STARNES, GENE**  
Gospel Gems  
WAVU, Albertville, Ala.

**STARR, RAY**  
KWWL-TV, Waterloo, Iowa

**STEARNS, CLIFF**  
WWNY, Watertown, N. Y.

**STEBBINS, ROGER**  
1260 Club  
WERC, Erie, Pa.

**STEELE, DONALD**  
WIEF, Grand Rapids, Mich.

**STEELE, JIM**  
KTVX, Muskogee, Okla.

**STEEN, HERBERT**  
Hi Neighbor  
WDLG, Port Jervis, N. Y.

**STEER, JAMES**  
ROBK, Owatonna, Minn.

**STEIN, LES**  
WJBW, New Orleans, La.

**STELLGES, DON**  
Favorite Music  
KEX, Portland, Oreg.

**STENGEL, DAN**  
WTMV, East St. Louis, Ill.

**STEPHANIDIES, STEVE**  
Hellenic Echoes  
WKFO, Springfield, Mass.

**STERLING, LUD**  
Mail Box  
WLEE, Richmond, Va.

**STERN, DUKE**  
KSLA, Shreveport, La.

**STEVENS, ARTHUR**  
Musical Nitecap  
WEAU, Augusta, Maine

**STEVENS, CHUCK**  
WNET, Providence, R. I.

**STEVENS, DON**  
Music Before Midnight  
WBRE, Wilkes-Barre, Pa.

**STEVENS, FRANK**  
WVVA, Wheeling, W. Va.

**STEVENS, JIM**  
WLLH, Lowell-Lawrence,  
Mass.

**STEVENS, OSCAR II.**  
KEVT, Tucson, Ariz.

**STEWART, BOB**  
Desert Riders  
KRUX, Glendale, Ariz.

**STEWART, BOB**  
Hit the Deck  
WBRY, Waterbury, Conn.

**STEWART, DON**  
WEKY, Richmond, Ky.

**STEWART, DON**  
WWTW, Cadillac, Mich.

**STEWART, JAY**  
B. 1920, Summitville, Ind. It Pays  
to Be Married; NBC; Townhall  
Party, KTTV

**ST. GEORGE, DORIAN**  
All League Clubhouse, The  
World We Live In, Just Easy,  
Indoors Unlimited, Latin  
Quarter Matinee, ABC; ABC-  
TV

**STILWILL, JACK**  
WLS, Chicago, Ill.

**STINEHART, JIM**  
KFVD, Fort Dodge, Iowa

**STITCH, BOB**  
WMPG, Memphis, Tenn.

**STITES, MARVIN**  
KGYN, Guyton, Okla.

**STOHL, HENRY**  
WOTV, Pittsburgh, Pa.

**STOKEY, MIKE**  
Pantomime Quiz, DuMont

**STONE, BOB**  
WRGB, Schenectady, N. Y.

**STONE, DOUG**  
Matinee  
KBOE, Oskaloosa, Iowa

**STONE, ERNIE**  
WMCA, New York, N. Y.

**STONE, JIM**  
WMPG, Memphis, Tenn.

**STONE, ROCKY**  
Alarm Clock Club  
WOPJ, Bristol, Tenn.

**STOREY, ROY**  
KSAF-TV, San Francisco,  
Calif.

**STOUT, ALLEN**  
WLW, Cincinnati, Ohio

**STRATTON, LOU**  
WRDW-TV, Augusta, Ga.

**SULLIVAN, ED**  
Toast of the Town, CBS-TV

## — T —

**TIBBETTS, DONN**  
WMUR-TV, Manchester, N. H.

**TILEY, JACK**  
KBIS, Bakersfield, Calif.

**TILLFORD, RUSS**  
WKNX-TV, Saginaw, Mich.

**TOLAND, DON**  
KJRG, Columbus, Nebr.

**TOMPKINS, JACK NEIL**  
WWNC, Asheville, N. C.

**TONANDER, RON**  
Music to a "T"  
WBEL, Beloit, Wis.

## TONKEN, PHILIP

B. April 13, 1919, Hartford,  
Conn. The Big Picture, The  
Greatest Drama, All TV Net-  
works; Greatest Fights of Cen-  
tury, ABC; Radio Playhouse,  
NEMO Weather Reporter, Man  
from Times Square, Mutual

**TOWNSEND, DUDLEY**  
Musical Clock  
WDBJ, Roanoke, Va.

**TRACEWELL, JIM**  
Morning Varieties  
KCSB, San Bernardino, Calif.

**TREBOR, ROBERT**  
WVET-TV, Rochester, N. Y.

**TRIM, PAUL**  
WHSY, Hattiesburg, Miss.

**TRIPP, PAUL**  
On the Carousel, CBS-TV

**TROMPETER, JAY**  
The Record Shop  
WIND, Chicago, Ill.

**TROWBRIDGE, BILL**  
Top of the Morning  
WIRO, Ironton, Ohio

**TRUDEAU, NED**  
Sunrise Symphony  
WABY, Albany, N. Y.

**TRUMBULL, BILL**  
Music Hall  
WREB, Holyoke, Mass.

**TUCHOLKA, ED**  
WEBR, Buffalo, N. Y.

**TUCKER, GORDON**  
Tunes for Teens  
WCOV, Montgomery, Ala.

**TUCKWOOD, DON**  
WPMZ-TV, Allentown, Pa.

**TUFTS, PETER**  
Family Fair  
KTUC, Tucson, Ariz.

**TURNER, DEAN**  
KOTV, Tulsa, Okla.

**TURNER, JOHN**  
Tune Time  
KVMA, Magnolia, Ark.

**TURNER, RAY**  
WHBF, Benton Harbor, Mich.

**TURNSTALL, BILL**  
WEEB, Southern Pines, N. C.

**TUTT, BOB**  
KPX, San Francisco, Calif.

**TWOMEY, MORRY**  
KNOE-TV, Monroe, La.

**TYLER, HUGH**  
WFTM, Maysville, Ky.

**TYRER, FRANK**  
Relaxing Time  
KVAN, Vancouver, Wash.

## — U —

**UHLIS, F. J.**  
Everybody's Show  
KGBX, Springfield, Mo.

**UNDERWOOD, GENE**  
WVIM, Vicksburg, Miss.

**UPTON, DON**  
WIS-TV, Columbia, S. C.

## — V —

**VALLEJO, I., JR.**  
KULP, El Campo, Texas

**VALYER, GEORGE**  
WREN, Topeka, Kans.

**VANCE, JOHN**  
WLAU, Laurel, Miss.

**VANDERHOOF, BRUCE**  
KTVD, Salt Lake City, Utah

**VAN DE VELDE, JAMES**  
WSEE, Erie, Pa.

**VAN STEENBURGH, BILL**  
Sunshine Club  
WIPC, Lake Wales, Fla.

**VASEN, WARREN**  
Breakfast Set  
WOC, Davenport, Iowa

**VAUGHN, BOB**  
WSPA, Spartanburg, S. C.

**VAUGHN, REESE**  
Melody Lane  
WAUG, Augusta, Ga.

**VENTER, MEL**  
Breakfast Gang  
KFRC, San Francisco, Calif.

**VERNON, WES**  
KLO, Ogden, Utah

**VESTAL, STAN**  
Parade of Hits  
KNGS, Hanford, Calif.

**VIKEN, HOWARD**  
WCCO, Minneapolis, Minn.

**VINGL, RAY**  
WKWK, Wheeling, W. Va.

**VITO, LORRY**  
KFJI, Klamath Falls, Oreg.

**VOGT, KEN**  
Talent Unlimited  
WCAN-TV, Milwaukee, Wis.

**VON ZELL, HARRY**  
B. July 11, Indianapolis, Ind.  
Burns & Allen, CBS-TV; The  
Jimmy Durante Show, The Donald  
O'Connor Show, NBC-TV

**VOSBURGH, HERMAN**  
Farm Front  
KTAT, Frederick, Okla.

— W —

**WADE, OZZIE**  
Sunrise Serenade  
WKNE, Keene, N. H.

**WAGNER, GENE**  
Ticket to Tacoma  
KTAC, Tacoma, Wash.

**WAGNER, ILSE**  
Invitation to Entertainment  
WVRL, New York, N. Y.

**WAIN, NORMAN**  
WDOK, Cleveland, Ohio

**WAINER, STEVE**  
Hi Neighbor  
WFMD, Frederick, Md.

**WALES, DALLAS**  
KNOE-TV, Monroe, La.

**WALK, LEONARD**  
Homestead Calling  
WHOD, Homestead, Pa.

**WALKER, CAS**  
WIVK, Knoxville, Tenn.

**WALKER, DEAN**  
KWBU, Corpus Christi, Tex.

**WALKER, DREW**  
At Your Command  
KWRO, Coquille, Oreg.

**WALKER, FRANKIE**  
WFOY, St. Augustine, Fla.

**WALL, ARTHUR**  
WKRT, Cortland, N. Y.

**WALLACE, TOM, JR.**  
KTKT, Tucson, Ariz.

**WALLACE, TOM, SR.**  
KTKT, Tucson, Ariz.

**WALLGREN, REX**  
KLO, Ogden, Utah

**WALROD, TRUMAN**  
WCEN, Mt. Pleasant, Mich.

**WALSHAK, DAVID**  
KCTI, Gonzales, Texas

**WALTERS, BUCKEY**  
Tune Time  
WEEK, Peoria, Ill.

**WALTERS, DICK**  
Hi Neighbor  
WKLJ, Sparta, Wis.

**WAMBACH, PETE**  
WCMB-TV, Harrisburg, Pa.

**WANGER, JOHN**  
KALI, Pasadena, Calif.

**WARD, BILL**  
WHOW, Clinton, Ill.

**WARD, JIM**  
Music Masters  
WITV, Miami, Fla.

**WARD, JIM**  
WILK-TV, Wilkes-Barre, Pa.

**WARD, LARRY**  
WTVI, Belleville, Ill.

**WARE, JACK**  
KCRG, Cedar Rapids, Iowa

**WARNER, DICK**  
WRDW, Augusta, Ga.

**WARREN, DOUG**  
Talk of the Town  
WKDN, Camden, N. J.

**WATERS, CHUCK**  
KTXL-TV, San Angelo, Tex.

**WATKINS, TOM**  
KALL, Salt Lake City, Utah

**WATSON, JIM**  
Packhouse Jamboree  
WGTM, Wilson, N. C.

**WATSON, ROBERT**  
WQXI, Atlanta, Ga.

**WAYNE, LARRY**  
KREL, Baytown, Texas

**WEATHERS, RUPERT**  
WFGV, Fuquay Springs, N. C.

**WEAVER, BOB**  
Weaver with Music  
KXO, El Centro, Calif.

**WEAVER, JACKSON**  
WMAL-TV, Washington, D. C.

**WEAVER, ROBYN**  
WIRL, Peoria, Ill.

**WEBB, CHARLES T.**  
KVOA-TV, Tucson, Ariz.

**WEBB, RALPH**  
KTSM-TV, El Paso, Tex.

**WEBER, ROGER**  
KVFD, Fort Dodge, Iowa

**WEBSTER, DAVE**  
WJNO, West Palm Beach, Fla.

**WEGELAND, ROBERT**  
KBLI, Blackfoot, Idaho

**WEITZEL, J. KENYON**  
WGET, Gettysburg, Pa.

**WELCH, ED**  
WMCA, New York, N. Y.

**WELCH, EDDIE**  
Breakfast Special  
KBTM, Jonesboro, Ark.

**WELCH, MARV**  
WXYZ, Detroit, Mich.

**WELCH, RICHARD**  
WJPD, Ishpeming, Mich.

**WELLER, ROSS**  
Cinderella Weekend  
WHAM, Rochester, N. Y.

**WELLS, EARL**  
WSPD-TV, Toledo, Ohio

**WELLS, JOHN**  
WLBR-TV, Lebanon, Pa.

**WELLS, THAD**  
KRIO, McAllen, Texas

**WENDELL, BILL**  
Letter to Lee Graham, Joe  
Palooka Story, Life with Eliza-  
beth, Mono-Drama Theatre  
WABD, New York

**WENTE, BILL**  
KBIM, Roswell, N. Mex.

**WERNER, KURT**  
WHO-TV, Des Moines, Iowa

**WERTENBAKER, T. J.**  
WNBZ, Saranac Lake, N. Y.

**WERTZ, RANDY**  
Yawn Patrol  
WISR, Butler, Pa.

**WESTBROOK, BILL**  
KREI, Farmington, Mo.

**WESLEY, JOSEPH**  
WIBV, Belleville, Ill.

**WEST, OLIVER**  
Man on the Street  
WTKM, Hartford, Wis.

**WESTERN, CACTUS JIM**  
KUTV, Salt Lake City, Utah

**WHEELER, DON**  
The Bandstand  
WFKY, Frankfort, Ky.

**WHITACRE, HAROLD**  
KWPC, Muscatine, Iowa

**WHITE, FRANCES**  
WUST, Bethesda, Md.

**WHITE, HENRY**  
Clockwatcher  
WDOV, Dover, Del.

**WHITE, MORGAN**  
Campus Capers  
KVCU, Logan, Utah

**WHITE, TED**  
Friendly Neighbor  
WARE, Ware, Mass.

**WHITE, WAYMAN**  
Duke of Wax  
WAUG, Augusta, Ga.

**WHITLOCK, J. T.**  
Community Service Hour  
WLBX, Lebanon, Ky.

**WHITMORE, TOM**  
WWCA, Gary, Ind.

**WHITTAKER, JACK**  
KOVO, Provo, Utah

**WHITTLE, JIMMIE**  
Dawnbusters  
KPHO, Phoenix, Ariz.

**WICKS, JAMES**  
WSHB, Stillwater, Minn.

**WIDDER, DAVE**  
WDAF, Kansas City, Mo.

**WIGGS, BILL**  
Sunday Evening Hymntime  
WFMC, Goldsboro, N. C.

**WILLIS, FORREST**  
Musical Clock  
WTRY, Troy, N. Y.

**WILLY, GUY**  
Coffee Club  
WPTX, Lexington Park, Md.

**WILSON, ANDY**  
Platterama  
KPO-TV, Tucson, Ariz.

**WILSON, ARNOLD**  
KNM, Maryville, Mo.

**WILSON, BOB**  
KNM, Maryville, Mo.

**WILSON, GENE**  
KLER, Lewiston, Idaho

**WILSON, JACK**  
Sunnyside  
WARM, Scranton, Pa.

**WILSON, JACK**  
All Request Hour  
WLBK, DeKalb, Ill.

**WILSON, JIM**  
WBUD, Trenton, N. J.

**WILSON, STU**  
WKBN-TV, Youngstown, Ohio

**WILSON, WARD**  
Can You Top This?  
NBC

**WUELINER, FRED**  
WRBL-TV, Columbus, Ga.

**WYLER, JIM**  
The Adventures of Hopalong Cas-  
sidy, WABC-TV; The Traveler

— Y —

**YATES, JOHN**  
Musical Clock  
KFEQ, St. Joseph, Mo.

**YAWS, HOWARD**  
KMAC, San Antonio, Texas

**YAZELL, GEORGE**  
Saturday Rural Hour  
WHAW, Weston, W. Va.

**YEARICK, DAVE**  
Sunday School Lesson  
WUUU, Greenville, S. C.

**YORK, PRESTON**  
Marching to Zion  
WAOK, Atlanta, Ga.

**YOUNG, JOE**  
KCRB, Chanute, Kans.

**YOUNG, O. C.**  
Rise and Shine  
WHIS, Bluefield, W. Va.

**YOUNGBLOOD, HARLEY**  
Payless Partyline  
KOOS, Coos Bay, Oreg.

— Z —

**ZEKE, COUSIN**  
Morning Jamboree  
WMEV, Marion, Va.

**ZIMMERMAN, HARRY**  
Town Crier Special  
WTCN, Minneapolis, Minn.



BILL SILBERT

CI 5-4577

Thursday, February 10, 1955

RADIO DAILY—TELEVISION DAILY

# TV Reviews

## "Strictly Informal"

• One of the top variety shows on the West Coast is this weekly ninety minutes presented on KTLA, Los Angeles, by Larry Finley and his associates including Murray Arnold's Orchestra. Finley, as an MC has warmth and showmanship, and this unbeatable combination along with an excellent choice of variety acts, add up to delightful entertainment. Informality, as the title implies, is the keynote, but there's no striving for it, it seems to happen naturally as a result of Finley's unaffected geniality. Program maintains high standards whether the guest list is studied with names such as Vic Damone, Jeff Chandler, Kirk Douglas, and other top film and record luminaries, or comparative unknowns. June Christy, Gary Crosby, Paul Gilbert, the Wanda Smith Cover Girls, Scatman Crothers, the Dooley Sisters, and Bobby Milano were caught on this entertaining segment.

# THANKS!

*Larry Finley*

And . . .

KFWB

54 Hours

Weekly

# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1954



### — A —

**ABBOTT, JIM**  
Money for Music  
KFDA, Amarillo, Texas

**ABBOTT, WALT**  
Sentimental Journey  
KFOX, Long Beach, Calif.

**ABELL, FRAN**  
KMOD, Modesto, Calif.

**ACREE, JIMMY**  
The Wax Works  
WAGF, Dothan, Ala.

**ACHOR, DAVE**  
Plow Jockey  
WBEX, Chillicothe, Ohio

**ADAMS, CHARLES**  
Sunrise Salute  
WTAN, Clearwater, Fla.

**ADAMS, JAMES**  
Daybreaker  
WBY, Steubenville, Ohio

**ADDINGTON, DON**  
Sandman Serenade  
WHTB, Talladega, Ala.

**ADELL, RAY**  
Journey Into Melody  
WGSN, Huntington, N. Y.

**ADKINS, BOB**  
Western Requests  
KLER, Lewiston, Idaho

**AGEE, BOB**  
WBIR, Knoxville, Tenn.

**A'HEARN, RICHARD**  
Bandstand  
WKRT, Cortland, N. Y.

**AKER, DICK**  
KTFY, Brownfield, Texas

**ALBERT, BILL**  
WLS, Chicago, Ill.

**ALBRIGHT, DAVE**  
KCRG, Cedar Rapids, Iowa

**AUDRIDGE, CHARLIE**  
WCRS, Greenwood, S. C.

**ALEXANDER, KURT**  
Roll Jordan  
WEAS, Decatur, Ga.

**ALFORD, DICK**  
KXLR, Little Rock, Ark.

**ALLAN, MARK**  
Wake Up Atlanta  
WAOK, Atlanta, Ga.

**ALLAN, STAN**  
This is Music  
WPAC, Patchogue, N. Y.

**ALLEN, AL**  
KXLR, Little Rock, Ark.

**ALLEN, BETTYE**  
WCMI, Ashland, Ky.

**ALLEN, BILL**  
WHTC, Holland, Mich.

**ALLEN, BOB**  
Radio Ranch  
KPAS, Banning, Calif.

**ALLEN, BOB**  
630 Club  
KMAC, San Antonio, Texas

**ALLEN, CARL**  
Musical Clock  
WLBK, DeKalb, Ill.

**ALLEN, DELL**  
KSO, Des Moines, Iowa

**ALLEN, DON**  
Alarm Clock Club  
KMOD, Modesto, Calif.

**ALLEN, FRANK**  
All Set for Music  
WOW, Omaha, Nebr.

**ALLEN, GENE**  
Turntable Terrace  
WTAN, Clearwater, Fla.

**ALLEN, GEORGE**  
Listen While You Work  
WBVP, Beaver Falls, Pa.

**ALLEN, JIM**  
Nite Cap  
KCJB, Minot, N. Dak.

**ALLEN, LEN**  
Dawn Busters  
KLO, Ogden, Utah

**ALLEN, ROBERT**  
Music in the Air  
KOVE, Lander, Wyo.

**ALLEN, TOM**  
OK Ballroom  
WOKZ, Alton, Ill.

**ALLREDGE, JAY**  
Today's Top Five  
WBRC, Birmingham, Ala.

**AMECHE, JIM**  
KLAC, Los Angeles, Calif.

**ANDERSON, ANDY**  
Starline Swingtime  
KCLM, Carroll, Iowa

**ANDERSON, BOB**  
Harmony House  
KWIE, Kennewick, Wash.

**ANDERSON, GARY**  
1430 Club  
WLAJ, Lakeland, Fla.

**ANDERSON, K. L.**  
WPBC, Minneapolis, Minn.

**ANDERSON, MILLARD**  
Breakfast Time  
WRKD, Rockland, Maine

**ANDERSON, SAM**  
Music Matinee  
WNAR, Norristown, Pa.

**ANDREE, JAN**  
WPIT, Pittsburgh, Pa.

**ANDRES, JAY**  
Music 'Til Dawn  
WBBM, Chicago, Ill.

**ANDREWS, DON**  
Country Junction  
WSGW, Saginaw, Mich.

**ANDREWS, NICK**  
Music on the Sunny Side  
WNRC, New Rochelle, N. Y.

**ANDREWS, PERRY**  
Open Road, USA  
KYW, Philadelphia, Pa.

**ANDRICK, BILL**  
Lampighter's Serenade  
WPAR, Parkersburg, W. Va.

**ANNE, LILLIE**  
Carolina Bardance  
WIRC, Hickory, N. C.

**ANSON, BILL**  
WAIT, Chicago, Ill.

**ANSON, BILL**  
WAIT, Chicago, Ill.

**ANTHONY, MARY**  
WDLB, Marshfield, Wis.

**ARANZAMENDI, FRANCISCO**  
WAPA, San Juan, Puerto Rico

**ARGUMEDO, OSCAR**  
KCOR, San Antonio, Texas

**ARMBRISTER, RANDY**  
WYVE, Wytheville, Va.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ART, BOBBY**  
Country Clubhouse  
WRFW, Eau Claire, Wis.

**ARTHUR, DOUG**  
Danceland  
WIBG, Philadelphia, Pa.

**ARTHUR, FRED**  
KVOC, Casper, Wyo.

**ARTHUR, GEORGE**  
WHOW, Clinton, Ill.

**ASKEY, BOB**  
KFOR, Lincoln, Nebr.

**ASKINS, ALLEN**  
Savannah River Rag  
WAKN, Aiken, S. C.

**ATKINS, BILL**  
KFRD, Rosenberg, Texas

**ATKINS, EDDIE**  
WJEH, Gallipolis, Ohio

**ATTEBERRY, TERRY**  
Teen-Age Tunes  
KCOL, Fort Collins, Colo.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

**AVERY, CHUCK**  
Top of the Morning  
WLAN, Peekskill, N. Y.

**AVILA, JOSE**  
KSBW, Salinas, Calif.

### — B —

**BACHO, BOB**  
Memorable Music  
WNCC, Barnesboro, Pa.

**BAILEY, CARL**  
KBIG, Avalon, Calif.

**BAILEY, DON LEE**  
WESC, Greenville, S. C.

**BAILEY, JIM**  
KBIF, Fresno, Calif.

**BAILEY, MITZI**  
Time for Milady  
KMUR, Murray, Utah

**BAILEY, NORMAN**  
WKBR, Manchester, N. H.

**BAILEY, WILLIAM C.**  
WIBV, Belleville, Ill.

**BAINTER, BILL**  
KIT, Yakima, Wash.

**BAINTER, JACK**  
Lucky Dance Time  
KHQ, Spokane, Wash.

**BAKER, ALAN**  
Platter Party  
WLEN, Lebanon, Ky.

**BAKER, ALAN**  
WNOK, Columbia, S. C.

**BAKER, DICK**  
WPIN, St. Petersburg, Fla.

**BAKER, GORDIE**  
WSPR, Springfield, Mass.

**BAKER, JIM**  
Stroll Through the Village  
KVOC, Casper, Wyo.

**BAKKE, HAL**  
KGGK, Dallas, Texas

**BALDING, CHUCK**  
Juke Box Review  
WOAY, Oak Hill, W. Va.

**BALDWIN, BRUCE**  
Western Jamboree  
KCRK, Enid, Okla.

**BALDWIN, DICK**  
Melody Corner  
WJOY, Burlington, Vt.

**BALDWIN, MEL**  
KNX, Los Angeles, Calif.

**BALE, NORM**  
Ark-La-Tex Jubilee  
KWKH, Shreveport, La.

**BALL, NOEL**  
Eight Ball Show  
WSIX, Nashville, Tenn.

**BANTON, BILL**  
Starlight Souvenirs  
KSBW, Salinas, Calif.

**BARKER, DON**  
WGES, Miami, Fla.

**BARIL, GENE**  
Midnight Matinee  
WJEF, Grand Rapids, Mich.

**BARLE, LOU**  
WKAL, Rome, N. Y.

**BARKER, KERMIT**  
Morning Serenade  
KCHR, Charleston, Maine

**BARKER, TED**  
Parade of Hits  
WJOY, Burlington, Vt.

**BARLOW, JACK**  
WQUA, Moline, Ill.

**BARLOW, JAY**  
Mantrip  
WHLN, Harlan, Ky.

**BARR, B.**  
WKMI, Kalamazoo, Mich.

**BARR, FRED**  
Spiritual Time  
WWRL, New York, N. Y.

**BARRETT, JOHN**  
Music Out of the Night  
KLMS, Lincoln, Nebr.

**BARROD, TOMMY**  
KTEM, Temple, Texas

**BARRY, DONALD J.**  
Sandman's Matinee  
WIKE, Newport, Va.

**BARRY, GUY**  
Spinner Sanctum  
WLAN, Lancaster, Pa.

**BARTL, BOB**  
Nite Patrol  
WFMD, Frederick, Md.

**BARTLETT, BOB**  
KFJL, Klamath Falls, Oreg.

**BARTON, JOHN**  
WHOW, Clintou, Ill.

**BARTTER, BOB**  
Musical Varieties  
KNEX, McPherson, Kans.

**BAUM, ROBERT**  
WOKW, Sturgeon Bay, Wis.

**BAUMANN, GEORGE**  
WBMD, Baltimore, Md.

**BAXTER, GORDON JR.**  
KPAC, Port Arthur, Tex.

**BAXTER, ROY**  
WBNN, New York, N. Y.

**BAV, PETER**  
Spotlighting the Stars  
KVCY, Reading, Calif.

**BEAL, CLYDE**  
Operation Music  
WCPM, Cumberland, Ky.

**BEALS, RAY**  
Sammy Duck Show  
KVGJ, Great Bend, Kans.

**BEAN, DON**  
Matinee Ballroom  
WFRP, Savannah, Ga.

**BEASLEY, RAY**  
Western Hits  
KGVL, Greenville, Tex.

**BECK, DON**  
At the Inn  
KAVR, Apple Valley, Calif.

**BECKER, HARRY L.**  
KIMO, Independence, Mo.

**BECKWITH, SAM**  
KEEN, San Jose, Calif.

**BEKAS, TONY**  
Shellac Shack  
WKAP, Allentown, Pa.

**BELL, BILLY**  
WBHP, Huntsville, Ala.

**BELL, GLENN**  
KGMC, Englewood, Colo.

**BELL, MONTE**  
KAKA, Ada, Okla.

**BELMAN, JERRY**  
1350 Club  
WPDR, Portage, Wis.

**BELSON, GORDON**  
Party Line  
KXO, El Centro, Calif.

**BENNETT, ELDEAN**  
KSL, Salt Lake City, Utah

**BENNETT, JAY**  
Round-up Ranch  
KGAR, Garden City, Kans.

**BENNETT, MARGARET**  
Tiny Tot Time  
WESC, Greenville, S. C.

**BENOIST, BILL**  
Country Music Time  
WBSC, Bennettsville, S. C.

**BENSON, BOB**  
KYW, Philadelphia, Pa.

**BENSON, GORDON**  
Hits for the Mrs.  
KEEN, San Jose, Calif.

**BERGEON, CLARKE**  
Request Club  
WION, Ionia, Mich.

**BERGNER, CARL O.**  
Early and Late Risers  
WLAJ, Grand Rapids, Mich.

**BERGQUIST, DEWEY**  
Deweys Follies  
KVOX, Moorhead, Minn.

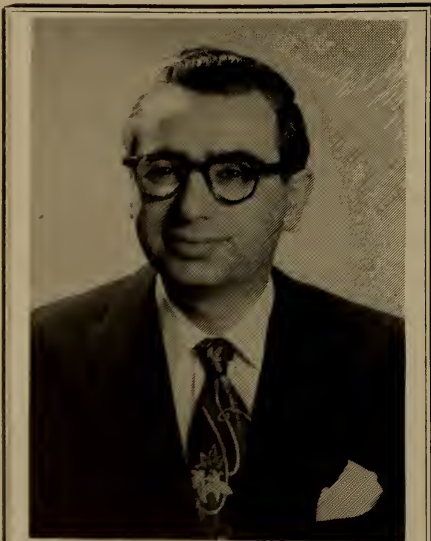
**BERLIN, PAUL**  
Mission in Music  
KNUZ, Houston, Texas

**BERNARD, CHARLES**  
Harmony Hall  
KPOJ, Portland, Oreg.

**BERNARD, FRED**  
1240 Club  
WDNE, Elkins, W. Va.

**BERNARDY, LEROY**  
Four B's  
KLCB, Libby, Mont.

**BERRES, KEN**  
WKAN, Kankakee, Ill.



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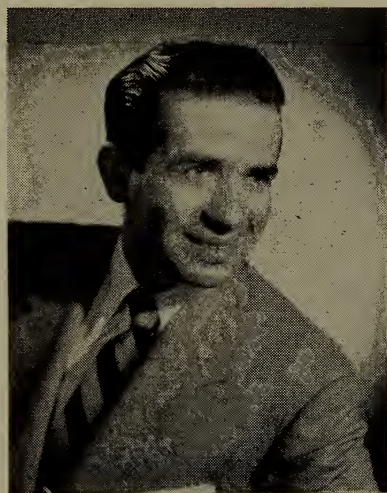
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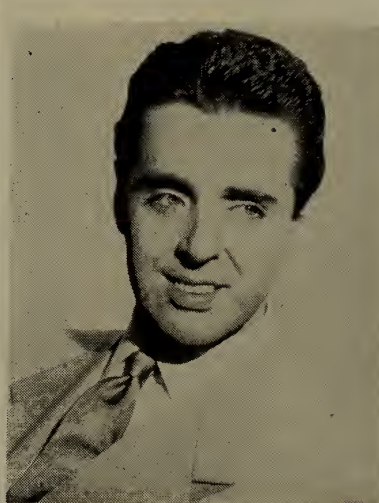


- BERRY, DICK**  
Grin and Berry It  
WFIW, Fairfield, Ill.
- BERRY, JACK**  
Berry-Go-Round  
WIOD, Miami, Fla.
- BERRY, ROBERT E.**  
WOTW, Nashua, N. H.
- BILLINGSLEY, BOB**  
K-Bar Roundup  
KVET, Austin, Tex.
- BINGHAM, DICK**  
Alarm Klock Klub  
KEEP, Twin Falls, Idaho
- BIONDI, DICK**  
The Timekeeper  
KSYL, Alexandria, La.
- BIRD, AL**  
Early Bird Serenade  
WJAC, Johnstown, Pa.
- BIRDAS, GEORGE**  
Record Varieties  
WLNA, Peekskill, N. Y.
- BISHOP, KEN**  
Show Time  
KFDA, Amarillo, Texas
- BISHOP, STAN**  
Platter Palace  
KDIX, Dickinson, N. Dak.
- BLACK, DAVE**  
Record Room  
WLET, Toccoa, Ga.
- BLACK, ED**  
KBMV, Billings, Mont.
- BLAIR, DON**  
WOC, Davenport, Iowa
- BLAIR, HARRY**  
WGL, Fort Wayne, Ind.
- BLAIR, KENNY**  
Noontime Tunes  
WKBI, St. Marys, Pa.
- BLAIR, RAY**  
Night Watch Show  
WLAV, Grand Rapids, Mich.
- BLAKE, ALIX**  
Stardreams  
WABY, Albany, N. Y.
- BLANCHARD, LOWELL**  
Musical Clock  
WNOX, Knoxville, Tenn.
- BLANCHARD, RED**  
WLS, Chicago, Ill.
- BLASKE, ART**  
KFAM, St. Cloud, Minn.
- BLESSEY, EARL**  
WVMI, Biloxi, Miss.
- BLESSING, SAM**  
Top Rail  
KMAN, Manhattan, Kans.
- BLIZZARD, JUNIOR**  
Mail Train  
WMJM, Cordele, Ga.
- BLOCK, MARTIN**  
Make Believe Ballroom  
ABC Radio Network
- BLOOM, MAURY**  
WXRA, Buffalo-Kenmore, N. Y.
- BLOWER, CHUCK**  
KTKT, Tucson, Ariz.
- BOARDMAN, BARRY**  
Dance on the Down Beat  
WKOZ, Kosciusko, Miss.
- BOGDEN, HILARY**  
Old Timer's Party  
WJAS, Pittsburgh, Pa.
- BONAPART, ALLEN**  
This Afternoon  
WIBX, Utica, N. Y.
- BONNEAU, ROBIN**  
WTSV, Claremont, N. H.
- BONNER, ED**  
KXOK, St. Louis, Mo.
- BONNET, JOHN**  
Dial for Music  
KPHO, Phoenix, Ariz.
- BOONE, JOE**  
Moonlight Melodies  
WMVG, Milledgeville, Ga.
- BOSSE, BILL**  
KWHI, Brenham, Texas
- BOSWORTH, CHET**  
Alarm Clock Club  
WIRY, Plattsburg, N. Y.
- BOUNERBA, DICK**  
WNLK, Norwalk, Conn.
- BOWERS, NEWTON**  
WAAB, Worcester, Mass.
- BOWERS, TOM**  
Little 'Ole Opry  
WLAG, LaGrange, Ga.
- BOWLER, BILL**  
WALB, Albany, Ga.
- BOWKER, GARTH**  
T.N.T.  
WPDR, Portage, Wis.
- BOWLES, ALAN**  
Musical Notes  
KDB, Santa Barbara, Calif.
- BOWLES, BOBBY**  
Teen-Time Tunes  
KVON, Napa, Calif.
- BOWMAN, DEE**  
KVSP, Lubbock, Texas
- BOWMAN, DICK**  
Working People  
WELS, Kingston, N. C.
- BOWMAN, WILLIAM M.**  
Spiritual Parade  
WOIC, Columbia, S. C.
- BOYD, JO**  
Listen Ladies  
WMPA, Aberdeen, Miss.
- BOYLE, ED**  
Romance in the Night  
KBIZ, Ottumwa, Iowa
- BRABSON, BILL**  
WVKO, Columbus, Ohio
- BRACKEN, DENNIS**  
Jukebox Serenade  
WOLF, Syracuse, N. Y.
- BRADLEY, BOB**  
WL0L, Minneapolis, Minn.



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**BRADLEY, CURT**  
WMIX, Mt. Vernon, Ill.

**BRADLEY, GEORGE**  
Hits and Encores  
KTUC, Tucson, Ariz.

**BRADSHAW, JOHN**  
Melody Mart  
WIRK, West Palm Beach, Fla.

**BRADY, JOSH**  
WBBM, Chicago, Ill.

**BRAGG, NELSON**  
WBZ, Boston, Mass.

**BRAMHALL, BILL**  
WEMP, Milwaukee, Wis.

**BRANCH, GEORGE**  
Boogie and Blues  
WELC, Welch, W. Va.

**BRANCH, NEAL**  
WBIR, Knoxville, Tenn.

**BRAND, PAUL**  
Dance Time  
WKNY, Kingston, N. Y.

**BRANDT, JACK**  
Club Matinee  
WITZ, Jasper, Ind.

**BRANSON, BRUCE**  
KXOA, Sacramento, Calif.

**BRASHER, JAMES**  
Radio Ranch Roundup  
KTXJ, Jasper, Tex.

**BRUN, JEROME**  
KXRA, Alexandria, Minn.

**BRAY, ED**  
Sunrise Serenade  
WKTG, Thomasville, Ga.

**BREECE, CHUCK**  
WPFB, Indianapolis, Ind.

**BRENNAN, BOB**  
Morning Line  
KYMA, Yuma, Ariz.

**BRENNER, PAUL**  
Requestfully Yours  
WAAT, Newark, N. J.

**BRENT, BLACKIE**  
Man About the House  
WKBW, Buffalo, N. Y.

**BRINGER, ERNEST**  
WMRY, New Orleans, La.

**BRINKLEY, JACK**  
Stars of the Barn Dance  
WLS, Chicago, Ill.

**BRINNON, VIRGIL**  
Moon Dog Matinee  
WJW, Cleveland, Ohio

**BRISCOE, WALLY**  
KCLA, Pine Bluff, Ark.

**BRITTON, JACK**  
KTRN, Wichita Falls, Tex.

**BRITTON, RED**  
KCSB, San Bernardino, Calif.

**BRODEY, SHERM**  
WKAL, Rome, N. Y.

**BROOKS, AL**  
Late Date  
WIBC, Indianapolis, Ind.

**BROOKS, JACK**  
Make Mine Music  
WGCC, Hartford, Conn.

**BROOKS, PHIL**  
WKPA, New Kensington, Pa.

**BROOKS, TEX**  
Top Tunes  
WSLI, Jackson, Miss.

**BROSCHIE, HANK**  
Party Line  
WKCT, Bowling Green, Ky.

**BROSNAN, JACK**  
WMBO, Auburn, N. Y.

**BROWN, AL**  
WICC, Bridgeport, Conn.

**BROWN, BERNIE**  
Atlanta Carousel  
WGST, Atlanta, Ga.

**BROWN, BILL**  
Melody-Go-Round  
WJAC, Johnstown, Pa.

**BROWN, BILL**  
WNEB, Worcester, Mass.

**BROWN, BOB**  
KRAI, Craig, Colo.

**BROWN, CLARE**  
WTHH, Port Huron, Mich.

**BROWN, ED**  
Boogie Man  
WCOV, Montgomery, Ala.

**BROWN, HARRY**  
WHUC, Hudson, N. Y.

**BROWN, PAT**  
Quartet Time  
KAPK, Minden, La.

**BROWN, PAT**  
University Hour  
KVET, Austin, Texas

**BROWN, RHODA**  
WMGM, New York, N. Y.

**BROWN, SAM**  
Music Hall  
WARR, Arlington, Va.

**BROWN, TED**  
KRES, St. Joseph, Mo.

**BROWN, TED**  
WMGM, New York, N. Y.

**BROWNELL, LARRY**  
Easy Does It  
WKBW, Buffalo, N. Y.

**BROWNING, DOUG**  
The Doug Browning Show  
WABC

**BRUCE, JACK**  
WNAX, Yankton, S. Dak.

**BRYANT, BRISTOE**  
Hub Cap Caravan  
WJLB, Detroit, Mich.

**BRYANT, WILLIE**  
After Hours Swing Session  
WHOM, New York, N. Y.

**BRYDEN, KEITH**  
KUCB, Montrose, Colo.

**BUCK, GEORGE, JR.**  
WJNO, West Palm Beach, Fla.

**BUCK, KEITH**  
WTCO, Campbellsville, Ky.

**BUCKLEY, NIEL**  
Tailgate Ramblings  
WPFB, Middletown, Ohio

**BUCKLEY, THAD**  
KBAK, Bakersfield, Calif.

**BUFFINGTON, H. E.**  
WTWA, Thomson, Ga.

**BULLOCK, SHELDON**  
WWSC, Glens Falls, N. Y.

**BUMP, ROGER A.**  
WOTW, Nashua, N. H.

**BUNN, BILL**  
Bunn's Bunny Hop  
WGTM, Wilson, N. C.

**BURCH, LEO**  
KORC, Mineral Wells, Tex.

**BURFORD, BILL**  
Morning on the Mahoning  
WHHH, Warren, Ohio

**BURFORD, KEN**  
Come On, Coffee's On  
KWIL, Albany, Oreg.

**BURGE, DALE**  
KWBG, Boone, Iowa

**BURGE, RALPH**  
Breakfast with Burge  
WIBR, Baton Rouge, La.

**BURGESS, DAN**  
Hail the Hitmakers  
WMSA, Massena, N. Y.

**BURGESS, FRANK**  
Chuck Wagon Roundup  
WHMA, Anniston, Ala.

**BURGESS, RALPH**  
WGBA, Columbus, Ga.

**BURKE, SHELDON**  
Invitation  
WNAM, Neenan-Menasha, Wis.

**BURNS, BILL**  
Jukebox Serenade  
WQAM, Miami, Fla.

**BURNS, GENE**  
Music Till Midnight  
KICK, Springfield, Mo.

**BURNS, HAL**  
WILD, Birmingham, Ala.

**BURNS, RAY**  
Record Review  
KVRC, Arkadelphia, Ark.

**BURROUGHS, LARRY**  
WDAN, Danville, Ill.

**BURROUGHS, TOM**  
Catalina Clubtime  
KCNA, Tucson, Ariz.

**BURTON, BOB**  
620 Jamboree  
KNGS, Hanford, Calif.

**BUSSE, HENRY, JR.**  
Music Shop  
KYSM, Mauckato, Minn.

**BUTLER, FRANK**  
Record Room  
WRFC, Athens, Ga.

**BUTLER, JIM**  
KMOX, St. Louis, Mo.

**BUTTON, DAVE**  
KSPV, Artesia, N. Mex.

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KTBC, Austin, Texas

**BYRD, TED**  
WCIN, Cincinnati, Ohio

— C —

**CALDWELL, CHARLES**  
Music Unlimited  
WJPS, Evansville, Ind.

**CALDWELL, LAMAR**  
Record Rendezvous  
WHSC, Hartsville, S. C.

**CALDWELL, MERLE**  
KOLS, Pryor, Okla.

**CALLAHAN, CHARLES**  
Lucky Seven  
WESB, Bradford, Pa.

**CALLEN, BOB**  
WMCA, New York, N. Y.

**CALVERT, BOB**  
WTMA, Charleston, S. C.

**CAMACHO, CESAR**  
KCOR, San Antonio, Tex.

**CAMERON, JOHN**  
Rise and Shine  
KWRC, Pendleton, Oreg.

**CAMPBELL, ALEX**  
WASA, Havre de Grace, Md.

**CAMPBELL, BILL**  
Quiet Village  
WCMI, Ashland, Ky.

**CAMPBELL, DICK**  
Top of the Morning  
WDVA, Danville, Va.

**CAMPBELL, JACK**  
KGHF, Pueblo, Colo.

**CAMPBELL, JACK**  
WBAT, Marion, Ind.

**CAMPEN, LARRY**  
Music Till Midnight  
KYAK, Yakima, Wash.

**CANE, LENNIE**  
The Party Line  
WENT, Gloversville, N. Y.

**CANNON, WYN**  
KPQ, Wenatchee, Wash.

**CAPPLETT, DOUG**  
KREO, Indio, Calif.

**CAPPS, BOB**  
Night Riders  
KOY, Phoenix, Ariz.

**CAPPS, JIMMY**  
Our Best to You  
WPTF, Raleigh, N. C.

**CAPUTO, EDWARD**  
Top Twenty Club  
WNHC, New Haven, Conn.

**CARDEN, JOHN**  
Owl Club  
WROK, Rockford, Ill.

**CAREY, BILL**  
Cocktail Capers  
KFIZ, Fond Du Lac, Wis.

**CAREY, RON**  
KVOD, Denver, Colo.

**CARLETON, LAD**  
WFGM, Fitchburg, Mass.

**CARLEY, JIM**  
WPIN, St. Petersburg, Fla.

**CARLSEN, IRV**  
High Time  
KATO, Reno, Nev.

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- CARMAN, ED**  
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KWET, Wichita Falls, Texas
- CARNEGIE, JACK**  
KCOOL, Phoenix, Ariz.
- CAROTHERS, LARRY**  
All Nite Serenade  
KONO, San Antonio, Texas
- CARRIGAN, JIM**  
WKRM, Columbia, Tenn.
- CARRIKER, OLIE**  
Hillbilly Hits  
KORC, Mineral Wells, Texas
- CARROLL, JIM**  
KBRZ, Freeport, Texas
- CARROLL, RALPH**  
Musical Mailbox  
KISD, Sioux Falls, S. Dak.
- CARROLL, RAY**  
WMCMA, New York, N. Y.
- CARROLL, VINCE**  
Breakfast Parade  
WBAX, Wilkes-Barre, Pa.
- CARSON, BOB**  
KSMN, Mason City, Iowa
- CARSON, KIT**  
Late Dancing Party  
WFEB, Sylacauga, Ala.
- CARTER, AL**  
Platter Playhouse  
WHA.V, Haverhill, Mass.
- CARTER, ED**  
WACE, Springfield-Chicopee, Mass.
- CARTER, LEROY**  
KCTX, Childress, Texas
- CARTER, JAMES**  
WLOU, Louisville, Ky.
- CARTER, WINFRED**  
Diamonds Dither  
WMFR, High Point, N. C.
- CARY, EDDIE**  
WKLJ, Sparta, Wis.
- CASE, GEORGE**  
WSAI, Cincinnati, Ohio
- CASE, MARILU**  
WSAI, Cincinnati, Ohio
- CASPERSON, CARL**  
Friendly Time  
KDAL, Duluth, Minn.
- CASSIDY, BILL**  
Dial "M" for Music  
KLRA, Little Rock, Ark.
- CASTRODALE, DAVID**  
WDBQ, Dubuque, Iowa
- CAUDILL, CARL**  
Coffee Shoppe  
WGNI, Wilmington, N. C.
- CAUSEY, BID**  
KMLB, Monroe, La.
- CHAMBERS, BOB**  
WEBK, Tampa, Fla.
- CHAMPION, NED**  
WPTF, Raleigh, N. C.
- CHANDLER, GRAY**  
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KNOE, Monroe, La.
- CHAPMAN, DAVE**  
KFOR, Lincoln, Nebr.
- CHAPMAN, GLENN**  
Country Concert  
KOLS, Pryor, Okla.
- CHAPMAN, RALPH**  
Call to Breakfast  
WHA.V, Haverhill, Mass.
- CHARLES, AL**  
WAYB, Waynesboro, Va.
- CHARLES, BRUCE**  
Man of Music  
WHK, Cleveland, Ohio
- CHASE, EDDIE**  
CKLW, Detroit, Mich.
- CHATTON, SYD**  
KFRC, San Francisco, Calif.
- CHEDWICK, PORKY**  
WHOD, Homestead, Pa.
- CHENOWETH, JACK**  
Platter Matinee  
WCUE, Akron, Ohio
- CHINN, BILL**  
Hillbilly Holiday  
KGBC, Galveston, Texas
- CHRISTIAN, JERRY**  
Western Hit Parade  
KGYW, Vallejo, Calif.
- CHRISTIANSEN, CHRIS**  
WOHP, Bellefontaine, Ohio
- CHURCHES, GLENN**  
Jazz, Rhythm and Blues  
KORA, Sacramento, Calif.
- CITRO, VINCE**  
Polka Party  
WAZL, Hazleton, Pa.
- CLARK, CHRIS**  
1230 Club  
WBSM, New Bedford, Mass.
- CLARK, DICK**  
Caravan of Music  
WFIL, Philadelphia, Pa.
- CLARK, GORDON**  
KRIC, Beaumont, Texas
- CLARK, JACK**  
WDBL, Springfield, Tenn.
- CLARK, JIM**  
WFMO, Fairmont, N. C.
- CLARK, JIMMY**  
Breakfast Express  
WBLJ, Dalton, Ga.
- CLARK, JOHN**  
WPRC, Lincoln, Ill.
- CLARK, JON**  
Music Off the Record  
WTRL, Bradenton, Fla.
- CLAYTON, BOB**  
WHDH, Boston, Mass.
- CLAYTON, BOB**  
WPIN, St. Petersburg, Fla.
- CLAYTON, DEAN**  
KDKD, Clinton, Mo.
- COBB, AL**  
KELP, El Paso, Texas
- COBURN, HUGH**  
WBML, Macon, Ga.
- COBURN, PAUL**  
KNAK, Salt Lake City, Utah
- COCKRAN, DAVE**  
Tops in Pops  
WBBB, Burlington, N. C.
- CODDAIRE, WILLIAM**  
1400 Club  
WSTC, Stamford, Conn.
- CODY, WAYNE**  
KALL, Salt Lake City, Utah
- CODY, WAYNE**  
KNEB, Scottsbluff, Nebr.
- COGGINS, JAMES F.**  
Wake Up and Sing  
WKDK, Newberry, S. C.
- COLDWELL, CLAY**  
KATY, San Luis Obispo, Calif
- COLE, FRANK**  
Rhythm Roundup  
WHTB, Talladega, Ala.
- COLE, PETER**  
WEAT, West Palm Beach, Fla.
- COLE, ROBERT**  
WPRC, Lincoln, Ill.
- COLE, RUSS**  
Music is Magic  
KIEM, Eureka, Calif.
- COLEMAN, CHARLES**  
WKNA, Charleston, W. Va.
- COLEMAN, RALPH**  
KGKB, Tyler, Texas
- COLEMAN, VERNON**  
WOCB, West Yarmouth, Mass.
- COLLINGSWORTH, JACK**  
Yive 'Til Five  
WLAG, LaGrange, Ga.
- COLLINS, AL**  
WNEW, New York, N. Y.
- COLLINS, DAVE**  
Mood for Music  
WRFD, Worthington, Ohio
- COLLINS, DON**  
Top Pop Roundup  
KTRH, Houston, Texas
- COLLINS, JERRY**  
Bloomington Ballroom  
WJBC, Bloomington, Ill.
- COLLINS, ROBERT**  
KGAK, Gallup, N. Mex.
- COLLINS, TEX**  
Nightly Serenade  
WAZL, Hazleton, Pa.
- COLLINS, TIM**  
KENS, San Antonio, Tex.
- COLLINS, TIM**  
680 Sun Dial  
KGBS, San Antonio, Texas
- CONKLIN, MIKE**  
Conklin's Corner  
WBYS, Canton, Ill.
- CONNOR, TOM**  
Hour of Dreams  
WTBO, Cumberland, Maryland
- CONOHAN, CLIFF**  
WISC, Madison, Wisc.
- CONOVER, WILLIS**  
WEAM, Arlington, Va.
- CONRAD, JOHN**  
WHLI, Niagara Falls, N. Y.
- CONRAD, RUSS**  
KEX, Portland, Ore.
- CONTRERAS, JESUS**  
Saludos Amigos  
KCLS, Flagstaff, Ariz.
- COOK, DEL**  
KANS, Wichita, Kans.
- COOK, DICK**  
Cookie's Capers  
WBRN, Big Rapids, Mich.
- COOK, IRA**  
KMPA, Los Angeles, Calif.
- COOK, JACK**  
Melody Madhouse  
WNOK, Columbia, S. C.
- COOK, MAL**  
Ebony Bandstand  
WAUG, Augusta, Ga.
- COOK, VERN**  
Time Keeper  
WTRY, Troy, N. Y.
- COONEY, JIM**  
Make Way for Music  
WRSW, Warsaw, Ind.
- COOPER, ALEX**  
KLAC, Los Angeles, Calif.
- COOPER, LARRY**  
WSLS, Roanoke, Va.
- CORBIN, SLIM**  
Hillbilly Hoedown  
KTFY, Brownfield, Texas
- CORBITT, KENNETH**  
WTKH, Durham, N. C.
- CORRICK, BILL**  
WRCO, Richland Center, Wis.
- COSSITOR, DON**  
WTKH, Altoona, Pa.
- COSTIN, PHIL**  
Night Session  
WBML, Macon, Ga.
- COTTONGIM, EARL K.**  
Saturday Night Session  
WSPC, Somerset, Ky.
- COUGHLIN, LEW**  
WELM, Elmira, N. Y.
- COVINGTON, BUDDY**  
123 Ranch  
KNUZ, Houston, Texas
- COVINGTON, DICK**  
WHBQ, Memphis, Tenn.
- COVINGTON, FRED**  
WCOG, Greensboro, N. C.
- COWELL, ED**  
WETB, Johnson City, Tenn.
- COY, JIMMY**  
WRCA, New York, N. Y.
- COYLE, BERT**  
WHBO, Tampa, Fla.
- CRAFT, LARRY**  
KTMC, McAlester, Okla.

**CRAGER, BOB**  
Melody Matinee  
WKCO, Waterbury, Conn.

**CRANE, DICK**  
KNEA, Jonesboro, Ark.

**CRAWFORD, DAN**  
KVIC, Little Rock, Ark.

**CRAWFORD, JOHN**  
Musical Jamboree  
KRXK, Rexburg, Idaho

**CREASY, GENE**  
Toast and Coffee  
WVOD, Lynchburg, Va.

**CRESWELL, D.**  
WKMI, Kalamazoo, Mich.

**CRISTILL, JACK**  
Rhythm at Random  
WROX, Clarksdale, Miss.

**CROHAN, JOHN F.**  
Hospitality House  
WICE, Providence, R. I.

**CROUCH, AL**  
Coffee Time  
WJBO, Baton Rouge, La.

**CROUTER, WALLY**  
Top o' the Morning  
CFRB, Toronto, Ont., Canada

**CROWLEY, DICK**  
WSAM, Saginaw, Mich.

**CUDABAC, BILL**  
Happy Habit  
KENT, Shreveport, La.

**CUMMINGS, TONY**  
Twilight Tune Time  
WKK, Erie, Pa.

**CUMMINS, CHARLIE**  
KURY, Edinburg, Tex.

**CURL, HART**  
WOXF, Oxford, N. C.

**CURTIS, BILL**  
Moondial  
KALL, Salt Lake City, Utah

**CURTIS, BILLY**  
Timekeeper  
WRAP, Norfolk, Va.

— D —

**DABECCO, HENRY**  
Musical Magic  
WJAS, Pittsburg, Pa.

**DABOUL, JOE**  
TNT Show  
WJKO, Springfield, Mass.

**DAHL, DON**  
Open House  
KDAL, Duluth, Minn.

**BAILEY, DICK**  
KPQ, Wenatchee, Wash.

**DAIRRE, ROLAND**  
Top Twenty  
WAFB, Baton Rouge, La.

**DALE, BILLY**  
WTAO, Cambridge, Mass.

**DALE, JEFF**  
KENT, Shreveport, La.

**DALE, REX**  
WCKY, Cincinnati, Ohio

**DALEY, JACK**  
WSIX, Nashville, Tenn.

**DALZELL, JOHN**  
Saturday Nite Juke Box  
WOWO, Fort Wayne Ind.

**DANCY, BILL**  
Late Date  
WOAY, Oak Hill, W. Va.

**DANE, DUDLEY**  
Melody Corner  
KTFI, Twin Falls, Idaho

**DANHEIM, DAVID**  
KSFA, Nacogdoches, Texas

**DANIELS, BOB**  
Point Parade  
WFHR, Wisconsin, Rapids, Wis.

**DARIEN, FRANK**  
KSJO, San Jose, Calif.

**DARY, ALAN**  
WOKL, Boston, Mass.

**DARY, DAVE**  
KMAN, Manhattan, Kans.

**DAUGHERTY, DICK**  
Coffee Time  
WFN, Findlay, Ohio

**DAUGHERTY, DOC**  
1250 Luncheon Club  
WNOW, York, Pa.

**DAUGHERTY, JIM**  
Pop Parade  
KWPC, Muscatine, Iowa

**DAVID, TOBY**  
CKLW, Detroit, Mich.

**DAVIDSON, HERB**  
KWILL, Albany, Oreg.

**DAVIS, ART**  
WKKO, Cocoa, Fla.

**DAVIS, BOB**  
WGMS, Washington, D. C.

**DAVIS, CHUCK**  
WBRN, Big Rapids, Mich.

**DAVIS, GENE**  
Request Review and Matinee  
WAKR, Akron, Ohio

**DAVIS HERB**  
WEAM, Arlington, Va.

**DAVIS, LAMAN**  
KBOX, Modesto, Calif.

**DAWES, BILL**  
WCPO, Cincinnati, Ohio

**DAWSON, BILL**  
Burnt Toast and Coffee Time  
WNXT, Portsmouth, Ohio

**DAWSON, BILL**  
Dialin' Dawson  
WAKE, Greenville, S. C.

**DAWSON, DALE**  
Nite Watch  
WSAL, Logansport, Ind.

**DAWSON, DICK**  
KELA, Centralia-Chehalis, Wash.

**DAWSON, JACK**  
Music Hall  
WWIN, Baltimore, Md.

**DAY, GEORGE**  
KERO, Bakersfield, Calif.

**DAYLIE, HOLMES**  
Daddy-O Show  
WAIT, Chicago, Ill.

**DEAL, BILL**  
Swingtime in the Groove  
WCAM, Camden, N. J.

**DEAL, JACK**  
WHCU, Ithaca, N. Y.

**DEAN, JOHN W.**  
Alarm Clock Club  
WDNC, Durham, N. C.

**DEAN, PAUL**  
WJR, Detroit, Mich.

**DEANE, JOE**  
KQV, Pittsburg, Pa.

**DEATON, WENDELL**  
Wax Works  
KTMN, Tucumcari, N. Mex.

**DECK, PAUL**  
KJSK, Columbus, Nebr.

**DEE, MARY**  
WHOD, Homestead, Pa.

**DeFAY, DICK**  
WTVH, Peoria, Ill.

**DEGORIO, AL**  
WJRI, Lenoir, N. C.

**DeHAVEN, BOB**  
WCCO, Minneapolis, Minn.

**DEITH, BOB**  
WLOF, Orlando, Fla.

**DeJULIO, ED**  
KUBC, Montrose, Colo.

**DEKYLE, BEN H.**  
Yawnin' in the Morning  
WGSW, Greenwood, S. C.

**DELACOURT, TOM E.**  
Morning Digest  
WLSL, Roanoke, Va.

**DELFINO, FRANK**  
The Man Around the House  
WICC, Bridgeport, Conn.

**DELLINGER, JOHN**  
WPNE, Brevard, N. C.

**DELPERDANG, CHARLES**  
Fun with the Classics  
KSUM, Faimont, Minn.

**DELZEL, BILL**  
Club Time  
KMMJ, Grand Island, Nebr.

**DENNIS, LOUIS**  
Afternoon Dancing Party  
WCOU, Lewiston, Maine

**DENNINGTON, DAVE**  
WRTA, Altoona, Pa.

**DERRICK, JIM**  
Swing Out Sweet Music  
WPLA, Plant City, Fla.

**DESMOND, ED**  
WINA, Charlottesville, Va.

**De SUZE, CARL**  
WBZ, Boston, Mass.

**DEVEL, BILL**  
Music Room  
WLYC, Williamsport, Pa.

**DEVON, FRU**  
Nights in Latin America  
WQXR, New York, N. Y.

**DICKERSON, DALE**  
Easy Time  
KATE, Albert Lea, Minn.

**DICKLER, SID**  
WEDO, McKeesport, Pa.

**DICKSON, JOHN**  
KBON, Omaha, Nebr.

**DieHL, BILL**  
WMIN, St. Paul, Minn.

**DIETZ, LARRY**  
WPAR, Parkersburg, W. Va.

**DILL, GLEN**  
The Sundial  
WTSP, St. Petersburg, Fla.

**DILL, JACK**  
WKHM, Jackson, Mich.

**DILLON, EDDIE**  
Moods in Music  
WHJB, Greensburg, Pa.

**DINNERIN, ROBERT**  
Tune Time  
WVWV, Fairmont, W. Va.

**DIXON, DAVE**  
Rhythm & Blues Show  
KSTL, St. Louis, Mo.

**DIXON, GEORGE**  
620 Club  
WROL, Knoxville, Tenn.

**DIXON, JOHN**  
WALA, Mobile, Ala.

**DIXON, PAUL**  
The Paul Dixon Show  
Du Mont

**DIXON, RANDY**  
Ebony Hall of Fame  
WDAS, Philadelphia, Pa.

**DOAN, BOB**  
KWPC, Muscatine, Iowa

**DOBSON, GEORGE**  
Reveille Round up  
KTFS, Texarkana, Texas

**DOCKERY, DONALD**  
WJVB, Jacksonville Beach, Fla.

**DODDS, DAR**  
Top of the Morning  
KDSH, Boise, Idaho

**DOSON, ROBERT**  
Breakfast in Texas  
KURV, Edinburg, Texas

**DOLAN, TOM**  
Boots and Wings  
WJZM, Clarksville, Tenn.

**DONAHOE, BILL**  
Afternoon Encores  
KYOR, Blythe, Calif.

**DONAHUE, PAT**  
Moby Dick Club  
WALE, Fall River, Mass.

**DONALDSON, FRANK**  
Ladies Matinee  
WLEE, Richmond, Va.

**DONALDSON, SAM**  
KEPO, El Paso, Tex.

**DONGHUE, STEVE**  
WSPR, Springfield, Mass.

**DORAN, KEVIN**  
Melody Time  
WWHG, Hornell, N. Y.

DISC JOCKEYS — RADIO-TELEVISION

**DORAN, RUSS**  
KUGN, Eugene, Ore.

**DORON, TOM**  
Housewives Houseparty  
WSFA, Montgomery, Ala.

**DORRIS, LEE**  
Rock and Ride  
WILY, Pittsburg, Pa.

**DORSEY, JOE**  
Wire Request  
WEMP, Milwaukee, Wis.

**DORSEY, ROD**  
Night Owl Serenade  
WJNC, Jacksonville, N. C.

**DOSS, HENRY**  
WJEH, Gallipolis, Ohio

**DOTY, BILL**  
WENY, Elmira, N. Y.

**DOTY, DICK**  
WHAM, Rochester, N. Y.

**DOUGHERTY, JIM**  
Morning Show  
WHOL, Allentown, Pa.

**DOUGLAS, CAL**  
WAPI, Birmingham, Ala.

**DOUGLAS, LOU**  
WHUC, Hudson, N. Y.

**DOUGLAS, ROD**  
Juke Box  
KSDN, Aberdeen, S. Dak.

**DOUGLAS, WALLY**  
1050 Club  
WNVA, Norton, Va.

**DOVE, CARTER**  
Platter Paradise  
WGSV, Guntersville, Ala.

**DOW, W. C.**  
Saturday Platter Parade  
WCAX, Burlington, Vt.

**DOWNEY, GEORGE**  
WAAB, Worcester, Mass.

**DRENNAN, JAY**  
Western Roundup  
KSEL, Lubbock, Tex.

**DRENNAN, LEE**  
Number Please  
KCLV, Clovis, N. Mex.

**DREW, DAVE**  
WTAX, Springfield, Ill.

**DREYER, PETER**  
Turntable Terrace  
WENT, Gloversville, N. Y.

**DRUM, DEWEY**  
Early Riser's Club  
WSOC, Charlotte, N. C.

**DUBOIS, BILL**  
WTNS, Coshocton, Ohio

**DUCK, TOMMY**  
Mail Order Music  
WTBF, Troy, Ala.

**DUDLEY, LEON**  
KGHF, Pueblo, Colo.

**DUFFY JON**  
Rhythm in the Rockies  
KDYL, Salt Lake City, Utah

**DUGGAN, JOE**  
WVOP, Vidalia, Ga.

**DUKE, JIM**  
Club 1310  
WGAT, Utica, N. Y.

**DULANE, CHUCK**  
WGAY, Silver Spring, Md.

**DUMOND, JOE, JR.**  
KXEL, Waterloo, Iowa

**DUNBAR, JERRY**  
Just For You  
WMIX, Mt. Vernon, Ill.

**DUNBAR, JIM**  
WJIM, Lansing, Mich.

**DUNCAN, HIPOCKETS**  
Western Roundup  
KDAV, Lubbock, Texas

**DUNN, BOB**  
KLX, Oakland, Calif.

**DUNN, RON**  
Here's To My Lady  
WSBA, York, Pa.

**DUPREE, WILLIAM DR.**  
Jazz Show  
WMFS, Chattanooga, Tenn.

**DUPUY, MONTY**  
WFBC, Greenville, S. C.

**DURAND, TOM**  
WTTM, Trenton, N. J.

**DURHAM, DEAN**  
Let's Get Together with  
Records  
KOGT, Orange, Texas

**DURHAM, ERNIE**  
Records with Ernie  
WMRP, Flint, Mich.

**DWELLEY, DALE**  
Cheerful Earful  
KATO, Reno, Nev.

**DYE, TOM**  
Morning Melodies  
KTTR, Rolla Mo.

**DYER, JOHN**  
Record Review  
KSTV, Stephenville, Tex.

**DZIEDZIC, MIKE**  
Polka Time  
WGAT, Utica, N. Y.

— E —

**EARLE, DON**  
Turntable Terrace  
WBET, Brockton, Mass.

**EARLY, BOB**  
Record Revue  
WALK, Patchogue, N. Y.

**EASIN, DICK**  
Top Tunes of the Day  
KPRC, Houston, Texas

**EAST, LEN**  
Minute Man  
KIOA, Des Moines, Iowa

**EASTMAN, JOHN**  
KXIC, Iowa City, Iowa

**EATON, DICK**  
940 Club  
KIOA, Des Moines, Iowa

**EATON, GORDON**  
WCCO, Minneapolis, Minn.

**EDGAR, BILL**  
Hillbilly Hits  
KTRN, Wichita Falls, Texas

**EDINGBURG, TED**  
WJLB, Detroit, Mich.

**EDINGTON, BOB**  
Redskin Rhapsodies  
KGYW, Vallejo, Calif.

**EDWARDS, A. C.**  
KWCB, Searcy, Ark.

**EDWARDS, ALLAN**  
WRCA, New York, N. Y.

**EDWARDS, CHUCK**  
Recordially Yours  
WIZZ, Streator, Ill.

**EDWARDS, JIM**  
WMTS, Murfreesboro, Tenn.

**EDWARDS, MERLE**  
Caravan  
WMIN, St. Paul, Minn.

**EGGERT, GEORGE**  
WFBG, Altoona, Pa.

**EHRUCH, BOB**  
Dance Party  
KPHO, Phoenix, Ariz.

**ELLIOTT, BILL**  
KXOA, Sacramento, Calif.

**ELLIOTT, BOB**  
Night Beat  
KENT, Shreveport, La.

**ELLIOT, BRUCE**  
Bruce & Dan Show  
Mutual

**ELLIOTT, SAM**  
Tea Dance Party  
WPAD, Paducah, Ky.

**ELLIS, PETER**  
WENE, Binghamton-Endicott,  
N. Y.

**ELLSWORTH, JACK**  
Memories in Melody  
WALK, Patchogue, N. Y.

**ELOE, CECIL**  
Lampliter  
KWBE, Beatrice, Nebr.

**ELWELL, ROY**  
WPTX, Lexington Park, Md.

**ELWOOD, DON**  
WJON, St. Cloud, Minn.

**EMBODY, DICK**  
Western Jamboree  
KGGF, Coffeyville, Kans.

**EMBRY, DINK**  
Early Byrd Show  
WHOP, Hopkinsville, Ky.

**EMM, LOU**  
Breakfast in Bedlam  
WHIO, Dayton, Ohio

**ENO, JACK**  
Musical Food Basket  
WEBR, Buffalo, N. Y.

**ERICKSON, ROBERT**  
WDAN, Danville, Ill.

**ERTEL, PAUL**  
WCHV, Charlottesville, Va.

**ESTES, DAVE**  
KWTO, Springfield, Mo.

**EUNICE, LARRY**  
KANE, New Iberia, La.

**EVANS, FRANK**  
Musical Clock  
KRSN, Los Alamos, N. Mex.

**EVANS, MEL**  
WGAC, Augusta, Ga.

**EVERS, CHARLES**  
WHOC, Philadelphia, Miss.

**EVERSON, CHRIS**  
Wake Up Time  
WCBI, Columbus, Miss.

— F —

**FAHEY, JOHN**  
Melody Matinee  
KHQ, Spokane, Wash.

**FAIRCLOTH, PEANUT**  
WRDW, Augusta, Ga.

**FANT, JULIAN**  
Breakfast Party  
WFOY, St. Augustine, Fla.

**FARLOW, STUBBY**  
Four Corners Rodeo  
KIUP, Durango, Colo.

**FARR, JIM**  
Platter Parade  
KSTV, Stephenville, Tex.

**FARRAR, JACK**  
Kilocycle Klambake  
KTFL, Twin Falls, Idaho

**FARREL, REED**  
Spins and Needles  
KGB, Galveston, Texas

**FARRELL, LOYAL**  
KICD, Spencer, Iowa

**FAULCONER, FRANK**  
Three & Easy  
WLAP, Lexington, Ky.

**FAULKNER, BILL**  
WISH, Indianapolis, Ind.

**FAYE, MARTY**  
WAAF, Chicago, Ill.

**FEGER, GEORGE**  
Morning Jamboree  
WDLP, Panama City, Fla.

**FELIX, HANS**  
The Baron Show  
KBKI, Alice, Texas

**FENDER, DENTON**  
Red Cedar Revue  
WMNE, Menomonie, Wis.

**FENSTERMACHER, BRUCE**  
WGPA, Bethlehem, Pa.

**FERRIS, TOMMY**  
1350 Club  
WPCT, Putnam, Conn.

**FIDLER, MARK**  
Sam's Songs  
WJBC, Bloomington, Ill.

**FIELD, ELLIOT**  
WKAT, Miami Beach, Fla.

**FIELD, ERIC**  
WNRD, Syracuse, N. Y.

**FIGUERAS, BOB**  
Musical Clock  
WWPA, Williamsport, Pa.

**FIGUEROA, CONRAD**  
Morning Serenade  
KYOR, Blythe, Calif.

**FILE, AUGUST A., JR.**  
Top of the Dial  
WLOX, Biloxi, Miss.

**FILES, BERT**  
Off the Record  
WCAW, Charleston, W. Va.

**FINCH, J. E.**  
KVOD, Denver, Colo.

**FINGER, FRED**  
Triple T Time  
WTNJ, Trenton, N. J.

**FINKLEA, JERRY**  
Patino Party  
KROG, Sonora, Calif.

**FINLEY, LARRY**  
Strictly Informal  
KTLA, Los Angeles, Calif.

**FINN, GREG**  
Turntable Terrace  
WBET, Brockton, Mass.

**FISCHER, JIM**  
KXIC, Iowa City, Iowa

**FISHER, GEORGE**  
WEBQ, Augusta, Ga.

**FISHER, LEE**  
Night Train  
WAMS, Wilmington, Del.

**FISHER, ROBYN**  
WEBQ, Augusta, Ga.

**FITTS, LEW**  
Mostly Music  
KSVP, Artesia, N. Mex.

**FITZGERALD, JIM**  
Good Morning to You  
WWSW, Pittsburgh, Pa.

**FLANAGAN, PAUL**  
WTRY, Troy, N. Y.

**FLANDERS, GUY, JR.**  
WJAT, Swainsboro, Ga.

**FLEMING, NEDD**  
D. J. Club  
WEST, Easton, Pa.

**FLEMING, ROBERT**  
KIFI, Idaho Falls, Idaho

**FLETCHER, FRED**  
Tempus Fugit  
WRAL, Raleigh, N. C.

**FLOOD, JOE**  
KTLN, Denver, Colo.

**FLYNN, JOHN**  
Hired Hand  
WICY, Malone, N. Y.

**FOLAND, MYLES**  
WCOL, Columbus, Ohio

**FONTAINE, HERB**  
WCOU, Lewiston, Maine

**FORBES, JERRY**  
WHYN, Springfield, Mass.

**FORD, ART**  
Milkman's Matinee  
WNEW, New York

**FORD, CLIFF**  
KLRA, Little Rock, Ark.

**FORD, MILTON Q.**  
WMAL, Washington, D. C.

**FORMAN, DON**  
Luncheon Melodies  
WMFD, Wilmington, N. C.

**FORMAN, DON**  
Magical Carpet of Music  
WMFD, Wilmington, N. C.

**FORREST, FLIP**  
KMAC, San Antonio, Texas

**FORREST, JOHNNY**  
KOL, Seattle, Wash.

**FORTE, SALLY**  
WSOC, Charlotte, N. C.

**FOWLER, CECIL**  
Musical Clock  
WGPC, Albany, Ga.

**FOWLER, J. B.**  
After Hours  
WKYB, Paducah, Ky.

**FOWLER, JIM**  
The Stars Sing  
WGPC, Albany, Ga.

**FOX, VERNON**  
Toast and Tunes  
WTYC, Rock Hill, S. C.

**FRANK, BEECHER**  
Showcase  
WKLO, Louisville, Ky.

**FRANK, SID**  
Wayside-Type-Inn  
WICH, Norwich, Conn.

**FRANKLIN, BILL**  
Jazz Jamboree  
KNIM, Maryland, Mo.

**FRANKLIN, JOE**  
Memory Lane, WABC-TV

**FRANZ, DONALD**  
Hit Tune Parade  
KATE, Albert Lea, Minn.

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FRAZIER, HAL**  
Breakfast Club  
WTP, Salisbury, N. C.

**FREDERICKS, JOE**  
Daily Hit Parade  
WPDJ, Clarksburg, W. Va.

**FREED, ALAN "MOONDOG"**  
WINS, New York, N. Y.

**FREEMAN, CARTER**  
Teen Pan Alley  
WTRP, LaGrange, Ga.

**FREGOSO, TEDDY**  
KWKW, Pasadena, Calif.

**FRENCH, DON**  
KFGO, Fargo, N. D.

**FRENCH, NED**  
WOND, Pleasantville, N. J.

**FRIARY, GEORGE**  
WIDE, Biddeford, Maine

**FRICKE, ROGER**  
Bedford Bandstand  
WBW, Bedford, Ind.

**FRIEND, GEORGE**  
Morning Gospel Music  
WPLA, Plant City, Fla.

**FRITZ, JOHN**  
WFMJ, Youngstown, Ohio

**FROEMKE, RICH**  
Million Dollar Ballroom  
KTLN, Dencer, Colo.

**FROST, DON**  
Turntable Parade  
WLPO, LaSalle, Ill.

**FROST, JACK**  
KAVR, Apple Valley, Calif.

**FULLEN, GENE**  
WBNS, Columbus, Ohio

**FULLER, LARRY**  
Gospel Train  
WLIB, New York, N. Y.

**FULLER, RONALD**  
Owl's Nest  
WOWL, Florence, Ala.

**FUSCO, ALBERT**  
Pop Shop  
WPME, Punxsutawney, Pa.

— G —

**GAGE, FRED**  
WTVN, Columbus, Ohio

**GAINES, ROY E.**  
WLET, Roccoa, Ga.

**GALE, EDDIE**  
KBUR, Burlington, Iowa

**GALE, JACK**  
WTMA, Charleston, S. C.

**GALGON, PAUL**  
Morning Go Round  
WKAP, Allentown, Pa.

**GALLAGHER, ROGER**  
WMAA, New York, N. Y.

**GALLAHER, EDDIE**  
WTOP, Washington, D. C.

**GALLESE, DON**  
Dance Time  
KUBA, Yuba City, Calif.

**GALLICCHIO, PAT**  
WMAQ, Chicago, Ill.

**GALLOWAY, JOHN**  
Holiday  
WARL, Arlington, Va.

**GAMMILL, BILLY**  
KTJS, Hobart, Okla.

**GAMMON, JIM**  
Early Bird  
KOKO, Warrensburg, Mo.

**GARDNER, MIKE**  
1340 Klub  
KSID, Sidney, Nebr.

**GARGANO, BILL**  
Sunnyside of the Street  
WHTC, Holland, Mich.

**GARLAND, KEN**  
WPOR Night Club  
WPOR, Portland, Maine

**CARLINGER, GEORGE**  
WPAW, Pawtucket, R. I.

**GARR, BILL**  
KWKW, Pasadena, Calif.

**GARITY, VINCE**  
WAAF, Chicago, Ill.

**GAY, DON**  
Pleasure Time  
KDSH, Boise, Idaho

**GERB, STEVE**  
Music for You  
WPIK, Alexandria, Va.

**GEHL, DICK**  
KWBM, Williston, N. Dak.

**GEIGER, JACK**  
Geiger Counter  
WAYZ, Waynesboro, Pa.

**GEORDAN, NORM**  
WFMJ, Youngstown, Ohio

**GEORGE, JOHN**  
WAOV, Vincennes, Ind.

**GEORGE, WALLY**  
KHUM, Eureka, Calif.

**GERMAN, LOU**  
WHEC, Rochester, N. Y.

**GETCHELL, LARRY**  
KFGT, Fremont, Nebr.

**GETER, CHARLES**  
WTNJ, Trenton, N. J.

**GIBBON, WILLIAM**  
WANT, Richmond, Va.

**GIBBONS, JAMES**  
WMAL, Washington, D. C.

**GIBBONS, LLOYD**  
KVON, Napa, Calif.

**GIBBS, JIM**  
Around the Clock  
KIVY, Crockett, Texas

**GIBNEY, JOE**  
KLIX, Twin Falls, Idaho

**GIBSON, JIM**  
KTRF, Thief River Falls, Minn.

**GIBSON, PAT**  
Record Rack  
WELS, Kingston, N. C.

**GILBERT, BOB**  
KWBM, Williston, N. Dak.

**GILBERT, DICK**  
KTYL, Mesa, Ariz.

**GILBERT, TOMMY**  
Record Rack  
WPMP, Pascagoula, Miss.

**GILLIAM, RAY**  
Hillbilly Harmony  
WKDK, Newberry, S. C.

**GILLUM, BOB**  
Friendly Time  
KWNO, Winona, Minn.

**GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.

**GILMORE, BRUCE**  
WGH, Newport News, Va.

**GILREATH, HOWARD**  
Hoedown Party  
WVOP, Vidalia, Ga.

**GILSON, HAL**  
Sagebrush Serenade  
KEEP, Twin Falls, Idaho

**GILSON, RED**  
Campus Club  
KDB, Santa Barbara, Calif.

**GLACY, BOB**  
WGR, Buffalo, N. Y.

**GLEASON, STEVE**  
KFGO, Fargo, N. D.

**GLOVER, ART**  
Music 'Til Midnight  
WJLS, Beckley, W. Va.

**GLYNN, JOHN**  
 WWSC, Glens Falls, N. Y.

**GODFREY, MERELE**  
 Sweet and Lovely  
 WDOB, Jackson, Miss.

**GOHM, JAKE**  
 Platter Party  
 WLMJ, Jackson, Ohio

**GOMEZ, HAROLD**  
 Ladies First  
 WJBW, New Orleans, La.

**GONZALES, RAY**  
 KUDU, Ventura, Calif.

**GOODMAN, JOHNNY**  
 Dustpan Alley  
 KTHH, Houston, Tex.

**GOODWIN, ART**  
 WHEN, Syracuse, N. Y.

**GOODWIN, GERALD**  
 WFIG, Fuquay Springs, N. C.

**GOODWIN, JIM**  
 Greek's Grotto  
 WEBQ, Harrisburg, Ill.

**GOODWIN, JOE**  
 Hillbilly Heaven  
 WALB, Albany, Ga.

**GOODWIN, RALPH**  
 Late Date  
 WRUF, Gainesville, Fla.

**GORDON, BILL**  
 WHK, Cleveland, Ohio

**GORDON, DWIGHT**  
 WOKZ, Alton, Ill.

**GORDON, JOHN**  
 Night Train  
 KGO, Oregon City, Ore.

**GORDON, LEE**  
 Turntable Inn  
 WABY, Albany, N. Y.

**GOTTHILF, ERNEST**  
 WTHH, Port Huron, Mich.

**GOULD, WILLIAM**  
 Harmony Lane  
 KODL, The Dalles, Ore.

**GOURLIE, CHARLES**  
 Music That Wins  
 WJPG, Green Bay, Wis.

**GOW, ART**  
 KLZ, Denver, Colo.

**GRAD, HANK**  
 WORZ, Orlando, Fla.

**GRADY, JOE**  
 WPEN, Philadelphia, Pa.

**GRAHAM, DICK**  
 WAMS, Wilmington, Del.

**GRAHAM, JERRY E.**  
 The Bandstand  
 KSY, Richfield, Utah

**GRAMS, JOHN**  
 1330 Club  
 WHBL, Sheboygan, Wis.

**GRANT, CHARLIE**  
 Musical Matinee  
 WESX, Salem, Mass.

**GRANT, JOHNNY**  
 KMPA, Los Angeles, Calif.

**GRANT, MILT**  
 WOL, Washington, D. C.

**GRAUER, ANDY**  
 Boggie and Blues  
 WKIN, Kingsport, Tenn.

**GRAVES, JIM**  
 Morning Down South  
 WRBL, Columbus, Ga.

**GRAY, JOHN**  
 WSYR, Syracuse, N. Y.

**GREEN, ART**  
 Make Believe Ballroom  
 WKAT, Miami Beach, Fla.

**GREEN, BILL**  
 WFDF, Flint, Mich.

**GREEN, HAL**  
 WBAC, Cleveland, Tenn.

**GREEN, RALPH**  
 Silver Dollar Time  
 KFKA, Greeley, Colo.

**GREENHOW, TOMMY**  
 Top of the Morning  
 KMUR, Murray, Utah

**GREENWAY, ELLIS**  
 Suppertime Serenade  
 WHKY, Hickory, N. C.

**GREENWOOD, WARREN**  
 WERI, Westerly, R. I.

**GREER, JIM**  
 Melody Roundup  
 KMON, Great Falls, Mont.

**GREGSON, JACK**  
 The Jack Gregson Show  
 WABC

**GREY, TOM**  
 WWGP, Sanford, N. C.

**GRIBBEN, BOB**  
 KDTH, Dubuque, Iowa

**GRIFFIN, DEAN**  
 WHSY, Hattiesburg, Miss.

**GRIFFIN, JAMES**  
 WLOU, Louisville, Ky.

**GRIFFIN, JERRY**  
 Music Room  
 WDOS, Oneonta, N. Y.

**GRIFFITH, DALE**  
 WENE, Binghamton-Endicott, N. Y.

**GRIMM, GENE**  
 KAKE, Wichita, Kans.

**GRISWOLD, JOHN**  
 KOB, Albuquerque, N. Mex.

**GROCE, ROCKY**  
 WFEC, Miami, Fla.

**GROVE, BOB**  
 Tune Shop  
 WVEC, Hampton, Va.

**GROVE, MONTE**  
 Disc Date  
 WLYC, Williamsport, Pa.

**GROVES, WOODROW**  
 KBIM, Roswell, N. Mex.

**GRUENWALD, ART**  
 WCPM, Cumberland, Ky.

**GRUNFELD, FRED**  
 Musical Almanac  
 Mutual

**GUERRERO, SALVADOR**  
 Mexico Sings  
 KECK, Odessa, Texas

**GUNTESKY, HOWARD**  
 WSAU, Wausau, Wis.

**GUNTER, HARDROCK**  
 Jamboree Matinee  
 WWVA, Wheeling, W. Va.

**GUNTHER, TED**  
 Rumpus Room  
 WPCB, Dunkirk, N. Y.

**GUTHRIE, ED**  
 Matinee Showcase  
 KORA, Bryan, Texas

**GUTHRIE, RICHARD**  
 Kule Club  
 KULE, Ephrata, Wash.

**GUY, AUBREY**  
 WMPS, Memphis, Tenn.

**GWYNN, EASY**  
 Easy Does It  
 WIBC, Indianapolis, Ind.

— H —

**HADAWAY, EMMETT**  
 WMBC, Macon, Miss.

**HAIT, MAL**  
 WEOK, Poughkeepsie, N. Y.

**HALE, BILL**  
 WBEJ, Elizabethton, Tenn.

**HALE, PHIL**  
 WKNE, New Britain, Conn.

**HALL, BUDDY**  
 WSM, Nashville, Tenn.

**HALL, HERB**  
 Hotcakes and Coffee  
 KONP, Port Angeles, Wash.

**HALL, JAMES**  
 WLSB, Big Stone Gap, Va.

**HALL, JIMMY**  
 WLAY, Muscle Shoals, Ala.

**HALLAMAN, AL**  
 Valley Special  
 WBVP, Beaver Falls, Pa.

**HAMRICK, HAL**  
 Of the Record  
 WAIR, Winston-Salem, N. C.

**HANCOCK, FRANK**  
 KYUM, Yuma, Ariz.

**HANCOCK, HUNTER**  
 KGJF, Hollywood, Calif.

**HANLEY, DON**  
 Best on Wax  
 KFEQ, St. Joseph, Mo.

**HANNA, EARL**  
 WJAM, Marion, Ala.

**HANNA, RICK**  
 Coffee Time  
 WBUT, Butler, Pa.

**HANNON, JACK**  
 Saturday Matinee  
 WNAX, Yankton, S. Dak.

**HANSEN, BOB**  
 Just Jazz  
 KWG, Stockton, Calif.

**HANSEN, MILLARD**  
 WKAN, Kankakee, Ill.

**HANSON, KEN**  
 WPBC, Minneapolis, Minn.

**HARDEMAN, BEN**  
 Shut In Program  
 WMGY, Montgomery, Ala.

**HARDIE, JIM**  
 Rustic Room  
 KLIK, Jefferson City, Mo.

**HARDIN, JOSH**  
 Melodytime  
 KGBX, Springfield, Mo.

**HARDY, HONEYBOY**  
 "Sweet Chariot"  
 WBOK, New Orleans, La.

**HARRAL, S. A.**  
 KBIM, Roswell, N. Mex.

**HARRELL, BOB**  
 Homemaker's Matinee  
 WGAI, Elizabeth City, N. C.

**HARRILL, NELSON J.**  
 Good Neighbor Time  
 WGWR, Asheboro, N. C.

**HARRINGTON, BILL**  
 Moon Dial  
 WAJR, Morgantown, W. Va.

**HARRINGTON, GENE**  
 Delta Rhythm  
 WGVN, Greenville, Miss.

**HARRIS, BOB**  
 Rhumba Rendezvous  
 WYNX, Newark, N. J.

**HARRIS, BRAD**  
 WOHP, Bellefontaine, Ohio

**HARRIS, BUDDY**  
 KGKO, Dallas, Tex.

**HARRIS, G. WAYNE**  
 WACR, Columbus, Miss.

**HARRIS, HERB**  
 WQXI, Atlanta, Ga.

**HARRISON, BOB**  
 WAYZ, Waynesboro, Pa.

**HARRISON, HARRY**  
 Coffee Time  
 WPEO, Peoria, Ill.

**HARRISON, JACK**  
 WLAV, Grand Rapids, Mich.

**HARRISON, JACK**  
 Woodchopper's Ball  
 KTRF, Latkin, Texas

**HART, LLOYD**  
 WHEP, Foley, Ala.

**HARTLEY, JIM**  
 Alarm Clock Club  
 WDUN, Gainesville, Ga.

**HARVEY, HANK**  
 Hillbilly Hop  
 KVMA, Magnolia, Ark.

**HARVEY, RON**  
 Yawn Patrol  
 KPIZ, Fond Du Lac, Wis.

**HATFIELD, PAUL E.**  
 Uncle Ned  
 WULA, Eufaula, Ala.

**HAWKINS, ARNOLD**  
 Western Shindig  
 KCRT, Trinidad, Colo.

**HAWKINS, NAPPY**  
 92 Club  
 WPTX, Lexington Park, Md.

**HAWKINS, ROSS**

Tape in Pops  
 WAJE, Decatur, Ala.  
**HAWLEY, SHERWOOD**  
 WCBA, Chambersburg, Pa.  
**HAYDEN, JIM**  
 KPAC, Bakersfield, Calif.  
**HAYDEN, JIM**  
 KBLB, Bakersfield, Calif.  
**HAYES, PAUL**  
 Sharecroppers Roundup  
 WJMJ, Cordele, Ga.  
**HAYES, RICHARD**  
 Richard Hayes Show  
 Mutual  
**HAYNES, DICK**  
 KLAC, Los Angeles, Calif.  
**HAZLEWOOD, LEE**  
 Hillbilly Heaven  
 KCKY, Coolidge, Ariz.  
**HEAD, BY**  
 The Koi Klock  
 KOIL, Omaha, Nebr.  
**HEARLE, PERCY**  
 WAGA, Atlanta, Ga.  
**HECKMAN, FRED**  
 WCRS, Greenwood, S. C.  
**HECKNER, HOWARD**  
 Radio Valpo  
 WIMS, Michigan City, Ind.  
**HEERMAN, HANK**  
 Musical Clock  
 KGBX, Springfield, Mo.  
**HEFFERNAN, W. B.**  
 Make Mine Music  
 KNUZ, Houston, Texas  
**HELMAN, HARRY**  
 Best on Wax  
 KBMN, Bozeman, Mont.  
**HELTON, BOB**  
 Cowtown Rodeo  
 WMGY, Montgomery, Ala.  
**HENDERSON, JIM**  
 WBBZ, Ponca City, Okla.  
**HENDERSON, JOCKO**  
 Big Swing Train  
 WDAS, Philadelphia, Pa.  
**HENRY, CARL**  
 WRIB, Providence, R. I.  
**HENRY, JULES**  
 Top Twenty  
 WMBS, Uniontown, Pa.  
**HENRY, MIKE**  
 KCOG, Centerville, Iowa  
**HENSON, DOUG**  
 Wake Up and Smile  
 WJMJ, Philadelphia, Pa.  
**HEPTNER, JERRY**  
 Platter Parade  
 KBMX, Coalinga, Calif.  
**HERBERT, WALTER, JR.**  
 Western Roundup  
 KBMX, Uvalde, Texas  
**HERMAN, CHARLEY**  
 Prairie Roundup  
 WBAM, Montgomery, Ala.  
**HERNANDEZ, SALVADOR S.**  
 KALL, Pasadena, Calif.  
**HERRING, BILL**  
 Hall of Melody  
 KWTX, Waco, Texas  
**HERRINGTON, HUGH**  
 WPTW, Piqua, Ohio  
**HESS, JAMES P., JR.**  
 WIVX, Knoxville, Tenn.  
**HESS, ROBERT**  
 KFYO, Lubbock, Texas  
**HETRICK, WAYNE**  
 WAEB, Allentown, Pa.  
**HEUER, MIKE**  
 KMA, Shenandoah, Iowa  
**HICKMAN, EVERETT**  
 Buggy Ride  
 KWGB, Boone, Iowa  
**HICKS, DARRELL**  
 WTJS, Jackson, Tenn.  
**HICKS, JOHNNY**  
 Hillbilly Hit Parade  
 KRLL, Dallas, Texas  
**HIGBEE, LYNN**  
 The Magic of Music

KFBI, Wichita, Kans.  
**HIGGINS, JAMES W.**  
 WYNY, Watertown, N. Y.  
**HIGGINS, LARRY**  
 WFTL, Ft. Lauderdale, Fla.  
**HIGGINS, MAURICE**  
 WYUM, Yuma, Ariz.  
**HIGSBY, IRAM**  
 KANS, Wichita, Kans.  
**HILDERBRAN, DAVE**  
 Late Date with Katy  
 KATY, San Luis Obispo, Calif.  
**HILL, BOB**  
 WANE, Fort Wayne, Ind.  
**HILL, CAL**  
 KCRB, Sacramento, Calif.  
**HILL, EDDIE**  
 WSM, Nashville, Tenn.  
**HILL, EDWIN**  
 Dust Cap Serenade  
 WMOK, Metropolis, Ill.  
**HILL, JIM**  
 WDEF, Chattanooga, Tenn.  
**HILL, WALTER**  
 WJBO, Baton Rouge, La.  
**HILL, WILLIAM**  
 Moondial  
 WEOA, Evansville, Ind.  
**HITT, ORRIE**  
 Music in the Night  
 WDLC, Port Jervis, N. Y.  
**HLOUCL, RED**  
 Melody Mart  
 WHVF, Wausau, Wis.  
**HOBART, CHARLES**  
 WENT, Elmira, N. Y.  
**HODKIN, DICK**  
 WPAC, Patchogue, N. Y.  
**HOPFER, BOB**  
 WTSP, St. Petersburg, Fla.  
**HOHSEL, LEE**  
 Supper Club  
 WMTB, Manistee, Mich.  
**HOLIDAY, JAY**  
 KFBK, Sacramento, Calif.  
**HOLLAND, LUTHER**  
 Progressive Serenade  
 WFTL, Ft. Lauderdale, Fla.  
**HOLLENBERG, WALTER**  
 Sweet and Swing  
 WALB, Albany, Ga.  
**HOLLIS, BUD**  
 RFD Jamboree  
 WGRA, Summerville, Ga.  
**HOLLY, BOB**  
 KROW, Oakland, Calif.  
**HOLMAN, ROBERT**  
 KIFI, Idaho Falls, Idaho  
**HOLMES, BOB**  
 WFBL, Syracuse, N. Y.  
**HOLMES, JOHN**  
 KIMO, Independence, Mo.  
**HOLT, ART**  
 Musical Eye Opener  
 KFDM, Beaumont, Tex.  
**HOLT, DANIEL**  
 Hiway Hillites  
 WBEX, Chillicothe, Ohio  
**HONAKER, RAY**  
 Coffee Pot  
 WTON, Staunton, Va.  
**HOPE, BOB**  
 WGMA Party  
 WGMA, Hollywood, Fla.  
**HOPPUS, JACK**  
 Off the Record  
 WKBZ, Muskegon, Mich.  
**HORNE, BOB**  
 WFIL-TV, Philadelphia, Pa.  
**HORST, DICK**  
 Melody Mart  
 WRAK, Williamsport, Pa.  
**HOUGH, BOB**  
 Off the Record  
 KVNI, Coeur d'Alene, Idaho  
**HOWARD, BILL**  
 Music from Record Room  
 WJPG, Green Bay, Wis.  
**HOWARD, BOB**  
 WDSU, New Orleans, La.

**HOWARD, JOE**  
 KREL, Baytown, Texas  
**HOWARD, MARC**  
 KBUR, Burlington, Iowa  
**HOWARD, TOMMY**  
 Harmony Range  
 KHSL, Chico, Calif.  
**HOWARD, WED**  
 WMAQ, Chicago, Ill.  
**HOWE, LLOYD**  
 Big Top Ten  
 WDEV, Waterbury, Vt.  
**HOWELL, WILLARD**  
 Best by Request  
 WZOB, Fort Payne, Ala.  
**HUBBARD, EDDY**  
 WIND, Chicago, Ill.  
**HUBERT, DAVE**  
 KEAL, Centralia-Chehalis,  
 Wash.  
**HUDKINS, ACE**  
 KCMJ, Palm Springs, Calif.  
**HUFF, ARLIE**  
 WSAV, Savannah, Ga.  
**HUFF, JOHNNY**  
 Jam Session  
 KVIC, Victoria, Texas  
**HUFF, ROD**  
 Music Till Noon  
 WKYV, Louisville, Ky.  
**HUG, JEFF**  
 WNOE, New Orleans, La.  
**HUGGINS, HANK**  
 No Name Show  
 WENK, Union City, Tenn.  
**HUGH, IVOR**  
 Music Room  
 WCCC, Hartford, Conn.  
**HUGHES, JIM TOM**  
 KTSJ, Hobart, Okla.  
**HULL, DICK**  
 Make Believe Danceland  
 WFRP, Savannah, Ga.  
**HULL, NIKI**  
 KCID, Caldwell, Idaho  
**HUNT, J. D., JR.**  
 Music Shop  
 WHSC, Hartsville, S. C.  
**HUNT, RAY**  
 Saddle Pals  
 KONO, San Antonio, Texas  
**HUNTER, BEN**  
 The Other Side of the Day  
 KFI, Los Angeles, Calif.  
**HUOT, ED**  
 WTRC, Elkhart, Ind.  
**HURLEY, ROD**  
 Turntable  
 WASA, Harve de Grace, Md  
**HURST, ED**  
 WPEN, Philadelphia, Pa.  
**HUSING, TED**  
 WMGM, New York, N. Y.  
**HUTCHINSON, TOM**  
 Platter Party  
 WUSJ, Lockport, N. Y.  
**HYDEN, ROY**  
 WBIW, Bedford, Ind.  
**HYDER, JOE**  
 Rhythm at Random  
 WADK, Newport, R. I.

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**INGEBRIGTSEN, LEN**  
 Friendly Time  
 KOY, Phoenix, Ariz.  
**INTORCIA, JOHN**  
 Morning Ramble  
 WCSH, Portland, Maine  
**IRVING, BOB**  
 WMAV, Springfield, Ill.  
**IRWIN, KEN**  
 Record Room  
 KLOG, Kelso, Wash.  
**ISAACS, JOHN**  
 WMBC, Macon, Miss.

— J —

**JACKSON, BOB**  
 Western Mailbag  
 KLYN, Amarillo, Texas



DISC JOCKEYS — RADIO-TELEVISION

**JACKSON, CALVIN**  
KWHP, Cushing, Okla.

**JACKSON, DAVE**  
Music Mastor, Please  
WHVF, Wausau, Wis.

**JACKSON, HAL**  
WLIB, New York, N. Y.

**JACKSON, JAY**  
WMMB, Melbourne, Fla.

**JACKSON, LAVELLE**  
Ladies Hour  
WGSV, Guntersville, Ala.

**JACKSON, LEE**  
WAPO, Chattanooga, Tenn.

**JACKSON, SANDY**  
KOWH, Omaha, Nebr.

**JACKSON, TED**  
WHAM, Rochester, N. Y.

**JAEGER, HARRY**  
Musical Caravan  
KRUX, Glendale, Ariz.

**JAMES, BOB**  
Mid-Morning Melodies  
WGSW, Greenwood, S. C.

**JAMES, BOB**  
WPIT, Pittsburg, Pa.

**JAMES, DON**  
WAKE, Greenville, S. C.

**JAMES, JESSE**  
Dixie Downbeat  
KDMS, El Dorado, Ark.

**JAMES, MIKE**  
Mid-Morning Varieties  
WNAV, Annapolis, Md.

**JAMES, RUSS**  
Morning Serenade  
KVEC, San Luis Obispo,  
Calif.

**JANKOWSKI, MARY LOU**  
WBIS, Bristol, Conn.

**JARRET, HUGH**  
WHIN, Gallatin, Tenn.

**JARVIS, AL**  
KFWB, Los Angeles, Calif.

**JASIN, JAY**  
WCOL, Columbus, Ohio

**JAY, BEE**  
KCLS, Flagstaff, Ariz.

**JEFFERS, SLEEPY**  
Magic Valley Jamboree  
WTIP, Charleston, W. Va.

**JELINEK, DAWSON**  
KFTM, Ft. Morgan, Colo.

**JELLEN, JIM**  
Record Man  
KTAC, Tacoma, Wash.

**JENNINGS, GEORGE**  
WJEF, Hagerstown, Md.

**JEWELL, WAYNE**  
WBBC, Flint, Mich.

**JOHNSICK, GENE**  
KJUN, Redmond, Oreg.

**JOHNSON, ART**  
Fascinating Rhythm  
WATR, Waterbury, Conn.

**JOHNSON, BILL**  
Records for the Kiddies  
KSUM, Fairmont, Minn.

**JOHNSON, BOB**  
Early Birds  
KRIZ, Phoenix, Ariz.

**JOHNSON, BOB**  
KICK, Springfield, Mo.

**JOHNSON, IRWIN**  
Early Worm  
WBNS, Columbus, Ohio

**JOHNSON, JAMES**  
WTAW, College Station, Tex.

**JOHNSON, JIM**  
WJMS, Ironwood, Mich.

**JOHNSON, JOHN**  
Club 900  
KMCO, Conroe, Texas

**JOHNSON, KARL**  
Radio Rhythm Ranch  
KDIX, Dickinson, N. Dak.

**JOHNSON, KEITH**  
Record Rambles  
KBIZ, Ottumwa, Iowa

**JOHNSON, KEN**  
KOLN, Lincoln, Nebr.

**JOHNSON, KEN**  
Souvenirs in Melody  
WGAP, Maryville, Tenn.

**JOHNSON, PETE**  
WKBK, Manchester, N. H.

**JOHNSON, ROOSEVELT**  
WERD, Atlanta, Ga.

**JOHNSON, TED**  
WTAC, Flint, Mich.

**JOHNSTON, BRYCE**  
KOOS, Coos Bay, Oreg.

**JOHNSTON, COLON**  
Boogie and Blues  
WAZF, Yazoo City, Miss.

**JOHNSTON, HUGH**  
WBBW, Youngstown, Ohio

**JOINER, JERRY**  
Good Yawning Show  
WTOK, Meridian, Miss.

**JONES, BILL**  
KLZ, Denver, Colo.

**JONES, BOB**  
KFAB, Omaha, Nebr.

**JONES, CLAUDE**  
WFTB, Front Royal, Va.

**JONES, DANA**  
Sunnyside of the Street  
WBEC, Pittsfield, Mass.

**JONES, DICK**  
WMYB, Myrtle Beach, S. C.

**JONES, DON**  
KBYM, Billings, Mont.

**JONES, DON**  
Sunny Sideup  
WLEA, Hornell, N. Y.

**JONES, GINNY**  
Just for You  
KTBS, Shreveport, La.

**JONES, HOWARD**  
KWBB, Wichita, Kans.

**JONES, LARRY**  
Blues Before Breakfast  
KTXN, Austin, Texas

**JONES, LARRY**  
WHFB, Benton Harbor, Mich.

**JONES, MAL**  
WMDC, Hazlehurst, Miss.

**JONES, MARION**  
Savannah Valley Hayride  
WBAW, Barnwell, S. C.

**JOOS, STEVE**  
Club Savoy  
WHOK, Lancaster, Ohio

**JORDAN, MURRY**  
Murry Jordan Show, Ridin' High,  
WLIB; Spotlight on Value; WPIX;  
WOR-TV; WNBT

**JORDAN, DAVE**  
The Boogie & Blues Show  
WWKO, Ashland, Ky.

**JORDON, NICK**  
Musical Nitecap  
KCSB, San Bernardino, Calif.

**JULIAN, JOE**  
Moonlight Serenade  
WKOP, Binghamton, N. Y.

— K —

**KADAVY, DALE**  
KSWI, Council Bluffs, Iowa

**KALENAK, DAN**  
KECK, Odessa, Texas

**KAMIN, STAN**  
Hi Neighbor  
KRUX, Glendale, Ariz.

**KARPSTEIN, CARL**  
Record Date  
KTIL, Tillamook, Oreg.

**KAUFMAN, MURRAY**  
WMCA, New York, N. Y.

**KAY, BOB**  
WAVE, Louisville, Ky.

**KAY, LARRY**  
KCMJ, Palm Springs, Calif.

**KAY, LARRY M.**  
WHBO, Tampa, Fla.

**KAYE, BARRY**  
WJAS, Pittsburgh, Pa.

**KAYE, BOB**  
Key Room

**KEYD, MINNEAPOLIS, MINN.**

**KEENER, PHIL**  
KDWT, Stamford, Texas

**KEEP, BARNEY**  
KEX, Portland, Oreg.

**KEIRAN, JIM**  
WKRK, Columbia, Tenn.

**KELLER, BOB**  
WLBK, Lebanon, Pa.

**KELLER, O. J., JR.**  
Juke Box Serenade  
WTAX, Springfield, Ill.

**KELLY, DAN**  
WRDO, Augusta, Maine

**KELLY, DON**  
WLWL, Minneapolis, Minn.

**KELLY, JOE**  
WSBT, South Bend, Ind.

**KELSEY, NORMAN**  
WCHV, Charlottesville, Va.

**KELTNER, KEN**  
KSEL, Lubbock, Texas

**KENDRICK, LARI**  
KRIO, McAllen, Texas

**KENNEDY, KEN**  
Coffee Time  
WFRX, West Frankfort, Ill.

**KENT, BOB**  
KJRG, Columbus, Nebr.

**KENT, HAL**  
WGBS, Miami, Fla.

**KEOWN, JOE**  
The Morning Show  
WAFB, Baton Rouge, La.

**KESSNICH, RAY**  
WBKV, West Bend, Wis.

**KETCHER, JOHN**  
WHOC, Philadelphia, Miss.

**KEY, JERRY**  
Make Way for Music  
WPRE, Prairie Du Chien, Wis.

**KIESA, FRANK**  
1250 Club  
WIZZ, Streator, Ill.

**KIETH, JOE**  
Insomnia Inn  
KPLC, Lake Charles, La.

**KIMBRELL, JAY**  
Nothing But the Newest  
WTSS, Lumberton, N. C.

**KINCAID, FRED**  
Platter Party  
KARE, Atchison, Kans.

**KING, ART**  
WBSM, New Bedford, Mass.

**KING, DON**  
1020 Club  
WCIL, Carbondale, Ill.

**KING, DUKE**  
WGBF, Evansville, Ind.

**KING, NELSON**  
WCKY, Cincinnati, Ohio

**KING, SAM**  
WFTM, Maysville, Ky.

**KING, VERN**  
Platter Parade  
WMMB, Melbourne, Fla.

**KINSMAN, FRANK**  
Happy Days  
WRPW, Eau Claire, Wis.

**KIRBY, BOB**  
Top O' The Mornin'  
WOOD, Grand Rapids, Mich.

**KIRBY, MARK**  
Music Man  
WJBW, New Orleans, La.

**KIRKENDALL, DON**  
KVAN, Vancouver, Wash.

**KIRKPATRICK, DAVE**  
WMNB, North Adams, Mass.

**KIRT, DON**  
Sunday Serenade  
WRAC, Racine, Wis.

**KLING, BUDDY**  
Night Train  
WDDC, Washington, D. C.

**KLOSS, BOB**  
WKWK, Wheeling, W. Va.

**KNIGHT, FRED**  
Coffee Club

**WKMT, Kings Mountain, N. C.**

**KNIGHT, FRED**  
Music Hall  
WIBG, Philadelphia, Pa.

**KNIGHT, JACK**  
WCOS, Columbia, S. C.

**KNIGHT, JOE**  
Tulsa Ballroom  
KRMG, Tulsa, Okla.

**KNIGHT, KEN**  
Music 'Til Sundown  
WKYW, Louisville, Ky.

**KNIGHT, SID**  
WGNI, Wilmington, N. C.

**KNIGHT, VIC**  
WXLW, Indianapolis, Ind.

**KNOWELL, KEN**  
KANE, New Iberia, La.

**KNOW, BOB**  
WIBG, Philadelphia, Pa.

**KOBAK, ED**  
WGAC, Augusta, Ga.

**KOLB, FLETCHER**  
The Whistlin' Man  
WMRY, New Orleans, La.

**KOLBY, CAL**  
WDRG, Hartford, Conn.

**KOLINS, TOM**  
Wishin' Time  
WISL, Shamokin, Pa.

**KORTE, ODELL**  
Ranch House  
WMOK, Metropolis, Ill.

**KOTT, KEN**  
Record Shop  
WMTE, Manistee, Mich.

**KRELL, FRED**  
WGSV, Saginaw, Mich.

**KRIEGER, BILL**  
WESC, Greenville, S. C.

**KULT, ERY**  
Anything Goes  
WFHR, Wisconsin Rapids, Wis.

**KUNSAK, JOHN**  
WVVB, Hanover, Pa.

**KURTZ, BUDD**  
RFD Jamboree  
WHIS, Bluefield, W. Va.

**KUVENT, ARNIE**  
WGAN, Portland, Maine

**KYLE, FORREST**  
KERO, Bakersfield, Calif.

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**LABRAYERE, VERN**  
Requestfully Yours  
KCIM, Carroll, Iowa

**LACKEY, OWEN, JR.**  
WJVA, South Bend, Ind.

**LACY, JACK**  
Listen to Lacy, WINS

**LAHM, BILL**  
Musical Hayride  
WKLJ, Sparta, Wis.

**LAMB, BILL**  
Jam for Breakfast  
WBBC, Flint, Mich.

**LAMBERT, EDDIE**  
WEAT, West Palm Beach, Fla.

**LAMBERT, ROGER**  
KMLB, Monroe, La.

**LAMM, CARL**  
Hillbilly Hit Parade  
WCKB, Dunn, N. C.

**LAMPKIN, EMMETT**  
"In the Garden"  
WPAL, Charleston, S. C.

**LAMONT, ROY**  
WJRD, Tuscaloosa, Ala.

**LANE, ANDY**  
All Night Club  
KRIZ, Phoenix, Ariz.

**LANE, MAXIE**  
Jaybird Jamboree  
WJAY, Mullins, S. C.

**LANGDOE, JIM**  
Rhythm and Blues  
WORD, Spartanburg, S. C.

**LANGE, JERRY**  
KRPL, Moscow, Idaho

**LANSING, RAYMOND**  
Requestfully Yours

KGOS, Torrington, Wyo.

**LAPP, JIM**  
The Big Ten  
WTVN, Columbus, Ohio

**LAPRADE, RAYMOND C.**  
WDEC, Americus, Ga.

**LARKIN, DON**  
Hometown Frolics  
WAAT, Newark, N. J.

**LAISEN, BOB**  
WEMP, Milwaukee, Wis.

**LARSON, DALE**  
KJUV, Huron, S. Dak.

**LARSON, G.T.**  
Swannee Swingtime  
WDSR, Lake City, Fla.

**LASCHELLES, JOHN**  
Musical Clock  
WGR, Buffalo, N. Y.

**LASHBROOK, ROB**  
KPLC, Lake Charles, La.

**LASSITER, CHAD**  
KNEA, Jonesboro, Ark.

**LAUF, RICHARD G.**  
Tops in Pops  
WJCD, Seymour, Ind.

**LAUGHLIN, JOHN**  
Hillbilly Jukebox  
WBLT, Bedford, Va.

**LAURIE, BEN ERLE**  
KEBE, Jacksonville, Texas

**LAUZAU, FIAN**  
WMMN, Fairmont, W. Va.

**LAVANAWAY, CHARLES**  
KXRX, San Jose, Calif.

**LAWONG, REGGIE**  
WRAP, Norfolk, Va.

**LAWRENCE, KEN**  
Open House  
KXGI, Fort Madison, Iowa

**LAWRENCE, VIN**  
Moonlight Moods  
WCMA, Corinth, Miss.

**LEAFSTEDT, RAY**  
Crow's Nest  
KXGI, Fort Madison, Iowa

**LEARY, FRANK**  
That and That  
WBSC, Bennettsville, S. C.

**LEAVITT, ROBERT**  
Tunes for Teens  
WWSR, St. Albans, Vt.

**LEE, PAT**  
Print and Platter  
KCAP, Helene, Mont.

**LEE, RAY**  
KXLL, Missoula, Mont.

**LEE, VINCE**  
Kiddies Show  
KYW, Philadelphia, Pa.

**LEHIGH, LES**  
Combread No. 1  
WCPS, Tarboro, N. C.

**LEHNHOFF, HENRY**  
Um-Pa-Pa  
KWED, Seguin, Texas

**LEISURE, CLARENCE**  
Voice of the Night  
KNBC, San Francisco, Calif.

**LEMEN, HYLE**  
KXEO, Mexico, Mo.

**LEMONT, CLEON**  
KLIL, Esterville, Iowa

**LENAY, WILL**  
WSAI, Cincinnati, Ohio

**LEONARD, HOWIE**  
Matinee Frolic  
WPOR, Portland, Maine

**LEONARD, ROY**  
Roy with Records  
WKOX, Framingham, Mass.

**LEPAGE, JEAN**  
Country Time Music  
WMSA, Massena, N. Y.

**LEROY, BOB**  
Robyn's Roost  
WQUA, Moline, Ill.

**LEROY, JOHN**  
Hillbilly Tune Time  
WTBF, Troy, Ala.

**LETCHER, SKIP**  
Pop Club  
WFCC, Dunkirk, N. Y.

**LETZGUS, FRED**  
Traffic Jamboree  
WHLS, Port Huron, Mich.

**LEVI, SY**  
WACE, Springfield-Chicopee, Mass.

**LEWIS, WILBUR**  
WANT, Richmond, Va.

**LEZOTE, GEORGE**  
The Tune Inn  
WAVZ, New Haven, Conn.

**LIBBY, ED**  
WINA, Charlottesville, Va.

**LIND, ELLIS**  
KSTN, Stockton, Calif.

**LINDEMANN, GORDON**  
WGRD, Grand Rapids, Mich.

**LINDNER, VINCE**  
Coffee Shop  
WMID, Atlantic City, N. J.

**LINDSEY, MORT**  
The Boy Next Door  
WABC

**LINN, BANDEL**  
WSPB, Sarasota, Fla.

**LINN, SAM**  
The Wax Works  
KFBK, Sacramento, Calif.

**LINDSEY, MORT**  
Boy Next Door  
WABC, New York, N. Y.

**LITTLE, JERRY**  
Hits and Misses  
WTNS, Coshocton, Ohio

**LIVORIO, BOB**  
WKPA, New Kensington, Pa.

**LLOYD, BOB E.**  
WAVZ, New Haven, Conn.

**LLOYD, TOM**  
WIAM, Williamston, N. C.

**LOCKHART, JOHN**  
Concert Hall  
KRSN, Los Alamos, N. Mex.

**LOFLIN, PIERCE**  
Hillbilly Matinee  
WTWA, Thomson, Ga.

**LOGAN, WAYNE**  
KNAK, Salt Lake City, Utah

**LOMBARDO, PETE**  
Guy Named Lombardo  
KPMO, Pomona, Calif.

**LOPFORE, MICHAEL**  
The Italian Hour  
WJOC, Jamestown, N. Y.

**LORENZ, GEORGE**  
Rhythm in Blues  
WJLJ, Niagara Falls, N. Y.

**LOTT, JOHNE**  
Rise and Shine  
WERH, Hamilton, Ala.

**LOUNSBURY, JIM**  
WGN, Chicago, Ill.

**LOVE, SID**  
Parade of Music  
KIMS, Santa Barbara, Calif.

**LOVELL, KEN**  
WJAY, Mullins, S. C.

**LOWE, JACKSON**  
WUST, Bethesda, Md.

**LOWE, JIMMY**  
Let's Make Music  
WRR, Dallas, Texas

**LOWERY, BILL**  
WGST, Atlanta, Ga.

**LOWREY, BYRON**  
KWTX, Waco, Tex.

**LOWRY, LEW**  
Housewives Hour  
KTRH, Houston, Tex.

**LUDDY, BILL**  
Sierra Serenade  
KXRX, San Jose, Calif.

**LUKENS, NED**  
Nite Owl Show  
WAOK, Atlanta, Ga.

**LUND, JACK**  
KXRX, San Jose, Calif.

**LUPTON, JOHNNY**  
All Night Watch  
WCAU, Philadelphia, Pa.

**LUTHER, DEACON**  
"Red, Hot & Bluesy"  
WBCO, Bessemer, Ala.

**LYBECK, DEAN**  
Requestfully Yours  
WDLB, Marshfield, Wis.

**LYLE, GEORGE**  
Pop Caravan  
WJMJ, Philadelphia, Pa.

**LYNN, FRED**  
Hillbilly Heaven  
KWTO, Springfield, Mo.

**LYNN, LAMAR**  
Talk of the Town  
WDAC, Columbus, Ga.

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**McADAMS, JOHN**  
KYOS, Merced, Calif.

**McADOO, DICK**  
Musical Showcase  
KFDM, Beaumont, Tex.

**McANULTY, BOB**  
KWJJ, Portland, Ore.

**McAULIFFE, TOM**  
Club 1230  
WERI, Westerly, R. I.

**McBRIDE, FOREST**  
Studio House Party  
WOKE, Oak Ridge, Tenn.

**McBRIDE, LAURA LEE**  
KNUZ, Houston, Texas

**MacBURKHART, JON**  
KTBC, Austin, Texas

**McCABE, JERRY**  
After Hours  
KILO, Grand Forks, N. Dak.

**McCARTHY, RED**  
WHGB, Harrisburg, Pa.

**McCARTHY, ROSS**  
Music of Dixieland  
KSIW, Woodward, Okla.

**McCARTHY, TOM**  
KRIB, Mason City, Iowa

**McCARTHY, TOM**  
WKRC, Cincinnati, Ohio

**McCASKILL, BILL**  
Night Train  
KREL, Baytown, Texas

**McCLURE, KEN**  
Jukebox Serenade  
WHB, Kansas City, Mo.

**McCOLLOUGH, DAN**  
Bruce and Dan Show  
Mutual

**McCORMICK, JOHN**  
WAAF, Chicago, Ill.

**McCOY, BOB**  
Melody Time  
WIRY, Plattsburg, N. Y.

**McCUTCHAN, KEN**  
Spinner Sanctum  
WIKY, Evansville, Ind.

**McDONALD, AL**  
KRPL, Moscow, Idaho

**MacDONALD, AL**  
Spinner's Sanctum  
KOTA, Rapid City, S. Dak.

**McDOWELL, LEN**  
WHEB, Washington, N. C.

**McELROY, ED**  
KGW, Portland, Ore.

**McELROY, MAC**  
WIRO, Ironton, Ohio

**McELVEEN, HENRY JR.**  
"Boogie Man"  
WJOT, Lake City, S. C.

**McEWEN, BOB**  
Capital Caravan  
WOL, Washington, D. C.

**McEWUEN, JIM**  
Dream Stopper  
WHAW, Weston, W. Va.

**McFADDEN, JOHN**  
Music Makers  
WNCC, Barnesboro, Pa.

**McFARLAND, RAY**  
Disc N' Data  
KTEM, Temple, Texas

**McFARLAND, WAYNE**  
Night Watch  
KNEB, Scottsbluff, Neb.

**McGEEHAN, JACK**  
Musical Clock  
KTNN, Tucumcari, N. Mex.

**McGHEE, TOM**  
WKKO, Cocoa, Fla.

**McGRAW, MAC**  
Western Roundup  
KFTM, Ft. Morgan, Colo.

**McKENZIE, ED**  
Record Matinee  
WXYZ, Detroit, Mich.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McLAIN, BUD**  
WFKY, Frankfort, Ky.

**McLEAN, DON**  
Morning Serenade  
WHDL, Olean, N. Y.

**McLEAN, PHIL**  
WERE, Cleveland, Ohio

**McLEOD, DON**  
WJBK, Detroit, Mich.

**McLINE, CHARLES**  
KIXL, Dallas, Tex.

**McMANUS, MICHAEL**  
Sunrise Serenade  
WKOP, Binghamton, N. Y.

**McMASTER, JAY**  
Music Hall  
WMEX, Boston, Mass.

**McMENNAMIN, TOM**  
KONP, Port Angeles, Wash.

**McMURRY, BRYAN**  
Ladies Listen  
WMEV, Marion, Va.

**McNAMARA, BOB**  
Roll-Out-With-Robert  
KAPA, Raymond, Wash.

**McNAMEE, JACK**  
WMBO, Auburn, N. Y.

**McNEAL, PRESSLEY**  
Afternoon House Party  
KWHP, Cushing, Okla.

**McNEELEY, MARTY**  
Music Hall  
WJR, Detroit, Mich.

**McNELL, DEAN**  
Blues at Sunrise  
KWBC, Ft. Worth, Texas

**McPHERSON, HUGH**  
WCHS, Charleston, W. Va.

**McRAE, JUNE**  
WMBM, Miami Beach, Fla.

**McREYNOLDS, BEN**  
KSWO, Lawton, Okla.

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**MACSHANE, JOHN**  
KMPA, Los Angeles, Calif.

**MACHADO, ART**  
Road Show  
KAFP, Petaluma, Calif.

**MACK, BILL**  
Music Time  
WEDC, Chicago, Ill.

**MACK, JAY**  
KELP, El Paso, Texas

**MACK, JOHNNY**  
Melody Time and Serenade  
WVOK, Birmingham, Ala.

**MACK, TOMMIE**  
Early Risers  
KSDN, Aberdeen, S. Dak.

**MACK, WALLEY**  
Dawn Busters  
WBUY, Lexington, N. C.

**MADDOX, ED**  
Swing Session  
WARM, Scranton, Pa.

**MAHONEY, JOHN**  
Platter Playtime  
WJTN, Jamestown, N. Y.

**MALDEN, KEN**  
WVDA, Boston, Mass.

**MALTZ, MILTON**  
WKHM, Jackson, Mich.

**MAJOR, CLYDE**  
Everybody's Show  
WMTS, Murfreesboro, Tenn.

**MANAIHAN, FRED**  
WATG, Ashland, Ohio

**MANDEL, SID**  
KYNO, Fresno, Calif.

**MANLEY, KEN**  
Candlelight and Music  
WGUY, Bangor, Maine

**MANN, HAL**  
KJAN, Atlantic, Iowa

**MANUSH, GEORGE**  
WLAY, Muscle Shoals, Ala.

**MARINE, FRANK**  
KGAK, Gallup, N. Mex.

**MARINELLI, RON**  
WMPG, Hibbing, Minn.

**MARION, RED**  
KSJO, San Jose, Calif.

**MARK, ERNIE**  
KVSP, Lubbock, Tex.

**MARKLE, TINY**  
WAVZ, New Haven, Conn.

**MARKO, STEVE**  
The Big Spin  
WGMA, Hollywood, Fla.

**MARLOWE, CLAY**  
Skyline Patrol  
WMPR, High Point, N. C.

**MARQUARDT, JACK**  
Rise & Shine  
WKNY, Kingston, N. Y.

**MARSHALL, BOB**  
WGBS, Miami, Fla.

**MARSHALL, ERROL**  
Blue Notes  
WOIC, Columbia, S. C.

**MARSHALL, JERRY**  
WNEW, New York, N. Y.

**MARSHALL, MAJOR**  
WEEB, Southern Pines, N. C.

**MARTEL, WALT**  
KTOE, Mankato, Minn.

**MARTIN, JENNINGS**  
Midnite Serenade  
WVWV, Fairmont, W. Va.

**MARTIN, JOE**  
Breakfast Bandstand  
WOW, Omaha, Nebr.

**MARTIN, JOE**  
Music Shop  
WTMV, East St. Louis, Ill.

**MARTIN, JOE**  
Western Express  
KWAL, Wallace, Idaho

**MARTIN, JOHNNIE**  
Breakfast Party  
WHIZ, Zanesville, Ohio

**MARTIN, JOHNNY**  
WLNW, Louisville, Ky.

**MARTIN, KEN**  
WCHA, Chambersburg, Pa.

**MARTIN, LARRY**  
1460 Club  
WKAM, Goshen, Ind.

**MARTIN, NED**  
Record Room  
WRFC, Athens, Ga.

**MARTIN, SAM**  
Record Review  
WTYC, Rock Hill, S. C.

**MASHBURN, WAYNE**  
Best On Wax  
WAKN, Aiken, S. C.

**MASON, BRUCE**  
Western Record Party  
KVLH, Pauls Valley, Okla.

**MASON, CHARLES**  
After Hours  
WJMX, Florence, S. C.

**MASSEY, BOB**  
Music Box  
WJNO, West Palm Beach, Fla.

**MASSINGALE, HARRY**  
Musical Clock  
WJNC, Jacksonville, N. C.

**MASZK, BOB**  
Platter Party  
KWRC, Pendleton, Ore.

- MATEL, CHET**  
After Hours  
WOOD, Grand Rapids, Mich.
- MATHESON, MAC**  
Roundup Time  
KTUC, Tucson, Ariz.
- MATLOCK, STAN**  
Magazine of the Air  
WKRC, Cincinnati, Ohio
- MATSON, BETTY**  
WEAW, Evanston, Ill.
- MATTHEWS, SAM**  
Rural Rhythm  
KGBK, Tyler, Texas
- MAUS, HARRY**  
WFMH, Cullman, Ala.
- MAXWELL, BOB**  
WWJ, Detroit, Mich.
- MAY, MIKE**  
WIMA, Lima, Ohio
- MAYER, BILL**  
WTAM, Cleveland, Ohio
- MELTON, FRANKLIN**  
Musical Clock  
KGVU, Greenville, Tex.
- MENDEL, ED JR.**  
Jive  
WDAA, Columbus, Ga.
- MENDES, JIM**  
WICE, Providence, R. I.
- MENTZER, EARL**  
Turn Table Time  
WJEJ, Hagerstown, Md.
- MERCAIDO, BOB**  
KWKW, Pasadena, Calif.
- MERCER, RUBY**  
Ruby Mercer Show  
Mutual
- MERKER, GARY**  
Request Matinee  
KVEC, San Luis Obispo, Calif.
- MERRITT, ED**  
Journey into Melody  
WBRK, Pittsfield, Mass.
- MERRITT, NEAL**  
Melody Matinee  
KONO, San Antonio, Texas
- MERRY, DEAN**  
Dream Dust  
WESB, Bradford, Pa.
- MERRY, DWAYNE**  
WDBQ, Dubuque, Iowa
- METHANY, MERLIN**  
The Nite Owl Show  
KALE, Richland, Wash.
- METRE, JACK**  
Musical Merry-Go-Round  
WJHP, Jacksonville, Fla.
- METZGER, DON**  
WMAA, Marinette, Wis.
- MEYERS, DON**  
WFX, Findlay, Ohio
- MICHAEL, BOB**  
WELM, Elmira, N. Y.
- MICHAEL, JAN**  
WGM, Washington, D. C.
- MICHAEL, JAY**  
WCAE, Pittsburgh, Pa.
- MICHAELMAN, ED**  
Na Lei O Hawaii  
(Song of the Islands)  
KGM, Honolulu, Hawaii
- MICHAELS, ALLAN**  
WAVI, Dayton, Ohio
- MILES, BILL**  
Sunny Side Up  
KDRS, Paragould, Ark.
- MILES, JOE**  
Farm and Fun Time  
WFM, Fairmont, N. C.
- MILLER, BILL**  
WMON, Montgomery, W. Va.
- MILLER, ED**  
Date with a Disc  
WLAN, Lancaster, Pa.
- MILLER, ED**  
KWEL, Weiser, Idaho
- MILLEK, GABE**  
KYW, Philadelphia, Pa.
- MILLER, HOLLIS**  
KSFA, Nacogdoches, Tex.
- MILLER, HOWARD**  
WIND, Chicago, Ill.
- MILLER, LEE**  
Night Owl  
WETA, Altoona, Pa.
- MILLER, PAUL**  
WKY, Cincinnati, Ohio
- MILLER, R.**  
Gospel Train  
WML, Miami, Fla.
- MILLER, RON**  
WKMN, Elgin, Ill.
- MILLER, ROSS**  
WTIC, Hartford, Conn.
- MILLER, TED**  
Berkshire Bankstand  
WBEC, Pittsfield, Mass.
- MILLS, DICK**  
KMA, Shenandoah, Iowa
- MILNER, ART**  
WKDN, Camden, N. J.
- MINTER, LEWIS**  
WREL, Lexington, Va.
- MINTON, MARK**  
KSEK, Pittsburg, Kans.
- MINTZ, HERBIE**  
WAAF, Chicago, Ill.
- MIRANDA, TONY C.**  
KEVT, Tucson, Ariz.
- MITCHELL, BILL**  
KBOX, Modesto, Calif.
- MITCHELL, HARRY**  
Mid-Morning Musicale  
WFRX, West Frankfort, Ill.
- MITCHELL, J. P.**  
Clubtime  
WGH, Newport News, Va.
- MITCHELL, JOE**  
Magic in Music  
KPOJ, Portland, Ore.
- MITCHELL, MIKE**  
Wildcat Ramble  
KCLV, Clovis, N. Mex.
- MOFFIT, JIM**  
KLOG's Platter Parade  
KLOG, Kelso, Wash.
- MOHATT, SKIP**  
Request Bayou  
KROG, Sonora, Calif.
- MOLINARO, LARRY**  
WNAR, Norristown, Pa.
- MONACO, DEL**  
Coffee Time  
WJLL, Niagara Falls, N. Y.
- MONKMAN, BOB**  
The Robin's Nest  
WRJN, Racine, Wis.
- MONROE, ART**  
Nightwatch  
KSYL, Alexandria, La.
- MONTGOMERY, DOUG**  
KPMO, Pomona, Calif.
- MONTGOMERY, ROBERT**  
Hayloft Jamboree  
WGB, Greensboro, N. C.
- MONTRY, ED**  
Top 20  
KSO, Des Moines, Iowa
- MOORE, BOB**  
KXEO, Mexico, Mo.
- MOORE, LEE**  
Midweek Jamboree  
WVVA, Wheeling, W. Va.
- MOORE, PETER**  
WHED, Washington, N. C.
- MOORE, RICK**  
WCBI, Columbus, Miss.
- MOORE, VIRGIL**  
WJAM, Marion, Ala.
- MORALES, JOE**  
Pasadena Hour  
KLVL, Pasadena, Texas
- MORAN, LEE**  
Jamboree  
WHWL, Nanticoke, Pa.
- MORE, JOHN**  
Mostly Music  
KYMA, Yuma, Ariz.
- MORE, TOM**  
WNOX, Knoxville, Tenn.
- MORELAND, JIM**  
KICA, Clovis, N. Mex.
- MORELLI, HAL**  
KLAS, Las Vegas, Nev.
- MORETTI, SKIP**  
Variety Acres  
KCO, Leavenworth, Kans.
- MORFEY, BOB**  
Breakfast Time  
KHAS, Hastings, Neb.
- MOREY, GEORGE**  
KDWT, Stamford, Texas
- MORGAN, FORREST**  
WCCM, Lawrence, Mass.
- MORGAN, HAL**  
WGAR, Cleveland, Ohio
- MORGAN, ROBERT**  
WMOB, Auburn, N. Y.
- MORNINGSTAR, FRED**  
WHJC, Mableton, W. Va.
- MORRIS, BAXTER**  
WPNF, Brevard, N. C.
- MORRIS, JAMES**  
Dawn Patrol  
WGAC, Augusta, Ga.
- MORRIS, JIMMY**  
Late Date  
WKRQ, Mobile, Ala.
- MORRIS, MONTE**  
Yawn Patrol  
KYJC, Medford, Ore.
- MORRIS, ROY**  
WAO, Chattanooga, Tenn.
- MORRIS, STEVE**  
WIST, Charlotte, N. C.
- MORRISON, BOB**  
WXLW, Indianapolis, Ind.
- MORROW, FRANK**  
KTUL, Tulsa, Okla.
- MORSE, CLINT**  
Music a la WHYL  
WHYL, Carlisle, Pa.
- MORTIMER, AL**  
Music You Want  
WRAK, Williamsport, Pa.
- MOSBROOK, JOE**  
WEST, Easton, Pa.
- MOSS, DAN**  
Sanford Request Special  
WGGP, Sanford, N. C.
- MOSS, PHIL**  
Only the Finest  
WMP, Memphis, Tenn.
- MOWERS, BOB**  
Spins and Needles  
WGAN, Portland, Maine
- MOYLE, WILL**  
WVET, Rochester, N. Y.
- MUELLER, JERRY**  
Night Watch  
KSDN, Aberdeen, S. Dak.
- MUELLER, PAUL J.**  
Jukebox Band Review  
WBKV, West Bend, Wis.
- MULHOLLAND, ROSS**  
WWJ, Detroit, Mich.
- MULLALLY, DON**  
Rhythm at Random  
WTWN, St. Johnsbury, Vt.
- MULLEN, FRANK**  
1240 Club  
WSNY, Schenectady, N. Y.
- MULLINS, MOON**  
KGW, Portland, Ore.
- MULVIHILL, JOE**  
WTAM, Cleveland, Ohio
- MURDOCK, JIM**  
Western Roundup  
KCKY, Coofidge, Ariz.
- MURFF, JIM**  
Hillbilly Jamboree  
WDS, Dillon, S. C.
- MURPHREE, JACK**  
Strictly Informal  
WOMI, Owensboro, Ky.
- MURPHREE, LEON**  
WFMH, Cullman, Ala.
- MURPHY, BOB**  
WJBK, Detroit, Mich.
- MURPHY, JACK**  
WUSJ, Lockport, N. Y.

**MURRAY, BOB**  
Stomp It Out  
WMBS, Uniontown, Pa.

**MURRAY, FRED**  
WVOD, Lynchburg, Va.

**MURRAY, HAL**  
WEEK, Peoria, Ill.

**MURRAY, HAL**  
WLOS, Asheville, N. C.

**MURRAY, JOHNNY**  
WQXI, Atlanta, Ga.

**MURRAY, ROBERT**  
Album of Music  
WTRX, Bellaire, Ohio

**MYERS, PAUL**  
WLEC, Sandusky, Ohio

— N —

**NAJAMEY, ABE**  
800 Radio Show  
WLAD, Danbury, Conn.

**NARZ, JIM**  
Musical Comedy a la Carte  
KPOL, Los Angeles, Calif.

**NASH, MURL**  
Turntable Time  
KTTR, Rolla, Mo.

**NASH, ROGER**  
WNOE, New Orleans, La.

**NAUGHTON, RUSS**  
Yawn Patrol  
WDRG, Hartford, Conn.

**NAVA, MILT**  
KWKW, Pasadena, Calif.

**NEBOT, FRED**  
Melody Matinee  
WKBN, Youngstown, Ohio

**NEDIN, RICHARD**  
WEEK, Poughkeepsie, N. Y.

**NEEDHAM, ED**  
Concord Ballroom  
WKXL, Concord, N. H.

**NEER, CHUCK**  
Plantation Time  
WIAM, Williamston, N. C.

**NELSON, ALBI**  
Matinee of Music  
KRLC, Lewiston, Idaho

**NELSON, BOB**  
Best on Wax  
WFMC, Goldsboro, N. C.

**NELSON, BOB**  
Music for You  
KSJB, Jamestown, N. Dak.

**NELSON, BOB**  
WDSU, New Orleans, La.

**NELSON, CONRAD**  
Sincerely Yours  
WMIQ, Iron Mountain, Mich.

**NELSON, ED**  
KTOE, Mankato, Minn.

**NELSON, FORD**  
WDIA, Memphis, Tenn.

**NELSON, STAN**  
Musical Clock  
KITE, San Antonio, Texas

**NESTER, ROY**  
Town's Top Tunes  
WDFD, Flint, Mich.

**NETHERLAND, JOEL**  
Record Ranch  
WAZ, Yazoo City, Miss.

**NEUBERGER, STAN**  
WEKZ, Monroe, Wis.

**NEWLUN, BILL**  
KIT, Yakima, Wash.

**NEWMAN, ROBERT**  
Your Lucky Star  
WEEU, Reading, Pa.

**NEWSOME, GIL**  
First Five and Bandstand  
Revue  
KWK, St. Louis, Mo.

**NICHOLS, BOB**  
WPAL, Charleston, S. C.

**NICHOLSON, NICK**  
Records and Stuff  
KROY, Sacramento, Calif.

**NICHOLSON, TRUMAN**  
KJCK, Junction City, Kans.

**NICK AND NOODNICK**  
KROW, Oakland, Calif.

**NICKEL, PHIL**  
Recess for Rhythm  
KENM, Portales, N. Mex.

**NICKOLS, CHUCK**  
Musical Roundup  
KOWB, Laramie, Wyo.

**NICKSON, NICK**  
950 Club  
WBBF, Rochester, N. Y.

**NIERSBACH, BILL**  
WKEV, Richmond, Ind.

**NOBLES, GENE**  
Dance Hour  
WLAC, Nashville, Tenn.

**NOLAND, ROBERT J.**  
KOKO, Warrensburg, Mo.

**NORDEN, LEE**  
Disc King  
WSAM, Saginaw, Mich.

**NORMAN, GENE**  
KLAC, Los Angeles, Calif.

**NORMAN, JERRY**  
Start the Day Right  
WSYD, Mt. Airy, N. C.

**NORRIS, BOB**  
Bandstand  
WGUU, Bangor, Maine

**NORTHINGTON, JIMMY**  
Coffee Club  
WHKP, Hendersonville, N. C.

**NORTON, DICK**  
Money Man Show  
WNAV, Annapolis, Md.

**NORTON, IKE**  
WHLDD, Olean, N. Y.

**NORVAL, BUD**  
Breakfast Serenade  
WFOR, Hattiesburg, Miss.

**NORWOOD, ROBERT**  
WKAM, Goshen, Ind.

**NOVAK, RICHARD**  
Rhythm and Blues  
KGON, Oregon City, Ore.

**NUNN, LARRY**  
WTCO, Cambellsville, Ky.  
WTCO, Campbellsville, Ky.

**NUSBAUM, MORT**  
The Mort Nusbaum Show  
WBBF, Rochester, N. Y.

— O —

**OABURN, FRED**  
KGGF, Coffeyville, Kans.

**O'BRIEN, AL**  
WOPA, Oak Park, Ill.

**O'BRIEN, ELLIS**  
At Home and Away  
WCSH, Portland, Maine

**O'BRIEN, JOE**  
WMCA, New York, N. Y.

**O'CONNOR, BILL**  
WCFL, Chicago, Ill.

**OGLESBY, BOOTS**  
KMCO, Conroe, Texas

**OLIVER, CLIFF**  
Hospitality House  
WRFD, Worthington, Ohio

**OLIVER, DAVE**  
WMFS, Chattanooga, Tenn.

**O'NAN, PAT**  
Music Library  
WNN, Louisville, Ky.

**O'NEIL, CHUCK**  
WFEA, Manchester, N. H.

**O'NEILL, JIM**  
Paging the Stars  
KOWH, Omaha, Nebr.

**O'NEILL, JOHNNY**  
Sentimental Serenade  
WAIR, Winston-Salem, N. C.

**OSBORN, TIM**  
KTHF, Houston, Tex.

**OTTO, JOHN**  
Mostly Music With Otto  
WBNU, Buffalo, N. Y.

**OWEN, AL**  
Music Room  
WMID, Atlantic City, N. J.

**OWEN, BOB**  
WHUB, Cookeville, Tenn.

**OWENS, DON**  
Yawn Patrol  
WGAI, Elizabeth City, N. C.

**OWENS, JIM**  
WVMI, Biloxi, Miss.

**OWENS, LOY**  
Clubtime  
CFRB, Toronto, Ont., Canada

**OXFORD, GEORGE**  
Recorded Jazz Concert  
KSNL, San Francisco, Calif.

— P —

**PADGETT, BOB**  
Music with a Meaning  
KVSA, McGehee, Ark.

**PAGE, DAVE**  
Dance Time  
KIRO, Seattle, Wash.

**PAGE, NORM**  
Music for You  
WMAS, Springfield, Mass.

**PAINTER, FRANK**  
The Coonhunter  
WBLJ, Dalton, Ga.

**PAIT, AUGUS**  
WEWO, Laurinburg, N. C.

**PALLAN, ART**  
Tune Inn  
WWSW, Pittsburgh, Pa.

**PALMER, DUKE**  
KBOR, Brownsville, Texas

**PANSULLO, JIM**  
Timekeeper  
WNEB, Worcester, Mass.

**PAQUIN, JAKE**  
WCOB, West Yarmouth, Mass.

**PARCHER, LOLA**  
KCLX, Colfax, Wash.

**PARKER, CHARLES**  
WTAW, College Station, Texas

**PARKER, DON**  
Pops on Parade  
WREB, Holyoke, Mass.

**PARKER, DON**  
Record Date  
WMAS, Springfield, Mass.

**PARKER, FRED**  
Supper Serenade  
WJWL, Georgetown, Del.

**PARKER, GENE**  
WKID, Urbana, Ill.

**PARKHURST, BOB**  
KSEK, Pittsburg, Kans.

**PARKS, LARRY**  
WHOC, Philadelphia, Miss.

**PARR, HAROLD**  
KBKA, Bakersfield, Calif.

**PARSONS, BEN**  
Spinners Sanctum  
WRBL, Columbus, Ga.

**PARSONS, KEN**  
KCLA, Pine Bluff, Ark.

**PASSE, NOEL**  
Pass'n Time  
KTRE, Lufkin, Tex.

**PASSONS, BILL**  
Dial-A-Tune  
WSMT, Sparta, Tenn.

**PATCH, WHIT**  
WOWL, Florence, Ala.

**PATTERSON, JIM**  
WBT, Charlotte, N. C.

**PATTERSON, PAT**  
Music in the Night  
KOPM, Havre, Mont.

**PAUL, LEROY**  
Swing Serenade  
WSFA, Montgomery, Ala.

**PAYNE, NELSON**  
WMMW, Meriden, Conn.

**PEARSON, JOHNNY**  
WHB, Kansas City, Mo.

**PEAVEY, RICK**  
Dancing Party  
WHIT, New Bern, N. C.

**PENNEY, ED**  
Penney Serenade  
WTAO, Cambridge, Mass.

**FENNY, GAIL**  
Swing Your Partner  
WIS, Columbia, S. C.

**FERRAZZO, DON**  
Sunrise Serenade  
KBOB, Omaha, Nebr.

**FERRY, BOB**  
Music, Incorporated  
KTMS, Santa Barbara, Calif.

**FERRY, CARLOS**  
Library of Jazz  
KLAN, Lawrence, Kans.

**FERRY, JAMES**  
New Sounds in Jazz  
WMOZ, Mobile, Ala.

**FERRY, STUART**  
Music Around the Clock  
WWSR, St. Albans, Vt.

**FERRY, TUT**  
TP's Wigwam  
WHLM, Bloomsburg, Pa.

**FETERS, BOB**  
Weekend in Western Montana  
KGO, Missoula, Mont.

**FETERS, JOHN**  
Dawnbusters  
WPDJ, Clarksburg, W. Va.

**FETERSEN, ROLFE B.**  
KSL, Salt Lake City, Utah

**FETERSON, ARNOLD**  
Musical Reveille  
WATW, Ashland, Wis.

**FETERSON, BILL**  
Tops in Pops  
KTAR, Phoenix, Ariz.

**FETERSON, HAL**  
WARA, Attleboro, Mass.

**FETERSON, JOHN**  
WHHH, Warren, Ohio

**FETIT, BILL**  
Wide Awake Club  
WIDE, Biddeford, Maine

**FETREE, MARTIN**  
Club Request  
WMRN, Marion, Ohio

**FETRICH, LEE**  
Cowboy Jamboree  
KONO, San Antonio, Texas

**FHELPS, BOB**  
Moon dust  
WSP, Kinston, N. C.

**FHILLIP, FRANK**  
Waseca Hour  
KOBK, Owatonna, Minn.

**FHILLIPS, BILL**  
WBAX, Wilkes-Barre, Pa.

**FHILLIPS, CHUCK**  
WEMP, Milwaukee, Wis.

**FHILLIPS, DEWEY**  
Red, Hot and Blue  
WHBQ, Memphis, Tenn.

**FHILLIPS, GERALD**  
WKSJ, Pulaski, Tenn.

**FHILLIPS, JIM**  
WATG, Ashland, Ohio

**FHILLIPS, KEN**  
Light 'n Easy  
KAFP, Petaluma, Calif.

**FHILLIPS, PHIL**  
KNXT, Portsmouth, Ohio

**FHILLIPS, RALPH**  
Melody Ballroom  
WFBR, Baltimore, Md.

**FHILLIPS, RED**  
KHM, Eureka, Calif.

**FHIPPS, JOHN**  
WHLN, Harlan, Ky.

**PIATT, GENE**  
The Record Den  
KELO, Sioux Falls, S. Dak.

**PICA, JOE**  
Tunes Before Noon  
WHLM, Bloomsburg, Pa.

**PICKETT, JIGGER**  
Clockwatcher  
KCLX, Colfax, Wash.

**PICKETT, ROY**  
KTUL, Tulsa, Okla.

**PICKREN, CONRAD**  
Sunrise Serenade  
WFEB, Sylacauga, Ala.

**PICOT, LEON**  
Hall of Sounds  
WFTL, Ft. Lauderdale, Fla.

**PIERCE, ART**  
960 Club  
WEAV, Plattsburg, N. Y.

**PIFER, DON R.**  
KDAC, Fort Bragg, Calif.

**PIKE, DICK**  
WNOP, Newport, Ky.

**PINKSTON, SIDNEY**  
WEKR, Fayetteville, Tenn.

**PLATT, STUART**  
Musical Clock  
WLAP, Lexington, Ky.

**PLAYER, CHARLES**  
WHIE, Griffin, Ga.

**PLEDGER, DOUG**  
KNBC, San Francisco, Calif.

**POLAND, SAM**  
WCHS, Charleston, W. Va.

**POLK, BILL**  
WJAT, Swainsboro, Ga.

**POLLACK, FRANK**  
On the House  
KOOL, Phoenix, Ariz.

**POLLOCK, ED**  
Fiesta Time  
WHLI, Hempstead, N. Y.

**POOLE, BOB**  
WBIG, Greensboro, N. C.

**POPE, BILL**  
Musical Magazine of the Air  
KXOC, Chico, Calif.

**POPPAS, BOB**  
WVNR, Beckley, W. Va.

**POPWELL, JIM**  
Club Request  
WCEH, Hawkinsville, Ga.

**PORTER, ALDIN**  
KIXX, Provo, Utah

**PORTER, BOB**  
WJVA, South Bend, Ind.

**PORTILLO, ERNESTO**  
KEVT, Tucson, Ariz.

**POSKA, AL**  
The Flyer  
KFI, Los Angeles, Calif.

**POTTER, BILL**  
WMOU, Berlin, N. H.

**POTTER, PETER**  
KLAC, Los Angeles, Calif.

**POWELL, BILL**  
WILY, Pittsburgh, Pa.

**POWELL, BOB**  
Dawn Patrol  
WIP, Philadelphia, Pa.

**POWERS, JOE**  
Hillbilly Jamboree  
WBMD, Baltimore, Md.

**PRADER, GEORGE**  
KGBC, Galveston, Texas

**PRESCOTT, NORM**  
WORL, Boston, Mass.

**PRICE, JIM**  
KDKD, Clinton, Mo.

**PRICE, JIM**  
WORZ, Orlando, Fla.

**PROUGH, CARL**  
KFJI, Klamath Falls, Ore.

**PUGH, ED**  
Melody Merchant  
WPRE, Prairie Du Chien, Wis.

**PULLIN, JACK**  
WKSJ, Pulaski, Tenn.

**PURDY, ED**  
Musical Sundial  
KTOW, Oklahoma City, Okla.

**PURSE, TODD**  
WJW, Cleveland, Ohio

**PUTMAN, DON**  
WBBZ, Ponca City, Okla.

**PUTNAM, BOB**  
Sunup in Dallas  
KIXL, Dallas, Texas

**PUTNAM, JIM**  
Musical Clock  
WHIT, New Bern, N. C.

**PYLE, JACK**  
Musical Clock  
KYW, Philadelphia, Pa.

— Q —

**QUATTLEBAUM, HOWARD**  
Best on Wax  
WAGF, Dothan, Ala.

**QUAY, WILLIAM**  
WESA, Charlevoix, Pa.

**QUICK, JOINNY**  
Red, Hot and Blue  
WDSC, Dillon, S. C.

**QUIGLEY, DON**  
KWEI, Weiser, Idaho

**QUINN, FRED**  
WMGW, Meadville, Pa.

**QUINN, WILLIAM**  
WNDR, Syracuse, N. Y.

— R —

**RADKA, AL**  
KFRE, Fresno, Calif.

**RAIFORD, BOB**  
WBT, Charlotte, N. C.

**RAINWATER, JODY**  
Sunrise Salute  
WSSV, Crewe, Va.

**RAMIREZ, DAN**  
KWED, Seaside, Texas

**RAMSEY, RAYMOND L.**  
Spin-A-Platter  
WHIR, Danville, Ky.

**RANDLE, BILL**  
WERE, Cleveland, Ohio

**RASE, BILL**  
KCRS, Sacramento, Calif.

**RASH, LESTER R.**  
Sunday Serenade  
KGOB, Torrington, Wyo.

**RAST, MIKE**  
WCOS, Columbia, S. C.

**RAY, CURT**  
KMOX, St. Louis, Mo.

**RAYMOND, GENE**  
Music in the Morning  
KERG, Eugene, Ore.

**RAYMOND, HAL**  
WKID, Urbana, Ill.

**REAGAN, FRANK**  
WEOK, Pongkeepsie, N. Y.

**REAGAN, JIM**  
WTEL, Philadelphia, Pa.

**REAU, DAVE**  
KEYD, Minneapolis, Minn.

**RECTOR, GABBY**  
KLIK, Jefferson City, Mo.

**REDDLE, TOM**  
KAKA, Ada, Okla.

**REED, BOB**  
Your Timekeeper  
WRC, Washington, D. C.

**REED, CLEO**  
WBEJ, Elizabethton, Tenn.

**REED, HARRY**  
Best on Wax  
KPAS, Banning, Calif.

**REED, MITCH**  
Mr. Midnight  
WOR, New York, N. Y.

**REEVES, MAX**  
KJSK, Columbus, Neb.

**REGAN, BOB**  
Supper Serenade  
WHAY, New Britain, Conn.

**REGISTER, LOWELL**  
WFPN, Fort Valley, Ga.

**REID, CLARK**  
WJR, Detroit, Mich.

**REID, FRANK**  
Off the Record  
WTAN, Clearwater, Fla.

**REILLY, ED**  
Music Box  
WBRY, Waterbury, Conn.

**REISING, KEITH L.**  
Openhouse  
WLRP, New Albany, Ind.

**REITZ, PINKY**  
WLEC, Sandusky, Ohio

**REMINGTON, JACK**  
WKRC, Cincinnati, Ohio

- RENDELL, WILLIAM**  
Music to Dream By  
KILO, Grand Forks, N. Dak.
- RENNER, DUANA**  
Night Watch  
KIHQ, Sioux Falls, S. Dak.
- RENSHAW, EARL**  
Your Hit Parade  
WROY, Carmi, Ill.
- RETZ, DON**  
KREO, Indio, Calif.
- REZNER, JOHNNY**  
WPFB, Middletown, Ohio
- RHYNER, WARREN**  
Rhythm Room  
WNAM, Neenah-Menasha, Wis.
- RICE, C. B.**  
Gravy Train  
KLVL, Pasadena, Texas
- RICE, CRAWFORD**  
Alarm Clock Revue  
WAPX, Montgomery, Ala.
- RICE, TOM**  
Study in Brown  
WHTN, Huntington, W. Va.
- RICHARDS, STAN**  
WORL, Boston, Mass.
- RICHARDS, WILLIAM**  
WBAT, Marion, Ind.
- RICHARDSON, BRUCE**  
Radio Billboard  
WROK, Rockford, Ill.
- RICHARDSON, LORMAN**  
WMPM, Smithfield, N. C.
- RICHBOURG, JOHN**  
Record Parade  
WLAC, Nashville, Tenn.
- RICHMOND, HYLE**  
Club 1080  
WXRA, Buffalo-Kenmore,  
N. Y.
- RICKARDS, REESE**  
WTAG, Worcester, Mass.
- RICKENBACKER, ACE JR.**  
WSPA, Spartanburg, S. C.
- RICO, JOE**  
WELD, Niagara Falls, N. Y.
- RIDDLE, LLOYD**  
Riddle n' Rhythm  
WFTR, Front Royal, Va.
- RIDGEWAY, JIM**  
KRBC, Abilene, Tex.
- RIGGLE, JOHN**  
Requestfully Yours  
KVRC, Arkadelphia, Ark.
- RIGGS, TOMMY**  
WCAE, Pittsburgh, Pa.
- RILEY, BILL**  
KRNT, Des Moines, Iowa
- RINER, GEORGE**  
WJHL, Johnson City, Tenn.
- RIPPY, RONNIE**  
Musical Clock  
WLOE, Leaksville, N. C.
- RITTER, DIANA**  
Teen Time  
KLAN, Renton, Wash.
- ROACH, WALLACE**  
WPKY, Frankfort, Ky.
- ROBERTS, ART**  
KTBB, Tyler, Texas
- ROBERTS, ART**  
WIL, St. Louis, Mo.
- ROBERTS, BILL**  
Merry-Go-Round  
WBOW, Terre Haute, Ind.
- ROBERTS, BRAD**  
WARE, Ware, Mass.
- ROBERTS, FORD**  
Hawkeye Hits  
WMT, Cedar Rapids, Iowa
- ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Iowa
- ROBERTS, JACK**  
WBIS, Bristol, Conn.
- ROBERTS, JERRY**  
Artistry on Disc  
WJJB, Greensburg, Pa.
- ROBERTS, JOE**  
Dancing Party  
KBRS, Springdale, Ark.
- ROBERTS, JOHN**  
WKNA, Charleston, W. Va.
- ROBERTS, PAUL**  
WSPB, Sarasota, Fla.
- ROBERTS, WALT**  
Dance Parade  
WMAN, Mansfield, Ohio
- ROBERTS, WARREN**  
WEAS, Decatur, Ga.
- ROBINETT, DON**  
Mystery Juke Box  
KWRO, Coquille, Ore.
- ROBINSON, BILL**  
Nite Club of the Air  
WSTV, Steubenville, Ohio
- ROBINSON, J. K.**  
KOTN, Pine Bluff, Ark.
- ROBINSON, PARKS**  
Sunrise Serenade  
WKOY, Wellston, Ohio
- ROBISCHON, JIM**  
KXLL, Missoula, Mont.
- ROCKWELL, AL**  
KRNT, Des Moines, Iowa
- RODGERS, BOB**  
After Hours  
KKOX, Sweetwater, Texas
- RODGERS, CHET**  
Polka Parade  
WTRX, Bellaire, Ohio
- RODIO, JIM**  
The Most in Music  
WCMC, Wildwood, N. J.
- RODRICK, BOB**  
Rod 'n Records  
KVPD, Fort Dodge, Iowa
- ROGERS, KEN**  
Koffee Klub  
KCIL, Houma, La.
- ROHN, BUD**  
WTVH, Peoria, Ill.
- ROMINE, ROD**  
Hillbilly Roundup  
KCJB, Minot, N. Dak.
- ROPER, PRES**  
Morning Show  
WMAN, Mansfield, Ohio
- ROSELLE, JIM**  
Platter Playtime  
WJTN, Jamestown, N. Y.
- ROSS, ABRAM**  
KLPR, Oklahoma City, Okla.
- ROSS, BILL**  
To the Ladies  
WIOD, Miami, Fla.
- ROSS, NORMAN**  
WEAW, Evanston, Ill.
- ROSS, WALTER**  
Record Room  
KSRV, Ontario, Ore.
- ROTH, BOB**  
Breakfast Time  
WPIK, Alexandria, Va.
- ROUNTREE, GEORGE**  
Musical Clock  
KVLH, Pauls Valley, Okla.
- ROWZIE, JACK**  
1260 Club  
WWDC, Washington, D. C.
- ROY, AMBROSE**  
Platter Parade  
KRNK, Roseburg, Ore.
- RUCKLE, BOB**  
WRDW, Augusta, Ga.
- RUDOLPH, RUDY**  
Wax Attractions  
WROY, Carmi, Ill.
- RUGE, GEORGE**  
Koffee Klub  
KYA, San Francisco, Calif.
- RUGE, ROBERT**  
Tops for Teens  
WNAB, Bridgeport, Conn.
- RUGGLES, DON**  
KRES, St. Joseph, Mo.
- RUSSELL, BARCLAY**  
WOAI, San Antonio, Texas
- RUTLEDGE, NED**  
Mulberry Bush  
WHVR, Hanover, Pa.
- RUSSELL, JOHNNY**  
WJR, Detroit, Mich.
- RYAN, DAN**  
WBBW, Youngstown, Ohio
- RYAN, JERRY**  
Time to Dance  
KFKA, Greeley, Colo.
- RYAN, PAUL**  
WBEV, Beaver Dam, Wis.
- RYAN, WALDO**  
Western Star Time  
WFMC, Goldsboro, N. C.
- RYMAN, PAUL**  
Rhyme 'n Rhythm  
KERG, Eugene, Ore.

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- SACHS, BERNIE**  
1480 Club  
WISL, Shamokin, Pa.
- SADLON, EARL**  
WBUT, Butler, Pa.
- SAIZAN, TOM**  
Tom's Tune Time  
WLCS, Baton Rouge, La.
- SALZER, JERRY**  
KNAL, Victoria, Texas
- SAMM, JOHNNY**  
Parade of Hits  
WPAM, Pottsville, Pa.
- SAMPSON, HANK**  
WSHB, Stillwater, Minn.
- SAND, FRANCIS**  
WBIZ, Eau Claire, Wis.
- SANDERS, LEON**  
KDET, Center, Texas
- SANDERS, R. W.**  
WMPM, Smithfield, N. C.
- SARGENT, KENNY**  
KLIF, Dallas, Texas
- SARGENT, NEIL**  
KVAS, Astoria, Ore.
- SAUNDERS, ALAN**  
Vaudeville Varieties  
WVNJ, Newark, N. J.
- SAUNDERS, BRUCE**  
WSBT, South Bend, Ind.
- SCHAEFER, JACK**  
WOKW, Sturgeon Bay, Wis.
- SCHAUT, FRED**  
Top o' the Morning  
WKBI, St. Marys, Pa.
- SCHERER, BILL**  
Requestfully Yours  
KDUZ, Hutchinson, Minn.
- SCHIBELKA, LESTER JAMES**  
WRHL, Rock Hill, S. C.
- SCHMITT, DON**  
WISC, Madison, Wis.
- SCHMITZ, NEIL**  
WRMN, Elgin, Ill.
- SCHNEBLY, LARRY**  
Larry Spinning  
KVOA, Tucson, Ariz.
- SCHNEIDER, JOHNNY**  
WTTM, Trenton, N. J.
- SCHNEIDER, KEN**  
On the Town  
KELO, Sioux Falls, S. Dak.
- SCHOCH, JACK**  
Rhythmatinee  
WTJS, Jackson, Tenn.
- SCHOLZ, BOB**  
WBEL, Beloit, Wis.
- SCHULTZ, DICK**  
WLOX, Biloxi, Miss.
- SCOFIELD, LEEDS**  
Mostly Music  
WEEU, Reading, Pa.
- SCOTT, BILL**  
WRLD, West Point, Ga.
- SCOTT, DAVE**  
Club 9-5-0  
WIBX, Utica, N. Y.
- SCOTT, GEORGE**  
WHIN, Gallatin, Tenn.
- SCOTT, JAY**  
The Beat  
WJKO, Springfield, Mass.

- SCOTT, JEFF**  
Sounds in the Night  
KYW, Philadelphia, Pa.
- SCOTT, JOHN**  
Melody Man  
KCIL, Houma, La.
- SCOTT, JOHN**  
WEEL, Boston, Mass.
- SCOTT, KEN**  
Hillbilly Hits  
WPEO, Peoria, Ill.
- SCOTT, LES**  
KOL, Seattle, Wash.
- SCOTT, LES**  
1240 Club  
KVN1, Coeur d'Alene, Idaho
- SCOTT, SAM**  
Startime Matinee  
WCAM, Camden, N. J.
- SCOTT, SID**  
Caravan of Music  
WGSM, Huntington, N. Y.
- SCUMAYC, DICK**  
Music Till Midnight  
WHLB, Virginia, Minn.
- SEALS, RUSS**  
Hayloft Jamboree  
KJCF, Festus, Mo.
- SEALY, BOB**  
Stars in the Afternoon  
KPUG, Bellingham, Wash.
- SELF, JIMMY**  
KICA, Clovis, N. Mex.
- SENEKER, TONY**  
Coffee Pot Parade  
WMVG, Milledgeville, Ga.
- SERGI, SYL**  
We Congratulate  
WKST, New Castle, Pa.
- SERUEL, CARL**  
560 Club  
WMIK, Middlesboro, Ky.
- SEYMOUR, BOB**  
Bobbin' with Robin  
WKMH, Dearborn, Mich.
- SHADDOCK, ROBERT**  
WCLI, Corning, N. Y.
- SHANEMAN, J. E.**  
Requestfully Yours  
WGET, Gettysburg, Pa.
- SHANNON, BILL**  
Music for Mom  
KITE, San Antonio, Tex.
- SHANNON, JACK**  
Night Watchman  
WHL5, Port Huron, Mich.
- SHARPE, ED**  
Tune Tycoon  
WGST, Atlanta, Ga.
- SHAW, JAMES**  
Coffee Time Musicale  
WFAU, Augusta, Maine
- SHEFFEN, MAC**  
Blues in the Afternoon  
WIS, Columbia, S. C.
- SHELA, BILL**  
Wax Works  
KOL, Seattle, Wash.
- SHELTON, BANNER**  
WBIG, Greensboro, N. C.
- SHEPPARD, GIL**  
WCPO, Cincinnati, Ohio
- SHERIDAN, PHIL**  
Rise & Shine  
WFIL, Philadelphia, Pa.
- SHERMAN, WILLIAM**  
Morning Watch  
WMEX, Boston, Mass.
- SHEVLIN, ROBERT**  
WDLC, Port Jervis, N. Y.
- SHINE, BILL**  
KLAN, Renton, Wash.
- SHIRLEY, JIM**  
Records at Random  
WGE, Atlanta, Ga.
- SHOOK, CARL**  
This Morning  
WJIM, Lansing, Mich.
- SHOOP, E. L. JR.**  
Top O' The Morning  
WGET, Gettysburg, Pa.
- SHREVE, THERON**  
WTAC, Flint, Mich.
- SHROYER, KEN**  
WPTW, Piqua, Ohio
- SHUFFETT, C.**  
Breakfast Club  
WB3N, Lebanon, Ky.
- SHUMAN, HOWARD**  
Record Round Table  
KYAK, Yakima, Wash.
- SID, SYMPHONY**  
Progressive Jazz  
WBMS, Boston, Mass.
- SIEVERS, FRANK**  
Western Jamboree  
KOTL, Gonzales, Texas
- SILBERT, BILL**  
B. Jan. 1, Detroit, Mich. Bill  
Silbert Show, Saints and Spinners  
Club. WMGM; Red Buttons Show,  
NBC-TV
- SIMMONS, BARRY**  
Penthouse Party  
KLX, Oakland, Calif.
- SIMMONS, BILL**  
Anything Goes  
KEAN, Brownwood, Texas
- SIMMONS, JACK**  
WHYL, Carlisle, Pa.
- SIMPSON, ART**  
KALE, Richland, Wash.
- SIMPSON, CHARLES**  
KRDO, Colorado Springs, Colo.
- SIMPSON, JOHN**  
Country Corner  
WHTN, Huntington, W. Va.
- SINCLAIR, JOHN**  
WLEE, Richmond, Va.
- SINGER, SANDY**  
KCRG, Cedar Rapids, Iowa
- SKINNER, DAVE**  
KSTN, Stockton, Calif.
- SLACK, D. J.**  
Turntable Terrace  
WCAX, Burlington, Vt.
- SLADE, TOM**  
WFNC, Fayetteville, N. C.
- SLATTON, PAT**  
Pat's Platter Party  
WJBB, Haleyville, Ala.
- SMALLS, TOMMY DR.**  
Jive Show  
WWRL, New York, N. Y.
- SMILEY, BOB**  
Journey Into Melody  
WGAR, Cleveland, Ohio
- SMITH, BOB**  
WOXF, Oxford, N. C.
- SMITH, BRYANT**  
Time to Shine  
KCOY, Santa Maria, Calif.
- SMITH, FLETCHER**  
WGBG, Greensboro, N. C.
- SMITH, FRANKLIN**  
WAYX, Waycross, Ga.
- SMITH, GEORGE**  
Platter Parade  
KSLM, Salem, Ore.
- SMITH, HARRY**  
Gagbusters Show  
WIP, Philadelphia, Pa.
- SMITH, HARRY**  
Percolator Patrol  
WSUN, St. Petersburg, Fla.
- SMITH, HUGH**  
Old Clockwatcher  
KOGT, Orange, Texas
- SMITH, J. PAUL**  
Discapades  
KEYY, Provo, Utah
- SMITH, JACK**  
Relaxin' Wit Jaxon  
KTKR, Taft, Calif.
- SMITH, LYDELL J.**  
KIJV, Huron, S. Dak.
- SMITH, LYNN**  
The Mailbag  
KOWB, Laramie, Wyo.
- SMITH, MERRILL**  
Clockwatcher Club  
WNNH, Rochester, N. H.
- SMITH, MERWIN**  
The Tunesmith  
KLMN, Denver, Colo.
- SMITH, MILTON**  
WFEC, Miami, Fla.
- SMITH, RODNEY**  
Brunch Party  
KDMS, El Dorado, Ark.
- SMITH, RUDY**  
Tune Time  
WVVW, Fairmont, W. Va.
- SMITH, SMOKEY**  
KRNT, Des Moines, Iowa
- SMITH, VINSON**  
WRLD, West Point, Ga.
- SMITH, VIRGIL**  
WGL, Fort Wayne, Ind.
- SMITH, WAYNE**  
KLM5, Lincoln, Nebr.
- SMYTHE, PETE**  
KOA, Denver, Colo.
- SORG, DICK**  
Platter Party  
WFRO, Fremont, Ohio
- SOUTHERD, VELMA**  
WWIN, Baltimore, Md.
- SOUTHWICK, TOREY**  
Top O' The Morning  
WAKR, Akron, Ohio
- SPARKS, GERRY**  
Kilo-cycle Club  
KIMN, Denver, Colo.
- SPEARS, CHARLIE**  
WJAN, Spartanburg, S. C.
- SPENCER, NEAL**  
WAOV, Vincennes, Ind.
- SPENCER, RAYMOND**  
KCBQ, San Diego, Calif.
- SPICOLA, JOE**  
KCRT, Trinidad, Colo.
- SPOO, EDDIE**  
Time and Tempo  
WWHG, Hornell, N. Y.
- SPRINGER, ED**  
Uncle Ed's Request Party  
WKIK, Leonardtown, Md.
- SPRINGER, THURSTON**  
Jump Junction  
WAJF, Decatur, Ala.
- STAMBERGER, JACK**  
WLOS, Asheville, N. C.
- STAMPER, BILL**  
Polka Patch  
WKDN, Camden, N. J.
- STAMPER, WARNER**  
WEBK, Tampa, Fla.
- STAMPS, MACK**  
WFNC, Fayetteville, N. C.
- STANLEY, BILL**  
Midnight till Dawn  
WICH, Norwich, Conn.
- STANLEY, BOB**  
WPRS, Paris, Ill.
- STANLEY, ROY**  
KWBB, Wichita, Kans.
- STARK, CHUCK**  
Matinee  
KDRS, Paragould, Ark.
- STARR, RAY**  
KVVWL, Waterloo, Iowa
- STAUB, JOHN**  
WAYB, Waynesboro, Va.
- STEBBINS, ROGER**  
WERC, Erie, Pa.
- STEELE, DONALD**  
WJEF, Grand Rapids, Mich.
- STEELE, TED**  
Ted Steele Show  
Mutual
- STEFFES, ART**  
Knight of Sound Table  
KVOX, Moorhead, Minn.
- STEIN, REX**  
Off the Record  
WLD5, Jacksonville, Ill.
- STELL, BILL**  
Original Mailbag  
WSVS, Crewe, Va.
- STERLING, MICHAEL**  
Be My Guest  
KCOY, Santa Maria, Calif.



**STERLING, VIC**  
KYOS, Merced, Calif.

**STERLING, VIC**  
WSAL, Logansport, Ind.

**STEVENS, BILL**  
WCYB, Bristol, Va.

**STEVENS, ELBY**  
The Record Shop  
WTWN, St. Johnsbury, Vt.

**STEWART, ALLAN**  
Man About Town  
WTEL, Philadelphia, Pa.

**STEWART, BILL**  
KLIF, Dallas, Texas

**STEWART, BILL**  
KMPA, Los Angeles, Calif.

**STEWART, CHARLIE**  
Roadside Rhythm  
KUDU, Ventura, Calif.

**STEWART, JIM**  
WHEP, Foley, Ala.

**STEWART, JOE**  
WDAF, Kansas City, Mo.

**STEWART, JOHN**  
Spins and Needles  
WKOP, Binghamton, N. Y.

**STILL, JAY**  
Platter Parade  
WDUN, Gainesville, Ga.

**STODDARD, RICHARD**  
WACO, Waco, Texas

**STOGNER, EARL**  
WDVA, Danville, Va.

**STOKES, WARREN**  
Thrifty Mac Gregor  
KFOX, Long Beach, Calif.

**STOLL, PAUL**  
Adventures in Fine Music  
KRDO, Colorado Springs, Colo.

**STONE, AL**  
Clapper Rails  
WVSC, Charleston, S. C.

**STONE, CLYDE**  
Hayloft Jamboree  
WCKB, Dunn, N. C.

**STONE, DAVE**  
Corral Club  
KDAV, Lubbock, Texas

**STONE, DEWEY**  
WDEC, Americus, Ga.

**STONE, HARRY**  
WIL, St. Louis, Mo.

**STONE, MARV**  
Bandbox  
WVNR, Beckley, W. Va.

**STORY, RALPH**  
KNX, Los Angeles, Calif.

**STOVER, SMOKEY**  
Sagebrush Roundup  
KCID, Caldwell, Idaho

**STRACK, BOB**  
Red River Roundup  
KWKH, Shreveport, La.

**STREETER, HOWARD**  
Moonlight in Maryland  
WPBR, Baltimore, Md.

**STRICKHOUSER, SHERM**  
The Clockwatcher  
WICE, Providence, R. I.

**STRICKLAND, RALPH**  
Curfew Capers  
WLAU, Laurel, Miss.

**STRONG, JERRY**  
WMAL, Washington, D. C.

**STROTHER, FRED**  
Western Caravan  
WPMP, Pascagoula, Miss.

**STRUCKELL, JOHN**  
Wonderful Music  
WOND, Pleasantville, N. J.

**STUART, CARL**  
Hayloft Jamboree  
WCOB, Boston, Mass.

**STUART, GENE**  
Club 770  
WABC

**STUTZ, CARL**  
WRVA, Richmond, Va.

**SULLIVAN, BILL**  
WHGB, Harrisburg, Pa.

**SULLIVAN, DENNY**  
Musical Clock  
WFBL, Syracuse, N. Y.

**SULLIVAN, ED**  
Songs for Saturday  
KSET, El Paso, Texas

**SULLIVAN, TIM**  
Top Twenty Pops  
KGMC, Englewood, Colo.

**SUMMERRISE, BOB**  
KTAC, Tacoma, Wash.

**SURRELL, JACK**  
Top of the Town  
WXYZ, Detroit, Mich.

**SUTTON, RON**  
KJAY, Topeka, Kans.

**SUTTON, TOMMY**  
WAVI, Dayton, Ohio

**SWAN, BOB**  
KXRO, Aberdeen, Wash.

**SWAN, JIMMY**  
WESY, Hattiesburg, Miss.

**SWANSON, FRED**  
Nitewatch  
WHAY, New Britain, Conn.

**SWANWICK, BILL**  
WALL, Middletown, N. Y.

**SYNAN, J. E.**  
Record Caravan  
WBLT, Bedford, Va.

**SYRDAL, JIM**  
KTRF, Thief River Falls, Minn.

**SZYMCZAK, ANTHONY**  
Music and Memories  
WJLN, Racine, Wis.

**SZMYD, EMIL**  
WIKY, Evansville, Ind.

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**TAYLOR, BILL**  
WIRC, Hickory, N. C.

**TAYLOR, MART**  
WCOG, Greensboro, N. C.

**TAYLOR, MORRIS**  
KHSL, Chico, Calif.

**TAYLOR, SAM**  
The Morning Show  
KFMB, San Diego, Calif.

**TAYLOR, SAMMY**  
KWJJ, Portland, Ore.

**TEIG, DAVE**  
Clubtime  
WILK, Wilkes-Barre, Pa.

**TEMPLE, BOB**  
Border Corral  
KICO, Calexico, Calif.

**TENNANT, JACK**  
WVWV, Fairmont, W. Va.

**TERKEL, STUDS**  
WAAF, Chicago, Ill.

**TERRY, BILL**  
KENS, San Antonio, Tex.

**TERRY, BILL**  
Klix Karavan  
KLIX, Twin Falls, Idaho

**TERRY, DON**  
WSBA, York, Pa.

**THAMES, BUDDY**  
WDOB, Jackson, Miss.

**THAYER, JACK**  
WTCN, Minneapolis, Minn.

**THOMAS, BILL**  
KDTH, Dubuque, Iowa

**THOMAS, DAVE**  
WDAF, Kansas City, Mo.

**THOMAS, JAMES D.**  
WCYB, Bristol, Va.

**THOMAS, JOHN**  
WBAC, Cleveland, Tenn.

**THOMAS, JOHN**  
WROX, Clarksdale, Miss.

**THOMAS, JOHNNY**  
Platter Party  
WMFD, Wilmington, N. C.

**THOMAS, LLOYD**  
Morning Melodies  
KHAS, Hastings, Nebr.

**THOMAS, RAY**  
Melody Merchant  
WHAN, Charleston, S. C.

**THOMAS, ROBB**  
WEMP, Milwaukee, Wis.

**THOMAS, RUFUS**  
WDIA, Memphis, Tenn.

**THOMAS, VAL**  
Melody Circus  
WGAY, Silver Spring, Md.

**THOMASON, JIMMY**  
KBIS, Bakersfield, Calif.

**THOMPSON, CHUCK**  
On the Sunny Side  
WALA, Mobile, Ala.

**THOMPSON, DICK**  
Hits for the Mrs.  
KPUG, Bellingham, Wash.

**THOMPSON, DOUG**  
KEBE, Jacksonville, Tex.

**THOMPSON, FRANK**  
KFMB, San Diego, Calif.

**THOMPSON, TINY**  
WLOH, Princeton, W. Va.

**THOMPSON, TOMMY**  
KBLL, Blackfoot, Idaho

**THORSON, ROY**  
Western Jamboree  
KISD, Sioux Falls, S. Dak.

**THURMAN, WALTER**  
WMBD, Peoria, Ill.

**TODD, JACK**  
Between Us Two  
WKY, Oklahoma City, Okla.

**TODD, WAYNE**  
Night Watch  
KYOU, Greeley, Colo.

**TOLBERT, JERRY**  
WSON, Henderson, Ky.

**TOMLINSON, CLAUDE**  
Little Alf  
WIVK, Knoxville, Tenn.

**TOPINKA, RUDY**  
WSAU, Wausau, Wis.

**TOTEN, JOHN**  
Spins 'n Needles  
WGBF, Evansville, Ind.

**TOWN, JOHN**  
Starlite Request  
WESX, Salem, Mass.

**TOWNE, GORDON**  
WBSR, Pensacola, Fla.

**TOWRY, RANDY**  
WDBL, Springfield, Tenn.

**TRAPP, BAERBEL**  
Chalkdust Serenade  
WFOY, St. Augustine, Fla.

**TREBOE, BOB**  
Daybreaker  
WVET, Rochester, N. Y.

**TRENT, GEORGE**  
Trent Presents  
WAGA, Atlanta, Ga.

**TRENT, JOE**  
Party Line  
WLCR, Torrington, Conn.

**TRENT, JOHN**  
Starlite Salute  
WCAU, Philadelphia, Pa.

**TREVEY, JOE**  
Today's Top Tunes  
WLAK, Lakeland, Fla.

**TRIMM, PAUL**  
KLOU, Lake Charles, La.

**TROMPETER, JAY**  
WIND, Chicago, Ill.

**TRUSSELL, CHARLIE**  
KXEL, Waterloo, Iowa

**TUCKER, GORDON**  
Bandstand Review  
WCOV, Montgomery, Ala.

**TUCKER, TOM**  
WRAL, Raleigh, N. C.

**TUCKER, TOMMY**  
WMBR, Jacksonville, Fla.

**TULIN, NORM**  
WORL, Boston, Mass.

**TURBYFILL, JOE**  
KTFB, Texarkana, Texas

**TUREK, BOB**  
WGEM, Quincy, Ill.

**TURK, AL**  
WGBI, Scranton, Pa.

**TURNER, JIM**  
 Supper Club  
 WSTP, Salisbury, N. C.

**TUTTLE, HERB**  
 Musical Clock  
 KTOW, Oklahoma City, Okla.

**TWOMEY, MORRY**  
 Hi Neighbor  
 KNOE, Monroe, La.

**TYLER, BILL**  
 Spiritual Time  
 WGVN, Greenville, Miss.

**TYLER, DAN**  
 Pop Shop  
 WATS, Sayre, Pa.

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**UGLUM, JIM**  
 Music of the Stars  
 KGVO, Missoula, Mont.

**ULRICH, BOB**  
 KBFL Bandstand  
 KBFE, Fresno, Calif.

**UMBACH, BOB**  
 WMBM, Miami Beach, Fla.

**UNDERHILL, GARDNER II**  
 Record Rack  
 KLOU, Lake Charles, La.

**UNDERWOOD, DEE**  
 KCLO, Leavenworth, Kans.

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**VALENTINE, GENE**  
 WWC0, Waterbury, Conn.

**VALLES, CHINA**  
 WADK, Newport, R. I.

**VAN, JOE**  
 WKMH, Dearborn, Mich.

**VAN AKERS, TREVOR**  
 Requestfully Yours  
 WKOY, Bluefield, W. Va.

**VANDAGRIFF, CHARLEY**  
 Slumber Party  
 KBKI, Alice, Texas

**VANDERHOOF, BRUCE**  
 KDYL, Salt Lake City, Utah

**VANDERPOEL, NEIL**  
 Sleepy Serenade  
 WSUN, St. Petersburg, Fla.

**VAN NESTE, BOB**  
 Favorite Forty  
 KODY, North Platte, Nebr.

**VAN POOL, DON**  
 KCHR, Charleston, Maine

**VAN SANDT, TOMMY**  
 WJOI, Florence, Ala.

**VAN SANOT, TOMMY**  
 WJOI, Florence, Ala.

**VASQUEZ, SENOR**  
 KVIC, Victoria, Tex.

**VEITH, DON**  
 Free For All  
 KVAN, Vancouver, Wash.

**VENTRELLA, TONY**  
 Music Time  
 WEDC, Chicago, Ill.

**VIERA, GABE**  
 Rendezvous with Romance  
 WHLI, Hempstead, N. Y.

**VILA, RUBEN ARRIETA**  
 WAPA, San Juan, Puerto Rico

**VINCENT, JACK**  
 Middy Melodies  
 KFXM, San Bernardino, Calif.

**VINCENT, SCOTT**  
 Old Commuter  
 WSTC, Stamford, Conn.

**VINROOT, FRED**  
 Morning Concert  
 WIST, Charlotte, N. C.

**VINSON, TONY**  
 Perculator Parade  
 WRSW, Warsaw, Ind.

**VIRGILIO, NICK**  
 Musical Caravan  
 WCMC, Wildwood, N. J.

**VOORHIS, VAN**  
 Music Hall  
 WLBR, Lebanon, Pa.

**VOORS, JIM**  
 WANE, Fort Wayne, Ind.

— W —

**WADE, THEO**  
 WDIA, Memphis, Tenn.

**WADSWORTH, MAX**  
 KLUK, Evanston, Wyo.

**WADSWORTH, RALPH**  
 KID, Idaho Falls, Idaho

**WAGNER, ANN**  
 Make Mine Music  
 WFBM, Indianapolis, Ind.

**WAGNER, CHUCK**  
 WKEL, Kewanee, Ill.

**WAGONSCHIEIN, PAUL**  
 KBRZ, Freeport, Texas

**WAITES, JIM**  
 KBLO, Hot Springs, Ark.

**WAITS, ERNIE**  
 WNOP, Newport, Ky.

**WALKER, DEAN**  
 Show Boat  
 KWBU, Corpus Christi, Texas

**WALKER, FLETCHER**  
 Moonlight Serenade  
 WHMA, Anniston, Ala.

**WALKER, JOE**  
 Gospel Blind Boy  
 WFEC, Miami, Fla.

**WALKER, STAN**  
 WHAW, Weston, W. Va.

**WALKER, WELDON**  
 Coffee Club  
 WPEM, Martinsburg, W. Va.

**WALKER, WILFRED**  
 Variety Time  
 WFBC, Greenville, S. C.

**WALL, BILLY**  
 Cotton Club  
 WMDC, Hazlehurst, Miss.

**WALLACE, DON**  
 Music Till Midnight  
 KRMG, Tulsa, Okla.

**WALLACE, GEORGE**  
 KTKT, Tucson, Ariz.

**WALLACE, GIL**  
 WVMC, Mt. Carmel, Ill.

**WALLACK, DICK**  
 WJON, St. Cloud, Minn.

**WALLGREN, REX**  
 KLO, Ogden, Utah

**WALSH, GORDON**  
 Syncopated Sundial  
 WVEC, Hampton, Va.

**WALSHAK, DAVID**  
 Polka Parade  
 KCTI, Gonzales, Texas

**WALTER, ROD**  
 Hillbilly Heaven  
 KSRV, Ontario, Ore.

**WALTHER, HAL**  
 Platter Party  
 KFPU, Columbia, Mo.

**WALTONS, ART**  
 Easy Listening  
 WILD, Birmingham, Ala.

**WAMBACH, PETE**  
 WCMB, Harrisburg, Pa.

**WAMBLE, FRED**  
 Country Corner  
 WBAM, Montgomery, Ala.

**WANKE, HUGH**  
 Morning Musical Clock  
 WCAO, Baltimore, Md.

**WARD, BILL**  
 WHOW, Clinton, Ill.

**WARD, BUD**  
 Hillbilly Hall of Fame  
 WEWO, Laurinburg, N. C.

**WARD, CARROLL**  
 Talk of the Town  
 WAPI, Birmingham, Ala.

**WARD, DOUG**  
 Platter Party  
 KVSA, McGehee, Ark.

**WARD, JIM**  
 Morning Mayor  
 WILK, Wilkes-Barre, Pa.

**WARD, PETE**  
 WCCM, Lawrence, Mass.

**WARNER, JEFF**  
 Musical Clock  
 WHAN, Charleston, S. C.

**WARREN, CARL**  
 Guest Time  
 Mutual

**WARREN, JACK**  
 Yawn Patrol  
 KUTA, Salt Lake City, Utah

**WASH, UNCLE**  
 Roundup Time  
 WNRV, Narrows, Va.

**WATKINS, "LUCKY"**  
 Ten Ten Club  
 KJCF, Festus, Mo.

**WATSON, ED**  
 KPAM, Portland, Ore.

**WATSON, HOWARD**  
 KOTN, Pine Bluff, Ark.

**WAX, JERRY**  
 Waxworks  
 WALL, Middletown, N. Y.

**WAYNE, RALPH**  
 Wax 'n Wayne  
 KBOE, Oskaloosa, Iowa

**WEAVER, BOB**  
 Weaver with Music  
 KXO, El Centro, Calif.

**WEBER, GLEN**  
 WCEH, Hawkinsville, Ga.

**WEBSTER, JAMES, JR.**  
 Melody Ballroom  
 WCUM, Cumberland, Md.

**WEBSTER, KURT**  
 Wax Works  
 WAVY, Portsmouth, Va.

**WEDEL, JACK**  
 Jam for Supper  
 KICD, Spencer, Iowa

**WEGGELAND, ROBERT**  
 KBLL, Blackfoot, Idaho

**WEGMAN, BILL**  
 WDEM, Quincy, Ill.

**WELCH, CLARENCE**  
 KALI, Pasadena, Calif.

**WELCH, LARRY**  
 Voice of the Turtle  
 WCOB, Boston, Mass.

**WELDON, JIM**  
 Breakfast Beat  
 WAJR, Morgantown, W. Va.

**WELLS, BILL**  
 WQAM, Miami, Fla.

**WELLS, BOB**  
 WEBR, Buffalo, N. Y.

**WELLS, CORNELL**  
 WDIA, Memphis, Tenn.

**WELLS, JIMMY**  
 Dixie Matinee  
 WENK, Union City, Tenn.

**WELLS, RAY**  
 WJMS, Ironwood, Mich.

**WERY, ROBERT**  
 Rumpus Room  
 WHOK, Lancaster, Ohio

**WESLEY, JIM**  
 Matinee Melodies  
 WGLS, Decatur, Ga.

**WEST, CHARLES E.**  
 WRKD, Rockford, Maine

**WEST, OLIVER**  
 WTKM, Hartford, Wis.

**WEST, ROY**  
 Moonlight Saving Time  
 WBUY, Lexington, N. C.

**WEST, WAYNE**  
 WMBD, Peoria, Ill.

**WESTCOTT, GEORGE**  
 Rockin' Time  
 KXOB, Stockton, Calif.

**WESTERFIELD, DENVER**  
 WVMC, Mt. Carmel, Ill.

**WESTON, BILL**  
 Platter Parade  
 WRIB, Providence, R. I.

**WESTON, LEE**  
 Relax and Listen  
 KOVC, Valley City, N. Dak.

**WHALEY, ARTHUR**  
 WBCO, Bessemer, Ala.

**WHALEY, MIKE**  
Saturday Session  
KUTA, Salt Lake City, Utah

**WHEELER, AL**  
KSMN, Mason City, Iowa

**WHEELER, DOC**  
Morning Spirituals  
WWRL, New York, N. Y.

**WHEELER, MARQUIS**  
WRHI, Rock Hill, S. C.

**WHERLEY, RICHARD**  
WATW, Ashland, Wis.

**WHITAKER, BOB**  
Evening Classics  
KTAR, Phoenix, Ariz.

**WHITCOMB, ROBERT**  
Polka Time  
WGRD, Grand Rapids, Mich.

**WHITE, ALAN**  
Music in the Night  
KTBB, Tyler, Texas

**WHITE, FRANK**  
Clubtime  
KOA, Denver, Colo.

**WHITE, FRED**  
Alarm Clock Club  
KGMS, Sacramento, Calif.

**WHITE, GEORGE**  
Record Romp  
KCBQ, San Diego, Calif.

**WHITE, GEORGE**  
Swing Caravan  
WCIN, Cincinnati, Ohio

**WHITE, JACK**  
KBOL, Boulder, Colo.

**WHITE, JACK L.**  
Club 1570  
KRWC, Forest Grove, Oreg.

**WHITE, JOE**  
American Masterpieces  
KPOL, Los Angeles, Calif.

**WHITE, JOE**  
KGJF, Hollywood, Calif.

**WHITE, LEROY**  
WJLB, Detroit, Mich.

**WHITE, MARGE**  
WVKO, Columbus, Ohio

**WHITE, MORGAN**  
KVNÜ, Logan, Utah

**WHITE, TED**  
Friendly Neighbor Show  
WARE, Ware, Mass.

**WHITNEY, BOB**  
WSYR, Syracuse, N. Y.

**WHITT, SHAD**  
WLOH, Princeton, W. Va.

**WHITTEN, WILL**  
Klockwatcher  
WRDO, Augusta, Maine

**WHITTINGHILL, DICK**  
KMPA, Los Angeles, Calif.

**WHITTINGTON, JIM**  
Deep River  
WBGE, Atlanta, Ga.

**WIDMAN, SEV**  
WTCN, Minneapolis, Minn.

**WIEDER, TED**  
WHOL, Allentown, Pa.

**WIGGINS, GERRY**  
CFRB, Toronto, Ont., Canada

**WILBUR, JACK**  
KIEM, Eureka, Calif.

**WILCOX, JOHN**  
Words and Wax  
KBOL, Boulder, Colo.

**WILCOX, PAUL**  
Music By Moonlight  
WGAR, Cleveland, Ohio

**WILEY, GEORGE**  
Night Call  
KTOK, Oklahoma City, Okla.

**WILKINSON, DON**  
KVAS, Astoria, Oreg.

**WILLARD, DICK**  
Easy Does It  
Mutual

**WILLET, SLIM**  
KRBC, Abilene, Tex.

**WILLETE, TOM**  
Ten Toppers  
KVOL, Lafayette, La.

**WILLIAMS, CARY**  
WHWL, Nanticoke, Pa.

**WILLIAMS, CHARLES**  
KFNF, Shenandoah, Iowa

**WILLIAMS, CHARLES K.**  
Beat the Heat  
WACO, Waco, Texas

**WILLIAMS, DICK**  
Platter Parade  
KAKE, Wichita, Kans.

**WILLIAMS, ED**  
Rooster Serenade  
KSUN, Bisbee, Ariz.

**WILLIAMS, ELBERT**  
Hayloft Jamboree  
WSYD, Mt. Airy, N. C.

**WILLIAMS, FREDDIE**  
WAAF, Chicago, Ill.

**WILLIAMS, HALL**  
WORD, Spartanburg, S. C.

**WILLIAMS, JERRY**  
Gagbusters Show  
WIP, Philadelphia, Pa.

**WILLIAMS, JOHNNIE**  
WHIE, Griffin, Ga.

**WILLIAMS, KAE**  
Wake Up Philadelphia  
WHAT, Philadelphia, Pa.

**WILLIAMS, L.**  
WWNH, Rochester, N. H.

**WILLIAMS, LLOYD**  
WLIB, New York, N. Y.

**WILLIAMS, LOU**  
The Country Cat  
KVLC, Little Rock, Ark.

**WILLIAMS, MARC**  
Wax Works  
KHOZ, Harrison, Ark.

**WILLIAMS, NAT**  
WDIA, Memphis, Tenn.

**WILLIAMS, PETE**  
Hayloft Jamboree  
WGGa, Gainesville, Ga.

**WILLIAMSON, DICK**  
WDSR, Lake City, Fla.

**WILLIAMSON, RAYMOND**  
Melody Matinee  
WAYX, Waycross, Ga.

**WILLIS, CLIF**  
WIMA, Lima, Ohio

**WILLIS, DAN**  
KRIC, Beaumont, Tex.

**WILSON, BOB**  
Music Goes Round  
KNIM, Maryville, Mo.

**WILSON, ED**  
KWK, St. Louis, Mo.

**WILSON, GLENN**  
WPAR, Parkersburg, W. Va.

**WILSON, STU**  
Are Ya Listenin'  
KBIG, Avalon, Calif.

**WILSON, TOM**  
WIFM, Elkin, N. C.

**WINCH, SY**  
Country Music Time  
KSYC, Eureka, Calif.

**WING, KEN**  
Miracle Melodies  
KWG, Stockton, Calif.

**WINX, BERT**  
Car Tunes  
KYA, San Francisco, Calif.

**WINTERS, JIM**  
WGAN, Portland, Maine

**WISE, AL**  
WPNX, Phoenix City, Ala.

**WITER, STAN**  
Requestfully Yours  
KAPA, Raymond, Wash.

**WOEHRMANN, BILL**  
WCNB, Connorsville, Ind.

**WOLFE, TED**  
Best on Wax  
WMON, Montgomery, W. Va.

**WOLFENDEN, BOB**  
Dancing Party  
WMEV, Marion, Va.

**WOOD, BILL**  
Record Roundup  
WDLP, Panama City, Fla.

**WOOD, BILL**  
Sunrise Serenade  
KODY, North Platte, Nebr.

**WOOD, FRED**  
Woodchopper's Ball  
WWBZ, Vineland, N. J.

**WOOD, GEORGE**  
WWPG, West Palm Beach, Fla.

**WOODS, GEORGE**  
House of Jive  
WHAT, Philadelphia, Pa.

**WOODS, JOHN**  
WTAG, Worcester, Mass.

**WOODWARD, GEORGE**  
Ebony Bandstand  
WJAN, Spartanburg, S. C.

**WOOLEY, NEAL**  
The Boogie Joint  
KJEF, Jennings, La.

**WRAY, JOHN**  
These Are Records  
KUGN, Eugene, Oreg.

**WRIGHT, GUS**  
WKWK, Wheeling, W. Va.

**WRIGHT, KEN**  
Time and Tune Parade  
WKY, Oklahoma City, Okla.

**WRIGHT, LARRY**  
KSPL, Stillwater, Okla.

**WRIGHT, RAY**  
KGCX, Sidney, Mont.

**WRISLEY, JOHN**  
WSAV, Savannah, Ga.

**WUSSOW, GEORGE**  
Yawn Patrol  
KVCV, Redding, Calif.

**WYLIE, GORDON**  
Matinee Melodies  
WTRL, Bradenton, Fla.

— Y —

**YORK, JOHN**  
Coffee Time  
WRR, Dallas, Texas

**YOUNG, AL**  
1230 Club  
WCMA, Corinth, Miss.

**YOUNG, AL**  
WEAU, Eau Claire, Wis.

**YOUNG, JOE**  
KCRB, Chanute, Kans.

**YOUNGBLOOD, JIM**  
Farm and Home Hour  
WPAD, Paducah, Ky.

**YOUNT, CHUCK**  
1490 Club  
WKBV, Richmond, Ind.

**YOUSE, BOB**  
WBRK, Pittsfield, Mass.

— Z —

**ZACK, AL**  
Music 'Til Midnight  
KOOS, Coos Bay, Oreg.

**ZACK, ED**  
WOC, Davenport, Iowa

**ZASTROW, DON**  
Alarm Clock Parade  
WTKM, Hartford, Wis.

**ZATLYN, TED**  
Campus Corner  
KULP, El Campo, Texas

**ZEGARSKE, ED**  
Platter Party  
WHUB, Cookeville, Tenn.

**ZEHNDER, FRED**  
KHUM, Eureka, Calif.

**ZERO, LOU**  
Top of the Morning  
WINK, Erie, Pa.

**ZUCCARO, BERNARD**  
WIBR, Baton Rouge, La.

JOHN  
SCOTT  
TROTTER

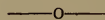
Musical Director

**"THE GEORGE GOBEL SHOW"**

NBC-TV



CHARLES  
SANFORD



MUSICAL CONDUCTOR

for

Max Liebman Productions

# MUSICAL DIRECTORS

## RADIO AND TELEVISION

—their work during 1954



### — A —

**ADAMS, BILL**  
KTFS, Texarkana, Texas

**ALBERGHINI, HAROLD**  
WCOU, Lewiston, Maine

**ALLEN, JAMES**  
WTJS, Jackson, Tenn.

**ALLWOOD, JIM**  
KGBX, Springfield, Mo.

**ANDREWS, BETTY**  
WWEJ, Hagerstown, Md.

**ANGLE, "CLIP"**  
WLYC, Williamsport, Pa.

**ANNO, MARY JEAN**  
WATW, Ashland, Wis.

**ARMBRUSTER, ROBT**  
B. Oct. 9, Philadelphia, Pa. NBC  
Western Division, RCA Victor  
Records

**ARTHUR, DOUG**  
WIBG, Philadelphia, Pa.

**ATKINSON, DANNY**  
WPNX, Phenix City, Ala.

**AUSTIN, BILL**  
WHO-TV, Des Moines, Iowa

**AYRES, NORMAN**  
WCSH, Portland, Maine

### — B —

**BAILEY, ALICE**  
KWNO, Winona, Minn.

**BAILEY, WILLIAM C.**  
WIBV, Belleville, Ill.

**BAKER, BILL**  
WROY, Carmi, Ill.

**BALDWIN, LEE**  
WLS, Chicago, Ill.

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANCROFT, PIERSON F.**  
KTAR, Phoenix, Ariz.

**BARDO, LYLE**  
KFRC, San Francisco, Calif.

### BARGY, ROY

B. July 31, Newaygo, Mich. The  
Jimmy Durante Show, NBC-TV;  
Father Knows Best, CBS-TV

**BARKER, JANE**  
WCPO, Cincinnati, Ohio

**BARLOW, HOWARD**  
The Voice of Firestone  
NBC, NBC-TV

**BARR, FRED**  
WWRL, New York, N. Y.

**BARRETT, HADLEY**  
KODY, North Platte, Nebr.

**BARRETT, JEAN**  
WBRC, Birmingham, Ala.

**BARRETT, JOHN**  
KLSM, Lincoln, Nebr.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BEACH, NANCY**  
WICA-TV, Ashtabula, Ohio

**BEAUMONT, SAL**  
WWGS, Tifton, Ga.

**BEDENBAUGH, PAT**  
WKDK, Newberry, S. C.

**BELL, ALLEN**  
KREW, Sunnyside, Wash.

**BELL, FRANK**  
WEEL, Boston, Mass.

**BELTZ, ROBERT**  
WKYB, Paducah, Ky.

**BENNETT, BILL**  
WNHC, New Haven, Conn.

**BENSON, BROWNIE**  
WSAZ-TV, Huntington, W. Va.

**BENTON, DICK**  
KTVI, Sioux City, Iowa

**BERQUIST, WHITEY**  
National Farm & Home Hour  
NBC

**BETHEL, AL**  
WTPA, Harrisburg, Pa.

**BETHMAN, GENE**  
WEST, Easton, Pa.

**BILSKE, ROBERT F.**  
WNEB, Worcester, Mass.

**BIRDSONG, LAWRENCE**  
Startime

**KTYE, Longview, Tex.**

**BIRKELL, HARRY**  
WSTV, Steubenville, Ohio

**BISHOP, JILL**  
WBHQ, Memphis, Tenn.

**BLACK, GERRY**  
KWAL, Wallace, Idaho

**BLANK, RALPH A.**  
WJJD, Chicago, Ill.

**BLASINGGAME, BUD**  
KNAL, Victoria, Texas

**BLISS, JOHN**  
KERU, Columbus, Mo.

**BLOCH, RAY**  
Toast of the Town, Jackie  
Gleason Show, Robert Q. Lewis  
CBS-TV

**BODYCOMBE, ANEURIN**  
KDKA, Pittsburgh, Pa.

**BOISVERT, LOUIS A.**  
WBRY, Waterbury, Conn.

**BOLICH, PAUL**  
WMUR-TV, Manchester, N. H.

**BOONE, MARVIN**  
WMMN, Fairmont, W. Va.

**BOONE, WILLIAM**  
KIXL, Dallas, Texas

**BORTEL, CLAUDE**  
WSYR, Syracuse, N. Y.

**BORTEL, CLAUDE**  
WSYR-TV, Syracuse, N. Y.

**BOSWORTH, CHESTER**  
WIRY, Plattsburg, N. Y.

**BOVERO, PHIL**  
KRO-TV, San Francisco, Calif.

**BOWEN, OZZIE**  
WLSI-TV, Jackson, Miss.

**BRADLEY, HAROLD**  
WHLI, Niagara Falls, N. Y.

**BRADLEY, OWEN**  
WSM-TV, Nashville, Tenn.

**BRADY, BILL**  
WPRC, Lincoln, Ill.

**BRADY, ROBERT**  
WWOR-TV, Worcester, Mass.

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

**BRAILER, CHARLES**  
WOL, Washington, D. C.

**BRASHER, JAMES**  
KTXJ, Jasper, Texas

**BRAUN, JEROME**  
KXRA, Alexandria, Minn.

**BREWER, VAL**  
KRUX, Glendale, Ariz.

**BRIGHT, WELDON**  
KGNC, Amarillo, Texas

**BRIEM, RAY**  
KUTA, Salt Lake City, Utah

**BRINKMAN, HELEN MARTIN**  
WDLE, Marshfield, Wis.

**BRISTOL, J. T.**  
WAOK, Atlanta, Ga.

**BRITT, WES**  
WCOV, Montgomery, Ala.

**BROOKS, LORETTA**  
WKLO, Louisville, Ky.

**BROWN, BOB**  
WSOY, Decatur, Ill.

**BROWN, DALE**  
KLO, Ogden, Utah

**BROWN, LEN**  
KULE, Ephrata, Wash.

**BROWN, LES**  
The Bob Hope Show  
NBC, NBC-TV

**BLAIR, MRS. OLLIE**  
WPID, Piedmont, Ala.

**BRUCE, PEG**  
KQV, Pittsburgh, Pa.

**BRUTON, ERIC**  
WWPF, Palatka, Fla.

**BRYANT, MARNA**  
Carousel  
KOTV, Tulsa, Okla.

**BRYANT, RUTH**  
WREB, Holyoke, Mass.

**BUCHANAN, BRUCE**  
WFBC, Greenville, S. C.

**BUCHARIA, NADINA**  
KIMN, Denver, Colo.

**BUNCH, GLENN**  
WMAR-TV, Baltimore, Md.

**BURKETT, LOU**  
WFRO, Fremont, Ohio

**BUTLER, FRANKLIN**  
WRFC, Athens, Ga.

**BUTTERFIELD, WILLIAM**  
Jimmy Nelson Show  
ABC

**BYRD, JAMES L.**  
KCHR, Charleston, Maine

**BYRD, VIRGINIA**  
WISH, Indianapolis, Ind.

**BYRNE, BOBBY**  
The Steve Allen Show  
NBC-TV

### — C —

**CALABRESE, RAY**  
WHLM, Bloomsburg, Pa.

**CALHOUN, ROBERT**  
WGVL, Greenville, S. C.

**CAMARATA, TOOTS**  
Music by Camarata  
ABC

**CAMARGO, MATEO**  
KCOR, San Antonio, Texas

**CAMERON, PHIL**  
WELM, Elmira, N. Y.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CAMPBELL, ED**  
WKMT, Kings Mountain, N. C.

**CAMPBELL, WISHART**  
CFRB, Toronto, Ont., Canada

**CAMPOS, MANUEL**  
KSBW-TV, Salinas, Calif.

**CANTELLI, GUIDO**  
The Boston Symphony Orches-  
tra, The NBC Symphony  
NBC

# JOHN GART

COMPOSER — CONDUCTOR

RICHARD  
MALTBY



**CARN, DERWOOD**  
WJIM, Lansing, Mich.

**CARPENTER, JIMMY**  
KFBI, Wichita, Kans.

**CARTER, CAL**  
KAMD, Camden, Ark.

**CARTER, RAY**  
The Arthur Murray Dance Party  
NBC-TV

**CASEY, JEWELL**  
WSAV, Savannah, Ga.

**CEDARSTROM, ELLIE**  
KSO, Des Moines, Iowa

**CESNER, CHARLES**  
WLW-C, Columbus, Ohio

**CHAMBERS, BOB**  
WEBK, Tampa, Fla.

**CHAMBERS, ROBERT**  
KIXX, Provo, Utah

**HANDLER, JOEL**  
WJOY, Burlington, Vt.

**CHAPMAN, GEORGE**  
WORT, Birmingham, Ala.

**CHAPPEL, JOHN**  
KFDA-TV, Amarillo, Tex.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.

**CHATHAM, BLANCHE**  
WGST, Atlanta, Ga.

**CHEESMAN, ADA**  
WGBB, Freeport, N. Y.

**CHRISTENSON, ROYCE**  
KTRE, Lufkin, Texas

**CHYLE, JOHN**  
KOOK, Billings, Mont.

**CLARK, ALLAN**  
WKY, Oklahoma City, Okla.

**CLARK, ALLAN**  
WKY-TV, Oklahoma City, Okla.

**CLARK, GERALDINE**  
KENS, San Antonio, Tex.

**CLARK, JERRY**  
KGBS, San Antonio, Texas

**CLAUS, DICK**  
KWSO, Wasco, Calif.

**CLIFTON, CHARLES**  
KRRD, Los Angeles, Calif.

**COFFRON, IRMA**  
KEYD, Minneapolis, Minn.

**COLE, BRAD**  
KFJI, Klamath Falls, Oreg.

**COLE, BUDDY**

B. Dec. 15, 1916, Irving, Ill.  
The Bing Crosby Show, The Rosemary Clooney Show, The Gene Autry Show, CBS; Truth or Consequences, The Tony Martin Show, NBC-TV; Columbia and Decca Records

**COLLINS, JERRY**  
WNOK, Knoxville, Tenn.

**COLLINS, PAUL**  
KFRD, Rosenberg, Texas

**COMISKEY, LILLIE MAE**  
KWFT, Wichita Falls, Tex.

**COMPTON, AL**  
WMPD, Wilmington, N. C.

**CONCIE, BOB**  
KPUG, Bellingham, Wash.

**CONE, JOY**  
WSPB, Sarasota, Fla.

**CONNOR, TED**  
WFMJ, Youngstown, Ohio

**COONEY, LARRY**  
WWPG, West Palm Beach, Fla.

**COOPER, A. R.**  
WAKR, Akron, Ohio

**COOPER, CLEM**  
KGKO, Dallas, Texas

**COOPER, STAN**  
KHSL, Chico, Calif.

**CORTIMIGLIA, LEO**  
WMT, Cedar Rapids, Iowa

**COSTA, JOHNNY**  
WDTV, Pittsburgh, Pa.

**COX, DONNA**  
KIMO, Independence, Mo.

**CRAWFORD, GENE**  
WGFB, Evansville, Ind.

**CROY, ALAN**  
WKST, New Castle, Pa.

**CUSICK, PHIL**  
WBAX, Wilkes-Barre, Pa.

— D —

**DANA, ALEC**  
WGAT, Utica, N. Y.

**DANNA, VIC**  
WEBR, Buffalo, N. Y.

**DANTZLER, RAY**  
WRUF, Gainesville, Fla.

**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo.

**DEATON, BILL**  
KVRC, Arkadelphia, Ark.

**DECK, PAUL**  
KJSK, Columbus, Nebr.

**DECKARD, CAREY**  
KVET, Austin, Texas

**DELMAR, BILL**  
KEAR, San Mateo, Calif.

**DELLINGER, JOHN**  
WPNF, Brevard, N. C.

**DeLUIG, MILTON**  
The Morey Amsterdam Show  
NBC-TV, WABC-TV

**DeREMER, LIONEL H.**  
WBCM, Bay City, Mich.

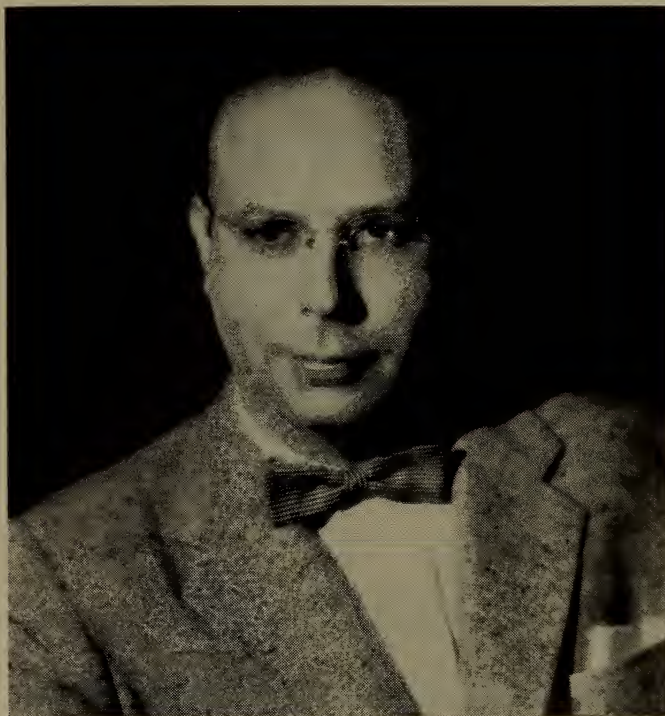
**DIA, DICK**  
WOV, New York, N. Y.

**DONALDSON, EARL**  
KALL, Salt Lake City, Utah

**DOOLEY, PETE**  
WFIE-TV, Evansville, Ind.

**DOUGLAS, JACK**  
WFIN, Findlay, Ohio

**DRAGON, CARMEN**  
The Railroad Hour  
NBC



**BERNIE**

**WAYNE**

**DRAKE, MILDRED**  
WMTG, Vaneleve, Ky.  
**DUNCAN, SAMMY**  
WLW-A, Atlanta, Ga.  
**DUNKELBERGER, THOMAS**  
WHIO, Dayton, Ohio  
**DURIAM, BETTIE**  
KOGT, Orange, Texas  
**DUTCHER, BILL**  
WMT-TV, Cedar Rapids, Iowa  
**DYER, ARLENE**  
WRGO, Richland Center, Wis.

— E —

**EARLY, DUWARD**  
KXIC, Iowa City, Iowa  
**EDGES, CLARENCE**  
WBAY-TV, Green Bay, Wis.  
**EDWARDS, ROBERT O.**  
KLER, Lewiston, Idaho  
**ELLIOTT, BILL**  
WNOE, New Orleans, La.  
**ELLSWORTH, JACK**  
WALK, Patchogue, N. Y.  
**EMERSON, BYRON**  
WWHG, Hornell, N. Y.  
**ERICKSON, SUSAN**  
KXGN, Glendive, Mont.  
**ESCHLIMAN, VERLYN**  
KISD, Sioux Falls, S. Dak.  
**ETTERS, CLARENCE**  
WBTB, Charlotte, N. C.  
**EWIG, EL**  
WNAM, Neenah-Menasha, Wis.

— F —

**FABRE, NUMA**  
WVVW, Fairmont, W. Va.  
**FAIRCHILD, JOHNNY**  
WORZ, Orlando, Fla.  
**FARRINGTON, GLADYS**  
WJOL, Joliet, Ill.

**FEEMSTER, PHYLLIS**  
KPAC, Port Arthur, Texas  
**FELTON, GRACE**  
WMPA, Aberdeen, Miss.  
**FIELD, MAXINE**  
WMRN, Marion, Ohio  
**FIELDS, CUYLER P.**  
WRHI, Rock Hill, S. C.  
**FISHER, DEAL**  
WBBC, Flint, Mich.  
**FLEMING, DAVE**  
WQUA, Moline, Ill.  
**FLETCHER, JIM**  
KHUZ, Borger, Texas  
**FORD, JOE**  
WEZB, Birmingham, Ala.  
**FOREMAN, DICK**  
KBOX, Modesto, Calif.  
**FRANK, ALAN**  
KUTV, Salt Lake City, Utah  
**FRANZ, DONALD**  
KATE, Albert Lea, Minn.  
**FRAUL, CLAUDE**  
WKYW, Louisville, Ky.  
**FRAZIER, HELEN**  
WOKE, Oak Ridge, Tenn.  
**FREEMAN, R. CARTER**  
WTRP, LaGrange, Ga.  
**FREIMUTH, ROSE MARY**  
KVIC, Victoria, Texas  
**FRENCH, DON**  
KFGO, Fargo, N. D.  
**FRIAR, CHARLES**  
WIST, Charlotte, N. C.  
**FRICK, SHIRLEY**  
WITZ, Jasper, Ind.  
**FROST, DONALD**  
WLPO, LaSalle, Ill.  
**FUCHS, FAYE JEANICE**  
KTJS, Hobart, Okla.  
**FUHRMAN, CLARENCE**  
KYW, Philadelphia, Pa.  
**FULTON, BOB**  
KERG, Eugene, Oreg.

— G —

**GALLEMORG, BERT**  
Request from Home  
KHOL-TV, Kearney, Nebr.  
**GALLICCHIO, JOSEPH**  
Close Up  
WNBO, Chicago, Ill.  
**GALLOWAY, JOHN**  
WARL, Arlington, Va.  
**GANGE, MARION**  
WHIO-TV, Dayton, Ohio  
**GANZ, GEORGE**  
KDSH, Boise, Idaho  
**GARRETT, MERLE**  
WRBL, Columbus, Ga.  
**GARRETT, MERLE**  
WRBL-TV, Columbus, Ga.  
**GART, JOHN**  
Dennis James' Chance of a Lifetime, DuMont TV; Casey, Crime Photographer, CBS; Robert Montgomery Presents, Paul Winchell Show, NBC-TV  
**GEISLER, BETTY**  
WKRC, Cincinnati, Ohio  
**GEORGE, MISS LEE**  
WMAN, Mansfield, Ohio  
**GEORGE, STEFAN**  
WGPA, Bethlehem, Pa.  
**GEYER, BILLY**  
WEDF, Flint, Mich.  
**GIBSON, TOM**  
WFTR, Front Royal, Va.  
**GIERSDORF, H. W.**  
KRLD, Dallas, Tex.  
**GILMORE, TOM**  
KSWO, Lawton, Okla.  
**GIRARD, RAE**  
WAAM, Baltimore, Md.  
**GITZ, JEAN**  
KIOA, Des Moines, Iowa

# RUDY SCHRAGER

COMPOSER — CONDUCTOR

LUX RADIO THEATRE

LUX VIDEO THEATRE

N B C

LEVER BROS. — J. WALTER THOMPSON



**GLUSKIN, LUD**  
KNX, Los Angeles, Calif.

**GOERINGER, CHARLOTTE**  
KSUM, Fairmont, Minn.

**GOLDBERG, LOUIS**  
WCOB, Boston, Mass.

**GONION, LEON**  
Stump the Band  
KMOI, Boise, Idaho

**GORDON, HAL**  
WXYZ-TV, Detroit, Mich.

**GORDON, JACK**  
WTVE, Elmira, N. Y.

**GORDON, L. P.**  
WESB, Bradford, Pa.

**GOSLIN, JOHN**  
KCBC, Des Moines, Iowa

**GOW, ART**  
KLZ, Denver, Colo.

**GRANT, KEN**  
KNUZ, Houston, Texas

**GREEN, BERNARD**  
U.S. Steel  
ABC-TV

**GREENBERG, SYLVIA**  
KECK, Odessa, Texas

**GRIBBEN, BOB**  
KDTH, Dubuque, Iowa

**GRIEB, HERBERT**  
WILD, Birmingham, Ala.

**GRIFFIN, DOROTHY**  
WINN, Louisville, Ky.

**GYNAN, EARL**  
WVDA, Boston, Mass.

— H —

**HACKETT, BOBBIE**  
Studebaker-Packard  
ABC-TV

**HACKETT, RAYMOND**  
KCBS, San Francisco, Calif.

**HADAWAY, EMMETT**  
WMBC, Macon, Miss.

**HADLEY, ED**  
WCLO, Janesville, Wis.

**HALL, BETTY**  
WEEB, Southern Pines, N. C.

**HALL, STEVE**  
WRGB, Schenectady, N. Y.

**HAMILTON, DOROTHY**  
KLPR, Oklahoma City, Okla.

**HAMILTON, EARLINE**  
WKKO, Cocoa, Fla.

**HAMMOND, ELLEN**  
WAGA, Atlanta, Ga.

**HANLON, ESTHER**  
WLW-T, Cincinnati, Ohio

**HANNAH, FRANKLIN**  
WVEC, Hampton, Va.

**HARKER, JAMES**  
KBON, Omaha, Nebr.

**HARRIS, GARY**  
WEAW, Evanston, Ill.

**HARRIS, HOMER M.**  
KWCB, Searcy, Ark.

**HARRISON, GUY FRASER**  
Oklahoma City Symphony  
Orchestra  
Mutual

**HART, BILL**  
WPFB, Middletown, Ohio

**HARVEY, LLOYD K.**  
WTVH, Peoria, Ill.

**HATCH, WILBUR**  
B. May 24, 1902, Mokena, Ill.  
I Love Lucy, Our Miss Brooks,  
December Bride, CBS-TV; The  
Whistler, Syndicated

**HAVEN, BROOK**  
KRAL, Rawlins, Wyo.

**HAYES, HARRY H.**  
KWBU, Corpus Christi, Tex.

**HEALY, GENE**  
WPAC, Patchogue, N. Y.

**HEINES, SHIRLEY**  
WJPS, Evansville, Ind.

**HELLING, JACK**  
KTLN, Denver, Colo.

**HENDERSON, SKITCH**  
The Faye & Skitch Show, The  
Dave Garroway Show, Best of  
All  
NBC, NBC-TV

**HENLEY, HAROLD**  
WOPI, Bristol, Tenn.

**HENLEY, L. H.**  
KTWW, Tacoma, Wash.

**HENSHAW, FRED**  
KLAS, Las Vegas, Nev.

**HERLIN, JOAN I.**  
KSVC, Richfield, Utah

**HERMAN, PAUL**  
WAPO, Chattanooga, Tenn.

**HERMANN, RALPH**  
Dancing Party  
ABC

**HIATT, ALMA**  
WSYD, Mt. Airy, N. C.

**HILL, CHARLES F.**  
WJLK, Asbury Park, N. J.

**HILL, J.**  
KLIX-TV, Twin Falls, Idaho

**HILLIS, MARGARET**  
Concert Tonight  
DuMont

**HILTON, FREDA**  
WLOF, Orlando, Fla.

**HOBART, CHARLES**  
WENY, Elmira, N. Y.

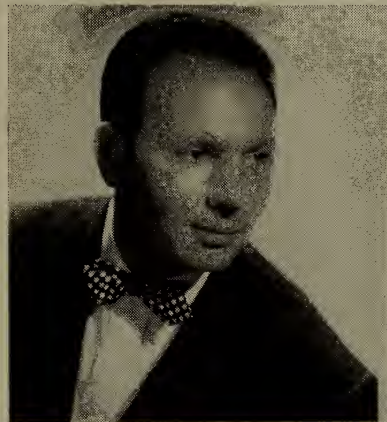
**HOFMAN, CHARLES**  
WNDB, Daytona Beach, Fla.

**HOGAN, HARLAN**  
WSBT-TV, South Bend, Ind.

**HOGAN, JAMES**  
WSYR-TV, Syracuse, N. Y.

**HOLCOMB, RUSSEL**  
WCEN, Mt. Pleasant, Mich.

**HOLMES, DEAN**  
WTCN, Minneapolis, Minn.



**HANK SYLVERN**

Musical Director-Composer

"Jane Froman Show"—CBS-TV

Phil Silvers Show"—CBS-TV

"Comic Weekly Man"—NBC-Radio

MU. 8-6600

**VICTOR  
YOUNG**

**HOLST, HOWARD**  
 WOI-TV, Ames, Iowa

**HOLT, ARCHIE**  
 KWJJ, Portland, Oreg.

**HOLT, DAN**  
 WBEX, Chillicothe, Ohio

**HOOD, TAL**  
 WFGM, Fitchburg, Mass.

**HOPKINS, RAYMOND L.**  
 WIBC, Indianapolis, Ind.

**HOPKINS, WES**  
 WTTM, Trenton, N. J.

**HOPFLER, ROSE MARIE**  
 KOB, Albuquerque, N. Mex.

**HORN, BOB**  
 WFIL-TV, Philadelphia, Pa.

**HORSLEY, ROBERT**  
 WMC, Memphis, Tenn.

**HOY, WALLY**  
 WGVN, Greenville, Miss.

**HUBBIRD, BEN F.**  
 KAPK, Minden, La.

**HUDDLESTON, JOHNNY**  
 KTRN, Wichita Falls, Tex.

**HUDGENS, RAY**  
 KMBC-TV, Kansas City, Mo.

**HUGH, IVOR**  
 WCCC, Hartford, Conn.

**HULL, IRA**  
 WCHV, Charlottesville, Va.

**HUNT, GEORGE**  
 KAKE, Wichita, Kans.

**HUNT, SHIRLEY**  
 KEPO, El Paso, Tex.

**HUTCHINGS, ED**  
 KCRG, Cedar Rapids, Iowa

— I —

**IHLNFELD, WARREN E.**  
 WISR, Butler, Pa.

**IMBROGULIO, JOSEPH**  
 WFBR, Baltimore, Md.

**INNES, BEN**  
 KWBM, Williston, N. Dak.

— J —

**JACOBSEN, PEARL**  
 KIEM, Eureka, Calif.

**JAEGER, HILL**  
 WJWL, Georgetown, Del.

**JAMES, GLEN**  
 WHBL, Sheboygan, Wis.

**JANSSSEN, KARL**  
 KTUL, Tulsa, Okla.

**JARVIS, DON**  
 WWOD, Lynchburg, Va.

**JENKINS, BILL**  
 WLIB, New York, N. Y.

**JENNINGS, MARC**  
 WCMI, Ashland, Ky.

**JENSEN, BYRON**  
 KOVO, Provo, Utah

**JOHNSON, LAURA**  
 WJMS, Ironwood, Mich.

**JOHNSTON, EDDIE**  
 WTRF-TV, Wheeling, W. Va.

**JOHNSTON, W. R., JR.**  
 WBIR, Knoxville, Tenn.

**JONES, C. W.**  
 KVOS, Bellingham, Wash.

**JORDAN, ED**  
 WNOK, Columbia, S. C.

**JOYCE, RUEL**  
 KMBC-TV, Kansas City, Mo.

— K —

**KANNA, MARION**  
 WKNB-TV, New Britain, Conn.

**KARANT, MARTIN**  
 WKPT, Kingsport, Tenn.

**KATZMAN, GERTRUDE**  
 WPEN, Philadelphia, Pa.

**KAYE, SAMMY**

Serenade Room, Sunday Serenade,  
 ABC; So You Want to Lead a  
 Band, ABC-TV; Columbia Rec-  
 ords, RCA Thesaurus

**KELDER, JUNE**  
 WGNV, Newburgh, N. Y.

**KELLOGG, J. H.**  
 WMBG, Richmond, Va.

**KELNER, LEON**  
 WDSU-TV, New Orleans, La.

**KEM, JOHNNY**  
 KSWM-TV, Joplin, Mo.

**KENDALL, ARTHUR**  
 WGAN, Portland, Maine

**KILEY, JOHN**  
 WMEX, Boston, Mass.

**KILGORE, WILLIAM S.**  
 WCYB, Bristol, Va.

**KING, PEE WEE**  
 Pee Wee King & Orchestra  
 NBC

**KING, W. O.**  
 WTOG, Savannah, Ga.

**KINNEY, DOROTHY**  
 KVSA, McGehee, Ark.

**KIRK, EDNA EARLE**  
 WTRF, Sanford, Fla.

**KIRSTEN, GEORGE**  
 WJRI, Lenoir, N. C.

**KISTLER, JACK**  
 WKBN, Youngstown, Ohio

**KISTLER, JOHN R.**  
 WKBN-TV, Youngstown, Ohio

**KLEMM, DAVE**  
 WANE, Fort Wayne, Ind.

**KNICK, WALTER**  
 WBNS-TV, Columbus, Ohio

**KNOX, KEN**  
 KRBC, Abilene, Tex.

**KOENIG, MARGE**  
 KOA-TV, Denver, Colo.

**ROBERT ARMBRUSTER**

Musical Director

NBC Western Division

RCA-VICTOR  
 RED SEAL RECORDS

Management  
 ART RUSH, Inc.

**DAVID ROSE**

**KOSACK, JOSEPH E.**  
WVLN, Olney, Ill.  
**KOTTLER, MISCHA**  
WWJ-TV, Detroit, Mich.  
**KOZAK, CHET**  
KCO, Leavenworth, Kans.  
**KRAMER, EDDIE**  
WVMC, Mt. Carmel, Ill.  
**KREGER, DON**  
Music Hall Varieties  
WVEC-TV, Hampton-Norfolk, Va.  
**KRUEGER, RALPH**  
WJL, Niagara Falls, N. Y.  
**KUBIAK, WALLY**  
KYUM, Yuma, Ariz.

— L —

**LaFONTAINE, HENRY**  
WICH, Norwich, Conn.  
**LAHUSEN, KATHRYN**  
WRFD, Worthington, Ohio  
**LAMB, HELENE SMITH**  
KALI, Pasadena, Calif.  
**LAMM, AL**  
WOW, Omaha, Nebr.  
**LANE, HAZEL**  
KROW, Oakland, Calif.  
**LANE, HOMER**  
KOOL, Phoenix, Ariz.  
**LANG, SIDNEY**  
WIND, Chicago, Ill.  
**LARSEN, GENE**  
KFMA, Davenport, Iowa  
**LASH, CLIFF**  
WLW-T, Cincinnati, Ohio  
**LAUDEMANN, PETE**  
WDSU-TV, New Orleans, La.  
**LAURIE, B. A.**  
KEBE, Jacksonville, Texas  
**LaVALLE, PAUL**  
The Cities Service Band of America  
NBC

**LAWRENCE, ELLIOT**  
Stars on Parade, Melody Street  
Du Mont  
**LEACH, BILL**  
KNEA, Jonesboro, Ark.  
**LEE, ARCHIE**  
WHOP, Hopkinsville, Ky.  
**LEE, PETER**  
WJW, Cleveland, Ohio  
**LEIB, MAX**  
WJR, Detroit, Mich.  
**LEVERETTE, LULA MAE**  
WVOP, Vidalia, Ga.  
**LEVERTON, BUCK**  
WHVF, Wausau, Wis.  
**LEVINE, HENRY**  
WTAM, Cleveland, Ohio  
**LEWIS, MILT**  
WTTV, Bloomington, Ind.  
**LEWIS, WILBUR**  
WANT, Richmond, Va.  
**LINDHOLM, FRED**  
KRIB, Mason City, Iowa  
**LINDSEY, MORT**  
WCBS-TV, New York, N. Y.  
**LITTLE, LEON**  
KBRL, McCook, Nebr.  
**LOCKHART, HARRY**  
WAVE-TV, Louisville, Ky.

**LOMBARDO, GUY**  
B. June 2, 1901, London, Ont., Canada. Lombardoland, USA, Mutual; Guy Lombardo Show, Transcribed, Syndicated

**LONGE, JAMES E.**  
KWG, Stockton, Calif.  
**LOOS, JACK**  
WOWO, Fort Wayne, Ind.  
**LOPEZ, VINCENT**  
Luncheon with Lopez  
Mutual

**LoPRESTI, JACK V.**  
WWNS, Statesboro, Ga.  
**LOWTHER, RAY**  
WMON, Montgomery, W. Va.  
**LUCIER, PHYLLIS**  
WJAN, Spartanburg, S. C.  
**LYNN, JOE JR.**  
WREL, Lexington, Va.  
**LYONS, JOSEPH J.**  
WJOL, Joliet, Ill.

— Mc —

**McCOY, BILL**  
KOLN-TV, Lincoln, Nebr.  
**McDONALD, HELEN**  
KXRX, San Jose, Calif.  
**McELRATH, NANCY**  
WIS-TV, Columbia, S. C.  
**McGILL, MILLIE**  
WMIX, Mt. Vernon, Ill.  
**McGUIRE, BETTY JO**  
WESC, Greenville, S. C.  
**McINTIRE, RUSS**  
WSTP, Salisbury, N. C.  
**McKINNEY, ALENE**  
KBIG, Avalon, Calif.  
**McLEAN, DON**  
Keyboard Kapers  
KFYR-TV, Bismarck, N. Dak.  
**McMAHON, MAUREEN B.**  
WBNY, Buffalo, N. Y.  
**McMULLEN, JIMMY**  
KLIX-TV, Twin Falls, Idaho  
**McNEIL, IDA A.**  
KGFZ, Pierre, S. Dak.  
**McROY, PAUL F.**  
WCIL, Carbondale, Ill.  
**McWHORTER, DON**  
WHAW, Weston, W. Va.

— M —

**MAGUIRE, JAMES B.**  
WKEI, Kewanee, Ill.



**CHARLES F. PAUL**

Love of Life — CBS-TV  
Road of Life — CBS-TV and Radio  
Nora Drake — CBS  
Secret Storm — CBS-TV

# BUDDY COLE

Musical Director

Truth or Consequences — NBC TV

The Bing Crosby Show — CBS

The Rosemary Clooney Show — CBS

**MAHAFFEY, ROBERT**  
KBNZ, La Junta, Colo.  
**MAIZE, JAMES H.**  
KVOA, Tucson, Ariz.  
**MALLETTE, LLOYD**  
KXGI, Fort Madison, Iowa

**MALTBY, RICHARD**  
Paul Whiteman Show, ABC; "X"  
Records, SESAC Transcriptions,  
Music By Maltby

**MANNING, BILL**  
WPKY, Frankfort, Ky.

**MANTOVANI**  
Music by Mantovani  
NBC

**MARQUARDT, LOUISE**  
KATY, San Luis Obispo,  
Calif.

**MARSHALL, GENE**  
WGAJ, Elizabeth City, N. C.

**MARSHALL, GEORGE**  
WHTN, Huntington, W. Va.

**MARTIN, JOHN**  
KLIZ, Brainerd, Minn.

**MASON, MARY**  
WHAT, Philadelphia, Pa.

**MASON, NYLA**  
WMOA, Marietta, Ohio

**MAXWELL, RAYMOND**  
WTVL, Waterville, Maine

**MEAKIN, JACK**  
You Bet Your Life  
NBC-TV

**MEIER, KARL**  
WMMB, Melbourne, Fla.

**MERENS, LYMAN**  
WRJN, Racine, Wis.

**MERKER, GARY**  
KVEC, San Luis Obispo, Calif.

**MERKER, GEORGE**  
WRRM, Elgin, Ill.

**MERRIMAN, DON**  
WHDL, Olean, N. Y.

**MERRITT, EDWARD**  
WBRK, Pittsfield, Mass.  
**MESERVY, NORMAN**  
WOLF, Syracuse, N. Y.  
**METCALFE, ROBERT E.**  
WOHI, East Liverpool, Ohio

**METCHNEK, BILL**  
WCCO-TV, Minneapolis, Minn.

**MEYER, BOB**  
WGEM-TV, Quincy, Ill.

**MEYERS, HARLOW**  
KVEC-TV, San Luis Obispo,  
Calif.

**MILLEN, THEODORE**  
WBEC, Pittsfield, Mass.

**MILLER, ARNOLD B.**  
WAIT, Chicago, Ill.

**MILLER, ELWANDA**  
WTGO, Campbellsville, Ky.

**MILLER, FRANKLIN**  
WMVO, Mount Vernon, Ohio

**MILLER, HARRISON**  
KIT, Yakima, Wash.

**MONROE, VAUGHN**  
The Vaughn Monroe Show  
NBC-TV

**MONTANO, ALICE B.**  
KNOG, Nogales, Ariz.

**MORGAN, HOWARD**  
WONI, Wilmington, N. C.

**MORGAN, WAYNE**  
WMFR, High Point, N. C.

**MORTON, LOU**  
WSAT, Cincinnati, Ohio

**MOSENA, DICK**  
KBUR, Burlington, Iowa

**MOSER, CLYDE**  
WTAR, Norfolk, Va.

**MOSHIER, JUDITH**  
WCLL, Corning, N. Y.

**MOSLEY, ED**  
KREM, Spokane, Wash.

**MOSS, PHIL**  
WMPS, Memphis, Tenn.

**MULLIGAN, RAY**  
WPAC, Pottsville, Pa.  
**MUNCH, CHARLES**  
The Boston Symphony  
Orchestra  
NBC

**MURFF, FRED**  
WLAJ, Nashville, Tenn.

**MYERS, JOY**  
KCID, Caldwell, Idaho

**MYERS, NORMA**  
WMNE, Menomonie, Wis.

— N —

**NALL, HAROLD**  
WFNS, Burlington, N. C.

**NAPIER, BYRON**  
KCRC, Enid, Okla.

**NAYFA, NAJLA**  
KTOK, Oklahoma City, Okla.

**NEAL, PAUL**  
WBNS, Columbus, Ohio

**NEGRU, JOE**  
WDTV, Pittsburgh, Pa.

**NELMS, WILLIAM**  
WTAX, Springfield, Ill.

**NELSON, DON**  
KJUN, Redmond, Oreg.

**NICHOLS, STEVE**  
KBHS, Hot Springs, Ark.

**NICHOLSON, BOBBY**  
The Bob Smith Show  
NBC-TV

**NIDES, HARRY**  
WATE-TV, Knoxville, Tenn.

**NININGER, EVE**  
WDBJ, Roanoke, Va.

**NIX, ED**  
KWIZ, Santa Ana, Calif.

**NORDEN, EARL**  
WHDF, Houghton, Mich.

**NORMAN, RALPH**  
Elgin Hour  
ABC-TV

**WILBUR HATCH**  
**MUSICAL DIRECTOR**

"I LOVE LUCY"  
"OUR MISS BROOKS"  
"DECEMBER BRIDE"  
"THE WHISTLER"

**CBS-TV**

**NELSON RIDDLE**  
Conductor - Composer - Arranger

TV  
**BETTY HUTTON - MAX LIEBMAN**  
SPECTACULAR ON NBC  
**THIS IS YOUR MUSIC**  
TV COAST TO COAST

Conducting and Arranging  
on  
**CAPITOL RECORDS** for  
NAT "KING" COLE      FRANK SINATRA  
BETTY HUTTON      MARGARET WHITING

**BETTY HUTTON**  
Night Club Engagements

**MOTION PICTURES**  
"MY SISTER EILEEN"—  
Col.  
"FINIAN'S RAINBOW"—  
Placid Prods.

**NORMAN, RALPH**  
WOMT, Manitowoc, Wis.

— O —

**ODOM, MITCH**  
KBTM, Jonesboro, Ark.  
**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.  
**OLSWANGER, BERL**  
WMCT, Memphis, Tenn.  
**O'RANCH, JACK**  
WKRT, Cortland, N. Y.  
**OSBORN, TIM**  
KTHH, Houston, Texas  
**OSBORNE, OZZIE**  
WMBD, Peoria, Ill.  
**OSSER, ABE**  
Dancing Party  
ABC  
**OVERSTREET, MRS. MAVIS**  
WSLS, Roanoke, Va.

— P —

**PADGETT, MATTIE**  
WIRC, Hickory, N. C.  
**PAINTER, DICK**  
KVGB, Great Bend, Kans.  
**PALMER, BILL**  
WTVN-TV, Columbus, Ohio  
**PALMER, GEORGE**  
WNHC-TV, New Haven, Conn.  
**PALMER, SIDNEY**  
KARK-TV, Little Rock, Ark.  
**PARKER, KENNETH**  
KTVX, Muskogee, Okla.  
**PARKER, MARION**  
KATV, Pine Bluff, Ark.  
**PARKES, ERMA**  
KEVY, Provo, Utah  
**PARKIN, L.**  
KGDH, Stockton, Calif.

**PAUL, CHARLES F.**  
Love of Life, Secret Storm, CBS-TV;  
Road of Life, CBS, CBS-TV;  
Nora Drake, CBS

**PATERSON, FRANCES**  
WNDR, Syracuse, N. Y.  
**PAYEY, RICHARD**  
WJLB, Detroit, Mich.  
**PAYNE, WILLIAM**  
KVOD, Denver, Colo.  
**PEILMAN, CARL**  
KKTU, Colorado Springs, Colo.  
**PERAZZO, GENE**  
WQAM, Miami, Fla.  
**PERFUMI, VINCE**  
WTAR-TV, Norfolk, Va.  
**PERKINS, JIMMY**  
WBBB, Burlington, N. C.  
**PERKINS, PAT**  
WVET, Rochester, N. Y.  
**PERRY, DICK**  
WFAI, Fayetteville, N. C.  
**PETERS, JOHN**  
WPDX, Clarksburg, W. Va.  
**PETRILLO, CAESAR**  
WBBM, Chicago, Ill.  
**PELEGER, GEORGE**  
WJTN, Jamestown, N. Y.  
**PICCOLO, DOM**  
WKBI, St. Marys, Pa.  
**PIELOW, E. C.**  
KSDN, Aberdeen, S. Dak.  
**PIERCE, RONNIE**  
WLMJ, Jackson, Ohio  
**PIERSON, SELMA D.**  
WCAW, Charleston, W. Va.  
**PILDNER, HENRY**  
WGAR, Cleveland, Ohio  
**PLAGENS, RAY**  
WFAA-TV, Dallas, Tex.  
**PLOTNICK, NORMAN**  
WDDC, Washington, D. C.

**PORTER, BERNICE J.**  
WGRA, Cairo, Ga.  
**POTTER, BARBARA**  
KVNI, Coeur d'Alene, Idaho  
**POWELL, RICHARD E.**  
WTOP, Washington, D. C.  
**POYTHRESS, E. T.**  
WLAG, LaGrange, Ga.  
**PRENTICE, CHARLES D., JR.**  
WHA1, Greenfield, Mass.  
**PRESTON, MRS. WAYNE**  
WACO, Waco, Texas

— Q —

**QUINTON, PATSY M.**  
WTYC, Rock Hill, S. C.

— R —

**RALSTON, H. E.**  
WHBF, Rock Island, Ill.  
**RANDALL, GORDY**  
WRGB, Schenectady, N. Y.  
**RANDOM, MICHAEL DONN**  
KLX, Oakland, Calif.  
**RANCO, JERRY**  
KCLV, Clovis, N. Mex.  
**RAYMOND, HAL**  
WKID, Urbana, Ill.  
**RECORE, ARVIE**  
WLVW-D, Dayton, Ohio  
**REDUS, JACK**  
KFFA, Greeley, Colo.  
**REINHARDT, FRED**  
KITO, San Bernardino, Calif.  
**REPINE, BURT**  
WRVA, Richmond, Va.  
**REYNOLDS, JACK**  
WBRM, Marion, N. C.  
**RHOADS, JERRY**  
WIRK, West Palm Beach, Fla.

## MARLIN SKILES

Composer-Conductor

Motion Pictures  
Radio-Television



"That's My Boy"—CBS-TV  
and  
"Arrow in the Dust"  
"Flat Top"  
"Fighter Attack"  
for  
Allied Artists

## WALTER SCHARF

Musical Director  
Composer

The Donald O'Connor Show  
"You're Only Young Once"  
(Paramount)  
"Artists and Models"  
(Paramount)

**RICHARDSON, KAY**  
KRSN, Los Alamos, N. Mex.  
**RICHMOND, BOB**  
WREN, Topeka, Kans.

**RIDDLE, NELSON**  
B. June 1, 1921, Oradell, N. J.  
Max Liebman-Betty Hutton Spectacular, NBC-TV; 50th Anniversary Show, Bank of America; This Is Your Music, Syndicated

**RIDGELEY, RICHARD**  
Dancing Party  
ABC

**RIDGEWAY, JIM**  
KRBC-TV, Abilene, Tex.

**RILEY, RALPH**  
WHIZ, Zanesville, Ohio

**RILEY, RALPH**  
WHIZ-TV, Zanesville, Ohio

**ROBBINS, EDWARD**  
WKNE, New Britain, Conn.

**ROBBINS, MARIE**  
WKBY, Richmond, Ind.

**ROBERE, JOHN**  
WDEF-TV, Chattanooga, Tenn.

**ROBERTS, BILL**  
KDSX, Denison, Texas

**ROBERTS, DON**  
WKNE, Keene, N. H.

**ROBERTS, JOE**  
KBRS, Springdale, Ark.

**ROBINA, ELANOR**  
WCMC, Wildwood, N. J.

**ROBINSON, BARBARA**  
KTBC, Austin, Texas

**ROBINSON, SALLY**  
KVOU, Uvalde, Texas

**ROBINSON, STANLEY**  
WTNS, Coshocton, Ohio

**ROGERS, DON**  
WRIB, Providence, R. I.

**ROGERS, LANDIS**  
WACR, Columbus, Miss.

**ROSCO, RICHAEAL**  
WHOM, New York, N. Y.

**ROSE, DAVID**  
B. London, England. Red Skelton Show, It's a Great Life, CBS-TV; Pasadena Pops Playhouse, ABC-TV

**ROSS, TONY**  
WBBW, Youngstown, Ohio

**ROTH, ALAN**  
Buick-Berle Show  
NBC-TV

**ROWE, FLO BEACH**  
WSLB, Ogdensburg, N. Y.

**RUMMINGER, MRS. ELMER**  
WMUU, Greenville, S. C.

**RYAN, PAUL**  
WBEV, Beaver Dam, Wis.

— S —

**SALTER, HARRY**  
Name That Tune  
CBS-TV

**SANFORD, CHARLES**  
B. June 17, 1905, New York.  
Max Liebman Presents, Your Show of Shows, NBC-TV

**SARGENT, MICHAEL**  
WBIW, Bedford, Ind.

**SAUNDERS, DOROTHY**  
KCLS, Flagstaff, Ariz.

**SAUTER, FINEGAN (Orchestra)**  
The Saturday Night Revue  
NBC-TV

**SCHAEFER, NORMAN**  
KRIC, Beaumont, Texas

**SCHARF, WALTER**  
B. Aug. 1, New York City. The Donald O'Connor Show, NBC-TV

**SCHOURICH, KAY**  
WITY, Danville, Ill.

**SCHRAGER, RUDY**  
B. Aug. 28, 1905, New York.  
Lux Radio Theater, NBC; Lux Video Theater, NBC-TV

**SCHMIDT, PAUL**  
KPRC, Houston, Texas

**SCHULZ, MYRON**  
WAAF, Chicago, Ill.

**SCOTT, KEN**  
WPFO, Peoria, Ill.

**SCOTT, RAYMOND**  
Your Hit Parade  
NBC-TV

**SCOTT, ROBERT A.**  
WBLT, Bedford, Va.

**SCOTT, ROBERTSON C.**  
KPOL, Los Angeles, Calif.

**SHAUNCE, GOLDA**  
WMBH, Joplin, Mo.

**SHAW, LOTTIE**  
WHIN, Gallatin, Tenn.

**SHERMAN, BOB**  
WTNJ, Trenton, N. J.

**SHERROW, DON**  
KSEK, Pittsburg, Kans.

**SHEVLIN, ROBERT E.**  
WDLC, Port Jervis, N. Y.

**SIMON, MILDRED**  
KWRE, Warrenton, Mo.

**SIMPSON, JOHN**  
KOTA, Rapid City, S. Dak.

**SIX, JACK**  
WTVN, Columbus, Ohio

**SKILES, JACK**  
KENS-TV, San Antonio, Tex.

# ROY BARGY

MUSICAL DIRECTOR

## The Jimmy Durante Show

Management

"Scrappy" Lambert

**SKILES, MARLIN**

B. Dec. 17, 1906, Harrisburg, Pa.  
That's My Boy, CBS-TV

**SLATON, NORMA**

WBEQ, Harrisburg, Ill.

**SLATON, MRS. JOHN**

WJBB, Haleyville, Ala.

**SLATTERY, MARY BELLE**

WTMV, East St. Louis, Ill.

**SLUSSER, HAZEL**

WSUN, St. Petersburg, Fla.

**SMITH, CLIFF**

WEKY, Richmond, Ky.

**SMITH, FRANK**

In Town Tonight  
WBBM-TV, Chicago, Ill.

**SMITH, HOWARD**

Garry Moore Show  
CBS-TV

**SMITH, JERRY**

KGVO, Missoula, Mont.

**SMITH, JOHN EDESEL**

WGSW, Greenwood, S. C.

**SMITH, LOLA**

WSPD-TV, Toledo, Ohio

**SMITH, PHILIP C.**

WTSV, Claremont, N. H.

**SMITH, RODNEY**

KDMS, El Dorado, Ark.

**SMITH, VIRGINIA L.**

KRMS, Osage Beach, Mo.

**SNYDER, MARIE**

WRSW, Warsaw, Ind.

**SONTAG, GEORGE**

WOC-TV, Davenport, Iowa

**SPARKMAN, ERNEST**

WWKO, Ashland, Ky.

**SPELTZ, BERNARDINE**

WFHR, Wisconsin Rapids,  
Wis.

**SPRUELL, RAY**

WLCS, Baton Rouge, La.

**STABLE, DICK**

The Colgate Comedy Hour  
NBC-TV

**STANIS, PAUL**

KWK-TV, St. Louis, Mo.

**STANLEY, ART**

KOIL, Omaha, Nebr.

**STANLEY, JAY**

Musical Jackpot  
WATV, Newark, N. J.

**STANZIOLA, JOHN**

WAZL, Hazleton, Pa.

**STAUB, JOHN**

WAYB, Waynesboro, Va.

**STEIN, REX**

WLDS, Jacksonville, Ill.

**STELL, S. V.**

WHAP, Hopewell, Va.

**STELL, S. V.**

WSVS, Crewe, Va.

**STEPHENS, DAVID**

WCAU-TV, Philadelphia, Pa.

**STEPHENS, ROBERT**

WJVB, Jacksonville Beach,  
Fla.

**STEVENS, RALPH**

WBBO, Augusta, Ga.

**STEVENS, ROBERT S.**

WVCG, Coral Gables, Fla.

**STITELER, FRANK**

WGLS, Decatur, Ga.

**STORDAHL, AXEL**

Coke Time  
Mutual

**STRACENER, JOHN ROY**

WJBO, Baton Rouge, La.

**STRANGI, SUZANNE**

WLOX, Biloxi, Miss.

**STRICKLER, JAMES**

WMGW, Meadville, Pa.

**STRINE, EARL**

WCHA, Chambersburg, Pa.

**STUART, EARL**

WWJ-TV, Detroit, Mich.

**STULL, BILL**

KFDA, Amarillo, Texas

**SULLIVAN, PHILLIP**

WBAM, Montgomery, Ala.

**SWANSON, GREG**

KXEO, Mexico, Mo.

**SYBILRUD, JERRY**

KMPA, Los Angeles, Calif.

**SYLVERN, HANK**

Phil Silvern Show, Jane Froman  
Show, CBS-TV; RCA Victor, MGM  
Pictures

— T —

**TELL, AL**

KTVQ, Oklahoma City, Okla.

**THOMAS, DICK**

WNNJ, Newton, N. J.

**THOMAS, LLOYD**

KHAS, Hastings, Neb.

**THOMAS, MERLE**

KPLC, Lake Charles, La.

**THOMPSON, BOB**

KMMT, Austin, Minn.

**THOMPSON, MAURICE**

WLBT, Jackson, Miss.

**TIBBOTT, JOANNE E.**

WNCC, Barnesboro, Pa.

**TICE, FRANCES M.**

WJOT, Lake City, S. C.

**TILDEN, LOLA**

WGMS, Washington, D. C.

**TORRES, DON GIL**

WDAF, Kansas City, Mo.

**TOWNSEND, WALLY**

CKLW, Detroit, Mich.

**TOWNSEND, WALLY**

CKLW-TV, Detroit-Windsor,  
Mich.

**TRAP, W. L.**

WKBZ, Muskegon, Mich.

**TRAVIS, VICTOR**

WMID, Atlantic City, N. J.

**TRENDLER, ROBERT**

Chicago Theater of the Air  
Mutual

**TROTTER, JOHN  
SCOTT**

B. June 14, 1908, Charlotte, N. C.  
Bing Crosby Show, CBS; Bing  
Crosby Show, CBS-TV; George  
Gobel Show, NBC-TV

**TURNIPSEED, RHETT**

WGBA, Columbus, Ga.

**TWINER, DONNA**

KBRZ, Freeport, Texas

**TWOMEY, MORRY**

KNOE, Monroe, La.

— V —

**VAGNONI, FRANK**

WABC-TV, New York, N. Y.

**VAUGHN, JACK**

KWIE, Kennewick, Wash.

**VAUGHAN, LES**

KLIF, Dallas, Tex.

**VINCENT, MARY**

WFBM, Indianapolis, Ind.

**VOEGLI, DON**

WMTV, Madison, Wis.

**VOORHES, DONALD**

The Telephone Hour  
NBC

**VOORHIS, VAN**

WLBR, Lebanon, Pa.

— W —

**WACKS, LOU**

WMCA, New York, N. Y.

**WARD, ANN**

KRXX, Rexburg, Idaho

**WARING, EVA**

KCBQ, San Diego, Calif.

**WATKINS, EVA MAE**

WHJC, Matewan, W. Va.

**WATSON, GARA**

KICA, Clovis, N. Mex.

**WAYNE, BERNIE**

Composer, author, director, free-  
lance

**WAYNE, ROGER**

WHLI, Hempstead, N. Y.

**WEBB, GERALD K.**

KYAK, Yakima, Wash.

**WEBER, HENRY**

Chicago Theater of the Air,  
Enchanted Hour  
Mutual

**WEBB, BUDDY**

Show Time  
ABC

**WEEDON, RALPH**

KTEM, Temple, Texas

**WEES, DICK**

KTAC, Tacoma, Wash.

**WEKLE, WARREN S.**

KOBK, Owatonna, Minn.

**WELL, LOUIS PHILLIPS**

WBCO, Bessemer, Ala.

**WEINER, MILT**

WLW, Cincinnati, Ohio

**WEITMAN, LOUISE**

KCLX, Colfax, Wash.

**WERNER, ANNE**

WRFW, Eau Claire, Wis.

**WESTON, PAUL**

Jo Stafford Show  
CBS-TV

**WHEELER, RON**

KTAT, Frederick, Okla.

**WHITE, ALBERT**

KNBC, San Francisco, Calif.

**WHITE, BEVERLY**

WISC, Madison, Wis.

**WHITTENTON, RETA**

WCKB, Dunn, N. C.

**WIEDLOTT, ALLO**

WFBG, Altoona, Pa.

**WIGGART, MIKE**

WARN, Fort Pierce, Fla.

**WILLIAMS, BRAD**

WGIL, Galesburg, Ill.

**WILLIAMS, DEL**

WIMS, Michigan City, Ind.

**WILSON, BILL**

WARD, Johnstown, Pa.

**WILSON, JACK**

WARM, Scranton, Pa.

**WING, ROBERT**

KELY, Ely, Nev.

**WINTERS, MEL**

WOAL, San Antonio, Texas

**WOESNER, ERNEST**

WMUR-TV, Manchester, N. H.

**WOLF, ERIC**

WMIE, Miami, Fla.

**WOOD, TOMMY**

WMBR, Jacksonville, Fla.

**WOODWARD, ARLISS**

WKNX-TV, Saginaw, Mich.

**WRIGHT, RAY**

KGCX, Sidney, Mont.

— Y —

**YANDON, DEL**

KXLY-TV, Spokane, Wash.

**YATES, YEW**

KWKW, Pasadena, Calif.

**YOHE, CHARLES R.**

WBOC-TV, Salisbury, Md.

**YOUNG, AL**

WCMA, Corinth, Miss.

**YOUNG, VICTOR**

B. Aug. 8, Warsaw, Poland

**YOUNGBLOOD, JIM**

WPAD, Paducah, Ky.

— Z —

**ZEPP, ART**

KHQ, Spokane, Wash.

**ZIMMERMAN, HARRY**

Family Theater  
Mutual

**ZIMMERMAN, JO ANN**

WBBZ, Ponca City, Okla.

# LIDO BELLI

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THE FATHER OF THE ITALIAN LANGUAGE  
BROADCASTING IN THE U.S.A.

TWENTY-FOUR consecutive years of successful broadcasting  
"A Record That Speaks For Itself".

The Market of more than 3,100,000 ITALO-AMERICANS in  
New York is available to you.

We deliver YOUR message the way they UNDERSTAND IT,  
LIKE IT and ACT ON IT.

## LIDO BELLI

Producer — Director — Announcer

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street

New York 51, N. Y.

MELrose 5-5522



# RADIO-TV DIRECTORS

—and their work during 1954

□ □ □

— A —

**ADISS, JUSTUS**

B. June 23, 1917, New York City.  
Schlitz Playhouse of Stars, CBS-TV; Loretta Young Show, NBC-TV

**ALEXANDER, KIRK**

Morning Show  
CBS-TV

**ANDREWS, CLARK**

Modern Romances  
ABC

**ANDREWS, MARTIN**

My True Story, Pilgrimage  
ABC

**ASHER, WILLIAM**

B. Aug. 8, 1921, New York City.  
I Love Lucy, CBS-TV

— B —

**BELLI, LIDO**

Producer, Director, Announcer,  
WBNS

**BIRCH, PETER**

Morning Show, Jane Froman  
Show  
CBS-TV

**BLEYER, ROBERT**

Arthur Godfrey Time, Arthur  
Godfrey and His Friends  
CBS-TV

**BOYD, SCUDDER**

Morgan Beatty and the News  
DuMont

**BUNETTA, FRANK**

Life Is Worth Living, Dollar  
a Second, Summer in the Park  
DuMont

**BURKE, CAROLINE**

Vacation Wonderlands, Pirandello's  
Six Characters in Search of  
An Author, Wanda Landowska at  
Home, Three Steps to Heaven,  
NBC

— C —

**CAMPBELL, RAY**

Spotlight, New York, Farm  
News  
WABC

**CASTLE, NICK**

Directs and Stages Night Club  
Shows, Choreography for Motion  
Pictures and Television

**COYLE, HARRY**

Professional Football, Pantomime  
Quiz, Twenty Questions, Author  
Meets the Critics, Time Will Tell,  
Professional Boxing  
DuMont

— D —

**DAVIS, EDDIE**

B. Jan. 10, New York City. Eddie  
Cantor Comedy Theatre, Corliss  
Archer, I Led Three Lives, Mr.  
District Attorney, Favorite Story,  
Ziv TV

**DISKIN, SONNY**

John Daly & the News, Walter  
Winchell, Stork Club  
ABC

**DIAMOND, VERN**

CBS-TV

## AL LEWIS

*Directing and Co-Writing*

**"OUR MISS BROOKS"**

CBS-TV

# JOE QUILLAN

*co-writer*

**"OUR MISS BROOKS"**

**CBS-TV**

# HERBERT SUSSAN

Producing and Directing

**"THE  
GUY  
LOMBARDO  
SHOW"**

(Film Series)

Syndicated in U. S. and  
Canada

By MCA TV, Ltd.



Directing and Staging

**"COKE  
TIME"**

starring

**EDDIE  
FISHER**

(NBC-TV)

for

The Coca-Cola Company

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□ □ □ RADIO-TELEVISION DIRECTORS □ □ □

**DONOHUE, JACK**

Red Skelton Show, Professional Father, That's My Boy, CBS-TV; Colgate Comedy Hour, NBC-TV

**DONOVAN, THOMAS**

Danger  
CBS-TV

— E —

**ECKLER, RICHARD**

Secret Files of Captain Video, Stars On Parade  
DuMont

— F —

**FAY, PAT**

Broadway to Hollywood, The Iona Massey Show, Finders Keepers  
DuMont

**FERBER, MELVIN**

Six O'Clock Report, News of Night  
CBS-TV

— G —

**GATELY, FREDERICK**

B. Oct. 5, 1909, DeKalb, Ill. Mayor of the Town, Big Town, MCA-TV

**GRAHAM, JOSEPH**

Evening Comes, Whispering Streets, It's Your Business  
ABC

**GREINER, BOB**

The Jack Gregson Show, Sheraton Luncheon with Frank Farrell, The Fitzgeralds  
WABC

**GROSS, LLOYD J.**

B. July 7, 1918, Weehawken, N. J. Masquerade Party, ABC-TV; Break the Bank, Portia Faces Life, Perry Como Show, Songs for Sale, Tonight on Broadway, CBS-TV

— H —

**HARLIB, MAT**

Horizons  
ABC

**HELLER, FRANKLIN**

What's My Line, Beat the Clock  
CBS-TV

**HEWITT, DON**

Douglas Edwards and the News, See It Now  
CBS-TV

**HILL, CHARLES**

CBS-TV

**HINES, DREXEL**

Companion, Metropolitan Opera Auditions  
ABC

**HOBIN, BILL**

Les Paul and Mary Ford Show, Garraway at Large, Wayne King Show, Your Show of Shows, Max Liebman Presents, NBC-TV

**HODGES, GIL**

Club 770, Spotlight, New York, Farm News  
WABC

— J —

**JAMISON, MARSHALL**

CBS-TV

**JOHNSTON, AL**

The Barry Gray Show  
DuMont

— K —

**KELLINO, ROY**

B. April 22, 1912, London, England. Schlitz Playhouse of Stars, Four Star Playhouse, CBS-TV

**KELLY, BYRON**

Danger  
CBS-TV

Sincerest thanks to the crew  
of  
FOUR STAR PLAYHOUSE  
and  
SCHLITZ PLAYHOUSE OF STARS

*Roy Kellino*

# NICK CASTLE

*Directed and Staged  
For Night Club*

MARTIN AND LEWIS  
BETTY HUTTON  
NANETTE FABRAY  
DINAH SHORE  
JOEL GREY  
THE SKYLARKS  
VAN JOHNSON  
PATTY ANDREWS  
ESTELITA

## CHOREOGRAPHY

*Motion Pictures*

"Living It Up"  
"Red Garters"  
"The Big Top"  
"The Eddy Foy Story"

*Now in Production*

"You're Too Young"

## CHOREOGRAPHY

TV

The Bob Hope Shows  
The Martin and Lewis Shows

### KENNEY, WESLEY

Rocky King, Detective; The  
Walter Woolf King Show,  
Funny Bunny  
DuMont

### KENWITH, HERBERT

Valiant Lady  
CBS-TV

### KLINE, BENJ. H.

B. July 11, Birmingham, Ala.  
Fireside Theater, NBC-TV

— L —

### LANDERS, LEW

B. Jan. 2, 1902, New York City.  
Topper, CBS-TV

### LEWIS, AL

B. Oct. 25, 1912, Brooklyn,  
N. Y. Our Miss Brooks, CBS-TV

### LOCKWOOD, GREY

B. April 18, The Martha Raye  
Show, The Red Buttons Show,  
Robert Montgomery Presents,  
Colgate Comedy Hour, NBC-TV

### LOWE, DAVID

What's the Story, Life Be-  
gins at Eighty, One Minute,  
Please, New York Times  
Youth Forum  
DuMont

### LUMET, SIDNEY

You Are There  
CBS-TV

### LUNGREN, LYNN

Maggi's Magazine with Maggi  
McNellis, The Doug Browning  
Show, The Fitzgeralds  
WABC

— Mc —

### McLEOD, VICTOR

B. Aug. 2, 1906, Nampa, Idaho.  
The Spike Jones Show, NBC-TV

— M —

### MANNO, CHUCK

Maggi's Magazine with Maggi  
McNellis  
WABC

### MARCEAU, WILLIAM

The Plainsclothes Man  
DuMont

### MARSHALL, WILLIAM

Whispering Streets, Metro-  
politan Opera, Firestone  
ABC

### MARVEL, TED

Youth Takes a Stand, Sunday  
News Special  
CBS-TV

**MONTGOMERY, ROBERT**

American Tobacco Theatre,  
Johnson's Wax Program, NBC-TV

**MONTY, GLORIA**

Secret Storm  
CBS-TV

— N —

**NELSON, RALPH**

B. Aug. 12, 1916, New York  
City. Mama, Omnibus, CBS;  
Motorola Hour, ABC Album,  
ABC

**NICKELL, JOHN PAUL**

B. Dec. 28, 1915, Salt Lick, Ky.  
Studio One, Omnibus, Best of  
Broadway, CBS-TV

**NOCKS, ARNEE**

Captain Video, Night Editor,  
On Your Way  
DuMont

**NUGENT, EDDIE**

Fight Talk  
ABC

— P —

**PAUL, BYRON**

Jane Froman Show  
CBS-TV

**PEYSER, JOHN**

Man Behind the Badge, CBS-TV

**POLK, LEE**

Opera Cameos, Magic Cottage  
DuMont

**POST, TED**

B. March 31, 1918, Brooklyn,  
N. Y. Schlitz Playhouse of Stars,  
CBS-TV; Medic, NBC-TV; Water-  
front, Syndicated

**PURDY, RAI**

Sports Spot, Winky Dink  
CBS-TV

— Q —

**QUILLAN, JOE**

B. Aug. 31, 1915, Philadelphia,  
Pa. Our Miss Brooks, CBS-TV

— S —

**SAMMON, ROBERT**

CBS-TV

**SANDWICH, DICK**

Down You Go, The Paul  
Dixon Show, The Igor Cassini  
Show  
DuMont

**SATENSTEIN, FRANK**

Jackie Gleason, Robert Q.  
Lewis Show  
CBS-TV

**SAVALAS, TELLY**

Club 770  
WABC

**SCANLAN, WALT**

Spotlight, New York  
WABC

**SCHAFFNER, FRANKLIN J.**

Studio One, Person to Person,  
CBS-TV

**SCHIMMEL, CLARENCE**

Garry Moore Show  
CBS-TV

**SCHNEIDER, DICK**

Color Tour, Today, NBC-TV

**SEARS, FRED F.**

B. July 7, Boston, Mass. Ford  
Theater, NBC-TV; Contract Co-  
lumbia Pictures

**WILLIAM ASHER**

**WALTER STRENCE**

A.S.C.

Director of Photography



**"WATERFRONT"**

**"MY LITTLE MARGIE"**

**FREDERICK  
GATELY**

A.S.C.

Director of Photography

★

**"MAYOR OF THE TOWN"**

**"BIG TOWN"**

**EDDIE DAVIS**

*director*

CORLISS ARCHER

EDDIE CANTOR COMEDY  
THEATRE

FAVORITE STORY

I LED THREE LIVES

MR. DISTRICT ATTORNEY

for ZIV-TV

**JACK  
DONOHUE**

Director

**The Red Skelton Show**

CBS TV

**JUSTUS ADDISS**

Director

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**"Schlitz Playhouse  
of Stars"**

**"The Loretta Young Show"**

Management:

**Wm. W. Barnes  
CRestview 4-1166  
Beverly Hills**

□ □ □ RADIO-TELEVISION DIRECTORS □ □ □

**SEGAL, ALEX**

U. S. Steel  
ABC

**SHEA, TOM**

The Fitzgeralds  
WABC

**SHEAR, BARRY**

Guide Right, The Ernie Kovacs Show, Joseph Schildkraut, Melody Street  
DuMont

**SILBERSHER, MARVIN**

Brighter Day  
CBS-TV

**SMITH, SID**

B. Nov. 11, 1920, Minneapolis, Minn. Colgate Comedy Hour, Texaco Star Theater, The Jimmy Durante Show, NBC-TV

**SOMERVILLE, WARREN**

Sammy Kaye, Henry Jerome, Dancing Party  
ABC

**STEDMAN, BILL**

Martin Block's Make Believe Ballroom, The Boy Next Door with Mort Lindsey  
WABC

**STEEN, CORT**

Voice of Firestone, ABC-TV

**STRENGE, WALTER**

B. May 2, 1898, Albany, N. Y. Waterfront, My Little Margie, Syndicated

**SUSSAN, HERBERT**

The Guy Lombardo Show, Syndicated; Coke Time Starring Eddie Fisher, NBC-TV

**WALLACH, GEORGE**

Adventures of the Falcon, His Honor, Homer Bell, Watch the World, Inner Sanctum, NBC Film; The Jane Pickens Show, NBC-TV

**WALTERS, VINCENT**

Morning Show News  
CBS-TV

**WHELAN, KENNETH T.**

CBS-TV

**WIEST, GEORGE**

Just Easy with Jack Gregson  
ABC

**WRAY, JOHN**

Toast of the Town  
CBS-TV

— T —

**TELFORD, FRANK**

Love Story, The Stranger  
DuMont

**TRENNER, MICKEY**

St. John the Divine Christmas Show  
ABC

— W —

**WALD, ROBERT**

American Inventory, NBC-TV

— Y —

**YARBROUGH, JAMES**

The Seeking Heart  
CBS-TV

**BENJ. H. KLINE**

A. S. C.

Director of Photography

FRANK WISBAR  
PRODUCTIONS

LEW  
LANDERS



**VICTOR McLEOD**

TV

Writer - Producer - Director

**TED POST**

Director

**Schlitz Playhouse**

**Medic**

**Waterfront**

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Director

of

**"Man Behind the Badge"**

**GREY LOCKWOOD**

NBC-TV

**DIRECTOR**





**Cort Steen**

DIRECTOR

OF

**"VOICE OF FIRESTONE"**

ABC-TV

**SID  
SMITH**

Director

NBC-TV

Hollywood

**TEXACO STAR THEATRE  
JIMMY DURANTE**

**DICK SCHNEIDER**

DIRECTOR

OF

**"COLOR TOUR"**

and

**"TODAY"**

NBC-TV

**FRED F. SEARS**

Director

**FORD THEATER**

under contract to  
**COLUMBIA PICTURES**



**ROBERT WALD**

**PRODUCER-DIRECTOR, "AMERICAN INVENTORY"**

**NBC TELEVISION**

# RADIO-TV PRODUCERS

Network and Independent—and their work during 1954



## — A —

**AKIN, JACK**  
WJHP-TV, Jacksonville, Fla.

**ALTMAN, WILLIAM**  
**MARKHAM**  
Studio One  
CBS-TV

**ALVES, JOHN**  
WSJV, Elkhart, Ind.

**ANDERSON, WENDELL**  
Talent Parade  
WREX, Rockford, Ill.

**ANDREWS, DAVID**  
WDEF-TV, Chattanooga,  
Tenn.

**ANTHONY, JACK**  
WLW-C, Columbus, Ohio

**APPELL, DON**  
CBS-TV

**AREND, THOMAS E.**  
Hayloft Party  
WMTV, Madison, Wis.

**ARNELL, PETER**  
I'll Buy That, What's in a Word,  
The Name's the Same, CBS

**ASTOR, DAVE**  
WPMT, Portland, Me.

**ATCHER, BOB**  
B. May 11, 1914, Hardin County,  
Ky. Meadow Gold Ranch, WBKB-  
TV; National Barn Dance, WLS;  
Singing A Ranch, Best of the  
West, Playtime, WGN-TV; Fault-  
less Starch Time, NBC

**ATRINSON, JOHN**  
WRDW-TV, Augusta, Ga.

**AWSUMB, ROGER**  
WMIN-TV, St. Paul, Minn.

**AYERS, TED**  
Washington  
CBS-TV

## — B —

**BAILEY, JUDSON**  
Sports  
CBS-TV

**BAILY, MEL**  
Heartbeat of Industry, Bobby  
Benson  
Mutual

**BAKER, JERRY**  
Atomic Serenade  
KGGM-TV, Albuquerque, N.  
Mex.

**BARNES, JERRY**  
WWLP, Springfield, Mass.

**BARRECA, FRANK**  
KVOA-TV, Tucson, Ariz.

**BASS, LEONARD**  
Counter-Spy  
Mutual

**BAUMAN, ED**  
WKNY-TV, Kingston, N. Y.

**BEACH, HUGH**  
Youth Takes a Stand, Sports  
Spot  
CBS-TV

**BERFIELD, FRANK**  
WMCT, Memphis, Tenn.

**BERG, HAL**  
WILK-TV, Wilkes-Barre, Pa.

**BERNS, LARRY**  
Our Miss Brooks  
CBS, CBS-TV

**BIGGS, BILL**  
KOPO-TV, Tucson, Ariz.

**BLACKWELL, BURT**  
WAVE-TV, Louisville, Ky.

**BOAK, ROBERT**  
WMUR-TV, Manchester, N. H.

**BOLIN, ART**  
WARM-TV, Scranton, Pa.

**BOLKCOM, LLOYD**  
WMIN-TV, St. Paul, Minn.

**BOLLINGER, ROBERT**  
WJAC-TV, Johnstown, Pa.

**BOOKER, GEORGE**  
WJHP-TV, Jacksonville, Fla.

**BORGE, PAUL**  
KMTV, Omaha, Nebr.

**BOYD, SCUDDER**  
Morgan Beatty and the News  
DuMont

**BRANT, BILL**  
WDTV, Pittsburgh, Pa.

**BREEN, TOM**  
After Hours  
KFEL-TV, Denver, Colo.

**BRENT, RUTH**  
KGNC-TV, Amarillo, Texas

**BRODHEAD, CHARLES**  
CKLW-TV, Detroit-Windsor,  
Mich.

**BRODKIN, HERB**  
Elgin TV Hour  
ABC

## LEON FROMKES



*Executive Producer*

"RAMAR OF THE JUNGLE"

"ELLERY QUEEN"

"HALLS OF IVY"

DUKE  
GOLDSTONE

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NBC-TV

PRODUCER

DIRECTOR

CAROLINE BURKE

**BROWN, ELMO**  
T. V. Toons  
KTBC-TV, Austin, Texas

**BRITAIN, TOM BROWN**  
KCEB-TV, Tulsa, Okla.

**BRUTON, CARL E.**  
WTVJ, Miami, Fla.

**BUNETTA, FRANK**  
The Ernie Kovacs Show  
DuMont

**BURKE, CAROLINE**  
Vacation Wonderlands, Pirandello's Six Characters in Search of An Author, Wanda Landowska at Home, Three Steps to Heaven, NBC

**BURKLEY, OWEN**  
WOW-TV, Omaha, Nebr.

**BURNETT, JACK**  
General Sports Time  
Mutual

**BURT, HARDY**  
State of the Nation  
Mutual

**BUSCHMEYER, FRED S., JR.**  
What's Cooking  
KARK-TV, Little Rock, Ark.

**BUTTERFIELD, ALFRED**  
CBS-TV

— C —

**CAHOON, JAMES B.**  
UN in Action  
CBS-TV

**CAREY, CHARLES**  
WFIE-TV, Evansville, Ind.

**CARLSON, BRAMER**  
WSEE, Erie, Pa.

**CARLSON, MARTHA**  
The Birdcage  
WBTM-TV, Danville, Va.

**CAROW, RAY**  
WEAR-TV, Pensacola, Fla.

**CARR, BOB**  
WTRF-TV, Wheeling, W. Va.

**CARROLL, JACK**  
WLW-C, Columbus, Ohio

**CARTER, BILL**  
Florida Calling with Tom Moore, True or False  
Mutual

**CARTER, KENNY**  
KTVH, Hutchinson, Kans.

**CHANDLER, JACK**  
Taste for Living  
KKTU, Colorado Springs, Colo.

**CHAPMAN, JACK B.**  
KTSM-TV, El Paso, Texas

**CHEVILLAT, DICK**  
It's a Great Life  
NBC-TV

**CLAIRE, MARION**  
Chicago Theater of the Air  
Mutual

**COLGAN, FRED**  
WGEM-TV, Quincy, Ill.

**COLVIN, JAKE**  
KRGV-TV, Weslaco, Texas

**COON, HARRY**  
WBBM-TV, Chicago, Ill.

**COOPER, HAL**  
Masie Cottage  
DuMont

**COX, BILL**  
WOOD-TV, Grand Rapids, Mich.

**COX, BRUCE**  
Three City Final  
WLW-T, Cincinnati, Ohio

**COX, JIMMY**  
Colorado Hayride  
KCSJ-TV, Pueblo, Colo.

**CORDOVA, FREDERICK de**  
December Bride  
CBS-TV

**CORDOVA, J. A. GONZALEZ**  
WAPA-TV, San Juan, P. R.

**CORLEY, ROBERT**  
WQXI-TV, Atlanta, Ga.

**CORVO, PHILIP**  
WKNB-TV, New Britain, Conn.

**COVEY, LYNN**  
WTRF-TV, Wheeling, W. Va.

**CRANOW, GUS**  
WAFB-TV, Baton Rouge, La.

**CROFFORD, CLIFF**  
Chuck Wagon Time  
KBAK-TV, Bakersfield, Calif.

**CURRAM, BARBARA**  
KXJB-TV, Valley City, N. Dak.

— D —

**DANIELS, ALFRED**  
WLBT, Jackson, Miss.

**DARGAN, CHARLES K.**  
WNBK, Cleveland, Ohio

**DAUGHERTY, JEAN**  
These Things We Share  
WHEN-TV, Syracuse, N. Y.

**DAVENPORT, JACK**  
WTTV, Bloomington, Ind.

**DECKER, LEO**  
WTVB, Durham, N. C.

**DEERING, DAVE**  
Sewing Basket  
KOMU-TV, Columbia, Mo.

**del VALLE, JAIME**  
B. Jan. 19, 1919, Los Angeles, Calif. The Line Up, CBS-TV; Johnny Dollar, General Electric Theater, CBS; Richard Diamond, NBC

**DEMUND, CHARLES**  
KOOL-TV, Phoenix, Ariz.

**DEVINE, OTTIS**  
WSM, Nashville, Tenn.

**DICKEY, JAMES**  
WSJS-TV, Roanoke, Va.

# BILL HOBIN

ASSOCIATE PRODUCER — DIRECTOR

MAX LIEBMAN

PRODUCTIONS

# PETER ARNELL

CREATOR AND PRODUCER  
*of*  
TELEVISION PROGRAMS

*Exclusive Management*  
ASHLEY-STEINER, INC.

*Press Representative*  
SOLTERS-O'ROURKE & ASSOCIATES

## LLOYD GROSS

FREE LANCE  
DIRECTOR-PRODUCER

DIRECTING  
"MASQUERADE PARTY"  
ABC-TV

"BREAK THE BANK"  
ABC-TV



**DIMAC, VLADA**  
KTVQ, Oklahoma City, Okla.  
**DORICK, DONALD**  
Open House  
KAKE-TV, Wichita, Kans.  
**DOZIER, WILLIAM**  
CBS-TV  
**DRYER, SHERMAN H.**  
Search That Never Ends  
Mutual

— E —

**EDEIMAN, LOUIS**  
Make Room for Daddy  
ABC-TV  
**EDMONDSON, NEAL**  
Hospitality House  
KSBW-TV, Salinas, Calif.  
**EDWARDS, BUD JOHN**  
KCCC-TV, Sacramento, Calif.  
**EDWARDS, DON**  
KCSJ-TV, Pueblo, Colo.  
**EDWARDS, SUE**  
WSAZ-TV, Huntington,  
W. Va.  
**EDWARDS, WEB**  
Hawaii Calls  
Mutual  
**ELKS, BILL**  
WNCT, Greenville, N. C.  
**ELLSWORTH,  
WHITNEY**  
B. Nov. 27, 1908, Brooklyn, N. Y.  
Superman, Syndicated  
**ENION, BERT**  
Gal Next Door  
WHEN-TV, Syracuse, N. Y.  
**ERSKINE, CHESTER**  
TV Reader's Digest  
ABC-TV  
**ESKELSON, JIM**  
KEYT, Santa Barbara, Calif.  
**EVANS, RONNIE**  
WRBL-TV, Columbus, Ga.

— F —  
**FALK, HERM**  
Teen's Dance Time  
KSAN-TV, San Francisco,  
Calif.  
**FATKIN, MARSHALL**  
WSTV-TV, Steubenville, O.  
**FERRIN, FRANK**  
B. Nov. 13, Minneapolis, Minn.  
Andy's Gang, ABC-TV  
**FETER, TED**  
Morning Show  
CBS-TV  
**FISHER, ED**  
WHIZ-TV, Zanesville, Ohio  
**FITZGERALD, LARRY**  
KRBC-TV, Abilene, Texas  
**FLEISCHMAN, STEPHEN**  
The Search  
CBS-TV  
**FOERSTER, FRED**  
WBRE-TV, Wilkes-Barre, Pa.  
**FORREST, ROBERT A.**  
WCAU-TV, Philadelphia, Pa.  
**FRIENDLY, FRED**  
See It Now  
CBS-TV  
**FURSE, RUSSELL**  
KEYT, Santa Barbara, Calif.

— G —

**GALLAGHER, PETE**  
WGLV, Easton, Pa.  
**GAREY, MARSDEN**  
KHOL-TV, Kearney, Nebr.  
**GARNER, JAMES**  
WDEF-TV, Chattanooga,  
Tenn.  
**GAYNES, LLOYD**  
The Vagabond  
WTVJ, Miami, Fla.  
**GEMAR, BILL**  
KTVH, Hutchinson, Kans.  
**GEORGIANNI, MIKE**  
WSYR-TV, Syracuse, N. Y.  
**GERRY, ROGER**  
Summer in the Park, Down  
You Go, Concert Tonight,  
Stars on Parade, Melody  
Street  
DuMont  
**GILBERT, BOB**  
WSUN-TV, St. Petersburg,  
Fla.  
**GILDERSLEEVE, WILLIAM**  
WMUR-TV, Manchester, N. H.  
**GINGELL, GEORGE**  
How's Your Memory  
WRBL-TV, Columbus, Ga.  
**GLEASON, ROBERT STUART**  
WGBS-TV, Miami, Fla.  
**GLENN, TONY**  
WUSN-TV, Charleston, S. C.  
**GOLDSTONE, DUKE**  
B. Jan. 17, 1914, Omaha, Nebr.  
Liberace, Florian Zabach, Frank-  
ie Laine, Connie Haines, Life  
with Elizabeth, Horace Heidt,  
Syndicated  
**GOORIAN, LEN**  
WCPO-TV, Cincinnati, Ohio  
**GOTSCHELL, DONALD**  
WLW-C, Columbus, Ohio  
**GOTTLIEB, ALEX**  
Dear Phoebe  
NBC-TV  
**GOULD, GEORGE**  
CBS-TV  
**GRAS, HAROLD W., JR.**  
Sagebrush Theatre  
KVOA-TV, Tucson, Ariz.  
**GRATON, BILL**  
KBOI, Boise, Idaho  
**GRAY, ORLON**  
WVEC-TV, Hampton-Norfolk,  
Va.

# AXEL GRUENBERG

Producer-Director

for

## RALPH EDWARDS' "THIS IS YOUR LIFE"

Now In Its Third TV Year\*

\*1953 Academy of Television Arts  
and Sciences Awards Winner

**RALPH LEVY**

CBS-TV

Producer-Director

**FELIX JACKSON**

**PAUL NICKELL**

**FRANKLIN SCHAFFNER**

**STUDIO ONE**



**GREEN, GEORGE**  
Junior Frolics  
WATV, Newark, N. J.

**GREER, BEN**  
WGVL, Greenville, S. C.

**GRESHAM, AL**  
WMCT, Memphis, Tenn.

**GRIFFITH, DAVE**  
Adventure Corner  
WSTV-TV, Steubenville, Ohio

**GROSS, LLOYD J.**  
B. July 17, 1918. Weehawken,  
N. J. Masquerade Party, ABC-  
TV; Break the Bank, Portia Faces  
Life, Perry Como Show, Songs  
for Sale, Tonight on Broadway,  
CBS-TV

**GRUENBERG, AXEL**  
B. Aug. 17, Riga, Latvia. This  
Is Your Life, NBC-TV; Revue  
Productions

**GRUNFELD, FRED**  
Musical Almanac  
Mutual

— H —

**HALL, CHARLES**  
WCSC-TV, Charleston, S. C.

**HALLMAN, DON**  
WAFB-TV, Baton Rouge, La.

**HAMMERSTEIN, TED**  
Food for Thought  
WABD, New York, N. Y.

**HAMMERSTEIN, TED**  
Broadway to Hollywood  
DuMont

**HARRIS, DAVID K.**  
Adventures in Outdoor Living  
WNHC-TV, New Haven, Conn.

**HARRIS, GEORGE**  
KCSJ-TV, Pueblo, Colo.

**HEIDER, FRED**  
Voice of Firestone  
ABC

**HELLWELL, DAVID**  
Danger  
CBS-TV

**HELGERSON, BUD**  
KXJB-TV, Valley City, N. Dak.

**HEMKE, BILL**  
KOLN-TV, Lincoln, Nebr.

**HENNING, PAUL**  
Bob Cummings Show  
NBC-TV

**HERBERT, DON**  
Watch Mr. Wizard, NBC-TV;  
General Electric Theatre, CBS-TV

**HERMAN, KEN**  
Water Wonderland  
WTOM-TV, Lansing, Mich.

**HERRIDGE, ROBERT**  
WCBS-TV, New York, N. Y.

**HOBIN, BILL**  
Les Paul and Mary Ford Show,  
Garroway at Large, Wayne King  
Show, Your Show of Shows, Max  
Liebman Presents, NBC-TV

**HOFFMAN, CURT**  
KLZ-TV, Denver, Colo.

**HOLMES, JOHN R.**  
KATV, Pine Bluff, Ark.

**HOLLAND, BERNARD**  
CKLW-TV, Detroit-Windsor,  
Mich.

**HOLLENBECK, WILLIAM**  
KQVR, Stockton, Calif.

**HOSKINS, H. J.**  
WICS, Springfield, Ill.

**HUGHES, LLOYD**  
WLAC-TV, Nashville, Tenn.

**HUGHES, T. J., JR.**  
WSLS-TV, Roanoke, Va.

**HURDLE, JACK**  
B. June 13, 1909. The Jackie  
Gleason Show, CBS-TV

**HURLEIGH, ROBERT F.**  
Reporters' Roundup  
Mutual

— J —

**JACKSON, FELIX**  
B. June 5, 1902, Hamburg, Ger-  
many. Studio One, CBS-TV

**JACOBSEN, ART**  
KMTV, Omaha, Nebr.

**JACOBSEN, GENE**  
WKY-TV, Oklahoma City,  
Okla.

**JACOBSON, JACK**  
Wendy Barrie Show  
WHIO-TV, Dayton, Ohio

**JENKINS, JOSEPH A.**  
WTVN-TV, Columbus, Ohio

**JENNINGS, BOB**  
Have A Heart  
Mutual

**JOHNSON, GLENN**  
WBTW, Charlotte, N. C.

**JOHNSON, VANCE**  
WFBC-TV, Greenville, S. C.

**JONAS, PAUL**  
Game of the Day, Game of  
the Week, Bowl Football,  
World Series, All-Star Base-  
ball, Sports Digest  
Mutual

**JONES, HARRY**  
WCCO-TV, Minneapolis, Minn.

— K —

**KANNA, RALPH**  
WKNB-TV, New Britain,  
Conn.



*Albert J. Cleary*

NBC-TV

# **WILLIAM SELF**

**PRODUCER**

**"SCHLITZ PLAYHOUSE OF STARS"**

for

Meridian Productions, Inc.

## **RALPH NELSON**

TV

**PRODUCER — DIRECTOR**

PRODUCER

**"ARMSTRONG CIRCLE  
THEATRE"**

1st YEAR

DIRECTOR

**"MAMA"**

6th Year



□ □ □ PRODUCERS — NETWORK-INDEPENDENT □ □ □

**KELLER, HOWARD**  
TV Little Theatre  
WVEC-TV, Hampton-Norfolk,  
Va.

**KELLY, JOHN**  
Teen Time  
KRBC-TV, Abilene, Texas

**KELLY, PATRICK**  
WQXL-TV, Atlanta, Ga.

**KEMPER, LOU**  
KMBC-TV, Kansas City, Mo.

**KENNY, ED**  
WCMB-TV, Harrisburg, Pa.

**KENT, JIMMY**  
WSIX-TV, Nashville, Tenn.

**KILHAM, GENE**  
WWOR-TV, Worcester, Mass.

**KING, CHRISTOPHER**  
Sounding Board  
Mutual

**KINGSLEY, DON**  
KCJB-TV, Minot, N. Dak.

**KLYM, EDWARD J.**  
WJAC-TV, Johnstown, Pa.

**KOMITO, MILTON**  
WAKR-TV, Akron, Ohio

**KOPLIN, MERT**  
True Detective Mysteries  
Mutual

**KOPLOW, GEORGE**  
WHBF-TV, Rock Island, Ill.

**KOSER, JACOB**  
Funhouse  
WCMB-TV, Harrisburg, Pa.

**KOURIS, PETE**  
KVTV, Sioux City, Iowa

**KYLE, BOB**  
Night Watch  
KAKE-TV, Wichita, Kans.

— L —

**LAFFERTY, JIM**  
WNCT, Greenville, N. C.

**LAND, GEORGE**  
WLBT, Jackson, Miss.

**LANDO, LUCILLE**  
KSAN-TV, San Francisco,  
Calif.

**LANGE, BEL**  
KQVR, Stockton, Calif.

**LASHER, SID**  
Retire Inn  
KATV, Pine Bluff, Ark.

**LAUNER, JACK**  
WCPO-TV, Cincinnati, Ohio

**LAYNE, GEORGE**  
KNOE-TV, Monroe, La.

**LEAR, DANNY**  
WUSN-TV, Charleston, S. C.

**LEE, STAN**  
Danger  
CBS-TV

**LEHR, MILTON**  
WAPA-TV, San Juan, P. R.

**LEISER, ERNEST**  
American Week  
CBS-TV

**LEONARD, ARCHIE**  
WHO-TV, Des Moines, Iowa

**LESNICK, MIKE**  
Ladies' Day  
WSYR-TV, Syracuse, N. Y.

**LEVERENZ, JACK**  
WLOK-TV, Lima, Ohio

**LEVINE, JACK**  
Wonderful City  
Mutual

**LEVITAN, PAUL**  
Election Coverage  
CBS-TV

**LEVY, PARKE**  
B. July 15, 1908, Philadelphia,  
Pa. December Bride, CBS-TV;  
My Friend Irma, CBS

**LEVY, RALPH**  
B. Dec. 18, 1919, Philadelphia,  
Pa. The Jack Benny Show, The  
Burns and Allen Show, Shower  
of Stars, CBS-TV

**LEWINE, RICHARD**  
CRS-TV

**LEWIS, MARLO**  
Toast of the Town  
CBS-TV

**LEWIS, TOM**  
Loretta Young Show  
NBC-TV

**LIEBMAN, MAX**  
Your Show of Shows Spectaculars,  
NBC-TV

**LINN, CASEY**  
KGUL-TV, Galveston, Texas

**LIVERIGHT, HERMAN**  
WDSU-TV, New Orleans, La.

**LOCKE, NORMAN C.**  
WWOR-TV, Worcester, Mass.

**LOCKWOOD, CHARLES**  
WSAZ-TV, Huntington, W. Va.

**LONG, N. C.**  
The Plainsman  
KFDA-TV, Amarillo, Texas

**LOUTHER, JOHN**  
WVET-TV, Rochester, N. Y.

**LOVETON, JOHN W.**  
Topper  
CBS-TV

**LOWE, DAVID**  
One Minute Please, What's  
the Story, Love Story, Joseph  
Schidkraut  
DuMont

**LUBEN, RICHARD**  
WFBC-TV, Greenville, S. C.

**LYNAGH, JIM**  
WSIX-TV, Nashville, Tenn.

**LYNN, ANDY**  
WGEM-TV, Quincy, Ill.

— Mc —

**McBRIDE, CLAY**  
WMFD-TV, Wilmington, N. C.

**McARTHUR, DEAN**  
That's My Pop  
WCAN-TV, Milwaukee, Wis.

# SIDNEY SMITH

“FIRESIDE THEATER”

**'' DECEMBER  
BRIDE ''**

Created by  
**PARKE LEVY**

**WHITNEY  
ELLSWORTH**

Producer

**"Superman"**

Jaime  
del Valle

PRODUCER-DIRECTOR  
RADIO AND TELEVISION

"The Line Up" — CBS-TV

**McCLATCHEY, MERRILL**  
 WUOM-TV, Ann Arbor, Mich.

**McCLEERY, ALBERT**  
 B. Lawrence, Kans. Hallmark Hall of Fame, NBC-TV

**McCLELLAN, BOB**  
 Teen Times  
 KMID-TV, Midland, Texas

**McDANIEL, DICK**  
 KFEL-TV, Denver, Colo.

**McDERMOTT, ANGELA**  
 TV Schooltime  
 WRGB, Schenectady, N. Y.

**McGINLEY, JOE**  
 WCOS-TV, Columbia, S. C.

**McGRAW, PEG AND WALTER**  
 The Phrase That Pays  
 NBC

**McGREW, RALPH**  
 KPTV, Portland, Ore.

**McGUANE, GENE**  
 KLZ-TV, Denver, Colo.

**McHENDRIX, BOB**  
 WKRC-TV, Cincinnati, Ohio

**McKNIGHT, TOM**  
 Life of Riley  
 NBC-TV

**McMEANS, DAVID**  
 On the Farm  
 KRBC-TV, Abilene, Texas

— M —

**MALONE, JOEL**  
 The Whistler  
 CBS

**MAMMARELLA, TONY**  
 WFIL-TV, Philadelphia, Pa.

**MANDRAKE, CHARLES**  
 WICA-TV, Ashtabula, Ohio

**MANSCHOT, WILLIAM**  
 WBAY-TV, Green Bay, Wis.

**MANULIS, MARTIN**  
 Best of Broadway  
 CBS-TV

**MARCH, ALEX**  
 Direct Lamp Unto My Feet  
 CBS-TV

**MARINO, BUDDIE**  
 WCAN-TV, Milwaukee, Wis.

**MARKEY, PAUL**  
 KGUL-TV, Galveston, Texas

**MARKLEY, DON**  
 KEDD, Wichita, Kans.

**MASON, CHAD**  
 WSUN-TV, St. Petersburg, Fla.

**MASON, F. P. (TERRY)**  
 WGBS-TV, Miami, Fla.

**MATTHEWS, BETTY**  
 Lights On, Music  
 WLW-T, Cincinnati, Ohio

**MAXWELL, ROBERT**  
 Lassie  
 CBS-TV

**METCALFE, CHARLES**  
 The Little Show  
 WBRC-TV, Birmingham, Ala.

**MIDDLETON, HARRY**  
 WTVD, Durham, N. C.

**MILLER, CHARLES D.**  
 WCCO-TV, Minneapolis, Minn.

**MILLER, JACK**  
 KCEB-TV, Tulsa, Okla.

**MILLER, LARRY**  
 Talent Parade  
 WCSC-TV, Charleston, S. C.

**MILLER, ROGER**  
 College on Camera  
 KVTU, Sioux City, Iowa

**MONIGOLD, BARRE**  
 Feats and Faces  
 KTVE, Longview, Texas

**MONROE, BOB**  
 Edward Arnold's Spotlight  
 Story, Adventures of Rin Tin Tin  
 Mutual

**MONTGOMERY, ROBERT**  
 American Tobacco Theatre, Johnson's Wax Program, NBC-TV

**MOORE, ROBERT M.**  
 WHO-TV, Des Moines, Iowa

**MURLELL, ROGER**  
 KVTU, Sioux City, Iowa

**MURDOCK, JACK**  
 Up In the Air  
 WTVI, Belleville, Ill.

— N —

**NASON, RICHARD**  
 Juvenile Jamboree  
 WJIM-TV, Lansing, Mich.

**NAYLOR, JACK**  
 WSEE, Erie, Pa.

**NAZILLO, MICHAEL**  
 WKNX-TV, Saginaw, Mich.

**NEFF, DON**  
 WTGN, Minneapolis, Minn.

**NELSON, OZZIE**  
 Ozzie & Harriet  
 ABC-TV

**NELSON, RALPH**  
 B. Aug. 12, 1916, New York City, Armstrong Circle Theatre, NBC

**NELSON, RAY**  
 Rod and Gun Club of the Air  
 Mutual

**NEWMAN, ROBERT**  
 WUOM-TV, Ann Arbor, Mich.

**NICKELL, JOHN PAUL**  
 B. Dec. 28, 1915, Salt Lick, Ky. Studio One, Omnibus, Best of Broadway, CBS-TV

**NORRIS, RAY**  
 WSUN-TV, St. Petersburg, Fla.

NAT  
 PERRIN

CBS-TV



**JACK HURDLE**  
 PRODUCER  
 of the  
 "JACKIE GLEASON SHOW"  
 CBS-TV

**NORTHSHIELD, ROBERT J.**  
Adventure  
CBS-TV

— O —

**OLSEN, JOHNNY**  
Johnny Olsen Show  
Mutual

**OPPENHEIMER, JESS**  
I Love Lucy  
CBS-TV

**OSTROVIAC, NORMAN**  
WTCN, Minneapolis, Minn.

**OTTO, JAY**  
WKNX-TV, Saginaw, Mich.

— P —

**PAINTER, DON**  
Moppet Shop  
WTAP, Parkersburg, W. Va.

**PARKER, BOB**  
WHBQ-TV, Memphis, Tenn.

**PATTERSON, JIM**  
Panorama Pacific  
KNXT, Los Angeles, Calif.

**PATTISON, JIM**  
WTVE, Elmira, N. Y.

**PEHIMAN, CARL**  
Buddies of the West  
KKTU, Colorado Springs, Colo.

**PEORNER, VERNON**  
KDUB-TV, Lubbock, Texas

**PERRIN, NAT**  
B. March 15, 1912, Brooklyn,  
N. Y. Shower of Stars, My Friend  
Irna, CBS-TV

**PERSONS, R. L.**  
Be My Guest  
WKST-TV, New Castle, Pa.

**PERSELIN, LEO**  
WBAV-TV, Green Bay, Wis.

**PETTY, JOSEPH**  
WNEX-TV, Macon, Ga.

**PEYTON, FATHER PATRICK**  
Family Theater  
Mutual

**PLATT, EDDIE**  
Junior Auction  
KMID-TV, Midland, Texas

**POLOACHEK, CHARLES**  
Recital Hall, NBC Opera Theater,  
NBC-TV

**POOLE, JACK**  
WDAK-TV, Columbus, Ga.

**PORTER, JOSEPH**  
WWLP, Springfield, Mass.

**PORTER, STAN**  
WHBQ-TV, Memphis, Tenn.

**POUCHER, DEAN**  
Bar-Q Ranch  
WIS-TV, Columbia, S. C.

**POWIS, CHAUNCEY**  
KTVT, Salt Lake City, Utah

**PREYATTE, NORMAN**  
WBTU, Charlotte, N. C.

**PRYOR, WALLY**  
Fashion Close-Up  
KTBC-TV, Austin, Texas

— Q —

**QUINLAN, BOB**  
KNXT, Los Angeles, Calif.

— R —

**RENN, JACK**  
WHBQ-TV, Memphis, Tenn.

**RICCA, ERNIE**  
Teen-Agers Unlimited, Manhattan Crossroads  
Mutual

**ROBERTSON, BILL**  
WSIL-TV, Jackson, Miss.

**ROBINSON, ED**  
What's Cookin'  
KXLY-TV, Spokane, Wash.

**ROCKHOLD, JOE**  
Safety Rangers  
WHIO-TV, Dayton, Ohio

**ROMAN, CHARLES**  
Family Kitchen—Man About Town  
WIS-TV, Columbia, S. C.

**ROSE, MARION**  
WKNY-TV, Kingston, N. Y.

**ROSENMAN, MORT**  
Thru the World's Gateway  
WCAN-TV, Milwaukee, Wis.

**ROSS, BERNIE**  
WBEN-TV, Buffalo, N. Y.

**ROSSELL, WARREN**  
WGR-TV, Buffalo, N. Y.

**RUPE, MARILYN**  
WFIE-TV, Evansville, Ind.

**RUSSELL, CHARLES**  
You Are There  
CBS-TV

**RYE, JACK**  
KTSM-TV, El Paso, Tex

**RYERSE, JAY**  
KVAL-TV, Eugene, Ore

— S —

**SACK, TED**  
Eye on New York  
CBS-TV

**SAFFIRE, BILL**  
WRCA-TV, New York, N. Y.

**SANDWICK, DICK**  
The Paul Dixon Show  
DuMont

**SANFORD, HERBERT**  
Gary Moore Show  
CBS-TV

**SCARPINO, ROBERT L.**  
WHO-TV, Des Moines, Iowa

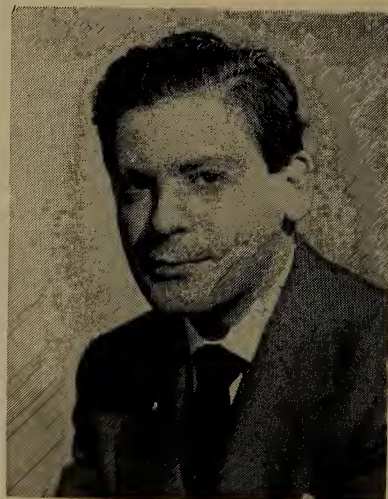
**SCHAFFNER, FRANKLIN J.**  
Studio One, Person to Person  
CBS-TV

Best Wishes

from

A

FRIEND



**CHARLES POLACHECK**

PRODUCER

"RECITAL HALL"

ASSOCIATE PRODUCER

"NBC OPERA THEATER"

NBC-TV

**SEEMAN, KEN**

Quick on the Draw  
KOB-TV, Albuquerque,  
N. Mex.

**SELBY, DON**

WMGT, Pittsfield, Mass.

**SELF, WILLIAM**

B. June 21, 1921, Dayton, Ohio.  
Schlitz Playhouse of Stars, CBS-TV

**SHAPIRO, STANLEY**

B. July 16, 1925, Brooklyn, N. Y.  
Dennis Day Show, NBC-TV; Ray  
Bolger, ABC-TV

**SHARPE, DON W.**

Four Star Playhouse  
CBS-TV

**SHAW, JEROME**

Omnibus  
CBS-TV

**SHELDON, LINN**

KFDA-TV, Amarillo, Texas

**SHEPARD, JACK**

KJEO-TV, Fresno, Calif.

**SHEVELOVE, BURT**

CBS-TV

**SIMON, AL**

Burns & Allen Show  
CBS-TV

**SINGER, RAY**

It's a Great Life  
NBC-TV

**SMITH, SIDNEY**

B. Nov. 19, 1914, Chicago, Ill.  
Fireside Theater, Royal Play-  
house, Strange Adventure, NBC-  
TV

**SPAN, AL**

Robert Q. Lewis Show  
CBS-TV

**SPIER, WILLIAM**

Willy  
CBS-TV

— T —

**TELFORD, FRANK**

The Stranger, Captain Video  
DuMont

**TENNENT, WILLIAM**

Hippity Hop  
WRDW-TV, Augusta, Ga.

**THAXTON, LLOYD**

WSPD-TV, Toledo, Ohio

**THAYER, GUY**

Waterfront  
DuMont

**THOMAS, GRAHAM**

WNOK-TV, Columbia, S. C.

**THOMPSON, HAL**

On the Carousel  
WCBS-TV, New York, N. Y.

**TIBBLES, GEORGE**

Life With Elizabeth  
DuMont-TV

**TILLET, D.**

WHEC-TV, Rochester, N. Y.

**TISCORNIA, GENE**

Of Cabbages and Queens  
KTVU, Stockton, Calif.

**TODD, HOLBROOK N.**

B. Feb. 10, 1906, New York  
City, Fireside Theater, G. E.  
Theater, NBC-TV

**TRENDLE, GEORGE W.**

Sgt. Preston of the Yukon  
Mutual

— V —

**VANDA, CHARLES**

WCAU-TV, Philadelphia, Pa.

**VENZA, JAC**

Adventure  
CBS-TV

**VINCENT, CHICK**

Nick Carter, Master Detective  
Mutual

**VINTI, CARLO**

Opera Cameos  
DuMont

— W —

**WADE, WARREN**

Top Secret Files, Broadway  
Cop, Sentenced  
Mutual

**WALD, ROBERT**

American Inventory, NBC-TV

**WALLACH, GEORGE**

Adventures of the Falcon, His  
Honor, Homer Bell, Watch the  
World, Inner Sanctum, NBC  
Film, The Jane Pickens Show  
NBC-TV

**WILLIAMS, PALMER**

See It Now  
CBS-TV

**WRIGHT, WYNN**

Official Detective, Squad  
Room, Crime Fighters  
Mutual

**WOLFE, ED**

Break the Bank  
Mutual

**WOLFF, PERRY**

Adventure  
CBS-TV

**WOLFSON, P. J.**

I Married Joan  
NBC-TV

**WORKMAN, BILL**

Look Up and Live  
CBS-TV

— Z —

**ZIEVE, MORT**

WXYZ-TV, Detroit, Mich.

# STANLEY SHAPIRO

Writer - Producer

## THE RAY BOLGER SHOW

One Man's  
Family  
RADIO

One Man's  
Family  
TV

# CARLTON E. MORSE

ENTERPRISES

Hollywood

The Woman  
in My House  
RADIO

I Love a  
Mystery

# CARL BIXBY

*Life Can Be Beautiful*

•

*Television*

•

Sturges Highway  
Southport, Conn.  
Clearwater 9-3275



# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance  
and their work in 1954

□ □ □

## — A —

ADAMSON, EDWARD J.  
Free-Lance

## — B —

BARNOUW, ERIK  
Free-Lance  
BAUMER, MAIRE  
Free-Lance  
BELLAK, GEORGE  
Free-Lance  
BERG, GERTRUDE  
The Goldbergs  
DuMont

**BIXBY, CARL**  
Life Can Be Beautiful, NBC  
BORETZ, ALVIN  
Free-Lance  
BUSS, CARL A.  
Free-Lance

## — C —

CARROLL, JEAN  
Free-Lance  
CAVANAGH, JAMES  
Free-Lance  
CLARKE, WILLIAM KENDALL  
Free-Lance  
COCHRAN, JOSEPH  
Free-Lance  
COOLEY, LEE  
Free-Lance  
COOPER, HAL  
Magic Cottage  
DuMont  
COOPERSMITH, JEROME  
Free-Lance

## — D —

DeFILITTA, FRANK  
Free-Lance  
DENKER, HENRY  
Free-Lance  
DIGBY, NOEL  
WSM, Nashville, Tenn.  
DOUGALL, BERNARD  
Modern Romances, Music by  
Camarata  
ABC

## — E —

EHRlich, MAX  
Free-Lance  
ELMAN, IRVING  
Free-Lance  
ETTINGER, EDWARD  
Dancing Party, Jimmy Nelson  
Show  
ABC  
ETTlinger, DON  
Free-Lance

## — F —

FASS, GEORGE  
Free-Lance  
FASS, GERTRUDE  
Free-Lance  
FERRO, MATHILDE  
Free-Lance  
FERRO, THEODORE  
Free-Lance  
FLENDER, HAROLD  
Free-Lance

## — G —

GAST, HAROLD  
Free-Lance  
GERSON, NOEL B.  
Free-Lance  
GILROY, FRANK  
Free-Lance

GLICKMAN, WILL  
Free-Lance  
GOLDBERG, MEL  
Free-Lance  
GOODMAN, HANNAH GRAD  
Free-Lance

## — H —

HANFF, HELEN  
Free-Lance  
HANSER, RICHARD  
NBC  
HART, ELIZABETH  
Free-Lance  
HAYES, RAPHAEL  
Free-Lance  
HECHT, BEN  
Free-Lance  
HESS, JOHN D.  
Free-Lance  
HEYWARD, LOUIS  
Free-Lance

## — I —

IRVING, PETER  
Free-Lance

## — J —

JACOBY, LOIS  
Free-Lance  
JUNKIN, HARRY W.  
Free-Lance

## — K —

KLEE, LAWRENCE  
Free-Lance

## — L —

LINDSAY, ROBERT HOWARD  
Free-Lance  
LOCKE-ELLIOTT, SUMNER  
Free-Lance  
LOWTHER, GEORGE  
Free-Lance

## — Mc —

McCRACKEN, ELLEN  
Free-Lance  
McCRACKEN, RICHARD  
Free-Lance  
McGIFERT, JOHN  
Free-Lance  
McGREEVEY, JOHN W.  
Free-Lance

## — M —

MARION, IRA  
Latin Quarter, Festival, All  
League Clubhouse, Great Mo-  
ments from Opera, Milton  
Cross Opera Album  
ABC  
MARKES, LARRY W., JR.  
Free-Lance

MELTZER, NEWTON  
Free-Lance  
MISROCK, HENRY  
Free-Lance  
**MORSE, CARLTON E.**  
One Man's Family, NBC, NBC-  
TV; The Woman in My House,  
NBC; I Love a Mystery  
MUHEIM, HARRY  
Free-Lance

## — N —

NAGLER, BARNEY  
Free-Lance  
NEIMAN, ROBERT GAYNOR  
Free-Lance  
NEWMAN, ROBERT  
Free-Lance

NEWMAN, PAUL S.  
Free-Lance  
NICKERSON, KATE  
Free-Lance  
NISS, STANLEY  
Free-Lance  
NOAH, ROBERT  
Free-Lance

## — O —

O'NEILL, CHARLES  
Free-Lance

## — P —

PELLETIER, LOUIS, JR.  
Free-Lance  
POLLOCK, EILEEN  
Free-Lance  
POLLOCK, ROBERT MASON  
Free-Lance

## — Q —

**QUILLAN, JOE**  
B. Aug. 31, 1915, Philadelphia,  
Pa. Our Miss Brooks, CBS-TV

## — R —

RIPLEY, BETTE  
Companion, Jack Gregson  
Show  
ABC  
ROCHE, JOHN F.  
Free-Lance  
RODMAN, HOWARD  
Free-Lance  
ROSE, REGINALD  
Free-Lance

## — S —

SAPINSLEY, ALVIN  
Free-Lance  
SERLING, ROD  
Free-Lance  
SHAW, ROBERT J.  
Free-Lance  
SILVERMAN, STANLEY H.  
Free-Lance  
STARK, SHELDON  
Modern Romances, Robert  
Mills  
ABC

## — T —

THOMPSON, PALMER  
Free-Lance  
TRAVERS, VIRGINIA  
Companion  
ABC

## — W —

WALLACE, ART  
Free-Lance  
WALPOLE, HELEN  
Free-Lance  
WELLES, HALSTED  
Free-Lance  
WILBER, CAREY  
Captain Video  
DuMont  
Free-Lance  
WITTY, DON  
Valentino, Ralph Flanagan  
Show, Jack Gregson Show  
ABC  
WOOD, ARLENE  
Sammy Kaye, Jimmy Nelson  
Show, Evening Comes  
ABC

**A  
S  
C  
A  
P**

# THE MUSIC OF AMERICA!

## **popular songs...**

the hits of today and the enduring standards of tomorrow.

## **production numbers...**

hit tunes from the most successful Broadway shows, past and present, and notable Hollywood musical films.

## **rhythm and blues...**

new Latin tempos, favorite blues, syncopation and jazz—all unmistakably American.

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work songs, play songs, regional songs, mirroring the history of the American people.

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liturgical music, songs of faith, gospel hymns expressing the religious beliefs of Americans.

## **symphonic and concert works...**

works of distinguished composers of great classics, daring innovators as well as creators in traditional patterns.

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575 MADISON AVENUE, NEW YORK 22, N. Y.



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PRODUCERS

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tion's most discriminating  
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## *Jingle Writers*



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DUnkirk 8-2972

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ENTERPRISES

1650 Broadway  
New York, N. Y.  
CO 5-8148

•

BASCH RADIO & TV  
PRODUCTIONS

17 East 45th Street  
New York, N. Y.  
MUrray Hill 2-8877

•

GUS HAENSHEN'S MUSICAL  
FEATURES

444 Madison Avenue  
New York, N. Y.  
PLaza 3-2114

•

THE LANDT TRIO

Bedford Road  
Armonk, N. Y.  
HA 9-5971

•

LEO CORDAY PRODUCTIONS

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CIrcle 6-7782

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Gives your "Commercial" the "pop-  
ular" appeal of his  
"There's No Tomorrow"

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of a jingle like his

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in Your Chevrolet"

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and produced

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THE NEW DODGE SONG  
FOR SPRING CAMPAIGN

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**CREATORS and PRODUCERS**

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**CREATE**

**ORIGINATE**

**PRODUCE**

**DELIVER**

**SPOTS that SELL . . .**

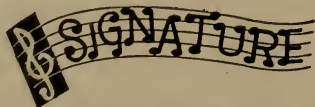
**At a Price Within Your Budget!**

*Some Signature Success Stories*

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BEECH-NUT GUM  
CAMEO STOCKINGS  
EXQUISITE FORM BRA  
FLEETWOOD COFFEE  
KELLOGG'S  
KREUGER BEER  
LINCOLN-MERCURY

M-G-M PICTURES  
NABISCO SHREDDED WHEAT  
NATIONAL PREMIUM BEER  
RCA-VICTOR  
SCRIPTO  
TINTAIR  
WELCH'S WINE  
WESSON OIL

**Complete Production Facilities . . . Live . . . Recorded . . . Film**  
*We Also Put Words to Your Music, or Music to Your Words!*



**MUSIC INC.**

**521 Fifth Avenue, N. Y. 22, N. Y.**

**MUrray Hill 7-3080**

**HANK SYLVERN, Musical Director**

GORDON M. DAY  
108 East 30th Street  
New York, N. Y.  
ORegon 9-3595

ANDY LOVE PRODUCTIONS  
65 Park Avenue  
New York, N. Y.  
Murray Hill 6-1017

GOLDSWAN PRODUCTIONS  
730 Fifth Avenue  
New York, N. Y.  
PLaza 7-3091

GEORGE R. NELSON  
208 State Street  
Schenectady, N. Y.  
Schenectady 4-4135

HARLEIGH MUSIC  
MERCHANDISING  
c/o MITCH LEIGH  
12 East 66th St.  
New York 21, N. Y.  
TRafalgar 9-6986

JACK ROURKE PRODUCTIONS  
6331 Hollywood Blvd.  
Hollywood 28, Calif.  
HE 7178

FLORRIE JAYE  
48 West 48th Street  
New York 36, N. Y.  
JUdson 6-9734

SIGNATURE MUSIC, INC.  
c/o HANK SYLVERN  
521 Fifth Ave., New York, N. Y.  
MU 7-3080

LANNY & GINGER GRAY:  
JINGLES  
70 East 96th Street  
New York, N. Y.  
EN 9-7777

SONG ADS  
5927 Sunset Boulevard  
Hollywood, Calif.  
Hollywood 5-6181

TELEWAYS RADIO  
PRODUCTIONS, INC.  
8949 Sunset Boulevard  
Hollywood 46, Calif.  
BR 2-1447, CR 6-7238

# A . S . C . A . P .

By STANLEY ADAMS  
*President*



**T**HE clearance of music copyrights for commercial performance is a major responsibility of television and radio program builders. The large and increasing use of music in these programs would impose almost impossible tasks upon the music users were it not for the facilities developed by the American Society of Composers, Authors and Publishers (ASCAP) to meet the questions of copyright clearance. This great American performing right society, and similar societies in other countries, reflect in their operations the tremendous growth of radio and television.

Through the simple machinery of a blanket agreement between a licensee and a performing right society, the licensee obtains complete clearance of the Society's complete catalog. ASCAP spends more than three million dollars annually in its maintenance of program service to its licensees. Without the overall service obtainable through the Society, the individual operators would face a host of problems of research and other costly details of day to day operation.

ASCAP now is in its 41st year of service to its members and its licensees. With a membership now in excess of 4,000, its repertory covering two generations of composers, authors and publishers embraces American music of every conceivable sort. In addition, foreign societies grant to ASCAP the right to license their repertories, so that the ASCAP license opens to its holder vast stores of music the world over.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan 1, 1955 are:

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<i>Louis Bernstein</i> .....	<i>Vice President</i>
<i>John Tasker Howard</i> .....	<i>Secretary</i>
<i>Saul H. Bourne</i> .....	<i>Treasurer</i>
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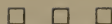
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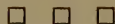
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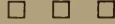
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**E**NTERING its 15th year of service to the broadcasting industry and all users of music alike, BMI is recognized as a symbol of the American way of business life—free enterprise in a competitive market. It came into being because there was a need for “a competitive source of supply of music.” From the beginning, BMI has conducted itself as a constructive force, not only in its business of licensing the use of its music, but in the constant strengthening of its catalog via the encouragement of new writers and publishers and the resultant better service to its customers and to the public.

Thus, while this organization has steadily built up a reservoir of music of every conceivable category—Country and Western, Rhythm and Blues, Popular and contemporary Concert, it has at the same time provided opportunities for many new writers; many aggressive young publishing firms were enabled to launch profitable careers. In short, since the advent of BMI, writers and publishers, regardless of affiliation, are generally earning more money than ever before.

During the year 1954, BMI further enlarged its services, adding to its radio and TV scripts “The American Story,” a new historical series covering important subjects from Columbus down to the atomic age. The contributors are leading authors and historians of the nation. In May, 1944, the Chicago Board of Education, through its Chicago Radio Council, made a special award to BMI in recognition of the educational value of its “Book Parade,” used by many hundreds of stations and classrooms.

BMI continues to administer the Student Composers Radio Awards which awards scholarships to several classifications of young composers.

In the realm of contemporary concert music, BMI has renewed its contract with the American Composers Alliance, thus assuring licensees of the continued availability of many interesting contemporary works.

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 Begonia Music  
 Belfry Music  
 Bellemeade Music  
 Bell Music Co.  
 Bell-Tone Music Publishing Co.  
 Bentley Music Co.  
 Bergallam Music  
 Berger Publishing Company  
 Berkeley Music, Inc.  
 Berkshire Music Inc.  
 Berwick Music Corp.  
 Beverly Music Inc.

Big Chief Music Co.  
 Big "D" Pub. Co.  
 Billace Music Co.  
 Biltmore Music, Inc.  
 Blackwood Music  
 Blane Music Company  
 Blazer Music Co.  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Grass Music  
 Blue Jay Songs  
 Blue Note Records  
 Blue River Music Inc.  
 BMI Canada Ltd.  
 Bob-Dan Music Co.  
 Bomart Music Corp.  
 Bond, Johnny, Music Co.  
 Boulevard Music Inc.  
 Boxer Music Co.  
 Boyt, Earl Pub. Co.  
 Bradford, Perry Music Pub. Co.  
 Bradshaw  
 Brazos Valley Music  
 Brenner Music, Inc.  
 Brent Music Corp.  
 Brewster Music Pub. Inc.  
 Brightlights Music Publishing  
 Brittany Music, Inc.  
 Broadcast Music, Inc.  
 Brookdale Music Co.  
 Brownwood Music Co.  
 Burley Music  
 Byron Music Co.

Calabar Music Pub.  
 Calvert Pub. Co.  
 Camark Music Pub. Co., Inc.  
 Camille's Music Company, Ltd.  
 Campbell Music, Inc.  
 Cammarota Record & Pub. Co.  
 Candice Music Inc.  
 Candy's Playhouse Inc.  
 Capa Music  
 Capri Music  
 Carnegie Music Co.  
 Carnival Music Company, Inc.  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Cavalier Music Pub. Co.  
 Cedarwood Pub. Co., Inc.  
 Celestial Music Pub. Co., Inc.  
 Century Songs, Inc.  
 Cerabino, L. G.  
 Challenge Music  
 Chambers Music Co.  
 Charill Music Pub. Co.  
 Chase Music Co.  
 Chaz-Mar Music Pub. Co.  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Children's Record Guild  
 Chips Music  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications

Cireco Music  
 Citation Music, Inc.  
 Claremont Music Company  
 Clow, O. B. (Estate of)  
 Coast to Coast Music Corp.  
 Cobal Music, Inc.  
 Coblin Music Co.  
 Cole Corporation, M. M.  
 Collwill Corporation  
 Colonial Music Publishing Co.  
 Colortunes Publishers  
 Columbia Music Publishing Co.  
 Commercial Music, Inc.  
 Commodore Music Corporation  
 Contemporary Music  
 Continental Record Co.  
 Cool Music Co.  
 Copar Music, Inc.  
 Cosmo Music  
 Country Music  
 Crestline Music Pub.  
 Crestwood Publications  
 Cross Music Company  
 Crossroads Music Co.  
 Cundy-Betty Co.

D. R. & P. Co.  
 Dallas Music Co., Inc.  
 Dana Pub. Co.  
 Danby Music Co.  
 Dance Music Corp.  
 Dare Music Co.  
 Davis & Ostergard  
 Davis Music Company, Inc.  
 D. Dreyer Co., Inc.  
 D'Eberle Music Pub. Co.  
 Delaware Music Co.  
 DeMorat Music Co.  
 DeSoto Songs  
 Debut Publications  
 Dennis Music Co.  
 Destiny Music Pub.  
 Devere, Robert Music Co.  
 Dexter, Al, Music Publishing  
 Dickinson, Harold H.  
 Dinehart Music Company, The  
 The Diva Records, Inc.  
 Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Don Carlos Music  
 Doraime Music Publishing Co.  
 Doraime, Peter, Inc.  
 Dorchester Music Co.  
 Dornix Music, Inc.  
 D'oro Music Pub.  
 Dray Music Co.  
 Driftwood Pub. Co., Inc.  
 Duchess Music Corporation  
 Dunbar Music Co.  
 Dunhill Music Corp.

Eagle Music Publishing Corp.  
 East Coast Music Publications  
 Eastern Music Pub. Co., Inc.  
 Eastwick Music Co.



BMI PUBLISHERS



Eccma Music Company  
Edgar Music Co.  
Edizioni Kramer (Milano)  
Edizioni Mascheroni (Milano)  
Edizioni Musicali Di Lazzaro  
Edizioni Musicali Italiane  
Edizioni Suvini Zerboni  
Edlee Music Corp.  
Edwards, Norman, Music Pub.  
Egap Music, Inc.  
Elkane Music Company  
Embassy Music Corp.  
Emblem Music Co.  
Emco Music Company  
Emerson Music Publications, Inc.  
Emperor Music Inc.  
Encore Music Publications, Inc.  
Englewood Pub.  
Ericsson & Peppers Music Co.  
Esquire Music Co.  
Essay Music Company  
Everybody's Music  
Excellorec Music Co.  
Excelsior Music Publishing Co.  
Executive Music Corporation

Fairfax Music Company  
Fairway Music Corp.  
Fargo Music Inc.  
Ferrer, Jose, Music Inc.  
Fi-Del Music Publishing Co.  
Filmusic Co.  
Fine Songs  
Flair Pub. Co.  
Florida Music Company  
Folk Songs  
Folkways Music Publishers Inc.  
Ford Music, Inc.  
Four-Star Music Company  
Fowler, Wallace Publications  
France Music Company  
Francis & Wilmore Music Pub.  
Franklin Pub. Co.  
Frannan Music Co., Inc.  
Freed & Hall Music Publishers  
Frederick Music Publ. Co.  
Freeman, Albert Edward  
Freeman, Porky, Pub. Co.  
Fremart Music Company

G-Note Record Corp.  
G. M. S. Music Publishing Co.  
Gabriel Records  
Gainsborough Music, Inc.  
Gala Music Publishing Corp.  
Gale & Gales, Inc.  
Garlock-Scherer  
Gallatin Music Corp.  
Gaviota Music Inc.  
Gay, Evelyn Pub. Co.  
Gaylord Music Co.  
Gilbert Music Publishers  
Gil Music Corp.  
Glenwood Music Corp.  
Globe Music Corp.  
Gloria Music Co.

Goday Music Inc.  
Gold Coast Pub. Co.  
Golden Gate Quartet Music Co.  
Golden Songs  
Golden State Songs  
Golden Tune Publishers  
Golden West Melodies, Inc.  
Golden West Music Publications  
Gold Star Music Pub. Co.  
Gordon Music Company  
Gralow Music Pub. Co.  
Granson, Jose, Music Co.  
Granite Music Co.  
Great Oaks Music  
Green Music Publications  
Greta Music Co.  
Guinand, Clinton

H. M. Banner Publications  
Halama, Frank J., Publications  
Halgra Songs  
Halliburton Music  
Hamblen, Stuart, Music Co.  
Hanna & Co.  
Har-Bock Music Co.  
Harmony Music Publishers  
Harpeth Hills Music  
Harris & Vavrin  
Hartmann, Edward & Lynette  
Hartmann & Van Horn  
Harvard Music, Inc.  
Harvey Music  
Hawaii Conservatory Pub. Co.  
Hayloft Publications  
Heartline Music Co.  
Heart Songs  
Helport Music  
Heim, Marty Music Co.  
Hesch Music Corp.  
Highland Music Co.  
Hill and Range Songs, Inc.  
Hill Music Publishing Company  
Hillbilly Music Publishing Co.  
Hilltown Music Inc.  
Hinds, Hayden & Eldredge, Inc.  
Hockenhull's Music Publications  
Hoffman Songs  
Hollenden Music Co.  
Hollis Music, Inc.  
Hollywood House Music Publishing Co.

Holmes Publications  
Horn Publications  
Hoosier Music Publications  
House of Carols  
House of Erin  
House of Irish Songs  
Howard, Jack, Publications, Inc.

Imco Music Publishing Co.  
Inco Music Company  
Independent Music Publishers  
Indigo Music, Inc.  
Inman, Autry, Music Pub. Co.  
Inspirational Music Corp.  
Instrumental Music Inc.

Inter-American Music Pub. Co.  
Inwood Music Co.  
Iris Music Pub.  
Iris-Trojan Music Corp.

Jaga Music Pub. Co., Inc.  
Jaglea Music Corp.  
Jamboree Music  
Jan Music  
Jari Music Co.  
Jayco Music  
Jean Music Company  
Jeannette Music Pub.  
Jet Music Pub.  
Jiffy Pub. Co.  
Jill Music Co.  
Johnstone-Montei, Inc.  
Johnstone Music, Inc.  
Joni Music Inc.  
Joshua Corp.  
Judson Music Co.  
Juke Box Alley, Inc.

Kahl Music Co.  
Kampas, William T.  
Kanawha Music Pub.  
Kaolene Corp.  
Karen Publications  
Karr, Jerome J.  
Kaymusic Publishers  
Keith Music Pub.  
Keenote Music  
Kelly Music Publications  
Kelly-Stool  
Kelton-Romm Music Company  
Kendis, Sonny, Music Pub.  
Kenneth Publishing Company  
Kerr, Bob, Prod.  
Kerr, Edward  
Keyes, Baron, Pub.  
Keystone Music Co.  
Kingsbury Music, Inc.  
Kinkade's Songs  
Klive Music Pub. Co.  
Knight Publishing Co.  
Knobloch, M. H.  
Knotty Pine Music Pub.  
Kord Music Company  
Koss Music Co.

L. A. Songs  
La Chapelle Music Publications  
Lake Erie Music  
Lakefront Music  
Lakeland Music Co.  
Lamp Music Pub.  
Lance Music Pub.  
Lana Music  
Langley Music Co.  
Lang-Worth Publications, Inc.  
Latin American Publishing Corp.  
Laura-Lea Music  
Lawn Music  
Lawrence, Johnny, Music  
Leal, Felipe Valdes



LeCoq Music  
 Lee, Robert, Music Publishers,  
 Inc.  
 Legato Music Corp.  
 Lennerts Music Publications  
 Leora Music  
 Lin Pub. Co.  
 Little Jazz Music Pub., Inc.  
 Lois Music Publishing Co.  
 London Music Corp.  
 Lone Star Music Co.  
 Long, J. Baxter  
 Los Feliz Music Co.  
 Love Music  
 Lowden, C. Harold  
 Lowell Music Corp.  
 Lowery Music Co.  
 Lucky Music Publishers  
 Ludlow Music, Inc.  
 Lupal Music Co.  
 Lutz Brothers Music Co., Inc.  
 Lynbrook Music Inc.  
 Lynch, Edward J.  
 Lynn Music Corp.

M-E Melodies  
 M & M Music Co.  
 Mac Heather Music House  
 Mack-Nell Publications  
 Mackley Music Publishing Co.  
 Maestro Music Company  
 Magnolia Music Corp.  
 Main Music Publishing Com-  
 pany, The  
 Main Street Songs, Inc.  
 Mallory Music Pub.  
 Majestic Music Company  
 Major Melodies  
 Major Minor Music  
 Malabar Music, Inc.  
 Manhattan Melodies Music Pub.  
 Marmor Music Inc.  
 Marvin Music Corp.  
 Mann Music Co.  
 Manning House Music  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Mardi Gras Music Company  
 Maresh Music Co.  
 Marino Music Company  
 Mark-Lee Music Company  
 Marks, E. B. Music Corp.  
 Marilyn Music Pub.  
 Marsales, Frank  
 Martel Music Co.  
 Martens, W. F., Music Co.  
 Maxed Music Co.  
 Master Music Publishers  
 Maytime Music, Inc.  
 Maywood Music Co.  
 Maze Publications  
 McClellan Music Company  
 McClean, Gene, Music Co.  
 McMahon, Frank  
 Medallion Music Co.  
 Mellin Music, Inc.

Mellow Music Publishing Co.  
 Mellostone Music Co.  
 Melodies of the Americas  
 Melody Lane, Inc. (Peer)  
 Melody Trails  
 Memphis Music Publishers, The  
 Mercer Music  
 Merian Music Inc.  
 Meridian Music Corp.  
 Merit Music, Inc.  
 Merit Music Publishing Co.  
 Merrick Music Co.  
 Merrymount Music Inc.  
 Meteor Music  
 Metro Music  
 Metropolitan Music Company  
 Michele Pub. Co.  
 Micor Publishing Company  
 Midland Music Company  
 Miller-Steinberg-Katz Music  
 Minstrel Music  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Mission Hills Publications  
 Mission Pub. Co.  
 Missud, Jean M. (B.M.I.)  
 Modern Melo Melody Publ.  
 Modern Melodies Publishing Co.  
 Modern Music Publishing Co.  
 Mohawk Music Publishing Co.  
 Monahan Music Publications  
 Monarch Music Company  
 Money Music  
 Monmouth Publishing Company  
 Mono-Music  
 Monroe Music Company  
 Monroe, Bill, Music Inc.  
 Montauk Music  
 Montclare Music Corp.  
 Monument Music, Inc.  
 Moonlight Music  
 Morris Music Publications  
 Morrison Music Company  
 Morrissey Music Company  
 Morro Music Corp.  
 Morton Music Corp.  
 Motion Music Co.  
 Motley Music Publishing Co.  
 Motor City Music Publishers  
 Mr. Music Co.  
 Murob Music Publishers  
 Musi-cal Pub. Co.  
 Music Art Publications  
 Music City Copyrights  
 Music for Frets  
 Music For Young America Co.  
 Music Products, Inc.  
 Music Row Publications  
 Muzik Masters Company

National Broadcasting Co., Inc.  
 Navajo Music, Inc.  
 Nelson, Overson Publications  
 New Era Music Corporation  
 Newton, Al  
 Nicksch, Donald E.

Nimisilla Music Company  
 Nolton, Frances Stuart  
 Normandy Music, Inc.  
 Northeastern Music Company  
 Noteworthy Music, Inc.  
 Nu-Tune Music Corporation  
 Nutter, Carl, Music Pub. Co.  
 Nu-Way Music Pub. Co.

Oakhurst Music Pub. Co.  
 Ohio Music Co.  
 Old Charter Pub. Co., Inc.  
 Old Town Records Corp.  
 Omnibus Music Co.  
 Oliver-Jacobs Music  
 Opal Music Inc.  
 Optimist Songs Co.  
 Oree Music  
 Orlando Music Co.  
 Otis, Johnny, Music Co.

Pace Music Co.  
 Palladium Music Publishing Co.  
 Palomar Music Corp.  
 Pan-American Publications  
 Panda Records  
 Panhandle Music  
 Paradise Music Company  
 Paris, James B.  
 Parliament Music, Inc.  
 Pastor Music Co.  
 Patmar Music Company, Inc.  
 Patricia Music  
 Paul Music Co.  
 Peer International Corporation  
 Pemora Music Company, Inc.  
 Perco Music Co.  
 Phoenix Music Corp.  
 Phono-Tunes Music Company  
 Philharmonic Pub. Co.  
 Piccadilly Music Corp.  
 Pitchpipe Music Co.  
 Pitts, P. S., Publications  
 Pleasant Valley Music  
 Plumb, Neely Publishing Co.  
 Pollard Music  
 Porgie Music Corporation  
 Powell, Wayne  
 Premier Music Publishing  
 Pre-View Publications  
 Pritchett Publications  
 Professional Music, Inc.  
 Progressive Music Publishing  
 Prosser Music Publishing Co.  
 Proven Publications  
 Pulse Publishing Corp.  
 Putman Publications

Quaker Music Company  
 Quality Music Company, Inc.  
 Quincy Music Publishers

Radio Music Publishers  
 Radon Music Co.

BMI PUBLISHERS

Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Raleigh Music Publishing Co.  
 Rancho Music  
 Rand Music Co.  
 Randolph, Al, Publications  
 Rayven Music Co., Inc.  
 Reardon, Harry, Music Pub.  
 Red River Songs  
 Redwood Music Co., Inc.  
 Regent Music Corp.  
 Reiner, Paul, Music Pub. Co.  
 Reis, Herb, Music Corp.  
 Remarque Music Publishing Co.  
 Republic Music Corporation  
 Rex Music Publishers  
 Rhythm Enterprises  
 Rhythms Of The West  
 Ridgeway Music  
 Rinehart, Marion W., Music  
 Rinker, Charles, Music Pub.  
 River Music Co.  
 Riverdale Music Co.  
 Rockland Music Corp.  
 Rocky Hill Music Corp.  
 Romance Music Publications  
 Rondo Music  
 Roosevelt Music Co.  
 Rork, Ernest A., & Son  
 Rosarch Pub. Co.  
 Rosemart Music Co.  
 Roslyn Music Company  
 Ross Music Co.  
 Roxy Music Corp.  
 Royal Crown Music Company  
 Royal Music Corporation  
 Ruby Music Co.  
 Rudy Vallee Music Publications  
 Rujanart Music Publications  
 Rumbalero Music, Inc.  
 Rush Music Corp.  
 Russell Music Co.

Sagebrush Music Pub. Co.  
 Salamanca Music Publishers  
 San Juan Music Publishing Corp.  
 Sapphire Music Publisher  
 Savoy Music Company  
 Sawaya Publications, Inc., The  
 Schaeffer's, Peter, Music Corp.  
 Scholl Publishing Company  
 Seidel, Emil, Music Pbl'g Co.  
 Selroy Music Pub. Co.  
 Sensational Music Pub. Co.  
 Sentinel Music Publications  
 Sequoia Music Corp.  
 Seven-Eleven Music Pub.  
 Shaw, Charlie, Publications  
 Shealy Music Pub. Co., Inc.  
 Shelby Music Publishing Co.  
 Sheldon-Mitchell Pub Corp.  
 Sheldon Music, Inc.  
 Sheridan Music Corp.  
 Sheraton Music Corp.  
 Shermack Company  
 Sherman Music Co.

Sherwood Music  
 Shopa Music Publications  
 Shutt, Albert Music Publisher  
 Signet Music Co.  
 Simon House, Inc.  
 Singer, Murray, Music Pub.  
 Skrivanek Music  
 Skyway Records & Music Pub.  
 Slate Enterprises, Inc.  
 Smith Publications  
 Snyder, Fenton Publications  
 Society of Jewish Composers,  
 Publishers and Songwriters  
 Song Ads Inc.  
 Song-Ranch Publications  
 Sonorous Music Co., Inc.  
 Sophisticate Music, Inc.  
 Sound Music Pub. Co.  
 Spanish Music Center  
 Speed Pub. Co.  
 Spin Music  
 Spitzer Songs, Inc.  
 Spry Music Publishing Co.  
 Staff Music  
 Stampede Pub. Co.  
 Starrite Pub. Co.  
 Stella Music Co., Inc.  
 Stenton Music Inc.  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Corporation  
 Strand Press Music Publishers  
 Stratton Music, Inc.  
 Stuart Music, Inc.  
 Studio Music Co.  
 Sunbeam Music Corp.  
 Sundial Songs  
 Sunrise Music Company  
 Susquehanna Prod., Inc.  
 Swansongs Publications  
 Sweet, William R.  
 Swing & Tempo Music Co.  
 Symbolic Music Publishing Co.  
 Syndicate Music Publishers, Inc.

Tamasa Music Co.  
 Tannen Music, Inc.  
 Taps Agency  
 Tarry-Town Music Co.  
 Temerity Music Inc.  
 Tennessee Music Corp.  
 Terrific Tunes  
 Terry Tune Studios  
 Thomas Cole Publishing Co.  
 Thornwood Music Pub. Co.  
 Tiffany Music Company  
 Timberland Publishing Co.  
 Time Music Company  
 Tiny Tim Pub. Co.  
 Toby Music Publishers  
 Tono Record Co.  
 Topik Tunes  
 Trans Music Corp.  
 Trend Music  
 Triad Music Company  
 Trianon Publications

Trinity Music Co., Inc.  
 Trio Music Company  
 Tropical Song Counter  
 Tubb, Ernest, Music Inc.  
 Tune Towne Tunes  
 Turnpike Music, Inc.  
  
 U. S. Music, Inc.  
 Ultra Music Company  
 Una Publishing Co.  
 Unger Music Publisher  
 Unique Music Publishers  
 Universal Music Sales  
 Uranus Music Company  
  
 Val Music Corporation  
 Valiant Music Company, Inc.  
 Valley-Hill Music Co.  
 Valley Publishers, Inc.  
 Van Brunt Publishing Company  
 Van Russ Music  
 Vander Music Company  
 Vanguard Songs  
 Variety Music Company  
 Versailles Music Co., Inc.  
 Vesta Music Corp.  
 Vetter, Jack, Music Corp.  
 Vicca's Music Co.  
 Village Music Co.  
 Villanova Music Co.  
 Vincent Music Co., Inc.  
 Vogue Music Corporation  
 Volunteer Music Sales Co.  
 Von Hallberg Music Company

W. F. A. Enterprises  
 Wade Franklin, Publications  
 Ward & Sears Music, Inc.  
 Warner Studio  
 Warren Publications  
 Washington Music Bazaar  
 Webster Music Company  
 Weddington Music, Inc.  
 Weiss & Barry, Inc.  
 Wemar Music Corporation  
 Westbrook Publications  
 Whimsy, Ltd.  
 White, Elmore, Music  
 White Mountain Music  
 Wilcox Music Publishing Co.  
 Willet, Slim, Songs  
 Winchester Music Inc.  
 Winneton Music Corp.  
 Winthrop, G. & Company  
 Wise Music Publications  
 Wonder Music Pub. Co.  
 Wonderland Music Co., Inc.  
 Woodland Music Company  
 Wooley Western Music  
 Wortham Music Co.  
 Wyner Music Publishers

Yahres Publications

# SESAAC

a repertory of distinction . . .

an outstanding Transcribed Library



475 Fifth Ave.

New York 17, N. Y.

# SESAC, INC.

By PAUL HEINECKE  
*President*



I'D like this to be an acknowledgment of the ever-growing faith and wholehearted cooperation SESAC has been given this past year by members of the radio, television and entertainment industries. As in the past twenty-four years, SESAC has always sold its Performance Licenses on the availability of its repertory, and to underscore the fact that each radio and television station and other music users should receive equal dollar value in return for each dollar spent, SESAC's Publisher Relations Department has been constantly on the alert to add desirable musical catalogs to its repertory, and 1954 has been no exception.

Approximately a year ago, SESAC began the licensing of television stations on a commercial basis and now, a year later, that industry has given substance to the ever-growing faith of those who recognize not only the essential worth of the SESAC Performance License and the SESAC repertory, but also those who recognize the inalienable rights of our publishers whose catalogs make up the repertory.

The year 1954 brought equal support from the backbone of the country's greatest and most intimate communication medium—AM radio. Stations of long standing have renewed contracts while new stations have also signed their SESAC Performance Licenses. Tangible evidence of this caliber means that twenty-four years of hard and untiring effort in behalf of better music programming in the fields of radio and television and the entire entertainment industry are their own wonderful and gratifying reward because today over 98 per cent of the entire radio industry has signed SESAC Performance Licenses.

SESAC is the second oldest performance rights organization in the United States, and from the date of its founding in February 1931 to the present time, SESAC has always made available the most renowned standard and highly-recognized publishers' catalogs.

The SESAC Schedule "A," which lists all its affiliated publishers, names some of the most-outstanding organizations in American music, as well as some of this country's most active, newer and younger music publishers. All of these are responsible for the SESAC repertory—first for their loyalty to SESAC as an organization and, secondly, their intense desire to create new works.

So to the hundreds of station owners and their personnel throughout the world, my sincere thanks for those splendid endorsements of the SESAC Transcribed Library. It is because of you and your high and exacting musical programming standards that in less than nine years the SESAC Transcribed Library with its more than 5000 outstanding musical compositions has grown into a top-flight Program Service.

□ □ □  
 Abernathy Pub. Co.  
 Accordion Music Publishing Co.  
 Adamus, A.  
 Adamus, Zenobiusz  
 Albright Music Company  
 Alford, Harry L.  
 Alkire, Eddie, Publications  
 Amsco Music Publishing Co.  
 Andrea Music Co., Inc.  
 Arct, M.  
 Arct Wydawnictwo Muzyczne  
 Ashmall, Wm. E., Company  
 Augsburg Publishing House  
 Avalon Music Publishing Co.  
 Aztec Music Company

Babwin Publications  
 Barnes, A. S., & Company, Inc.  
 Barnhouse, C. L., Company  
 Bartlett, E. M.  
 Barwicki, K. T.  
 Bass Co., The  
 Bava's, John, Music  
 Beazley, Samuel W., & Son  
 Beirly, Alfred, Co.  
 Bendix Publishing Corp.  
 Benson, John T., Publishing Co.  
 Berge Music Co.  
 Blake, Whitney, Music Publishers  
 Braun, Hubert J.  
 Braun Music Co.  
 Braun Organization, The  
 Brewer, Harry  
 Broadcast Music Publishers  
 Broadman Press, The  
 Brumley, Albert E., and Sons  
 Bryant Music Company

Calbo, N.  
 Capitol Music Co.  
 Cardilli, M. V.  
 Carlton Music Pub.  
 Catholic Music Co.  
 Central Music Co.  
 Century Music Publishing Co.  
 Cerruti, John M.  
 Chart Music Publishing House,  
 Inc.  
 Choral Press  
 Church Music Co.  
 Clayton, Norman J.  
 Clef Music Corp.  
 Coanacher, B.

Coleman, Robert H.  
 Coleman, Robert H., Publishing  
 Co.  
 Colin, Charles  
 Composers Press, Inc., The  
 Concord Music Publishing Co.,  
 Inc.  
 Concordia Pub. House  
 Cooper, W. Oliver  
 Craig, Ivy E.  
 Crawford, Percy B.  
 Cummings, M. Homer  
 Czytelnik

Daniel, John, Quartet Song Pub.  
 Darom, Edition  
 Davis, Marion, Company, The  
 Dawson, William L.  
 Dean, Emmet S.  
 Dean & Edmiaston  
 Dean & Evridge  
 Dean & Franklin  
 Dean & Hensley  
 Dean & Morgan  
 Dean & Sebren  
 Deiro, Pietro  
 Denison, T. S., & Company  
 Denson Trio Music Co.  
 Denson-Parris Music Co.  
 Di Bella, O., Music Co.

Edel, Yizchak  
 Edition Darom  
 Edition Gil-Ron  
 Edition Hazemer  
 Edition Jastrzab  
 Edition Olympia  
 Edition Pizmon  
 Edition Pro Arte  
 Eulenburg, Ernst, Ltd.  
 Europa Music Co.  
 Evangel Music Co., Inc.  
 Fairbank, H. W., Company  
 Ferrill, J. W.  
 Firm Foundation Publishing House  
 FitzSimons, H. T., Co., Inc.  
 Forberg, Rob.  
 Fouts, S. G.  
 Fouts-Payne Music Co.  
 Future Music

Gebethner & Wolff  
 Georgi & Vitak Music Co.

□ □ □  
 Gilbert Music Company  
 Gil-Ron  
 Goddard Publishing Corp.  
 Gornston, David  
 Gospel Music Publications  
 Gospel Songs, Inc.  
 Grabczewski, F.  
 Grammer, Frank  
 Gregorian Institute of America

Hall Music Co., The  
 Hall & McCreary Co.  
 Hanson, Eddy  
 Harmonia Publishing Co.  
 Harper & Brothers  
 Hartford Music Co., The  
 Hart's Music Company  
 Hathaway, Franklin Earl, Mus.  
 Pub.  
 Hazemer, Edition  
 Heinrichshofen's Verlag  
 Henson, J. M., Music Co.  
 Heritage Music Publications, Inc.  
 Hoffman, Raymond A., Co.  
 Holbrooke, Josef  
 Huffer, Fred K.  
 Hymntime Publishers

Idzikowski, Leon  
 Idzikowski, M.  
 "IPA," Israel Publishers Agency  
 "Isclam," Israel Society of Com-  
 posers, Authors & Music Pub-  
 lishers

Jastrzab, Edition  
 Jeffress Music Company  
 Jewell, Fred, Music Co.

Kanner Music Publishing Co.  
 Keene, Hank, Inc.  
 Kelman Music Corp.  
 Keyboard Publishing Co.  
 King, K. L., Music House  
 King Music Publishing Corp.  
 Kjos, Neil A., Music Co.  
 Krachtus, John, Co.  
 Krone, Max and Beatrice  
 Kuthan, E.

Lillenas Publishing Co.  
 Lister, Mosie, Publications  
 Littig, Frank, Music Publishing  
 Co.  
 Liturgical Music Company

Liturgical Music Press, Inc.  
Ludwig Music Publishing Co.

Maciejowski, ZB.  
Markiewicz, Adam  
Master Music Press, Inc.  
McKinley Publishers, Inc.  
McLaughlin & Reilly Co.  
Mercury Music Corp.  
Modern Music Library  
Moniuszko Publishing Co.  
Morris-Henson Music Co.  
Music Press  
Music Press, Inc.  
Music Products Corp.  
Musical Melody Publishers

National Music Company  
National Music Company, Inc.  
Natrass-Schenck, Inc.  
Nazarene Publishing House  
Network Music Publishers  
Northwestern Press, The  
Nowa Scena  
Nowacki, Henryk X.

Olympia, Edition

Pace, Adger M.  
Pagani, O., & Bro., Inc.  
Pallma, Frank, Music Publisher  
Pallma Music Products Corp.  
Panella, Frank A.  
Panella Music Co.  
Paragon Music Publishers  
Parks, J. A., Company, The  
Parris Music Co.  
Parris, O. A.  
Perry, F. Clark, Co.  
Perry's Sons, A. W., Inc.  
Pioneer Music Press  
Pizmon, Edition  
Podgorski, I.  
Polonia Publishing Co.  
Polskie Towarzystwo Muzyki  
Wspolczesnej  
Polskie Wydawnictwo Muzyki  
Wspolczesnej  
Poltawski, Aleksander  
Pomaranski, Zygmunt  
Popular Music Publications  
Princess Publications  
Pro Art Publications  
Pro Arte, Edition

"PWM," Polskie Wydawnictwo  
Muzyczne  
"PWP," Przedstawicielstwo  
Wydawnictwo Polskich (Asso-  
ciation of Polish Publishers)  
Puritan Publishing Co.

Quartet Music Company  
Quincke, Walter A.

Radio City Guitar Studio  
Rainbow Music Co.  
Ramola Music  
Ramsey, Will M.  
Ramsey & Parker  
Revival Music Company  
Ricart & Cia, Luis, S. L.  
Roat, Chas. E., Music Co.  
Rolseth Pub. Co.  
Rozan Publishing Co.  
Rudnicki, Walery  
Rynczak, J.  
Rzepecki, J.

Sacred Music Foundation, The  
Sajewski, W. H., Music and  
Publishing Co., Inc.  
Schmidt, Arthur P., Co., Inc., The  
Schmitt, Paul A., Music Company  
Schuberth, Edward, & Co., Inc.  
Sebren, George W., Music Co.  
Select Music Company  
Selmer, H. & A., Inc.  
Seyfarth, G.  
Sherwood Music Co.  
Showalter, A. J., Company, The  
Showalter, G. H. P.  
Simon, Frank  
Singenberger, John  
Singenberger, Otto  
Singspiration  
Singtime Publishing Co.  
Sisk Music Company, The  
Slaski, H.  
Slater, Will W.  
Smith, Alfred B.  
Smith, Wm. J., Music Co.  
Southern Music Plate Co.  
Stamps-Baxter Music & Printing  
Co., Inc.  
Stamps Quartet Music Company,  
Inc.  
Stamps, V. O., Music Company  
Standard Music Company

Standard Songs  
Stanphill, Ira  
Stirling Music Publishing Co.  
Sunday School Board of the  
South Baptist Convention, The

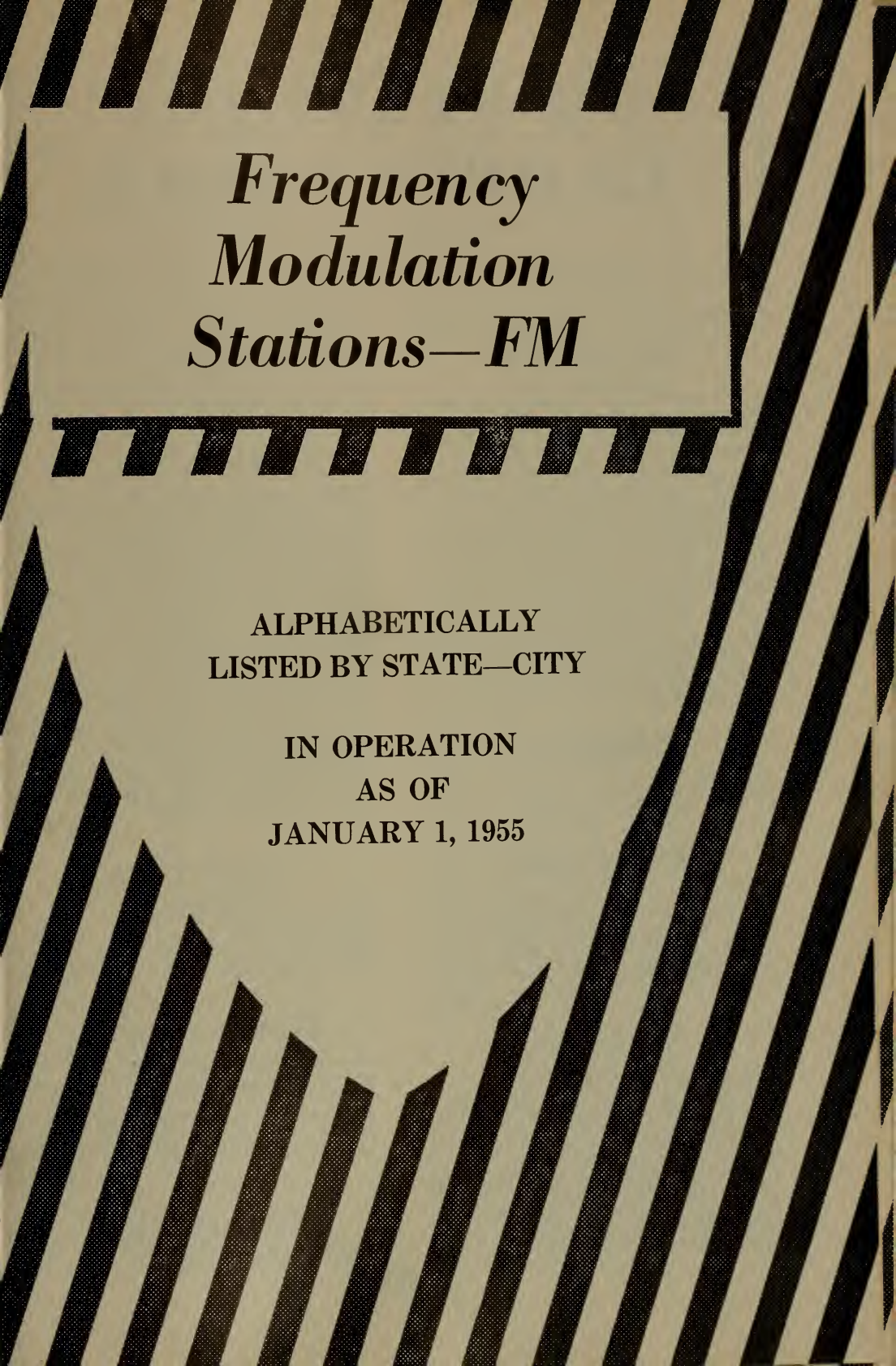
Target Music Co.  
Tav-Rina, Edition  
Teddlie, Tillit S.  
Tennessee Music & Printing Co.  
Thomas, Alvis O.  
Thomas, J. E.  
Thompson Music Company  
Top Music Publishers, Inc.  
Tovey, Herbert G.  
Towarzystwo Wydawnicze  
Muzyki Polskiej  
Treasure Chest Publications, Inc.  
Triangle Music Co.  
Trio Music Co.  
Tuskegee Institute

Universum

Varner, Wallace B.  
Vaughan, James D., Music  
Publishers  
Vitak-Elsnic Co.  
Volpe Music Co.

Walls, W. M.  
Warde, Harry  
Warner, F. Eugene  
Weaner-Levant Publications  
Weaner, Maxwell  
Wells, Kenneth H.  
Western Accordion Music  
Company  
Wheelwright, Lorin F.  
Whitney Blake Music Publishers  
Wiehler, Zygmunt  
Wilensky, Moshe  
Windsor Music Company  
Winsett, R. E.  
Witczyk, Stanislaw  
"WJR"  
Wohl, Jehuda  
Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiasek Autorow,  
Kompozytorow i Wydawcow  
Zak, Czeslaw  
Zalewski, B. J.  
Zaremba, Alojzy



*Frequency  
Modulation  
Stations—FM*

ALPHABETICALLY  
LISTED BY STATE—CITY

IN OPERATION  
AS OF  
JANUARY 1, 1955

# F M STATIONS IN OPERATION

As of Jan. 1, 1955

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Call Letters	City	Licensee
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## ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service  
 WRFS-FM, Alexander City; Piedmont Service Corp.  
 WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.  
 WHMA-FM, Anniston; Anniston Bcstg. Co.  
 WAFM, Birmingham; The TV Corp.  
 WSGN-FM, Birmingham; The Jemison Bcstg. Co.  
 WKLF-FM, Clanton; Southeastern Bcstg. Co.  
 WFMH-FM, Cullman; The Voice of Cullman  
 WHOS-FM, Decatur; North Alabama Bcstg. Co.  
 WJOI-FM, Florence; Florence Bcstg. Co.  
 WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.  
 WJLN, Homewood; Johnston Bcstg. Co.  
 WHBS-FM, Huntsville; The Huntsville Times Co., Inc.  
 WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.  
 WRLD-FM, Lanett; Valley Bcstg. Co., Inc.  
 WABB-FM, Mobile; The Mobile Press Register, Inc.  
 RHTB-FM, Talladega; Voice of Talladega, Inc.  
 WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

## ARIZONA

KTYL-FM, near Mesa; Sun Valley Bcstg. Inc.  
 KTKT-FM, Tucson; Thomas J. Wallace

## ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury  
 KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.  
 KFSA-FM, Ft. Smith; Southwestern Publishing Co.  
 KBTM-FM, Jonesboro; Regional Bcstg. Co.  
 KPOC-FM, Pocahontas; Pocahontas Radio, Inc.  
 KUOA-FM, Siloam Springs; KUOA, Inc.

## CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.  
 KQXR, Bakersfield; KLEF Bestrs.  
 KRE-FM, Berkeley; Central California Bcstrs., Inc.  
 KPFA, Berkeley; Pacifica Foundation  
 KPLA, Beverly Hills; School of Radio Arts  
 KRED, Eureka; Redwood Bcstg. Co., Inc.  
 KARM-FM, Fresno; KARM, The George Harm Station  
 KMJ-FM, Fresno; McClatchy Bcstg. Co.  
 KRFM, Fresno; California Inland Bcstg. Co.  
 KUTE, Glendale; Robert P. Adams  
 KFMU, Glendale; Nicholas M. Brazy

Call Letters	City	Licensee
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KNX-FM, Hollywood; C.B.S., Inc.  
 KFOX-FM, Long Beach; Nicholas & Warinner, Inc.  
 KNOB, Long Beach; The Cerritos Bcstg. Co.  
 KCBH, Los Angeles; A. A. Crawford  
 KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.  
 KRKD-FM, Los Angeles; Radio Broadcasters, Inc.  
 KFWB-FM, Los Angeles; KRWB, Inc.  
 KHJ-FM, Los Angeles; General Teleradio, Inc.  
 KABC-FM, Los Angeles, A.B.C., Inc.  
 KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.  
 KBEE, Modesto; McClatchy Broadcasting Co.  
 KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.  
 KLX-FM, Oakland; Tribune Building Company  
 KEDO, Ontario; The Daily Report Co.  
 KWKW-FM, Pasadena; Southern California Bcstg. Corp.  
 KCRA-FM, Sacramento; KCRA, Inc.  
 KFBK-FM, Sacramento; McClatchy Bcstg. Co.  
 KSBR, San Bruno; Radio Diablo, Inc.  
 KFSD-FM, San Diego; Airfan Radio Corp., Ltd.  
 KSON-FM, San Francisco; KSON Broadcasters  
 KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.  
 KGO-FM, San Francisco; American Bcstg. Co., Inc.  
 KNBC-FM, San Francisco; National Bcstg. Co., Inc.  
 KXXX, San Francisco; Electronic Service Corp.  
 KSJO-FM, San Jose; Santa Clara Bcstg. Company  
 KWIZ-FM, Santa Ana; The Voice of the Orange Empire  
 KDFC, Sausalito, Sundial Bcstg. Corp.

## COLORADO

KLZ-FM, Denver; Alladin Bcstg. Corp.  
 KOA-FM, Denver; Metropolitan TV Co.  
 KFML, Golden; Evert A. Bancker, Jr.  
 KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

## CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.  
 WDRC-FM, Hartford; The Connecticut Bcstg. Co.  
 WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.  
 WMMW-FM, Meriden; Silver City Crystal Co.  
 WNHCFM, New Haven; The Elm City Bcstg. Corp.  
 WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

## DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.



Call Letters      City      Licensee

## DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.  
 WCFM, Washington; Cooperative Bcstg. Assoc.  
 WFAN, Washington; United Bcstg. Co., Inc.  
 WGMS-FM, Washington; Good Music Station, Inc.  
 WMAL-FM, Washington; Evening Star Bcstg. Co.  
 WOL-FM, Washington; Washington Bcstg. Co.  
 WRC-FM, Washington; National Bcstg. Co.  
 WTOP-FM, Washington; WTOP, Inc.  
 WWDC-FM, Washington; Capitol Bcstg. Co.

## FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.  
 WRUF-FM, Gainesville; University of Florida  
 WJAX-FM, Jacksonville; City of Jacksonville  
 WJHP-FM, Jacksonville; Jacksonville Journal Co.  
 WMBR-FM, Jacksonville; Washington Post Co.  
 WGBS-FM, Miami; Storer Bcstg. Co.  
 WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.  
 WQAM-FM, Miami; Miami Bcstg. Co.  
 WWPB-FM, Miami; Paul Brake  
 WKAT-FM, Miami Beach; WKAT, Inc.  
 WLRD, Miami Beach; Mercantile Bcstg. Co.  
 WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.  
 WHOO-FM, Orlando; WHOO, Inc.  
 WORZ-FM, Orlando; Central Florida Bcstg. Co.  
 WWPB-FM, Palm Beach; Palm Beach Bcstg. Corp.  
 WDLF-FM, Panama City; Panama City Bcstg. Co., Inc.  
 WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.  
 WTAL-FM, Tallahassee; John H. Phipps  
 WDAE-FM, Tampa; Tampa Times Co.  
 WFLA-FM, Tampa; The Tribune Company  
 WPKM, Tampa; FM Broadcasters

## GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.  
 WAGA-FM, Atlanta; Storer Bcstg. Co.  
 WBGE-FM, Atlanta; General Bcstg. Co.  
 WGST-FM, Atlanta; Georgia Institute of Tech.  
 WSB-FM, Atlanta; Atlanta Newspapers, Inc.  
 WAQM, Atlanta; Glenkaren Associates, Inc.  
 WAUG-FM, Augusta; Garden City Bcstg. Co.  
 WBBQ-FM, Augusta; Savannah Valley Bcstg. Co.  
 WRBL-FM, Columbus; Columbus Bcstg. Co.  
 WDWD-FM, Dawson; Dawson Bcstg. Co.  
 WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.  
 WKEU-FM, Griffin; Radio Station WKEU  
 WLAG-FM, LaGrange; LaGrange Bcstg. Co.  
 WMAZ-FM, Macon; Southeastern Bcstg. Co.  
 WCOH-FM, Newnan; Newnan Bcstg. Co.  
 WRGA-FM, Rome; Rome Broadcasting Corp.  
 WSAV-FM, Savannah; WSAV, Incorporated  
 WTOC-FM, Savannah; Savannah Bcstg. Co.  
 WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson  
 WLET-FM, Toccoa; R. G. LeTourneau

Call Letters      City      Licensee

## HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

## IDAHO

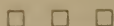
KSEI-FM, Pocatello; Radio Service Corp.  
 KRXX-FM, Rexburg; Snake River Radio & TV Co.  
 KTFI-FM, Twin Falls; Radio Broadcasting Corp.

## ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.  
 WBYS-FM, Canton; Fulton County Bcstg. Co.  
 WROY-FM, Carmi; Carmi Bcstg. Co.  
 WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.  
 WDWS-FM, Champaign; The Champaign News-Gazette  
 WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.  
 WBEZ, Chicago; Bd. of Ed., City of Chicago  
 WBIK, Chicago; Balaban & Katz Corporation  
 WEFM, Chicago; WHFC, Inc.  
 WENR-FM, Chicago; American Bcstg. Co., Inc.  
 WFJL, Chicago; Lewis College of Science & Tech.  
 WFMF, Chicago; Functional Music, Inc.  
 WFMT-FM, Chicago; Fale Bcstg. Co., Inc.  
 WSEL, Chicago; Chicago Skyway Bcstg. Co.  
 WMAQ-FM, Chicago; National Bcstg. Co., Inc.  
 WSOY-FM, Decatur; Illinois Broadcasting Co.  
 WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.  
 WSEI, Effingham; Illinois Bcstg. Co.  
 WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.  
 WFJS, Freeport; Stephenson Corp.  
 WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.  
 WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.  
 WLBH-FM, Mattoon; Mattoon Bcstg. Co.  
 WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.  
 WOPA-FM, Oak Park; Village Bcstg. Co.  
 WLVN-FM, Olney; Olney Bcstg. Co., Inc.  
 WPRS-FM, Paris; Paris Bcstg. Corp.  
 WMBD-FM, Peoria; WMBD, Inc.  
 WGEM-FM, Quincy; Quincy Bcstg. Co.  
 WTAD-FM, Quincy; Lee Broadcasting, Inc.  
 WROK-FM, Rockford; Rockford Broadcasters, Inc.  
 WHBF-FM, Rock Island; Rock Island Bcstg. Co.  
 WTAX-FM, Springfield; WTAX, Inc.  
 WKID-FM, Urbana; WKID Bcstg. Co.

## INDIANA

WFIU, Bloomington; Trustees of Ind. University  
 WCNB-FM, Connersville; News-Examiner Company  
 WBBS, Crawfordsville; First Baptist Church  
 WTRC-FM, Elkhart; Truth Publishing Co., Inc.  
 WCMR, Elkhart; Clarence C. Moore  
 WIKY-FM, Evansville; South Central Bcstg. Corp.  
 WMLL, Evansville; On the Air, Inc.  
 WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.  
 WJOB-FM, Hammond; South Shore Bcstg. Corp.  
 WITZ-FM, Jasper; Jasper On the Air, Inc.  
 WFAM, near Lafayette; WFAM, Inc.



Call Letters      City      Licensee

WINL, Lebanon; Lebanon Bcstg. Co.  
 WORX, Madison; Electronics Lab., Inc.  
 WMRI-FM, near Marion; Chronicle Publishing Co., Inc.  
 WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.  
 WMUN, near Muncie; Tri-City Radio Corp.  
 WCTW, New Castle; The Courier-Times, Inc.  
 WBOW-FM, Terre Haute; Banks of the Wabash, Inc.  
 WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.  
 WRSW-FM, Warsaw; Reub Williams & Sons, Inc.  
 WFML, Washington; Washington Radio, Inc.

## IOWA

KFGQ-FM, Boone; Boone Biblical College  
 KROS-FM, Clinton; Clinton Bcstg. Corp.  
 WOC-FM, Davenport; Tri-City Bcstg. Company  
 KRNT-FM, Des Moines; Cowles Bcstg. Co.  
 KSO-FM, Des Moines; Murphy Bcstg. Company  
 WHO-FM, Des Moines; Central Bcstg. Co.  
 WDBQ-FM, Dubuque; Dubuque Bcstg. Co.  
 KOKX-FM, Keokuk; Keokuk Bcstg. Co.  
 KGLO-FM, Mason City; Lee-Radio, Incorporated  
 KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.  
 KSCJ-FM, Sioux City; Perkins Brothers Co.  
 KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

## KANSAS

KIND-FM, Independence; Central Bcstg. Inc.  
 KFH-FM, Wichita; Radio Station KFH Company

## KENTUCKY

WCMJ-FM, Ashland; Ashland Bcstg. Company  
 WLBJ-FM, Bowling Green Bcstg. Co.  
 WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.  
 WSON-FM, Hopkinsville; Hopkinsville Bcstg. Co., Inc.  
 WLAP-FM, Lexington; American Bcstg. Co.  
 WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.  
 WOMJ-FM, Owensboro; Owensboro Bcstg. Company  
 WVJS-FM, Owensboro; Owensboro on the Air, Inc.  
 WKYB-FM, Paducah; WKYB, Inc.  
 WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

## LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.  
 WAFB-FM, Baton Rouge; Modern Bcstg. Co.  
 WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.  
 WLCS-FM, Baton Rouge; Air Waves, Inc.  
 KYOL-FM, Lafayette Evangeline Bcstg. Co., Inc.  
 KMLB-FM, Monroe; Limer's Bcstg. Station, Inc.  
 WDSU-FM, New Orleans; WDSU Bcstg. Corp.  
 WRCM, New Orleans; Supreme Bcstg. Co., Inc.  
 WMMT, New Orleans; Fidelity Bcstg. Co., Inc.  
 KTBS-FM, Shreveport; KTBS, Inc.  
 KRMD-FM, Shreveport; Radio Station KRMD  
 KWKH-FM, Shreveport; International Bcstg. Corp.

## MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

Call Letters      City      Licensee

## MARYLAND

MNAV-FM, Annapolis; The Capital Bcstg. Co.  
 WCAO-FM, Baltimore; The Monumental Radio Co.  
 WICH-FM, Baltimore; Maryland Bcstg. Company  
 WUST-FM, Bethesda; Bcstg. Management, Inc.  
 WCUM-FM, Cumberland; The Tower Realty Co.  
 WJET-FM, Hagerstown; Hagerstown Bcstg. Co.  
 WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

## MASSACHUSETTS

WCOP-FM, Boston; Post Publishing Co.  
 WEEL-FM, Boston; Columbia Bcstg. System, Inc.  
 WHDH-FM, Boston; WHDH, Inc.  
 WNAC-FM, Boston; General Teleradio, Inc.  
 WBET-FM, Brockton; Enterprise Publishing Co.  
 WXHR, Cambridge; Middlesex Bcstg. Corp.  
 WHAI-FM, Greenfield; John W. Haigis  
 WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.  
 WBSM-FM, New Bedford; Bay State Bcstg. Co.  
 WNBH-FM, New Bedford; E. Anthony & Sons, Inc.  
 WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.  
 WHYN-FM, Springfield; Hampden-Hampshire Corp.  
 WMAS-FM, Springfield; WMAS, Inc.  
 WCRB-FM, Waltham; Charles River Bcstg. Co.  
 WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.  
 WTAG-FM, Worcester; WTAG, Inc.

## MICHIGAN

WBCM-FM, Bay City; Bay Broadcasting Co., Inc.  
 WHFB-FM, Benton Harbor; Palladium Publishing Co.  
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.  
 WKMH-FM, Dearborn; WKMH, Inc.  
 WBRI, Detroit; Booth Radio & TV Stations, Inc.  
 WDET-FM, Detroit; Wayne University  
 WJBK-FM, Detroit; Storer Bcstg. Co.  
 WJR-FM, Detroit; WJR, The Goodwill Station, Inc.  
 WMUZ, Detroit; Michigan Music Co.  
 WWJ-FM, Detroit; The Evening News Association  
 WXYZ-FM, Detroit; WXYZ, Inc.  
 WFUL, Flint; Regents of University of Michigan  
 WFBE, Flint; Flint Bd. of Ed.  
 WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.  
 WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.  
 WKBZ-FM, Muskegon; Ashbacker Radio Corp.  
 WLDL, Oak Park; Lincoln Bcstg. Company  
 WCAR-FM, Pontiac; WCAR, Inc.  
 WOMC, Royal Oak; Sparks Bcstg. Co.  
 WSAM-FM, Saginaw; Saginaw Bcstg. Co.  
 WSTR-FM, Sturgis; WSTR, Inc.

## MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.  
 KTIS-FM, Minneapolis; Northwestern Sch.-Bible College  
 WTCN-FM, Minneapolis; Minn. Television Pub. Serv. Corp.  
 KFAM-FM, St. Cloud; The Times Publishing Co.  
 WMIN-FM, St. Paul; Franklin Bldg. Co.  
 KWNO-FM, Winona; Winona Radio Service

Call Letters City Licensee

## MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bstg. Company  
 WRFM, Hattiesburg; Forest Bstg. Co., Inc.  
 WJDX-FM, Jackson; Lamar Life Insurance Co.

## MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod  
 KWOS-FM, Jefferson City; Capital Bstg. Company  
 WMBH-FM, Joplin; Joplin Bstg. Company  
 KCMO-FM, Kansas City; Meredith Engrg. Co.  
 KBOA-FM, near Kennett; Kennett Bstg. Corp.  
 KWOC-FM, Poplar Bluff; Poplar Bluff Bstg. Co.  
 KTT5-FM, Springfield; Independent Bstg. Co.  
 KCFM, St. Louis; Commercial Bstg. Co.  
 KWPM-FM, West Plains; Robert F. Neathery

## NEVADA

KENO-FM, Las Vegas; Nevada Bstg. Company  
 KNEV, Reno; Everett B. Cobb

## NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bstg. Co., Inc.  
 WTSY-FM, Claremont; Grandview, Inc.  
 WKBR-FM, Manchester; Granite State Bstg. Co., Inc.  
 WOPW-FM, Nashua; Nashua Bstg. Corp.

## NEW MEXICO

KHFM, Albuquerque; CHE Bstg. Co., Inc.

## NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.  
 WSNJ-FM, near Bridgeton; Eastern States Bstg. Corp.  
 WAAT-FM, Newark; Bremer Bstg. Corp.  
 WCTC-FM, New Brunswick; Chanticleer Bstg. Co.  
 WTOA, Trenton; Mercer Broadcasting Co.  
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

## NEW YORK

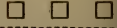
WMBO-FM, Auburn; WMBO, Inc.  
 WRBS, Bay Shore; Great South Bay Bstg. Co.  
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.  
 WRRE, Bristol Center; Northeast Radio Corp.  
 WBEN-FM, Buffalo; WBEN, Inc.  
 WBNY-FM, Buffalo; Roy L. Albertson  
 WWOL-FM, Buffalo; Greater Erie Bstg. Co.  
 WXRC, Buffalo; Western New York Bstg. Co.  
 WRRR, Cherry Valley; Northeast Radio Corp.  
 WCLI-FM, Corning; Radio Corning Inc.  
 WKRT-FM, Cortland; Radio Cortland, Inc.  
 WRRD, DeRuyter; Northeast Radio Corp.  
 WHLI-FM, Hempstead; FM Broadcasting Corp.  
 WWHG-FM, Hornell; The W. H. Greenhow Co.  
 WHCU-FM, Ithaca; Cornell University

Call Letters City Licensee

WRRA, Ithaca; Northeast Radio Corp.  
 WJTN-FM, Jamestown; James Bstg. Co., Inc.  
 WMSA-FM, Massena; The Brockway Company  
 WNRC-FM, New Rochelle; Radio New Rochelle Inc.  
 WABC-FM, New York; American Bstg. Co., Inc.  
 WABF, New York; Metropolitan Bstg. & TV, Inc.  
 WCBS-FM, New York; Columbia Bstg. System, Inc.  
 WEVD-FM, New York; Debs Memorial Fund, Inc.  
 WGHF, New York; WGHF, Inc.  
 WHOM-FM, New York; Atlantic Bstg. Co., Inc.  
 WMGM-FM, New York; Loew's, Inc.  
 WRCA-FM, New York; National Bstg. Co., Inc.  
 WNYC-FM, New York; City of N. Y. Municipal Bstg. System  
 WOR-FM, New York; General Teleradio, Inc.  
 WQCR-FM, New York; Interstate Bstg. Co., Inc.  
 WWRL-FM, New York; Long Island Bstg. Corp.  
 WHLD-FM, Niagara Falls; Earl C. Hull  
 WSLB-FM, Ogdensburg; St. Lawrence Bstg. Corp.  
 WHDL-FM, Olean; WHDL, Inc.  
 WALK-FM, Patchogue; Suffolk Bstg. Corp.  
 WHFM, Rochester; Stromberg-Carlson Company  
 WRNY-FM, Rochester; Rochester Bstg. Co., Inc.  
 WGFM, Schenectady; General Electric Company  
 WSYR-FM, Syracuse; Central New York Bstg. Corp.  
 WFLY, Troy; The Troy Record Company  
 WRUN-FM, Utica; Rome Sentinel Company  
 WWNY-FM, Watertown; The Brockway Company  
 WRRL, Weathersfield; Northeast Radio Corp.  
 WFAS-FM, White Plains; Westchester Bstg. Corp.

## NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.  
 WLOS-FM, Asheville; Skyway Bstg. Co.  
 WBBB-FM, Burlington; Alamance Bstg. Co., Inc.  
 WFNS-FM, Burlington; Burlington-Graham Bstg. Co.  
 WSOC-FM, Charlotte; Radio Station WSOC, Inc.  
 WDNC-FM, Durham; Durham Radio Corp.  
 WIFM-FM, Elkin; James B. Childress  
 WFNC-FM, Fayetteville; Cape Fear Bstg. Co.  
 WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.  
 WGNC-FM, Gastonia; Catherine T. McSwain  
 WEQR, Goldsboro; Eastern Carolina Bstg. Co., Inc.  
 WHNC-FM, Henderson; Henderson Radio Corp.  
 WNOS, High Point; The North State Bstg. Co.  
 WHPE-FM, High Point; High Point Bstg. Co.  
 WMFR-FM, High Point; Radio Station WMFR, Inc.  
 WEWO-FM, Laurinburg; Scotland Bstg. Co.  
 WLOE-FM, Leaksville; WLOE, Inc.  
 WBUY-FM, nr. Lexington; Davidson County Bstg. Co.  
 WMIT, Marion; Mt. Mitchell Bstg. Co.  
 WFMB, nr. Mayodan; Mayo Bstg. Co.  
 WNAO-FM, Raleigh; WPTF Radio Company  
 WRAL-FM, Raleigh; Capitol Bstg. Co., Inc.  
 WREV-FM, Raleigh; Capitol Bstg. Co., Inc.  
 WREV-FM, Reidsville; the Reidsville Bstg. Co., Inc.  
 WKFM, Roanoke Rapids; WCBT, Inc.  
 WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.  
 WEED-FM, Rocky Mount; William Avera Wynne  
 WSTP-FM, Salisbury; Piedmont Bstg. Co.  
 WWGP-FM, Sanford; Sandhills Bstg. Corp.



Call Letters	City	Licensee
WOHS-FM	Shelby	Western Carolina Radio Corp.
WSIC-FM	Statesville	Statesville Bcstg. Co., Inc.
WCPS-FM	Tarboro	Coastal Plains Bcstg. Co., Inc.
WTNC-FM	nr. Thomasville	Thomasville Bcstg. Co.
WMFD-FM	Wilmington	Richard Austin Dunlea
WAIR-FM	Winston-Salem	Radio-Winston-Salem, Inc.
WSJS-FM	Winston-Salem	Piedmont Publishing Co.
WMIT	Yancey County	Mt. Mitchell Bcstrs., Inc.

**OHIO**

WAKR-FM	Akron	Summit Radio Corporation
WFAH-FM	Alliance	Review Publishing Company
WATG-FM	Ashland	Ashland Bcstg. Co.
WICA-FM	Ashtabula	WICA, Inc.
WTRX-FM	Belaire	Ohio-W. Virginia Broadcasting Co.
WHBC-FM	Canton	The Ohio Bcstg. Co.
WCPO-FM	Cincinnati	Scripps-Howard Radio, Inc.
WKRC-FM	Cincinnati	Radio Cincinnati, Inc.
WDOK-FM	Cleveland	Civic Bcstrs., Inc.
WERE-FM	Cleveland	Cleveland Bcstg. Co.
WGAR-FM	Cleveland	Peoples Bcstg. Corp.
WHK-FM	Cleveland	United Bcstg. Co.
WJW-FM	Cleveland	WJW, Inc.
WTAM-FM	Cleveland	National Bcstg. Co., Inc.
WSRS-FM	Cleveland Hts.	WSRS, Inc.
WCOL-FM	Columbus	Air Trails, Inc.
WVKO-FM	Columbus	Sky Way Bcstg. Corp.
WHIO-FM	Dayton	Miami Valley Bcstg. Corp.
WEOL-FM	Elyria	Elyria-Lorain Bcstg. Co.
WFIN-FM	Findlay	The Findlay Publishing Co.
WFOB-FM	Fostoria	Seneca Radio Corp.
WFRO-FM	Fremont	Wolfe Bcstg. Corp.
WMOH-FM	Hamilton	The Fort Hamilton Bcstg. Co.
WIMA-FM	Lima	Northwestern Ohio Bcstg. Corp.
WMRN-FM	Marion	Marion Bcstg. Co.
WMVO	Mt. Vernon	The Mt. Vernon Bcstg. Co.
WCLT-FM	Newark	The Advocate Printing Co.
WPAY-FM	Portsmouth	The Scioto Bcstg. Co.
WSTV-FM	Steubenville	WSTV, Inc.
WSPD-FM	Toledo	Storer Bcstg. Co.
WTOL-FM	Toledo	Community Bcstg. Co.
WTRT	Toledo	Unity Corp., Inc.
WWST-FM	Wooster	Wooster Republican Bcstg. Co.
WKBN-FM	Youngstown	WKBN Bcstg. Corp.

**OKLAHOMA**

KMUS-FM	Muskogee	Eastern Okla. Bcstg. Co.
KSPI-FM	Stillwater	Stillwater Publishing Co.

**OREGON**

KWIL-FM	Albany	Central Williamette Bcstg. Co.
KUGN-FM	Eugene	KUSN, Inc.
KGPO	Grants Pass	Southern Oregon Bcstg. Co.
KEX-FM	Portland	Westinghouse Bcstg. Co.
KQFM	Portland	H. Quentin Cox
KOIN-FM	Portland	Mount Hood Radio & TV Bcstg. Corp.
KPFM	Portland	Oregon Bcstrs., Ltd.
KPOJ-FM	Portland	KPOJ, Inc.

Call Letters	City	Licensee
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**PENNSYLVANIA**

WFMA	Allentown	Penn-Allen Bcstg. Co.
WSAN-FM	Allentown	Lehigh Valley Bcstg. Co.
WVAM-FM	Altoona	The General Bcstg. Corp.
WGPA-FM	Bethlehem	Bethlehems' Globe Publ. Co.
WBUT-FM	Butler	J. Patrick Beacom
WCHA-FM	Chambersburg	Chambersburg Bcstg. Co., Inc.
WCED-FM	Dubois	Tri-County Bcstg. Co., Inc.
WEEX	near Easton	Easton Publishing Co.
WEST-FM	Easton	Associated Bcstrs., Inc.
WERC-FM	Erie	Presque Isle Bcstg. Co.
WLEU-FM	Erie	Commodore Perry Bcstg. Service Inc.
WHP-FM	Harrisburg	WHP, Inc.
WAZL-FM	Hazleton	Hazleton Bcstg. Co., Inc.
WARD-FM	Johnstown	Central Bcstg. Co., Inc.
WJAC-FM	Johnstown	WJAC, Incorporated
WGAL-FM	Lancaster	WGAL, Inc.
WLAN-FM	Lancaster	The Peoples Bcstg. Co.
WLBR-FM	Lebanon	Lebanon Bcstg. Service Co.
WLTN	Lewistown	Lewistown Bcstg. Co.
WMGW-FM	Meadville	Meadville Bcstg. Service, Inc.
WCAU-FM	Philadelphia	WCAU, Inc.
WFIL-FM	Philadelphia	Triangle Publications, Inc.
WFLN	Philadelphia	Franklin Bcstg. Corp.
WHAT-FM	Philadelphia	Independence Bcstg. Co.
WIBG-FM	Philadelphia	Seaboard Bcstg. Corp.
WIP-FM	Philadelphia	Pennsylvania Bcstg. Co.
WPEN-FM	Philadelphia	Wm. Penn Bcstg. Co.
KDKA-FM	Pittsburgh	Westinghouse Bcstg. Co., Inc.
WJAS-FM	Pittsburgh	Pittsburgh Radio Supply House
WKJF	Pittsburgh	Mrs. A. J. R. Greer
WWSW-FM	Pittsburgh	WWSW, Inc.
PPA-FM	Pottsville	Pottsville Bcstg.
WGBI-FM	Scranton	Scranton Broadcasters, Inc.
WEJL	Scranton	Scranton Times
WJIC-FM	Sharon	Sharon Herald Bcstg. Co.
WKOK-FM	Sunbury	Sunbury Bcstg. Corp.
WRRN	Warren	Northern Allegheny Bcstg. Co.
WJPA-FM	Washington	Washington Bcstg. Co.
WBRE-FM	Wilkes-Barre	Louis G. Baltimore
WLYC-FM	Williamsport	Lycoming Bcstg. Co.
WRAK-FM	Williamsport	WRAK, Inc.
WNOW-FM	York	The Helm Coal Co. (Bcstg. Div.)
WRZE	York	White Rose Broadcasting Co.

**RHODE ISLAND**

WPFM	Providence	Nobscot Bcstg. Corp.
WPJB-FM	Providence	Providence Journal Co.
WPRO-FM	Providence	Cherry & Webb Bcstg. Co.
Wwon-FM	Woonsocket	Woonsocket Bcstg. Co.

**SOUTH CAROLINA**

WCAC	Anderson	Wilton E. Hall
WCSC-FM	Charleston	WCSC, Inc.
WTMA-FM	Charleston	Atlantic Coast Bcstg. Co.
WCOS-FM	Columbia	Radio Columbia
WIS-FM	Columbia	The Bcstg. Co. of the South
WDSC-FM	Dillon	Border Bcstg. Co.

Call Letters	City	Licensee
WAKE-FM,	Greenville;	Piedmont Bcstg. Co.
WESC-FM,	Greenville;	Greenville Broadcasting Co.
WFBC-FM,	Greenville;	WMRC Inc.
WCRC-FM,	Greenwood;	Greco, Inc.
WORG,	Orangeburg;	WTND, Inc.
WRHI-FM,	Rock Hill;	York County Bcstg. Co.
WSNW-FM,	Seneca;	Blue Ridge Bcstg. Co., Inc.
WDXY,	Spartanburg;	Word, Inc.
WSPA-FM,	Spartanburg;	The Spartan Radiocasting Co.
WALD-FM,	Walterboro;	Walterboro Bcstg. Co.

Call Letters	City	Licensee
WBTM-FM,	Danville;	Piedmont Bcstg. Corp.
WEVA-FM,	Emporia;	Stone Bcstg. Corp.
WSVA-FM,	Harrisonburg;	Shenandoah Valley Bcstg. Corp.
WLVA-FM,	Lynchburg;	Lynchburg Bcstg. Corp.
WVOD-FM,	Lynchburg;	Old Dominion Bcstg. Corp.
WMVA-FM,	Near Martinsville;	Martinsville Bcstg. Co.
WGH-FM,	Newport News;	Hampton Roads Bcstg. Corp.
WRVC,	Norfolk;	Larus & Brother Co., Inc.
WTAR-FM,	Norfolk;	WTAR Radio Corporation
WCOD,	Richmond;	Havens & Martin, Inc.
WLEE-FM,	Richmond;	Lee Bcstg. Corp.
WRNL-FM,	Richmond;	Richmond Newspapers, Inc.
WRVD,	Richmond;	Larus & Brother Co., Inc.
WDBJ-FM,	Roanoke;	Times-World Corporation
WROV-FM,	Roanoke;	Radio Roanoke, Inc.
WSLS-FM,	Roanoke;	Shenandoah Life Stations, Inc.
WRFL,	Winchester;	Richard Field Lewis, Jr.

## TENNESSEE

WOPI-FM,	Bristol;	Radiophone Bcstg. Sta. WOPI, Inc.
WAPO-FM,	Chattanooga;	WAPO Bcstg. Serv. Inc.
WDDO-FM,	Chattanooga;	WDDO Bcstg. Co.
WAEW-FM,	Grossville;	WAEW, Inc.
WHBT-FM,	Harriman;	Harriman Bcstg. Co.
WTJS-FM,	Jackson;	The Sun Publishing Co., Inc.
WJHL-FM,	Johnson City;	WJHL, Inc.
WKPT-FM,	Kingsport;	Kingsport Bcstg. Co., Inc.
WBIR-FM,	Lenoir City;	WLLI, Inc.
WMCF,	Memphis;	Memphis Publishing Company
WSOK-FM,	Nashville;	Nashville Bcstg. Co.

## TEXAS

KREL-FM,	Baytown;	Tri-Cities Bcstg. Co.
KRIC-FM,	Beaumont;	The Enterprise Co.
KCLE-FM,	Cleburne;	Marti, Inc.
KCCT-FM,	Corpus Christi;	International Radio Co.
KIXL-FM,	Dallas;	Variety Bcstg. Co., Inc.
KRLD-FM,	Dallas;	KRLD Radio Corporation
WRR-FM,	Dallas;	City of Dallas
KDNT-FM,	Denton;	Harwell V. Shepard
WBAP-FM,	Fort Worth;	Carter Publications, Inc.
KLUF-FM,	Galveston;	The KLUF Bcstg. Co., Inc.
KPRC-FM,	Houston;	The Houston Post Company
KTRH-FM,	Houston;	KTRH Bcstg. Co.
KLTI-FM,	near Longview;	Le Tourneau Radio Corp.
KISS,	San Antonio;	The Walmac Co.
KITE-FM,	San Antonio;	Radio KITE, Inc.
KNON-FM,	San Antonio;	Mission Bcstg. Co.
KTSA-FM,	San Antonio;	Sunshine Bcstg. Co.
KCMC-FM,	Texarkana;	KCMC, Inc.

## UTAH

KDYL-FM,	Salt Lake City;	Intermountain Bcstg. & TV Corp.
KSL-FM,	Salt Lake City;	Radio Serv. Corp. of Utah
KUTF,	Salt Lake City;	Utah Bcstg. & TV Co.

## VIRGINIA

WARL-FM,	Arlington;	Northern Virginia Bcstrs., Inc.
WINA-FM,	Charlottesville;	Charlottesville Bcstg. Co.
WSVS-FM,	Crewe;	Southern Virginia Bcstg. Corp.

## WASHINGTON

KALE-FM,	Richland;	KALE, Inc.
KING-FM,	Seattle;	KING Bcstg. Company
KIRO-FM,	Seattle;	Queen City Bcstg. Co., Inc.
KISW,	Seattle;	Ellwood W. Lippincott
KREM-FM,	Spokane;	Louis Wasmer
KTNT-FM,	Tacoma;	Tribune Publishing Co.

## WEST VIRGINIA

WJLS-FM,	Beckley;	Joe L. Smith, Jr., Inc.
WKNA-FM,	Charleston;	Joe L. Smith, Jr., Inc.
WJPB-FM,	Fairmount;	Fairmount Bcstg. Co.
WHTN-FM,	Huntington;	Greater Huntington Radio Corp.
WLOG-FM,	Logan;	Clarence H. Frey & Robert O. Greever
WEPM-FM,	Martinsburg;	Martinsburg Bcstg. Co.
WAJR-FM,	Morgantown;	West Virginia Radio Corp.
WOAY-FM,	Oak Hill;	Robert R. Thomas, Jr.
WPAR-FM,	Parkersburg;	Ohio Valley Bcstg. Corp.
WKWK-FM,	Wheeling;	Community Bcstg., Inc.
WWVA-FM,	Wheeling;	Storer Bcstg. Co.

## WISCONSIN

WEAU-FM,	Eau Claire;	Central Bcstg. Company
WWCF,	Greenfield;	Wm. C. Forrest
WCLC-FM,	Janesville;	Gazette Printing Co.
WHA-FM,	Madison;	State of Wisc., State Radio Council
WIBA-FM,	Madison;	Badger Bcstg. Co.
WISC-FM,	nr. Madison;	Radio Wisconsin, Inc.
WMFM,	Madison;	Earl W. Fessler
WDLB-FM,	Marshfield;	Dairyland's Bcstg. Serv., Inc.
WLIN,	Merrill;	Alvin E. O'Konski
WEMP-FM,	Milwaukee;	Milwaukee Bcstg. Co.
WRJN-FM,	Racine;	Racine Bcstg. Corp.
WJMC-FM,	Rice Lake;	WJMC, Inc.
WHBL-FM,	Sheboygan;	WHBL, Inc.
WFHR-FM,	Wisconsin Rapids;	William F. Huffman Radio, Inc.

# WOMEN COMMENTATORS

## HOME ECONOMISTS of U. S. Radio and TV Stations



### — A —

Abernathy, Matsy. . . . . WEEB, Southern Pines, N. C.  
 Aboeyta, Vergie. . . . . KGGM-TV, Albuquerque, N. Mex.  
 Abdou, Gloria. . . . . WCAE, Pittsburgh, Pa.  
 Accola, Dorothy. . . . . KASL, Newcastle, Wyo.  
 Adams, Betty. . . . . WJAR-TV, Providence, R. I.  
 Adams, Debroah. . . . . WFIL-TV, Philadelphia, Pa.  
 Aders, Edna. . . . . WLSI, Pikeville, Ky.  
 Adams, Kay. . . . . WQUA, Moline, Ill.  
 Adams, Opal. . . . . WMBC, Macon, Miss.  
 Adams, Susan. . . . . WABD, New York, N. Y.  
 Aitken, Kate. . . . . CFRB, Toronto, Ont., Canada  
 Allan, Nancy. . . . . KMJ-TV, Fresno, Cal.  
 Allen, June. . . . . WITV, Miami, Fla.  
 Allen, Nancy. . . . . WLAU, Laurel, Miss.  
 Allen, Ruth. . . . . WGAR, Cleveland, Ohio  
 Alexander, Barbara. . . . . KVNJ, Coeur d'Alene, Idaho  
 Alexander, Jeanne. . . . . WBI, Charlotte, N. C.  
 Alexander, Mildred. . . . . WTAR, Norfolk, Va.  
 Alexandria, Elenora. . . . . WBAX, Wilkes-Barre, Pa.  
 Allison, Myme M. . . . . KBON, Omaha, Nebr.  
 Allmon, Lucille. . . . . KWBB, Wichita, Kans.  
 Ampsbaugh, Faith. . . . . WMTG, Vanceleve, Ky.  
 Anderson, Blanch. . . . . WLOA, Braddock, Pa.  
 Anderson, Fran. . . . . KXRA, Alexandria, Minn.  
 Anderson, Jane. . . . . KIOA, Des Moines, Iowa  
 Anderson, Jane. . . . . KMMJ, Grand Island, Nebr.  
 Andrews, Miriam. . . . . WRUF, Gainesville, Fla.  
 Angel, Barbara. . . . . KPTV, Portland, Oreg.  
 Angle, Barbara. . . . . WLBR-TV, Lebanon, Pa.  
 Anno, Mary Jean. . . . . WATW, Ashland, Wis.  
 Antoine, Frances. . . . . WWIM, Vicksburg, Miss.  
 Antonetti, Clara. . . . . W TSA, Brattleboro, Vt.  
 Apple, Marie. . . . . KWCB, Searcy, Ark.  
 Arch, Shirley. . . . . WHLD, Niagara Falls, N. Y.  
 Arledge, Mabel. . . . . KIVY, Crockett, Texas  
 Arlen, Margaret. . . . . WCBS-TV, New York, N. Y.  
 Armad, Dorothy. . . . . WCOV, Montgomery, Ala.  
 Armstrong, Jennie-Belle. . . . . WSYR, Syracuse, N. Y.

### — B —

Baacke, Gladys. . . . . WJKO, Springfield, Mass.  
 Bacher, Jeanne. . . . . KGST, Fresno, Cal.  
 Badham, Mary. . . . . WBRG, Birmingham, Ala.  
 Bagley, Harriet. . . . . KOVE, Lander, Wyo.  
 Bailey, Betty. . . . . KENM, Portales, N. Mex.  
 Bailey, Mildred. . . . . WCOF, Boston, Mass.  
 Bailey, Mitzi. . . . . KMUR, Murray, Utah  
 Bailey, Martha. . . . . WLOS-TV, Asheville, N. C.  
 Baird, Jeanne. . . . . KEYT, Santa Barbara, Cal.  
 Baker, Arleen. . . . . KRAL, Rawlins, Wyo.  
 Baker, Betty. . . . . WHO, Des Moines, Iowa  
 Baker, Evangeline. . . . . KGO-TV, San Francisco, Cal.  
 Baker, Gertrude. . . . . WBUT, Butler, Penn.  
 Baker, Mildred. . . . . KNAK, Salt Lake City, Utah  
 Baldwin, Bette. . . . . WHEP, Foley, Ala.  
 Baldwin, Helen. . . . . WNEF-TV, Binghamton, N. Y.  
 Bale, Helen. . . . . WREX-TV, Rockford, Ill.  
 Ball, Jane Ellen. . . . . WJAS, Pittsburgh, Pa.  
 Ball, Joy. . . . . WEAR-TV, Pensacola, Fla.  
 Ballow, Betty. . . . . KPTM, Ft. Morgan, Colo.  
 Bancroft, Barbara. . . . . WMMB, Melbourne, Fla.  
 Barden, Philena. . . . . WDBO-TV, Orlando, Fla.  
 Barkwell, Patsy. . . . . KOOS, Coos Bay, Ore.  
 Barnes, Josie. . . . . KTVT, Salt Lake City, Utah  
 Barnett, Josephine. . . . . KGN, Oregon City, Ore.  
 Barnett, Mary Joan. . . . . WLOH, Princeton, W. Va.  
 Barondess, Harriet. . . . . WMIE, Miami, Fla.  
 Barrett, Myrtle. . . . . WHDF, Houghton, Mich.  
 Bartelt, Mary Ann. . . . . WJPG, Green Bay, Wis.  
 Bartlett, Edna. . . . . WENY, Elmira, N. Y.  
 Bartlett, Sue. . . . . WTTV, Bloomington, Ind.  
 Bartlett, Virginia. . . . . WNET, Providence, R. I.  
 Barrie, Wendy. . . . . WHIO-TV, Dayton, Ohio  
 Bauby, Cathy. . . . . WMCT, Memphis, Tenn.  
 Baxter, Marko. . . . . KVEC-TV, San Luis Obispo, Cal.  
 Bayne, Barbara. . . . . WLOL, Minneapolis, Minn.  
 Beagle, Helen. . . . . WHLM, Bloomsburg, Pa.  
 Beagle, Maude Stewart. . . . . WBBC, Flint, Mich.  
 Bean, Ruth. . . . . WATV, Newark, N. J.  
 Bean, Wilma. . . . . KRKX, Rexburg, Idaho  
 Beard, Naomi. . . . . WTCO, Campbellsville, Ky.  
 Becker, Helen Margaret. . . . . KIMO, Independence, Mo.  
 Becker, Johnnie. . . . . KIUP, Durango, Colo.

Beeley, Helen. . . . . WORD, Spartanburg, S. C.  
 Belanco, Gloria. . . . . WSVJ, Elkhart, Ind.  
 Belden, Virginia. . . . . KCKY, Coolidge, Ariz.  
 Bell, Alice. . . . . WAGA-TV, Atlanta, Ga.  
 Bell, Peggy. . . . . KFYO, Lubbock, Texas  
 Beltran, Alma Leonor. . . . . KALI, Pasadena, Cal.  
 Benell, Julie. . . . . WFAA-TV, Dallas, Tex.  
 Benner, Hazel. . . . . KCLS, Flagstaff, Ariz.  
 Benson, Beverly. . . . . WJOC, Jamestown, N. Y.  
 Bergstrom, Mildred. . . . . WKNB-TV, New Britain, Conn.  
 Berry, Mari Lou. . . . . WJPS, Evansville, Ind.  
 Beseth, Muriel H. . . . . WNBZ, Saranac Lake, N. Y.  
 Best, Bobbe. . . . . WTAX, Springfield, Ill.  
 Binns, Barbara. . . . . WVCG, Coral Gables, Fla.  
 Bishop, Ethel. . . . . WKOK, Baton Rouge, La.  
 Blair, Anne. . . . . WGMS, Washington, D. C.  
 Blair, Virginia. . . . . KRBC-TV, Abilene, Tex.  
 Blazer, Eleanor J. . . . . WHOK, Lancaster, Ohio  
 Blake, Julie. . . . . WFEA, Manchester, N. H.  
 Blake, Nancy. . . . . WHOL, Allentown, Pa.  
 Bleck, Ruth. . . . . WIMS, Michigan City, Ind.  
 Blum, Vaunciel. . . . . KMMO, Marshall, Mo.  
 Boehm, Mary Kay. . . . . WITZ, Jasper, Ind.  
 Bolten, Geneva. . . . . KREL, Baytown, Tex.  
 Bond, Betty. . . . . WSLS-TV, Roanoke, Va.  
 Borovac, Joyce. . . . . KLWN, Lawrence, Kans.  
 Bost, Cecile. . . . . WMFG, Hibbing, Minn.  
 Botkin, Freda S. . . . . WRC, Hickory, N. C.  
 Bowen, Jerri. . . . . KVOA-TV, Tucson, Ariz.  
 Bowles, Patricia. . . . . KHSL-TV, Chico, Cal.  
 Bowman, Helen. . . . . KFSA-TV, Ft. Smith, Ark.  
 Bowman, Maxine. . . . . WKKE, Newport, Vt.  
 Box, Mary Jane. . . . . KBRB, Springfield, Ark.  
 Boyd, Jo. . . . . WERX, West Frankfort, Ill.  
 Boyette, Martha. . . . . WMPA, Aberdeen, Miss.  
 Bracken, Virginia. . . . . WTRP, LaGrange, Ga.  
 Bradford, Betty. . . . . WDOV, Dover, Del.  
 Bradley, Dorothy. . . . . WESB, Bradford, Pa.  
 Bramblett, Gladys V. . . . . WQXI-TV, Atlanta, Ga.  
 Brannen, Mrs. Ernest. . . . . WFSR, Fall River, Mass.  
 Brees, Beth. . . . . WWNS, Statesboro, Ga.  
 Brennan, Libby. . . . . KNOE-TV, Monroe, La.  
 Bridges, Doris. . . . . WILK, Wilkes-Barre, Pa.  
 Brink, Norma S. . . . . WKMT, Kings Mountain, N. C.  
 Brinkley, Amy. . . . . WGRD, Grand Rapids, Mich.  
 Brisco, Charlotte. . . . . WHKY, Hickory, N. C.  
 Broadwell, Fay. . . . . KTVH, Hutchinson, Kan.  
 Brooks, Bonnie Jean. . . . . KXOX, Sweetwater, Tex.  
 Brooks, Helen. . . . . KBHS, Hot Springs, Ark.  
 Brooks, Pat. . . . . WFBF, Baltimore, Md.  
 Brown, Betty Jo. . . . . KVAS, Astoria, Ore.  
 Brown, Betty Jo. . . . . WJOT, Lake City, S. C.  
 Brown, Barbara. . . . . WJOT, Lake City, S. C.  
 Brown, Barbara. . . . . WINA, Charlottesville, Va.  
 Brown, Beverly. . . . . KIMA-TV, Yakima, Wash.  
 Brown, Elizabeth A. . . . . KBMX, Coalinga, Cal.  
 Brown, Mary Elba. . . . . KEBE, Jacksonville, Tex.  
 Brown, Mina. . . . . KHQ-TV, Spokane, Wash.  
 Brown, Shirley. . . . . KMED, Medford, Ore.  
 Browne, Olivia. . . . . WMCT, Memphis, Tenn.  
 Broyles, Clara E. . . . . KBLO, Hot Springs, Ark.  
 Bruce, Ann. . . . . WGUU, Bangor, Maine  
 Bruce, Dinny. . . . . WBBM-TV, Chicago, Ill.  
 Bruce, Fran. . . . . WKCV, Redding, Cal.  
 Brunsey, Jerry. . . . . WMBG, Richmond, Va.  
 Brunton, Beverly. . . . . KVAL-TV, Eugene, Ore.

### — C —

Cain, Judy. . . . . KTBS, Shreveport, La.  
 Caldwell, Jeanne. . . . . WERC, Erie, Pa.  
 Calfee, Lu. . . . . WAAM, Baltimore, Md.  
 Calkins, Jo Anne. . . . . WRNY, Rochester, N. Y.  
 Callahan, Dene. . . . . WUSN-TV, Charleston, S. C.  
 Calloway, Elizabeth. . . . . KTRF, Lufkin, Tex.  
 Cameron, Barbara. . . . . WKRC, Cincinnati, Ohio  
 Campbell, Dorothy M. . . . . WRDO, Augusta, Maine  
 Canc, Allene W. . . . . WKSX, Pulaski, Tenn.  
 Cane, Stella. . . . . WSEE, Erie, Pa.  
 Cantrell, Jane. . . . . KVAL, Wallace, Idaho  
 Capland, Letha Lee. . . . . KPAC, Port Arthur, Tex.  
 Carlson, Mrs. Aino. . . . . WEAT, West Palm Beach, Fla.  
 Carlson, Mildred. . . . . WBZ, Boston, Mass.  
 Carlson, Norah. . . . . WLVC, Williamsport, Pa.  
 Carahan, Hazel. . . . . WPTX, Lexington Park, Md.  
 Carr, Paula. . . . . WMOA, Marietta, Ohio

WOMEN COMMENTATORS—RADIO-TV

Carroll, Ann.....WLOS-TV, Asheville, N. C.  
 Carroll, Elaine.....WKBN, Youngstown, Ohio  
 Carroll, Lynn.....WCAO, Baltimore, Md.  
 Carson, Pam.....WKY, Oklahoma City, Okla.  
 Carter, Cecile.....KALB, Alexandria, La.  
 Carter, Fran.....WAZL, Hazelton, Penn.  
 Carter, Freda.....KAMD, Camden, Ark.  
 Carter, Joan.....KTSM-TV, El Paso, Tex.  
 Carter, Katherine.....WLOU, Louisville, Ky.  
 Cartwright, Christine.....WCCM, Lawrence, Mass.  
 Casey, Wynne.....WJOY, Burlington, Vt.  
 Cason, Barbara.....WMP5, Memphis, Tenn.  
 Cass, Betty.....WIBA, Madison, Wis.  
 Casteel, Ellamae.....WKBN-TV, Youngstown, Ohio  
 Church, Joyce.....KDKN, Clinton, Mo.  
 Clare, Virginia.....KIHO, Sioux Falls, S. Dak.  
 Clark, Edna.....WWGP, Sanford, N. C.  
 Clarke, Betty.....WFDF, Flint, Mich.  
 Clogston, Eleanor.....KIBM-TV, Eureka, Cal.  
 Coates, Irma.....WDLB, Marshfield, Wis.  
 Coggin, Joyce.....WCOH, Newnan, Ga.  
 Coggins, Marcia.....WKDW, Newberry, S. C.  
 Colbert, Jean.....WTIC, Hartford, Conn.  
 Corbett, Jean.....WCAU-TV, Philadelphia, Pa.  
 Cotton, Dorothy.....WHEC-TV, Rochester, N. Y.  
 Craig, Julie.....WICS, Springfield, Ill.  
 Craig, Louise M.....WSPC, Somerset, Ky.  
 Craig, Nancy.....WABC-TV, New York, N. Y.  
 Cramer, Alma.....WARD, Johnstown, Pa.  
 Crane, Martha.....WLS, Chicago, Ill.  
 Crane, Ruth.....WMAL-TV, Washington, D. C.  
 Crawford, Luprine.....WJNO-TV, Palm Beach, Fla.  
 Crocker, Betty.....KRXL, Roseburg, Ore.  
 Crowther, Joan.....WNHC-TV, New Haven, Conn.  
 Crumbaker, Marge.....KGUL-TV, Galveston, Tex.  
 Cummins, Charlotte.....WROY, Carmi, Ill.  
 Curet, Marge.....WVMI, Biloxi, Miss.  
 Curley, Margaret.....WJEF, Grand Rapids, Mich.  
 Currat, Thelma.....WTMV, East St. Louis, Ill.  
 Currier, Bernice.....KMA, Shenandoah, Iowa  
 Curtis, Peggy.....WJLK, Asbury Park, N. J.

D

Daehler, Mrs. F. Carl.....WPAY, Portsmouth, Ohio  
 Daffron, Polly.....WRNL, Richmond, Va.  
 Dahl, Cindy.....WTG, Washington, D. C.  
 Dale, Dorothy.....WBET, Brockton, Mass.  
 Dale, Jerry.....WNRC, New Rochelle, N. Y.  
 Dalton, Jane.....WSPA, Spartanburg, S. C.  
 Dalzell, Madge.....WIOU, Kokomo, Ind.  
 Danelo, Florence.....WDTV, Pittsburgh, Pa.  
 Daniel, Jacqueline.....KFBE, Sacramento, Cal.  
 Daniels, Catherine.....WISH, Indianapolis, Ind.  
 Daniels, Liz.....KDAL, Duluth, Minn.  
 Darland, Maxine.....WMT-TV, Cedar Rapids, Iowa  
 Darling, Sue.....KCRG, Cedar Rapids, Iowa  
 Daugherty, Catherine E.....WKBI, St. Mary's, Pa.  
 Davis, Betty.....KOIN-TV, Portland, Ore.  
 Davis, Lillian.....WSSC, Sumter, S. C.  
 Davis, Marguerite.....KXOB, Stockton, Cal.  
 Davis, Velda.....KSPI, Stillwater, Okla.  
 Dawley, Dorothy.....WSLI, Jackson, Miss.  
 Dawson, Helen.....WVMC, Mt. Carmel, Ill.  
 Day, Erin.....KVG, Missoula, Mont.  
 Day, Helen.....WBAV-TV, Green Bay, Wis.  
 Day, Louise.....WRFS, Alexander City, Ala.  
 Dean, Ina Mae.....KYSM, Mankato, Minn.  
 Deane, Martha.....WOR, New York, N. Y.  
 Dearth, Jacqueline.....WBEX, Chillicothe, Ohio  
 DeGaray, Lydia.....KCOR, San Antonio, Tex.  
 Demas, Jana.....WKRC-TV, Cincinnati, Ohio  
 Denman, Nell.....KBWD, Brownwood, Tex.  
 Denning, Eloise.....WCOJ, Coatesville, Pa.  
 Dennis, Mimi.....WABT, Birmingham, Ala.  
 Derrick, Elta.....KNOG, Nogales, Ariz.  
 Dettinger, Alma.....WQXR, New York, N. Y.  
 DeVaney, Maxine.....WMBH, Joplin, Mo.  
 Dickens, Dean.....WGST, Atlanta, Ga.  
 Dickerson, Doris.....WOXF, Oxford, N. C.  
 Dickinson, Florence.....WOKW, Sturgeon Bay, Wis.  
 Didier, Teresa.....KFBB-TV, Great Falls, Mont.  
 DiFilippo, Kim.....WNOK, Columbia, S. C.  
 Dillin, Alberta.....WFOY, St. Augustine, Fla.  
 Dixon, Nancy.....WJAR-TV, Providence, R. I.  
 Dobson, Deloris.....KSLM, Salem, Ore.  
 Dodge, Ruth.....WHWB, Rutland, Vt.  
 Donges, Cathy.....WATG, Ashland, Ohio  
 Donham, Betty Jo.....KNEX, McPherson, Kan.  
 Donst, Esther.....KFNF, Shenandoah, Iowa  
 Donovan, Joyce.....WTRY, Troy, N. Y.  
 Dooley, Dorothy.....KFDD-TV, Wichita Falls, Tex.  
 Dooley, Edna.....WTVD, Durham, N. C.  
 Doonan, Kathleen.....WTAP, Parkersburg, W. Va.  
 Dorr, Mary.....WFIL-TV, Philadelphia, Pa.

Dorsey, Polly.....WBMD, Baltimore, Md.  
 Doss, Thelma.....KORC, Mineral Wells, Tex.  
 Douglas, Donna.....WTOP-TV, Washington, D. C.  
 Drew, Sally.....WJER, Dover, Ohio  
 Drivas, Chris.....WIDE, Biddeford, Maine  
 DuBois, Joellen.....WTNS, Coshocton, Ohio  
 Duffy, Kerrin.....WCOW, Saint Paul, Minn.  
 DuKate, Gwenn.....WPCF, Panama City, Fla.  
 Duke, Ann.....WDBL, Springfield, Tenn.  
 DuMond, Irene.....KXEL, Waterloo, Iowa  
 Dunaway, Bobbie.....KTVW, Tacoma, Wash.  
 Duncan, Martha.....WOI-TV, Ames, Iowa  
 Dunlop, Ruth.....KPHO-TV, Phoenix, Ariz.  
 Dunn, Barbara.....KBOX, Modesto, Cal.  
 Dunn, JoAnn.....WTRX, Bellaire, Ohio  
 Dutton, Hazel.....KNGS, Hanford, Cal.  
 Duvall, Carol.....WOOD-TV, Grand Rapids, Mich.  
 Dwyer, Mary.....WRDW, Augusta, Ga.  
 Dymale, Nancy.....WBKV, West Bend, Wis.

E

Early, Christmas.....WGMA, Hollywood, Fla.  
 Eason, Imogene.....WGAI, Elizabeth City, N. C.  
 Easton, Sally.....WBIS, Bristol, Conn.  
 Ebeling, Betty.....KCB, Lubbock, Tex.  
 Eckloff, Maurine.....KHOL-TV, Kearney, Neb.  
 Edwards, Lyn.....WFOU, Marietta, Ga.  
 Edwards, Mary Lou.....WORZ, Orlando, Fla.  
 Elizabeth, Faye.....WWJ-TV, Detroit, Mich.  
 Ellen, Nanny.....WWNR, Beckley, W. Va.  
 Elliott, Pat.....WAGF, Dothan, Ala.  
 Ellis, Frankie Jo.....KOY, Phoenix, Ariz.  
 Ellis, Lorraine.....KOMU-TV, Columbia, Mo.  
 Elpern, Margaret.....KZTV, Reno, Nev.  
 Emunson, Crys.....WMTE, Manistee, Mich.  
 Engel, Rita.....KIJV, Huron, S. Dak.  
 England, Gladys G.....WSMT, Sparta, Tenn.  
 English, Pat.....WSEE, Erie, Pa.  
 Erlandson, Alice.....KJRG, Columbus, Neb.  
 Erskine, Kay.....KSVE, Artesia, N. Mex.  
 Eubanks, Velma.....WMOU, Greenville, S. C.  
 Evans, Jan.....WOHP, Bellefontaine, Ohio  
 Evans, Joan.....WBIC, Indianapolis, Ind.  
 Everitt, Janice.....WBRN, Big Rapids, Mich.  
 Eversole, T. Jack.....WKCT, Bowling Green, Ky.  
 Exum, Loretta.....WDAC, Columbus, Ga.

F

Fabiani, Rozell.....WRBL-TV, Columbus, Ga.  
 Fairbanks, Lucille.....KFIZ, Fond Du Lac, Wis.  
 Faris, Mary Ann.....KTVQ, Oklahoma City, Okla.  
 Farmer, Helen.....WBML, Macon, Ga.  
 Faulk, Polly.....WCKB, Dunn, N. C.  
 Feezor, Betty Daniels.....WBT, Charlotte, N. C.  
 Ferguson, Paula.....WJOI, Florence, Ala.  
 Files, Norma K.....WCAW, Charleston, W. Va.  
 Fiora, Catherine.....WCUM, Cumberland, Md.  
 Fisher, Edith.....WLSE, Wallace, N. C.  
 Fisher, Luella M.....WBEN-TV, Buffalo, N. Y.  
 Fitch, Marcie.....KGLN, Glenwood Springs, Colo.  
 Fitzwater, Jean.....KGEZ, Kalispell, Mont.  
 Fleming, Dorothy.....WDSC, Dillon, S. C.  
 Fletcher, Louise.....WSOK, Nashville, Tenn.  
 Fletcher, Marian.....WLOK-TV, Lima, Ohio  
 Fletcher, Ruth A.....KSEL, Pocatello, Idaho  
 Flournoy, Rose.....WRBL, Columbus, Ga.  
 Flower, Elsie.....KGD, Stockton, Cal.  
 Flowers, Eleanor.....WHSC, Hartsville, S. C.  
 Floyd, Marge.....WTWO, Bangor, Maine  
 Flynn, Eileen.....WRGB, Schenectady, N. Y.  
 Fontaine, Patricia.....KARK-TV, Little Rock, Ark.  
 Foran, Margaret H.....WAAF, Chicago, Ill.  
 Forbes, Joanne.....KWIL, Albany, Ore.

G

Gaffney, Pauline.....WBBF, Rochester, N. Y.  
 Gerhart, Mary Alice.....WHFB, Benton Harbor, Mich.  
 Geyer, Marlon.....WAKR, Akron, Ohio  
 Gibbs, Agnes.....WCST-TV, Portland, Maine  
 Gilchrist, Norma.....KPOL, Los Angeles, Cal.  
 Gilstrap, Karine.....KTAE, Taylor, Tex.  
 Goodman, Juanita.....KICA, Clovis, N. Mex.  
 Goodman, Ruth M.....WTOC, Savannah, Ga.  
 Gordon, Mrs. Drayton H.....WFTL, Fort Royal, Va.  
 Gordon, Mimi.....WPRC, Lincoln, Ill.  
 Gorman, Marjorie.....KVOA-TV, Tucson, Ariz.  
 Gosar, Donna.....KOVO, Provo, Utah  
 Gottlieb, Ruth.....WSC, Columbia, S. C.  
 Gould, Alice.....KIMN, Denver, Colo.  
 Gould, Dorothy R.....WJNC, Jacksonville, N. C.  
 Graham, Lee.....WABD, New York, N. Y.  
 Graham, Lucille.....WNXT, Portsmouth, Ohio  
 Graham, Nettie.....WBHP, Huntsville, Ala.  
 Graham, Peg.....KDIX, Dickinson, N. Dak.

□ □ □ WOMEN COMMENTATORS—RADIO-TV □ □ □

Graham, Virginia.....WABD, New York, N. Y.  
 Grantham, Cathy.....WTRF, Troy, Ala.  
 Graves, Kathryn H.....WCMA, Corinth, Miss.  
 Gray, Kitty.....WBCC, Salisbury, Md.  
 Gray, Phyllis.....WPDR, Portlake, Wis.  
 Green, Connie.....KBOR, Brownsville, Tex.  
 Greigore, Juliet.....KXOC, Chico, Cal.  
 Green, Sally.....WTRR, Sanford, Fla.  
 Greene, June K.....WHA1, Greenfield, Mass.  
 Greenough, Ruth.....KGVO-TV, Missoula, Mont.  
 Greenway, Myrtle.....WCST-TV, Charleston, S. C.  
 Greer, Lois Gene.....KVMA, Magnolia, Ark.  
 Grey, Ethel.....WSBA, York, Pa.  
 Grey, Peggy Burke.....KCRE, Crescent City, Cal.  
 Grover, Gertrude.....WHCU, Ithaca, N. Y.  
 Gunge, Eleanor.....KLIL, Estherville, Iowa  
 Gundry, Beverly.....WJBW, New Orleans, La.  
 Gulley, Beatrice.....WMTV, Madison, Wis.  
 Gulley, Carson.....WMTV, Madison, Wis.  
 Gunnung, Elizabeth.....WJAR, Providence, R. I.  
 Gunn, Janet.....KCMB, Palm Springs, Cal.

— H —

Haase, Evelyn.....KSMN, Mason City, Iowa  
 Haden, Evelyn.....WKWK, Wheeling, W. Va.  
 Hadley, Cis.....KCJB-TV, Minot, N. Dak.  
 Hadley, June.....WANE, Fort Wayne, Ind.  
 Haeberle, Arleth.....WCCO-TV, Minneapolis, Minn.  
 Haggin, Ann.....KSET, El Paso, Tex.  
 Halliday, Marion.....KLO, Ogden, Utah  
 Hallisey, Madaleine M.....WOTW, Nashua, N. H.  
 Ham, Lois.....KSID, Sidney, Neb.  
 Hammersley, Evadna.....KOA-TV, Denver, Colo.  
 Hamilton, Jean.....KCEB-TV, Tulsa, Okla.  
 Hensen, Flo.....KFRE, Fresno, Cal.  
 Hardy, Doris.....WEM, Fitchburg, Mass.  
 Harlow, Mary Louise.....WNAV, Annapolis, Md.  
 Harshbarger, Sara.....WKNA-TV, Charleston, W. Va.  
 Harrington, Mary S.....WALE, Fall River, Mass.  
 Harper, Gertrude.....WDLG, Port Jervis, N. Y.  
 Harris, Betty.....WHOW, Clinton, Ill.  
 Harris, Betty.....WANT, Richmond, Va.  
 Harris, Fran.....WWJ, Detroit, Mich.  
 Harris, Frances Kay.....KGBC, Galveston, Tex.  
 Harris, Polly.....KEPO, El Paso, Tex.  
 Harris, Sara Lou.....WLIB, New York, N. Y.  
 Hart, Georgia.....WIS-TV, Columbia, S. C.  
 Hart, Lynn.....WMAL, Washington, D. C.  
 Hartin, Dorothy C.....KSCO, Santa Cruz, Cal.  
 Harvey, Mary.....WGEN-TV, Quincy, Ill.  
 Harvey, Mary.....WKTV, Utica, N. Y.  
 Hatchett, Grace.....KJAY, Topeka, Kan.  
 Hayes, Bette.....WDAF-TV, Kansas City, Mo.  
 Hayes, Fern.....KVAN, Vancouver, Wash.  
 Hayward, Joyce.....WGAC, Augusta, Ga.  
 Hayes, May Bradshaw.....WICC, Bridgeport, Conn.  
 Haynie, Jean.....KTEM, Temple, Tex.  
 Haugen, Jane S.....KDUZ, Hutchinson, Minn.  
 Healey, Dolores.....KBRC, Mount Vernon, Wash.  
 Healy, Meg.....KIXL, Dallas, Tex.  
 Heath, Marjorie.....WHTB, Talladega, Ala.  
 Heckel, Faith.....WHAP, Hopewell, Va.  
 Heflin, Virginia.....KOSA, Odessa, Tex.  
 Heider, Anne.....KSWs-TV, Roswell, N. Mex.  
 Heitger, Abbie.....WB1W, Bedford, Ind.  
 Henderson, Freddie.....WERD, Atlanta, Ga.  
 Henderson, Louise.....WSNJ, Bridgeton, N. J.  
 Henderson, Margaret.....WGSV, Guntersville, Ala.  
 Hendricks, Peg.....WKBN-TV, Youngstown, Ohio  
 Henry, Helen Neil.....WNLA, Indianola, Miss.  
 Hepburn, Helen.....WKBZ, Muskegon, Mich.  
 Hession, Gladys.....WKAP, Allentown, Pa.  
 Hession, Virginia.....WLOX, Biloxi, Miss.  
 Hiatt, Alma.....WSYD, Mt. Airy, N. C.  
 Hickox, Mary.....KFI, Los Angeles, Cal.  
 Hileman, Mrs. William.....KVOC, Casper, Wyo.  
 Hill, Clare.....WWSR-TV, Salinas, Cal.  
 Hullegas, Cay.....KSBW-TV, St. Albans, Vt.  
 Hines, Kay.....KBMV, Billings, Mont.  
 Hisey, Rhea.....WFIW, Fairfield, Ill.  
 Hockaday, Anne.....WMPM, Smithfield, N. C.  
 Hoffman, Helen Ruth.....KYAK, Yakima, Wash.  
 Hogan, Fanny.....WHJB, Greensburg, Pa.  
 Holsington, Paula.....KCRB, Chanute, Kan.  
 Holcomb, Margaret.....WRON, Ronceverte, W. Va.  
 Holgate, Helen.....KSDN, Aberdeen, S. Dak.  
 Holland, Jean.....KGNC-TV, Amarillo, Tex.  
 Holliday, Mary.....WACO, Waco, Tex.  
 Hollister, Mrs. Johnnie.....WCIL, Carbondale, Ill.  
 Holmes, Bernie Ash.....KRMG, Tulsa, Okla.  
 Holmes, Carol.....WJ1M-TV, Lansing, Mich.  
 Holmes, Connie.....WAVI, Dayton, Ohio  
 Holmes, Lois.....KSLA, Shreveport, La.  
 Holt, Leah.....KWJJ, Portland, Ore.

Hoogenhous, Mary.....WK1J, Sparta, Wis.  
 Hope, Helen.....WHYN-TV, Springfield, Mass.  
 Horn, Elaine.....KVOS, Bellingham, Wash.  
 Hornbecker, Gloria Jean.....KOKX, Keokuk, Iowa  
 Hoskins, Phylis.....WMMB, Melbourne, Fla.  
 Hotchkiss, Alida.....WFMZ-TV, Allentown, Pa.  
 Houglum, Mimi.....KUGN, Eugene, Ore.  
 House, Valdia.....KTBB, Tyler, Tex.  
 Hubbard, Elaine.....KSUN, Bisbee, Ariz.  
 Hubbard, Margie Lou.....KPLT, Paris, Tex.  
 Huber, Helen R.....KRMS, Osage Beach, Mo.  
 Hudgens, Honey.....KCEB-TV, Tulsa, Okla.  
 Hudgins, Virginia.....WLOE, Leaksville, N. C.  
 Huffman, Helen M.....WAYB, Waynesboro, Va.  
 Hughes, Claire.....KWKW, Pasadena, Cal.  
 Hughes, Shirley.....WTAN, Clearwater, Fla.  
 Hulin, Berniece.....WOI-TV, Ames, Iowa  
 Hull, Martha.....KCID, Caldwell, Idaho  
 Hull, Maryann.....WRDW-TV, Augusta, Ga.  
 Hummel, Barbara W.....WHBQ-TV, Memphis, Tenn.  
 Huse, Polly.....WBZ-TV, Boston, Mass.  
 Hutch, Nita.....WTVN, Columbus, Ohio  
 Hutchins, Minabell.....WPTW, Piqua, Ohio

— I —

Ingersoll, Andy.....KSJB, Jamestown, N. Dak.  
 Innes, Jane.....KBWM, Williston, N. Dak.  
 Imholz, Dorothy.....KRBC, Abilene, Tex.  
 Irving, Peggy.....WMAY, Springfield, Ill.

— J —

Jackson, Gretchen.....WBMS, Boston, Mass.  
 Jacobson, Dorothy.....KPGU, Bellingham, Wash.  
 James, Vee.....WCXY, Cincinnati, Ohio  
 Jarman, Frances.....WDNC, Durham, N. C.  
 Jennemann, Doris.....KSTL, St. Louis, Mo.  
 Jennings, Helen M.....WLCS, Baton Rouge, La.  
 Jensen, Ruth.....WLSB, Big Stone Gap, Va.  
 Jenquist, Dorothy.....WMBV-TV, Marinette, Wis.  
 Jewell, Mary Ann.....W1LD, Birmingham, Ala.  
 John, Alma.....WVRL, New York, N. Y.  
 Johnson, Bea.....KMBC-TV, Kansas City, Mo.  
 Johnson, Dianne.....WCIA, Champaign, Ill.  
 Johnson, Fern.....KSUB, Cedar City, Utah  
 Johnson, Gerry.....KRLD, Dallas, Tex.  
 Johnson, Justine.....WEOA, Evansville, Ind.  
 Johnson, Min.....WMON, Montgomery, W. Va.  
 Johnson, Patricia S.....WEAV, Haverhill, Mass.  
 Johnson, Sibil.....WKY-TV, Oklahoma City, Okla.  
 Johnson, Toki.....WHOD, Homestead, Pa.  
 Johnston, Frances.....KCLO, Leavenworth, Kan.  
 Johnston, Mescal.....KLRA, Little Rock, Ark.  
 Jones, Ann.....WLAP, Lexington, Ky.  
 Jones, Mary.....WF1L, Philadelphia, Pa.  
 Josted, Peggy.....KWK-TV, St. Louis, Mo.  
 Joy, Lavelle.....KMOR, Oroville, Cal.  
 Junker, Dee.....KOOL, Phoenix, Ariz.

— K —

Kahne, Dorothy.....WEKY, Richmond, Ky.  
 Kaiser, Doreen.....WBVE, Beaver Dam, Wis.  
 Kastner, Irene.....WMBR, Jacksonville, Fla.  
 Katime, Fredi.....KXLY-TV, Spokane, Wash.  
 Kay, Kathryn.....KVOA, Tucson, Ariz.  
 Kay, Lorraine.....WJRN, Racine, Wis.  
 Kay, Theodora.....WTEL, Philadelphia, Pa.  
 Kaye, Barbara.....WKRG, Mobile, Ala.  
 Kaye, Emily.....KXEO, Mexico, Mo.  
 Kearson, Grace.....WAYX, Waycross, Ga.  
 Keating, Aurel.....WSBA-TV, York, Pa.  
 Kemp, Marian.....WCAU-TV, Philadelphia, Pa.  
 Kerry, Katherine.....KCCO-TV, Sacramento, Cal.  
 Kidd, Pat.....WMOK, Metropolis, Ill.  
 Kimball, Betty.....WHA5, New Britain, Conn.  
 Kimball, Helen.....KIRO, Seattle, Wash.  
 Kincaid, Earsley.....W1LY, Pittsburgh, Pa.  
 King, Carol.....WMVT, Burlington, Vt.  
 King, Ethel Jane.....KAKE-TV, Wichita, Kan.  
 King, June.....WLBT, Jackson, Miss.  
 King, Marjorie.....KNBC, San Francisco, Cal.  
 Kirk, Dorothy Ann.....KILO, Grand Forks, N. Dak.  
 Kirk, Henrietta.....WAJF, Decatur, Ala.  
 Kirby, Bea.....WTTM, Trenton, N. J.  
 Kitchen, Katherine.....KMJ-TV, Fresno, Cal.  
 Klaeser, Edith.....WLA5, Grand Rapids, Mich.  
 Klammer, Arlene.....W1CA-TV, Ashabula, Ohio  
 Klaser, Marye.....WF1E-TV, Evansville, Ind.

— L —

Labbitt, Myrtle.....CKLW, CKLW-TV, Detroit-Windsor, Mich.  
 LaCall, Kitty V.....KVIC, Little Rock, Ark.  
 Lake, Nancy.....WLEC, Sandusky, Ohio



Lane, Barbara.....WISC, Madison, Wis.  
 Lane, Carol.....WRUM, Rumford, Maine  
 Lane, Laura.....WMRY, New Orleans, La.  
 Lane, Marian.....WRKD, Rockland, Maine  
 Lane, Martha.....KXOK, St. Louis, Mo.  
 Lankford, Virginia.....WZOB, Fort Payne, Ala.  
 Lansley, Mickey.....WNDR, Syracuse, N. Y.  
 Latham, Darlene.....KIFI, Idaho Falls, Idaho  
 Larson, Kay.....WHEN-TV, Syracuse, N. Y.  
 Lauten, Jane.....WGAN, WGAN-TV, Portland, Maine  
 Lavigne, Claire, Noontime Digest.....WATR,  
 Waterbury, Conn.

Lawton, Judy.....KXJB-TV, Valley City, N. Dak.  
 Lea, Sandra.....WKB, Kansas City, Mo.  
 Lee, Mrs. Carol.....KCEK, Odessa, Tex.  
 Lee, Dorothy.....KPO, Wenatche, Wash.  
 Lee, Gloria.....WBBC, Escanaba, Mich.  
 Lee, Elmer.....WTOP, Washington, D. C.  
 Lee, Linda.....KTBC-TV, Austin, Tex.  
 Lee, Virginia.....WLEE, Richmond, Va.  
 Leidencker, Maxine.....KBIZ, Ottumwa, Iowa  
 Lemly, Pat.....WCSC-TV, Charleston, S. C.  
 Lenarz, Gayle.....KROC-TV, Rochester, Minn.  
 LeSueur, Mary Louise.....KOOK-TV, Billings, Mont.  
 Lewallen, Dorothy.....GWWR, Ashboro, N. C.  
 Lewis, Donna.....KGNCTV, Amarillo, Tex.  
 Lewis, Doris.....WJAT, Swainsboro, Ga.  
 Lieberman, Jean.....WFMZ-TV, Allentown, Pa.  
 Lindamood, Virginia C.....WSVA, WSA-TV,  
 Harrisonburg, Va.  
 Lindbert, Aileen.....WABJ, Adrian, Mich.  
 Lindgren, Irene.....WFBM, WFBM-TV,  
 Indianapolis, Ind.  
 Lipsey, Elsa.....WGBA, Columbus, Ga.  
 Livermore, Mercer.....WKKO, Cocoa, Fla.  
 Lloyd, Joan.....WILK-TV, Wilkes-Barre, Pa.  
 Long, Millie.....WEAR-TV, Pensacola, Fla.  
 Lowe, Kay.....WKLO, Louisville, Ky.  
 Lucca, Peggy Jayne.....WOND, Pleasantville, N. J.  
 Lynn, Dea.....KGET-TV, Harlingen, Tex.  
 Lynn, Jane.....WLW, Cincinnati, Ohio  
 Lynn, Melda G.....WBCM, Bay City, Mich.  
 Lynn, Merrie.....KVOD, Denver, Colo.  
 Lynn, Peggy.....WEST, Easton, Pa.  
 Lyons, Ruth.....WLWT, Cincinnati, Ohio

— McC —

McAdoo, Mary.....KRCA, Los Angeles, Cal.  
 McAllister, Chris.....KPAS, Banning, Cal.  
 McBride, Alys Mae.....WHLB, Virginia, Minn.  
 McBride, Jean.....WWJ-TV, Detroit, Mich.  
 McBride, Maureen.....WBBZ, Ponca City, Okla.  
 McCarthy, Josephine.....WRCA-TV, New York, N. Y.  
 McCartney, Maida H.....KOJM, Havre, Mont.  
 McCloskey, Katherine, KDB, Santa Barbara, Cal.  
 McCloy, Ruth.....KOMO-TV, Seattle, Wash.  
 McCormick, Dorothy.....WSON, Henderson, Ky.  
 McCraney, Betty.....KSEL, Lubbock, Tex.  
 McCrary, Jinx Falkenburg.....WRCA, WRCA-TV,  
 New York, N. Y.

McCue, Dorothy.....KULE, Ephrata, Wash.  
 McCulloch, Sibyl.....WETB, Johnson City, Tenn.  
 McDaniel, Ann.....KWFC, Hot Springs, Ark.  
 McDonald, Martha.....KRLD, Dallas, Tex.  
 McDonnell, Margaret.....KTRF, Texarkana, Tex.  
 McDougal, Cherie.....WCHS, Charleston, W. Va.  
 McEwen, Velma.....KWBC, Ft. Worth, Tex.  
 McGuire, Mary.....WMTV, Cadillac, Mich.  
 McGuire, Mary.....KDTB, Dubuque, Iowa  
 McIntire, C.....WTVI, Belleville, Ill.  
 McIntyre, Mildred.....WRCO, Richland Center, Wis.  
 McIntyre, Susie.....WBTV, Charlotte, N. C.  
 McJoynt, Pat.....WCLO, Janesville, Wis.  
 McKenzie, Maggie.....KGNCTV, Amarillo, Tex.  
 McKinnie, Peggy.....WTJS, Jackson, Tenn.  
 McLane, Jean.....WCAO, Baltimore, Md.  
 McMillan, Helen.....KSWB-TV, Roswell, N. Mex.  
 McNally, Mary Anne.....KANS, Wichita, Kan.  
 McNealey, Beth.....WTSP, St. Petersburg, Fla.  
 McNellis, Maggi.....WABC-TV, New York, N. Y.  
 McWhorter, Charlotte.....WGR-TV, Buffalo, N. Y.

— M —

MacCulloch, Bess.....WHLB, Port Huron, Mich.  
 MacDonald, Dorothy.....WRFC, Athens, Ga.  
 MacDonald, Gerry.....WCBY, Cheboygan, Mich.  
 MacDonald, Jerry.....WCBY, Cheboygan, Mich.  
 MacDonald, Marie.....KFBI, Wichita, Kan.  
 Mack, Eilyn.....KBUR, Burlington, Iowa  
 Madden, Gertrude.....WWPA, Williamsport, Pa.  
 Magno, Nina.....WADC, Akron, Ohio  
 Malmgren, Lloys.....WNHO-TV, New Haven, Conn.  
 Mallory, Martha.....WVNB, Rochester, N. H.  
 Mann, Claire.....WABD, New York, N. Y.

Mann, Peggy.....WTVI, Durham, N. C.  
 Manners, Martha.....WKTU, Utica, N. Y.  
 Manning, Mary.....WLAC, Nashville, Tenn.  
 Mansfield, Roberta.....WEKR, Fayetteville, Tenn.  
 Mar, Ann.....WMAR-TV, Baltimore, Md.  
 Massey, Vera.....WSDU, WSDU-TV, New Orleans, La.  
 Masters, Margaret.....KSL-TV, Salt Lake City, Utah  
 Mattson, P. J.....WARE, Ware, Mass.  
 May, Catherine.....KIT, Yakima, Wash.  
 Mayfield, Alice.....WSFA, Montgomery, Ala.  
 Mead, Dottie.....WSPB, Sarasota, Fla.  
 Meadows, Joan.....WBRC-TV, Birmingham, Ala.  
 Melrose, Edythe Fern.....WYXZ, Detroit, Mich.  
 Merchant, Elizabeth.....KFDA-TV, Amarillo, Tex.  
 Meredith, Mrs. J.....WMMN, Fairmont, W. Va.  
 Merman, Rayleen.....KERO-TV, Bakersfield, Cal.  
 Merritt, Lenore.....KTHR, Hood River, Ore.  
 Merritt, Margaret.....WCOL, Columbus, Ohio  
 Merryfield, Mary.....WMAQ, Chicago, Ill.  
 Meservy, Maye.....KVN, Logan, Utah  
 Messec, Alice.....KJEO-TV, Fresno, Cal.  
 Metrie, Rose Ella.....WJHP-TV, Jacksonville, Fla.  
 Meyer, Anne.....WGGA, Gainesville, Ga.  
 Mickley, Lillian.....WHGB, Harrisburg, Pa.  
 Middlemast, Jessie.....WHLI, Hempstead, N. Y.  
 Miles, Rory.....WBRE, Wilkes-Barre, Pa.  
 Miller, Barbara.....WAMS, Wilmington, Del.  
 Miller, Dottie May.....WPC, Flint, Mich.  
 Miller, Dottie.....WSGW, Saginaw, Mich.  
 Miller, Helen.....WSTP, Salisbury, N. C.  
 Miller, Janet.....WARM-TV, Scranton, Pa.  
 Miler, Meta.....WCOS-TV, Columbia, S. C.  
 Miller, Mildred.....WBEN-TV, Buffalo, N. Y.  
 Mills, Nancy.....KVEE, San Luis Obispo, Cal.  
 Mingle, Yvonne.....WMTS, Murfreesboro, Tenn.  
 Mitchell, Marge.....WIRL, Peoria, Ill.  
 Mittendorf, Virginia.....KOPO-TV, Tucson, Ariz.  
 Mix, Doris.....KRPL, Moscow, Idaho  
 Moe, Carol S.....WBUP-TV, Buffalo, N. Y.  
 Monroe, Odessa.....WCIN, Cincinnati, Ohio  
 Monroe, Willa.....WDIA, Memphis, Tenn.  
 Moody, Lorna.....WBGE, Atlanta, Ga.  
 Moore, Edna.....WJWL, Georgetown, Del.  
 Moore, Eleanor.....WSBT, South Bend, Ind.  
 Moore, Ellie.....WBIR, Knoxville, Tenn.  
 Moore, Mary.....WJAG, Norfolk, Nebr.  
 Moore, Terry.....WEDO, McKeesport, Pa.  
 Moorman, Covey.....WFAI, Fayetteville, N. C.  
 Moran, Ota.....WMVO, Mount Vernon, Ohio  
 Moran, Florence.....WLBK, Lebanon, Pa.  
 Moreland, Helen.....KTEN, Ada, Okla.  
 Morgan, Betty.....WEEU-TV, Reading, Pa.  
 Morgan, Cindy.....KVON, Napa, Cal.  
 Morgan, Louise.....WNAC, Boston, Mass.  
 Morgan, Mary.....CKLW, CKLW-TV,  
 Detroit-Windsor, Mich.

Morris, Grace.....WBIZ, Eau Claire, Wis.  
 Morris, Louise.....WTOR, Torrington, Conn.  
 Morsch, Fern.....KOV, Valley City, N. Dak.  
 Morse, Janeen.....WTNT, Tallahassee, Fla.  
 Morse, Molly.....KFMB, San Diego, Cal.  
 Mortensen, Nelda.....KGBT-TV, Harlingen, Tex.  
 Morton, Kitty.....WNOW-TV, York, Pa.  
 Morton, Mava.....WKNA, Charleston, W. Va.  
 Moses, Lucille.....KWIZ, Santa Ana, Cal.  
 Mosier, Sue.....KPKA, Greeley, Colo.  
 Mosley, Shirley.....WOWL, Florence, Ala.  
 Moss, Elizabeth.....KSEY, Seymour, Texas  
 Mottard, Elaine.....WMAW, Memomines, Mich.  
 Mounts, Yvletta.....KQW, Alliance, Nebr.  
 Munoz, Margarite.....KTXN, Austin, Texas  
 Munro, Florence Luedeke.....WMBD, Peoria, Ill.  
 Murphy, Margaret.....WCMC, Wildwood, N. J.  
 Murray, Alcibia.....WUST, Bethesda, Md.  
 Muse, Orene.....WJBO, Baton Rouge, La.

— N —

Nackos, Mary.....WGTM, Wilson, N. C.  
 Narel, Dorothy.....WKNY, WKNY-TV,  
 Kingston, N. Y.  
 Nelson, Gertrude.....WAOK, Atlanta, Ga.  
 Nelson, Mary.....WBTM-TV, Danville, Va.  
 Nelson, Myrtle.....KFAD, Fairfield, Iowa  
 Newman, Ida.....WJDA, Quincy, Mass.  
 Newell, Verna.....KFGO, Fargo, N. D.  
 Neville, Helen.....WGR, WGR-TV, Buffalo, N. Y.  
 Nolting, Gladys.....WJCD, Seymour, Ind.  
 Norman, Beth.....KYA, San Francisco, Cal.  
 Norman, Kay.....KNEA, Jonesboro, Ark.  
 Norman, Nancy.....WDZ, Decatur, Ill.  
 Norris, Joan.....WJMJ, Philadelphia, Pa.  
 Norton, Marion.....KDMJ, El Dorado, Ark.  
 Norwood, Helen.....KOWH, Omaha, Nebr.  
 Notari, Serena.....WEDC, Chicago, Ill.



Stackpole, Connie.....WKBR, Manchester, N. H.  
 Stackpole, Louise.....WNDB, Daytona Beach, Fla.  
 Stahl, Evelyn.....WPAD, Paducah, Ky.  
 Standish, Martha.....WPOR, Portland, Maine  
 Stebbins, Hazel.....KFOR, Lincoln, Neb.  
 Steensrud, Eileen.....WEKZ, Monroe, Wis.  
 Stephens, Jane.....WLRP, New Albany, Ind.  
 Stephenson, Emogene.....WHUB, Cookeville, Tenn.  
 Stephenson, Peggy.....WSAZ-TV, Huntington, W. Va.  
 Sternberger, Estelle M.....WLIB, New York, N. Y.  
 Stevens, Dorothy.....WLAN, Lancaster, Pa.  
 Stevens, Jane.....WJW, Cleveland, Ohio  
 Stevens, Jean.....WNOW-TV, York, Pa.  
 Stevens, Kay.....WMUR-TV, Manchester, N. H.  
 Stevens, Lorene.....KSFJ, Nacogdoches, Tex.  
 Stewart, Lynn.....WFBM-TV, Indianapolis, Ind.  
 Stewart, Becky Ann.....WPBC, Minneapolis, Minn.  
 Stewart, Faye.....KPIX, San Francisco, Cal.  
 Stewart, Mary Lou.....KRIE, Eureka, Cal.  
 Still, Lois Montgomery.....WLBK, DeKalb, Ill.  
 Stoddard, Betty.....KATO, Reno, Nev.  
 Stout, Gwen.....KKTU, Colorado Springs, Colo.  
 Straker, Easter.....WIMA, Lima, Ohio  
 Strange, Patty.....WSOC, Charlotte, N. C.  
 Straus, Helen S.....WMCN, New York, N. Y.  
 Strauss, Eleanor.....KPMC, Bakersfield, Cal.  
 Stroh, Ramona.....KODL, The Dalles, Ore.  
 Sumburg, Pat.....WVET, WVET-TV, Rochester, N. Y.  
 Sundine, Pat.....WOC-TV, Davenport, Iowa  
 Sullivan, Jean.....KMTV, Omaha, Neb.  
 Sullivan, Milly.....KTVU, Stockton, Cal.  
 Sullivan, Ruth Delmar.....KEYS, Corpus Christie, Tex.  
 Swift, Gladys.....WTPA, Harrisburg, Pa.  
 Szold, Betty.....WWNC, Asheville, N. C.

T

Tappe, Marion.....WWPG, West Palm Beach, Fla.  
 Tatters, Mildred.....WNCC, Barnesboro, Pa.  
 Taylor, Barbara.....KYOR, Blythe, Cal.  
 Taylor, Jackie.....KGVJ, Greenville, Tex.  
 Taylor, Lynn.....KQVR, Stockton, Cal.  
 Taylor, Rosemary.....KLAN, Renton, Wash.  
 Taylor, Susan.....WBEL, Beloit, Wis.  
 Taylor, Teena.....WHMA, Anniston, Ala.  
 Tennant, Barbara.....WVVV, Fairmont, W. Va.  
 Thabet, Virginia.....WCHS-TV, Charleston, W. Va.  
 Thomas, Alma.....KLYN, Amarillo, Tex.  
 Thomas, Diane.....KFEL-TV, Denver, Colo.  
 Thomas, Lee.....KTFQ, Oklahoma City, Okla.  
 Thomas, Martha.....WJHP-TV, Jacksonville, Fla.  
 Thomas, Prissy.....WKY-TV, Oklahoma City, Okla.  
 Thompson, Lillian.....KHQ-TV, Spokane, Wash.  
 Thompson, Nancy.....WPIE-TV, Evansville, Ind.  
 Todd, Jackie.....KJEF, Jennings, La.  
 Todd, Jane.....KCBS, San Francisco, Cal.  
 Todd, Norma.....KFEQ-TV, St. Joseph, Mo.  
 Tolson, Bettie.....KMTV, Omaha, Neb.  
 Tracy, Ione.....WHEN, Syracuse, N. Y.  
 Traphagen, Mary Lois.....WICU, Erie, Pa.  
 Tremaine, Claire.....KTRC, Santa Fe, N. Mex.  
 Trobe, Gertrude.....WBVP, Beaver Falls, Pa.  
 Troutvine, Fern.....WFPB, Middletown, Ohio  
 Truax, Anne.....KXL, Oakland, Cal.  
 Tucker, Mida.....KGAK, Gallup, N. Mex.  
 Tully, Earline.....WVOK, Birmingham, Ala.  
 Turner, Dorice.....WBEQ, Harrisburg, Ill.  
 Turner, Eloise.....WCSC, Charleston, S. C.  
 Turner, Martha.....WBOW, Terre Haute, Ind.  
 Turner, Pat.....WBEC, Pittsfield, Mass.  
 Tuschhoff, Carol.....WSOY, Decatur, Ill.  
 Tuttle, Lee.....WJIM, WJIM-TV, Lansing, Mich.

U

Udstrand, Lois.....KTRF, Thief River Falls, Minn.  
 Underwood, Betty.....WNOE, New Orleans, La.  
 Upchurch, Madeline.....WPPM, Fort Valley, Ga.

V

Vaillancourt, Nancie.....WESX, Salem, Mass.  
 Van, Patty.....KCNA, Tucson, Ariz.  
 Van Cleve, Rachel.....WEWS, Cleveland, Ohio  
 VanDemark, Lois.....KELO-TV, Sioux Falls, S. Dak.  
 Vandergriff, Hallie.....WKTM, Mayfield, Ky.  
 VanNess, Jane.....WCOG, Greensboro, N. C.  
 Veidt, Jerry.....WHSY, Hattiesburg, Miss.  
 Volger, Thelma.....KWPC, Muscatine, Iowa  
 von Gilern, Kathalene.....KIMS, Lincoln, Neb.  
 vonSavoye, Mary Beth.....KROG, Sonora, Cal.  
 Voss, Jan.....KVTV, Sioux City, Iowa

W

Wade, Gretchen.....KBES-TV, Medford, Ore.  
 Waldon, Norma.....WHWF, Wausau, Wis.  
 Walker, Betty.....WKOY, Wellston, Ohio

Walker, Frances.....WPNF, Brevard, N. C.  
 Walker, Lora.....WBEO, Bessemer, Ala.  
 Walker, Mary.....WATE-TV, Knoxville, Tenn.  
 Walker, Nancy.....KSYL, Alexandria, La.  
 Wallace, Judy.....WTVJ, Miami, Fla.  
 Walling, Esther.....WDOS, Oncoota, N. Y.  
 Wallis, Bonnie.....KBOI, Boise, Idaho  
 Walsh, Margaret.....WVEC-TV, Hampton-Norfolk, Va.  
 Walters, Liddie.....WFBC, Greenville, S. C.  
 Ward, Helen.....WTSV, Claremont, N. H.  
 Warner, Martha Jane.....KSTN, Stockton, Cal.  
 Waterford, Mary.....KAFP, Petaluma, Cal.  
 Wayne, Rosemary.....WJJD, Chicago, Ill.  
 Weathersby, Diki.....WMDC, Hazlehurst, Miss.  
 Weaver, Jennie.....WHUC, Hudson, N. Y.  
 Webb, Annabel.....KSUM, Fairmont, Minn.  
 Webber, Edith.....WPMT, Portland, Maine  
 Webster, Bernadine.....WIRK, West Palm Beach, Fla.  
 Webster, Gladys.....WCAU, Philadelphia, Pa.  
 Weedman, Polly.....KOTA, Rapid City, S. Dak.  
 Weiller, Louise.....WINN, Louisville, Ky.  
 Weitzel, Irene.....KGOS, Torrington, Wyo.  
 Welles, Ruth.....KYW, Philadelphia, Pa.  
 Welling, Connie.....KEDD, Wichita, Kan.  
 Wells, Kathy.....WBOK, New Orleans, La.  
 Wells, Lydia.....WNAJ, Bridgeport, Conn.  
 Wertman, Louise.....WKYR, Keyser, W. Va.  
 West, Jane.....KTMS, Santa Barbara, Cal.  
 West, Kay.....KEX, Portland, Ore.  
 Westbrook, Bobby.....WVPO, Stroudsburg, Pa.  
 Weston, Jane.....WOWO, Fort Wayne, Ind.  
 Weston, Judy.....WOPI, Bristol, Tenn.  
 Weston, Marilou.....WWLP, Springfield, Mass.  
 Wharton, Ann.....WJNO, West Palm Beach, Fla.  
 Wheeler, Mary Ann.....KVEC-TV, San Luis Obispo, Cal.

Wheeler, Mary.....KTAT, Frederick, Okla.  
 Wheeler, Betty.....WACR, Columbus, Miss.  
 Wheelis, Wilma.....KDRS, Paragould, Ark.  
 White, Alice Brewer.....WAVY, Portsmouth, Va.  
 White, Madeline.....WAGC, Chattanooga, Tenn.  
 White, Marge.....KOB-TV, Albuquerque, N. Mex.  
 White, Stella.....WAIT, Chicago, Ill.  
 Whitehurst, Elaine.....WMAZ-TV, Macon, Ga.  
 Whiteman, Phyllis.....WBAT, Marion, Ind.  
 Whitlock, Sallie.....WEVA, Emporia, Va.  
 Widner, Veda Rose.....WKIN, Kingsport, Tenn.  
 Wilcox, Florence.....KOOL-TV, Phoenix, Ariz.  
 Willeford, Milli.....WDVA, Danville, Va.  
 Wilkerson, Jeanette.....WOKI, Oak Ridge, Tenn.  
 Wilkins, Kay.....WOW-TV, Omaha, Neb.  
 Williams, Carol.....KUDU, Ventura, Cal.  
 Williams, Chilli.....KLAS-TV, Las Vegas, Nev.  
 Williams, Edythe.....WHIT, New Bern, N. C.  
 Williams, Josie.....WGMG, Montgomery, Ala.  
 Williamson, Ernestine.....KGYN, Guymon, Okla.  
 Wilson, Dorothy.....KWFT-TV, Wichita Falls, Tex.  
 Wilson, Nellie.....WDSR, Lake City, Fla.  
 Wilson, Sonia.....WPARK, Parkersburg, W. Va.  
 Wiman, Linda.....WALK, Patchogue, N. Y.  
 Wimert, Gladys.....WTTR, Westminster, Md.  
 Wise, Katherine.....KOMO, Seattle, Wash.  
 Wise, Madeline.....WHIO, Dayton, Ohio  
 Wise, Madeline.....KRUX, Glendale, Ariz.  
 Witte, Constance.....WUSJ, Lockport, N. Y.  
 Wodak, Donna.....WOMT, Manitowish, Wis.  
 Wolfe, Madeline.....WEIM, Fitchburg, Mass.  
 Wolfe, Naomi.....WNNJ, Newton, N. J.  
 Wolfe, Pauline.....KWRE, Warrenton, Mo.  
 Wolfe, Sally.....WILK-TV, Wilkes-Barre, Pa.  
 Wolfe, Shirley Spradlin.....WTIP, Charleston, W. Va.  
 Womack, Jean.....KALT, Atlanta, Tex.  
 Wood, Frances.....WFGV, Fuquay Springs, N. C.  
 Wood, Ginny.....WSPD-TV, Toledo, Ohio  
 Wood, Molly.....WLET, Toccoa, Ga.  
 Worden, Billie.....WMAN, Mansfield, Ohio  
 Worshall, Mary Berger.....WSTV, Steubenville, Ohio  
 Worth, Connie G.....KGVW, Portland, Ore.  
 Wray, Shirley.....KTLN, Denver, Colo.  
 Wright, Gerry.....KWBU, Corpus Christi, Tex.  
 Wyatt, Margaret.....WHOP, Hopkinsville, Ky.  
 Wynman, Alice.....WFBC-TV, Greenville, S. C.  
 Wynne, Jennie V.....KCEB-TV, Lubbock, Tex.

Y

Yabes, Refugio.....KEVT, Tucson, Ariz.  
 Yazell, Sada.....WHAW, Weston, W. Va.  
 Young, Barbara.....WSUN, St. Petersburg, Fla.  
 Young, Lee.....KEEP, Twin Falls, Idaho  
 Young, Mary Emma.....WHTC, Holland, Mich.

Z

Zarley, Lois.....WJOL, Joliet, Ill.  
 Ziebarth, Elain M.....WBNY, Buffalo, N. Y.



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Radio Sales Mgr.....D. S. W. Kelly  
 PRODUCTS: Fixed composition resistors, variable composition resistors, ceramic capacitors, ferrite parts.

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100 N. Western Ave., Chicago 80, Ill.  
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 N. Y. Asst. Sec. & Asst. Treas. ...P. F. Thomas  
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PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

**Amperex Electronic Corp.**

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PRODUCTS: Tubes: Transmitting, Power, fixed Vacuum Condensers, Rectifiers, Germanium Diodes, Transistors.

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 Phone: MURray Hill 4-4437

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 Mgr., Fin. and Ser. Div. ...Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment, Mixers, Stereophonic Sound Equipment.

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PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

**Andrew Corporation**

363 East 75th St., Chicago 19, Ill.  
 Phone: TRiangle 4-4400

N. Y. Phone: GILbert 5-2500  
 Sales Manager .....Robert P. Lamons

PRODUCTS: Coaxial Transmission line for TV-FM-AM, FM antennas, UHF waveguide transmission systems, antenna phasing and tuning equipment, monitoring equipment

(AM) microwave link antennas and cable, VHF communications antennas and transmission lines.

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500 Fifth Ave., New York 36, N. Y.  
 Phone: LA 4-3723-3724

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PRODUCTS: Electronic-acoustical apparatus.

**Audio Devices, Inc.**

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-0973

President .....Wm. C. Speed  
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PRODUCTS: Recording discs (Audiodiscs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audiofilm).

**Audio Masters Corp.**

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

President .....Herbert Rosen

PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

**Audio & Video Products Corp.**

730 Fifth Ave., New York, N. Y.  
 Phone: PLaza 7-3091

President .....Charles E. Rynd  
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PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items manufactured by: Altec Lansing, Ampex, Cinema Engineering Co., Electro-Voice, Fairchild, MacIntosh, Presto, Pickering, Rek-O-Kut, Tapak, Scotch.

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PRODUCTS: Steel erectors (radio-television towers and antennas).

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 Phone: AMBassador 2-1600

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 PRODUCTS: Film printers, film splicers, sound projectors, cameras, lenses.

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P. O. Box 1198, Pittsburgh, Pa.  
Phone: STerling 1-2700

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405 Lexington Ave., New York 17, N. Y.

Phone: VAnderbilt 6-0661

Sales Mgr., Tower Dept. .... A. H. Jackson  
Manager, N. Y. Office .... W. F. Simmons

PRODUCTS: Self-support and guide towers.

**Califone Corp.**

1041 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-2353

President. .... Robert G. Metzner

**Canadian Marconi Co.**

2442 Trenton Ave., Montreal 16, Que., Can.  
Phone: REgent 8-9441

Sales Supervisor. .... J. H. Martin

PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

**Carrier Corporation**

300 S. Geddes St., Syracuse 1, N. Y.  
Phone: SYracuse 76-9911

385 Madison Ave., New York 17, N. Y.  
Phone: PLaza 9-5000

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Manager, New York. .... H. Peacock

PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

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Phone: EXeter 2-3000

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PRODUCTS: TV and radio receivers.

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Tube. .... Clifford Hughes  
Kalamazoo. .... Leonard A. Freeman

PRODUCTS: Electronic tubes and semi-conductors.

**CBS Laboratories Division**

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PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and motion picture studios, wireless microphone.

**Collins Radio Co.**

855 - 35th St., N. E., Cedar Rapids, Iowa  
Phone: 30281

Manager. .... R. H. Hollister  
261 Madison Ave., New York, N. Y.

Phone: LONGacre 4-3930

Manager. .... W. A. Schrader

PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.



**Cornish Wire Co., Inc.**

50 Church St., New York 7, N. Y.  
Phone: BArcley 7-5140

President .....John Cook  
Treasurer.....J. C. Stagg

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets, wiring harnesses.

**Crosley Division  
Avco Mfg. Corp.**

1329 Arlington St., Cincinnati 25, Ohio

Phone: KIRby 6600

N. Y. Phone: MURray Hill 3-0202

V.P., Avco Mfg. Corp., Gen. Mgr. Crosley & Bendix Home Appl. Div.....J. D. Shouse  
V.P., Avco Mfg. Bendix.....P. H. Ericksen  
V.P., Avco Mfg., Gen Mgr. Crosley

L. F. Cramer

Gen. Sls. Mgr., Crosley Radio,  
TV .....

H. J. Allen  
Gen. Mgr., Radio & TV Mfg...W. H. Graham

Chief Finan. Officer.....Charles Herrmeyer

Purchasing Agent.....A. J. Verax

Dir., Ind. Rel.....H. C. Tipping

Dir., Pub. Rel.....Carl Lewis

Dir. of Research.....R. H. Maher

Dir., Eng., Radio, TV.....H. A. Bass

Field Sales Mgr., Radio, TV...J. M. Farrell

Dir., Adv. & Sales Prom.....Fred Gregg

PRODUCTS: Television, radio and phono-graph combinations, AM-FM.

**Avco of Canada, Ltd.**

*Crosley Radio & Television Division*

Gibson & Wright Ave., Toronto 15, Ontario

Phone: CH 4-1171

Vice-Pres. & Gen. Mgr.....Ivor M. Leslie

Gen. Sales Mgr.....Alex Peters

Asst. Secy. & Treas.....J. M. Reynolds

Work Manager.....A. J. Roper

Purchasing Agent.....F. B. Martin

Chief Engineer.....R. W. Walker

Service Manager.....W. Whittal

Products Manager.....H. G. Fisher

Mgr. Ind. Electronics Div..D. W. Holdsworth

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

**Crouse-Hinds Co.**

Wolf & Seventh North Sts., Syracuse 1, N. Y.  
Phone: 74-1011

N. Y. Phone: COrtland 7-0750

President .....A. F. Hills

V.P., Sales Manager.....E. R. Monesmith

Comm. V.P. Illumination.....A. H. Clarke

Asst. Mr. Aviation.....J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

**Dresser-Stacey Company**

*(Ideco Division)*

875 Michigan Ave., Columbus 8, Ohio

Phone: UN 2123

Pres., Gen. Mgr.....John L. Pausch

General Sales Manager.....J. M. Hogan

Industrial Sales Manager.....J. R. Hayden

Contracts Adm.....S. E. Wilson

Tower Sales.....George W. Iles

V.P., Works Mgr.....James L. Leahy

PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

**Allen B. Du Mont Laboratories, Inc.**

750 Bloomfield Ave., Clifton, N. J.

Phone: MULberry 4-7400

for all divisions

President.....Dr. Allen B. Du Mont

Vice President.....Stanley F. Patten

V.P., Administration.....Keeton Arnett

V. P., Research....Thomas T. Goldsmith, Jr.

V.P., Gen. Mgr., Mfg., Sls. Div. Wm. H. Kelley

V.P., Communication Products

& Instruments.....C. Edwin Williams

V.P., Tubes & Gov't...Irving C. Rosenberg

Tech. Asst. to the Pres.....A. Y. Bentley

Controller .....

B. L. Graham

Assistant Controller.....N. Weiss

Credit Manager.....H. Bickford

Dir. Industrial Relations....Harry Houston

General Supt.....Bruce T. Du Mont

Pub. Relations Mgr.....Jacob H. Ruitter

*TV Receiver Manufacturing Division*

35 Market St., East Paterson, N. J.

Manager.....Paul Eshleman

Ass't Mgr., Chg. Materials...Morris Spector

Manufacturing Mgr.....Charles Seelig

Engineering Dept. Mgr.....H. Pacini

Cabinet Dept. Mgr.....S. Schwartz

Cabinet Inspection Dept. Mgr.....Phil Koch

Purchasing Agent.....William Paton

PRODUCTS: Console; Table Model; Console, Phono-Jack; Table Model, Phono-Jack.

*TV Receiver Sales Division*

35 Market St., East Paterson, N. J.

General Sales Mgr.....William C. Scales

Merchandising Manager.....Jack Siegrist

Advertising Mgr.....J. Calvin Affleck

Director of Service.....Joseph Hatchwell

*Government Manufacturing Division*

35 Market St., East Paterson, N. J.

Manager.....W. J. McGinnity

Ass't to Division Mgr.....P. F. Brown

Engineering Mgr.....S. S. Calafati

Manufacturing Mgr.....J. Feltman

Purchasing Mgr.....L. Pierce

PRODUCTS: (Gov't. Mfg. Div.)—Search and Tracking Radar Equipment or Systems, Amplifiers D-C to Electro Magnetic, Electronic Power Supplies, Aircraft Communication Sets, Servo Systems, Electronic Computer Components, Shipborne Communication Sets, Ground and Vehicular Communication Sets, Pulse Circuit Systems, Microwave Devices and Systems, Special Electronic Test Sets, Navigation Equipment—Omni-range, Visual-Aural, Instrument Landing Systems, Ground Control Approach, Radar Beacon and Racon, Radio Compass Equipment, Distance Measuring Equipment, Special Cathode-ray Tubes, Guided Missile Components, Guided Missile Test Equipment, Sonar Transducers and Systems, Mechanical Computers, Military Television, Radar and Mapping Bright Displays.

*Communication Products Division*  
1500 Main Ave., Clifton, N. J.

Dir. of Oper., Mobile Communications ..... F. M. Link  
Sales Mgr. TV Transmitter Equipment ..... James B. Tharpe  
Engineering Manager.....Gordon S. Gregory  
Manufacturing Mgr....Chester E. Greenwood  
Purchasing Agent.....W. C. O'Kulski

PRODUCTS: Television Camera Chains, Picture Monitors, Television Motion Picture Projectors, Color Multi-Scanners, Black-and-White Multi-Scanners, Teleprompters, Dollies, Line Amplifiers, Switching Units, Synchronizing Generators, Master Control Equipment, Sync Stretching Units, Voltage Regulated Power Supplies, Phasing Units, Voltage Regulated Power Supplies, Microwave Relay Equipment, Teletranscriptions, Mobile Field Equipment, TV Mobile Field Units, FM-VHF and UHF Television Relay, Mobile Communications Equipment.

*Instrument Division*

760 Bloomfield Ave., Clifton, N. J.  
Manager.....Dr. P. Samuel Christaldi  
Ass't. Div. Mgr.....G. Robert Mezger  
Sales Manager.....Emil Nichols  
Engineering Mgr..... A. J. Talamini, Jr.  
Manufacturing Mgr.....Robert Svozil  
Technical Adv. Mgr.....Neil Uptegrove  
Purchasing Agent.....C. Paul Martin

PRODUCTS: Television Test Equipment for Laboratory and Production Use, Cathode-ray Oscillographs and Accessories, Oscillograph Record Cameras, Electronic Switches, various types of special electronic equipment, Photo-Tubes.

*Cathode-Ray Tube Division*

750 Bloomfield Ave., Clifton, N. J.  
Manager ..... F. P. Rice  
Gen. Sales Mgr.....R. G. Scott  
Advertising Mgr.....Anthony J. Froio  
Chief Engineer.....K. Hoagland  
Manufacturing Mgr.....William Carlin  
Purchasing Agent.....A. R. Dutcher

PRODUCTS: (CRT Div.) Television Picture Tubes, Industrial Type Cathode-Ray Tubes, Special Purpose Tubes, Deflection Yokes, Horizontal Output Transformers, Coils, UHF Converters, VHF Tuners.

*Research Division*

2 Main Ave., Passaic, N. J.  
Circuit Research Director...R. T. Cavanagh  
Patents.....R. G. Pelton  
Tube Research Director.....S. J. Koch  
*Government and Special Sales Department*  
760 Bloomfield Ave., Clifton, N. J.  
Director .....C. Edwin Williams  
Manager.....H. B. Graham  
Sales Manager.....J. R. Sypher

*International Division*

Empire State Bldg., Suite 8201  
New York 1, New York  
Cable: ALBEEDU, Paterson  
Director.....Ernest A. Marx  
Export Manager.....Robert I. Gaines

**Ectro, Inc.**

425 S. Sandusky St., Delaware, Ohio  
Phone: DELaware 3-1201  
Sales Manager.....J. F. Myer  
PRODUCTS: Portable tape recorder, battery operated.

**Electrical Tower Service, Inc.**

206 S. Washington St., Peoria 2, Ill.  
Phone: 3-9846  
President.....Stanley Bernstein  
PRODUCTS: Erection of TV towers, microwave systems.

**Electronic Specialty Co.**

3456 Glendale Blvd., Los Angeles 39, Calif.  
Phone: NO. 2-2168

Chicago Phone: Superior 7-7572  
President.....William H. Burgess  
Sales Mgr. (Shavex Div.).....R. M. Parks  
Div. Mgr., TV.....L. G. Burgess  
Div. Mgr., Contracts.....D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitometer and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

**Electronic Tube Corp.**

1200 E. Mermaid Lane, Phila. 18, Pa.  
Phone: Chestnut Hill 7-6800  
Pres. & Treas.....Kenneth C. Meinken  
Exec. V. P.....Henry S. Bamford  
Purchasing Agent.....John J. Wojcik  
Secretary.....J. Harry LaBrum  
Chief Acct.....D. H. Brownell

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray

□ □ □  
 Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

**Emerson Radio & Phonograph Corp.**  
 111 Eighth Ave., New York 11, N. Y.  
 Phone: ORegon 5-7000

President .....B. Abrams  
 Secretary-Treasurer.....M. Abrams  
 Exec. Vice-Pres.....Dornan D. Israel  
 V.P. Govt. Contracts.....Morton P. Rome  
 V.P. Purchasing.....Harve Tullo  
 V.P., Manufacturing.....Louis G. Pagent  
 V.P. Works Manager.....E. J. Kelly  
 V.P., Asst. to Pres.....S. W. Gross  
 Dir. of Sales.....Michael Kory  
 V.P. Dir. of Engineering...R. T. Capodanno  
 Export Manager.....Joseph Kattan  
 Dir., Pub. Rel.....Michael Ames  
 Sales Prom. Manager.....Albert Leon

PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

**Espey Manufacturing Co., Inc.**  
 528 East 72nd St., New York 21, N. Y.  
 Phone: TRafalgar 9-7000

Pres. & Treas.....Nathan Pinsley  
 Vice-Pres. & Secy.....Sol Pinsley  
 Vice-Pres. Eng.....Samuel L. Sack  
 Sales Manager.....Edward P. Robinson

PRODUCTS: AM-FM Radio receivers, trophy models 100 and 200; AM-FM tuners, trophy models 101, 300 and 400; audio amplifiers, trophy model 500.

**Fairchild Recording Equipment Corp.**

154th St. & 7th Ave., Whitestone 57, N. Y.  
 Phone: INdependence 3-2100

Exec. Vice-Pres.....Ray F. Crews  
 Mgr. Sales & Adv.....J. H. Quinn  
 Asst. Mgr., Sls. & Adv.....R. G. Bach

PRODUCTS: Three speed turntables, arms, cartridges and associated playback equipment.

**Federal Telephone and Radio Corp.**  
 100 Kingsland Road. Clifton, New Jersey  
 Phone: NUTley 2-3600

President.....Raymond S. Perry

Vice-Presidents.....W. P. Maginnis,  
 T. M. Douglas, S. J. Powers, G. T. Scharf-  
 fenberger

Comptroller.....R. D. Osborne  
 Secretary.....W. B. Levett  
 Treasurer.....W. E. Ogilvie  
 V.P., Dir. Purchases.....C. G. Sherwood  
 Components Sales Mgr.....E. W. Butler  
 Gen. Sales Mgr.....J. A. Frabutt  
 Advertising Mgr.....Crump Smith  
 Gov't. Sales Mgr.....F. W. McDermott  
 Sales Mgr. Radio & Wire

Transmission.....W. D. Siddall  
 Mgr. Railroad Ind. Sales  
 Organization.....T. A. Benner  
 Export Sales Mgr.....A. G. Deane  
 Mgr. Mobile Radio

Communications Dept.....B. J. Donnelly  
 Sales Mgr. Ser. Parts.....J. C. Giguere  
 PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

**The Gabriel Co.**

(Gabriel Electronics Div.)  
 Endicott St., Norwood, Mass.  
 Phone: Norwood 7-3300

General Mgr.....William P. Short  
 Comm. Sales Mgr.....C. R. Lane  
 Chief Engineer.....John Martin

PRODUCTS: Microwave relay antennas for systems and STL; Passive reflectors; UHF-TV Transmitting antennas; Parabolic reflectors.

**Gates Radio Co.**

123 Hampshire St., Quincy, Ill.  
 Phone: 8202

N. Y. Phone: MURray Hill 7-7971

President.....P. S. Gates  
 Vice-President.....L. I. McEwen  
 Secretary.....A. S. Petzoldt  
 Sales Manager.....L. J. Cervone  
 Dir. of Engr.....J. Colvin  
 Chief Engineer.....F. W. Wentura  
 Works Manager.....Howard Young  
 Purchasing Agent.....John Bowers

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

**General Electric Co.**

Electronics Park, Syracuse 5, N. Y.

Phone: 76-4411

General Manager P. L. Chamberlain  
Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 4-3915

Manager.....G. E. Webster

530 W. Sixth St., Los Angeles, Calif.

Phone: TRinity 3-417

Manager.....F. R. Walker

570 Lexington Ave., New York 22, N. Y.

Phone: PLaza 1-1311

Manager.....W. R. Chapin

4227 Lindell Blvd., St. Louis 8, Mo.

Phone: JEFFerson 5-8873

Manager.....R. E. Lauterbach

235 Montgomery St., San Francisco 6, Calif.

Phone: DOUGlas 2-3740

Manager.....C. T. Haist, Jr.

777 14th St., N.W., Washington 25, D. C.

Phone: EXecutive 3-3600

Manager.....L. F. Page

PRODUCTS: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards, cable, microphone and audio; speakers.

**General Instrument Corp.**

829 Newark Ave., Elizabeth 3, N. J.

Phone: Elizabeth 3-4400

Sales Manager.....E. A. Freed

PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

**General Precision Laboratory, Inc.**

63 Bedford Road, Pleasantville, N. Y.

Phone: Pleasantville 2-2000

President.....H. G. Place

V.-P., Gen. Mgr.....J. W. Murray

V.-P., Managing Dir.....R. L. Garman

Vice-President.....Blair Foulds

Chief Engineer.....F. N. Gillette

Mgr., TV Dept.....E. A. Hungerford, Jr.

PRODUCTS: Television Studio and Transmitting Equipment including Camera Chains, Projectors, Switchers, Syn Generators, Video Recorders and Transmitters; also Theater Television equipment.

**General Radio Co.**

275 Massachusetts Ave., Cambridge 39, Mass.

Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 4-2722

Chairman of Board.....H. B. Richmond

President.....E. H. Locke

Vice-Pres. for Sales.....A. E. Thiessen

Vice-Pres. for Mfg.....C. C. Carey

Secretary-Treasurer.....F. L. Tucker

Sales Manager.....M. T. Smith

Export Manager.....S. W. DeBlois

Chief Engineer.....D. B. Sinclair

Publicity Manager.....C. E. Worthen

Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

**Graybar Electric Company, Inc.**

420 Lexington Ave., New York 17, N. Y.

Phone: LE 2-4000

President.....W. E. Henges

Vice-President.....R. B. Sayre

General Communications

Sales Mgr.....J. W. La Marque

Mgr., Electronic Sales.....G. I. Jones

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

**The Hallicrafters Co.**

4401 W. Fifth Ave., Chicago 24, Ill.

Phone: Van Buren 6-6300

V.P. in Chg. of Slts.....Richard A. Graver

PRODUCTS: TV receivers, short-wave "Ham" transmitters, and receivers, portable radios, FM/AM radios, two-way radio-telephone equipment.

**The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.

Phone: LOnacre 5-1300

President.....Lloyd A. Hammarlund

Treasurer.....Joseph Lush

Sec. &amp; Comptroller.....Edward A. Wittmer

Production Mgr.....Hugh A. McCloskey

Sales Manager.....Robert B. Moon

Chief Engineer.....S. H. Van Wambeek

Advertising Manager.....Dale Samuelson

Personnel Director.....George Guelich

Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls, diversity receivers.

**Haydu Brothers**

P. O. Box 1226, Plainfield, N. J.

Phone: PLainfield 6-0878

General Mgr.....George K. Haydu

Plant Mgr.....Zoltan Haydu

Chief Engineer.....Victor LeGendre

Controller.....Walter Wolf

Sales Engineer.....Arthur Shesser

Purchasing Agent.....Vincent Perrucci

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery. Precision machine parts and wire and forming parts.

**Hughey & Phillips, Inc.**

3300 N. San Fernando Blvd., Burbank, Calif.  
Phone: Victoria 9-1104

Stamford, Conn. Phone: STamford 4-7300  
President.....M. S. Phillips  
V.P., Gen'l Mgr.....J. H. Ganzenhuber  
Ass't. Mgr.....Howard E. Munson

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits.

**The Indiana Steel Products Co.**

Valparaiso, Indiana  
Phone: 2-5601

President.....R. F. Smith  
V.P. Manufacturing.....J. H. Bouwmeester  
V.P. Engineering.....C. A. Maynard  
Treasurer.....A. J. Astrologes  
Sales Manager.....I. A. Dickey

PRODUCTS: Permanent magnets for the radio-television-electronics industries.

**Insuline Corp. of America**

186 Granite St., Manchester, N. H.  
35-54 36th St., Long Island City, N. Y.  
Phone: AStoria 8-3738

President.....S. J. Spector  
Secretary-Treasurer.....A. S. Spector  
V.P., Gen. Sales Mgr.....B. L. Cahn  
Advertising Manager.....A. S. Chambers  
Superintendent.....Myles Spector  
Industrial Sales Mgr.....I. Romm  
Purchasing Agent.....H. Weston

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors; bases, steel; beads, cable; binding posts; binding post heads; bushings, insulated; cabinets, metal; cabinets, speaker; cable clamps; chassis base; chassis, bottom plate; chokes; chrome trim; clips, alligator; clip, brass spring; code set, triplex; coils, coil forms; condensers; cords, double phone; cords, resistor; couplers, flexible; cushions, ear; cutters, replacement; cutting tools; dial

markers; dial plates; displays; drill, replacement; eyelets; equalizing condensers; FM Antennas; fuse mountings; fuse retainers; grid caps; grid cap shield; grommets, rubber; hardware, radio; headphones; insulators; jacks; jacks, microphone; jacks, shielded; jacks, tip; jacks, transmitting; jars, glass; knobs; lugs, soldering; lugs, spade; lugs, terminal; meter cabinets; Morse code records; mountings, fuse; name plates; Neutralizing tools; noise eliminators; nuts; oscillators; panels, aluminum, bakelite, Masonite, metal, meter, racks; panel bearings; phone cords; phones, ear; phone plugs; phone tips; plates, bottom; plugs; punches; recks, brackets, chassis; radio panels; record player switch; reducers; resistor cords; riveting punch set; rivets, rods; screw drivers, insulated; screws; shearing punch; shields; shields, grid cap; sockets; soldering irons; soldering iron elements; spaghetti, flexible; spacers, bushings; spade lugs; speaker cabinets; steel cabinets; strips, terminal; suppressors, auto radio; switches; television, accessories; antennas, tools; terminal lugs; terminal strips; test leads; test lead wire; test prods; test tools; tools; tools, neutralizing; trans. coil mountings; transmitting tube caps; tube shields; tubing; washers; window pole antenna; wire, test lead; wrenches, wrench sets.

**Jackson Electrical Instrument Co.**

18 S. Patterson Blvd., Dayton 2, O.  
Phone: Michigan 0367

President.....Paul F. Jackson  
Vice-President.....Myron Fulkerson  
Secretary.....J. E. Beery  
Purchasing Agent.....E. W. De Laet  
Credit Manager.....J. E. Beery  
Chief Eng.....Kennard E. Voyles  
Quality Control.....Robert Gerner  
Production Superintendent.....Carl Wack

PRODUCTS: Test instrument for Color; Black and White Television. Oscilloscopes, receiving tube testers, CR tube testers, color; bar; white dot generator, sweep; marker generator, audio oscillator, vacuum tube volt meter, UHF generator, selenium rectifier tester and electrical circuit tracer.

**Jensen Manufacturing Co.**

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: POrtsmouth 7-7600

President.....Thos. A. White  
V.P., Distributor.....Ralph P. Glover  
Sls. Mgr., Industrial.....Louis W. Selsor  
Sales Mgr.....Horace L. White

PRODUCTS: Multiple Channel reproducers and loudspeaker units for high fidelity monitoring purposes. Extended range and general purpose loud speakers for sound distribution monitoring, cueing, intercom., PA and other applications.

**JFD Manufacturing Co., Inc.**

6101-6123 16th Ave., Brooklyn 4, N. Y.

Phone: BEnsonhurst 6-9200

President ..... Julius Finkel  
 Vice-President..... Albert Finkel  
 Secretary-Treasurer..... Edward Finkel

PRODUCTS: VHF, FM and UHF antennas, piston type variable trimmer capacitors, lightning arresters, stand-off line insulators, antenna masts, guy wires; open-wire, polyethylene flat twin-lead transmission line; ballasts, voltage regulators, dial belts, phono switches, test leads, resistor line cords, video cross-over networks, wire measuring machines, tuning cable remote replacer machines for auto radio service, control knobs, radio lubricants, stroboscopes, wave traps, co-axial connectors, insulators for antennas, TV set-couplers.

**Johns-Manville**

22 East 40th St., New York 16, N. Y.

Phone: LExington 2-7600

Commodity Manager..... J. P. Washburn  
 (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

**King Laboratories, Inc.**

127 Solar St., Syracuse 3, N. Y.

Phone: 74-3359

President..... Aden J. King  
 Vice-President..... F. M. Michaelian  
 Exec. V.P. & Treas..... W. R. MacLeod  
 Secretary..... Barbara H. Sisson  
 Factory Mgr..... Robert K. Metz

PRODUCTS: Getters and other parts for electronic tubes.

**Kliegl Bros. Universal Electric Stage Lighting Co., Inc.**

321 West 50th St., New York 19, N. Y.

Phone: COlumbus 5-0130

President..... J. H. Kliegl  
 Vice-President..... Herbert A. Kliegl  
 Secretary..... Frank H. Bliss  
 Treasurer..... Anna Kliegl  
 Plant Superintendent..... Joseph Kliegl  
 Purchasing Agent..... Henry Fisher

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

**Langevin Manufacturing Corp.**

37 W. 65 St., New York 23, N. Y.

Phone: ENdicott 2-7200

Chairman of Board..... H. A. Leander  
 President..... William C. Shriver  
 Vice-President..... Robert Edwards  
 Secretary-Treasurer..... H. A. Kondolf  
 Sales Manager..... George Schatz

PRODUCTS: Audio Amplifiers — both standard and miniaturized plug-in. Power Supplies, Video Amplifiers, Consoles, Automatic Limiting Amplifiers, Audio, Power and Pulse Transformers. Complete custom design audio facilities for broadcast and television.

**Lehigh Structural Steel Co.**

Allentown, Pa., Phone: HE 4-5221

17 Battery Place, New York 4, N. Y.

Phone: WHitehall 4-1424

Sales Mgr., Radio Div..... J. F. Neary

PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

**John E. Lingo & Son, Inc.**

2814 Buren Ave., Camden 5, N. J.

Phone: WOODlawn 4-0487

President..... John E. Lingo

PRODUCTS: Tubular steel vertical radiators; VHF antennas and supporting towers; FM antennas and supporting towers; facsimile supporting poles.

**Machlett Laboratories, Inc.**

1063 Hope St., Springdale, Conn.

Phone: STAmford 4-5781

Vice-Pres. Power Tube Sales... H. J. Hoffman

PRODUCTS: Broadcast tubes.

**Magnecord, Inc.**

225 W. Ohio St., Chicago 10, Ill.

Phone: WHitehall 4-1889

Sales Director..... John W. Hines

PRODUCTS: Professional magnetic tape recorders—reproducers.

**Majestic Radio & Television, Div. of Wilcox-Gay Corp.**

70 Washington St., Brooklyn 1, N. Y.

Phone: ULster 2-6000

President..... Leonard Ashbach  
 Vice-President..... Maurice Raphael  
 Secretary..... Arthur Homans  
 Advertising Mgr..... Joseph G. DeVico  
 Chief Engineer..... Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations; table AM-radio phonographs; Hi-Fi radio phonographs.

**J. A. Maurer, Inc.**

37-01 31st Street, Long Island City 1, N. Y.

Phone: STillwell 4-4600

President..... John A. Maurer  
 Treasurer..... Daniel R. Ehrlich  
 General Manager..... Donald G. McKay  
 Chief Elec. Engr..... Lauge Fanoce  
 PRODUCTS: 16mm. professional motion

picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

**Miles Reproducer Co., Inc.**

812 Broadway, New York 3, N. Y.  
Phone: SPring 7-7670-1

President .....George Ruskin  
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.  
Chief Eng.....I. W. Kuhlik  
Purchasing Agent.....J. V. Conniff  
Treasurer.....H. B. Kuhlik  
Advertising Mgr.....B. Burns

PRODUCTS: "Walkie-Recordall" sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders. 8-lb battery-operated recorder-playback, 9½-lb. briefcase battery-operated recorder-reproducer, 8 lb. conference interview recorder.

**Minnesota Mining and Mfg. Co.**

900 Fauquier Ave., St. Paul 6, Minn.  
Phone: TOWer 8511

Sales Mgr., Magnetic Prod.....P. W. Jansen  
1500 S. Western Ave., Chicago 8, Ill.  
Phone: MONroe 6-6126

Manager.....R. F. Woelfel  
446 N. LaBrea Ave., Hollywood 36, Calif.  
Phone: WEBster 1-1289

Manager.....M. D. Benson  
401 N. Broad St., Philadelphia 8, Pa.  
Manager.....C. M. Jacobson

PRODUCTS: Magnetic tape, film and associated accessories.

**Mirror Record Corp.**

4025 206 St., Bayside, L. I., N. Y.  
Phone: BAyside 5656

Pres. & Treas.....P. K. Trautwein  
V.P., Sec'y.....Paul H. Trautwein

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

**National Carbon Co.—Div. of  
Union Carbide & Carbon Corp.**

30 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 7-8000

President.....A. S. Johnson  
Exec. Vice-Pres.....C. O. Kleinsmith  
Exec. Vice-Pres.....P. M. Buhrer  
V.P., Gen. Mgr.....A. C. Bryan  
V.P., Gen'l Mgr.....W. H. Feathers  
Mgr. Battery Eng. Dept....G. H. Didinger, Jr.  
V.P., Adv. Sales Prom.....H. M. Warren  
PRODUCTS "Eveready" "Mini-Max" "B"

batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers, "Eveready" batteries for transistor electronic equipment.

**ORRadio Industries, Inc.**

120 Marvyn Rd., Opelika, Ala.  
Phone: 976

N. Y. Phone: Union 4-9577

President.....J. Herbert Orr  
Vice Pres., Sales.....Nat Welch  
Vice Pres., Research.....Herbert G. Hard  
Vice Pres., Production.....William Barnett  
Vice Pres., Comptroller.....J. W. Bunkley

*Branch Offices*

547 Hermitage St., Philadelphia, Pa.  
Mid-Atlantic Sales Mgr.....Frank Adams  
4808 Bergenline Ave., Union City, N. J.  
Executive-in-Charge .....Jules Bressler  
Merchandise Mart, Chicago, Ill.  
Executive-in-Charge.....J. J. McBride  
4808 W. Jefferson Blvd., Los Angeles, Calif.  
Executive-in-Charge .....Laude Erlanger

**Packard-Bell Company**

12333 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: Arizona 7-6721

President.....Herbert A. Bell  
Exec. Vice-President.....Robert S. Bell  
Vice-President.....Joe M. Spain  
Sec.-Treas.....Lowell R. Day  
Chief Engineer.....Charles Nichols  
Plant Manager.....Jean Gleis  
General Sales Mgr.....Kenneth R. Johnson  
Dir. of Adv. & Sales

Prom.....Robert H. Thompson  
Service Manager.....Carl Duffy  
Personnel Director.....Robert Hogan  
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

**The Pentron Corp.**

777 South Tripp Ave., Chicago 24, Ill.  
Phone: SAcramento 2-3201

President.....Irving Rossman  
Vice Pres.....Theodore Rossman  
Treasurer.....Bernard Sahlins  
Comptroller.....Marshall Peiros  
Chief Eng.....Jay T. Nichols  
Prod. Dir.....Bernard Sahlins  
Purchasing Agent.....Nick Alex  
Asst. Sales Mgr.....Robert Farnsworth  
Adv. Mgr.....Martin Mann

PRODUCTS: Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers, Broadcast recorders, FM-AM

tuners, electronic mike mixers, large reel adapter, tape carry cases, foot pedal controls, extension cords, telephone pickups.

**PEMBREX TV (Div.  
PEMBREX Theater Supply, Inc.)**

1969 So. Vermont Ave., Los Angeles 7, Calif.  
Phone: REpublic 1-3111

President.....Lonis M. Wutke  
Vice-President.....Edwin C. Wutke

PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen. Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments, Pensync motors and 16 and 35 mm Rear-Screen motion picture units, Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available.

**Philco Corp. (Govt. and Indus. Div.)**

4700 Wissahickon Ave., Philadelphia 44, Pa.  
Phone: TENnessee 9-4000

Sales Offices and Representatives:

Exec. in Chg.....Marshall A. Williams  
260 South Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 5-5750

Exec. in Chg.....Robert A. MacDonald  
666 Lake Shore Dr., Chicago 11, Ill.  
Phone: WWhitehall 4-5750

Exec. in Chg.....Richard A. Fay  
201 Southland Life Bldg., Dallas 1, Texas  
Phone: PProspect 8657

Exec. in Chg.....Lewis Kendall  
Talbot Bldg., Dayton 2, Ohio  
Phone: MICHigan 6578

Exec. in Chg.....Kenneth C. Moritz  
1700 Wissahickon Ave., Philadelphia 44, Pa.  
Phone: TENnessee 9-4000

Exec. in Chg.....Lewis J. Boss  
650 Russ Bldg., San Francisco 4, Calif.  
Phone: SUTter 1-6262

Exec. in Chg.....Charles M. Volkland  
744 Jackson Place., N. W., Washington 6, D.C.  
Phone: EXecutive 3-1500

Exec. in Chg.....J. A. Price  
Don Mills Road, Don Mills, Ont., Canada  
Phone: HUDson 1-3441

Exec. in Chg.....Willard D. Myers  
4 Rue Picot, Paris 16, France  
Phone: KLEber 1433

PRODUCTS: Film and slide equipment for color and monochrome; microwave equipment for color STL use; equipment to carry network color; color test and monitoring equipment.

**Philmore Manufacturing Co., Inc.**

113 University Place, New York 3, N. Y.

Phone: ALgonquin 4-3363

President.....M. L. Granat

Vice-President.....Gary Granat  
Chief Engineer.....Reginald Burke  
Treasurer.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely nnssembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

**Pilot Radio Corp.**

37-06 36th St., Long Island City 1, N. Y.

Phone: STillwell 4-5454

President.....Isidor Goldberg  
Vice-President.....J. N. Benjamin  
Secretary-Treasurer.....I. W. Wyckoff  
Asst. Sls. Mgr.....A. I. Bleich  
Purchasing Agent.....Paul Lefko  
Prod. Mgr.....F. Hajek  
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; TV sets remotely operated; Hi-Fi amplifiers, pre-amplifiers, phonographs, portable phonographs.

**Presto Recording Corp.**

P. O. Box 500, Paramus, N. J.

Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich  
720 Main St., Evanston, Ill.  
Phone: Davis 8-4800

Manager.....Robert L. Lang  
505 N. Ervar St., Dallas, Tex.  
Phone: C 2966

Manager.....J. Earl Smith  
2331 W. Washington Blvd., Los Angeles, Cal.  
Phone: Republic 0203

Manager.....Lee Owens  
7 East 48th St., New York, N. Y.  
Phone: ELdorado 5-6021

Manager.....Thomas Aye

PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

**Prodelin, Inc.**

307 Bergen Ave., Kearny, N. J.

Phone: KEarny 2-8600

President.....L. A. Bondon

Offices

62 Stockdale Rd., Needham, Mass.

Phone: NEEdham 3-4290

495 Selbourne Rd., Riverside, Ill.

Phone: RIVERSide 7-0292

3050 Sumter Dr., Dallas, Tex.

Phone: DIXon 6115

427 W. 5th St., Los Angeles 13, Calif.

Phone: MUtal 7245

60 E. 42nd St., New York, N. Y.

Phone: MUrray Hill 7-1550



324 S. 2nd Ave., Phoenix, Ariz.  
1238 N. W. Glisan St., Portland 9, Ore.  
Phone: ATwater 4173

158 11th St., San Francisco 3, Calif.  
Phone: HEMlock 1-1630

306 Dexter Ave., Seattle 9, Wash.  
Phone: SENEca 2368

Southern Bldg., Washington 5, D. C.  
Phone: EXecutive 3-5360

PRODUCTS: UHF and VHF antennas; microwave types transmission lines; high power coaxial and waveguide towers; Communication-aluminum 200 feet max. height. diplexer; filter and system components; special developments as required.

**Polarad Electronics Corp.**

4320 34th St., Long Island City, N. Y.  
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe  
Exec. Vice Pres.....P. H. Odyssey  
Treasurer.....C. J. Eisen  
Dir. of Contract Rel.....R. W. Ekis  
Eng., Contract Relations.Alfred A. Goldberg

PRODUCTS: Color TV: color video monitor, flying spot scanner system, color bar generator, color sync generator, portable sync generator NTSC color monochrome; TV: sync generator, monoscope signal source, studio picture monitor, portable waveform monitor, portable picture monitor, picture and waveform monitor.

**Radio Corporation of America**

Executive Offices: 30 Rockefeller Plaza  
New York 20, N. Y.  
Phone: COLUMbus 5-5900

Ch. of the Board..Brig. Gen. David Sarnoff  
President.....Frank M. Folsom

*Consumer Products*

Exec. V.P.....R. A. Seidel

*RCA Victor Television Division*

Cherry Hill, Camden 8, N. J.

V.P. and Gen. Mgr.....H. G. Baker  
Asst. Gen. Mgr.....C. P. Baxter  
Chief Eng.....D. D. Cole  
Gen'l Sales Mgr.....R. W. Saxon  
Mgr., Adv. and Sales Prom..J. M. Williams

*RCA Victor Radio & "Victrola" Division*

Cherry Hill, Camden 8, N. J.

General Manager.....J. M. Toney  
Manager Sales.....L. J. Collins  
Mgr. Adv. & Sales Prom.....R. E. Conley  
Chief Engineer.....J. L. Franke

*RCA Victor Record Division*

630 Fifth Ave., New York 20

V.P. and Gen. Mgr.....E. Sacks  
Asst. Gen. Mgr.....H. L. Letts  
Mgr., Adv.....W. I. Alexander  
Mgr. Comm. Sales-Merch.....L. W. Kanaga  
Mgr. Artists-Repertoire.....G. R. Marek  
Mgr. Pop. Artist-Repertoire.....J. Carlton

Mgr. Custom Records.....J. P. Davis  
Mgr. Record Publicity.....G. R. Thorpe

*Electronic Products*

Exec. Vice President.....W. W. Watts

*Tube Division*

415 S. 5th Street, Harrison, N. J.  
V.P. and Gen. Mgr.....D. Y. Smith  
Gen'l Comm. Mgr.....L. S. Thees  
Mgr., Gen'l Marketing.....L. F. Holleran  
Manager, Operations Control..W. H. Painter  
Chief Engineer.....G. R. Shaw  
Mgr., Equip. & Parts

Marketing.....L. J. Battaglia  
Mgr. Rec'g Tubes & Transistor  
Marketing.....K. G. Bucklin  
Mgr. C. R. & P'r Tube

Marketing.....M. J. Carroll  
Mgr. Elec. Comp's, Marketing..H. B. Wilson  
Mgr. Semi-Cond. Marketing...F. F. Neuner  
Mgr. Distributor Sales.....D. M. Branigan

*Engineering Products Division*

Front & Cooper Sts., Camden, N. J.

V.P. and Gen. Mgr.....T. A. Smith  
Chief Engineer.....M. C. Batsel  
Mgr. Broadcast Marketing...A. R. Hopkins  
Mgr. Comm. Marketing.....C. M. Lewis  
Mgr. Theatre Marketing.....J. F. O'Brien  
Mgr. Adv.-Sales Prom.....J. P. Taylor  
Mgr. Film Record'g Sales,

N. Y. & Hollywood.....H. D. Bradbury  
Mgr. Film Record'g Sales,  
Hollywood.....J. W. Jones

PRODUCTS: Television receivers: 17", 21", 24" table and console models; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; 21" console color TV receiver; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; theatre television equipment; gas and electric ranges; air conditioners and dehumidifiers, and marine radio equipment.

**Radio Engineering Laboratories, Inc.**

3640 37th St., Long Island City 1, N. Y.  
Phone: STIllwell 6-2100

President.....C. R. Runyon, Jr.  
V.P. & Sales Mgr.....F. A. Gunther  
V.J. & Research Dir.....J. R. Day  
Vice President.....Joseph Behr  
Chief Engineer.....Joseph E. Tennis  
Treasurer.....James A. Cronin  
Sec. & Purch'g Agent....C. R. Runyon, III  
Ind. Rel. Mgr.....James J. Kelly  
Ser. Mgr.....Harold Goldstein  
Traffic Mgr.....E. R. Phillips

PRODUCTS: AM—Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-200 mc; FM tuner, 88-108 mc; military equipment.

**Rangertone, Inc.**

73 Winthrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

President.....R. H. Ranger  
V.P. Charge Eng.....P. M. Brubaker  
Secretary.....H. Gallina  
Film Sound.....C. C. Legreid  
Purchasing Agent.....A. C. Willms  
Accounting.....E. D. Longstreet

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

**Raytheon Manufacturing Co.**

5921 W. Dickens Ave., Chicago 39, Ill.  
Phone: BErkshire 7-7000

Dir. of Marketing.....Dick O. Klein

*Offices*

1500 Paxton Ave., Harrisburg, Pa.  
Phone: 3-2524

193 N. Broadway, Milwaukee, Wis.  
Phone: BRoadway 1-7675

818 S. Adams St., Peoria, Ill.  
Phone: 3533

919 N. Broad St., Philadelphia, Pa.  
Phone: STEvenson 7-6910

PRODUCTS: Receivers, receiving tubes, black and white; color picture tubes.

**Reeves Soundcraft Corp.**

10 East 52nd St., New York 22, N. Y.  
Phone: PLaza 9-2644

President.....Hazard E. Reeves  
Exec. Vice Pres.....Frank B. Rogers, Jr.  
Vice-Pres.-Production.....Edward Schmidt  
V.P., Sales Engineering.....W. H. Deacy  
Advertising Manager...Thomas J. Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

**Rek-O-Kut Company**

3801 Queens Blvd., Long Island City 1, N. Y.  
Phone: STillwell 4-7062-3-4

President, Sales Manager...George Silber  
Dir. Audio Education.....Avery Yudin  
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythm-master, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

**Rust Industrial Co., Inc.**

608 Willow St., Manchester, N. H.  
Phone: Manchester 3-3596

President.....W. F. Rust, Jr.

PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

**Self Winding Clock Co., Inc.**

207 Willoughby Ave., Brooklyn 5, N. Y.  
Phone: MAIn 2-6300

Asst. Sales Mgr.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

**Stainless, Inc.**

Third & Montgomery Sts., North Wales, Pa.  
Phone: North Wales 874

50 Church St., New York 7, N. Y.  
Phone: DIgby 9-4379

Mgr. Pa. Office.....John F. Guzewicz  
Mgr. N. Y. Office.....Henry J. Guzewicz

PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

**Stancil-Hoffman Corporation**

921 N. Highland Ave., Hollywood 38, Calif.  
Phone: HOLlywood 4-7461

President.....William V. Stancil  
Secretary.....Frances E. Stancil

PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer—multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model VIA.

**Standard Electronics Corp.**

(Subsidiary of Claude Neon, Inc.)

285 Emmet St., Newark 5, N. J.  
Phone: BIgelow 3-5540

Vice-President.....W. H. Zillger  
Mgr. TV Engr.....H. R. Smith  
Mgr. Customers Ser.....W. H. Rappolt

PRODUCTS: FM & AM Transmitters; TV transmitters; TV associated equipment studio equipment.

**Stromberg-Carlson Co.**

100 Carlson Rd., Rochester 3, N. Y.  
Phone: CUlver 0260

President.....Robert C. Tait  
Vice President.....Gordon G. Hoit

V.P. & G. M., Bestg. Div.....William Fay  
 V.P. Gov't Contracts.....Sidney R. Curtis  
 Corporate Secretary.....Arthur F. Gibson  
 Treasurer .....Charles Pritchard  
 Contoller .....D. G. Schuman  
 Mgr. Industrial Relations...George E. Eyer  
 Dir. of Pub. Relations...Stanley H. Manson  
 Gen. Mgr., Radio-TV.....Clifford J. Hunt  
 Adv. Mgr.-Radio-TV.....David S. Cook  
 Gen. Mgr., Sound Equip. Div...A. G. Schifino  
 Gen. Mgr., Telephone Div....John H. Voss

PRODUCTS: TV table models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, AC-DC Radios, Portables, Clock-Radios, Hi-Fi table and console 3-speed phonographs, Hi-Fi Amplifiers, Tuners, Cabinets; Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

**Sylvania Electric Products, Inc.**

1740 Broadway, New York 19, N. Y.  
 Phone: JUDson 6-2424

Chairman of Board.....Don G. Mitchell  
 President.....H. Ward Zimmer  
 Vice-President.....H. L. Richardson  
 Vice-President.....Arthur Chapman  
 Vice-President.....Curtis Haines  
 V.P. Charge of Sales.....B. K. Wickstrum  
 Gen. Sales Mgr., Radio Div....D. W. Gunn  
 Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Crystal Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

*Branch Offices*

2001 N. Cornell Ave., Melrose Park, Ill.  
 Phone: ESTerbrook 9-2525  
 Terrace Plaza Bldg., Cincinnati, Ohio  
 Phone: GARfield 1550  
 2936 E. 46th St., Los Angeles, Calif.  
 Phone: LOGan 5-8121  
 1000 Huyler St., Teterboro, N. J.  
 Phone: LA 4-1253

**Tele Q Corp.**

1227 Sixth Ave., New York 19, N. Y.  
 Phone: JU 6-5766

President.....John Jacobs III  
 Treasurer.....C. R. Biting III  
 Director of Sales.....J. S. Kornfeld

PRODUCTS: Cuing or prompting equipment for TV networks and stations. Film prompting. Gerard Eycline Monitor. Speech cuing.

**Television Associates, Inc.**

E. Michigan St., Michigan City, Ind.  
 Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy  
 Plant Supt.....K. P. Humbert  
 Secretary .....Margaret Durnal  
 PRODUCTS: Custom built remote con-

trolled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

**Television Specialty Co., Inc.**

350 West 31st St., New York 1, N. Y.  
 Phone: LOngacre 4-6440

President.....K. A. Jenkins  
 Gen. Mgr.....Tom Haney  
 Sec'y Treas.....L. Jenkins  
 Traffic Mgr.....Carman Laurino  
 West Coast Representative  
 E. J. Baughman Co.

350 South Central, Los Angeles, Calif.

PRODUCTS: Profitmaker rear projector, rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing machines, and television special effects.

**Tower Construction Co.**

1923 Geneva St., Sioux City, Iowa  
 Phone: 5-7653  
 6640 23rd Ave., West Hyattsville, Md.  
 Phone: HARRison 2-3515

Owner.....M. M. Lasensky  
 PRODUCTS: Towers, microwave passive reflectors and tower erections.

**Transmitter Equipment Mfg. Co., Inc.**

(Subsidiary of Otis Elevator Co.)  
 35 Ryerson St., Brooklyn 5, N. Y.  
 Phone: UL 5-6800

President.....Morton B. Kahn  
 Secretary.....Fayette S. Dunne  
 Treasurer .....Bruce Wallace  
 General Manager.....M. B. Kraus, Jr.  
 Chief Engineer.....G. W. Jacobs

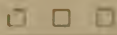
PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

**Truscon Steel Division**

Republic Steel Corp.  
 Albert St., Youngstown 1, Ohio  
 Phone: RIVERSide 6-7211

General Mgr. of Sales.....C. B. McGehee  
 Asst. Gen. Mgr. of Sales.....D. M. Schmid  
 Mgr., Sls. Tower Prod.....G. F. Bateson

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.



**Unique Turntable & Display Co.**

1125 Irving Ave., Brooklyn 27, N. Y.  
Phone: HEgeman 3-6730  
President.....Albert W. Nuccel  
PRODUCTS: Manufacture and rent turntables and revolving stages; manufacturer of animation stands and consultants for animation for TV work.

**U. S. Recording Company**

1121 Vermont Ave., N.W. Washington 5, D. C.  
Phone: LIncoln 3-2705  
General Manager.....Joseph Tait  
Chief Engineer.....John Madaris  
Sales Manager.....Eugene Rosen  
PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

**Westinghouse Electric Corp.**

401 Liberty Ave., Pittsburgh, Pa.  
President.....G. A. Price  
V.P. (Cons. Prods.).....J. M. McKibbin  
*Television-Radio Division*  
Lincoln Highway, Metuchen, N. J.  
Phone: MEtuchen 6-5000  
Sales Mgr.....R. L. Sandefur  
*Offices*  
684 Peachtree St., Atlanta, Ga.  
Phone: EMerson 5635  
Merchandise Mart, Chicago 90, Ill.  
Phone: WHitehall 4-3860  
1740 E. 12th St., Cleveland 14, Ohio  
Phone: TOWer 1-7100  
600 St. Paul St., Los Angeles 17, Calif.  
405 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 6-5258  
411 N. Seventh St., St. Louis 1, Mo.

PRODUCTS — *Receivers: Battery* — Console, Table, Personal, Portable; *Radio* — AM Midget AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Console with Phonograph, AM Console with Phonograph and Recorder, FM Table, FM Console, FM Console with Phonograph, FM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Console with Phonograph, AM-FM Console with Phonograph and Recorder; *Television* — Table, Console, AM Table, AM-FM Console with Phonograph, AM-FM Console with Phonograph and Recorder. Record Players. *Tubes:* Industrial, Transmitting and Special Purpose, X-Ray, Receiving, Cathode Ray. *Communications Equipment:* Aviation, In-

dustrial, Marine, Public Utility, Railroad, Trucks and Busses. *Transmitters:* AM, FM, Shortwave, VHF, UHF, Microwave, Relay, Facsimile. *RADAR:* Marine, Land.

**Weston Electrical Instrument Corp.**

614 Frelinghuysen Avenue, Newark 5, N. J.  
Phone: BIgelow 3-4700  
President.....Earl R. Mellen  
Exec. Vice-Pres.....Ross Nichols  
Vice President.....John H. Miller  
V.P. & Plant Mgr.....A. H. Lamb  
Chief Engineer.....F. X. Lamb  
Controller & Sec.....F. Gerald Hawthorne  
Director of Sales.....Philip Barnes  
Advertising Manager.....Chas. B. Denton  
Purchasing Agent.....A. L. Morrison

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

**Wheeler Laboratories, Inc.**

122 Cutter Mill Rd., Great Neck, N. Y.  
Phone: HUNter 2-7878  
President.....Harold A. Wheeler  
Chief Eng.....David Dettinger  
PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics,—microwave waveguide components on special order.

**Zenith Radio Corp.**

6001 W. Dickens Ave., Chicago 39, Ill.  
Phone: BERShire 7-7500  
N. Y. Phone: LONgacre 4-6600  
Pres. and Gen. Mgr.....E. F. McDonald, Jr.  
Exec. V-P.....Hugh Robertson  
V-P and Dir. of Sales.....H. C. Bonfig  
V-P in Chg. of Eng.....G. E. Gustafson  
V-P in Chg. of Prod.....Donald MacGregor  
V-P and Treas.....S. Kaplan  
V-P in Chg. of Purchases.....J. E. Anderson  
V-P in Chg. of Res.....Dr. Alexander Ellett  
V-P in Chg. of Household Receiver Sales.....Leonard C. Truesdell  
Secty. and Asst. V-P.....Karl E. Hassel  
Asst. V-P.....J. E. Brown  
Asst. Treas and Asst. Secty.....J. Kuhajek  
Asst. Secty.....H. M. Chesser  
Gen. Counsel.....Joseph S. Wright  
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**Linder, Jack, Agency**  
 8913 Sunset Blvd. (46) . . . . .CRestview 4-4034  
**Linsk, Lester**  
 9606 Santa Monica Blvd. (B. H.) . . . . .CRestview 5-4396  
**Longenecker, Robert**  
 8428 Melrose Pl. (46) . . . . .Webster 1-2267  
**MacQuarrie, Earl**  
 717 N. La Cienega Blvd. . . . . .CRestview 6-7162  
**Marx, Bert, Agency**  
 9507 Santa Monica Blvd. (B. H.) . . . . .CRestview 1-7171  
**MCA Artists, Ltd.**  
 9370 Santa Monica Blvd. (B. H.) . . . . .CRestview 6-2001  
**McMillan, Hazel, Agency**  
 7471 Melrose Ave. (46) . . . . .CRestview 1-7781  
**Medford, Ben**  
 300 S. Beverly Dr. (B. H.) . . . . .CRestview 1-7021  
**Messinger, Lillie, Agency**  
 8428 Melrose Pl. (46) . . . . .CRestview 5-8541  
**Meyers, Walter, Inc.**  
 9167 Sunset Blvd. (46) . . . . .CRestview 1-8161  
**Middleton, Wallace, Agency**  
 9163 Sunset Blvd. (46) . . . . .CRestview 4-7367  
**Mishkin Agency, The**  
 226 S. Beverly Dr. (B. H.) . . . . .CRestview 4-5416  
**Moore, Lola, Agency**  
 9172 Sunset Blvd. (46) . . . . .CRestview 6-5401



# MANAGERS AND AGENTS



**Morris, Wm., Agency, Inc.**  
202 N. Canon Dr. (B. H.)...CRestview 1-6161

**Oels, Al**  
1651 Cosmo St. (28)...Hollywood 9-3810

**Oliver, Marline**  
6000 Sunset Blvd. (28)...Hollywood 9-2993

**Pearson, Ben**  
1046 N. Carol Dr. (46)...CRestview 4-5488

**Pomeroy, Jack**  
8913 Sunset Blvd. (46)...CRestview 4-5148

**Powers, Stanley & Dunn, Inc.**  
9100 Sunset Blvd. (46)...CRestview 1-1141

**Preminger, Ingo, Agency**  
204 S. Beverly Dr. (B. H.)...CRestview 6-6213

**Racumora, Wynn**  
8584 Sunset Blvd. (46)...CRestview 4-5431

**Rosenberg-Coryell Agency**  
211 S. Beverly Dr. (B. H.)...CRestview 1-8121

**Rosner, Milt, Agency**  
9119 Sunset Blvd. (46)...CRestview 6-7023

**Rush, Art, Inc.**  
1418 N. Highland Ave. (28)

**Ryan, Frank**  
8949 Sunset Blvd. (46)...CRestview 1-9321

**Salkow, Irving**  
300 S. Beverly Dr. (B. H.)...CRestview 6-6241

**Salkow, Lester, Agency**  
8749 Sunset Blvd. (46)...CRestview 5-4505

**Shauer, Melville A., Agency**  
9110 Sunset Blvd. (46)...CRestview 1-1103

**Shaw-Wiley Agency**  
8923 Sunset Blvd. (46)...CRestview 4-2867

**Sherman, Edward, Agency**  
8580 Sunset Blvd. (46)...CRestview 5-0186

**Shifferin, William, Agency**  
324 S. Beverly Dr. (B. H.)...CRestview 1-7261

**Short, Antrim, Agency**  
8743 Sunset Blvd. (46)...CRestview 5-4137

**Shurr, Louis, Agency**  
327 N. Rodeo Dr. (B. H.)...CRestview 1-1116

**Small, Paul, Artists Ltd., Inc.**  
9244 Olympic Blvd. (B. H.)...CRestview 1-5246

**Snitzer, Lou-Fritschi, Al, Inc.**  
6404 Hollywood Blvd. (28)...Hollywood 9-6271

**Somlyo, E. T.**  
218 N. Canon Dr. (B. H.)...CRestview 6-2041

**Stempel, Frank**  
717 N. La Cienega Blvd. (46)...CRestview 1-7141

**Stewart, Rosalie, Agency**  
441 S. Beverly Dr. (B. H.)...CRestview 4-6123

**Swoverland, Harold**  
1600 N. La Brea (28)...Hollywood 4-7265

**Thompson, David H.**  
9172 Sunset Blvd. (46)...CRestview 1-2188

**Thuman, George, Agency, Inc.**  
8979 Sunset Blvd. (46)...CRestview 4-5238

**Wadsworth & Mehan Agency**  
9172 Sunset Blvd. (46)...CRestview 6-0698

**Weiner, Jack, Agency**  
8979 Sunset Blvd. (46)...CRestview 6-7081

**Weintraub, Murry**  
9172 Sunset Blvd. (46)...CRestview 1-1137

**Welch, Suey, Agency**  
306 W. 3rd St. (13)...Hollywood 4-2461

**Wendling, Charles, Agency**  
9111 Sunset Blvd. (46)...CRestview 6-2348

**White, Muek, Agency**  
4673 Hollywood Blvd. (27)...NOrmandy 2-8988

**White, William B., Agency**  
332 S. Beverly Dr. (B. H.)...CRestview 4-6301

**Wilkins, Paul, Agency**  
9006 Sunset Blvd. (46)...CRestview 1-6188

**Willson, Henry**  
1046 Carol Dr. (46)...CRestview 6-3201

**Winkler, Daniel M.**  
9606 Santa Monica Blvd. (B. H.)...CRestview 1-7244

**Woliver-Burr Agency**  
6546 Hollywood Blvd. (28)...HOLlywood 4-0031

**Wookey, Betty, Agency**  
1610 N. Las Palmas Ave. (28)...HOLlywood 2-2301



**Associated Booking Corp.**  
203 North Wabash...CENTral 6-9451

**Benn Theatrical Enterprises**  
64 West Randolph St....DEarborn 2-6850

**Consolidated Radio Artists of Ill.**  
32 W. Randolph St....FRanklin 2-8300

**General Artists Corp.**  
8 S. Michigan...STate 2-6288

**Harry Greben Enterprises**  
203 N. Wabash...DEarborn 2-0996

**Gumbiner Management Co.**  
120 S. LaSalle St....STate 2-0248

**Charles E. Hogan**  
203 North Wabash...CENTral 6-2032

**Tweet Hogan**  
203 North Wabash...ANdover 3-6910

**Jack & Jill Players Radio Artists Co.**  
25 E. Jackson...WAbash 2-0317

**Lear, Les Productions Corp.**  
112 W. Randolph...FRanklin 2-7840,  
Randolph 6-0905, WAbash 2-1172

**Levin, W. Biggie**  
612 N. Michigan Ave....SUperior 7-0506

**Paul Marr Theatrical Agency**  
203 North Wabash...DEarborn 2-7415

**McCoukey Artists Corporation**  
Congress Hotel. ....HARRison 7-9660

**Morris, William, Agency Inc.**  
919 N. Michigan...WHitehall 3-1744

**Morse, Sidney P.**  
203 N. Wabash Ave....RAndolph 6-5495

**Music Corporation of America**  
430 N. Michigan Ave....DELaware 7-1100

**Mutual Entertainment Agency, Inc.**  
203 North Wabash...RAndolph 6-6990

**National Concert & Artists Corp.**  
105 W. Adams St....DEarborn 2-5813

**Page, Sidney J.**  
203 North Wabash...STate 2-7344

**Radio Talent, Inc.**  
35 E. Wacker...FRanklin 2-4351

**Schuster, Milton**  
127 North Dearborn St....DEarborn 2-2580

**WLS Artists Bureau**  
1230 W. Washington Blvd....MOnroe 6-9700

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I N C O R P O R A T E D

*Has Printed the*

## Radio Annual--- Television Year Book 18 Years

*"There must be a reason"*

229 WEST 28th STREET

*Between Seventh and Eighth Avenues, New York*

PEnnsylvania 6-4738



*Programs*  
*AM-TV 1954*

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

# COMMERCIAL AM PROGRAMS OF 1954

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

## A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adams, Cedric	Buick Div. of General Motors Corp. (Cars)	CBS	Kudner Agency
Adventures of Ozzie & Harriet	Hotpoint, Inc. (Refrigerators, ranges, dryers, air conditioners, dishwashers)	ABC	Maxon
	The Lambert Co. (Listerene Antiseptic, toothpaste & powder, tooth brushes)		Lambert & Peasley
Adventures of The Falcon	Bridgeport Brass Co. (Aer-O-Sol Division)	MBS	Hazard Advertising
	Chevrolet Motor Div. of General Motors Corp.		Campbell-Ewald
	Crowell Collier Publishing Co. (Collier's Magazine)		Kudner Agency
	Lemon Products Advisory Board (Lemons from California)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty
	Procter & Gamble Co. (Tide)		Benton & Bowles
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Alcott, Carroll	Sealey Mattress Co. (Mattresses)	CBS	Alvin Wilder
All-Star Baseball Game	Gillette Safety Razor Co. (Gillette & Toni products)	MBS	Maxon
All-Star Football Game	Atlantic Refining Co. (Gas and oil)	MBS	N. W. Ayer & Son
	Miller Brewing Co. (Beer)		Mathisson & Associates
Amos 'n' Andy Music Hall	American Motors Corp. (Nash Cars)	CBS	Geyer Advertising
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates
	General Foods Corp. (Jell-O Instant Pudding)		Young & Rubicam

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>General Motors Corp.</b> (Buick cars)		Kudner Agency
	<b>Murine Co.</b> ("Murine" for the eyes)		B. B. D. & O.
	<b>Wm. Wrigley, Jr., Co.</b> (Chewing gum)		Arthur Myerhoff
Amos 'n' Andy Show	<b>Rexall Drug Co.</b> (All products)	CBS	B.B.D. & O.
Answer Man, The	<b>Doubleday &amp; Co.</b> (Dollar Book Club)	CBS	Thwing & Altman
	<b>Grolier Society, Inc.</b> (Webster's Unified Dictionary & Encyclopedia)		Thwing & Altman
Aunt Jenny	<b>Lever Brothers Co.</b> (Spry, Good Luck Margarine, Lux Soap, Liquid Lux, Rinso Soap, Rinso Detergent, Rinso Blue)	CBS	Foote, Cone & Belding J. Walter Thompson
Autry, Gene Show	<b>Wm. Wrigley, Jr., Co.</b> (Doublemint Gum)	CBS	Ruthrauff & Ryan

**B**

Babbitt, Harry Show	<b>Bristol-Myers Co.</b>	CBS	Doherty, Clifford, Steers & Shenfield Sherman Marquette
	<b>The Nestle Co.</b> (Nescafe Instant Coffee)		
	<b>Wheatena Corp.</b> (Wheatena Cereal)		Brisacher, Wheeler & Staff, Inc.
	<b>White King Soap Co.</b> (White King, Sierra Pine)		Raymond R. Morgan Advertising
Backstage Wife	<b>Procter &amp; Gamble</b> (Cheer, Fluffo, Ivory Snow)	NBC	Young & Rubicam
Back to God	<b>Christian Reformed Church</b> (Institutional)	MBS	Glenn-Jordan-Stoetzel
Bank of America 50th Anniversary	<b>Bank of America National Trust &amp; Savings Association</b> (Banking services)	CBS	Charles R. Stuart Advertising
Barbasol Parade of Hits	<b>The Barbasol Co.</b> (Shaving Cream)	MBS	Erwin, Wasey & Co.
Basketball Games (on various occasions)	<b>Tidewater Assoc. Oil Co.</b> (Gas, motor oil, greases)	ABC	Buchanan & Co.
Beat the Apple Valley Man	<b>Apply Valley Inn</b> (Hotel)	CBS	Swafford & Co.
Bekins Hollywood Music Hall	<b>Bekins Van &amp; Storage Co.</b> Storage & moving	CBS	Brooks Advertising Agency
Belmont Stakes	<b>Gillette Co.</b> (Blades, shaving items)	CBS	Maxon
Benny, Jack Show	<b>American Tobacco Co.</b> (Lucky Strike Cigarettes)	CBS	B. B. D. & O.
Berch, Jack	<b>Prudential Insurance Co. of America</b>	ABC	Calkins & Holden Carlock, McClinton & Smith

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bergen, Edgar & Charlie McCarthy	Van Camp Sea Food Co., Inc. (All Chicken of the Sea and White Star Fish products)	CBS	Brisacher, Wheeler & Staff
Bergen, Edgar Show	Consolidated Cosmetics, Inc. (Lanolin, Plus Liquid, Hand Lotion, Cleansing Cream, Lanolin Plus for Hair)	CBS	B.B.D. & O. Erwin, Wasey of Canada, Ltd.
Beulah	Kraft Foods Co. General Foods (Postum) Buick Div. of General Motors Corp. (Cars) Murine Co. ("Murine" for the eyes)	CBS	J. Walter Thompson Foote, Cone & Belding Baker Advertising Agency Kudner Agency B.B.D. & O.
Big Story	American Tobacco Co. (Pall Mall Cigarettes)	NBC	SSC&B
Block, Martin	Charles Antell, Inc. (Hair preparations)	ABC	TAA
Blue-Grey Football Game	Gillette Safety Razor Co. (Gillette and Toni products)	MBS	Maxon
Boxing Bouts	Gillette Safety Razor Co. (Blades, shaving products)	NBC	Maxon
Break the Bank	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins)	MBS NBC	Geoffrey Wade
Breakfast Club	Mutual of Omaha (Health & accident insurance) Olson Rug Co. (Rugs & carpets) Philco Corp. (Air conditioners, home freezing units, radios, refrigerators, TV receivers) Quaker Oats Co. (Buckwheat and pan-cake flours, cereals) Realemon-Puritan Co. (Lemon juice, frozen concentrates; prune and lime juice; olives, cherries) Rockwood and Co. (Chocolate & cocoa) Swift & Co. (Baby food, dairy products, dog food, fish food, soaps, poultry, shortening)	ABC	Bozell & Jacobs Presba, Felers & Presba Hutchins Advertising J. Walter Thompson Rutledge & Lillienfield Paris & Peart J. Walter Thompson

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Brickhouse, Jack (sports)	State Farm Mutual Automobile Insurance (Automobile Insurance)	MBS	Needham, Louis & Brorby
Brighter Day	Procter & Gamble Co. (Blue Cheer, Fluffo, Prell)	CBS	Young & Rubicam
Brown, Cecil	S. C. Johnson & Son (Waxes and finishes)	MBS	Needham, Louis & Brorby
	State Farm Mutual Auto Insurance		Needham, Louis & Brorby
Bulldog Drummond	Dodge Div. of Chrysler Corp.	MBS	Grant Advertising

C

Camel Baseball Scoreboard	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	MBS	William Esty Co.
Camel Caravan, The (with Vaughan Monroe & the Sauter-Finegan Orchestra)	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS	William Esty
Camel/Winston Scoreboard & Round-Up	R. J. Reynolds Tobacco Co.	MBS	William Esty
Capitol Commentary (L. Higbe)	S. C. Johnson & Son Inc. (Waxes, finishes)	MBS	Needham, Louis & Brorby
	Kraft Foods Co. (Foods)		Needham, Louis & Brorby
CBS Newsroom— Sunday Desk	Carnation Co. (Evaporated milk)	CBS	Erwin, Wasey & Co.
	Dennison Food Co. (All food products)		The Biow Co.
	The Nestle Co. (Nescafe Instant Coffee)		Bryan Houston
	Tasti-Diet Foods, Inc. (Low calorie fruits and vegetables, salad dressings, puddings)		Erwin, Wasey & Co. Sidney Garfield & Associates
Choraliers	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Cities Service Band of America	Cities Service Petroleum, Inc. (Petroleum products)	NBC	Wellington & Co.
City Hospital	Giant Animal Co., Inc. (Giant animal balloons)	CBS	Duane Jones
Club Time	Club Aluminum Products Co. (Aluminum household utensils)	ABC	The Buchen Co.
Como, Perry	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS MBS	Cunningham & Walsh

COMMERCIAL AM PROGRAMS

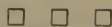
PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Counterspy	American Chemical Paint Co.	MBS	Gray & Rodgers
	Aer-O-Sol Div. of Bridgeport Brass Co.		Hazard Advertising
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Dodge Div. of Chrysler Corp. (Cars)		Grant Advertising
	Lemon Products Advisory Board (California lemons in concentrates or frozen form)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty
Country Tune Parade	D-Con Co., Inc. (Rodenticides, Insecticides)	NBC	Marfree Advertising
Crosby, Bing	General Electric Co. (Institutional)	CBS	B.B.D. & O.

D

Day, Dennis	Mytinger & Casselberry, Inc. (Nutrilite)	NBC	Dan B. Miner Co.
Detroit Lions vs. Green Bay Packers	Plymouth Div. of Chrysler Corp. (Cars)	MBS	N. W. Ayer & Son
Dr. Christian (with Jean Hersholt)	Chesebrough Mfg. Co., Consolidated (Vaseline Hair Tonic)	CBS	McCann-Erickson
Dr. Oral Roberts	Healing Waters, Inc. (Institutional)	ABC	White Advertising
Dr. Paul	Fisher Flouring Mills (Fisher products)	NBC	Pacific National Advertising Agency
	Hexol, Inc. (Hexol Germicide)		L. C. Cole Co.
	Pharmaco, Inc. (Feen-a-mint, Chooz, Medigum)		Doherty, Clifford, Steers & Shenfield
	Campbell Soup Co. (Soup, other products)	ABC	Ward Wheelock
Dowell, Saxie Dragnet	Artists Publications	MBS	Cunningham & Walsh
	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC	
Drake, Galen	Animal Foundation, Inc. (Hunt Club Dog Food)	CBS	Moser & Cotins
	Calgon, Inc. (Calgon, Calgonite, Tharix Bouquet)		Ketchum, MacLeod & Grove
	Doubleday & Co. (Dollar Book Club)		Thwing & Altman
	General Foods Corp. (Instant Sanka)		Young & Rubicam
	Giant Animal Co. (Giant animal balloons)		Duane Jones
	Greystone Press Co. (Books)		Thwing & Altman



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Grolier Society, Inc.</b> (Webster's Unified Dictionary & Encyclopedia)		Thwing & Altman
	<b>Jackson &amp; Perkins Co.</b> (Climbing roses)		Maxwell, Sackheim & Co., Inc.
	<b>Murine Co.</b> ("Murine" for the eyes)		B.B.D. & O.
	<b>Tasti-Diet Foods, Inc.</b> (Low calorie fruits, vegetables, salad dressings)		Sidney Garfield & Associates

**E**

East-West Football Game	<b>Standard Oil of Indiana</b> (Gas and oil)	MBS	McCann-Erickson
	<b>Esso Standard Oil Co.</b> (Gas)		Mc-Cann-Erickson
	<b>Tidewater Associated Oil Co.</b> (Gas, oil)		Buchanan & Co.
Edwards, Frank	<b>American Federation of Labor</b> (Institutional)	MBS	Furnam, Feiner
Edwards, Douglas	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	CBS	SSC&B
Evening Comes	<b>Thomas Nelson &amp; Sons</b>	ABC	B.B.D. & O.

**F**

Family Skeleton	<b>Manhattan Soap Co.</b> (Sweetheart Soap, Blu-White Flakes)	CBS	Schneideler, Beck & Werner, Inc.
	<b>Toni Co.</b> (Prom Home Permanent)		Leo Burnett
FBI in Peace and War	<b>Buick Div. of General Motors Corp.</b> (Buick cars)	CBS	Kudner Agency
	<b>Murine Co.</b> ("Murine" of the eyes)		B.B.D. & O.
	<b>Procter &amp; Gamble Co.</b> (Lava, Lilt Home Permanent)		Leo Burnett
Fibber McGee & Molly	<b>Wm. Wrigley, Jr., Co.</b> (Chewing gum)	NBC	Arthur Meyerhoff & Co.
	<b>Prudential Insurance Co.</b> (Insurance)		Calkins & Holden
Fisher, Eddie	<b>The Coca-Cola Co.</b>	MBS	D'Arcy Advertising
Flannery, Harry	<b>American Federation of Labor</b> (Institutional)	MBS	Furnam, Feiner & Co.
Florida Calling with Tom Moore	<b>Florida Citrus Commission</b> (Citrus fruits and citrus products)	MBS	J. Walter Thompson
Frank & Ernest	<b>Dawn Bible Students Association</b> (Religious books)	MBS	William Gleason & Co.
Fredericks, Carleton	<b>Elsevier Press, Inc.</b> (Health book)	MBS	Mann-Ellis

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Front Page Farrell	<b>Whitehall Pharmacal</b> (Aerowax, Wizard Wick, Chef Boy-ard-dee) <b>Pharmaco, Inc.</b> (Medigum, Feen-a-mint, Chcoz)	NBC	John F. Murray  Doherty, Clifford, Steers & Shenfield

G

Game of the Day	<b>Falstaff Brewing Corp.</b> (Beer)	MBS	Dancer-Fitzgerald-Sample
Gangbusters	<b>Wm. Wrigley, Jr., Co.</b> (Chewing gum)	CBS	Arthur Meyerhoff & Co.
Garden Gate	<b>Ferry-Morse Seed Co.</b> (Seeds)	CBS	MacManus, John & Adams
General Electric Comedy Theatre (with Ray Milland in "Meet Mr. McNutley")	<b>General Electric Co.</b> (Radio, TV receivers)	CBS	Maxon
Gillette Fights	<b>Gillette Safety Razor Co.</b>	ABC	Maxon
Global Frontiers	<b>Wings of Healing, Inc.</b> (Religion)	MBS	Century Advertising Agency
Godfrey, Arthur, Digest	<b>Bristol-Myers Co.</b> (Bufferin, Vitalis) <b>Eversharp, Inc.</b> (Razors, blades, pens) <b>Owens-Corning Fiberglas Corp.</b> (Fiberglas insulation)	CBS	Doherty, Clifford, Steers & Shenfield The Biow Co. Fuller, Smith & Ross McCann-Erickson
Godfrey's Arthur Talent Scouts	<b>Lever Brothers Co.</b> (Lipton's Tea, soup, mixes, Frostee)	CBS	Young & Rubicam
Godfrey, Arthur, Time	<b>Adolph's Ltd.</b> (Adolph's Meat Tenderizer) <b>Bristol-Myers Co.</b> (Bufferin, Trushay, all products) <b>Campana Sales Co.</b> (Sheer Magic, all products) <b>Clinton Foods, Inc.</b> ("Snow Crop" Frozen Foods) <b>Columbia Records, Inc.</b> (Records, record players) <b>Frigidaire Div. of General Motors Corp.</b> (All Frigidaire products) <b>The Toni Co.</b> (Toni Home Permanent, Toni Creme Rinse) <b>Glamorene, Inc.</b> (Glamorene Rug Cleaner) <b>International Cellucotton Products Co.</b> (Kleenex Tissues, paper napkins)	CBS	J. B. Shelley & Associates  Young & Rubicam  Wallace-Ferry-Hanley  Maxon  McCann-Erickson  Foote, Cone & Belding  Weiss & Geller  Hicks & Greist  Foote, Cone & Belding

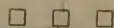
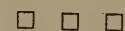
PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Kellogg Co.</b> (Cereals)		Leo Burnett
	<b>Knomark Mfg. Co., Inc.</b> (Esquire Boot Polish)		Emil Mogul
	<b>Lever Brothers Co.</b> (Pepsodent)		McCann-Erickson
	<b>Liggett &amp; Myers Tobacco Co.</b> (Chesterfield Cigarettes)		Cunningham & Walsh
	<b>Minnesota Mining &amp; Mfg. Co.</b> (Scotch Brand Cellophane Tape)		B.B.D. & O.
	<b>National Biscuit Co.</b> (All products)		McCann-Erickson
	<b>Pet Milk Co.</b> (Evaporated milk)		Gardner Advertising
	<b>Pillsbury Mills, Inc.</b> (Flour, flour mixes)		Leo Burnett
	<b>A. E. Staley Mfg. Co.</b> (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	<b>Star-Kist Foods, Inc.</b> (Star-Kist Tuna Fish)		Rhoades & Davis
Goss, Frank (news)	<b>Bekins Van &amp; Storage Co.</b> (Storage and moving)		Brooks Advertising
	<b>Chemicals, Inc.</b> (Vano Household Products)		Sidney Garfield & Associates
	<b>Dolcin Corp.</b> (Pharmaceuticals)		Victor Van Der Linde Co.
	<b>Household Finance Corp.</b> (Personal loans)		Needham, Louis & Brorby
	<b>Mennen Co.</b> (Toiletries)		Kenyon & Eckhardt
	<b>Peter Paul, Inc.</b> (Mounds & Almond Joy)		Dancer-Fitzgerald-Sample
	<b>Dean Witter &amp; Co.</b> (Investment house)		Albert Frank-Gunther Law
Graham, Sheila	<b>Seeman Brothers, Inc.</b> (Detergents, household deodorants)	ABC	Wm. H. Weintraub & Co.
Grand Ole Opry	<b>R. J. Reynolds Tobacco Co.</b> (Prince Albert Tobacco, Cavalier Cigarettes)	NBC	William Esty
Grant, Taylor (news)	<b>P. Lorillard Co.</b> (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell
Grauer, Ben (news)	<b>Rhodes Pharmacal Co. Inc.</b> (Imdriin)	NBC	Pringle Goodbell Associates
Greatest Story Every Told	<b>Goodyear Tire &amp; Rubber Co.</b> (Institutional)	ABC	Kudner Agency
Great Gildersleeve	<b>Kraft Foods Co.</b> (Velveeta, Parkay, mustard, salad oil)	NBC	Needham, Louis & Brorby

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Greene, Lorne	Credit Union National Association (Institutional)	MBS	J. Walter Thompson
Griffith, Les & the News	Liggett & Myers (Chesterfield Cigarettes)	ABC	Cunningham & Walsh
Guiding Light	Procter & Gamble Co. (Duz, Ivory Flakes)	CBS	Compton Advertising
Gunsmoke	Liggett & Myers Tobacco Co. (Chesterfield and L & M Filter Cigarettes)	CBS	Cunningham & Walsh

**H**

Hair Care	Charles Antell, Inc. (Hair preparations)	ABC	TAA, Inc.
Hallmark Radio Hall of Fame	Hallmark Cards, Inc. ("Hallmark" Greeting Cards)	CBS	Foote, Cone & Belding
Hambletonian Stakes	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co.
Halon Race Review	Caliente Race Track (Horse racing)	CBS	Barnes Chase Co.
Hanlon Tom (sports)	Custom Wax Products Co. (British Wax Formula)	CBS	Barnes Chase Co.
Hard Luck Champion	Apple Valley Inn (Hotel)	CBS	Swafford & Co.
Harris, Phil-Alice Faye Show	Radio Corp. of America (Radios, TV sets, records, phonographs)	NBC	J. Walter Thompson
Harvey, Paul Comments	Beltone Hearing Aid Co. (Hearing Aids)	ABC	Olian & Brunner
Harvey, Paul (news)	Bankers Life and Casualty Co. of Chicago (White Cross Hospital Plan)	ABC	Grant, Schwenk & Baker
Hayes, Sam (news)	General Mills, Inc. (Cereals, formula feeds, flour)	ABC	Dancer-Fitzgerald-Sample
Headline News	S. C. Johnson & Son Inc. (Waxes & finishes)	MBS	Needham, Louis & Brorby
Heatter, Gabriel (news)	Kraft Foods Co. (Food products)	MBS	Needham, Louis & Brorby
	American Home Products Corp. (Bisodol, Anacin, Aero Shave)	MBS	SSC&B
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Brunner
	Buick Motor Div. of General Motors Corp. (Cars)		Kudner Agency
	Deepfreeze Appliance Div. of General Motors Corp. (Home freezers, refrigerators)		Boche, Williams & Cleary

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Jackson &amp; Perkins</b> (Rose bushes)		Maxwell Sackheim & Co.
	<b>Murine Co.</b> ("Murine" for the eyes)		B.B.D. & O.
	<b>National Home Corp.</b> (Pre-fabricated homes)		Applegate Advertising Agency
	<b>Niagara Mfg. &amp; Dist. Co.</b> (Contour chairs)		Olian & Bronner
	<b>North American Van Lines</b>		Applegate Adv. Agency
	<b>Union Pharmaceutical Co.</b> (Saraka & Inhiston)		Grey Advertising Agency
<b>Henry, Bill &amp; the News</b>	<b>Johns Manville Corp.</b> (Industrial products)	MBS	J. Walter Thompson
<b>Herald of Truth</b>	<b>Highland Church of Christ</b> (Institutional)	ABC	Martin Co.
<b>Hill, Edwin C.</b>	<b>Philco Corp.</b> (Radios)	ABC	Hutchins Advertising
<b>Hilltop House</b>	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer)	CBS	Geoffrey Wade
	<b>Giant Animal Co., Inc.</b> (Giant animal balloons)		Duane Jones
	<b>Pharmaco, Inc.</b> (Feen-a-Mint, Chooz, Medigum)		Doherty, Clifford, Steers & Shenfield
<b>Hollywood Park Gold Cup Race</b>	<b>Republic Van &amp; Storage Co.</b> (Transportation services)	CBS	Dan Lawrence Agency
<b>Hope, Bob Show</b>	<b>General Foods Corp.</b> (Jell-O: puddings, pie-filling, Sanka)	NBC	Young & Rubicam
	<b>American Dairy Association</b> (Dairy products)	NBC	Campbell-Mithun
<b>Hotel for Pets</b>	<b>Coast Fisheries Div. of the Quaker Oats Co.</b> (Puss 'n Boots Cat Food)	NBC	Lynn Baker Co.
<b>Hour of Decision</b>	<b>Billy Graham Evangelistic Association</b> (Institutional)	MBS	Walter F. Bennett & Co.
<b>Houseparty</b>	<b>Bauer &amp; Black Div. of Kendall Co.</b> (Curads and Curity Products)	CBS	Leo Burnett
	<b>Green Giant Co.</b> (Canned and frozen corn and peas)		Leo Burnett
	<b>Hawaiian Pineapple Co., Ltd.</b> (Dole Pineapple juice)		N. W. Ayer & Son
	<b>Kellogg Co.</b> (Cereals)		Leo Burnett
	<b>Lever Brothers Co.</b> (Surf, Chlorodent)		B.B.D. & O.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Pillsbury Mills, Inc.</b> (Flour, flour mix products)		<b>Leo Burnett</b>
<b>How to Save Money on Your Car</b>	<b>Eugene Stevens Co.</b> (Car book)	<b>CBS</b>	<b>Madison Advertising</b>
<b>Huntley, Chet</b>	<b>MJB Co.</b> (Coffee, tea, rice)	<b>ABC</b>	<b>B.B.D. &amp; O.</b>

**I**

<b>Indianapolis Thrills of a Lifetime</b>	<b>Continental Mfg. Corp.</b> (Life-time Batteries)	<b>CBS</b>	<b>W. H. Hunt &amp; Associates</b>
	<b>Motor Publishers, Inc.</b> (Car Life Magazine)		<b>W. H. Hunt &amp; Associates</b>
<b>It Happens Every Day</b>	<b>Block Drug Co., Inc.</b> (Poslam, Minipoo, Green Mint, Omega Oil)	<b>MBS</b>	<b>Emil Mogul</b>

**J**

<b>Jackson, Allen (news)</b>	<b>Chevrolet Div. of General Motors Corp.</b> (Cars)	<b>CBS</b>	<b>Campbell-Ewald</b>
	<b>Metropolitan Life Insurance Co.</b> (Insurance)		<b>Young &amp; Rubicam</b>
<b>Joe Emerson's Hymn Time</b>	<b>General Mills, Inc.</b>	<b>ABC</b>	<b>Knox Reeves</b>
<b>Juke Box Jury</b>	<b>Toni Co.</b> (Toni Home Permanent)	<b>CBS</b>	<b>Weiss &amp; Geller</b>
<b>Just Plain Bill</b>	<b>Whitehall Pharmacal Co.</b> (Anacin, Kolynos, Bisodol, Hill's Cold Tablets)	<b>NBC</b>	<b>John F. Murray</b>

**K**

<b>Kentucky Derby</b>	<b>Gillette Co.</b> (Blades, shaving creams, safety razors)	<b>CBS</b>	<b>Maxon</b>
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**L**

<b>La Rosa, Julius</b>	<b>Campana Sales Co.</b> (Campana Italian Balm, Solitair Cake Make-Up)	<b>CBS</b>	<b>Wallace-Ferry-Hanly</b>
<b>LeSeur, Larry (news)</b>	<b>Longines-Wittnauer Watch Co.</b> (Watches)	<b>CBS</b>	<b>Victor A. Bennett</b>
<b>Lewis, Robert Q.</b>	<b>General Foods Corp.</b> (Calumet, Post Toasties)	<b>CBS</b>	<b>Foote, Cone &amp; Belding</b>
	<b>Milner Products Co.</b> (Gala Bleach, Pine Sol)		<b>Gordon Best</b>
	<b>Mutual Benefit Health &amp; Accident Association</b> (Insurance)		<b>Bozell &amp; Jacobs</b>

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Nehi Corp.</b> (Royal Crown Cola, Nehi Par-T-Pak Beverages)		<b>B.B.D. &amp; O.</b>
	<b>Olson Rug Co.</b> (Remade rugs)		<b>Presba, Fellers &amp; Presba</b>
	<b>Van Camp Sea Food Co., Inc.</b> (All Chicken of the Sea & White Star Fish Products)		<b>Brisacher, Wheeler &amp; Staff</b>
	<b>Doeskin Products, Inc.</b> (Doeskin Tissues, dinner napkins)		<b>Grey Advertising</b>
	<b>Helene Curtis Industries, Inc.</b> (Hair dressings, hair sprays, shampoos, permanent waves, cosmetics)		<b>Gordon Best</b>
<b>Life Can Be Beautiful</b>	<b>Procter &amp; Gamble Co.</b> (Tide, Zest, Fluffo, Ivory Snow, Blue Cheer, Crisco)	<b>NBC</b>	<b>Benton &amp; Bowles</b>
<b>Light &amp; Life Hour</b>	<b>Free Methodist Church of North America</b>	<b>ABC</b>	<b>Walter F. Bennett</b>
<b>Lone Ranger</b>	<b>General Mills, Inc.</b> (Cereals, cake mixes)	<b>ABC</b>	<b>Dancer-Fitzgerald-Sample</b>
<b>Longines Symphonette</b>	<b>Longines-Wittnauer Watch Co.</b> (Watches)	<b>CBS</b>	<b>Victor A. Bennett</b>
<b>Lorenzo Jones</b>	<b>Colgate-Palmolive Co.</b> (Fab, dental cream)	<b>NBC</b>	<b>William Esty</b>
<b>Lutheran Hour</b>	<b>Lutheran Laymen's League</b> (Religion)	<b>MBS</b>	<b>Gotham Advertising</b>
<b>Lux Radio Theatre</b>	<b>Lever Brothers Co.</b> (Lux Soap, Flakes, Liquid; Spry, Rinso, Pepsodent)	<b>CBS NBC</b>	<b>J. Walter Thompson</b>
<b>M</b>			
<b>Make Up Your Mind</b>	<b>Continental Baking Co., Inc.</b> (Wonder Bread, Hostess Cake)	<b>CBS</b>	<b>Ted Bates</b>
<b>Manion, Dean Clarence</b>	<b>For America</b> (Institutional)	<b>MBS</b>	<b>E. Ross Humphrey &amp; Associates</b>
	<b>Manion Forum of Opinion</b> (Institutional)		<b>E. Ross Humphrey &amp; Associates Victor Advertising</b>
<b>Manning, Knox (news)</b>	<b>Fisher Flouring Mills</b> (Fisher products)	<b>NBC</b>	<b>Pacific National Advertising Agency</b>
	<b>Merit Plan Insurance Co.</b> (Insurance)		<b>Barton A. Stebbins</b>
	<b>W. P. Fuller</b> (Paints)		<b>McCann-Erickson</b>
<b>Man on the Farm</b>	<b>Quaker Oats Co.</b> (Ful-O-Pep Feed)	<b>MBS</b>	<b>Sherman &amp; Marquette</b>
<b>Man on the Go</b>	<b>International Harvester Co.</b> (Trucks, refrigerators, industrial power & farm equipment)	<b>NBC</b>	<b>Young &amp; Rubicam</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ma Perkins	Procter & Gamble Co. (Lilt, Oxydol)	CBS	Dancer-Fitzgerald-Sample The Biow Co.
Marciano-Charles Heavyweight Bout	Pabst Sales Co. (Pabst Blue Ribbon Beer)	CBS	Warwick & Legler
Mason, Perry	Procter & Gamble Co. (Tide)	CBS	Benton & Bowles
Massey, Curt Time	Miles Laboratories, Inc. (Alka-Seltzer)	CBS MBS	Geoffrey Wade
Maxim-Moore Championship Bout	Pabst Sales Co. (Pabst Blue Ribbon Beer)	CBS	Warwick & Legler
McBride, Mary Margaret	General Foods Corp. (Calumet Baking Powder)	NBC	Young & Rubicam
Meet Corliss Archer	Toni Co. (Prom, White Rain, Deep Magic)	CBS	Leo Burnett
	Carter Products (Carter's Little Liver Pills, Arrid, Nair, Rise Shaving Cream)		Ted Bates
Meet Millie	Buick Div. of General Motors Corp. (Cars)	CBS	Kudner Agency
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	Nash Kelvinator Corp. (Nash cars)		Geyer Advertising
Meet the Missus	Rheem Mfg. Co. (Wedgewood Ranges)	CBS	Campbell-Ewald
Metropolitan Opera	The Texas Co. (Texaco Petroleum Products)	ABC	Kudner Agency
Mexican Pan-American Road Race	Lincoln-Mercury Dealer of the South- West (Cars)	CBS	Kenyon & Eckhardt
Mickey Spillane Mystery	Bridgeport Brass Co. (Aer-O-Sol Division)	MBS	Hazard Advertising
	Crowell-Collier Pub- lishing Co. (Collier's Magazine)		Kudner Agency
	Crowell-Collier Pub- lishing Co. (Woman's Home Companion)		McCann-Erickson
	Jacques Kreisler Mfg. Corp. (Watch bands)		Foote, Cone & Belding
	Lemon Products Advisory Board (California Lemons in concentrated, frozen forms)		McCann-Erickson
	Pan-American Coffee Bureau (Institutional)		Cunningham & Walsh
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		William Esty



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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		McCann-Erickson
Miller High Life News	<b>Miller Brewing Co.</b> (Beer)	MBS	Mathisson & Associates
Mr. and Mrs. North	<b>Colgate-Palmolive Co.</b> (Tooth paste, Veto, shave cream)	CBS	Sherman & Marquette Bryan Houston
Mr. Keen, Tracer of Lost Persons	<b>Eno-Scott &amp; Bowne</b> (Brylcreem)	CBS	Atherton & Courier
	<b>Murine Co.</b> (“Murine” for the eyes)		B.B.D. & O.
	<b>Nash Kelvinator Corp.</b> (Nash cars)		Geyer Advertising
	<b>Procter &amp; Gamble Co.</b> (Lava, Lilt Home Permanent)		Leo Burnett
Modern Romances	<b>Ex-Lax, Inc.</b> (Ex-Lax, Jests)	ABC	Warwick & Legler, Inc.
	<b>Junket Brand Food Div. of Hansen's Chr. Laboratory, Inc.</b> (Dessert, candy products, fudge, mixes)		McCann-Erickson
	<b>Vick Chemical Co.</b> (Cough syrup)		Morse International
Monday Morning Headlines	<b>P. Lorillard Co.</b> (Embassy Cigarettes, Headline Cigars)	ABC	Young & Rubicam
Moody, Titus	<b>Dodge Div. of Chrysler Corp.</b> (Cars)	MBS	Grant Advertising
Morgan, Edward & the News	<b>American Federation of Labor</b> (Institutional)	ABC	Furnman, Feiner & Co.
Murrow, Edward R. (news)	<b>American Oil Co.</b> (Amoco Gas, Lubricants)	CBS	Joseph Katz
	<b>Ford Motor Co.</b> (Cars)		J. Walter Thompson
	<b>Theo. Hamm Brewing Co.</b> (Hamm's Beer)		Campbell-Mithun
	<b>Lynn Van &amp; Storage Co.</b> (Moving & storage)		Smalley, Leavitt & Smith
	<b>Safeco Auto &amp; Fire Insurance Co. of America</b> (Insurance)		MacWilkins-Cole-Weber
	<b>Swift &amp; Co.</b> (Pard Dog Food)		J. Walter Thompson
Musical Pageant	<b>General Motors Corp.</b> (Institutional)	CBS	Kudner Agency
Music with the Hormel Girls	<b>George A. Hormel &amp; Co.</b> (Hormel Meats)	CBS	B.B.D. & O.
Mutual of Omaha Calling	<b>Mutual Benefit Health &amp; Accident Association</b> (Institutional)	MBS	Bozell & Jacobs
My Friend Irma	<b>Carter Products</b> (Arrid, Nair, Rise Shave Cream)	CBS	Ted Bates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Toni Co.</b> (Bobbi Home Permanent, White Rain)		<b>Tatham-Laird</b>
My Little Margie	<b>Philip Morris &amp; Co., Ltd., Inc.</b> (Philip Morris Cigarettes)	<b>CBS MBS</b>	<b>The Biow Co., Inc.</b>
Mystery Theatre	<b>Sterling Drug, Inc.</b> (Bayer Aspirin, tooth-paste, Milk of Magnesia, tooth powder, shampoo)	<b>ABC</b>	<b>Dancer-Fitzgerald-Sample</b>
My True Story	<b>Sterling Drug, Inc.</b> (All drug products)	<b>ABC</b>	<b>Dancer-Fitzgerald-Sample</b>
<hr/> <b>N</b> <hr/>			
NBC Symphony	<b>Socony-Vacuum Oil Co.</b> (Institutional)	<b>NBC</b>	<b>Compton Advertising</b>
National Farm & Home Hour	<b>Allis-Chalmers Mfg. Co.</b> (Farm equipment)	<b>NBC</b>	<b>Bert S. Gittins</b>
National Golf Day	<b>Time, Inc.</b> (Time Magazine)	<b>CBS</b>	<b>Young &amp; Rubicam</b>
News	<b>Aero-Mayflower Transit Co.</b> (Long-distance moving services)	<b>ABC</b>	<b>Sidener &amp; Van Riper</b>
News	<b>Oldsmobile Div. of General Motors Corp.</b> (Cars)	<b>ABC</b>	<b>D. P. Brother &amp; Co.</b>
News of the World	<b>Miles Laboratories, Inc.</b> (Alka Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	<b>NBC</b>	<b>Geoffrey Wade</b>
Nick Carter	<b>Scholl Mfg. Co.</b> (Foot pads)	<b>MBS</b>	<b>Donahue &amp; Coe</b>
	<b>Giant Animal Co., Inc.</b> (Giant animal balloons)		<b>Duane Jones</b>
Nightmare	<b>Procter &amp; Gamble Co.</b> (Tide)	<b>MBS</b>	<b>Benton &amp; Bowles</b>
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		<b>McCann-Erickson</b>
Norman, Phil Takes Ten	<b>Chico Portable Air Cooler Co.</b> (Air coolers)	<b>CBS</b>	<b>Carmona &amp; Allen</b>
	<b>Coast Fisheries Div. of Quaker Oats Co.</b> (Puss 'n' Boots Cat Food)		<b>Lynn Baker</b>
	<b>General Products Corp.</b> (Fun Bunnies)		<b>Dezn Simmons</b>
	<b>KEVO Co.</b> (Kevo-ettes and energy foods)		<b>Dick Donald</b>
	<b>Mayflower Warehousemen's Association</b> (Transportation & moving services)		<b>Virgil A. Warren Advertising</b>
No School Today	<b>Table Products Div. of Safeway Stores, Inc.</b> (Salad dressings, sandwich spreads)	<b>ABC</b>	<b>Hoefler, Dietrich &amp; Brown</b>

O

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Official Detective	<b>Bridgeport Brass Co.</b> (Aer-O-Sol Div.)	MBS	Hazard Advertising
	<b>Crowell-Collier Publishing Co.</b> (Collier's)		Kudner Agency
	<b>Crowell-Collier Publishing Co.</b> (Woman's Home Companion)		McCann-Erickson
	<b>Esquire, Inc.</b> (1955 Esquire Calendar)		
	<b>Lemon Products Advisory Board</b> (California lemons in frozen or concentrated form)		McCann-Erickson
	<b>Pan-American Coffee Bureau</b> (Institutional)		Cunningham & Walsh
	<b>Procter &amp; Gamble Co.</b> (Tide)		Benton & Bowles
	<b>R. J. Reynolds Tobacco Co.</b> (Camel, Winston Cigarettes)		William Esty Co.
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		McCann-Erickson
	Old Fashioned Revival Hour		<b>Gospel Broadcasting Association</b> (Institutional)
"O. L. Jagers"	<b>World Church</b> (Institutional)	ABC	Twentieth Century Advertising Agency
One Man's Family	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	NBC	Geoffrey Wade
	<b>Toni Co.</b> (Toni Home Permanent, Tonette Home Permanent, Pamper Shampoo)		Weiss & Geller
On the Line with Bob Considine	<b>Mutual Benefit Health &amp; Accident Association</b> (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	<b>Gillette Co.</b> (Razors, blades, shaving cream)	CBS	Maxon
Our Gal Sunday	<b>American Home Products Corp.</b> (Anacin, Chef Boy-Ar-Dee Quality Foods, toothpaste)	CBS	John F. Murray
	<b>Procter &amp; Gamble Co.</b> (Tide)		Benton & Bowles
Our Miss Brooks	<b>Colgate-Palmolive Co.</b> (Toothpaste, shave cream)	CBS	Ted Bates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Toni Co.</b> (Home permanent, creams, lotions, lipsticks)		<b>Weiss &amp; Geller</b>

**P**

<b>Palm Beach Golf Championship</b> Parsons, Louella	<b>Palm Beach Co.</b> (Clothing)	<b>CBS</b>	<b>Ruthrauff &amp; Ryan</b>
	<b>Colgate-Palmolive Co.</b> (Lustre-Cream Shampoo)	<b>CBS</b>	<b>Lennen &amp; Newell</b>
<b>Paul, Les &amp; Mary Ford at Home</b>	<b>Lambert Co.</b> (Listerene Antizyme, Antiseptic)	<b>CBS</b>	<b>Lambert &amp; Feasley</b>
<b>People Are Funny</b>	<b>Amana Refrigeration, Inc.</b> (Food Freezers)	<b>CBS NBC</b>	<b>Maury, Lee &amp; Marshall</b>
	<b>Mars, Inc.</b> (Mars, Forever Yours Candy Bars)		<b>Leo Burnett</b>
	<b>Toni Co.</b> (Prom, White Rain)		<b>Leo Burnett</b>
<b>Pepper Young's Family</b>	<b>Procter &amp; Gamble Co.</b> (Camay Soap, Duz, Ivory Flakes)	<b>NBC</b>	<b>Benton &amp; Bowles</b>
<b>Peterson, Elmer</b>	<b>W. P. Fuller &amp; Co.</b> (Paints)	<b>NBC</b>	<b>McCann-Erickson</b>
<b>Pettingell, Sam</b>	<b>Committee for Constitutional Government</b> (Institutional)	<b>MBS</b>	<b>French &amp; Preston</b>
<b>Philco Radio Playhouse</b>	<b>Philco Corp.</b> (Radios, home freezers, air conditioners, refrigerators)	<b>ABC</b>	<b>Hutchins Advertising</b>
<b>Phrase That Pays</b>	<b>Colgate-Palmolive Co.</b> (Ajax, toothpaste, Vel)	<b>NBC</b>	<b>Bryan Houston Wm. Esty</b>
<b>Preakness Stakes</b>	<b>Gillette Co.</b> (Shaving cream, razors, blades)	<b>CBS</b>	<b>Maxon</b>
<b>Protam Health Quiz</b>	<b>Protam Pharmacal Co.</b> (Protam)	<b>MBS</b>	<b>Duane Jones</b>

**Q**

<b>Queen for a Day</b>	<b>Lettuce, Inc.</b> (C-7 Lettuce)	<b>MBS</b>	<b>John Cohan Advertising</b>
	<b>P. Lorillard Co.</b> (Old Gold Cigarettes)		<b>Lennen &amp; Newell</b>
	<b>Murine Co.</b> ("Murine" for the Eyes)		<b>BBD&amp;O</b>
	<b>Rexall Drug Co.</b> (1c Sale)		

**R**

<b>Radio Bible Class</b>	<b>Radio Bible Class</b> (Institutional)	<b>ABC MBS</b>	<b>John M. Camp &amp; Co.</b>
<b>Railroad Hour</b>	<b>Association of American Railroads</b>	<b>NBC</b>	<b>Benton &amp; Bowles</b>

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ralph Story's Backyard	Pan-American Coffee Bureau Reader's Digest	CBS	Cunningham & Walsh
Record Hits	White House Co. (Records)	MBS	Schwab & Beatty National Mail Order Network, Inc.
Remember, with Tiny Fairbanks	Grand Duchess Steaks, Inc.	MBS	Phil DiNuoscio
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All products)	CBS	Foote, Cone & Belding Young & Rubicam
Report to the Nation on CUNA	Credit Union National Association (Institutional)	MBS	J. Walter Thompson
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm On the Road	American Oil Co. (Amoco Gas and Lubricants)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp. (Gas, motor oil, automotive products, accessories)	NBC	Hixson-Jorgeson
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spic & Span)	NBC	Dancer-Fitzgerald-Sample
Ring, Bill Show	General Mills, Inc. (Rex, Red Star, White Deer, Pura-Snow)	ABC	Knox Reeves
Road of Life	Procter & Gamble Co. (Ivory Soap, Spic & Span)	CBS NBC	Compton Advertising
Rogers, Roy Show	Dodge Bros. Corp. (Cars and trucks)	NBC	Grant Adv.
Romance of Helen Trent	American Home Products Corp. (Aero Wax, Heet, Bisodol, Wizard Wick)	CBS	John F. Murray
	Toni Co. (Prom Home Permanent)		Leo Burnett
Rosemary	Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow)	CBS	Benton & Bowles

S

Sanka Salutes	General Foods Corp. (Instant Sanka)	CBS	Young & Rubicam
Santa Anita Races	Republic Van & Storage Co. (Transportation & services)	CBS	Dan Lawrence Agency
Schorr, Daniel (news)	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son
Second Mrs. Burton	Armour & Co. (Armour's Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>General Foods Corp.</b> (Calumet, Corn-Fetti, Crapenuts, Instant Maxwell House Coffee)		<b>Benton &amp; Bowles Young &amp; Rubicam</b>
Sergeant Preston of the Yukon	<b>Quaker Oats Co.</b> (Quaker Puffed Grains)	MBS	Wherry, Baker & Tilden
Shadel, Bill (news)	<b>Campana Sales Co.</b> (Italian Balm, Candy, Make-up)	CBS	Wallace-Ferry-Hanly
	<b>Scholl Mfg. Co., Inc.</b> (Dr. Scholl's Foot Products)		<b>Donahue &amp; Cole</b>
The Shadow	<b>Cowles Publish Co.</b> (Look Magazine)	MBS	McCann-Erickson
	<b>Giant Animal Co.</b> (Giant animal balloons)		<b>Duane Jones</b>
	<b>Harrison Products, Inc.</b> (NoDoz & Shut Eye)		<b>Sidney Garfield &amp; Associates</b>
	<b>Procter &amp; Gamble Co.</b> (Tide)		<b>Benton &amp; Bowles</b>
	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)		<b>Wm. Esty</b>
Shore, Dinah Show	<b>Chevrolet Motor Div. of General Motors Corp.</b> (Cars, trucks, parts, services)	NBC	Campbell-Ewald
Silver Eagle	<b>General Mills, Inc.</b> (Cake mixes)	ABC	Dancer-Fitzgerald-Sample
Sinatra, Frank Show	<b>Toni Co.</b> (Bobby Home Permanent)	NBC	Leo Burnett
Sky King	<b>Derby Foods, Inc.</b> (Peter Pan Peanut Butter, other food products)	MBS	<b>Needham, Louis &amp; Brorby McCann-Erickson</b>
Soap Box Derby	<b>Chevrolet Div. of General Motors Corp.</b> (Cars)	CBS	Campbell-Ewald
Songs from the Hills	<b>International Harvester Co.</b> (Trucks, tractors)	CBS	Young & Rubicam
Space Patrol	<b>The Nestle Co.</b> (Chocolate candy bars, cookie mix, cocoa, instant chocolate)	ABC	McCann-Erickson
Special Christmas Program	<b>General Products Corp.</b> (Giant circus balloons)	CBS	Dean Simmons
Sports "Ten" with Harry Wismer	<b>Philip Morris &amp; Co., Ltd., Inc.</b>	MBS	The Biow Co.
Sports Time with Harry Wismer	<b>General Tire &amp; Rubber Co.</b> (Tires and tubes)	MBS	D'Arcy Advertising
Squad Room	<b>Bridgeport Brass Co.</b> (Aer-O-Sol Division)	MBS	Hazard Advertising
	<b>Crowell-Collier Publishing Co.</b> (Collier's Magazine)		<b>Kudner Agency</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Crowell-Collier Publishing Co.</b> (Woman's Home Companion)		McCann-Erickson
	<b>Esquire, Inc.</b> (1955 Esquire Calendar)		
	<b>J. Kreisler Mfg. Corp.</b> (Watchbands)		Foote, Cone & Belding
	<b>Lemon Products Advisory Board</b> (Calif. lemons)		McCann-Erickson
	<b>Procter &amp; Gamble Co.</b> (Tide)		Benton & Bowles
	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)		Wm. Esty
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		McCann-Erickson
Standard Hour	<b>Standard Oil of California</b> (Institutional)	NBC	BBD&O
Starlight Theatre	<b>Procter &amp; Gamble Co.</b> (Tide)	MBS	Benton & Bowles
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		McCann-Erickson
Stars Over Hollywood	<b>Carnation Co.</b> (Evaporated milk)	CBS	Erwin, Wasey & Co.
Stella Dallas	<b>Sterling Drug, Inc.</b> (Drug products)	NBC	Dancer-Fitzgerald-Sample
Stern, Bill (sports)	<b>All-State Insurance</b> (Automobile insurance)	ABC	Christiansen Advertising
	<b>Anheuser-Busch, Inc.</b> (Budweiser & Michelob Beer)		D'Arcy Advertising
Stop the Music	<b>American Home Products Corp.</b> (Anacin)	CBS	John F. Murray
	<b>Exquisite Form Brassiere, Inc.</b> (Brassieres)		Grey Advertising Agency
	<b>Quality Goods Manufacturers, Inc.</b> (Anson Men's Jewelry, Jacoby-Bender Watchbands)		Grey Advertising Agency
Story Time, with Madeline Carroll	<b>Duell, Sloan &amp; Pearce</b> (Book publishers)	MBS	
	<b>Gene Byrnes Enterprises</b> (Book publishers)		
Strike It Rich	<b>Colgate-Palmolive Co.</b> (Dental cream, Halo, Fab)	NBC	Wm. Esty
Sunoco Three Star Extra	<b>Sun Oil Co.</b> (Sunoco gas, fuel oil)	NBC	Ruthrauff & Ryan

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunshine Sue	Corn Products Sales Co. (Karo Table Syrup, Niagara Cold Water Starch)	CBS	C. L. Miller
Suspense	Electric Auto-Lite Co. (Spark plugs, batteries, ignition systems, Resistor Spark Plugs)	CBS	Cecil & Presbrey
Swayze, John Cameron	Stewart-Warner Corp. (Alemite CD-2)	NBC	MacFarland, Aveyard & Co.

**T**

Take A Number	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	MBS	Wm. Esty
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Taylor, Mary Lee	Pet Milk Co. (Evaporated milk)	NBC	Garner Advertising
Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	Buick Div. of General Motors Corp. (Buick cars)	CBS	Kudner Agency
	Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes)		Scheidler, Beck & Werner
	Toni Co. (Prom Home Permanent)		Leo Burnett
Texaco Sports Final, with Tom Harmon	The Texas Co. (Petroleum products)	CBS	Kudner Agency
Theatre of Today	Cream of Wheat Corp. (Cream of Wheat Cereal)	CBS	BBD&O
This Farming Business	Skelly Oil Co. (Petroleum products)	NBC	Henri, Hurst & McDonald
This is Nora Drake	Bristol-Myers Co. (Ipana, Mum, Rollette, Ammens, Minit-Rub, Sal Hepatica, Bufferin)	CBS	Doherty, Clifford, Steers & Shenfield
	Toni Co. (Toni Home Permanent, Creme Shampoo)		Weiss & Geller
Thomas, Lowell	United Motors Div. of General Motors Corp. (Delco Batteries)	CBS	Campbell-Ewald
	Willys Motors, Inc. (Kaiser-Frazer cars, Willys cars, jeeps, trucks)		Wm. H. Weintraub & Co.
Thomas, Shirley in Hollywood	Lewis Food Co. (Dog food)	NBC	Rockett-Lauritzen
Three Plan, The	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Carter Products, Inc. (Carter's Little Liver Pills)		Ted Bates



**COMMERCIAL AM PROGRAMS**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Curtis Publishing Co.</b> (Magazines)		<b>Young &amp; Rubicam</b> <b>Benton &amp; Bowles</b>
	<b>Lewis-Howe Co.</b> (Tums)		<b>Ruthrauff &amp; Ryan</b>
<b>Time for Betty Crocker</b>	<b>General Mills, Inc.</b> (Cake mixes, cereal, flour)	<b>ABC</b>	<b>Dancer-Fitzgerald-Sample</b>
<b>Time for Love</b>	<b>Andrew Jergens Co.</b> (Jergens Lotion, All-Purpose Face Cream)	<b>CBS</b>	<b>Robert W. Orr &amp; Associates</b>
<b>Top of the Morning</b>	<b>Bank of America National Trust &amp; Savings Association</b> (Banking services)	<b>CBS</b>	<b>Charles R. Stuart</b>
<b>Top Secret Files</b>	<b>Esquire, Inc.</b> (1955 Esquire Calendar)	<b>MBS</b>	
	<b>Lemon Products Advisory Board</b> (Calif. lemons)		<b>McCann-Erickson</b>
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		<b>McCann-Erickson</b>
	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)		<b>Wm. Esty</b>
<b>Treasury Agent</b>	<b>Esquire, Inc.</b> (1955 Esquire Calendar)	<b>MBS</b>	
	<b>Lemon Products Advisory Board</b> (Calif. lemons)		<b>McCann-Erickson</b>
	<b>R. J. Reynolds Tobacco Co.</b> (Camel, Winston Cigarettes)		<b>Wm. Esty</b>
<b>Trout, Robert (news)</b>	<b>Chevrolet Div. of General Motors Corp.</b> (Cars)	<b>CBS</b>	<b>Campbell-Ewald</b>
<b>Trout, Robert (news)</b>	<b>Plymouth Div. of Chrysler Corp.</b> (Cars)	<b>CBS</b>	<b>N. W. Ayer &amp; Son</b>
<b>True Detective Mysteries</b>	<b>Giant Animal Co., Inc.</b> (Giant animal balloons)	<b>MBS</b>	<b>Duane Jones</b>
<b>Truth or Consequences</b>	<b>Pet Milk Co.</b> (Evaporated milk)	<b>NBC</b>	<b>Gardner Advertising</b>
<b>Two for the Money</b>	<b>P. Lorillard Co.</b> (Old Gold Cigarettes, Old Gold Filter Kings)	<b>CBS</b>	<b>Lennen &amp; Newell</b>



<b>Vandercook, John W. (news)</b>	<b>Congress of Industrial Organizations</b> (Institutional)	<b>ABC</b>	<b>Henry J. Kaufman Association</b> <b>Wyatt &amp; Schuebel</b>
<b>Van, Lyle (news)</b>	<b>Esso Standard Oil Co.</b> (Petroleum products)	<b>MBS</b>	<b>McCann-Erickson</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Voice of Firestone	<b>Firestone Tire &amp; Rubber Co.</b> Tubes, tires, seat cushions)	ABC NBC	Sweeney & James
Voice of Prophecy	<b>Voice of Prophecy, Inc.</b> (Institutional)	ABC MBS	Western Advertising Agency

**W**

Wakely, Jimmy Show	<b>Bristol-Myers Co.</b> (Sal Hepatica)	CBS	Young & Rubicam
Walk a Mile	<b>R. J. Reynolds Tobacco Co.</b> (Camel Cigarettes)	NBC	Wm. Esty
Walton, Sidney (news)	<b>Jackson &amp; Perkins</b> (Rose Bushes) <b>Prentice Hall, Inc.</b> (Books) <b>Giant Animal Co.</b> (Giant animal balloons)	MBS	Maxwell Sackheim & Co. Albert Frank-Guenther Law Duane Jones
Warren, Wendy & the News	<b>Armour &amp; Co.</b> (Armour's Star Franks, Miss Wisconsin Cheese) <b>General Foods Corp.</b> (Maxwell House Coffee, Post Bran Flakes) <b>Procter &amp; Gamble Co.</b> (Gleem)	CBS	Tatham-Laird Benton & Bowles Compton Advertising
Weekend News	<b>Musterole Co.</b> (Cold Remedy)	ABC	Erwin, Wasey & Co.
Welcome Travelers	<b>Procter &amp; Gamble Co.</b> (Spic & Span, Joy, Prell, Gleem, Crisco, Tide)	NBC	The Biow Co.
When a Girl Marries	<b>Carnation Co.</b> (Evaporated milk)	ABC	Erwin, Wasey & Co.
Whispering Streets	<b>General Mills, Inc.</b> (Cake mixes, cereal, flour) <b>Seeman Brothers, Inc.</b> (Deodorants, household deodorants) <b>Toni Co.</b> (Prom Home Permanent)	ABC	BBD&O Wm. H. Weintraub & Co. Leo Burnett
The Whistler	<b>Signal Oil Co.</b> (Gas, oil)	CBS	Barton A. Stebbins
Wild Bill Hickock	<b>Kellogg Co.</b> (All Kellogg products)	MBS	Leo Burnett
Wills, Johnnie Lee	<b>General Mills, Inc.</b> (Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert
Winchell, Walter	<b>Carter Products, Inc.</b> (Carter's Little Liver Pills, Arrid, Nair)	ABC	SSC&B

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Gruen Co.</b> (Watches)		McCann-Erickson
	<b>American Safety Razor Co.</b> (Razors, blades, lighters)		McCann-Erickson
Wings of Healing	<b>Dr. Thomas Wyatt</b> (Institutional)	ABC	Century Advertising Agency
Wings of Healing	<b>Wings of Healing, Inc.</b> (Religion)	MBS	Century Advertising Agency
Wizard of Odds	<b>Manhattan Soap Co.</b> (Sweetheart Soap, Blu-White Flakes)	CBS	Scheideler, Beck & Werner, Inc.
	<b>Toni Co.</b> (Prom Home Permanent)		Leo Burnett
Woman in My House	<b>Manhattan Soap Co.</b> (Sweetheart Soap, Blu-White Flakes)	NBC	Scheideler, Beck & Werner, Inc.
Woman's News Desk (with Ruth Ashton)	<b>Hills Brothers Coffee, Inc.</b> (Coffee)	CBS	N. W. Ayer & Son, Inc.
World Championship Pro-Football Game	<b>Miller Brewing Co.</b> (Beer)	MBS	Mathisson & Associates
	<b>Buick Motor Div. of General Motors Corp.</b> (Cars)		Kudner Agency
World Series	<b>Gillette Safety Razor Co.</b> (Gillette and Toni products)	MBS	Maxon
World Series Warmup & Roundup	<b>All-State Insurance Co.</b> (Auto insurance)	MBS	Christiansen Advertising Agency
World Today, with Carroll Alcott	<b>Bekins Van &amp; Storage Co.</b> (Storage and moving)	CBS	Brooks Advertising Agency
	<b>Rhodes Pharmacal Co.</b> (Imdrin)		Olian & Bronner
World Tomorrow, The	<b>Radio Church of God</b> (Institutional)	ABC	Huntington, Parmalee Advertising

Y

Years of Crisis	<b>American Oil Co.</b> (Amoco Gas, lubricants)	CBS	Joseph Katz Co.
You Bet Your Life	<b>DeSoto Motor Corp.</b> (Cars)	NBC	BBD&O
Young Widder Brown	<b>Sterling Drug, Inc.</b> (Drug products)		Dancer-Fitzgerald-Sample
	<b>Toni Co.</b> (Prom, Tame, White Rain)		Leo Burnett
Your Land and Mine	<b>General Motors Corp.</b> (Cars and automotive services)	ABC	Kudner Agency
Yours Truly, Johnny Dollar	<b>Wm. Wrigley, Jr., Co.</b> (Spearmint Gum)	CBS	Arthur Meyerhoff & Co.
Youth on the March	<b>Percy Crawford</b> (Institutional)	ABC	J. M. Camp

# COMMERCIAL TV PROGRAMS—1954

(Network)

*The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1954. The programs listed are for the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.*

## A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	Campbell Soup Co. (Campbell Soups, Baked Beans, V-8)	CBS-TV	Leo Burnett
Action	Sterling Drugs (Drug products)	ABC-TV	Dancer-Fitzgerald-Sample
Adventures of Ozzie and Harriet	Hotpoint Co. (Refrigerators, Ranges, ironers, air condi- tioners)	ABC-TV	Maxon
	Lambert Co. (Toothpaste, tooth powder, combs, brushes, Listerine Antiseptic)		Lambert & Feasley
All About Baby	Swift & Co. (Swift's meats for babies)	DuMont	McCann-Erickson
	Libby, McNeill & Libby (Baby foods)		J. Walter Thompson
Armstrong Circle Theatre	Armstrong Cork Co. (Linoleum, floor coverings, building materials)	NBC-TV	B.B.D. & O.
Art Linkletter's House Party	Hawaiian Pineapple Co. (Dole Pineapple)	CBS-TV	N. W. Ayer & Son
	Kellogg Co. (Cereals)		Leo Burnett
	Lever Brothers Co. (Surf)		B.B.D. & O.
	Pillsbury Mills, Inc. (Flour, cake, pie and hot roll mixes)		Leo Burnett
Autry, Gene	Wm. Wrigley, Jr., Co.	CBS-TV	Ruthrauff & Ryan

## B

Barker Bill's Cartoons	General Mills, Inc.	CBS-TV	William Esty
Bears-Cardinals Pro Football	Standard Oil Co. of Indiana	ABC-TV	D'Arcy Advertising
Beat the Clock	Sylvania Electric Products, Inc. (Electric products)	CBS-TV	Cecil & Presbrey
Beatty, Morgan & the News	Miles Laboratories (Alka-Seltzer)	DuMont	Geoffrey Wade Advertising
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Best of Broadway	Westinghouse Electric Corp. (All products)	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (Fab, Chlorophyll Toothpaste, Cashmere Bouquet Soap and Hand Lotion)	CBS-TV	William Esty
Big Story, The	American Tobacco Co. (Pall Mall Cigarettes) Simoniz Co. (Floor Wax Body Guard, Body Sheen).	NBC-TV	SSC&B
Big Top, The	National Dairy Products Co. (Sealtest Ice Cream, dairy products)	CBS-TV	N. W. Ayer & Son
Big Town	A. C. Spark Plug Div. of General Motors Corp. Lever Brothers (Lifebuoy Soap, Rinso Blue, Good Luck Margarine)	NBC-TV	D. P. Brother J. Walter Thompson
Blue Ribbon Bouts	Pabst Brewing Co. (Beer)	CBS-TV	Warwick & Legler
Bolger, Ray Show	Lehn & Fink Products Corp. & Subsidiary, Dorothy Gray, Ltd. (Cosmetics, deodorants)	ABC-TV	Lennen & Newell
Breakfast Club	Quaker Oats Co. (Cereals) Philco Corp. (Radios, TV sets, electric ranges, refrigerators) A. E. Staley Mfg. Co. (Starch, cornstarch, table syrup)	ABC-TV	J. Walter Thompson Hutchins Advertising Ruthrauff & Ryan
Break the Bank	Dodge Div. of Chrysler Corp. (Cars)	ABC-TV	Grant Advertising
Brighter Day	Procter & Gamble Co. (Ivory Flakes, Cheer)	CBS-TV	Young & Rubicam
Broadway to Hollywood	Tidewater Associated Oil Co. (Tydol)	DuMont	Lennen & Newell
Buick-Berle Show	Buick Motor Div. of General Motors (Cars)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (Evaporated milk) B. F. Goodrich Co. (Tires, tubes)	CBS-TV	Erwin, Wasey & Co. B.B.D. & O.
Buttons, Red Show	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Buttons, Red Show	Pontiac Motor Div. of General Motors Corp. (Cars)	NBC-TV	MacManus, John & Adams

C

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Caesar's Hour	<b>American Chicle Co.</b> (Clorets, Dentyne Gum)	NBC-TV	Dancer-Fitzgerald-Sample
	<b>Radio Corp. of America</b> (Products)		Kenyon & Eckhardt
	<b>Speidel Corp.</b> (Watch bands)		SSC&B
Camel News Caravan	<b>R. J. Reynolds Tobacco Co.</b> (Camel and Cavalier Cigarettes)	NBC-TV	William Esty
Campbell TV Soundstage	<b>Campbell Soup Co.</b> (Soup)	NBC-TV	Ward Wheelock
Capt. Hartz & His Pets	<b>Hartz Mountain Products</b> (Bird seed)	NBC-TV	George H. Hartman
Captain Midnight	<b>General Mills, Inc.</b> (Breakfast cereals)		Tatham-Laird
	<b>Wander Co.</b> (Ovaltine)		Tatham-Laird
Carson, Jack Show	<b>Pontiac Motor Div. of General Motors Corp.</b> (Cars)	NBC-TV	MacManus, John & Adams
Cavalcade of America	<b>E. I. DuPont de Nemours, Inc.</b> (Institutional)	ABC-TV	B.B.D. & O.
Cavalcade of Sports	<b>Gillette Safety Razor Co.</b> (Razors, shave cream)	NBC-TV	Maxon
Chance of a Lifetime	<b>Emerson Drug Co.</b> (Bromo-Seltzer)	DuMont	Lennen & Newell
	<b>P. Lorillard Co., Inc.</b> (Old Gold Cigarettes)		Lenen & Newell
	<b>Lentheric</b> (Tweed)		Cunningham & Walsh
Chevrolet	<b>Chevrolet Motor Div. of General Motors Corp.</b> (Cars)	ABC-TV	Campbell-Ewald
Chrysler Medallion Theatre	<b>Chrysler Corp.</b> (Cars)	CBS-TV	B.B.D. & O.
Climax	<b>Chrysler Corp.</b> (Cars)	CBS-TV	McCann-Erickson
Coca, Imogene Show	<b>Griffin Mfg. Co.</b> (Shoe polish)	NBC-TV	Birmingham, Castelman & Pierce
	<b>Johnson &amp; Johnson</b> (Band-Aids, baby products, surgical dressings)		Young & Rubicam
	<b>Lewis Howe Co.</b> (Tums)		Dancer-Fitzgerald-Sample
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		McCann-Erickson
	<b>The Coca Cola Co.</b> (Coca Cola)	NBC-TV	D'Arcy Advertising

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Colgate Comedy Hour	<b>Colgate-Palmolive Co.</b> (Ajax, Halo, Palmolive Soap, dental creams, shaving creams)	NBC-TV	Ted Bates & Co.
Comeback Story	<b>Sealy, Inc.</b> (Mattresses)	ABC-TV	Weiss & Geller
Como, Perry Show	<b>Liggett &amp; Myers Tobacco Co.</b> (Chesterfield Cigarettes)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	<b>Miles Laboratories</b> (Bactine, Alka-Seltzer, Tabcin, One-a-Day Vitamins)	NBC-TV	Geoffrey Wade
Contest Carnival	<b>Procter &amp; Gamble Co.</b> (Tide)		Compton Advertising
Crosby, Bob	<b>Quaker Oats Co.</b> (Breakfast foods)	CBS-TV	Wherry, Baker & Tilden
	<b>American Dairy Association</b> (Milk, milk products)	CBS-TV	Campbell-Mithun, Inc.
	<b>S.O.S. Co.</b> (Magic Scouring Pads)		McCann-Erickson
	<b>General Mills, Inc.</b> (Flour, baking mixes, breakfast cereal)		Knox Reeves Advertising
	<b>C. A. Swanson &amp; Sons</b> (Poultry, meat products)		Tatham-Laird, Inc.
	<b>The Toni Co.</b> (Home permanents, hair preparations, cleansing lotions, creams, lipsticks)		Weiss & Geller, Inc.
	<b>Englander Co.</b> (Mattresses, bed springs)		Leo Burnett
	<b>Tappan Stove Co.</b> (Stoves)		Ketchum, MacLeod & Grove
	<b>Calgon, Inc.</b> (Calgon)		Ketchum, MacLeod & Grove

D

Daly, John & the News	<b>Tidewater Associated Oil Co.</b> (Veedol Motor Oil & Greases, Tydol Flying "A" Gas)	ABC-TV	Buchanan & Co.
	<b>American Home Products Corp.</b> (Anacin, Bisodol)		The Biow Co.
Danger	<b>Realemon-Puritan Co. Block Drug Co., Inc. Nash-Kelvinator Corp. Div. of American Motors Corp.</b> (Appliances)	CBS-TV	Schwimmer & Scott Harry B. Cohen Adv. Geyer Advertising Agency
Dear Phoebe	<b>Campbell Soup Co.</b> (Soups)	NBC-TV	B.B.D. & O.
December Bride	<b>General Foods Corp.</b> (Instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	<b>General Mills, Inc.</b> (Cereals and mixes)	NBC-TV	Tatham-Laird

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Gerber Products Co.</b> (Baby foods)		D'Arcy Advertising
	<b>International Shoe Co.</b> (Shoes)		D'Arcy Advertising
	<b>Wander Co.</b> (Ovaltine)		Tatham-Laird
Disneyland	<b>American Dairy Association</b> (Milk, cream, cheese, ice cream, butter, evaporated milk, non-fat dry milk)	ABC-TV	Campbell-Mithun
	<b>American Motors Corp.</b> (Nash, Hudson cars, Kelvinator appliances)		Geyer Advertising
	<b>Derby Foods, Inc.</b> (Peter Pan Peanut Butter, Corned Beef Hash, Tamales with Sauce, Boneless Chicken Ala King)		McCann-Erickson
Dixon, Paul Show	<b>River Brand Rice Mills</b> (Rice)	DuMont	Donahue & Co.
	<b>Vitamin Corp of America</b> (Rybutol)		B.B.D. & O.
Doctor I. Q.	<b>Hazel Bishop</b> (Cosmetics)	ABC-TV	Raymond Spector
Dollar a Second	<b>Mogen David Wine Corp.</b> (Wine)	ABC-TV DuMont	Weiss & Geller
Double or Nothing	<b>Campbell Soup Co.</b> (All products)	CBS-TV	Ward Wheelock
Down You Go	<b>Helene Curtis Industries, Inc.</b> (Spray net)	DuMont	Ruthrauff & Ryan
	<b>Western Union Telegraph Co.</b>		Albert Frank-Guenther Law
Dragnet	<b>Liggett &amp; Myers Tobacco Co.</b> (Chesterfield Cigarettes)	NBC-TV	Cunningham & Walsh

**E**

Edwards, Douglas with the News	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	CBS-TV	SSC&B
	<b>American Home Products Corp.</b> (Anacin, Aero Shave)		The Biow Co.
	<b>Avco Mfg. Corp.</b> (Bendix and Crosley Home Appliances)		Earle Ludgin & Co.
	<b>Pharmaceuticals, Inc.</b> (Geritol)		Edward Kletter Assoc.
Elgin TV Hour	<b>Elgin National Watch Co.</b> (Watches)	ABC-TV	Young & Rubicam
Erwin, Stu Show	<b>Paper Mate Co.</b> (Pens)	ABC-TV	Foote, Cone & Belding
	<b>General Mills, Inc.</b> (Cheerios, Bisquick)		Dancer-Fitzgerald-Sample
Ethyl & Albert	<b>Sunbeam Corp.</b> (Electrical appliances)	NBC-TV	Perrin-Paus



**F**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Faith for Today	Faith for Today, Inc. (Institutional)	ABC-TV	World Broadcasters Association
Father Knows Best	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
Feather Your Nest Festival of Light	Colgate-Palmolive Co. Electrical Industries	NBC-TV ABC-TV, CBS-TV, DuMont, NBC-TV	William Esty N. W. Ayer & Sons
Fireside Theatre	Procter & Gamble Co. (Ivory, Crisco, Duz)	NBC-TV	Compton Advertising
First Love	Andrew Jergens Co. (Cosmetics)	NBC-TV	Robert W. Orr
Flack, Colonel Humphrey	American Chicle Co. (Clorets, Chloro- phyll Gum) Allen B. DuMont Laboratories, Inc.	DuMont	Dancer-Fitzgerald-Sample
Football, Professional	Atlantic Refining Co. (Petroleum products) Carling Brewing Co. (Red Cap Ale) Gunther Brewing Co., Inc. (Gunther Beer) Pittsburgh Zone Chevrolet Dealers Goebel Brewing Co. (Beer and ale) Speedway Petroleum Corp. (Gas and oil) Piel Brothers, Inc. (Beer) Schick, Inc. (Electric shavers)	DuMont	N. W. Ayer & Son Lang, Fisher & Stashower The Joseph Katz Co. Ketchum, MacLeod & Grove Brooke, Smith, French & Dorrance W. B. Doner & Co. Young & Rubicam Kudner Agency
Ford Theatre	Ford Motor Co. (Cars, trucks, parts, services)	NBC-TV	J. Walter Thompson
Four Star Playhouse	Singer Sewing Machine Co. (Sewing machines, other products) Bristol Myers Co. (Bufferin, Ipana) Parker Pen Co. (Pens, inks)	CBS-TV	Young & Rubicam Young & Rubicam J. Walter Thompson
Froman, Jane Show	General Electric Co. (GE Lamps)	CBS-TV	B.B.D. & O.

**G**

Game of the Week	Falstaff Brewing Co. (Beer)	ABC-TV	Dancer-Fitzgerald-Sample
General Electric Theatre	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Gleason, Jackie Show	Schick, Inc. (Electric shavers) Nestle Co., Inc. (Nescafe) W. A. Sheaffer Pen Co. (Fountain pens)	CBS-TV	Kudner Agency Bryan Houston Russel M. Seeds

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY		
Gobel, George Show	<b>Armour &amp; Co.</b> (Dial Soap, Shampoo)	NBC-TV	Foote, Cone & Belding		
	<b>Pet Milk Co.</b> (Evaporated milk, non-fat dry milk)		Gardner Advertising		
Godfrey, Arthur & His Friends	<b>The Toni Co.</b> (Home Permanent Wave)	CBS-TV	Weiss & Geller		
	<b>CBS-Columbia</b> (CBS-Columbia TV and Radio Receivers)		Ted Bates & Co.		
	<b>Pillsbury Mills, Inc.</b> (Flour, mixes)		Leo Burnett		
	<b>General Motors Corp.</b> (Frigidaire Line of Home Appliances)		Foote, Cone & Belding		
Godfrey's, Arthur Talent Scouts	<b>Thomas J. Linton Co.</b> (Lipton's Tea, Soup Mixes)	CBS-TV	Young & Rubicam		
Godfrey, Arthur Time	<b>Lever Brothers Co.</b> (Pepsodent Dentifrices)	CBS-TV	McCann-Erickson		
	<b>The Toni Co.</b> (Toni Home Permanent)		Weiss and Geller		
	<b>General Motors Corp.</b> (Frigidaire Line of Home Appliances)		Foote, Cone & Belding		
	<b>Kellogg Co.</b> (Cereals)		Leo Burnett		
	<b>Minnesota Mining &amp; Mfg. Co.</b> (Scotch Tape)		B.B.D. & O.		
	<b>Pillsbury Mills, Inc.</b> (Flour, mixes)		Leo Burnett		
	<b>National Biscuit Co.</b> (Crackers, other baked goods)		McCann-Erickson		
	<b>Bristol-Myers Co.</b> (Bufferin)		Young & Rubicam		
	<b>Knomark Mfg. Co.</b> (Esquire Boot Polish)		Emil Mogul		
	<b>Snow Crop Marketeers Div. of Clinton Foods, Inc.</b> (Snow Crop Frozen Foods)		Maxon		
	<b>International Cellucotton Products Co.</b> (Kleenex)		Foote, Cone & Belding		
	<b>Star-Kist Foods, Inc.</b> (Star-Kist Tuna)		Rhoades & Davis		
	<b>Vitamin Corp. of America</b> (Rybutol)		DuMont	B.B.D. & O.	
	Golden Windows		<b>Procter &amp; Gamble Co.</b> (Cheer)	NBC-TV	Young & Rubicam
	Goodyear TV Playhouse		<b>Goodyear Tire &amp; Rubber Co.</b> (Tires, Neolite Soles)	NBC-TV	Young & Rubicam
Greatest Fights of the Century	<b>Chesbrough Mfg. Co.</b> (Vaseline Cream, Hair Tonic)	NBC-TV	Cayton		

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Greatest Moments in Sports	Mutual Benefit Health & Accident Association of Omaha (Insurance)	NBC-TV	Bozell & Jacobs
Greatest Professional Football Plays of the Week	Theodore Hamm Brewing Co. (Beer)	DuMont	Campbell-Mithun
	Drewry's, Ltd., U.S.A., Inc. (Beer and ale)		MacFarland, Aveyard & Co.
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz, Crisco, Gleem)	CBS-TV	Compton Advertising

**H**

Hallmark of Fame	Hallmark Cards, Inc. (Greeting cards)	NBC-TV	Foote, Cone & Belding
Halls of Ivy	International Harvester (Machinery)	CBS-TV	Leo Burnett
	National Biscuit Co. (Crackers, baked goods)		McCann-Erickson
Happy Felton's Spotlight Gang	Sweets Co. of America (Candy)	NBC-TV	Mosselle & Eisen
Hawkins Falls	Wesson Oil & Snowdrift Sales Co. (Shortening, salad oil and dressing, lard, margarine, butter)	NBC-TV	Fitzgerald Advertising
Henrich, Tommy	Emerol Mfg. Co. (Marvel Mystery Oil)	ABC-TV	Hilton & Riggio
Herald of Truth	The Churches of Christ	DuMont	The Martin Co.
Holm, Celeste Show	Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Vitalis, Mum)	CBS-TV	Young & Rubicam
Home	Participations	NBC-TV	
Hope, Bob Show	General Foods Corp. (Swansdown Cake Mixes)	NBC-TV	Young & Rubicam
Horizons	Ciba Pharmaceutical Products, Inc. (Ethicals)	ABC-TV	Keisnetter, Baker, Hedgedorn & Smith
Hour of Decision	Billy Graham Evangelistic Association (Institutional)	ABC-TV	Walter F. Bennett
Howdy Doody	Participations	NBC-TV	
Hunter, The	R. J. Reynolds Tobacco Co. (Winston, Camel, and Cavalier Cigarettes)	NBC-TV	William Esty

**I**

I Love Lucy, Starring Lucille Ball	Philip Morris & Co. Ltd., Inc.	CBS-TV	The Biow Co.
I Married Joan	General Electric Co. (Appliances)	NBC-TV	Young & Rubicam
Inspector Mark Saber	Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia)	ABC-TV	Dancer-Fitzgerald-Sample

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
It's a Great Life	Chrysler Corp. (Cars)	NBC-TV	McCann-Erickson
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavalier Cigarettes)	CBS-TV	William Esty
<b>J</b>			
Jamie	Duffy-Mott Co., Inc. (Mott Apple Products)	ABC-TV	Young & Rubicam
Jessel, George Show	B. & B. Pen Co. (B.B. Rol-Rite Pen) Gemex Co. (Watchbands)	ABC-TV	Hilton & Riggio B.B.D. & O.
Justice	Borden Co. (Instant coffee, ice cream, dairy products)	NBC-TV	Young & Rubicam
Juvenile Jury	Pharmaceuticals, Inc.	CBS-TV	Edward Kletter Associates
<b>K</b>			
King, Rocky Detective	American Chicle Co. (Chlorophyll Gum, Clorets) Pharmaceuticals, Inc. (Geritol, RDX)	DuMont	Dancer-Fitzgerald-Sample Edward Kletter Associates Harry B. Cohen Advertising
Kraft TV Theatre	Kraft Foods Co. (Cheese, other food products)	ABC-TV	J. Walter Thompson
Kraft TV Theatre	Kraft Foods Co. (Food products)	NBC-TV	J. Walter Thompson
<b>L</b>			
Lassie	Campbell Soup Co. (Soups, baked beans, V-8)	CBS-TV	B.B.D. & O.
Leave It to the Girls	Ex-Lax, Inc. (Ex-Lax, Jests)	ABC-TV	Warwick & Legler
Lee, Pinky Show	Participations	NBC-TV	
Lewis, Robert Q. Show	Best Foods, Inc. (Hellman's Mayon- naise, Nucoa) Doeskin Products, Inc. (Tissues, paper napkins) General Mills, Inc. (Flour, breakfast cereals, mixes) Helene Curtis Industries, Inc. (Hair dressings, hair sprays, permanent waves, shampoos) S. C. Johnson & Co. (Johnson's Wax, Polishers, Cleaners) Miles Laboratories, Inc. (Alka-Seltzer, One-a-Day Multiple Vitamin Tablets, Tabcin, Nervine)	CBS-TV	Dancer-Fitzgerald-Sample Grey Advertising Agency B.B.D. & O. Earle Ludgin & Co. Needham, Louis & Brorby Geoffrey Wade

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>C. A. Swanson &amp; Sons</b> (Poultry and meat products)		Tatham-Laird
Liebman, Max Presents (Saturday Nights)	<b>Oldsmobile Div. of General Motors Corp.</b> (Cars)	NBC-TV	D. P. Brother & Co.
Liebman, Max Presents (Sunday Nights)	<b>Hazel Bishop, Inc.</b> (Lipstick, nail polish, rouge)	NBC-TV	Raymond Spector
	<b>Sunbeam Corp.</b> (Electrical appliances)		Perrin-Paus
Life Begins at 80	<b>Serutan Co.</b> (Serutan)	DuMont	Edward Kletter Associates
Life of Riley	<b>Gulf Oil Corp.</b> (Gas, oil, lubricants, tires, insecticides)	NBC-TV	Young & Rubicam
Life Is Worth Living, with Bishop Fulton J. Sheen	<b>Admiral Corp.</b> (Household appliances)	DuMont	Erwin, Wasey & Co.
Life with Father	<b>S. C. Johnson &amp; Son, Inc.</b> (Wax, cleaners, polishers)	CBS-TV	Needham, Louis & Brorby
	<b>CBS-Columbia</b> (CBS-Columbia TV and Radio Receivers)		Ted Bates & Co.
Line-Up, The	<b>Brown &amp; Williamson Tobacco Corp.</b>	CBS-TV	Ted Bates & Co.
Lone Ranger	<b>General Mills, Inc.</b> (Cheerios, Wheaties, Kix)	ABC-TV CBS-TV	Dancer-Fitzgerald-Sample
Longines' Christmas Festival	<b>Longines-Wittnauer Watch Co.</b> (Watches)	CBS-TV	Victor A. Bennett
Longines' Chronoscope	<b>Longines-Wittnauer Watch Co.</b> (Watches)	CBS-TV	Victor A. Bennett
Longines' Thank-giving Day Testimonial	<b>Longines-Wittnauer Watch Co.</b>	CBS-TV	Victor A. Bennett
Love of Life	<b>American Home Products Corp.</b> (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lux Theatre	<b>Lever Brothers Co.</b> (Lux Soap, Flakes, Liquid, Spry, Rinso, Pepsodent)	NBC-TV	J. Walter Thompson
Lux Video Theatre	<b>Lever Brothers Co.</b> (Lux Liquid, Flakes)	CBS-TV	J. Walter Thompson

M

Make Room for Daddy	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	ABC-TV	SSC&B
	<b>Dodge Div. of Chrysler Corp.</b> (Dodge Cars)		Grant Advertising
	<b>Speidel Corp.</b> (Watchbands)		SSC&B
Mama	<b>General Foods Corp.</b> (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Man Against Crime	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	DuMont	William Esty
Man Behind the Badge	Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Mum, Vitalis)	CBS-TV	Doherty, Clifford, Steers & Shenfield
Martin Kane	U. S. Tobacco Co. (Sana and Encore Cigarettes)	NBC-TV	Kudner Agency
Martin, Tony Show	Toni Co. (Cosmetics)	NBC-TV	Tatham-Laird
Masquerade Party	Knemark Mfg. Co., Inc. (Esquire Boot Polish) Remington Rand, Inc. (Remington Electric Shavers)	ABC-TV	Emil Mogul Co., Inc. Young & Rubicam
Medic	Dow Chemical Co. (Saran Wrap, Saran Fabric, Styron Plastics)	NBC-TV	MacManus, John & Adams
Meet Millie	Carter Products, Inc. (Arrid, Rise, Nair, Carter Little Liver Pills) O'Cedar Corp. (Mops, floor wax)	CBS-TV	SSC&B Turner Advertising Agency
Meet the Press	Pan-American World Airways (Transportation) Revere Paper & Brass, Inc. (Institutional)	NBC-TV	J. Walter Thompson St. Georges & Keyes
Meet Your Congress	Benrus Watch Co. (Watches)	DuMont	Cecil & Presbrey
Milland, Ray Show	General Electric Co. (TV, radio sets, small appliances)	CBS-TV	Maxon
Miss America Pageant	Philco Corp. (Radios, TV sets, electrical appliances)	ABC-TV	Hutchins Advertising
Mr. and Mrs. North	Congoleum-Nairn, Inc. (Floor wax, Congowall) Revlon Products Corp. (Lipstick, nail polish)	NBC-TV	McCann-Erickson Wm. Weintraub
Mr. Peepers	Reynolds Metals Co. (Reynolds Wrap, aluminum building products)	NBC-TV	Clinton E. Frank
Modern Romances	Colgate-Palmolive Co. (Colgate Dental Cream)	NBC-TV	Bryan Houston
Montgomery, Robert Presents	The American Tobacco Co. (Lucky Strike and Herbert Tareyton Cigarettes) S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate and Car-Nu Jubilee Wax, Paste Wax)	NBC-TV	B.B.D. & O. Needham, Louis & Brorby

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY		
Moore, Gary Show	<b>Best Foods, Inc.</b> (Rit, Shinola)	CBS-TV	Earle Ludgin & Co.		
	<b>Economics Laboratories, Inc.</b> (Soilax)		Scheidler, Beck & Werner, Inc.		
	<b>Kellogg Co.</b> (Cereals)		Leo Burnett		
	<b>Hoover Co.</b> (Vacuum cleaners)		Leo Burnett		
	<b>C. H. Masland &amp; Sons</b> (Rugs)		Anderson & Cairns		
	<b>Converted Rice, Inc.</b> (Uncle Ben's Converted Rice)		Leo Burnett		
	<b>Comstock Foods</b> (Vegetable and fruit pie fillings, apple sauce)		Leo Burnett		
	<b>Chun King Sales, Inc.</b> (Chinese, Oriental Foods)		J. Walter Thompson		
	<b>Borden Co.</b> (Instant coffee, Starlac)		Doherty, Clifford, Steers & Shenfield		
	<b>Toni Co.</b> (Home permanents, cosmetics)		Leo Burnett		
	<b>Swift &amp; Co.</b> (Swift'ning)		J. Walter Thompson		
	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, vitamins)		Geoffrey Wade		
	<b>Yardley &amp; Co., Ltd.</b> (Soap, bath oil)		N. W. Ayer & Son		
	<b>Pacific Mills Co.</b> (Sheets, pillow cases)		J. Walter Thompson		
	<b>Simoniz Co.</b> (Simoniz, other products)		Tatham-Laird		
	<b>Pillsbury Mills, Inc.</b> (Ballar Biscuits)		Campbell-Mithun		
	<b>Corn Products Refining Co.</b> (Linit Starch)		C. L. Miller		
	<b>Bristol Myers Co.</b> (Ipana AC)		Doherty, Clifford, Steers & Shenfield		
	<b>Seeman Brothers, Inc.</b> (Airwick, Nylast, 20-20 Eye Cleaners)		Wm. H. Weintraub		
	<b>Norge Div. of the Borg-Warner Corp.</b> (All Norge products)		J. Walter Thompson		
	<b>Mystik Adhesive Products</b> (Mystik Tape)		George Hartman Agency		
	Morning Show		<b>Participations</b>	CBS-TV	
	Motorola TV Theatre		<b>Motorola, Inc.</b> (Radio, TV sets)	ABC-TV	Ruthrauff & Ryan
Murray, Arthur Party	<b>Exquisite Form, Inc.</b>	ABC-TV	Grey Advertising Agency		
Murray, Arthur Party	<b>Associated Products</b> (5-Day Deodorant Pads)	NBC-TV	Grey Advertising		
	<b>Consolidated Royal Chemical Co.</b> (Liquinet & Krank)		Dancer-Fitzgerald-Sample		
My Favorite Husband	<b>International Silver Co.</b> (Silverware)	CBS-TV	Young & Rubicam		

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Simmons Co.</b> (Simmons Beautyrest, Hide-A-Bed)		<b>Young &amp; Rubicam</b>
My Friend Irma	<b>Brown &amp; Williamson Tobacco Corp.</b> (Kool Cigarettes)	CBS-TV	<b>Ted Bates &amp; Co.</b>
My Little Margie	<b>Scott Paper Co.</b> (Napkins, towels, wax paper)	NBC-TV	<b>J. Walter Thompson</b>

N

Name's the Same	<b>American Chiclé Co.</b> (Chiclets Chewing Gum)	ABC-TV	<b>Dancer-Fitzgerald-Sample</b>
	<b>C. A. Swanson &amp; Sons</b> (Canned and frozen chicken, turkey, beef)		<b>Tatham-Laird</b>
	<b>Ralston-Purina Co.</b> (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp).		<b>Guild, Bascom &amp; Bonfigli</b>
Name That Tune	<b>American Home Products Corp.</b> (Anacin, Kolynos, Bisodol, Heet)	CBS-TV	<b>SSC&amp;B</b>
	<b>Carter Products Corp.</b> (Arrid, Rise Shave Cream, Nair)		<b>SSC&amp;B</b>
Name That Tune	<b>Block Drug Co.</b> (Toothpaste)	NBC-TV	<b>Cecil &amp; Presbrey</b>
	<b>Speidel Corp.</b> (Watchbands)		<b>SSC&amp;B</b>
NCAA Football	<b>Carnation Co.</b> (Evaporated milk)	ABC-TV	<b>Erwin, Wasey &amp; Co.</b>
	<b>Humble Oil &amp; Refining Co.</b> (Petroleum products)		<b>McCann-Erickson</b>

O

Omnibus	<b>Aluminum Co. of Canada</b> (Institutional)	CBS-TV	<b>J. Walter Thomson</b>
	<b>Norcross, Inc.</b> (Greeting cards)		<b>Albert Kimball Co.</b>
	<b>Scott Paper Co.</b> (Cut-Rite Wax Paper, Scottie Facial Tissues)		<b>J. Walter Thompson</b>
One Man's Family	<b>Serutan Co.</b> (RDX, Serutan, Geritol)	NBC-TV	<b>Edward Kletter Associates</b>
On the Line with Considine	<b>Mutual Benefit Health and Accident Association of Omaha</b> (Insurance)	NBC-TV	<b>Bozell &amp; Eisen</b>
On Your Account	<b>Procter &amp; Gamble Co.</b> (Tide, Prell)	CBS-TV	<b>Benton &amp; Bowles</b>
On Your Account	<b>Procter &amp; Gamble Co.</b> (Gleem)	NBC-TV	<b>Benton &amp; Bowles</b>
Orchid Award	<b>Brown &amp; Williamson Tobacco Corp.</b> (Viceroy Cigarettes)	ABC-TV	<b>Ted Bates</b>



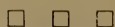
TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	<b>Pet Milk Co.</b> (Evaporated milk)	NBC-TV	Gardner Advertising
Our Miss Brooks	<b>General Foods Corp.</b> (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, (Jello Instant Pudding)	CBS-TV	Young & Rubicam

## P

Packard Program Starring Martha Wright	<b>Packard Motor Car Corp.</b> (Cars)	ABC-TV	Maxon
Pantomime Quiz	<b>Revlon Products</b> (Lipstick, hair spray)	ABC-TV	SSC&B
Pantomime Quiz	<b>Benson &amp; Hedges</b> (Parliament Cigarettes)	DuMont	Benton & Bowles
People Are Funny	<b>The Frawley Corp.</b> (Paper-Mate Pens) <b>Toni Co.</b> (Cosmetics)	NBC-TV	Foote, Cone & Belding Leo Burnett
Pepsi Cola Playhouse	<b>Pepsi Cola Co.</b>	ABC-TV	The Biow Co.
Person to Person	<b>American Oil Co.</b> (Amoco Gas) <b>Hamm Brewing Co.</b> (Beer) <b>Noxzema Chemical</b> (Noxzema Skin Cream, Shave Cream)	CBS-TV	The Joseph Katz Co. Campbell-Mithun SSC&B
Philco TV Playhouse	<b>Philco Corp.</b> (Radio, TV sets, ranges, refrigerators)	NBC-TV	Hutchins Advertising
Place the Face	<b>Toni Co.</b> (Prom, White Rain) <b>Carter Products Co.</b> (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)	CBS-TV	Leo Burnett SSC&B
Place the Face	<b>Toni Co.</b> (Cosmetics)	NBC-TV	Weiss & Geller
Plainclothes Man	<b>Carter Products, Inc.</b> (Rise, Arrid, Nair) <b>Larus &amp; Brother Co., Inc.</b> (Holiday Cigarettes, Pipe Tobacco; Edge- worth Pipe Tobacco)	DuMont	Ted Bates Warwick & Legler
Pond's Theatre	<b>Pond's Extract Co.</b> (Angel Skin, Dry Skin Cream, Cold Cream, Lipstick, Makeup Mist, Angel Face)	ABC-TV	J. Walter Thompson
Portia Faces Life	<b>General Foods Corp.</b> (Swansdown Cake Mixes, Instant Postum, Baker's Cocoanut, Bran Flakes, La France, Satina)	CBS-TV	Young & Rubicam
Potter, Peter Show	<b>Hazel Bishop</b> (Cosmetics)	ABC-TV	Raymond Spector
Pride of the Family	<b>Armour &amp; Co.</b> <b>Bristol-Myers Co.</b> (Ipana, Vitalis)	ABC-TV	Foote, Cone & Belding Young & Rubicam



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.
Producer's Showcase	Ford Motor Co. (Cars, trucks, parts services)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air conditioners)		Kenyon & Eckhardt
Public Defender	Philip Morris & Co. (Philip Morris Cigarettes)	CBS-TV	The Biow Co.

Q

Quick as a Flash	Thor Corp. (Washing machines)	ABC-TV	Henri, Hurst & MacDonald
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R

Raye, Martha Show	Hazel Bishop Inc. (Lipstick, nail polish, rouge)	NBC-TV	Raymond Spector
	Sunbeam Corp. (Electrical appliances)		Perrin-Paus
Redskins Pro Football	American Oil Co. (Gas, oil)	ABC-TV	Katz Agency
Rin-Tin-Tin	National Biscuit Co. (All products)	ABC-TV	Kenyon & Eckhardt
Rogers, Roy Show	General Foods Corp. (Instant puddings)	NBC-TV	Benton & Bowles
Rooney, Mickey Show	Green Giant Co. (Food products)	NBC-TV	Leo Burnett
	Pillsbury Mills, Inc. (Flours)		Leo Burnett
Rootie Kazootie	Gordon Baking Co. (Silvercup Bread)	ABC-TV	N. W. Ayer & Son

S

Saturday Night Fights	Bayuk Cigars (Phillies, Webster and Golding Wedding Cigars)	ABC-TV	Ellington Advertising Agency
Saturday Night Revue	Participations	NBC-TV	
Schlitz Playhouse of Stars	Schlitz Brewing Co. (Beer and Ale)	CBS-TV	Lennen & Newell
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Cheer)	CBS-TV	The Biow Co.
Secret Storm	American Home Products Corp. (Aero Wax, Anacin, Heet, Wizard Wick)	CBS-TV	The Biow Co.
See It Now	Aluminum Co. of America (Alcoa Aluminum Products)	CBS-TV	Fuller & Smith & Ross

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Seeking Heart, The	Procter & Gamble Co. (Drene, Ivory Flakes, Crisco)	CBS-TV	Compton Advertising
Shore, Dinah Show	Chevrolet Motor Div. of General Motors Corp. (Parts & services)	NBC-TV	Campbell-Ewald
Shower of Stars	Chrysler Corp. (Cars)	CBS-TV	McCann-Erickson
Skelton, Red	Pharmaceuticals, Inc. Pet Milk Co. (Evaporated milk) S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers)	CBS-TV	Edward Kletter Associates Needham, Louis & Brorby
Sky King	Derby Foods, Inc. (Peter Pan Peanut Butter)	ABC-TV	Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett
Smith, Kate Hour	Participations	NBC-TV	
So You Want to Lead a Band	Brillo Mfg. Co., Inc.	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (Chocolate candy & cocoa products) Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp)	ABC-TV	Cecil & Presbrey Gardner Adv. Agency
Sports Showcase	Boyle-Midway, Inc. (Aero Shave, Aero Lotion, Aero Wax, Anacin, Bisodol)	DuMont	Geyer Advertising
Sports Spot	General Cigar Co. (White Owl Cigars)	CBS-TV	Young & Rubicam
Stafford, Jo Show	Gold Seal Co. (Glass Wax)	CBS-TV	Campbell-Mithun
Stop the Music	Exquisite Form, Inc. (Brassieres) Quality Goods Manufacturers, Inc.	ABC-TV	Grey Advertising Agency Grey Advertising Agency
Stork Club	Gemex Co., Inc. (Watch bands)	ABC-TV	B.B.D. & O.
Stranger, The	Pharmaceuticals, Inc. (Geritol)	DuMont	Edward Kletter Associates
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	William Esty
Studio 57	H. J. Heinz Co. (Canned and bottled foods)	DuMont	Maxon
Studio One	Westinghouse Electrical Corp. (Kitchen appliances; radio, TV sets, Turbo- jet Plane Motors)	CBS-TV	McCann-Erickson
Sunday News Special	Norwich Pharmacal Co. (Aspirin, Unguentine)	CBS-TV	Benton & Bowles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Super Circus	Mars, Inc. (Candy products)	ABC-TV	Leo Burnett
	Kellogg Co. (Cereals)		Leo Burnett
	Minute Maid Corp. (Frozen juices)		Ted Bates
Suspense	Electric Auto-Lite Co. (Spark plugs, batteries auto accessories)	CBS-TV	Cecil & Presbrey

**T**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Texaco Star Theatre	The Texas Co. (Gasoline)	NBC-TV	Kudner Agency
That's My Boy	Plymouth Div. of the Chrysler Corp. (Cars)	CBS-TV	N. W. Ayer & Son
The New Stu Erwin Show	Liggett & Myers Tobacco Co. (L & M Cigarettes)	ABC-TV	Cunningham & Walsh
They Stand Accused	Consolidated Cosmetics (Lanolin Plus Cosmetics)	DuMont	Frank E. Duggan
This Is Your Life	Hazel Bishop, Inc. (Lipstick, rouge)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (Dentifrices, shampoos, home permanents)		Compton Advertising
Three Steps to Heaven	Miles Laboratories (Drugs)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Ivory Soap)		Compton Advertising
Toast of the Town, with Ed Sullivan	Lincoln-Mercury Dealers (Lincoln, Mercury cars)	CBS-TV	Kenyon & Eckhardt
Today	Participations	NBC-TV	
Tom Corbett, Space Cadet	Friedman-Shelby Div. of the International Shoe Co. (Red Goose Shoes)	DuMont	D'Arcy Advertising
Tonight	Participations	NBC-TV	
Tootsie Hippodrome	Sweets Co. of America, Inc. (Tootsie Rolls & Carmels)	ABC-TV	Mosele & Eisen
Topper	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	William Esty
Top Plays of 1954	Helene Curtis, Inc. (Lanolin Spray Net)	NBC-TV	Earle Ludgin
Treasury Men in Action	Chevrolet Motor Div. of General Motors Corp. (Cars)	ABC-TV	Campbell-Ewald
Treasury Men in Action	Borden Co. (Instant coffee, Star- lac, dairy products)	NBC-TV	Young & Rubicam
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Twenty Questions	Florida Citrus Commission (Citrus fruits)	ABC-TV	J. Walter Thompson
Twenty Questions	Bauer & Black (Curads)	DuMont	Leo Burnett
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell
TV Teen Club	Sweets Co. of America (Tootsie Rolls & Carmels)	ABC-TV	Moselle & Eisen

U

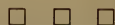
Uncle Johnny Coons	Lever Brothers Co. (Good Luck Margarine)	CBS-TV	McCann-Erickson
Up for Adoption	Vitamin Corp. of America (Rybutol)	ABC-TV	B.B.D. & O.
U. S. Steel Hour	U. S. Steel Corp. (Institutional)	ABC-TV	B.B.D. & O.

V

Valiant Lady	General Mills, Inc. (Gold Medal Flour, pie crust mix, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	Toni Co. (Prom, White Rain)		Leo Burnett
Video, Captain	Walter H. Johnson Candy Co. (Powerhouse Candy Bars)	DuMont	Franklin Bruck Advertising
Vise, The	Sterling Drugs (Aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (Tubes, tires, TV sets, spark plugs)	ABC-TV NBC-TV	Sweeney & James

W

Waring, Fred Show	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Web, The	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
Welcome Travelers	Procter & Gamble Co. (Oxydol, Dreft, Ivory Snow, Camay)	CBS-TV	Dancer-Fitzgerald-Sample
What's My Line?	Jules Montenier, Inc. (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
What's the Story	Allen B. Du Mont Laboratories, Inc. (DuMont Telesets)	DuMont	
Where's Raymond	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	ABC-TV	SSC&B



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Sherwin-Williams Co.</b> (Super Kem-Tone, Kem-Glo)		Fuller, Smith & Ross
White, Betty Show	<b>Serutan Co.</b> (Serutan, RDX and Gerutan)	NBC-TV	Edward Kletter Associates
Who Said That?	<b>Sheaffer Pen Co.</b> (Pens)	ABC-TV	Russell M. Seeds
Winchell, Paul- Jerry Mahoney Show	<b>Sweets Co. of America</b> (Candy)	NBC-TV	Moselle & Eisen
Winchell, Paul Show	<b>Procter &amp; Gamble Co.</b> (Gleem)	NBC-TV	Benton & Bowles
Winchell, Walter (News)	<b>American Safety Razor Corp.</b> (Blades, razors, shaving creams, brushes)	ABC-TV	McCann-Erickson
	<b>Bayuk Cigar Co.</b> (Phillies & Webster Cigars)		D'Arcy Advertising
	<b>Carter Products Inc.</b> (Carter's Little Liver Pills, Arrid, Nair, Rise Shaving Cream)		SSC&B
	<b>Gruen Watch Co.</b> (Watches)		McCann-Erickson
Willy	<b>General Mills, Inc.</b> (Flour, mixes, cereals)	CBS-TV	Dancer-Fitzgerald-Sample

## Y

You Are There	<b>Electric Companies Advertising Program</b> (Electric power)	CBS-TV	N. W. Ayer & Son
	<b>Prudential Insurance Co.</b> (Insurance)		Calkins & Holden
You Asked for It	<b>Rosefield Packing Co., Ltd.</b> (Skippy Peanut Butter)	ABC-TV	Guild, Bascomb & Bonfigli
You Bet our Life	<b>DeSoto Div. of Chrysler Motor Corp.</b> (Cars, services, used cars)		B.B.D. & O.
Young, Loretta Show	<b>Procter &amp; Gamble Co.</b> (Tide, Lilt, Gleem)	NBC-TV	Compton Advertising
Your Hit Parade	<b>American Tobacco Co. Warner-Hudnut Inc.</b> (Quick Home Perma- nents)	NBC-TV	B.B.D. & O. Kenyon & Eckhardt
Your Show of Shows	<b>Participations</b>	NBC-TV	

## Z

Zoo Parade	<b>Quaker Oats Co.</b> (Ken-L Ration, Ken-L Meal, Ken-L Bisquit)	NBC-TV	Needham, Louis & Brorby
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# PUBLICATIONS

Covering the Field of Radio—Television—FM  
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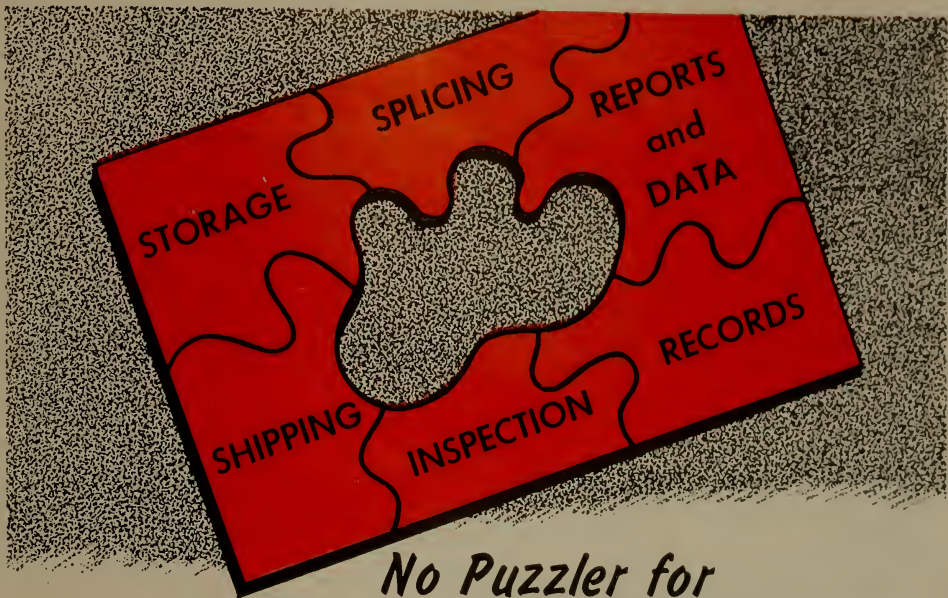
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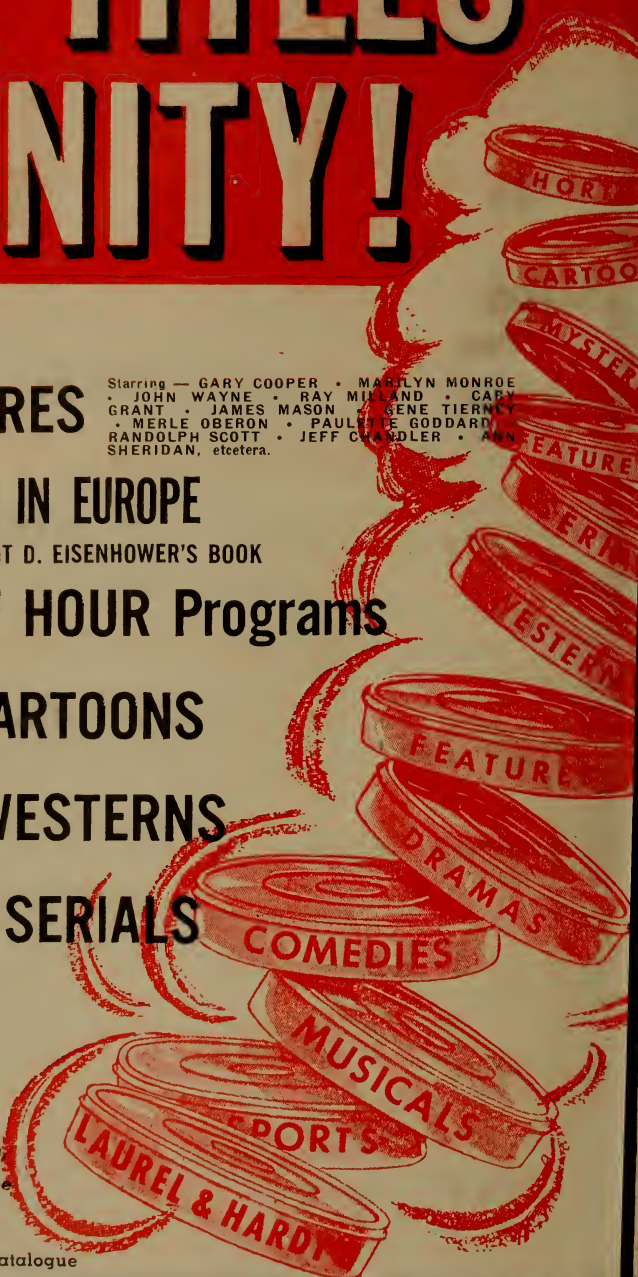
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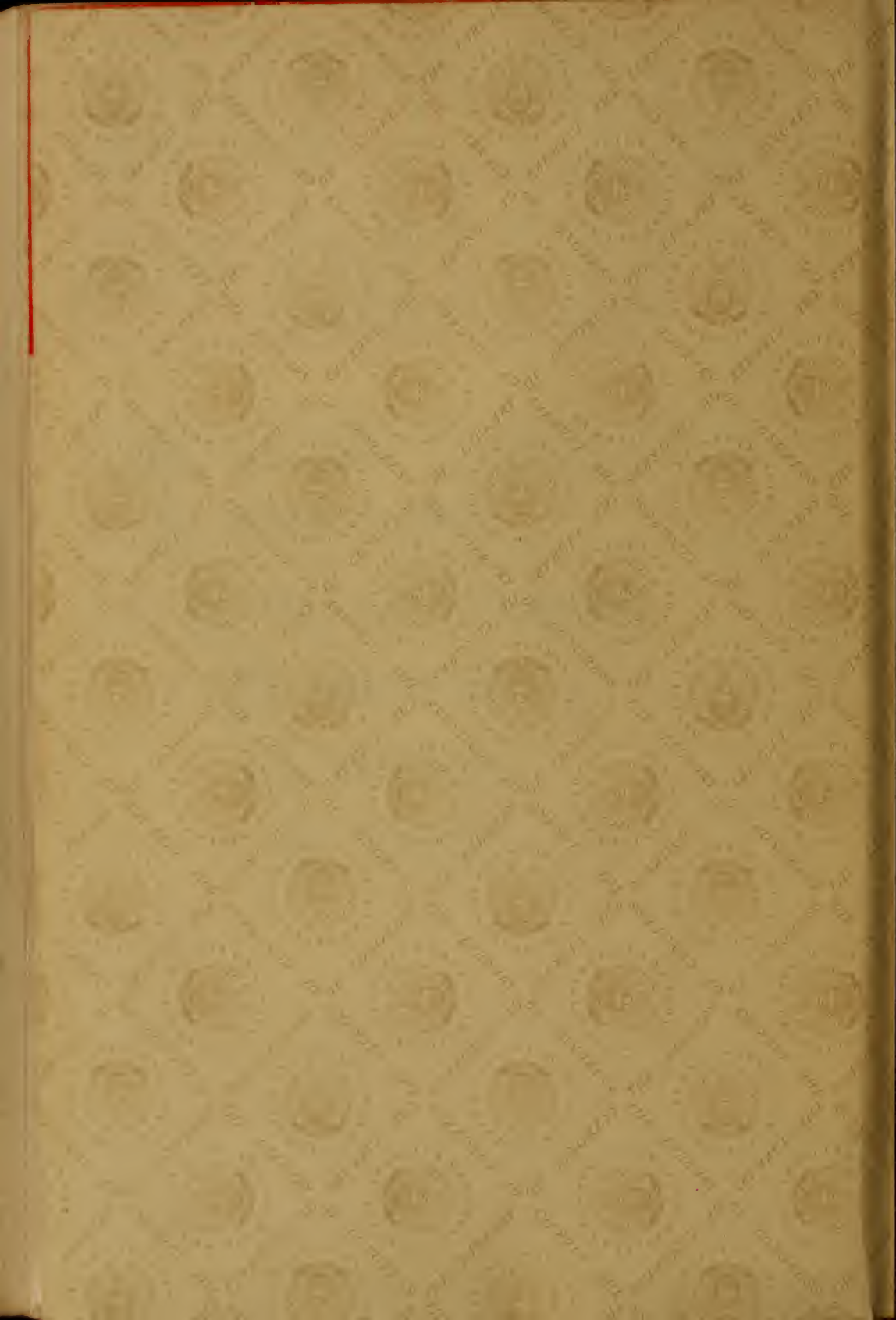
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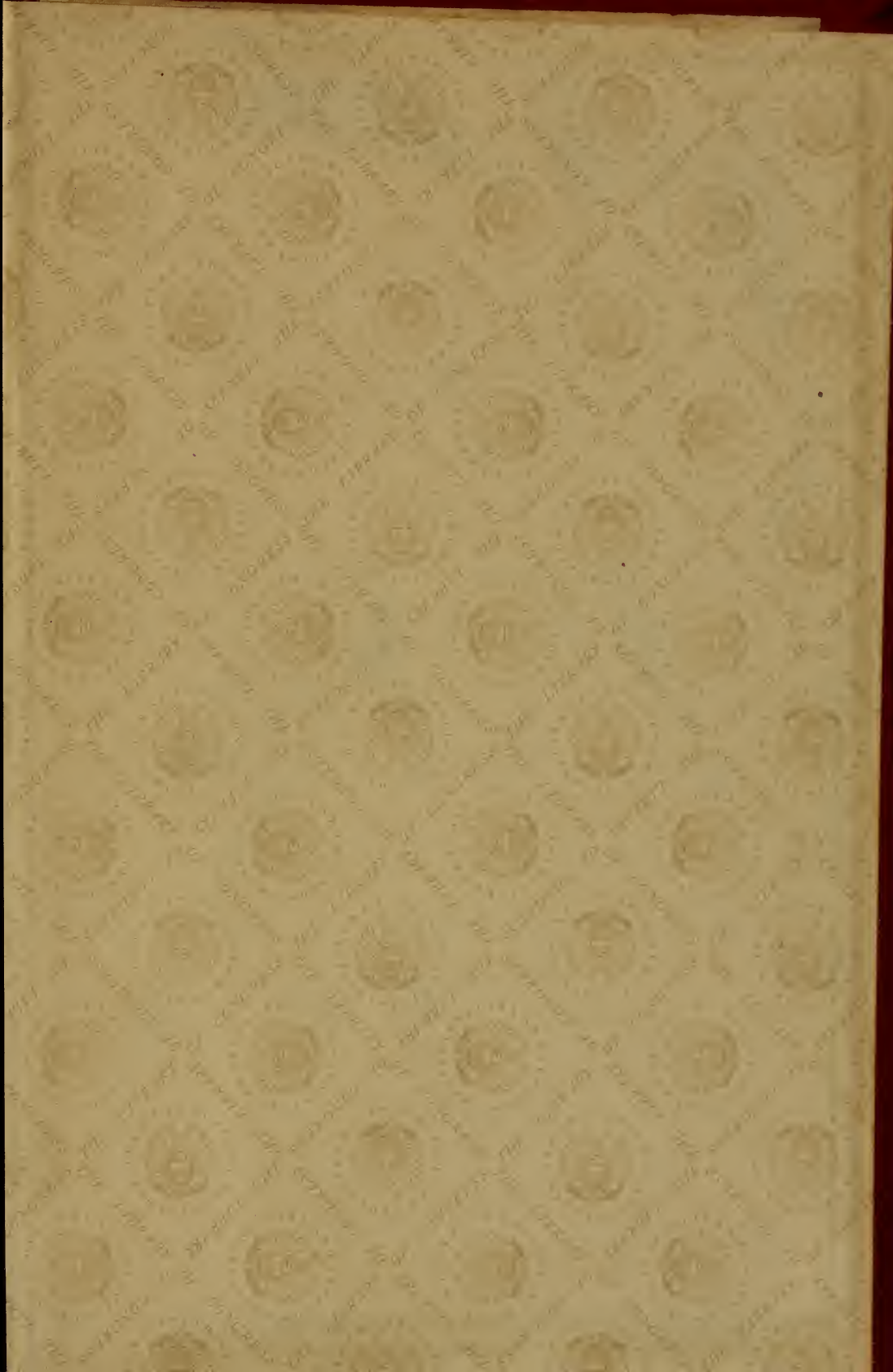
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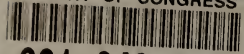
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