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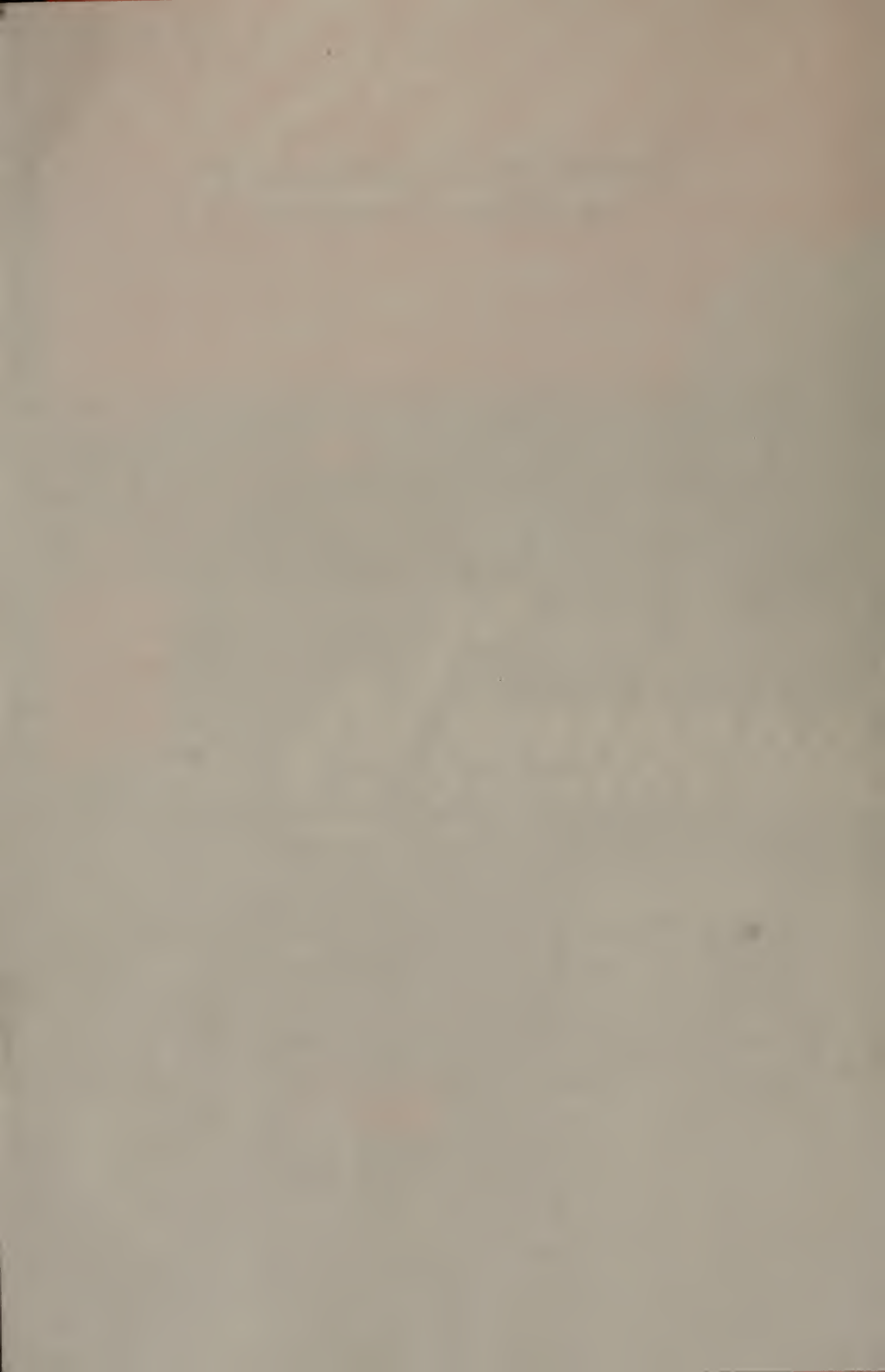
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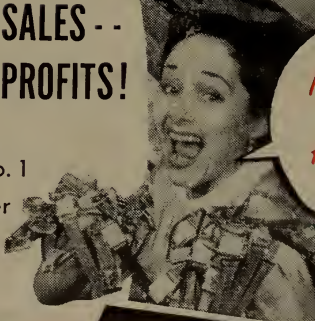
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SIXTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

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FOREWORD

THIS, the sixteenth edition of RADIO ANNUAL is a volume dedicated to the accomplishments of the broadcasting industry—the dramatic story of your success in widening the field of communications.



A GAIN this year, as in the past, we have had the whole hearted support of all segments of the industry is compiling an up-to-the-minute factual record of the achievements of the radio broadcasting during the past year.



THE story of radio's progress in 1953 is a vibrant one, for never before have broadcasters put their shoulders to the wheel with greater zeal in selling the effectiveness of radio as an advertising medium.



TO all of you we express our appreciation of your support in making this edition the most comprehensive reference volume in the history of the broadcasting industry.

JACK ALICOATE
Editor in Chief

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AAP

FOR:

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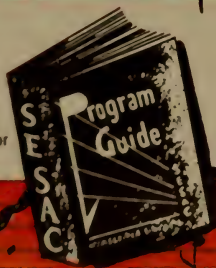
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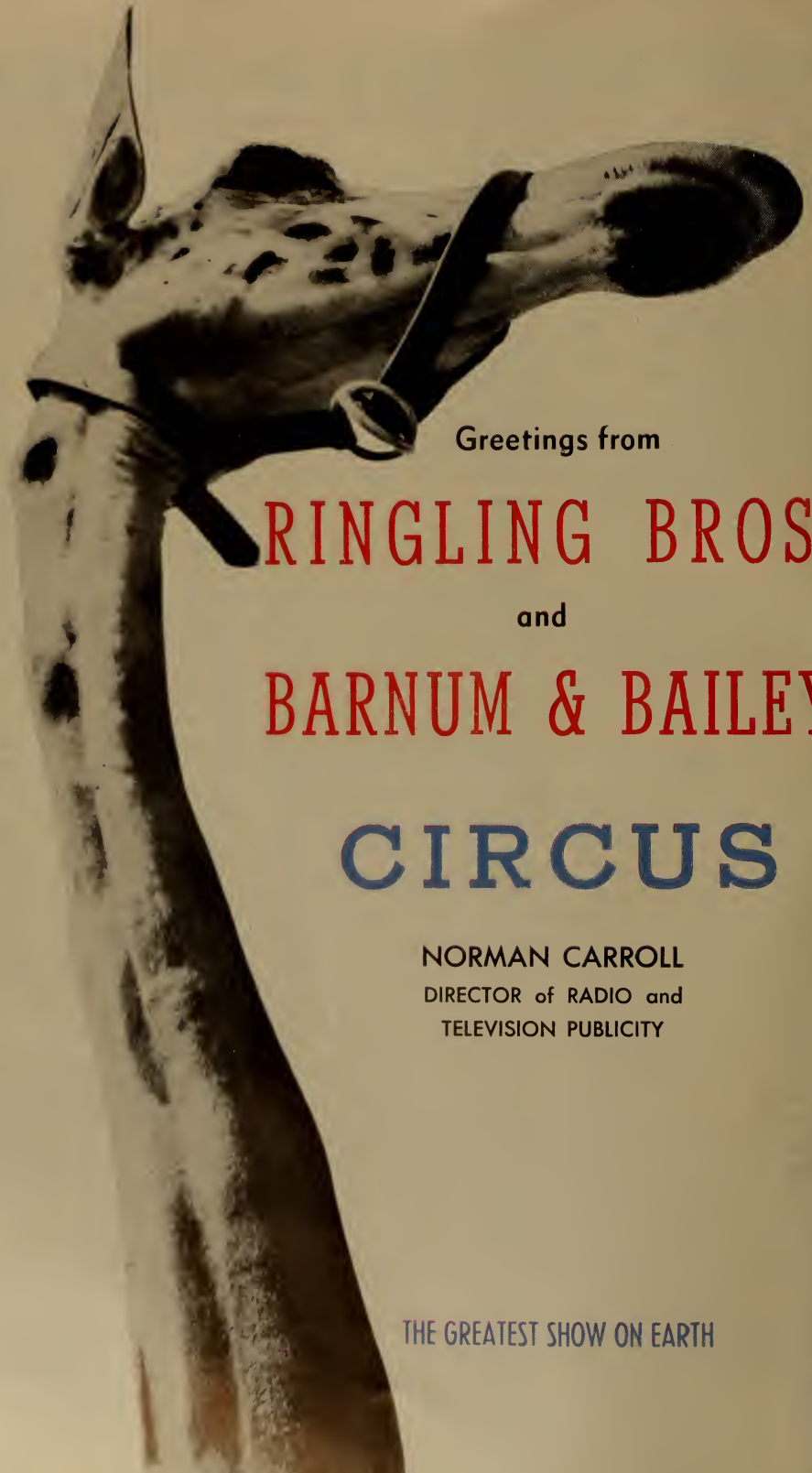
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Interest Rekindled In FM As Each Medium Gains

By **PAUL A. WALKER**, Chairman
Federal Communications Commission

AS FAR AS broadcasting is concerned, 1953 should see a continued expansion of TV primarily, with more small day-time AM stations squeezing into the standard broadcast band, and prospect of rekindled interest in the hardly scratched possibilities for FM.

The rocketing attention to TV, which had its impetus in the removal of the freeze last year, has since been augmented by many new station grants, the first transcontinental inaugural telecast and other popularizing events. Figures vary from week to week, but the post-freeze TV grants are now more than twice the number of the previously existing TV stations. Every state will soon have one or more TV authorizations, and new non-commercial educational TV facilities should grow proportionately.

Many day-time AM stations of modest power continue to wedge into the congested AM spectrum, with the result that more than 2,500 AM stations now hold authorizations, and several hundred applications for new AM facilities are pending.

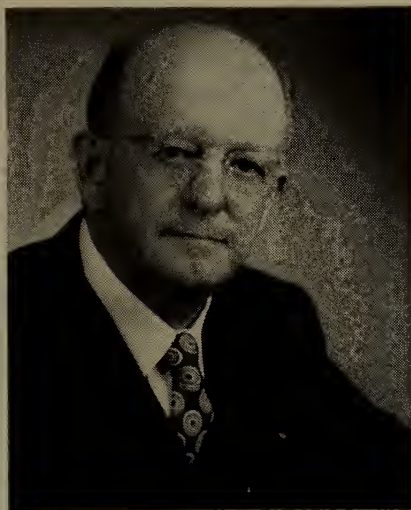
Also, new interest is being evinced in FM. Though many FM construction permits have been surrendered since 1948, the number of licensed FM stations has shown a net increase each subsequent year. At the present time, more than 700 FM stations are authorized, of which number more than 100 are non-commercial educational outlets attracted largely by opportunity for economical low-power operation.

But the actual number of programming stations is not the only thing the broadcaster should be interested in. Radio authorizations on the books of the Commission now, for the first time, exceed the 1,000,000 mark. Many of these affect the broadcaster directly or indirectly.

For example, more than 1,500 authorizations are for operation of auxiliary broadcast services, such as remote pick-up, studio-transmitter links, and experimental and developmental facilities.

Then there are nearly 700,000 authorizations for radio operators of different classes to operate broadcast and other radio stations. Non-broadcast radio station authorizations now exceed 225,000. They cover many more portable and mobile transmitters. And the 115,000 amateur radio operators constitute a training ground for future manpower requirements of the radio industry.

In addition, the common carrier regulation is of vital concern to the broadcaster, because it is a factor in what he pays for program relay, whether it be by microwave or coaxial cable or ordinary telephone lines.





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CHALLENGE--AND SUCCESS

A Tribute To Success Of '52; Challenge Of '53

By HAROLD E. FELLOWS, President

National Association of Radio and Television Broadcasters

THE broadcast media appear destined for their most successful year in 1953. This prediction derives from careful study of economic trends, and from conferences with broadcasters in markets of every size throughout the nation—realistic, shirtsleeve sessions wherein the industry's positive and negative factors were discussed frankly and fully. On these bases, I foresee greater listening and viewing, keener competition for audiences and markets, increased revenues—and more responsibilities and problems—in the year ahead.

Broadcasting thrived in 1952. Radio's net time sales of more than 464 million dollars (after discounts and commissions), according to recent industry estimates, set a record for the medium, reaffirming its claim as the most economical mass advertising method yet devised. Its coverage was also greater than ever before. With 110 million receivers in circulation, all but two per cent of the public had access to radio.

Despite the three-year construction "freeze," finally lifted in mid-April, 1952, the net sale of time by television stations and networks totalled nearly 289 million dollars for the year.

A billion dollars' worth of business for the two media in 1953 does not appear too wild an estimate.

Income, however, is by no means the sole criteria of broadcasting's worth. Radio and television in 1952 cooperatively staged one of the most successful campaigns ever launched; and through it they sold an intangible—"good citizenship" to the hilt. Participating wholeheartedly in the nationwide "Register and Vote" campaign staged by the National Association of Radio and Television Broadcasters in conjunction with the American Heritage Foundation, radio and television solicited—and delivered—a record vote of more than 60 million ballots in the Presidential election, a drive which enlisted the cooperation of all networks as well as 3,090 local and TV stations.

The lifting of the TV "freeze"—probably the most significant single industry development in 1952—instituted a boom which appears likely to continue for sev-



eral years. In January, 1952, there were only 107 operative TV stations and 15 million receivers in circulation. By the end of the year the number of stations had risen to 129, due to spirited bidding for allocations as the public demanded complete national coverage, with 20 million sets in circulation.

Barring any cut-backs necessitated by increased defense production, it isn't unreasonable to believe that another one hundred

stations will be on the air by the end of this year, or that the sets-in-circulation will soar to nearly 30 million. Before discounting this as a fantastic prediction, recall if you will, that the majority of past television estimates have proven to be models of conservatism!

While NARTB studies and surveys point to a successful year for radio and television, it must be added that they also indicate problems ahead for both.

There are unmistakable signs of upward trends in operating costs for AM, FM and TV. Although a five-to-ten per cent increase in total retail trade is expected, wage increases and rising equipment and servicing costs also loom, and intelligent operating economies must be practiced in order to buoy per-station income. Standardizations of equipment and techniques are constantly being developed as an aid to economical operation, and management is striving for greater efficiency of personnel, as well.

A tendency toward a "buyers" market in most consumer goods indicates the probability of expanded advertising budgets, and broadcasters will compete intelligently and aggressively for an equitable proportion of this additional income. The likelihood that the excess profits tax will be terminated or relaxed by June 30 also augurs well for the profits picture.

The labor situation is another area of concern. Union membership drives seem to be accelerating; and with the increasing interest evidenced in fringe benefits and profit-sharing programs by these groups, it is not likely that many union contracts will be renewed automatically or without change. Congress indicates an inclina-

(Continued on Page 775)

JACK BENNY

TV LEADING INDUSTRY RISE

Radio Figures Also Soaring To Record Heights

By **FRANK BURKE**,
Editor, Radio Television Daily

RADIO and television business was good in 1952 and if predictions are accurate it will be even better during 1953. This optimistic outlook is not the dream of a soothsayer. It's predicated on facts and figures during the past year and projections for the year ahead.

Television is on the threshold of tremendous expansion as new markets open up and the demand for telecasting equipment and receivers exceed the output of production lines. The wise ones say that the industry will produce around 6,500,000 sets during 1955 with a total retail value of around \$2 billion. Other millions will be spent for transmitters, studio equipment and camera-chains as more stations go on the air.

The radio picture, too, looks promising. Today, according to BAB figures, there are 112,000,000 radio sets in operation in U. S. homes. In addition, 27 million car radios are in daily use. Production schedules of leading manufacturers continue to be high for all models of radio receivers with table and car radios leading in popularity.

Turning from the manufacturing picture to the business of broadcasting, it is estimated that the radio net time sales for 1952 was over 465 million dollars as compared to 451 million in 1951. Spot sales and region networks showed the greatest increase in time sales with the volume of network sales reported to be down as compared to 1951.

An all-time high of \$17,462,216 in television billings for December brought total network TV gross charges to \$180,794,780 for 1952, according to Publishers' Information Bureau's monthly report. The past year's total compares with \$127,989,713 in 1951, \$40,778,885 in 1950 and \$12,294,513 in 1949.

The programming pattern in radio has been interesting. News, as always, has been an easy sale and music programs have been next in popularity. However, recorded dramatic and mystery shows with good merchandising tie-ups have been increasing in popularity.

In television, variety programs, quiz,



forums and news rate high in the estimation of the viewers. The filmed programs are increasing in numbers; and this year will see an even greater percentage of the programming on films. This is especially true in secondary markets where limited program budgets make it necessary to by-pass live talent shows and present movies, short subjects and kines to the viewers.

Trade organizations continue to become more active, with the National Association of Radio and Television Broadcasters under President Harold E. Fellows doing a good job for the radio and TV broadcasters. Two other organizations which have made great contributions to the broadcasters the past year are Broadcast Music, Inc., and Broadcast Advertising Bureau. BMI and BAB, which conducted successful sales and programming clinics last year, plan to pool their efforts this year and will jointly sponsor radio clinics under auspices of state associations this summer. These meetings, timed not to conflict with NARTB district meetings, hold promise of engendering even more enthusiasm in radio sales for the year 1953. It is significant to note that radio and television time sales on the local level increased immeasurably the past year and will probably continue to rise during 1953.

Other associations also having made valued contributions to the industry the past year include the Radio Television Manufacturers Association and Better Business Bureau. Both took an active part in establishing ethical practices in the sales and servicing of television sets during the past year.

The varied activities of industry organizations have without question done much to sustain interest in commercial radio and to aid in the expanding television broadcasting field. They have worked hand in hand with networks and stations in keeping communications to the fore as advertising media. That they have succeeded is indicated from the business outlook for 1953.



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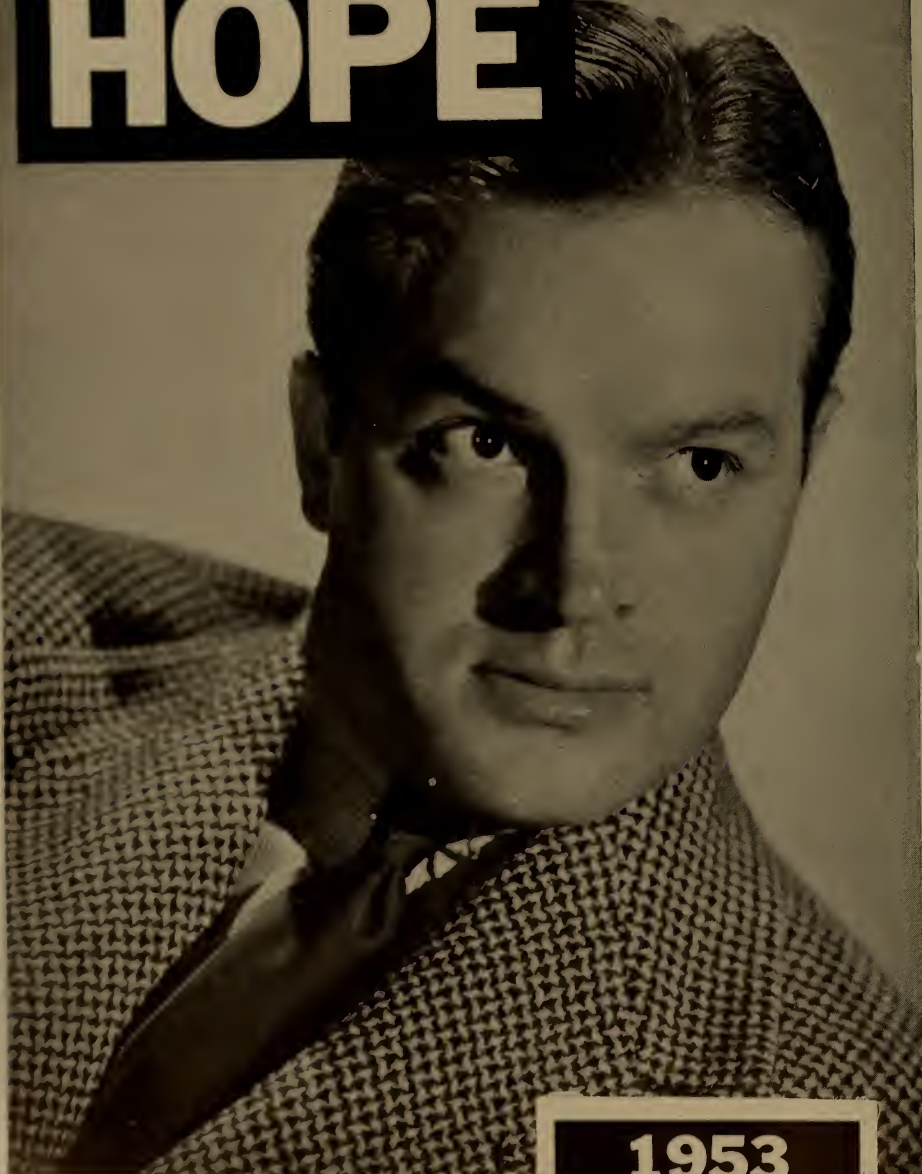
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— **WOMAN OF THE YEAR** —

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LUCILLE BALL
CBS-TV

— **DRAMATIC SHOW OF THE YEAR** —

THEATER GUILD
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ROBT. MONTGOMERY PRESENTS
NBC-TV

— **COMEDY SHOW OF THE YEAR** —

JACK BENNY
CBS-Radio

"I LOVE LUCY"
CBS-TV

— **VARIETY SHOW OF THE YEAR** —

"THE BIG SHOW"
NBC-Radio

"SHOW OF SHOWS"
NBC-TV

— **MUSICAL SHOW OF THE YEAR** —

FIRESTONE HOUR
NBC-Radio

FRED WARING
CBS-TV

— **COMMENTATOR OF THE YEAR** —

EDWARD R. MURROW
CBS-Radio

JOHN CAMERON SWAYZE
NBC-TV

— **DOCUMENTARY OF THE YEAR** —

"THE PEOPLE ACT"
CBS-Radio

"VICTORY AT SEA"
NBC-TV

— **QUIZ SHOW OF THE YEAR** —

GROUCHO MARX
NBC-Radio

"WHAT'S MY LINE"
CBS-TV

— **SPORTSCASTER OF THE YEAR** —

BILL STERN
NBC-Radio

MEL ALLEN
NBC-TV

— **CHILDREN'S SHOW OF THE YEAR** —

"LET'S PRETEND"
CBS-Radio

KUKLA, FRAN & OLLIE
NBC-TV

— **SONG HIT OF THE YEAR** —

"YOU BELONG TO ME"
BMI

"WISH YOU WERE HERE"
ASCAP

Red Skelton

TV SURGE HIGHLIGHTED '52

Video-Equipped Homes Increased 40% In Year

By **BRIG. GEN. DAVID SARNOFF**, Chairman of the Board,
Radio Corporation of America

TELEVISION greatly extended its service area and enlarged its stature as one of America's major industries in 1952. Television-equipped homes increased from 15 million in 1951 to nearly 21 million at the end of 1952—a gain of 40 per cent.

New opportunities for continued expansion of television and all phases of electronics took definite shape this year in the development of the latest marvel of science, the transistor. This tiny device, which performs many of the functions of electron tubes, has reached a stage of development that demonstrates the profound influence it will have on the future of electronics and communications. Its further development will greatly broaden the base of the electronics art, enabling it to expand into many new fields of science, commerce and industry.

The two most significant steps in television progress during the past year were: the licensing of new stations permitted by lifting of the TV station "freeze," and the opening of UHF (ultra-high frequencies) for television broadcasting.

Today forty-seven per cent of American families have television sets, and more than sixty-five per cent of the population is within range of one or more TV stations. At mid-December, 117 TV stations were on the air. Construction permits had been granted to 135 others, many of which plan to be in operation during 1953.

As a result, new markets will open as television broadcasting service spreads. An indication of what may be expected is found in the plans of the RCA Service Company to open thirty-four additional service branches in 1953. In the international field, RCA has supplied equipment for fifteen television stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela and Italy.

Further progress has been made during the year with the RCA compatible color television system and its tricolor tube.

During 1952 RCA and NBC engineers have been field testing color television standards evolved by the National Television System Committee, which is com-



prised of experienced engineers of the industry. When the field tests have been completed and the information evaluated and applied, the Federal Communications Commission will be petitioned to review the subject of color television and to set standards which will permit commercial broadcasting of compatible color. The field tests have also produced further evidence of the practicability and desirability of a compatible system for service to the public, that is, a system which permits owners of existing television sets to receive color programs in black and white without any change whatever in their sets.

Television's great impact on American life was brought into sharp focus during the national political campaign. It played a vital role in presenting the candidates to the people and in getting out the vote. Historians as well as politicians will be busy for some time to come evaluating the full extent of the influence of television in politics, and evolving strategy for its most effective use in future campaigns.

Throughout 1952 the older arts, including radio, the press and motion pictures, felt the added touch of television. Each medium has stimulated the other to further improvement and greater service. For example, the motion picture series "Victory at Sea," produced for television by the National Broadcasting Company in cooperation with the United States Navy, has brought into the homes of the nation documentary proof of the defeats and triumphs of World War II and the heroism of our fighting men at sea, on land and in the air.

The live-talent telecasts of "Opera in English," originated and developed by the NBC, have provided a new dimension and significance to this field of entertainment and education. Among the "Operas in English" have been "Amahl and The Night Visitors," "Billy Budd," and "Trouble in Tahiti."

As further evidence of the creative efforts of the NBC in program pioneering, Robert E. Sherwood, noted dramatist, has been engaged to write nine original plays for television, the first of which is sched-

(Continued on Page 83)



PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

STOCKS IN REVIEW

1952

Compiled from daily listings published in
RADIO-TELEVISION DAILY



THIS rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1952 and on January 1, 1953. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.



NEW YORK STOCK EXCHANGE

| | Dec. 31 | Apr. 1 | Jul. 1 | Oct. 1 | Dec. 31 |
|------------------------|---------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------------|
| ABC | 11 ³ / ₈ | 11 ¹ / ₄ | 9 ¹ / ₈ | 9 ⁷ / ₈ | 9 ³ / ₄ |
| Admiral Corp. | 26 ³ / ₄ | 26 ⁷ / ₈ | 28 | 30 ³ / ₈ | 30 ¹ / ₂ |
| Am. Tel. & Tel. | 156 ¹ / ₄ | 154 ¹ / ₂ | 154 | 152 ⁷ / ₈ | 159 ³ / ₈ |
| CBS A | 34 ¹ / ₄ | 37 ⁵ / ₈ | 34 ¹ / ₄ | 36 ³ / ₄ | 39 |
| CBS B | 34 ¹ / ₈ | 37 ³ / ₄ | 34 ¹ / ₄ | 36 ⁵ / ₈ | 39 ¹ / ₈ |
| Gen. Electric | 59 ¹ / ₂ | 58 ³ / ₈ | 62 ⁷ / ₈ | 63 ³ / ₈ | 72 ³ / ₄ |
| Philco | 27 | 29 ³ / ₄ | 33 ¹ / ₄ | 33 ¹ / ₂ | 35 ¹ / ₄ |
| Philco Pfd. | 82 | 86 | 89 | 84 | 87 ¹ / ₂ |
| RCA Common | 23 ¹ / ₂ | 27 ¹ / ₄ | 26 ⁵ / ₈ | 27 ¹ / ₄ | 28 ³ / ₈ |
| RCA First Pfd. | 72 ¹ / ₂ | 77 | 74 ¹ / ₈ | 75 ³ / ₄ | 80 ¹ / ₄ |
| Stewart-Warner | 19 ¹ / ₂ | 18 ³ / ₄ | 19 ⁷ / ₈ | 19 ⁷ / ₈ | 22 ¹ / ₈ |
| Westinghouse | 39 ⁷ / ₈ | 36 ⁵ / ₈ | 39 ¹ / ₂ | 42 | 47 ³ / ₄ |
| Westinghouse Pfd. | 96 | 99 | 98 | 99 ⁷ / ₈ | 99 ¹ / ₂ |
| Zenith Radio | 67 ¹ / ₂ | 78 | 82 | 81 ¹ / ₄ | 81 |



NEW YORK CURB EXCHANGE

| | | | | | |
|---------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Du Mont Lab. | 16 ³ / ₄ | 17 | 16 | 17 ¹ / ₈ | 16 |
| Hazeltine Corp. (Split in '52). | 42 ¹ / ₂ | 39 ⁵ / ₈ | 43 ¹ / ₄ | 24 ⁷ / ₈ | 25 ¹ / ₂ |
| Nat. Union Radio | 3 ⁵ / ₈ | 3 | 3 ¹ / ₈ | 2 ⁷ / ₈ | 2 ³ / ₈ |



OVER THE COUNTER

| | Bid | Ask | Bid | Ask | Bid | Ask | Bid | Ask | Bid | Ask |
|----------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-----|
| Stromberg-Carlson .. | 12 ¹ / ₄ | 13 ¹ / ₂ | 14 ⁵ / ₈ | 15 ⁷ / ₈ | 14 ³ / ₄ | 16 ¹ / ₄ | 17 ³ / ₄ | 19 ¹ / ₄ | 17 ¹ / ₂ | 19 |



RED BUTTONS

PRODUCTION NOW AT PEAK

RTMA Expects \$4,000,000,000 Total In 1953

By JAMES D. SECREST, Executive Vice President
Radio-Television Manufacturers Association

THE radio-TV-electronics industry achieved a new production peak in 1952 and looks forward to bettering that record in 1953 in the manufacture of both civilian and military equipment.

An estimated 6,096,279 TV sets and 9,711,236 radios were produced in 1952 with a combined value at the factory level of about \$1.3 billion. Seven million of the radios were home sets and portables; the remainder were auto sets. Deliveries of electronic equipment and parts to the Armed Services in 1952 were valued at \$2.5 billion, while sales of transmitting and communications equipment and replacement parts accounted for another \$250 million or more.

Thus the combined dollar volume achieved by the industry in 1952 exceeded \$4 billion. At its World War II peak, the industry's military production rate was at the annual rate of \$3.5 billion, and its highest peacetime volume was \$1.9 billion in 1950.

The 1952 record of industrial production was made possible by substantial expansions in plant facilities since the outbreak of the Korean War and the early adoption of conservation techniques which greatly reduced the industry's consumption of scarce metals in the manufacture of radio and TV sets.

Termination of the "freeze" on new TV station construction in mid-1952 marked a turning point in the post-war history of commercial television. It made possible a nation-wide TV service and the opening of TV markets in virtually every city and town of the United States during the next few years.

Resumption of the issuance of TV construction permits by the Federal Communications Commission had an immediate effect on the dormant transmitter industry and gave receiver manufacturers some sales stimulus during the second half of 1952 and a greater psychological "lift" in anticipating 1953 business. The growing popularity of a second TV receiver in the home also stimulated sales in established markets.

With the renewal of TV station licensing, Ultra High Frequency (UHF) television got its first try-out and quickly



proved its ability to provide service equal to that of the VHF stations in primary viewing areas and with less susceptibility to man-made interference.

Set manufacturers began immediately to make available UHF converters, tuners, and other reception facilities and to redesign a portion of their receivers for dual TV reception of both VHF or UHF stations.

Substantial progress was made by the industry in developing a system of color telecasting which can be received in monochrome on most present TV sets. The National Television System Committee, under the direction of Dr. W. R. G. Baker, Director of the RTMA Engineering Department, worked out the new color signals and prepared for field tests of the proposed system in 1953.

Further tests of equipment and approval by the Federal Communications Commission will be necessary before this color television can become a commercial reality.

Under pressure of fulfilling both military and civilian requirements, the electronics industry greatly expanded its plant facilities in 1952. Likewise, factory employment rose about 20 percent and, according to the U. S. Employment Service, exceeded 400,000 for the first time since World War II.

Despite material shortages, the industry by means of high production and conservation held prices well below ceilings established by the Office of Price Stabilization. Screen sizes of television receivers continued to increase and other improvements were added. Consequently, values reached a new high.

The outlook for the electronics industry in 1953 is very encouraging. While estimates vary, it seems likely that from 75 to 100 new TV stations will go on the air this year. Many of these will be in virgin markets. Others will make television more desirable in areas where TV programs have been limited to one or two stations. All will add to the potential TV audience.

Manufacturers expect to produce and sell not less than 6,500,000 TV sets and more than 10 million radios in 1953. At the same time they will meet all military requirements.



SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions

SONG HITS OF 1952

(January 1, 1952 to January 1, 1953)

The 35 song hits with the largest radio and television audiences listed below in order of the total ACI points received in the ACI surveys during 1952. (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 1951 are noted by the 1951 date.)

| SONG TITLE AND PUBLISHER | TOTAL ACI POINTS | NUMBER OF WEEKS ON ACI SURVEY |
|-------------------------------------------------------|---------------------|----------------------------------------|
| Any Time (Hill & Range)..... | 33,960 | 33 |
| *Wish You Were Here (Chappell)..... | 27,732 | 26 |
| Blue Tango (Mills)..... | 26,904 | 35 |
| *You Belong To Me (Ridgeway)..... | 25,170 | 21 |
| Cry (Mellow)..... | 23,829 | 21 |
| Be Anything (But Be Mine) (Shapiro-Bernstein)..... | 23,600 | 24 |
| Slow Poke (1951) (Ridgeway)..... | 22,540 | 18 |
| Please Mister Sun (Weiss-Barry)..... | 22,063 | 22 |
| Be My Life's Companion (E. H. Morris)..... | 21,227 | 23 |
| Walkin' My Baby Back Home (DeSylva-Brown & Henderson) | 20,991 | 31 |
| Kiss Of Fire (Duchess)..... | 20,046 | 24 |
| Wheel Of Fortune (Laurel Music)..... | 19,496 | 21 |
| Singin' In The Rain (Robbins)..... | 17,009 | 27 |
| I'm Yours (Algonquin)..... | 16,379 | 24 |
| Blacksmith Blues (Hill & Range)..... | 16,012 | 21 |
| Lover (Famous)..... | 15,763 | 39 |
| Tell Me Why (Signet)..... | 15,648 | 18 |
| *Somewhere Along The Way (United)..... | 15,507 | 27 |
| Undecided (1951) (Leeds)..... | 14,948 | 20 |
| Forgive Me (Advanced)..... | 14,938 | 23 |
| *Because You're Mine (Feist)..... | 14,926 | 20 |
| *Glow-Worm (E. B. Marks)..... | 14,116 | 19 |
| *Jambalaya (Acuff-Rose)..... | 13,880 | 20 |
| Auf Wiederseh'n Sweetheart (Hill & Range)..... | 13,772 | 19 |
| I'll Walk Alone (Mayfair)..... | 13,517 | 23 |
| Zing A Little Zong (Burvan)..... | 13,302 | 21 |
| Half As Much (Acuff-Rose)..... | 13,167 | 23 |
| *I Went To Your Wedding (St. Louis)..... | 13,164 | 19 |
| Little White Cloud That Cried (Spier)..... | 12,688 | 15 |
| A Guy Is A Guy (Ludlow)..... | 11,500 | 19 |
| Am I In Love (Famous)..... | 11,418 | 19 |
| Down Yonder (1951) (La Salle)..... | 11,396 | 17 |
| Delicado (Remick)..... | 11,337 | 21 |
| I Could Write A Book (T. B. Harms)..... | 11,046 | 20 |
| I Hear A Rhapsody (Broadcast Music)..... | 10,981 | 17 |

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BILL NIMMO

Announcer — M.C.

"The Jackie Gleason Show"

"Pabst Blue Ribbon"

CBS-TV

Management

CHARLES CONAWAY

Best Wishes



DEAN & JERRY

A. W. R. T. SCOPE WIDENING

Projects Now Carried Out On A National Scale

By **DORIS CORWITH, President**
American Women In Radio and Television

THE strength of any organization is based on the soundness and integrity of its objectives, the loyalty and contributions of its members, and its value to society. As AWRT comes to the close of its second year, an accounting to the industry is a welcome privilege.

The 1952 AWRT Convention in Detroit, under the chairmanship of Edythe Fern Melrose, of WXYZ and WXYZ-TV, brought 300 members together from all parts of the U. S. for three days of business meetings, panel discussions, formal speeches and gala entertainment. New officers elected to serve until April 1954 were Doris Corwith, NBC, president; Dorothy Fuller, WBET, eastern vice president; Alice Friberg, WCYB, southern vice president; Elizabeth E. Marshall, WBEZ, central vice president; Mollie Morse, KFMB, western vice president; Jane Dalton, WSPA, secretary-treasurer. These officers, together with five directors, whose terms expire in 1953, form the AWRT board of directors. To them is given the administrative responsibility for our organization.

We closed our organizing Convention in New York City in April 1951 with 358 members. At the end of 1951, we had 621 on our membership rolls. December 1952 found 655 active and 106 associate members of AWRT, a total of 761. These women represent all phases of our industry.

Membership includes subscription to our monthly publication, NEWS AND VIEWS. It contains articles of interest to our members, chapter news, personal items, and keeps us abreast of developments affecting the broadcasting and television industries.

Local chapters of AWRT are growing and flourishing. Among the most active are those in New York City, Washington, St. Louis, Chicago, Detroit, Atlanta, Los Angeles, and San Diego. State meetings have been held in New York, Connecticut, Pennsylvania, Michigan, Illinois, and Georgia. Regional groups in New England and The Heart of America have regular get-togethers on a large scale, and invariably well attended.

AWRT established in 1952 an Informa-



tion Services Committee which answers inquiries of all kinds. The New York City Chapter has instituted a Contact Service Committee which will assist all our members in making contacts when they visit New York.

Projects have been carried out on a national scale this year under the general theme, "Women Are First-Class Citizens." We cooperated in the observance of United Nations Day, through the industry committee under the chairmanship of Harold Fellows, president of NARTB.

Our members have been strongly urged to use every possible means to get out the vote. More recently we have asked them to interest themselves in the needs of our public schools: more and better teachers, more and better buildings and equipment, and closer relationship between the school authorities and the public. Some of our chapters are engaged in local projects. For instance, the New England Chapter is working with the Massachusetts State Division of Child Guardianship to encourage wider acceptance of the Foster Home Plan, with the slogan, "Give a Child a Home." In New York State, the chairman and her co-workers set up a booth for women broadcasters at the New York State Fair, which attracted wide and favorable attention.

Plans are now moving forward for the 1953 Convention in Atlanta, Georgia, April 30-May 3. Edythe Meserand, of New York City, AWRT's first president, serves as director, and Marguerite Ewing Schott and Hazel Marsden, both of Atlanta, as co-chairmen. All activities will take place at the Atlanta Biltmore Hotel. At this Convention, five directors will be elected, the constitution and by-laws will be revised, work sessions and panels of distinguished representatives of the industry will be presented. A post-Convention tour of Miami and Havana has been planned through the fine cooperation of the officials of the Florida resort and the colorful capital of Cuba.

The officers, directors and members of AWRT are proud to be an active part of the great radio and television industry. We look forward to 1953 as a year of challenge and growth.



Exclusive Representative:
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TEN TOP RADIO-TV NEWS EVENTS OF 1952

The RADIO-TELEVISION DAILY selections of the top ten news events of 1952 and outstanding radio-TV broadcasts follow:

- 1—The election of President-Elect Dwight D. Eisenhower.
•
- 2—Political Conventions in Chicago.
•
- 3—The H-Bomb Developments.
•
- 4—Death of King George VI of England.
•
- 5—Captain Carlsen and the Flying Enterprise.
•
- 6—Korean War and Truce Negotiations.
•
- 7—The Corruption in Government Disclosures.
•
- 8—The Steel Strike and Government Seizure.
•
- 9—Midwest Floods.
•
- 10—President-Elect Eisenhower's Korean Trip.
•

Outstanding Broadcasts

- NBC TV—"Victory at Sea."
•
- CBS TV—Ed Murrow's "See It Now" from Korea.
•
- ABC TV—"Crusade in the Pacific."
•
- Mutual—Coverage of the World Series.
•
- Du Mont TV—Bishop Fulton J. Sheen.

Kate Smith

MANUFACTURING MARK SET

Federal Demand A Factor In Record Production

By **FRANK M. FOLSOM**, President,
Radio Corporation of America

THE radio-television industry, operating throughout 1952 under the impetus of ever-growing demands from both the Government and the general public, achieved new all-time records in production, merchandising, and servicing of electronic equipment.

As the year closed, the annual "going rate" of the industry was estimated at \$5 billion. Present analyses of market potentials indicate a continuing upward trend in 1953, with the industry rate approaching \$6 billion during the latter part of the year.

Equipped with the greatest production capacity in its history, the radio-television industry is successfully meeting the dual requirements of manufacturing for the national defense and the domestic market. In RCA, this is largely due to the outstanding teamwork of employees and the splendid cooperation of suppliers.

While defense production formed the bulk of the industry's output in 1952, television continued to be the major factor in the civilian field. The 6,000,000 television receivers produced during the year added more than \$1 billion to the industry's gross income.

America's overwhelming acceptance of television as one of our most powerful mediums of entertainment, culture, and news is shown by the fact that, in the last six years, the public's investment in TV receivers alone amounts to more than \$9 billion. This represents an unparalleled achievement. It involved the manufacture and distribution of approximately 23,000,000 television sets, of which nearly 21,000,000 are in use today.

In 1953, it is expected that between 150 and 200 new UHF (ultra-high frequency) and VHF (very-high frequency) stations will go on the air. Approximately 5,000,000 additional families will thereby be brought into television's range of service for the first time. On the basis of this expectation, plus the replacement market, it is believed the industry will distribute approximately 6,250,000 new television sets during the next year.

Along with television's growth, the pub-



lic's interest in radio broadcasting continues firm. The industry distributed more than 9,000,000 radio sets in 1952, and expects to produce a similar number in the coming year.

As one of the principal manufacturers in the industry, RCA Victor produced as many radio and television home instruments in 1952 as Government allocations of materials permitted. The greatest demand in the television field was for 21-inch receivers.

The public's desire for larger screen sizes is growing, and this trend probably will result in substantial sales of 27-inch receivers by the end of 1953. In radio, the trend is to small sizes with high performance. Miniaturization of component parts and tubes is enabling us to meet this demand in radio.

In the field of defense production, RCA made an outstanding record throughout the year.

With the increasing interest in larger screen sizes for television receivers, the replacement market is rapidly developing as an important factor in television merchandising. At the same time, there is a growing number of television families with two or more receivers in their homes.

Throughout 1953, the expansion of television service will focus greater attention than ever before on UHF. While the number of VHF stations will continue to increase, many communities will be served by both VHF and UHF.

The rapidly expanding UHF television market is a direct outgrowth of RCA's experimental "proving ground," at Bridgeport, Conn., where the practical problems of UHF were solved and virtually the entire industry tested its receiver designs. Largely as a result of these experiments, the "freeze" on television broadcast station construction was broken in 1952, and the broadcasting industry hailed the highly successful inauguration of the first post-freeze VHF station in Denver, Colo., and the first commercial UHF station in Portland, Ore. The contributions of RCA and RCA Victor engineers in bringing television to these new markets included

(Continued on Page 87)



SAM LEVENSON

"THIS IS SHOW BUSINESS"

CBS-TV

Top Ten News Selections Of Networks for 1952

The networks' evaluation of the top ten news stories follows:

— NBC —

General Eisenhower's Presidential victory and the campaign.
The truce stalemate in Korea and the continuing hostilities.
The death of King George VI of Britain and the accession of Queen Elizabeth II to the throne.
The steel strike and government seizure.
The airplane crash at Moses Lake.
The saga of Capt. Carlsen and the freighter Flying Enterprise.
Prison riots in several states (New Jersey, Michigan and Illinois).
New labor leadership arises after the deaths of William Green and Philip Murray.
President-elect Eisenhower's Korean inspection trip.
First live TV pictures of an atom bomb explosion, together with first reports of the explosion of the new hydrogen bomb at Bikini.

— CBS RADIO —

The sinking of the freighter Flying Enterprise off Falmouth, and the rescue of Capt. Kurt Carlsen.
News of the death of King George VI of England.
Air tragedy at Elizabeth, N. J., causing heavy casualties.
New Hampshire primaries in which the strength of Eisenhower and Kefauver first became apparent.
Missouri floods causing unprecedented property loss.
First eyewitness report on atomic tests at Yucca Flats, Nevada.
General Eisenhower's homecoming.
Presidential conventions in Chicago.
Presidential election.
Eisenhower trip to Korea.

— CBS TV —

Election of Eisenhower.
The Cold War, including failure of Korean truce talks.
The increasing threat of inflation.
Development of the H-Bomb.
Death of King George.
Captain Carlsen and the Flying Enterprise.

The Nixon Case.
The corruption in government disclosures.
The Supreme Court ruling in the Steel Case.
The rise of nationalism in Africa and the Middle East.

— MUTUAL —

General Dwight D. Eisenhower is elected President.
Republican Party regains control of the Federal Government.
War overrides peace attempts for Korea.
Queen Elizabeth II ascends British Throne.
Corruption and Communism exposed in National Government.
Desert revolts blast governments in Moslem lands.
Steel seizure.
Floods surge over Midwestern valleys.
Prisoners riot in jails.
Captain Kurt Carlsen struggles to save the Flying Enterprise.

— ABC RADIO —

The election of President-Elect Eisenhower.
Efforts for truce in Korea.
Dismissals of Morris, McGrath.
The Supreme Court ruling on the Steel Seizure.
The Flying Enterprise Disaster.
The Prison Riots.
The Death of King George.
The Abdication of King Farouk.
The Schuster Killing.
The Yankees' Defeat of the Dodgers.

— ABC TV —

The election of President-Elect Dwight D. Eisenhower.
The National Conventions in Chicago.
The Flying Enterprise Disaster.
The Death of King George.
The H-Bomb Explosion.
The Koje Prison Riots.
The Midwest Floods.
The Seizure of the Steel Industry.
The Issue of Corruption in Government.
The Czech Purge.



TONY MARTIN

TV—AND CANADA POLITICS

Citizen Protests Bring Easing Of Gov't Edicts

By T. J. ALLARD, General Manager,
Canadian Association of Broadcasters

TELEVISION became a hot political issue in Canada during 1952 and remains so in 1953. Developments forced the Government to modify its previous policy of a complete monopoly of television in Canada by the government-owned Canadian Broadcasting Corporation. The modification, however, has gone only half way, and the struggle for development of the new medium in Canada continues.



The Government found its original policy of permitting only its broadcasting agency, The Canadian Broadcasting Corporation, to enter television, under fire from its own party. A meeting of the National Liberal Federation in Ottawa in the fall of 1952 passed a resolution demanding that the Government immediately permit the development of television by independent, or non-government capital. The National Liberal Federation is the parent body of the Liberal Party which at present holds the reins of government in Canada. The Federation's resolution reflected grass roots sentiment throughout the country, particularly in the four Western Provinces and the four Atlantic Provinces. These parts of the country had no television at all, not even that provided by the Government's monopoly, and the chorus of protest had grown to a roar.

In the two central Canadian provinces the CBC provided limited television services with one station in Toronto and one in Montreal. Each of these operates approximately four hours per evening, the Montreal station in both English and French. Manufacturers are dissatisfied with the slow rate of television receiver sales in Montreal where the CBC service aroused no great enthusiasm. In Toronto, consistent surveys showed an average of 80% of viewers consistently tuned to U. S. television stations which come into the Ontario metropolis.

The Canadian Association of Broadcasters, representing the non-Government stations of Canada, took every step in its power to point out to the Government the great dangers of a state television monopoly and the fact that private capital was

ready to provide service in many Canadian cities at no cost to the public treasury. These facts were also consistently placed before the public which saw no reason why Canada should not permit those who wanted to risk their capital in bringing television to Canadians, to do so.

As a result of rising public indignation, the Government decided to modify its policy. As matters now stand the CBC monopoly will be broken in any area where CBC does not have or immediately contemplate a television station. CBC already has stations in Toronto and Montreal and has announced its intention of proceeding quickly with telecasting stations in Ottawa, Quebec City, Halifax, Winnipeg, Vancouver, and perhaps London and Windsor. It will, thus, still continue its monopoly in all of Canada's major cities. However, private capital will be permitted in other areas and there are about half a dozen of these where television might be economically feasible.

The present modification of policy has not come anywhere near satisfying public opinion and it seems likely that the government policy will be further modified, especially if this turns out to be an election year, to permit entry by private capital into television, even in the larger areas so far exclusively reserved for the CBC. Some potential applicants are reluctant to enter a serious application in view of the fact that the regulations under which private television stations will operate have not yet been announced. There is fear in the minds of some potential applicants that these might be so stringent as to make profitable or merely break-even operation impossible.

A great deal of interest is being taken in the possibilities of various forms of wired television, particularly in the ranks of the movie industry in Canada.

Meantime, every legitimate step will be taken by the Canadian Association of Broadcasters to permit Canadians to have television service on a competitive basis which would mean supplementing Canadian Broadcasting Corporation stations with independent service at no cost to the public treasury.



MEL ALLEN

TRIBUTE TO SOUTHERN CAL.

SCBA Exalts Area, Giving Facts And Figures

By **NORMAN NELSON**, Managing Director,
Southern California Broadcasters Association

BEFORE getting into subject of Southern California radio, let's take a moment for definition of "Southern California." A simple definition would be the geographical one: eleven southern-most counties of the state. Tulare county to north, Mexican border to south.

To one who is not acquainted with Southern California, it is hard to imagine this large area as a single mass market. Those who have watched the area develop recognize how, with each year, this becomes more true. California in its growth spreads out, not up. Communities that were separated by orange groves just a few years ago are now connected by industrial and residential areas. Geographical description is too simple, however. Pages could be written to describe this mass market of 6,442,000 people.

Such description would necessarily contain such expressions as: (1) A population greater than Chicago, Detroit, and St. Louis combined. (2) Increase in population since 1940 has been 63.7 per cent while U. S. has had an 18 per cent increase. (3) 1951 total effective buying power of \$11,100,121,000 represents a 275 per cent increase since 1940. (4) Retail sales for 1951 were \$7,113,881,000, larger than total retail sales of Chicago, Cleveland and Milwaukee combined. (5) Retail sales per capita of \$1104 compared to U. S. average of \$976.00. (6) Effective buying power per capita is \$1723, compared to U. S. average of \$1423. These are just a few of the things that would have to be said about this mass market and its people who earn more and spend more.

Now, what about radio for 1953? Based on facts of what has actually happened to radio since the advent of television, radio in Southern California during 1953 will reach more people than ever before. Since the pre-television year of 1946, the number of radio homes has increased 33.6 per cent. Today, there are 2,096,600 radio-equipped homes in the area. Naturally, the first thought that comes to mind is: "The homes are there, but are the radios turned on?"

Let's look at some indisputable facts and determine what size audience radio really has. In 1946, Nielsen shows that 4.65



hours per day per home were spent listening to radio. In January, 1953, Nielsen shows that only 3.44 hours per day were spent listening. That's a drop of 26 per cent in listening per home. That's a big loss—we don't like it, but it's true.

The average person is thinking about the radio picture today stops right there—and that is where he makes his big mistake. Radio's audience in Southern California continues to be as big as it has ever been, for the simple, but logical reason that while each home is listening 26 per cent less, there are 33.6 per cent more homes listening. A little less listening per unit—but many more units. Which would you rather have; three quarters or ten dimes?

Bear in mind that the audience which has been discussed so far does not include any out-of-home listening. California, because of its very nature, has higher percentage of out-of-home listening than anywhere else in the country.

It used to be that a great many advertisers were writing off nighttime radio in television homes. Let's examine the facts. According to Pulse of Los Angeles, radio listening from 12 noon to 12 midnight in TV homes has consistently increased since 1950. Average quarter-hour TV homes using radio in 1950 was 14.3 per cent. Even then, nighttime radio was pretty healthy in TV homes. But today 18 per cent of all television homes had radio on during the average nighttime quarter-hour. That's an increase of 22.4 per cent since 1950.

Let's compare radio's 11.8 per cent rate increase for a 33 per cent increase in radio homes, with what has happened to newspapers during same period: today, there are five metropolitan newspapers in Los Angeles with total circulation of one per cent less than the total circulation of four papers that existed in 1946. The advertiser must pay 50 per cent more than he did in 1946 to reach 99 per cent as large an audience.

When the housewife does her marketing today, she compares price of one product against another and prices of one store with those of another store. When you buy advertising, compare one medium with another, and if you do, you'll look twice at radio, and buy.

20th Year DON McNEILL'S BREAKFAST CLUB



SWIFT & CO.

PHILCO

O-CEDAR

BOBBI-

WHITE RAIN

ABC

GET IT DONE VOLUNTARILY

The Basic Idea Behind The Advertising Council

By HOWARD J. MORGENS, V.P. in Charge of Advertising,
The Procter & Gamble Company

THE Advertising Council is based on a simple and fundamental idea. It is based on the idea that—if you can inform the American people and constantly remind them of the many vital tasks which must be accomplished in the public interest—the people themselves will take the necessary action voluntarily. Through the Advertising Council, business in general and the advertising industry in particular, have succeeded in using the great force of advertising to get things done the voluntary way.

There is, after all, one concept or one fact that is of tremendous importance in the world today. It is the very difficult and disturbing fact that a great many people today believe that the way to get things done is to turn more and more to state direction and control instead of relying on the voluntary action of free citizens.

On a global scale, of course, this fact splits the world into two ideological camps. The world today is in effect half slave and half free—a condition which Lincoln said could not long endure. The communists see the individual wholly as a creature of the state subject to its complete direction. We believe in the dignity and in the free action of individuals.

The basic fact, in other words, is that there are two ways of accomplishing things. One is the voluntary way and the other is the way of compulsion. The reason that business supports the Advertising Council so enthusiastically is that it actually gets things done the voluntary way. And each time the voluntary way works, America moves another step away from state direction and compulsion and all its dangers to our political and economic liberties.

Let me give you a few examples of the kind of thing I am referring to—examples of the Advertising Council at work.

When World War II was only a few months old, bills were introduced into Congress making savings compulsory as a wartime measure. These bills were never enacted into law because seven successful war loans made them unnecessary. The Treasury Department has given large credit for these successes to the Advertising Council campaigns.



A bill to draft nurses was not needed because the Advertising Council's recruitment campaign resulted in a tremendous increase in the voluntary enrollment of nurses. We didn't need "work or fight" laws. Women were recruited from their homes by the millions to "man" the war plants. "Rosie, the Riveter" was more than a song; it was part of a huge "manpower" advertising campaign.

At the war's end, the Advertising Council was not demobilized like so many other war-born agencies, because it was felt that this powerful mechanism for informing and persuading the masses of people in this country would be needed to help solve the country's new problems in the voluntary way. Here are examples of the Council's post-war work:

On September 10, 1951, the Advertising Council began a campaign to step up donations of blood. Stockpiles were almost exhausted and donations were running at about 12,000 pints a week. In the first week of the campaign, donations almost doubled. In 12 weeks, all of the blood was being donated that could then be processed—approximately 75,000 pints a week. This program still is functioning well.

When the country faced a critical shortage of steel scrap, the steel industry and the government asked the Council to conduct a campaign urging factories to turn in their old idle metal. Such a volume of scrap flowed to the scrap yards that soon the crisis was over.

Donations of space and time are matched by donations of professional advertising service. Virtually every large advertising agency in the country has served without charge in helping to prepare the advertisements used in one or more campaigns.

Looking at the past and present successes, it is readily apparent that the Advertising Council will certainly continue to be effective in helping to solve critical national problems the way we Americans can and should solve such problems — the voluntary way without danger to our freedom and without loss of our individual initiative.

LOCAL AND SPOT RADIO UP

Figures Tell The Story Of Continued Popularity

By **FREDERIC W. ZIV, President.**
Frederic W. Ziv Company

ONLY a short time ago, radio was being stabbed in the back and tugged aside. At the very least, even if it survived, it was going to be reduced to a slightly foolish and impotent older brother of television, with its big electronic muscles.

Well, let me give you a few statistics: The current Nielsen Coverage Service, showing all 3,072 U. S. counties, shows that Americans are listening to 70,175,670 radio sets, that 98% of all U. S. homes have radios, that radio homes total 43,940,460, that there are 3.5 persons in every radio home, and that 25 million families throughout the nation own car radios.

Did you know that radio time sales in 1952 reached \$464 million, (bigger than ever before) \$7,896,000 bigger than 1951, that total sales were up 7.1%, spot sales were up 4.1% and network was down 13.1%?

Equally interesting is the report that more money was spent for radio than on television in last Fall's Presidential campaign: \$3,111,000 for radio and \$2,951,000 for television.

In other words, when the chips were down, radio came through like a champion. Because radio ate so high on the hog for many years without much of an effort, many people assumed that radio had forgotten how to use merchandising, exploitation, advertising, promotion and showmanship, and that, naturally, with TV bearing, the industry would cave in and that radio sets would carry nothing but news, time signals and the daily weather reports.

Well, it didn't happen. Radio didn't cave in. Radio fought back for the attention of the American public, for its rightful share of the advertiser's dollar, and for its place in the journals of the land. Radio used imagination and showmanship.

I am really proud to say that the Ziv Co. radio business is bigger than ever and that our production, advertising and promotion budgets have been increased for 1952. We are confident that this will be our greatest radio year.

There is still nothing wrong with radio that showmanship won't cure. When Matt Cvetic throw a bombshell into Congress-



sional hearings as a Communist spy for the F.B.I. for seven years, we were fortunate enough to be able to arrange for his story to be told to the American people in the form of a dramatized radio series, "I Was A Communist For the F.B.I." That program is sold on over 600 stations.

There was also showmanship and a sense of news values when our people signed Tyrone Power to play the part of a U. S. Senator in "Freedom, U. S. A." People

have never been more interested than they are now in what is happening in Washington, and not only did this program also sell extremely well, but we were the proud recipients of scores of letters from leading U. S. Senators, lauding us for producing a radio program that told exciting stories and at the same time performed a public service by educating listeners in the workings of Congress.

Senator Taft wrote:

"The American people are greatly interested in the work of our Congress as is testified by the thousands of visitors from every state who annually watch from the Senate and House galleries. I believe that a radio program of the type of 'Freedom, U. S. A.' can do much to interest more people in the workings of Congress. This is a good goal for it will help to bring about a better understanding of a most important branch of the government of our Republic."

Our latest presentation was a switch in showmanship. We tied in that musical Rock of Gibraltar, Guy Lombardo, with a giveaway of Gruen watches based on identification of his "mystery medley," and the program at this writing is heard on nearly 200 stations—this, despite the fact that we have been selling it for only two or three weeks.

In addition to getting \$2,500 worth of Gruen watches free to give to listeners who identify Lombardo's mystery medley, sponsors of the Guy Lombardo-Gruen program may obtain tune clue booklets to help listeners identify the mystery tunes, also newspaper ad mats, announcements, posters, streamers, shelf-talkers, bottle hangers, table tents, and publicity, exploitation and promotion manuals, and other material.

This is what I mean by backing up showmanship with merchandising. And this is what still makes radio the advertiser's best buy.



YOUR
SHOW
OF
SHOWS

"YOUR SHOW



SID CAESAR

"O Boy O Boy"

OF SHOWS"



IMOGENE COCA

"What a Beautiful Gesture"

"YOUR SHOW OF SHOWS"



CONCERT — OPERA — SYMPHONY

NBC - Radio

NBC - TV

Personal Representative

GEORGE "BULLETS" DURGOM

"YOUR SHOW OF SHOWS"



JACK RUSSELL

"YOUR SHOW OF SHOWS"

MEL TOLKIN - LUCILLE KALLEN - MEL BROOKS - TONEY WEBSTER

Writers

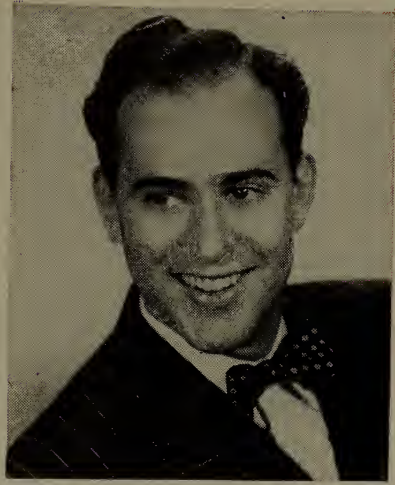
of

"Your Show of Shows" NBC-TV



**BILLY
WILLIAMS
QUARTETTE**

"YOUR SHOW OF SHOWS"



CARL REINER



**HAMILTON
TRIO**



"Your Show of Shows"

**PAT HORN GLORIA STEVENS
 BOB HAMILTON**

"YOUR SHOW OF SHOWS"



CHARLES SANFORD

MUSICAL DIRECTOR

OF

MAX LIEBMAN'S "YOUR SHOW OF SHOWS"

NBC-TV

"YOUR SHOW OF SHOWS"



Max Liebman

Producer-Director

"Your Show Of Shows" — WNBT

C.A.B. SERVICE DIVERSIFIED

Opposition To Government Controls Productive

By D. MALCOLM NEILL, Chairman of the Board
Canadian Association of Broadcasters

THE Canadian Association of Broadcasters had an extremely active year in 1952. Its membership increased to 117 stations and 37 associates. Action was required from the Association on a wide variety of problems, and many of these met with successful results.

During the year the Canadian Broadcasting Corporation announced a new set of controls for broadcasting in Canada. Included amongst these was a provision that fixed percentages of programming material were to be of "original Canadian production." This is the first time in the history of broadcasting in the world that any such limitation has been proposed.

As the result of vigorous representations by CAB, the proposals have been withdrawn for re-drafting and CBC has promised consultation.

CAB has always emphasized the fact that Canadian radio broadcasting stations should be free to operate under the law like other publishers of the Dominion.

Equally vigorous representations by CAB succeeded in partial reversal of the CBC's policy of monopolizing television in Canada. Non-government capital will now be permitted to develop television service in any city where CBC does not have a television station. Although this is a step forward, the present policy of monopolizing the larger centres for CBC television is not a good one and efforts to have this situation corrected are continuing.

In 1952 the Copyright Appeal Board awarded CAPAC (ASCAP) a copyright fee scale of 1 1/4% of station revenue. Hitherto the fee scale had been 7c per licensed receiving set. The dollar increase amounted to roughly \$300,000.

The Association has appealed this award on principle to the courts, contending that the Copyright Appeal Board do not have the power to fix a fee based on percentage of revenue. Meantime representations to the Copyright Appeal Board for a downward reduction of scale, regardless of the basis used, are vigorously continuing.

The subject of listener surveys engaged the Association's attention during 1952, and it is now proposed to set up an independent research director, who will audit



and gauge the validity of all programming-popularity research.

Arrangements were made for an industry-wide pension plan, allowing all member stations to join forces in a pension plan for employees, thus offering substantial savings. Other forms of industry-wide insurance are being explored.

Member stations of the Association were permitted during 1952 to form a one-time national network for the first time in recent Canadian history. The broadcast was a special salute from the private stations to Queen Elizabeth II on the occasion of her first birthday as Queen of Canada. The broadcast itself was highly successful. Apart from drawing tremendous favorable comment, it clearly demonstrated that the privately owned stations can produce material of network calibre and handle network operation.

The broadcast was released also by several United States networks.

The Association took an active part in civil defense planning, especially in the communication field and is actively engaged in a study of the practicability of editorial policy for broadcasting stations.

This civil defense activity is an outgrowth of, and an enlargement on, the program instituted last year to meet any emergency, no matter how caused. Broadcasting, according to this plan, will aid in providing information, maintaining civilian morale and giving instructions to the defense population of the Dominion.

An adaptation of BMT's teen-age book parade is now under way and is attracting favorable attention from parent groups, editorials and listeners generally.

A wide variety of new services to members was introduced during the year, including specific suggestions on sales, promotion, programming, the effective collection and compilation of statistics, a review of economic trends and like services.

The Association's chief accomplishment, however, was establishing by the process of repetition in the minds of most Canadians the basic fact that broadcasting is publishing and there is reason, therefore for treating the broadcast form of publication in exactly the same fashion as the printed forms of publication.



Burr Tillstrom with

Kukla, Ollie and Fran Allison

5 YEARS ON TV
5 YEARS WITH RCA VICTOR

KUKLA, FRAN
and OLLIE

Musical Director.....Jack Fascinato
Producer.....Beulah Zachary
Director.....Lewis Gomavitz
Costume Designer.....Joseph Lockwood

NBC Television Network



DICK STARK

NEWS—AUDIENCE BUILDER

Value To Radio Extends To TV, RTNDA Finds

By TOM EATON, President
Radio-Television News Directors Association

NEWs via radio and television continues to make great strides. More and more stations in both media are realizing that their best way to get additional listeners and viewers is to add news operations manned by trained news personnel.

The Radio-Television News Directors Association which was organized in October of 1946 at Cleveland as the National Association of Radio News Directors, has done much in its short history of seven years to prove to management that stations can best increase their revenue through news by winning respect, loyalty, prestige . . . and LISTENERS OR VIEWERS.

The RTNDA's object is to help not only the newsmen and women do a better job, but to assist management in holding their listeners and viewers.

Surveys made by the RTNDA during the past three years have shown that many stations throughout the nation are selling all of their news shows with very little difficulty, and as a matter of fact many radio and TV stations report that they have waiting lists of clients who want to sponsor good news shows.

At its seventh annual convention in Cleveland last December the name of the newsman's organization was changed from the National Association of Radio News Directors to Radio-Television News Directors Association so as to include newsmen of both media. At the same time the RTNDA voted to set up five regional vice presidents who would work to create greater interest in news operations in their areas and to assist stations in sound and economical ways of organizing news-rooms.

The members of RTNDA have long realized that radio and television news must have the very best in trained personnel. The officials of the organization have always kept their doors open to schools and universities who have students desiring to know more about radio and television news. At an early date the RTNDA will have a committee of veteran newsmen available for lectures or talks at schools in their communities.

The RTNDA has done much during the



past three years to help newsmen get into places with their tape recorders and cameras. The association's Freedom On Information committee is ever alert to see that newsmen of the radio and TV media are not penalized, by being barred from the so-called press conferences. The committee has members in Washington and other key cities whose duty it is to see that radio and television news people get equal access to the news.

The RTNDA also has a wire service study committee which works with the various wire services, making studies of the various stories carried on the wires. The committee, which is headed this year by News Director Richard Oberlin of WHAS and WHAS-TV, Louisville, Ky., comes up with suggestions which will help improve the services to the radio and TV stations.

The top awards for radio and television news are presented each year to the winners in the RTNDA's competition by the Medill School of Journalism, Northwestern University, Evanston, Illinois. Baskett Mosse is in charge.

This year RTNDA and Northwestern are going to sponsor seminars on News for both Radio and TV at Evanston. The most experienced newsmen in radio and TV will be on hand as the instructors.

The RTNDA Bulletin is published each month with the cooperation of the School of Journalism, State University of Iowa, Iowa City. Sample copies will be furnished managers and newsmen who write to the RTNDA's Executive Secretary Burchleigh Downey, WKAR, Michigan State College, Lansing, Mich.

Managers and non-members are always welcome to attend the annual conventions of the organization. This year's convention will be held in Washington, D. C., and it appears that the program will be the best in the history of the newsmen's association.

Many of the leading managers and owners of stations in the radio and television field have given their stamp of approval to the RTNDA and know that the organization's first objective is to help its members and their stations present the best in radio and TV news programs.



JAN MURRAY

MEET YOUR MATCH — N.B.C.

SUNDAY — 7 - 7:30

EASTERN STANDARD TIME

TV NOW "COMING OF AGE"

Vital Problems Must Be Faced, Decisions Made

By **THAD H. BROWN, JR.**, Director Television Department,
National Association of Radio and Television Broadcasters

TELEVISION, literally, will begin to "come of age" in 1953. There will be vital decisions made within every segment of the industry, and the results therefrom will commence to delineate the ultimate dimensions of the medium.

The Federal Communications Commission has already exceeded the 200 mark in the issuance of post-freeze grants, a great majority of which are in the UHF channels. This unprecedented acceleration of action by the Commission is being matched by many of the permittees, who, with station construction immediately under way, are estimating inaugural operation dates hitherto thought impossible. Truly, an adequate one-word definition of television broadcasting today is—"speed."

Both the FCC and the industry are demonstrating ever-increasing faith in the UHF channels, not only engineering-wise, but in the economic aspects as well. It seems apparent, therefore, that 1953 will witness the first tests of the feasibility of UHF, not only in those markets where UHF stations are first on the air, but also where the new station will meet competition of established, pre-freeze stations.

The addition of these new grantees, and the shifting competitive aspects engendered by their operation, will bring into clearer focus the needs, requirements and demands of program availability. There will begin to develop the answer to the presently unresolved question of the equitable ratio between "live" and network programming and programming by film and kinescope.

As part and parcel of the programming question, the industry will face decisions regarding the availability of program sources for television broadcast. One of the most precedent-setting cases on this point, and one which will reverberate for years to come, is presently being argued in the Federal District Court in Philadelphia under the title of the National Professional Football case. Indeed, it is more than that; the vigor with which the Justice Department prosecutes the case—and the end result—will go far to establish whether or not many of the events people expect to witness by television in their homes at no cost will be reasonably



available to them in the future.

Another question within the industry revolves around a date—June 2, 1953. That date marks the first anniversary of the allocation of channels by the FCC for non-commercial educational use. Some permittees of these channels have not yet taken action to utilize the grants; and the question is—what will become of such channels when the year of grace has passed? Will the Commission extend the deadline, or

can commercial applicants petition to have these allocations thrown open to bidding by commercial interests? The FCC has not yet declared policy in this area.

Its critics to the contrary, television worked cooperatively and successfully with educational institutions of the nation to compile an excellent record of achievement in the field of education during the year just closed. And on its own, the sight-and-sound medium certainly set a new standard of mass education through its coverage of the conventions of the Republican and Democratic parties, the presidential campaign and the inaugural ceremonies that followed. Through the lenses of the TV cameras millions witnessed history in the making.

A major step toward self-improvement was taken by the industry with the promulgation of the NARTB Code of program standards. The Code was developed voluntarily within the industry as a means of better serving the public, and it is subscribed to presently by nearly one hundred individual stations and the four networks.

One of the primary objectives of television in the year ahead will be that of gaining free access to coverage of public events—particularly sporting events and legislative hearings. Broadcasters hold the unanimous belief that the public is entitled to such programming, and will make every effort to open these doors to television.

Though many other problems, and some solutions, are forecast in 1953 before Congress, the FCC, the markets and the laboratories, the foregoing are among those that come immediately to mind as major factors in the development of nationwide television broadcasting.

ROBERT MONTGOMERY

Presents

YOUR LUCKY STRIKE THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION

MONDAYS 9:30 - 10:30 PM EST

TV SURGE HIGHLIGHTED '52

By BRIG. GEN. DAVID SARNOFF

Continued from Page 43

uled to be broadcast during the Spring.

Sales of radio sets continue to increase, enhanced by technical refinements and attractive designs. At the beginning of 1952, there were more than 105 million radio sets in the United States, including 25 million radios in automobiles. During the year, more than 9 million new sets were produced by the industry. Portable sets, because of their efficiency and convenience have gained in popularity and will continue to do so. Clock-radios and book-size receivers in light-weight plastic cases beautifully designed in a variety of colors have contributed to the novelty and usefulness of such instruments and have increased the public demand for them.

The popularity of the "Victrola" phonograph and recorded music continues to grow. Today there are 26 million phonographs in the United States as compared with 8 million in 1946. New, simplified and improved record-changers, smaller non-breakable records, new electronic techniques in recording, and attractively designed albums have all helped to increase the demand for phonographs and records.

The "45" records and 33 1/3-rpm Long-Play records have spearheaded the advance. Among the new developments in 1952 was the RCA Victor "EP" (Extended Play) "45" record which plays up to eight minutes a side, or a total of 16 for each 7-inch disk.

Modern record players provide the public with turntables that literally are concert stages with a catalog of music in every classification.

There is plenty of evidence at hand to show that television will by no means be limited to its present operations. The uses of TV in education are manifold. It may well be that the volume of business that can be developed in industrial television and electronics as well as television in education, will one day be larger than the volume of business now being done in the field of TV entertainment.

For security reasons the latest developments of electronics for defense cannot be discussed. It may be observed, however, that electronics is one of the most important building stones in that technology. Science links defense and industry as a bulwark on land, on sea, under the sea and in the air. Radar, robot planes, airborne television, electronically con-

trolled missiles and other devices now are vital elements in our military plans.

In recent years, a vast new field for exploration and development called "electronics of solids" has opened in the scientific world. So impressive are the developments, and so important the potentialities for the future, that scientists are acknowledging the electronics of solids as one of the most dramatic steps in technical progress.

The United States is fortunate in having a radio-television industry made up of so many competent organizations. The keen competition among them spurs continued effort on the part of all and stimulates scientific and economic advances matched by no other country.

These competing organizations, through their individual efforts, give the United States preeminence in all phases of radio, television and electronics. For defense, this industry provides superior equipment developed and produced by American ingenuity and craftsmanship. The finest radio-television instruments and services in the world, and at the lowest cost, are made available to the American home. In achieving this, the industry provides employment for hundreds of thousands of people and contributes substantially to the high standards of living enjoyed in this great country.

It is difficult to predict and unwise to limit the possibilities of the future in such a world-wide field of operations. In science, however, we are certain that progress will continue. The basis of our confidence is our faith in technology and in the ability of Americans to apply their talents in science, research, engineering and labor. The readiness of the American public to accept new ideas as well as new services and products is stimulating to all of these forces that operate within modern industry.

We must recognize, however, that progress, in its larger sense, depends upon other factors as well as upon science and invention. We must strive to achieve world peace, preserve our freedom and maintain our American way of life. These are the main essentials that call for our spiritual as well as our physical improvement. We enter the coming year with renewed hope.



VANESSA: Wayne, Woman, and Song

Latest instrumental composition is "The Magic Touch" from "More About Love," the Versailles restaurant's hit musical for which lyrics and music were written by

BERNIE WAYNE

FILM—BACKBONE OF VIDEO

Growing Demand Felt For Screened Programs

By JOHN L. SINN, President.
Ziv Television Programs, Inc.

THERE is no better report on the status of filmed television today than the fact that three of Ziv's films are each being shown on about 70 stations.

It's not a question of whether stations will telecast filmed or live shows—they *need* filmed shows. In many markets we are selling packages of six or eight programs.

Only this week I received a letter from a midwest educator who lamented the fact that although television has now come to his city, he will never see the many wonderful programs which have been broadcast over the national networks in the past few years. Because they were live they were as ephemeral as any sight or sound, which, once seen, vanishes forever. If all programs were on film, the new station in this man's area would be able to select the best and he and his neighbors would be able to sit back and watch entertainment that a king couldn't buy.

And this is true every time and every place where a new television station goes on the air.

In addition to the wonderfully entertaining programs that would be available, it would be a great public service for each new television station as it goes on the air to show on film the great news events, current events, sports, interviews, campaigns, political conventions, and the other significant history of the past five or six years. If it only started with the great political conventions in Philadelphia in 1948, say a wonderful, important daily or weekly feature could be shown the local audiences to bring them up to date on what television has been showing since that time.

This would not only be a great public service, it would also be an excellent instrument for local promotion. For example, this program could also be shown during the day at special school assemblies, and at other special, attention-getting groups. Because it would be on film, such flexibility and permanence would be possible.

We know that listeners don't know, or don't care, whether they are watching live or filmed television. Not only in the case



of historical features which I mentioned above, but also for dramas, comedies, interviews, press conferences or even news. In other words, everything, certainly all news events, should be filmed as well as telecast live, not only for posterity but also for the man who happens to be busy in his office or driving his truck when the news event took place and who would love to see it that night.

In addition to the advantages film offers to stations, film is equally important to agencies, sponsors, performers and technicians—more and more of whom are insisting they will work only in film. For their own varied and individual reasons, ranging from the artistic to the economic, these people are finding film the best medium for television programs.

These people like the ease and freedom they can get with film. They like films' exciting range from illusion to realism. The actors like the comparative freedom from the director's stopwatch as well as the reduced chance of ending up in a hospital; the writers like being able to create a scene that doesn't have to be played inside chalk marks; technicians like the opportunity film affords for perfection; sponsors and agencies like knowing what they are buying; producers and distributors like being able to place the programs on many stations; directors like the artistic liberty and freedom of creation they are permitted—and above all, audiences love the wonderful things that can be done on film, the plays and stories that could never be told except on film, the great illusions they can watch on film, and the security of knowing that no matter what is happening, anywhere, if there is a film camera anywhere around, sooner or later they can see it, too, on their television screens.

We don't want to debate the relative merits or advantages of film and live. Both are indigenous to television and each must certainly do its best to give the audience the programs it wants. We do point out, however, that there are increasing numbers of the creators and performers and sponsors who find film the perfect medium for them.



CHARLOTTE MANSON

RADIO

TV

MU. 3-6600

MANUFACTURING MARKET

By FRANK M. FOLSOM

Continued from Page 57

not only the design and construction of these transmitters, but advances in receiver design and the design and installation of new combination UHF-VHF antennas by the RCA Service Company.

Both VHF and UHF provide excellent telecasting service, but, because of the added frequency range, new dual receiving equipment must incorporate the best possible technical design. This type of equipment includes combination VHF-UHF receivers, as well as conversion units for sets already in use. Our objective is to continue to provide excellent reception in the home at all stages of television's growth. In this connection, RCA has continued its engineering development of compatible color television as a future additional service to the public.

A major contributor to television's present stature, the National Broadcasting Company—a service of RCA—completed its twenty-sixth year in 1952. In both radio and television programming, NBC continued to offer new, high-calibre shows to the public. The network led all others in volume of business. For the first nine months of 1952, NBC radio and television sales totaled \$92,093,592. Television scored a marked advance over previous years, with a sales total of \$97,793,752 at the end of the third quarter of the year.

The most important developments in phonograph records in 1952 were those which helped to provide record buyers with "more music for less money." The pattern was set by RCA Victor's introduction of two major advances—Extended Play, which doubles the playing time of single 45-rpm records, and the "Bluebird Classics" albums. EP records make it practical to record—complete on one side—hundreds of shorter classical works which did not fit logically on previous records and, also they considerably reduce the cost of popular music albums. There has been an excellent response to the high-quality classical recordings issued on the new, low-priced "Bluebird" label.

One of the most significant releases during the year was RCA Victor's recording of the Ninth Symphony of Ludvig Van Beethoven under the direction of Arturo Toscanini with the NBC Symphony Orchestra. The list of great opera merchandise was strengthened with the addition

of the full-length recordings of Puccini's "La Boheme," Verdi's "Il Trovatore," Puccini's "La Tosca," Moussorgsky's "Boris Goudenoff," as well as albums offering the highlights from Bizet's "Carmen," Donizetti's "Lucia di Lammermoor," Mozart's "Idomeneo" and the celebrated "Amahl and the Night Visitors," which made a sensationally successful debut over NBC-TV.

A recapitulation of sales figures reveal that the top show albums for the year were "Wish You Were Here" and "New Faces."

By the end of 1953, the sale of 78-rpm records probably will amount to less than 25 per cent of the market, having been replaced by the newer, unbreakable, and easier-to-handle 45 and 33 1/3 rpm speeds. With the increased number of turnables now in use, including new three-speed players, and with the growth of interest in music apparent throughout the country, the phonograph industry can look forward to the greatest sales in its 75-year history.

The growth and expansion of the radio-television and electronics industry is an outstanding example of American industry's capacity for teamwork.

For our civilian population, this teamwork meant more and better television and radio sets, records, transmitting and industrial equipment, and all the other products that have enabled the people of our country to achieve their high standard of living.

For our Armed Forces, it meant military equipment and technical assistance to help keep our country strong and free.

Big companies and small companies worked together to make the products needed for our civilian use and defense. At RCA, for example, nearly 5,000 independently-owned companies helped supply the materials and services needed to manufacture finished products. Three-fourths of these suppliers are classified by the Government as small business firms, and they receive approximately half of the dollar volume of all RCA purchases.

The electronic symbol is a bright and guiding star that challenges science and industry to advance into new fields of endeavor, to create, and to improve with quality and efficiency as the standards.



ROY ROGERS
"King of the Cowboys"
AND TRIGGER
"Smartest Horse in the Movies"

Current Picture:
"Son of Paleface"
A Paramount Picture
in Technicolor
Commercial Tie-Ups
Roy Rogers Enterprises
1418 N. Highland Ave.
Hollywood 28, Calif.

Television & Radio — NBC Network
Sponsor, Post Cereals

Recordings — RCA Victor
Exclusive Management
Art Rush, Inc.
1418 N. Highland Ave.
Hollywood 28, Calif.

Public Relations
A. L. Rackin
1418 N. Highland Ave.
Hollywood 28, Calif.

RADIO-TV'S PATRIOTIC ROLE

Election Service Drew People Closer To Nation

By TOM FITZSIMMONS, Associate Editor
Radio Annual and Television Year Book

ON JANUARY 20, 1953, Dwight

David Eisenhower was sworn in as the 34th President of the United States. Approximately 60,000,000 voters cast the ballots which chose the wartime leader and his youthful running mate, Richard M. Nixon, over their distinguished Democratic opponents. Adlai E. Stevenson of Illinois and Sen. John Sparkman of Alabama.

The election of the Republican candidates marked the culmination of what was undoubtedly the most intensive radio and television campaign in the short but exciting history of these two industries, a campaign which pointed up impressively the unmatched superiority of these two media in reaching the homes and the firesides, the hearts and the minds, of the American people.

Both General Eisenhower and Mr. Stevenson waged spirited, sincere and essentially dignified campaigns in seeking the highest honor within the gift of the people, the former emphasizing the homey, man-to-man approach, with Mr. Stevenson impressing the viewer and the listener by his almost Churchillian command of the English language.

While both candidates sought to appeal primarily to the common sense of the voters, showmanship *per se* was employed effectively by both camps. The assistance of some of the foremost entertainers was enlisted by each party. While the "stints" were at times lacking slightly in dignity considering the importance of the office involved, the value of their aid was conceded by both political organizations.

Drama was utilized skillfully by both sides, but in this department the Republicans undoubtedly had an edge, with the "Oscar" in this division going probably to the broadcast-and-telecast wherein Mr. Nixon explained the existence and source of his campaign funds, and included in his address a complete recapitulation of his personal finances as well as other details regarding his home and family life which went straight to the hearts of his audience.

Drama, also, there was in the six-and-one-half-hour "telethon" by Gov. Thomas E. Dewey of New York over WOR-TV on election eve. Making his first appearance



of the day at 6 a.m., he was televised at least 15 minutes of each hour until 9:45 p.m., at which time he took over completely, remaining on camera until midnight, during which time he answered innumerable questions and introduced such "guest stars" as John Roosevelt, Clare Booth Luce, Mrs. Wendell Willkie and Mrs. Fiorello La Guardia. The "telethon" was sponsored by the New York State Republican Committee.

To adequately comprehend the magnitude of the vast campaign which surged to its climax last January 20, one must, logically, start at the beginning. That beginning was marked at a date some six months before the election when radio and television joined hands in a "Get Out the Vote" drive which bore fruit a half year later in what was aptly termed "the greatest single expression of public opinion in the history of the nation."

More than 3,000 radio and TV stations participated in the get-out-the-vote drive in a co-operative effort sparked by the NARTB in association with the American Heritage Foundation and aided mightily by the state broadcaster organizations. Robert K. Richards, assistant to Harold E. Fellows, president of NARTB, was in charge for the association, with John H. Smith, Jr., as campaign co-ordinator.

Chairman of the industry committee for the drive was John F. Patt, president of the Goodwill Stations. Members of the committee included: Roger W. Clipp, WFIL, Philadelphia; Frank Fogerty, WOW-TV, Omaha; Kenneth D. Given, WLB, Bowling Green, Ky.; Paul Morency, WTIC, Hartford, and Joseph Wilkins, KFBB, Great Falls, Mont.

Both the NARTB and AHF supplied radio and TV stations with campaign "kits" containing a wealth of suggestions, including text for announcements as well as ideas conceived especially for clubs and commercial organizations. These suggestions were used *in toto* or were utilized as a basis for other ideas put into practice by local community groups.

In commenting on the outstanding success of the get-out-the-vote campaign, Mr. Fellows, speaking as president of NARTB, declared: "There are three particularly

(Continued on Page 798)



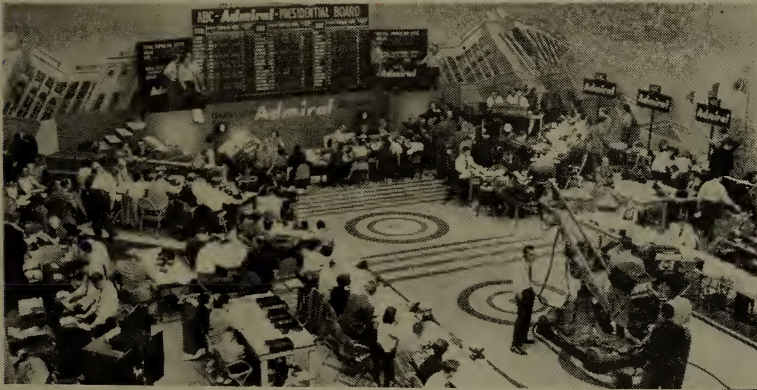
JOHN GART

COMPOSER - CONDUCTOR

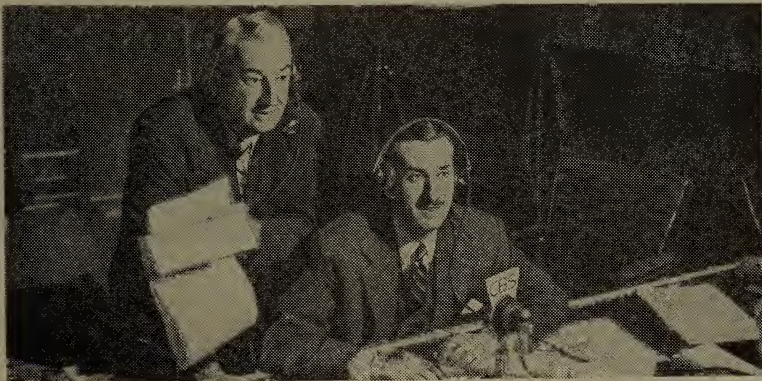
As Networks Told the Election Story



NBC commentators shown in Studio 8-H are, reading clockwise: Bill Fitzgerald, W. W. Chaplin, George Hicks, Bill Weinstein, Bob Murphy, Crampton Savington and H. V. Kaltenborn.



Studio-TV-One, ABC's impressive election night news center on West 66th Street was a beehive of activity as returns came in.



Key man for CBS on election night was Bob Trout, shown at the mike above. Wells Church, CBS director of news, stands behind Trout.



Peggy Lee

TV FILM—FACT, NOT TREND

Now A Positive, Activated And Vital Institution

By CHARLES B. BROWN, Vice President,
Bing Crosby Enterprises, Inc.

A FRIEND asked recently, "What is the *trend* in film for television?" Upon checking the word *trend* in our Webster, we found that "*trend*" means ". . . an underlying or prevailing tendency or inclination to drift. . . ." Upon this basis, there is no trend to film in television since the move to film is a positive planned, activated movement rather than an unpremeditated, uncontrolled drift into film production.

Actually, the question of whether live shows or programs on film are best can never be an unqualified question because some programs, like special events, most quiz programs and others are best live while other certain programs are always best on film.

As we see it, the why of film growth in television, however, is not one of sheer production values alone, rather it is that film is the solution to four fundamental problems only one of which has anything to do with respect to program production quality as such. There are four problems. With the readers' indulgence, we should like to expand each of these four elements into a few brief paragraphs.

(1) *Program Quality and Suitability:* Full turn illusion as in dramatic programs can best be done on film for many reasons obvious to all. Fluffs can be edited, retakes are always possible and the fearful physical toll of continuous tension is eliminated. The week in and week out demands on live programs featuring a central character or cast is already too well known to require embellishment. Illusion can run the entire gamut of human expectation. A desert scene is just what it purports to be and the rapport of viewer with the unfolding story is doubly insured because of the sweep and scope of realism. No adjustment to scenic inadequacies is necessary.

The second problem is: *Time Zone Differences.* Nothing can be devised to move the unmovable; time differential with a visual medium simply offers an unscalable obstacle to live TV other than special events of major significance. Seven o'clock Central Time is difficult for top-budget shows, but six o'clock Mountain Time and five o'clock Pacific Coast Time is out of the question. The viewer cost per dollar



differential will not be accepted as a regular matter by any sponsor paying the tab for nighttime type program particularly when he can so simply solve his problem by spotting his program in these western markets at suitable time periods.

Number three on our list is: *National Marketing Problems.* Advertising strategy, in my opinion will be applied more than ever before to meet the specific and peculiar merchandising and sales problems of each particular organization in given markets. Mass advertising will, of course, still be an important factor, but "directive-placement" of advertising funds will be both a common term and a policy in the rough competitive selling days ahead.

(4) *Local Advertising Requirements.* Retail accounts will use television as they have never used local media other than newspapers in the past. Department stores, always slow to use anything but newspaper space, will be among television's strongest local supporters.

From the standpoint of the film producer, the most encouraging sign is the desire of more national, regional and local advertisers to place business on a minimum of 39 and quite often a 52-week basis. The service and sales impact of a television film program can be much more effective if longer term buying is possible because story properties can be planned, written and/or purchased with long-term values in mind both as to writer interest and story content.

Besides these intricate values, there is continuing viewer growth potential of the longer lived program.

Lastly, local advertisers or national advertisers using local markets desire program product which is equal to the best in network programming. There is obviously not sufficient high-level talent available for local programming thus, the only certain answer is a film program which alone can bring to the local viewer, during local station time, a standard of program performance which will secure and hold a viewing audience of sufficient size to pay the investment off with profit to spare.



RALPH PAUL

"STRIKE IT RICH"

CBS-TV

"ALDRICH FAMILY"

NBC-TV

"BOB TROUT NEWS"

CBS

WILL 'PRICE' KILL LIVE TV?

Tele Film Producer Scans Present And Future

By **PETER M. ROBECK**, General Manager
Consolidated Television Sales

"LIVE" network television is pricing itself out of the market. The sound financial future of the entire industry lies in top-notch filmed programs sold and resold at the local and regional level.

From a sales standpoint, therefore, the future of firms such as ours, which sells and distributes filmed television programming, is exceedingly and increasingly bright. New stations are opening both in this country and abroad. The advertisers in each new market area thus being opened, and the new stations themselves, need good filmed programs and are great potential sources of revenue to the sales agents and producers. Business is good now, and it will get even better.

My guess is that approximately \$50,000,000 will be spent during 1953 to produce filmed television programming. Some of these programs are earmarked for single sponsorship at the national level. Others are being produced for sales at the local and regional levels to stations, advertising agencies, and either national and regional advertisers for "spot" coverage, or to local merchants.

The success stories of stations and sponsors who have been buying filmed "open end" television programs insures that our future will continue to be bright. Advertisers have discovered this is the best dollar-for-dollar buy available, a fact brought home to them by the enthusiastic reaction of the viewers who more and more are realizing the unmatched advantages of filmed programs.

There is no need to cite here the many advantages of filmed programming over live. By now the entire industry recognizes that film affords great flexibility in production, and that "open end" film permits maximum flexibility in programming, so that the largest possible viewing audience can be attracted to watch the show and the "commercial."

These over-all "advantages" of film are, of course, great plus factors in helping firms like ours complete sales. Gradually even the most severe critics of film are coming to realize that the technical improvements of the past few years enable film to be received with as much clarity as any "live" show. By now, the best



behind-the-scenes brains in the film industry are working in television - producing, writing, filming, scoring and editing television programs.

Naturally there are rotten apples in the film barrel, just as there are in the "live" barrel. But on the whole, "film" has grown up and become a healthy, husky young man, AND a powerful sales tool.

The problems, then, confronting the firms concerned with the selling of "open end" filmed shows are twofold:

- 1) To obtain distribution rights to sell produced programs which have a mass audience appeal.

- 2) To sell and properly distribute and service such programs.

The "key" persons are the salesmen in the field. They must have not only the programs to sell, but the experience needed to properly advise and help buyers obtain maximum benefits from the product. They must be able to point the way for the stations to effect sales to advertisers, and be able to point the way for advertisers to properly do the job in their communities through the use of television.

In our case, we insist that our salesmen have a wide media background, and that they confine their operations to a limited area so that they can best service the needs of the customers, as well as our needs.

To be of mutual service, both to customers and to ourselves, the salesman must keep abreast of the times in this rapidly changing industry. He must be at once a consultant and a researcher, a seller and an aid to the buyer. He must keep his finger carefully on the pulse of the television public in order that he may detect and interpret each trend.

As a concluding note, the market is excellent now for the sale of filmed programs to be re-run in cities where they already have been shown. Available figures prove that some re-run programs obtain a larger viewing audience than they had on first run! This is a healthy sign which bodes well for the future of the industry, since the assurance of re-run revenue is enabling producers to devote larger budgets to the production of better programs.



We thank the many TV stations, advertisers and agencies for their honored requests for Joe Palooka on TV.

Pressure of events and the wish to cooperate with the Armed Forces, Red Cross, Charities and others in their requests has held up our opportunity to get the show ready. It won't be long now!

Again Sincere
Thanks,

HAM
FISHER AND
JOE PALOOKA

AS WALL STREET SEES US

Average Gains Shown, With Prospects Excellent

By ROBERT M. GREBE, Night Editor,
Radio and Television Daily

WILL 1953 be the peak year for radio and television manufacturers? It is questionable, taking a backward glance at the industry, that the peak was reached in 1952.

Inasmuch as Federal Communications Commission did not lift the TV freeze until April, and waited three more months before issuing the first TV grants, expansion of television did not really get under way until the latter half of the year. Thus, set sales in markets previously unserved by video, did not really develop until the last few weeks of the year.

With many new stations taking to the air in 1953, indications would seem to point to the fact that the real boom is yet to come. Delays in expansion of course may be caused by the threat of war and rearmament, but with any degree of normalcy, 1953 may be *the* year.

In addition to the manufacturing phase, the approval of the merger of the American Broadcasting Company and United Paramount Theaters is certainly of interest. With new capital, ABC threatens to move into the top brackets. Whether or not that development will come this year or next, or at some later date, remains to be seen.

*

One manner of evaluating the gains of the industry during the year of 1952 is looking at the trends of the various stocks on the New York Exchange. It is not a perfect picture however, since many of the concerns listed are engaged in other fields of endeavor other than the manufacturing of radio and television equipment and sets. But it does give a clue.

Stock prices of major radio-TV and electronic companies during 1952 showed little more than average gains in most instances, and in some cases, showed declines. For the most part, they followed general market trends, in spite of the lifting of the TV freeze and other industry factors.

Of special note is the fact that two firms, both involved in the merger of the American Broadcasting Company and United Paramount Theaters, showed declines. Du Mont Labs., starting the year at 16 $\frac{1}{2}$ %, wound up 1952 at 16, after minor fluctuations. ABC itself fell from 11 $\frac{1}{2}$ % in January to 9 $\frac{3}{4}$ % at year's end.

Other leaders in the field failed to show anything unusual, indicating that the full effects of the FCC "thaw" on television is yet to be felt by the indus-

try. Major gainers were Zenith Radio, moving from 67 $\frac{1}{2}$ to 81 during the year and General Electric, from 59 $\frac{1}{2}$ to 72 $\frac{3}{4}$ on December 31. Both concerns, it may be noted, are involved in the appliance field, which could mean that their prices were due to other factors.

Other majors showed the more average gains. These include. Admiral, from 26 $\frac{1}{2}$ to 30 $\frac{1}{2}$; Philco common, 27 to 35 $\frac{1}{4}$; RCA common, 23 $\frac{1}{2}$ to 28 $\frac{3}{8}$; Stewart-Warner, 19 $\frac{1}{2}$ to 22 $\frac{1}{8}$; and Westinghouse, 39 $\frac{7}{8}$ to 47 $\frac{3}{4}$.

CBS A and B stock showed similar gains. A stock rose from 34 $\frac{1}{4}$ to 39 and B rose from 34 $\frac{1}{8}$ to 39 $\frac{1}{8}$. The latter stocks gained despite generally adverse factors affecting the CBS color TV system, on which the company has spent heavy sums.

AT&T, partially affected by coaxial cables and lines supplied to the industry, rose from 156 $\frac{1}{4}$ to 159 $\frac{3}{8}$.

*

Another means of checking the gains or losses of industries in the year is through the year-end statements. For the most part, electronics manufacturers reported record or near record income for the year, while net incomes were proportionately lower. The latter was attributed by most of the concerns to increased taxes.

RCA gross income, for example, jumped 16 per cent in 1952 over the previous year to a new high of nearly \$694-million, but at the same time, profits went from some \$31-million in 1951 to only slightly more than \$32 million in 1952.

Total sales by Westinghouse Electric rose 17 per cent in 1952 over 1951 to nearly \$1.5 billion. But net income showed only a six per cent increase to about \$68.6 million.

And General Electric sales jumped 13.1 per cent in 1952 over 1951 to \$2.6 billion while net earnings rose 9.8 per cent to nearly \$152-million.

Perhaps the law of diminishing returns was at work, perhaps it was the higher taxes or some other factor. Yet the gains were not enough to be of great importance when one considers the lower dollar value since the start of the Korean conflict.

With the rapid expansion of TV across the country, the foundation has been laid for new peaks. Given favorable conditions to operate (eased material controls, lower taxes, etc.) the industry could make 1953 far greater than 1952 and perhaps lead the way to an even better 1954.



Sign of Good Business

Here's a sign that *ABC means business* in radio...

It's the symbol of the *new ABC*... and a sign that big things are in the air!

New programs are being developed. New talent will be attracted. New facilities are going to be added. ABC now has a powerful combination of added experience and showmanship to make its leading position even stronger.

Yes, *ABC means business*. If you are an advertiser, *this is* the time to put ABC radio in your plans!

ABC RADIO NETWORK

Radio and Television TELEPHONE NUMBERS in NEW YORK

AM Radio Stations

| | | |
|------|--------------|--------|
| WABC | SUSquehanna | 7-5000 |
| WBNX | MElose | 5-0333 |
| WCBS | PLaza | 1-2345 |
| WEVD | PLaza | 7-0880 |
| WFAS | WHite Plains | 9-6400 |
| WGCB | FReeport | 9-1400 |
| WHLI | OLympia | 8-1100 |
| WHOM | CRicle | 6-3900 |
| WINS | BRyant | 9-6000 |
| WKBS | OYster Bay | 6-2500 |
| WLIB | OREgon | 9-2720 |
| WMCA | CRicle | 6-2200 |
| WMGM | MURray Hill | 8-1000 |
| WNBC | CRicle | 7-8300 |
| WNEW | PLaza | 3-3300 |
| WNYC | WHitehall | 3-3600 |
| WOR | LONGacre | 4-8000 |
| WOV | CRicle | 5-7979 |
| WQXR | LACKawanna | 4-1100 |
| WWRL | NEWton | 9-3300 |

FM Radio Stations

| | | |
|---------|--------------|--------|
| WABC-FM | SUSquehanna | 7-5000 |
| WABF-FM | TEmpleton | 8-5400 |
| WCBS-FM | PLaza | 1-2345 |
| WFAS-FM | WHite Plains | 9-6400 |
| WGHF | LEXington | 2-4927 |
| WGNR | New Rochelle | 6-1460 |
| WHLI-FM | OLympia | 8-1100 |
| WMGM-FM | MURray Hill | 8-1000 |
| WNBC-FM | CRicle | 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 |
| WNBT | CRicle | 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 |
| Keystone Broadcasting System | PLaza | 7-1460 |
| Mutual Broadcasting System | PENnsylvania | 6-9600 |
| National Broadcasting Co. | CRicle | 7-8300 |

Station Representatives

| | | |
|---------------------------|-------------|--------|
| ABC Spot Sales | SUSquehanna | 7-5000 |
| Avery-Knodel, Inc. | JUDson | 6-5536 |
| Hil F. Best | LEXington | 2-3783 |
| John Blair & Co. | MURray Hill | 9-6084 |
| Blair-TV, Inc. | MURray Hill | 2-5644 |
| Guy Bolam | ALgonquin | 4-7881 |
| The Bolling Co., Inc. | PLaza | 9-8150 |
| The Branham Co. | MURray Hill | 6-1860 |
| Burn-Smith Co., Inc. | MURray Hill | 2-3174 |
| CBS Radio Spot Sales | PLaza | 5-2000 |
| CBS TV Spot Sales | PLaza | 5-2000 |
| Henry I. Christal | MURray Hill | 8-4414 |
| Thomas F. Clark Co., Inc. | MURray Hill | 3-4266 |
| Clark-Wandless-Mann, Inc. | OREgon | 9-1575 |
| Continental Radio Sales | LEXington | 2-2450 |
| Donald Conke, Inc. | MURray Hill | 7-7276 |
| Duvinoy & Co. | MURray Hill | 7-5365 |
| Everett-McKinney, Inc. | PLaza | 9-3747 |

| | | |
|---------------------------------------|-------------|--------|
| Forjoe & Co., Inc. | PLaza | 5-8501 |
| Free & Peters, Inc. | PLaza | 9-6022 |
| Melchor Guzman Co., Inc. | CRicle | 7-0624 |
| H-R Representatives, Inc. | MURray Hill | 9-2606 |
| Headley-Reed Co. | MURray Hill | 3-5467 |
| George P. Hollingsbery Co. | BRyant | 9-3960 |
| The Katz Agency, Inc. | PLaza | 9-4460 |
| Joseph Hershey McGillyvra, Inc. | MURray Hill | 2-8755 |
| Robert Meeker Associates, Inc. | MURray Hill | 2-2170 |
| National Bstg. Co. (Spot-Local Sales) | CRicle | 7-8300 |
| Pan American Bstg. Co. | MURray Hill | 2-0810 |
| John E. Pearson Co. | PLaza | 8-2255 |
| John H. Perry Associates. | ELdorado | 5-3197 |
| Edward Petry & Co., Inc. | MURray Hill | 8-0200 |
| Radio Representatives | MURray Hill | 8-4392 |
| William G. Rambeau Co. | MURray Hill | 6-5940 |
| Paul H. Raymer Co., Inc. | PLaza | 9-5570 |
| The O. L. Taylor Co. | MURray Hill | 8-1088 |
| The Walker Representation Co., Inc. | MURray Hill | 3-5830 |
| Weed & Co. | MURray Hill | 7-7772 |
| Adam J. Young, Jr., Inc. | MURray Hill | 9-0006 |

Advertising Agencies

| | | |
|-------------------------------------------|-------------|--------|
| Anderson & Cairns, Inc. | MURray Hill | 8-5800 |
| N. W. Ayer & Son, Inc. | CRicle | 6-0200 |
| Badger & Browning & Hersey, Inc. | CRicle | 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. | CRicle | 7-7660 |
| Calkins, & Holden | PLaza | 5-6900 |
| Campbell-Ewald Co., Inc. | MURray Hill | 8-3190 |
| Cecil & Presbrey, Inc. | MURray Hill | 8-1234 |
| Compton Advertising, Inc. | CRicle | 6-2800 |
| Cunningham & Walsh, Inc. | MURray Hill | 3-4900 |
| Dancer-Fitzgerald & Sample, Inc. | OREgon | 9-0600 |
| D'Arcy Advertising Co. | PLaza | 8-2600 |
| Doherty, Clifford & Shenfield, Inc. | BRyant | 9-0445 |
| Donahue & Coe, Inc. | COLumbus | 5-4252 |
| Doremus & Co. | Worth | 4-0700 |
| Dowd, Redfield & Johnstone | MURray Hill | 8-1275 |
| Roy S. Durstine, Inc. | CRicle | 6-1400 |
| Erwin, Wasey & Co., Inc. | LEXington | 2-8700 |
| William Esty & Co. | MURray Hill | 5-1900 |
| Federal Advertising Agency, Inc. | MURray Hill | 8-4200 |
| Foote, Cone & Belding | MURray Hill | 8-5000 |
| Albert Frank-Guenther Law | CORtlandt | 7-5060 |
| Fuller & Smith & Ross, Inc. | MURray Hill | 6-5600 |
| Gardner Advertising Co. | COLumbus | 5-2000 |
| Geyer Advertising, Inc. | PLaza | 5-5400 |
| Grey Adv. Agency, Inc. | CHickering | 4-3900 |
| 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. | OREgon | 9-4440 |
| 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. | CRicle | 6-3200 |
| Al Paul Lefton Co., Inc. | VANDerbilt | 6-4340 |
| Lennen & Newell, Inc. | MURray Hill | 2-9170 |
| Marfree Adv. Corp. | LONGacre | 4-7190 |
| Marschalk & Pratt Co. | VANDerbilt | 6-2022 |
| J. M. Mathes, Inc. | LEXington | 2-7450 |
| McCann-Erickson, Inc. | JUDson | 6-3400 |
| Emil Mogul Co. | COLumbus | 5-2482 |
| Morey, Humm & Johnstone, Inc. | BRyant | 9-5950 |
| Morse International, Inc. | OREgon | 9-4600 |
| George R. Nelson | CRicle | 5-5430 |
| Peck Adv. Agency, Inc. | PLaza | 3-0900 |
| Pedlar & Ryan, Inc. | PLaza | 5-1500 |
| Fletcher D. Richards, Inc. | JUDson | 6-5400 |

| | | |
|--------------------------------------|-------------|--------|
| Ruthrauff & Ryan, Inc. | Murray Hill | 6-6400 |
| Sherman & Marquette, Inc. | PLaza | 7-6400 |
| Street & Finney, Inc. | WAtkins | 4-8510 |
| Sullivan, Stauffer, Colwell & Bayles | OREgon | 9-2500 |
| J. D. Tarcher & Co., Inc. | CLrcle | 6-2626 |
| J. Walter Thompson Co. | Murray Hill | 3-2000 |
| J. Franklyn Viola | CHickering | 4-3254 |
| Warwick & Legler, Inc. | Murray Hill | 4-5800 |
| William H. Weintraub & Co., Inc. | Murray Hill | 8-3900 |
| Weiss & Geller, Inc. | PLaza | 3-4070 |
| Ward Wheelock Co. | PLaza | 3-7120 |
| Young & Rubicam, Inc. | Murray Hill | 9-5000 |

Radio-TV Program and Transcription Cos.

| | | |
|-------------------------------------|-------------|--------|
| Advance Television Pictures Service | CLrcle | 5-6873 |
| Advertisers Recording Service, Inc. | CLrcle | 6-0141 |
| Affiliated Program Service, Inc. | Murray Hill | 7-1881 |
| Air Features | Murray Hill | 9-5900 |
| Alton Alexander Productions | LORrainne | 8-3100 |
| American Institute Food Products | Murray Hill | 2-4944 |
| Apex Recording Studios, Inc. | PLaza | 7-7067 |
| Arts Recording Studios | PLaza | 8-0407 |
| Associated Program Service | PLaza | 7-7710 |
| Associated Radio & TV Production | Murray Hill | 6-2523 |
| Audio-Video Recording Co. | PLaza | 7-0780 |
| Jack Barry Productions, Inc. | OREgon | 9-3118 |
| Basch Radio & TV Productions | Murray Hill | 2-8877 |
| V. S. Becker Advtg. Service | LUXemburg | 2-1040 |
| Ford Bond Radio Productions, Inc. | CLrcle | 7-2236 |
| Byron Productions Co. | CLrcle | 6-2677 |
| The Bruce Chapman Co. | WIsconsin | 7-9244 |
| Cineffects, Inc. | CLrcle | 6-0951 |
| Cinemat, Inc. | ORchard | 9-4430 |
| Coastal Recording Co. | CLrcle | 6-3900 |
| Columbia Transcriptions | CLrcle | 5-7300 |
| 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 | 7-9135 |
| Empire Broadcasting Corp. | PLaza | 9-4500 |
| Allen A. Funt Radio Productions | JUDson | 6-5227 |
| Gale, Inc. | PLaza | 7-7100 |
| General Artists Corp. | CLrcle | 7-7543 |
| John E. Gibbs & Co. | PLaza | 7-5959 |
| Harry S. Goodman Radio Productions | PLaza | 5-6131 |
| Laurence Hammond Productions, Inc. | PLaza | 9-2210 |
| Arthur Henley Productions | ILlinois | 9-6729 |
| Hummert Radio Features | Murray Hill | 9-5900 |
| International 16mm Corp. | PLaza | 7-2265 |
| Roger Kay Enterprises | CLrcle | 5-7880 |
| Keystone Broadcasting System, Inc. | PLaza | 7-1460 |
| Lang-Worth Feature Programs, Inc. | JUDson | 6-5700 |
| Bob Loewi Productions, Inc. | PLaza | 5-0958 |
| Phillips H. Lord, Inc. | PLaza | 5-2211 |
| Charles Michelson, Inc. | PLaza | 7-0695 |
| Motion Picture Stages, Inc. | PLaza | 3-4840 |
| William Morris Agency, Inc. | JUDson | 6-5100 |
| Murphy-Lillis Productions, Inc. | PLaza | 7-8144 |
| Music Corp. of America | PLaza | 9-7500 |
| Muzak Corp. | PLaza | 7-7710 |
| NBC Radio Recording Div. | CLrcle | 7-8300 |
| National Concert & Artists Corp. | PLaza | 9-6000 |
| Nelson Productions, Inc. | Murray Hill | 6-5862 |
| Press Association, Inc. | PLaza | 7-1111 |
| Procter Productions, Inc. | JUDson | 6-4830 |
| Radio Artists Corp. | Murray Hill | 8-0940 |
| Radio Events, Inc. | Murray Hill | 7-1668 |
| Radio Features of America | LUXemburg | 2-5130 |
| Radio-Video Associates | PLaza | 5-5781 |
| 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. | CLrcle | 7-5666 |
| Richard Stark & Co. | CLrcle | 6-7337 |
| Irvin Paul Suids, Inc. | Murray Hill | 3-3076 |
| Television Screen Productions, Inc. | PLaza | 5-0808 |
| Transcribed Radio Shows | LUXemburg | 2-3530 |
| Transfilm, Inc. | LUXemburg | 2-1400 |
| United Press Associations | Murray Hill | 2-0400 |
| Thomas J. Valentino, Inc. | CLrcle | 6-4675 |
| Chick Vincent Co. | ELdorado | 5-0734 |
| Von Baumann Studio | RHinelander | 4-5508 |
| Roger White Productions | PLaza | 5-3560 |
| Wolf Associates, Inc. | PLaza | 5-7620 |
| Wolff-Feldman Enterprises, Inc. | LACKawanna | 4-3450 |
| World Broadcasting System, Inc. | Murray Hill | 8-4700 |
| World Video, Inc. | PLaza | 9-3870 |
| Wright, Wynn Associates | PLaza | 3-4417 |
| Frederick W. Ziv Co., Inc. | Murray Hill | 8-4700 |

Publications

| | | |
|-----------------------|-------------|--------|
| Advertising Age | Murray Hill | 6-8180 |
| Advertising & Selling | LONgacre | 5-3320 |
| Billboard, The | PLaza | 7-2800 |
| Broadcasting | PLaza | 5-8354 |
| Editor & Publisher | BRYant | 9-3052 |
| Film Daily | BRYant | 9-7117 |
| Printers' Ink | Murray Hill | 3-6500 |

| | | |
|------------------------------------------|-------------|---------------|
| RADIO-TELEVISION DAILY, Wisconsin | | 7-6336 |
| Radio & Television Weekly | WALKer | 5-2576 |
| Sales Management | LEXington | 2-1760 |
| Sponsor | Murray Hill | 8-2772 |
| Standard Rate & Data Service | LEXington | 2-6611 |
| Television Magazine | PLaza | 3-3671 |
| Tide | Murray Hill | 3-7700 |
| Variety | LUXemburg | 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 |
| Transradio Press Service, Inc. | Murray Hill | 2-4053 |
| United Press Associations | Murray Hill | 2-0400 |

Talent Agencies

| | | |
|-----------------------------------|-------------|--------|
| Affiliated Artists | PLaza | 3-1862 |
| All America Artists, Inc. | CLrcle | 6-6646 |
| Columbia Artists Management, Inc. | CLrcle | 7-6900 |
| Consolidated Radio Artists, Inc. | 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 |
| William Morris Agency, Inc. | JUDson | 6-5100 |
| Marjorie Morrow | CHickering | 4-0644 |
| National Concert & Artists Corp. | PLaza | 9-6000 |
| Robbins Bros. | Murray Hill | 7-2033 |

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 | 8-0660 |
| AFRA | VANDerbilt | 6-1810 |
| ASCAP | Murray Hill | 8-8800 |
| American Television Society | Murray Hill | 6-0238 |
| AMPA | LUXemburg | 2-1790 |
| Broadcast Music, Inc. | PLaza | 7-1800 |
| Federal Communications Comm. | WAtkins | 4-1000 |
| Federal Trade Commission | WHITehall | 3-8000 |
| Institute of Radio Engineers | REgent | 7-9600 |
| Music Publishers' Protective Association | CLrcle | 6-3084 |
| NAPA | CLrcle | 7-8194 |
| Professional Music Men, Inc. | COLUMbus | 5-7362 |
| Radio Writers' Guild | Murray Hill | 6-5252 |
| SESAC, Inc. | Murray Hill | 5-5365 |
| Song Writers' Protective Assn. | COLUMbus | 5-3758 |
| Station Representatives Assn. | Murray Hill | 5-4141 |
| Television Broadcasters' Assn., Inc. | LACKawanna | 4-4788 |

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

AM Radio Stations

| | | | |
|------|-------|------------|--------|
| WAAF | | RAndolph | 6-1932 |
| WAIT | | FRanklin | 2-0660 |
| WBBM | | WHitehall | 4-6000 |
| WCFL | | MOhawk | 4-2400 |
| WCRW | | EASgate | 7-6860 |
| WEDC | | ROckwell | 2-9461 |
| WENR | | ANdover | 3-0800 |
| WGES | | SAcramento | 2-1700 |
| WGN | | SUperior | 7-0100 |
| WHFC | | CLiffside | 4-7411 |
| WIND | | WHitehall | 4-2170 |
| WJJD | | STate | 2-5466 |
| WLS | | MONroe | 6-9700 |
| WMAQ | | SUperior | 7-8300 |
| WMBI | | Mlchigan | 2-1570 |
| WNMP | | SHeldrake | 3-1590 |
| WSBC | | MONroe | 6-9060 |

FM Radio Stations

| | | | |
|------|-------|------------|--------|
| WEAW | | AMBassador | 2-1128 |
| WEFM | | STate | 2-1357 |
| WFMT | | NEvada | 2-2240 |
| WXRT | | MONroe | 6-9060 |

Television Stations

| | | | |
|---------|-------|----------|--------|
| WBKB | | RAndolph | 6-8210 |
| WENR-TV | | 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 |
| 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. | | DEarborn | 2-5277 |
| The Branham Co. | | CENtral | 6-5726 |
| Burn-Smith Co. | | CENtral | 6-4437 |
| Copper Publications | | CENtral | 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 |
| Fairjoe & Co. | | DElaware | 7-1874 |
| Free & Peters, Inc. | | FRanklin | 2-6373 |
| Meadley-Reed Co. | | FRanklin | 2-4686 |
| George P. Hollingbery | | ANdover | 3-2636 |
| Hal Holman Co. | | FRanklin | 2-0016 |
| H-P Representatives | | RAndolph | 6-0113 |
| The Katz Agency | | CENtral | 6-7343 |
| Joseph Hirshey McGillivra, Inc. | | STate | 2-5282 |
| J. P. McKinney & Son | | SUperior | 7-9866 |
| Robert Mierker Associates, Inc. | | CENtral | 6-1742 |
| National Broadcasting Co. | | SUperior | 7-8300 |
| John E. Pearson Co. | | STate | 2-7594 |
| John H. Perry Associates | | HArrison | 7-8085 |

| | | | |
|--------------------------|-------|-----------|--------|
| Edward Petry & Co., Inc. | | WHitehall | 4-0011 |
| Radio Sales | | WHitehall | 4-6000 |
| William G. Rambeau Co. | | ANdover | 3-5566 |
| Paul H. Raymer Co. | | SUperior | 7-4473 |
| The Taylor Co. | | STate | 2-5260 |
| 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-GO | | SUperior | 7-9200 |
| Beaumont & Hohman | | CENtral | 6-4230 |
| Gordon, Best, Co., Inc. | | STate | 2-5060 |
| Blackett Hill | | SUperior | 7-6500 |
| Bozell & Jacobs, Inc. | | CENtral | 6-6503 |
| Buchanan & Co., Inc. | | ANdover | 3-6611 |
| Leo Burnett Co., Inc. | | CENtral | 6-5959 |
| Campbell-Ewald Co. | | CENtral | 6-1946 |
| Campbell-Mithun Inc. | | DElaware | 7-7553 |
| Dancer-Fitzgerald-Sample | | Financial | 6-4700 |
| W. B. Doner & Co. | | DEarborn | 2-4674 |
| Doremus & Co. | | CENtral | 6-9132 |
| Erwin Wasey & Co. | | RAndolph | 6-4952 |
| Albert Frank-Guenther Law, Inc. | | DEarborn | 2-6424 |
| Foote, Cone & Belding | | SUperior | 7-4800 |
| Goodkind, Joice & Morgan, Inc. | | SUperior | 7-6746 |
| Grant Advertising, Inc. | | SUperior | 7-6500 |
| Henri, Hurst & McDonald, Inc. | | FRanklin | 2-9180 |
| H. W. Kastor & Sons Advertising Co. | | CENtral | 6-5331 |
| W. E. Long Co. | | RAndolph | 6-4606 |
| 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. | | CENtral | 6-1640 |
| Needham, Louis Brorby, Inc. | | STate | 2-5151 |
| Olian Advertising Co. | | STate | 2-3381 |
| O'Neil, Larson & McMahon | | ANdover | 3-4470 |
| Presba, Fellers & Presba, Inc. | | CENtral | 6-7683 |
| L. W. Ramsey Co. | | FRanklin | 2-8155 |
| Roché, Williams & Cleary | | RAndolph | 6-9760 |
| Ruthrauff & Ryan, Inc. | | Financial | 6-1833 |
| Schwimmer & Scott | | DEarborn | 2-1815 |
| Russel M. Seeds Co. | | DElaware | 7-1045 |
| 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 | | DElaware | 7-1124 |
| Young & Rubicam | | Financial | 6-0750 |

Radio-TV Program and Transcription Cos.

| | | | |
|-----------------------------|-------|-----------|--------|
| Air Shows, Inc. | | SUperior | 7-0506 |
| Louis G. Cawan & Co. | | RAndolph | 6-2022 |
| Columbia Records Corp. | | WHitehall | 4-6000 |
| Decca Records, Inc. | | MOhawk | 4-4800 |
| Feature Productions | | Mlchigan | 2-6015 |
| Green Associates | | WHitehall | 4-0818 |
| L. S. Toogood Recording Co. | | CENtral | 6-5275 |
| William Morris Agency | | STate | 2-3632 |
| Jewell Radio Productions | | Financial | 6-4474 |

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

| | | |
|-----------------------------------------|-----------|--------|
| Herbert S. Laufman..... | WEbster | 9-2302 |
| Les Lear Productions Corp..... | ANdover | 3-7233 |
| Art Linck Enterprises..... | SUperior | 7-3311 |
| Monogram Radio Programs, Inc..... | ANdover | 3-7169 |
| Morton Radio Productions, Inc..... | CEntral | 6-4144 |
| Music Corp. of America..... | DElaware | 7-1100 |
| NBC Radio Recording Division..... | SUperior | 7-8300 |
| Radio Features, Inc..... | FRanklin | 2-4392 |
| RCA Manufacturing Co..... | WHitehall | 4-4600 |
| Standard Radio Trans. Service, Inc..... | STate | 2-3153 |
| Hal Tate Radio Productions..... | SHEldrake | 3-0880 |
| Tele-Radio Creations, Inc..... | MOhawk | 4-0015 |
| Television Adv. Productions, Inc..... | STate | 2-5941 |

| | | |
|-------------------------------|----------|--------|
| Wright Radio Productions..... | SUperior | 7-1280 |
| Frederic W. Ziv Co..... | FRanklin | 2-8917 |

News Agencies and Ass'ns.

| | | |
|---------------------------------|---------|--------|
| Associated Press..... | STate | 2-7700 |
| International News Service..... | ANdover | 3-1234 |
| Press Association, Inc..... | STate | 2-4581 |
| Transradio Press Service..... | STate | 2-7904 |

| | | |
|--------------------------|----------|--------|
| RADIO DAILY | MOhawk | 4-4737 |
| United Press..... | RAndolph | 6-4172 |

Radio, Television and Government

TELEPHONE NUMBERS

in WASHINGTON

Federal Departments and Agencies

| | | |
|---------------------------------------------------------------------------|-----------|--------|
| American National Red Cross..... | REpublic | 7-8300 |
| Archives, National..... | REpublic | 7-7500 |
| Capital, 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 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 |
| National Military Establishment: | | |
| Air Force, Department of The..... | LIberty | 5-6700 |
| Army, Department of The..... | LIberty | 5-6700 |
| Navy, Department of The..... | LIberty | 5-6700 |
| National Production Authority..... | STerling | 3-5200 |
| 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 |
| White House..... | NAtional | 8-1414 |

Non-Governmental

| | | |
|--------------------------------------------------------|--------------|--------|
| Clear Channel Broadcasting Service..... | EXecutive | 3-0255 |
| National Association of Radio and TV Broadcasters..... | DEactor | 2-9300 |
| National Press Club..... | REpublic | 7-2500 |
| RADIO-TV DAILY | MEtropolitan | 8-0823 |
| Radio-Television Manufacturers Association..... | NAtional | 8-3902 |
| Radio Corporation of America..... | DIstrict | 7-1260 |
| Westinghouse Radio Stations..... | STerling | 3-0903 |

AM Radio Stations

| | | |
|-----------|--------------|--------|
| WARL..... | JAckson | 7-7800 |
| WEAM..... | JAckson | 7-7100 |
| WFAX..... | JEfferson | 2-0900 |
| WGAY..... | JU nicer | 9-1050 |
| WGMS..... | EXecutive | 3-8676 |
| WINX..... | POplar | 2-4357 |
| WMAL..... | KEllogg | 7-1100 |
| WOL..... | MEtropolitan | 8-0010 |
| WOOK..... | REpublic | 7-8000 |
| WPIK..... | OVerlook | 3-3000 |
| WRC..... | ADams | 4-5400 |
| WTOP..... | MEtropolitan | 8-3200 |
| WWDC..... | STerling | 3-3800 |

FM Radio Stations

| | | |
|--------------|--------------|--------|
| WASH-FM..... | DIstrict | 7-1356 |
| WBUZ..... | JOrdan | 8-1300 |
| WCFM..... | REpublic | 7-8688 |
| WGAY-FM..... | JU nicer | 9-1050 |
| WGMS-FM..... | EXecutive | 3-8676 |
| WMAL-FM..... | KEllogg | 7-1100 |
| WOOK-FM..... | STerling | 3-7625 |
| WRC-FM..... | ADams | 4-5400 |
| WTOP-FM..... | MEtropolitan | 8-3200 |

Television Stations

| | | |
|--------------|--------------|--------|
| WMAL-TV..... | KEllogg | 7-1100 |
| WNBW..... | ADams | 4-5400 |
| WTOP-TV..... | MEtropolitan | 8-3200 |
| 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..... | MEtropolitan | 8-3200 |
| MBS..... | MEtropolitan | 8-1551 |
| NBC..... | ADams | 4-5400 |

Radio and Television TELEPHONE NUMBERS in LOS ANGELES

AM Radio Stations

| | | |
|---------------------|------------|--------|
| KALI (Pasadena) | RYan | 1-7149 |
| KBIG | HEmpstead | 3025 |
| KECA | HUdson | 2-3141 |
| KFAC | DUnkirk | 4-1231 |
| KFI | DUnkirk | 2-2121 |
| KFMV | HEmpstead | 5151 |
| KFOx | MAdison | 2247 |
| KFYD | DUnkirk | 8-2345 |
| KFWB | HEmpstead | 5151 |
| KGER | MAdison | 2551 |
| KGFJ | HIllside | 0201 |
| KGIL (Sherman Oaks) | STanley | 7-3467 |
| KHJ | HUdson | 2-2133 |
| KIEV (Glendale) | CHArleston | 5-2388 |
| KLAC | HUdson | 2-7311 |
| KMGm | TEexas | 0-3311 |
| KMPC | HOLlywood | 9-5341 |
| KNX | HOLlywood | 9-1212 |
| KOWL (Santa Monica) | EXbrook | 4-6761 |
| KRKD | TUcker | 7111 |
| KUSC | RIchmond | 7-2295 |
| KWKW (Pasadena) | RYan | 1-6744 |
| KXLA (Pasadena) | RYan | 1-6921 |

FM Radio Stations

| | | |
|---------|-----------|--------|
| KECA-FM | HUdson | 2-3141 |
| KFAC-FM | DUnkirk | 4-1231 |
| KHJ-FM | HUdson | 2-2133 |
| KMGm | TEexas | 0-3311 |
| KNX-FM | HOLlywood | 9-1212 |
| KRKD-FM | TUcker | 7111 |
| KSMV-FM | HEmpstead | 5151 |
| KUSC-FM | RIchmond | 6362 |

Television Stations

| | | |
|---------|-----------|--------|
| KECA-TV | NOrmandy | 3-3311 |
| KFI-TV | DUnkirk | 2-2121 |
| KHJ-TV | HUdson | 2-2133 |
| KLAC | HUdson | 2-7311 |
| KNBH | HOLlywood | 9-6161 |
| KNXT | HOLlywood | 9-1212 |
| KTLA | HOLlywood | 9-3181 |
| KTSL | HOLlywood | 9-1212 |
| KTTY | HUdson | 2-7111 |

Networks

| | | |
|-----------------------------------------|-----------|--------|
| American Broadcasting Co. | HUdson | 2-3141 |
| American Broadcasting Co., TV Center | NOrmandy | 3-3311 |
| Columbia Broadcasting System, Inc. | HOLlywood | 9-1212 |
| NBC Television | ROckwell | 9-3911 |
| National Broadcasting Co. | HOLlywood | 9-6161 |
| Mutual-Don Lee Broadcast System | HUdson | 2-2133 |
| Pacific Regional Network | HIllside | 7406 |

Station Representatives

| | | |
|------------------------------|-----------|--------|
| American Jewish Broadcasting | HUdson | 2-2748 |
| Atkinson Co. | CRestview | 6-3400 |
| Avery-Knodell, Inc. | TU | 2435 |
| Walter Biddick Co. | RIchmond | 6184 |
| John Blair & Co. | CRanite | 6103 |
| Blair TV, Inc. | CRanite | 6103 |
| Balling Co., Inc. | GLadstone | 8045 |
| The Branigan Co. | WEbster | 1-1551 |
| Howard C. Brown Co. | HOLlywood | 9-6045 |
| Bern-Smith Co., Inc. | DUnkirk | 8-8158 |

| | | |
|--------------------------------------|-----------|--------|
| CBS-Radio Spot Sales | HOLlywood | 9-1212 |
| F M Repr., Inc. | HIllside | 2450 |
| Forjee & Co. | MAdison | 6-8329 |
| Free & Peters | HO | 9-2151 |
| Gene Grant & Co. | YOrk | 8812 |
| W. S. Grant Co. | MAdison | 9-2653 |
| Irene Griffith Co. | HIllside | 3912 |
| Harrington, Righter, & Parsons, Inc. | WYoming | 5151 |
| Headley-Reed Co. | HIllside | 7738 |
| H-R Representatives, Inc. | GRanite | 1480 |
| George P. Hollingbery | MAdison | 6-3633 |
| The Katz Agency | TUcker | 3219 |
| Keenan & Eickelberg | DUnkirk | 2-8458 |
| Lincoln Dellar Radio Stations | HIllside | 4288 |
| Joseph Hershey McGilvra, Inc. | DUnkirk | 7-4388 |
| Tracy Moore | HOLlywood | 9-5408 |
| NBC-KNBH Spot Sales | HOLlywood | 9-6161 |
| Oakes, Harlan G., Associates | DUnkirk | 2-3200 |
| Lee F. O'Connell Co. | CRestview | 5-2022 |
| John Pearson Co. | DUnkirk | 7-4388 |
| Edward Petry Co. | Mlchigan | 8729 |
| Radio Sales | HOLlywood | 9-1212 |
| Wm. G. Rambeau Co. | HI | 0388 |
| Paul H. Raymer | HUdson | 2-2376 |
| Walker Co. | DUnkirk | 2-3200 |
| Weed & Company | HIllside | 8611 |

Advertising Agencies

| | | |
|--------------------------------------------------|------------|--------|
| Abbott Kimball Co. of Calif. | DUnkirk | 7-7305 |
| Ad Associates | TUcker | 5713 |
| Advertisers Production Agency | PRospect | 7761 |
| Advertising Engineers Corporation | MUtual | 5039 |
| Alber, R. H., Co. | HOLlywood | 9-8273 |
| Allen & Marshall Adv. Agency | DUnkirk | 7-5163 |
| Allied Advertising Agency | DUnkirk | 7-7331 |
| Altman, Bruce, Adv. Agency | BRadshaw | 2-5446 |
| Anderson-Bever-Grant, Inc. | ANgelus | 3-7177 |
| Anderson-McConnell Adv. Agency | WEbster | 1-1761 |
| Arc Advertising Agency | HIllside | 2117 |
| Arnold, Rupert, Adv. Agency | PRospect | 1782 |
| Asay, Wm. F., Agency | LOng Beach | 7-2429 |
| Associated Advertising Agency | CRestview | 1-7227 |
| Atchison, R. B., Adv. Agency | PRospect | 1913 |
| Attherton Advertising Agency | WEbster | 3-8488 |
| Ayer, N. W., & Son, Inc. | HEmpstead | 4871 |
| Baldwin, Ben, Adv. Agency | BRadshaw | 2-7126 |
| Ball, Ted H., & Co. | HOLlywood | 9-7127 |
| Benning Co. | DUnkirk | 8-3456 |
| Barnes Chase Co. | DUnkirk | 4-1193 |
| Barnes, John, & Assoc. | HEmpstead | 0387 |
| Bass, Louis, Co. | BRadshaw | 2-3396 |
| Bates, Ted., & Co. | HOLlywood | 9-2161 |
| Batten, Barton, Durstine & Osborn (Hollywood) | HOLlywood | 9-7337 |
| (Los Angeles) | WEbster | 1-1234 |
| Beale, H., Hammond Agency | DUnkirk | 7-7777 |
| Beaumont & Hohman, Inc. | MAdison | 9-2676 |
| Bennett, Harry, Adv. Agency | TRinity | 2391 |
| Benton & Bowles, Inc. | HIllside | 9151 |
| Berghoff Associates, Inc. | CRestview | 5-6151 |
| Besel Advertising | ANgelus | 3-5121 |
| Biow Co., Inc. | HEmpstead | 2377 |
| Bishop & Assoc. Inc. | NOrmandy | 2-1158 |
| Black, Robt. J. Adv. | BRadshaw | 2-4072 |
| Block Advertising Agency | HUdson | 2-5668 |
| Blythe, W. L., Co. | TUcker | 5410 |
| Bogarts, The | HEmpstead | 6871 |
| Booker-Cooper, Inc. | HUdson | 2-3205 |
| Bothwell, W. Earl, Inc. | GRanite | 6114 |
| Bowman, Deute, Cummings, Inc. | PRospect | 9106 |
| Boyd, John R., Co. | LOgan | 1644 |
| Bozell & Jacobs, Inc. | GLadstone | 3083 |
| Brand, Michael, Assoc. | CRestview | 6-2991 |

★ ★ ★ RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES ★ ★ ★

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|----------------------------------------------------------|------------|--------|------------------------------------------|------------|--------|
| Brisacher, Wheeler, & Staff..... | WEBster | 1-8143 | Heintz & Co., Inc..... | Michigan | 6061 |
| Broadcasting Advertising..... | DUnkirk | 9-1339 | Hensel, Elliot C., Adv..... | DUnkirk | 9-1225 |
| Brooks Advertising Agency..... | TRinity | 0558 | Hill, Don..... | Michigan | 5149 |
| Brown, Byron H., & Assoc..... | DUnkirk | 8-5284 | Hillman, David S., Inc..... | BRadshaw | 2-6586 |
| Buchanan & Co., Inc..... | CRestview | 5-5231 | Hixson & Jorgensen, Inc..... | DUnkirk | 8-3121 |
| Burnett, Leo, Co., Inc..... | Hillside | 7374 | Hoel, John D., Adv. Agcy..... | RYan | 1-7131 |
| Byoir, Carl, & Assoc., Inc..... | TRinity | 6421 | Houston Adv. Services Co..... | DUnkirk | 9-4171 |
| California Advertising Agency..... | HEmpstead | 8008 | Huber-Whiteman, Advertising..... | PRospect | 8131 |
| Calkins, Holden, Carlock, McClinton & Smith, Inc..... | YORk | 5145 | Hubley Adv. Agency..... | MAdison | 6-0555 |
| Calvert & Perry Adv..... | HOLLYwood | 9-8209 | Hunter Advertising Agcy..... | NOrmandy | 3-1178 |
| Campbell-Ewald Co..... | RIchmond | 6204 | Industrial Adv. Assoc..... | NOrmandy | 2-8362 |
| Caples Co., The..... | DUnkirk | 7-4255 | Ireland Agency..... | HOLLYwood | 9-1681 |
| Carroll Dean..... | HOLLYwood | 9-1681 | Irwin Co., Inc..... | BRadshaw | 2-5455 |
| Carson-Roberts Inc..... | BRadshaw | 2-2719 | Jaffee & Jaffee Adv. Agcy..... | CRestview | 1-6211 |
| Lase, Jack, Adv. Counselor..... | NUrmandy | 1-1820 | Johanson Adv. Agcy..... | OREgon | 7-1904 |
| Case, Roger T., Assoc..... | LOna Beach | 7-4474 | Johnson, J. Howard..... | MIchigan | 8464 |
| Casor & Assoc..... | CRestview | 5-2292 | Jones, Dana, Co..... | TUcker | 6131 |
| Cecil & Presbry, Inc..... | HEmpstead | 2324 | Jordon Co., The..... | DUnkirk | 2-2248 |
| Cinema Advertising Agency..... | PRospect | 2141 | Juneau, C. B., Inc..... | WEbster | 3-7131 |
| Citizen Advertising Agency, Inc..... | MAdison | 6-4383 | Kaufmann, Hans E., & Co..... | HEmpstead | 3800 |
| Clark, Darwin H., Co..... | MAdison | 9-1661 | Keane, Raymond Adv. Agency..... | WEbster | 3-9221 |
| Cloward, Velma, Advertising..... | DUnkirk | 4-2558 | Kellogg, Edward S., Co..... | DUnkirk | 7-5213 |
| Cole, Val, Advertising Agency..... | WAlnut | 5182 | Kelso, M. H., & Co..... | DUnkirk | 2-2072 |
| Coleman-Jones Advertising..... | MAdison | 6-5859 | Kenyon & Eckhardt, Inc..... | HEmpstead | 2101 |
| Coleman-Packard Adv..... | OLympia | 1104 | Kester, William, & Co..... | Hillside | 9251 |
| Collard, Clark, Adv. Agency..... | DUnkirk | 3-4688 | Kimball, Abbott, Co. of Calif..... | DUnkirk | 7-7305 |
| Columbian Advertising Agency..... | HOLLYwood | 9-7187 | Klingensmith & Co., Inc..... | DUnkirk | 8-3013 |
| Compton Advertising, Inc..... | HOLLYwood | 9-8107 | Kliffen, Martin R., Co., Inc..... | DUnkirk | 7-8396 |
| Consolidated Adv. Directors..... | CRestview | 4-6108 | Knight Advertising..... | WEbster | 1-8123 |
| Counselors, The..... | GLadstone | 6167 | Lannen & Sanders, Inc..... | MUtual | 8060 |
| Crank Chet, Co..... | HEmpstead | 5129 | Lawrence Co., The..... | BRadshaw | 2-5820 |
| Crossley & Jeffries, Inc..... | CLeveland | 7-8271 | Lennen & Mitchell, Inc..... | CRestview | 1-7221 |
| Culp Earl R., Co..... | DUnkirk | 2-8406 | Lenz, J. M., Advertising..... | Hillside | 6411 |
| Cunningham & Walsh, Inc..... | GRanite | 6131 | Little & Co..... | DUnkirk | 9-1267 |
| Dancer-Fitzgerald-Sample, Inc..... | HUdson | 2-3256 | Lockwood-Shackelford Adv..... | DUnkirk | 8-3121 |
| D'Arcy Adv. Co..... | DUnkirk | 8-3462 | Logan, Dudley L., Adv..... | MAdison | 9-1604 |
| Davis, Charlie, Advertising..... | AXminster | 3-5508 | Mack-Wharton, Advertising..... | RIchmond | 7-5477 |
| Davis, John G., Adv..... | CRestview | 5-5376 | MacManus, John & Adams, Inc..... | DUnkirk | 7-3265 |
| Davis & Compan..... | MIchigan | 3908 | Mail-Ad Advertising Agency..... | WEbster | 1-1511 |
| Davis-Harrison-Simmons, Inc..... | HUdson | 2-2311 | Mann Advertising Co., Inc..... | DUnkirk | 2-1179 |
| Davis-Hood & Assoc., Inc..... | STANley | 7-4638 | Marketers, Inc..... | DUnkirk | 7-5303 |
| Degner & Assoc..... | DUnkirk | 7-2273 | Martna's Adv. Service..... | MAdison | 6-4897 |
| Dennis, Robert, Adv. Agcy..... | ALbany | 2367 | Marto, Walter, Adv. Agcy..... | SYcamore | 6-2239 |
| Dennis, Robert F., Inc..... | TRinity | 4691 | Mathews, Anne D., Adv. Agency..... | SYcamore | 2-3816 |
| Donald, Dick, Adv..... | DUnkirk | 8-2371 | Mayers Co., Inc., The..... | DUnkirk | 8-2111 |
| Dazier & Eastman Adv..... | PRospect | 7091 | Mayne, Charles H., Co..... | WEbster | 3-8261 |
| Dunkle, W. Donald, & Assoc..... | DUnkirk | 3-3054 | Mays & Co., Advertising..... | TRinity | 8534 |
| Dursthine, Roy S., Inc..... | DUnkirk | 8-3411 | McCann-Erickson, Inc. (Los Angeles)..... | MUtual | 1181 |
| Ebberts, Dan, Adv. Serv..... | LOgan | 4242 | McCarthy Co., The..... | PRospect | 7011 |
| Edwards, Adv. Agency, The..... | BRadshaw | 2-5616 | McCreeery, Walter, The..... | BRadshaw | 2-2168 |
| Edwards, John I., & Assoc..... | HUdson | 2-3377 | McElroy Advertising Agency..... | PRospect | 2047 |
| Ehlerst, Grace, Broadcast Adv..... | YAndike | 3164 | McKee, Burns Advertising..... | DUnkirk | 7-8377 |
| Eisenberg, Ralph, Advertising..... | YAndike | 0439 | McNeill & McCleery..... | HUdson | 2-2337 |
| Erwin, Wasey, & Co., Ltd..... | WEbster | 1-1211 | Meany, Phillip J., Co., Adv. Agency..... | MIchigan | 3601 |
| Ewell & Thurber Assoc..... | HOLLYwood | 9-4994 | Mercury Adv. Agency, Inc..... | BRadshaw | 2-2287 |
| Factor, Ted H., Agency..... | DUnkirk | 8-8111 | Miner, Dan B., Co..... | DUnkirk | 8-3301 |
| Fagan, O. K., Advertising Agcy..... | YAndike | 2192 | Magge-Privett, Inc..... | YORk | 7243 |
| Fehlman, Warren P., Adv. Co..... | KIMball | 9296 | Moody, Thomas & Assoc..... | DUnkirk | 2-0544 |
| Fennell Adv. Agcy..... | HOLLYwood | 9-0906 | More, C. Church, & Co..... | TRinity | 8043 |
| Fishell, Dick & Assoc..... | CRestview | 5-4557 | Morgan, Raymond R., Co..... | HEmpstead | 4194 |
| Foote, Cone & Belding (Hollywood)..... | HOLLYwood | 9-6265 | Murray, Dymock, Carson, Inc..... | BRadshaw | 2-2719 |
| Foote, Cone & Belding (Los Angeles)..... | MIchigan | 7651 | Nathan, Edw. N., Adv. Agency..... | PRospect | 1767 |
| Ford-Harsberger..... | HEmpstead | 8193 | Neale Adv. Assoc..... | MIchigan | 2149 |
| Forester, Gene, & Assoc..... | SYcamore | 2-7228 | Needham, Louis & Brorby, Inc..... | HUdson | 2-2391 |
| Free, Newton A., Co., The..... | MUtual | 2161 | Nelson Advertising Service..... | MIchigan | 0548 |
| Freiburg, John, & Co..... | NOrmandy | 3-2111 | Newman, Mike, & Assoc..... | REpublic | 5137 |
| Fritzen, Henry, Adv. Agcy..... | MAdison | 6-0555 | Newman, N. J., Adv. Agency..... | TRinity | 7664 |
| Gardner, H. M., & Assoc..... | MAdison | 6-4397 | Noble Advertising Co..... | MAdison | 6-5359 |
| Geissinger, W. B., & Co..... | WEbster | 3-7178 | O'Connell, Robert, Adv. Agency..... | HUdson | 2-4530 |
| General Advertising Agcy., Inc..... | HEmpstead | 5128 | O'Neil, Larson & McMahon..... | GLadstone | 2578 |
| George, Ernest N., Co..... | GRanite | 8962 | Ostrander, Russell P., Adv..... | DUnkirk | 3-3197 |
| Geoffrey Wade Adv..... | Hillside | 7457 | Pacific Advertising Service..... | PRospect | 5803 |
| Gill Clifford Agency..... | BRadshaw | 2-4239 | Patch & Curtis Adv. Agcy..... | LOng Beach | 6-1259 |
| Glasser-Gailey, Inc..... | DUnkirk | 4-2141 | Patton, George & Co..... | BRadshaw | 2-1749 |
| Glenn Advertising, Inc..... | AXminster | 2-3063 | Pardee Co., The..... | HUdson | 2-7306 |
| Goldstone, Nat C., Agcy..... | CRestview | 6-1071 | Pendleton, Larry & Assocs..... | HUdson | 2-3205 |
| Gonda, Francis D., Adv. Agency..... | DUnkirk | 7-6126 | Perrett Co., The..... | MUtual | 2388 |
| Goodman, Kent..... | HOLLYwood | 9-7992 | Peters, Lyman, Inc..... | CHARleston | 5-3619 |
| Grant Advertising, Inc..... | HOLLYwood | 9-5371 | Porter, Wesley H., Adv..... | AXminster | 3-0400 |
| Grant, Will, Adv. Agcy..... | DUnkirk | 7-3361 | Productive Advertising Agcy..... | DUnkirk | 8-2251 |
| Greenhal, Monrow, Co., Inc..... | STANley | 7-5953 | Rand Advertising Agency..... | YORk | 6255 |
| Gregory, Willard G., & Co..... | TRinity | 0531 | Raymond, Larry Co..... | YORk | 8125 |
| Harrington-Richards..... | WEbster | 3-5577 | Ringer, Lee, Advertising..... | DUnkirk | 7-8131 |
| Harvey, William W., Inc..... | DUnkirk | 2-1393 | Riordan, John H., Co..... | DUnkirk | 4-2125 |
| Heasley & Heasley Adv. Agcy..... | CRestview | 5-6875 | Roberts, Jack, & Associates, Inc..... | TEXas | 0-2842 |

* * * RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES * * *

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| Robbins-Newton-Chapman | Hillside | 0255 | Bracken Productions, Inc. | WEBster | 86196 |
| Robinson, Elwood J., Adv. | Mutual | 6293 | Burton, Al Productions | GGranite | 0176 |
| Roche Eckhoff & Associates | Hollywood | 9-5363 | Caston Productions | CRestview | 50113 |
| Rockett-Lauritzen | REpublic | 2-9141 | Cheshire & Associates | HOLlywood | 94580 |
| Russ, Charles, Adv. Agency | Hudson | 2-1184 | Cine Video Corp. | NOrmandy | 26128 |
| Russ, Ellsworth, Inc. | DUNKirk | 8-3608 | Columbia Records, Inc. | BRadshaw | 2-5411 |
| Ross Gardner, & White Advertising | DUNKirk | 7-7211 | Commodore Productions | HOLlywood | 98229 |
| Ross, Roy, Inc. | HOLlywood | 9-6263 | Cooley, Spade Enterprises | BRadshaw | 24493 |
| Ross, W. B., Assoc. Adv. | DUNKirk | 8-7194 | Crosby, Bing Enterprises | ERadshaw | 22771 |
| Rouse, A. James, Co. | BRadshaw | 2-5608 | Custom Recorders | GLadstone | 5168 |
| Ruthrauff & Ryan, Inc. | Hillside | 7593 | Davis Hal, Productions | HOLlywood | 97741 |
| Sawyer, Koss, Advertising | RYan | 1-8453 | Dudley, Telev. Corp. | CRestview | 17258 |
| Scholtz Advertising Service | Michigan | 2396 | Eccles Recordings, Inc. | Hillside | 8351 |
| Schurrer Lou, Advertising | Hempstead | 3800 | Eells, Bruce, & Assoc. | HOLlywood | 95869 |
| Sebrall, J. B., Adv. Agcy. | MADison | 6-9397 | Electro-Vox Recording Studios | GLadstone | 2189 |
| Seeds, Russell M., Co., Inc. | Hudson | 2-1188 | Fairbanks, Jerry, Inc. | Hudson | 21101 |
| Seidel Advertising Agency | Hillside | 0255 | Feature Productions of Hollywood | GLadstone | 5072 |
| Shane, Leonard, Agency, The | DUNKirk | 8-3215 | Five-Star Productions | Hempstead | 4807 |
| Shaw Co., The | Mutual | 5161 | Fogel, George | HOLlywood | 93577 |
| Sheldon, Lisle Adv. | Hempstead | 2366 | General Artists Corp. | CRestview | 18101 |
| Shore Assocs. | WEBster | 3-7168 | General Telev. Enterprises, Inc. | GLadstone | 4146 |
| Sieck H. Chas. Inc. | BRadshaw | 2-6403 | Gibson, Grace Radio Prod. | GGranite | 5543 |
| Simmons, Dean | WEBster | 1-1311 | Gray, Jeanne, TV & Radio Prods. | CRestview | 4-5720 |
| Simmons Co | BRadshaw | 2-5319 | Guedel, John Radio Productions | Hempstead | 5186 |
| Simons Adv. Agency | WAbridge | 2753 | Hayes-Keith Productions | HOLlywood | 94584 |
| Smalley, Lcvrit & Smith | Mutual | 5336 | Hickox, Andres G. Prods. | HOLlywood | 92821 |
| Smith & Bull Adv. | Hempstead | 5671 | Hollywood Central Recording Studios, Inc. | Hempstead | 2131 |
| Smith, Robert Adv. Agcy. | TRinity | 9529 | Lawrence & Lee Productions | Hillside | 0101 |
| Smith, T. Tyler, Adv. Agcy. | Hempstead | 9239 | MacGregor, C. P., Sound Studios | DUNKirk | 4-4191 |
| Stahl, Chas. | MADison | 7844 | MacMurray, Ted & Co. | Hillside | 4305 |
| Stebbins, Barton A., Adv. | TRinity | 8821 | Marquis, Arnold Productions, Inc. | HOLlywood | 95119 |
| Stebbins, Hal, Inc. | Prospect | 5317 | Mayfair Transcription Co. | CRest | 18151 |
| Stellar, Millar & Lester, Inc. | DUNKirk | 7-5377 | MGM Radio Attractions | TEXas | 0-3311 |
| Stellers, J. G., Inc. | Hillside | 8361 | Mitchel, Les, Productions, Inc. | FL | 31105 |
| Stevens, Stuart | GLadstone | 8645 | Monogram Radio Programs, Inc. | WEBster | 1-1551 |
| Stiller, Geo. & Assoc. | WEBster | 1-1688 | Music City | HOLlywood | 9-8211 |
| Stodel Adv. | DUNKirk | 4-2133 | National Film Attractions, Inc. | GLadstone | 4750 |
| Straus, J. W. & Co. | DUNKirk | 3-5072 | Norris & Co. | Hempstead | 4814 |
| Sullivan Stauffer Colwell & Bayles, Inc. | Hillside | 2119 | Oxarart & Steffner, Inc. | HOLlywood | 91711 |
| Swafford & Co. | BRadshaw | 2-2784 | Patin, Ray, Productions | Hudson | 2-1147 |
| Taggart & Young | WEBster | 3-8108 | Peerless Film & Radio Prod. | GLadstone | 5613 |
| Theatrical Adv. Agcy. | Michigan | 7761 | Procter & Gamble Prods., Inc. | GGranite | 6566 |
| Thompson, J. Walter, Co. | WEBster | 3-2701 | RCA, Victor Division | Hillside | 5171 |
| Tullis Co., Inc., The | Hempstead | 6831 | Radio Recorders, Inc. | Hempstead | 3282 |
| Universal Advertising Agency, Inc. | Hillside | 8218 | Raison, Dorothy N. | Hillside | 8266 |
| Van der Boom, Hunt, McNaughton, Inc. | DUNKirk | 2-6203 | Proscenium Productions, Inc. | WEBster | 11147 |
| Van-Scott, Inc. | DUNKirk | 9-2300 | Reynolds, Stu, Prod. | CRestview | 16155 |
| Vaughn, Jack Adv. Agcy. | ROchester | 9-2535 | Rockett, Frederick K. Co. | Hillside | 3183 |
| Wade, George, Adv. Agency | Hillside | 7457 | Rocket Pictures, Inc. | GGranite | 7131 |
| Ward Wheelock Co | Hillside | 9221 | Ross, Jack | HOLlywood | 94019 |
| Warwick & Legler, Inc. | DUNKirk | 3-1141 | Rourke, Jack, Productions | Hempstead | 7178 |
| Webster, R. W., Adv. | MADison | 9-2283 | Rubens Productions | GGranite | 6930 |
| Weinberg, Milton, Adv. Co. | DUNKirk | 3-4134 | Sande, Robert | GLadstone | 6181 |
| Weitzman Louis J. Adv. Agcy | DUNKirk | 8-1115 | Screen Gems, Inc. | HOLlywood | 2-3111 |
| Welsh-Hollander Advertising | DUNKirk | 9-1171 | Snader Telescriptions Corp. | CRestview | 54451 |
| Wenland, Adolphe, & Assoc. | CRestview | 4-5241 | Songs Ads | GLadstone | 6181 |
| Wessells, George M., Company | YORk | 8758 | Standard Radio Transcription Service Inc. | WEBster | 89181 |
| West-Marquis Inc. | MADison | 9-2214 | Strokey, Mike, Productions | Hudson | 21241 |
| Western Adv. Agcy., Inc. | DUNKirk | 7-7367 | Studio & Artists Recorders | Hillside | 8241 |
| Westwood, Tom, Advertising Agcy. | TRinity | 8496 | Sutherland, John, Prods., Inc. | DUNKirk | 8-5121 |
| Wheelock, Ward Co. | Hillside | 9271 | Telefilm, Inc. | HOLlywood | 97205 |
| Whyte, Evers, Agency | DUNKirk | 2-2188 | Telex Corp. | Hillside | 8351 |
| Wildor, Alvin | WEBster | 8-4624 | TV Ads, Inc. | DUNKirk | 81323 |
| Willis, Harry G., & Assoc. | CHARleston | 5-3325 | TV Spots | GLadstone | 5171 |
| Wynne-Alexander Adv. Agcy | PYramid | 1-2319 | Tevee Co., The | CRestview | 51076 |
| Yambert, Prochnow, McHugh & Macaulay | BRadshaw | 2-5418 | Telemont Pictures, Inc. | HOLlywood | 98321 |
| Young, M. M., Adv. | DUNKirk | 7-3265 | Tele-Sound Productions | Hempstead | 2131 |
| Young & Rubicam, Inc. | HOLlywood | 9-2731 | Television Guild Productions | HOLlywood | 92895 |
| Radio-TV Program and Transcription Cos. | | | | | |
| Alexander Film Co. | Hillside | 5677 | Teleways Radio Productions, Inc. | BRadshaw | 21447 |
| American Broadcasting Co. | Hudson | 23141 | Thomas Co., The | Hillside | 6564 |
| Associated Television Enterprises | GLadstone | 9214 | Universal TV Productions | BRadshaw | 2-5597 |
| Audio-Video | CRestview | 54373 | Universal Recorders | HOLlywood | 9-8282 |
| Bates, Bill | Hempstead | 0330 | Vallee-Video | Hillside | 6118 |
| B & B Recording Studios | THornwall | 1397 | Van Ronkel Productions, Inc. | DUNKirk | 78184 |
| Birman Swartz Productions | HOLlywood | 9-5981 | WRS Recording Lab. | GLadstone | 1454 |
| Bob White Productions | WAInut | 5398 | Western Recorders | Hempstead | 6811 |
| | | | Wilding Picture Prods. of Calif. | WEBster | 0183 |
| | | | Wiley, Fletcher Prods. | HOLlywood | 91212 |
| | | | Williams-Nickolas Animated Prods. | HOLlywood | 9-8948 |
| | | | Wixson, Herbert | SUNset | 23580 |
| | | | World Broadcasting System | Hempstead | 5121 |
| | | | Wright, Carter, Enterprise, Inc. | HOLlywood | 9-0944 |
| | | | Yuz, Frederic W. | Hempstead | 5121 |

Radio and TV Artists Agencies

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|--------------------------------------|------------------|
| Ainsworth, Helen | CRestview 62062 |
| Allen, Larry | Hempstead 0421 |
| Allied Casting | Hempstead 7124 |
| Alvarado, Carlos | CRestview 57203 |
| American Copyright | CRestview 60369 |
| American Federation of Radio Artists | Hillside 5125 |
| Artists, Ltd. | CRestview 67015 |
| Auer, Miles | CRestview 17141 |
| Barnes, William, Agency | ARizona 9-6647 |
| Bender-Ward | CRestview 17247 |
| Bergerman, Stanley, & Co. | CRestview 6-4124 |
| Jernie, Herman | CRestview 50117 |
| Jeyer, Chas. | Hillside 2125 |
| Bloom, Phil, Agency | CRestview 6-1339 |
| Brandies, Bob, Agency | GLadstone 6978 |
| Business Administration Co. | CRestview 67071 |
| Carling, Cliff | Hillside 9311 |
| Chaplin, Lita | CRestview 6-3187 |
| Charney, William B. | GRanite 5191 |
| Columbia Artists Management | MAdison 62327 |
| Cooper, Ray | CRestview 69769 |
| Cukor-Lipton | CRestview 6-8989 |
| Darrow, Agency | ARizona 30951 |
| Donaldson, Jack | CRestview 4-6291 |
| Demling, Gus | CRestview 12161 |
| Deuser, Lewis J. | CRestview 19134 |
| Dilson, Clyde | CRestview 61825 |
| Doaks, Virginia | CRestview 54177 |
| Edington-Cloutman Agency | CRestview 4-5141 |
| Famous Artists | CRestview 15222 |
| Federal Telefilm, Inc. | GRanite 5111 |
| Feil, Murray, Artists' Manager | CRestview 5-5569 |
| Feins, Bernard | CRestview 51155 |
| Frings, Jurt | CRestview 16115 |
| Fralick, Freddie | CRestview 1-2142 |
| Frye, Clinton L. | OLympic 6352 |
| Garfield, Milton, Agency | CRestview 5-5074 |
| General Artists | CRestview 18101 |
| Gertz, Mitchell | CRestview 45491 |
| Gold, Sid | CRestview 17149 |
| Goldstone, Jules | CRestview 51191 |
| Goldstone, Nat | CRestview 61071 |
| Gollob, Harry, Agency | WEBster 1-4005 |
| Grashin, Mauri | CRestview 16449 |
| Gregory Ass'ts. | BRadshaw 25084 |
| George Greif & Assoc. | GRanite 7197 |
| Greshler, Abner | CRestview 45339 |
| Grossman, Milton M., Agency | CRestview 6-6163 |
| Gwynn, Charles E. | CRestview 5-4179 |
| Halliburton, Jeanne | CRestview 5-5575 |
| Halliburton-Weintraub | CRestview 11137 |
| Hamilburg, Mitchell | CRestview 54171 |
| Headley, Jack | CRestview 4-5273 |
| Hecht, Harold | CRestview 15246 |
| Henry, Edd | CRestview 50186 |
| Herdon-Sherrell | CRestview 15236 |
| Herzbrun, Walt | CRestview 64157 |
| Irwin, Lou | CRestview 17131 |
| Jackson, Edith | GRanite 0155 |
| Jacobson, Vernon | CRestview 52545 |
| Jaffe Agency | CRestview 66121 |
| Katz, Fred, Agency | CRestview 6-3189 |
| Kingston, Al, Agency | CRestview 5-4505 |
| Kohner, Paul | CRestview 15165 |
| Kramer, Earl | CRestview 62338 |
| Lance, Leon | CRestview 66014 |
| Landy, George | CRestview 15246 |
| Lazar, Irving | CRestview 56153 |
| Leonard, Fred | Hillside 7546 |
| Lesser, Ted | BRadshaw 23655 |
| Leves, M. C. | CRestview 6-6285 |
| Lewis, Henry | CRestview 55129 |
| Lewis-Molson | CRestview 16111 |
| Linsk, Lester | CRestview 54396 |
| Longenecker, Robt. | CRestview 6-1093 |
| McConkey Artists Corp. | Hempstead 7141 |
| Mark, Roy & Levene, Lou, Agency | CRestview 1-2141 |
| McMillan, Hazel, Agency | CRestview 1-7781 |
| McQuarrie Agency | CRestview 67162 |
| MCA Artists | CRestview 62001 |
| Manuel-Baird | CRestview 45288 |

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|----------------------------|------------------|
| Martyn, Marty | CRestview 58607 |
| Marx, Burt | CRestview 17171 |
| Medford, Ben | CRestview 17021 |
| Messinger, Lili | CRestview 67015 |
| Meyer, Art | CRestview 57865 |
| Meyers, Walter | CRestview 18161 |
| Minter, Ethel | CRestview 1-6161 |
| Mishkin Agency | CRestview 45416 |
| Molina, Carlos | Hempstead 3271 |
| Monter-Gray-Armstrong | CRestview 11191 |
| Moore, Lola | CRestview 65401 |
| Morris, William | CRestview 16161 |
| Nunes, A. R., Agency | Hempstead 7124 |
| Ochs, Al | HOLlywood 96470 |
| Ohman, Ernest | CRestview 61071 |
| Oliver, Maurine | Hillside 0257 |
| Orsatti & Co. | CRestview 66241 |
| Personalities, Inc. | CRestview 15147 |
| Phillips, Ed Paul | Hillside 8266 |
| Pomeroy, Jack | CRestview 45148 |
| Powers, Richard | CRestview 19134 |
| Preminger, Ingo, Agency | CRestview 6-1023 |
| Rocamora, Wynn | CRestview 45431 |
| Rollo, Joe, Agency | CRestview 5-5244 |
| Rosenberg, Geo. | CRestview 18121 |
| Radio Artists Corp. | CRestview 17111 |
| Rubens & Associates | GRanite 6930 |
| Rush, Art | Hillside 5161 |
| Ryan, Frank | CRestview 14627 |
| Salkow, Lester | CRestview 54505 |
| Saphier, James | CRestview 17231 |
| Sargent, Jan | Hempstead 9716 |
| Silber-Bren | Hillside 9106 |
| Sharpe, Don | CRestview 62044 |
| Shauer, M. A. | CRestview 11103 |
| Shaw-ingersoll | GRanite 0862 |
| Sherman, Edward | CRestview 50186 |
| Shiffrin, William | CRestview 17261 |
| Short, Antrim | CRestview 54137 |
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| Small, Paul | CRestview 15246 |
| Schnitzer-Fritscher | HOLlywood 96271 |
| Somlyno, E. T. | CRestview 62041 |
| Stempel-Olenick | CRestview 1-7141 |
| Stewart, Rosalie | CRestview 46123 |
| Swanson, H. N. | CRestview 15115 |
| Swoverland, Harold | WEBster 1-1171 |
| Thompson, D. H. | CRestview 12188 |
| IJlman, George | CRestview 45238 |
| Vitt, Angie | CRestview 64844 |
| Wadsworth, J. B. | CRestview 60698 |
| Washington, Howard, Agency | REpublic 2-8121 |
| Weiner, Jack | CRestview 67081 |
| Weintraub, Murry | CRestview 1-1137 |
| Welch, Suey, Agency | MAdison 6-3938 |
| Wendling, Chas. | CRestview 62348 |
| White, Wm. B. | CRestview 46301 |
| Wiley, Richard | CRestview 54170 |
| Wilkins, Paul | CRestview 16188 |
| Winkler, Daniel M. | CRestview 17244 |

Publications

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| Billboard Publishing Co. | HOLlywood 9-5831 |
| Broadcasting-Telectasting | Hempstead 8181 |
| Hollywood Reporter | Hillside 7411 |
| Radio Artists Directory | Hillside 0101 |
| RADIO DAILY | GLadstone 8426 |
| Radio-Television Life | Hillside 9275 |
| Radio-Television Mirror | CRestview 6-6293 |
| Radio News | TUCKer 9213 |
| TV Time Magazine, Inc. | GLadstone 2104 |
| Television Magazine | HOLlywood 9-1935 |
| Variety | HOLlywood 1141 |

Radio-TV Audience Surveys

| | |
|-----------------------------|------------------|
| Coffin, Cooper & Clay, Inc. | HUDson 2-7251 |
| Facts Consolidated | WY 3181 |
| C. E. Hooper, Inc. | HOLlywood 9-3553 |
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FARM DIRECTORS DECADE

Association Marks 10th Anniversary This Year

By **MAL HANSEN, President,**
National Association of Radio Farm Directors

THE year 1953 marks the 10th Anniversary Year for the National Association of Radio Farm Directors. The organization's informal beginning was in May, 1943, when a handful of farm broadcasters talked about forming a national organization while attending the Institute of Education by Radio at Columbus, Ohio. The first official meeting followed in December in Chicago. From this small beginning NARFD has increased its membership to 323 persons representing 41 states in the union, from Canada and several foreign countries in various parts of the world.

Farm broadcasting is as old as radio itself. But since the close of World War II there has been a substantial increase in the number of farm directors employed by radio and television stations, and a rapid increase in the number of hours stations are devoting to farm service programs. This has accounted for the rapid growth of NARFD. The addition of television has added new personnel to farm developments. Regular farm television shows have been on the airwaves since 1949.

Economics has been the major factor behind the growth of farm radio and farm television departments. Station managers have found that by developing a sound farm department, they are able to make more money for the station and at the same time provide the service necessary in fulfilling the requirements of their federal license.

Radio is already the key means of obtaining information on the farm, and television is making rapid headway. BMB has reported that 98.1 per cent of the nation's farm homes have radios. Tens of thousands of sets are in farm automobiles, trucks, tractors and in the milkhouse or barn.

The instantaneous nature of broadcasting, which makes weather and market news available within minutes after the news is made, materially aids the farm director in his work. These principles, multiplied by the sheer weight of numbers of receiving sets, has clinched a place in the broadcasting future for the farm director who has the background



and inclination to serve the farmer over the airwaves.

Generally speaking, the men who provide this service belong to the National Association of Radio Farm Directors. The association itself has a constitution which states that its objectives are cordial relations and better understanding between commercial radio farm broadcasting and farm organizations, advertising agencies and other groups interested in reaching farm people,

and the station management itself. In addition, the objectives are to keep this kind of service on a high plane, spread farm service to areas where it is now lacking and advance the welfare of those engaged in farm broadcasting.

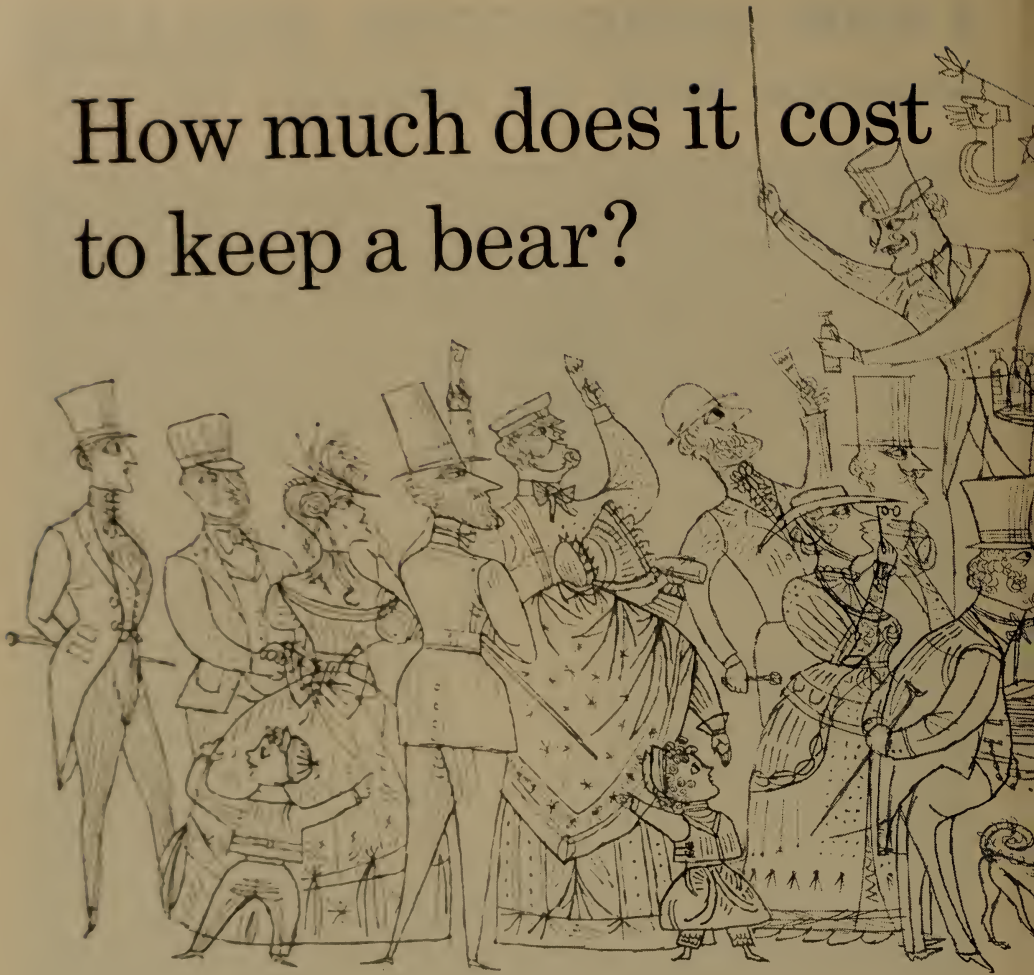
With these fundamental principles setting the course, NARFD is built on a regional basis . . . a logical step because agriculture is largely regional in nature. There are eight regional chairmen who serve with the elected national officers on the executive committee. Officers for 1953 in addition to the author, are vice-president, C. W. (Jack) Jackson of KCMO, Kansas City, Mo.; secretary-treasurer, Frank Atwood, WTIC, Hartford, Conn., and historian, Herb Plambeck of WHO, Des Moines, Iowa.

In 1952, under the leadership of President Sam Schneider of KVOO, Tulsa, Okla., the organization sought improvement in relationship among the basic triangle with which the farm director is always concerned . . . namely, the farmer, the sponsor, and the agricultural college.

In 1953 NARFD has many goals. Under the general subject of improving public relations for agriculture, farm broadcasters need to tell the story of the importance of agriculture to the consuming public. There are numerous misunderstandings between town and country that must be corrected.

Within the radio and television industry itself, a segment of managements must be made aware of the commercial potentials of good farm service programming. And even more important, the advertisers, both of farm products and consumer products, must be informed of the tremendous farm market that can be reached effectively, quickly and at reasonable cost through specialized farm shows on radio and TV.

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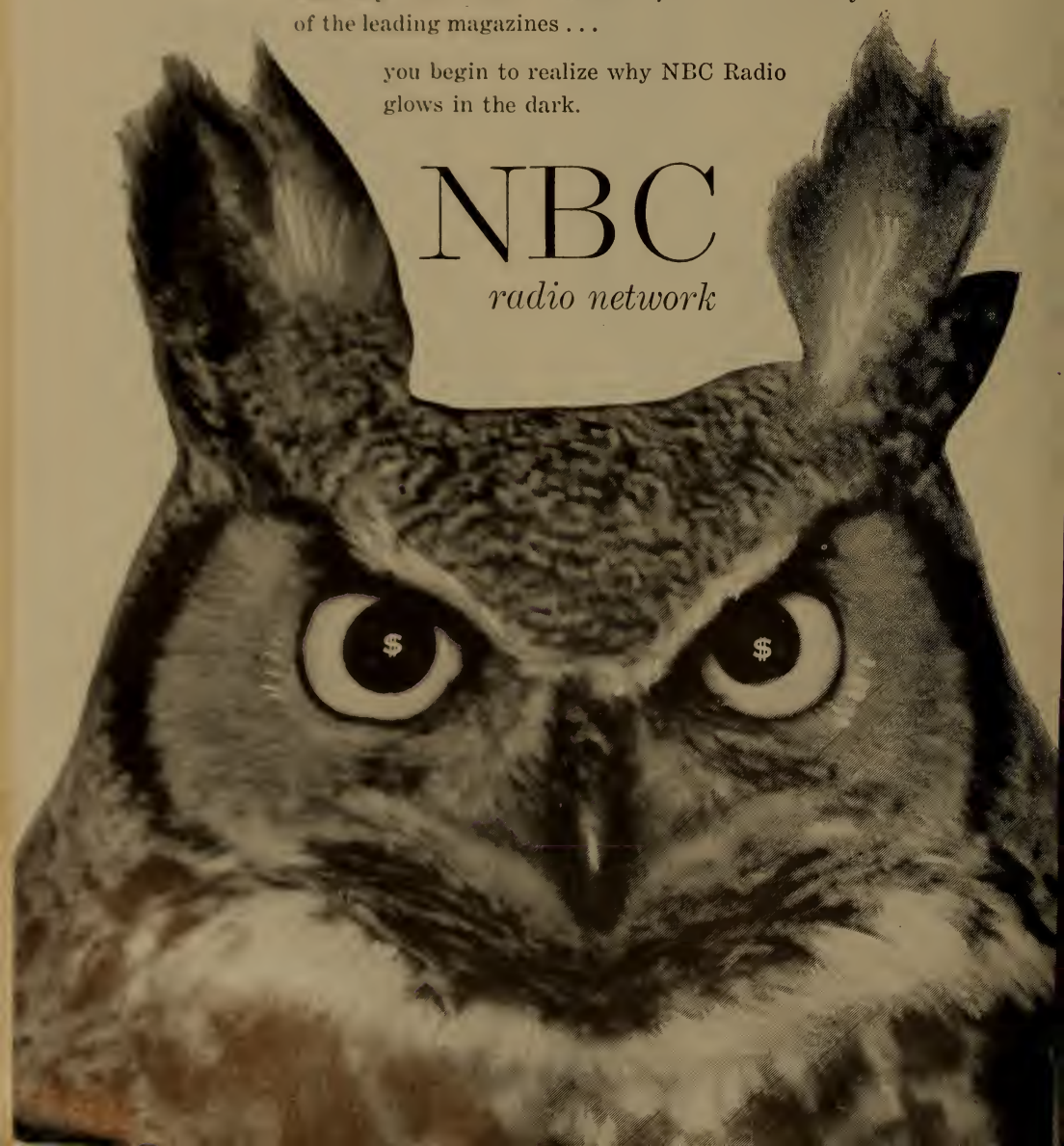
And anyone who thinks otherwise about nighttime radio had best look closely at the new A. C. Nielsen Coverage Survey just published.

Among other things, Mr. N. points out that NBC Radio is heard in more than 16,000,000 homes on the average night — 25,466,870 *different* homes by the end of a week.

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A REPORTER LOOKS AT '53

Sees Optimism Reflected In Washington Scene

By TED KELLOGG

Washington Bureau, Radio and Television Daily

THE radio-TV industry may look forward to its greatest year of expansion in 1953.

From the standpoint of a reporter covering Washington for the two industries which have become, apparently, inseparable, there were great events in 1952—the events of 1953 may not be so spectacular, but they will probably be more fundamental to the growth of radio and TV.

No one can deny that the biggest "story" of 1952 from a radio-TV reporter's point of view was the lifting of the freeze on new television stations.

This was brought about by the issuance, on April 11, 1952, of the Federal Communications Commission's Sixth Report and Order, which not only lifted the "freeze" imposed on September 30, 1948, but assigned 70 UHF channels, promulgated a new nation-wide table of TV frequency assignments, making available 2,053 assignments in 1,291 communities, and provided for a change of frequency for 30 of the then-existing 108 VHF stations.

In the interim between the freeze-lift and the end of 1952, the FCC, badly understaffed, managed to authorize 165 new TV stations, of which 21 were on the air at the close of the year and others were coming along.

But that does not tell the radio story: As of January, 1952, there were 2,406 AM stations authorized; as of the end of the year, there were 2,524, most of them on the air. Applications on hand at the end of December 1952 amounted to 251; FM stations authorized at the end of 1952 totaled 630, with 12 applications on hand.

However, these are merely figures, indicating past performance of the regulatory agency controlling the radio and TV media. Any look into the future must be "hedged."

It seems likely that 1953's biggest story (again from a Washington reporter's viewpoint) may be the Commission's decision in the Theater-TV case, now before it and being heard day by day. The case, as everyone who reads the trade press knows, involves the assignment of specific channels for the transmission of TV



for use in theatre exhibition.

Another news development from Washington which may be expected this year is investigation by a new Republican Administration of the FCC. It will be remembered that the Commission was established, and has always functioned, under an administration of the Democratic party; it is known that there are some, now on the Republican "majority" side of the legislative branch, who may demand an investigation of the communications commission policies.

From a news-coverage standpoint, the declaration by President Eisenhower's press-radio secretary, James C. Hagerty, that his "boss" not only will continue to hold regularly scheduled news conferences with give-and-take verbal questions and answers, but will broadcast and telecast some of these conferences, implies a new official acceptance of the latter-day media of communication.

Just as 1952 was the first year in which educational, non-commercial television was recognized as a cultural medium, so 1953 will perhaps mark the greatest utilization of the medium.

Of the channels allocated under the Sixth Report and Order of last April, 242 were set aside for non-commercial educational TV. By the end of 1952 only 11 stations had been granted for the utilization of these channels, although the Commission members, severally and individually, had exhorted educational groups to avail themselves of the opportunity presented.

In the field of educational FM stations, there were 87 on the air as of the end of 1952, and 12 others authorized and under construction.

Those are the highlights of the coming year, as seen from Washington. There will undoubtedly be continuations of investigations of the industry's conduct (such as the Harris investigation of 1952); of its bearing on anti-trust surveillance by the Dept. of Justice, and of other angles.

But it may be said unequivocally that radio-TV news out of Washington in 1953 will be of continuously intensified interest as the industries about which it reports continue their inevitable and sensational expansion.

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Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

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TV AS REPORTER OF NEWS

Progress Is Rapid, But It Can't Yet Match Radio

By **PAUL W. WHITE**, Executive Editor,
KFMB and KFMB-TV, San Diego, Cal.

TELEVISION is now old enough and experienced enough to brave a direct comparison with radio in news coverage.

And the plain hard fact is that day in and day out the newer medium can't yet match the standards of the older one.

It would be easy to choose a few exceptions, in which TV has done an exciting and superlative job, and argue the other side. When TV focuses on an event-in-progress it is often gripping and dramatic. But news is rarely action. Nowadays it's largely ideas. And it has been said before that there is no power in the world so great as the power of an idea whose hour has come.

Nearly always an idea must be expressed in words, not in pictures. Words are radio's strength—in too many instances they have been one of television's few weaknesses.

Indeed there may be some evidence to support a belief that watching the newscaster actually lessens the viewer's comprehensions.

Television executives realize this, of course, and so they have gone in strongly for gimmicks of all kinds — newsreels, stills, charts, maps, animations and cute art. The result is that many news shows are elaborately overproduced on TV — with presentation of facts taking second place to skill in the shifting of camera focus.

Television, as I've said, is at its best in watching history-in-the-making, whether it's a political convention, a baseball or football game or a parade. But even here there are some faults.

One is that no broadcaster seems as yet to have fastened upon the proper formula as to how much he should talk.

This is probably because viewers themselves differ so markedly. Take the simple common situation of a ball game in which there's one man out and a runner on first.

The batter, we'll say, rolls an easy one to short.

Now there's one type of baseball announcer who will describe the play in toto.

But there's another kind of announcer



who would say only: "Rizzuto has it. Will they get two? They do."

Your long-time baseball fan undoubtedly prefers the second announcer. The only question in his mind from the time the ball is hit is whether it will result in a double play. But how about the viewer who isn't quite as knowledgeable? He may want the full description supplied by the first announcer.

That's a tough one and I confess I don't know the answer.

Then there's another irritation in regard to multi-camera coverage. In most cases the cameras are trained on a single action to give the director a choice of a long or medium shot or a close-up. Rarely is there a cameraman instructed to "rove" to try to pick up subordinate aspects of the event.

And, even if there is one, the director is usually not news trained. He knows his pictures but too often he doesn't know news. TV news will get better as more news-trained personnel is placed in command of special events coverage.

At any rate, radio too can improve greatly upon the news it's giving in most communities. In a recent talk before news directors I outlined a five-point program for better radio news coverage.

I will now plagiarize myself and list the points all over again. Here they are:

First, more and more local news. The fastest growing large city in the world (San Diego) is still a pretty small town — but so's New York, for that matter.

Secondly, get on the phone and talk with people. Then record it and use it whenever you get a chance. We put on a half-hour program once a week that consists of nothing but recorded interviews with townspeople and visitors.

Thirdly, don't take your press association or your network for granted. When service on a story or the writing is bad, take the time to tell them so.

Fourthly, try to get the boss to take advantage of his FCC-given right to editorialize. Is there anything more listenable than crackling controversy?

Fifthly, do things. Don't go along this week with exactly the same schedule you had last week. Make people talk about you.

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TRANSMITTER FIELD BOOM

FCC 'Green Light' Finds Manufacturers Ready

By HERBERT E. TAYLOR, JR.,

*Manager, Television Transmitter Division,
Allen B. Du Mont Laboratories, Inc.*

THE year 1953 will mark a new era in the development of the television transmitter manufacturing industry. After four long years in which the "freeze" brought the building of new television stations to a grinding halt from coast to coast, the new Federal Communications Commission allocation plan has finally been launched and is well under way. The ensuing months will witness the greatest period of expansion in the transmitter field that the industry has ever experienced.



Although, relatively speaking, we have scarcely entered this new period of growth and development, we can already limn its broad outlines and begin to anticipate in some measure the enormous task which lies ahead of those who are now building the nation's television stations.

During 1953 the volume of business for the transmitter manufacturing field will be in excess of \$50-million. About 75 new television stations will go on the air in the coming year and equipment for an additional 75 stations will be shipped during the same period. This together with new sales of transmitters and associated station and studio equipment will easily account for the \$50-million volume in the future.

While the financial picture is a bright one, it is only part of a story of an expansion which will have far reaching beneficial effects on all segments of the industry.

Perhaps the most important development in 1953 will be the opening up in earnest for the first time of the huge field of UHF telecasting. At this writing there already have been more than 125 construction permits granted for the building of new commercial UHF stations and 9 CP's for UHF educational outlets.

The wide geographic distribution of these permits plus the flood of UHF applications not acted upon makes several important facts evident: (1) Prospective broadcasters in all areas have readily accepted UHF. (2) There is adequate financial backing to build a truly nationwide TV service in record time. (3) The desire for TV is at a fever pitch in all parts of the country.

Although UHF and VHF production will both be stepped up far beyond all previous levels, it is impossible to say exactly how much UHF equipment as compared to VHF can be manufactured or shipped in 1953. This is due to several factors. TV manufacturers face the question of split production capacity in plants which previously produced only VHF and UHF simultaneously. The speed with which

UHF can be manufactured will remain unknown until quantity production gets under way. Material availability and production for defense are the important factors which can reduce output of both UHF and VHF.

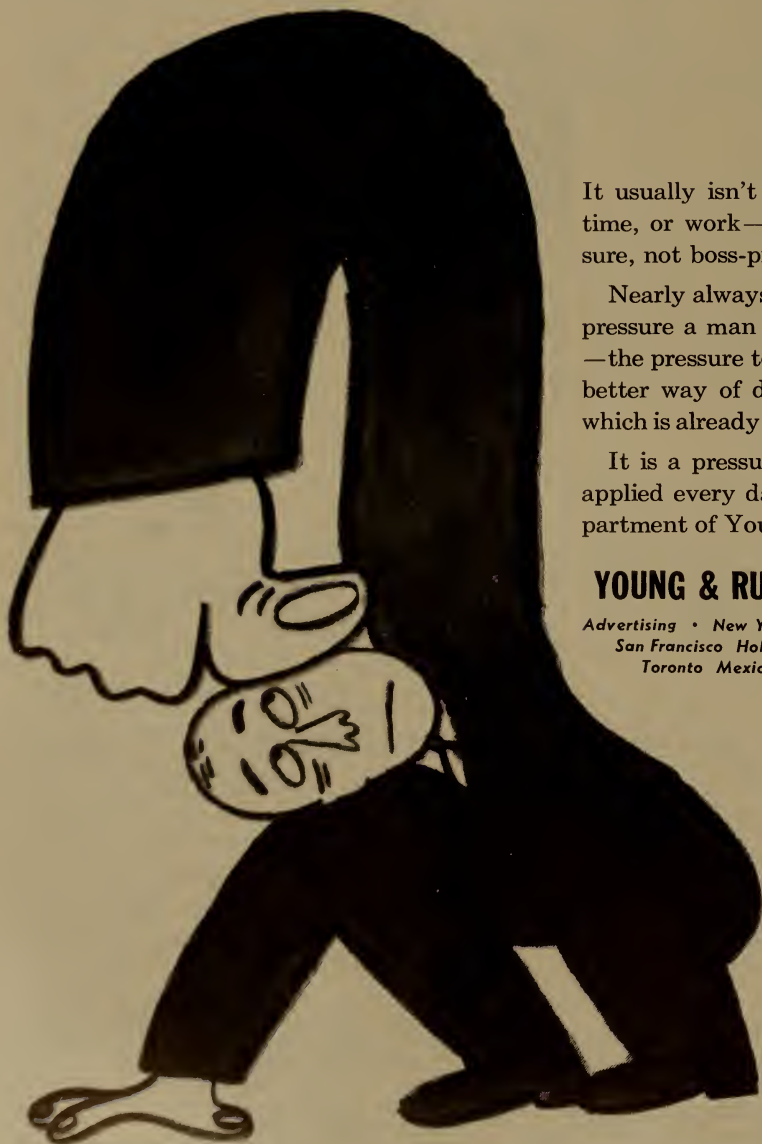
There is also the question of how rapidly the FCC will be able to conclude hearings and OK licenses, plus the kind of construction permits granted. If the FCC speeds the granting of VHF and slows UHF grants, or vice versa, production will be affected accordingly.

In the field of industrial television, greatly increased activity can be expected. Many industries such as oil, railroading, and steel have experimented widely with television during 1952. Indications are that they will start using TV on an expanding scale in 1953.

The television industry, particularly those sections of it devoted to the manufacture of broadcast equipment will supply our armed forces on an expanding scale with the electronic products necessary for our common defense. The atomic energy program will bring increased production of special electronic equipment.

Television and electronics are destined to play an increasingly important part in our lives. Up to now the manufacture of broadcast television equipment has been conducted under severe limitations, probably greater than those ever imposed on an industry in any period of our history. Those limitations have now been removed and the year 1953 will mark the turning point for the industry. In providing the country with a truly nationwide television service, the manufacturers of television broadcasting equipment face heavy responsibilities. They will more than live up to them in the year to come.

What kind of pressure creates the best advertising?



It usually isn't the pressure of time, or work—not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a man puts on himself—the pressure to keep seeking a better way of doing something which is already being done well.

It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & RUBICAM, INC.

*Advertising • New York Chicago Detroit
San Francisco Hollywood Montreal
Toronto Mexico City London*

BUSINESS

*Agency and Sponsor
Network Billings*



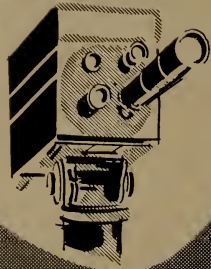
News Services



Advertising Agencies



Station Representatives



Louis
G.
Cowan
INC.

NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700
CHICAGO 8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022

NETWORK BILLINGS

AGENCY AND SPONSORS

1952

American Broadcasting Co. 1952 Sponsor Expenditures (AM Radio)

| | |
|--------------------------------------------------|-------------|
| General Mills, Inc..... | \$5,745,055 |
| Swift & Co..... | 2,420,147 |
| Sterling Drug, Inc..... | 2,586,820 |
| Bristol Myers Co..... | 1,779,764 |
| Phileo Corp..... | 1,721,040 |
| Phillip Morris & Co., Ltd., Inc. | 1,419,672 |
| Prudential Insurance Co. of America..... | 1,318,519 |
| P. Lorillard Co..... | 1,108,093 |
| General Foods Corp..... | 1,027,283 |
| Equitable Life Assurance Co. of the U. S..... | 935,665 |
| Lever Brothers Co..... | 925,285 |
| Gospel Broadcasting Association | 837,575 |
| Gillette Safety Razor Co..... | 764,494 |
| Stokely—Van Camp, Inc..... | 743,287 |
| Toni Co..... | 736,374 |
| Gulf Oil Corp..... | 698,295 |
| Political..... | 536,085 |
| Goodyear Tire & Rubber Co..... | 522,043 |
| American Chicle Co..... | 499,239 |
| Billy Graham Evangelistic Ass'n, Inc..... | 492,211 |
| Serutan, Inc..... | 489,398 |
| Ralston Purina Co..... | 483,635 |
| General Motors Corp..... | 478,432 |
| R. J. Reynolds Tobacco Co..... | 460,602 |
| H. J. Heinz Co..... | 446,674 |
| Carter Products, Inc..... | 409,783 |
| Electric Companys..... | 408,204 |
| Burton Dixie Corp..... | 370,935 |
| Churches of Christ..... | 334,728 |
| Admiral Corp..... | 314,215 |
| Texas Co..... | 306,615 |
| Kellogg Co..... | 298,219 |
| O'Cedar Co..... | 287,176 |
| Union Oil..... | 251,717 |
| Seeman Bros., Inc..... | 219,738 |
| Voice of Prophecy, Inc..... | 218,114 |
| Warner-Hudnut, Inc..... | 170,472 |
| Gruen Watch Co..... | 156,430 |
| American Bakeries Co..... | 144,286 |
| Christian Science Publishing So- ciety..... | 138,398 |
| Lambert Co..... | 127,185 |
| Free Methodist Church of North America..... | 123,559 |
| General Products..... | 116,518 |
| Hot Point..... | 108,946 |
| M. J. B. Co..... | 105,251 |
| Sylvania Electric Products, Inc. | 99,100 |
| Durkee Foods..... | 75,000 |
| John H. Dulany & Son, Inc..... | 61,160 |
| Loz Wyatt..... | 47,601 |
| Dr. Wyatt Products..... | 47,216 |
| Club Aluminum Products Co..... | 44,829 |
| F. Jordan Church in the Home | 44,608 |
| Buick Motor Co..... | 39,333 |
| Zenith Radio Corp..... | 28,959 |
| Planters Nut..... | 23,363 |
| Charles Antell..... | 23,194 |
| Jackson Perkins Flower Div..... | 21,048 |
| Dr. Hiss Shoe Stores..... | 19,709 |
| Chemicals, Inc..... | 17,437 |
| Peter Paul, Inc..... | 15,320 |
| Fisher Body..... | 14,594 |
| Roman Meal Co..... | 13,523 |
| Ben Hur Products..... | 13,124 |
| Graystone Press Co..... | 13,091 |

| | |
|----------------------------------------------|--------|
| Institute of Religious Science | |
| Life..... | 12,191 |
| Imperial Candy..... | 11,651 |
| American Medical Association | 11,186 |
| Stanley Home Products..... | 8,582 |
| Vitamin Corp. of America..... | 7,963 |
| Shipstad Johnson..... | 6,090 |
| Commercial Tele Union..... | 6,011 |
| Sun Ware Co..... | 5,696 |
| Fred Fear..... | 5,468 |
| Bu Tay Products..... | 5,460 |
| Sealy Mattress..... | 5,400 |
| Hoffman Radio Stores..... | 4,713 |
| National Labor Management Foundation..... | 4,042 |
| Musical Hall of Fame..... | 3,706 |
| American Larder Supply Co..... | 3,306 |
| Leo Pharmaceutical..... | 3,032 |
| Colonial Dames, Inc..... | 1,840 |
| Happy Land Comm..... | 704 |
| Protestants Clarif Prop..... | 704 |
| Marie Kruse Nurseries..... | 530 |
| Garden at Eden Plant Food..... | 508 |
| Penn Saw Corp..... | 428 |
| Home Craft..... | 300 |
| National Optic..... | 240 |
| Assembled Unit..... | 120 |
| \$34,391,316 | |

American Broadcasting Co. 1952 Agency Gross Billings (AM Radio)

| | |
|-------------------------------------------------------|-------------|
| Dancer, Fitzgerald, Sample, Inc. | \$5,818,090 |
| J. Walter Thompson Co..... | 2,421,559 |
| Knox Reeves Advertising, Inc. | 2,328,844 |
| Calkins, Holden, Carlock, Mc- Clinton & Smith..... | 2,091,836 |
| Young & Rubicam, Inc..... | 1,980,011 |
| Hutchins Advertising Co., Inc. | 1,721,040 |
| Leo Burnett Co., Inc..... | 1,455,262 |
| Doherty, Clifford, Shenfield, Inc. | 1,423,645 |
| Cecil & Presbrey, Inc..... | 1,419,672 |
| Kudner Agency, Inc..... | 1,356,489 |
| N. W. Ayer & Son, Inc..... | 1,333,489 |
| Lennen & Mitchell, Inc..... | 943,540 |
| Warwick & Legler, Inc..... | 935,665 |
| R. H. Alber Co..... | 837,575 |
| Foote, Cone & Belding..... | 748,961 |
| Turner Advertising Agency..... | 658,111 |
| Walter F. Bennett Co., Inc..... | 615,770 |
| Roy S. Durstine, Inc..... | 588,498 |
| Tatham Laird, Inc..... | 519,837 |
| Gardner Advertising Co..... | 483,634 |
| Kenyon & Eckhardt, Inc..... | 468,691 |
| William Esty Co., Inc..... | 460,602 |
| Ted Bates & Co..... | 409,782 |
| Ross Roy, Inc..... | 334,728 |
| Russell M. Seeds..... | 314,215 |
| Benton & Bowles..... | 220,216 |
| Grey Advertising Agency..... | 219,192 |
| Pedlar & Ryan, Inc..... | 218,114 |
| Joseph Katz Agency..... | 195,022 |
| Dean Simmons..... | 167,440 |
| Lennen & Newell, Inc..... | 164,553 |
| McCann, Erickson, Inc..... | 156,430 |
| Batten, Barton, Durstine & Osborne, Inc..... | 146,574 |
| Tucker Wayne & Co..... | 144,286 |
| Walton Butterfield Advertising | 138,398 |
| Lambert & Feasley, Inc..... | 127,185 |



America runs on
BULOVA
TIME

Again in 1952, 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 radio and spot television as our principal advertising media. 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.

FIFTH AVENUE



NEW YORK

| | |
|-------------------------------------------------|---------|
| Sullivan, Stauffer, Colwell & Bayles, Inc. | 126,399 |
| Politicals—Direct | 118,208 |
| Furman, Feiner & Co., Inc. | 90,943 |
| Weiss & Geller | 87,638 |
| W. Earl Bothwell | 61,160 |
| Century Advertising Agency | 47,600 |
| Arthur V. Jones | 44,608 |
| Henri Hurst & McDonald | 40,495 |
| Raymond R. Morgan, Co. | 35,551 |
| TV Advertisers Association, Inc. | 23,191 |
| Hal Stebbins, Inc. | 19,709 |
| Sidney Garfield & Associates | 17,437 |
| Guild Bascom & Bonfigli. | 13,522 |
| Mogge Privet, Inc. | 13,124 |
| Pacific National Advertising Agency | 11,650 |
| Campaigns, Inc. | 11,186 |
| Milton Weintraub Advertising Agency | 10,991 |
| Charles W. Hoyt Co., Inc. | 8,582 |
| Walter McCreery, Inc. | 6,090 |
| Hilton & Riggio | 5,468 |
| Dan B. Miner Co. | 5,459 |
| Quality Bakers of America Cooperative | 5,400 |
| The Keillon Co. | 5,338 |
| C. Franklin Brown | 5,155 |
| Crisp & Harrison Agency | 5,098 |
| M. J. Jacobs, Inc. | 3,306 |
| Arthur Meyerhoff & Co. | 1,043 |
| <hr/> | |
| \$34,391,316 | |

**American Broadcasting Co.
AM Industrial Classifications**

| | |
|---------------------------------------------|--------------|
| Food and Food Products | \$11,590,356 |
| Drug and Toilet Goods | 7,061,742 |
| Cigars, Cigarettes & Tobacco | 2,988,367 |
| Radios, Ref., Electrical Appliances | 2,685,177 |
| Insurance and Personal Loans Religion | 2,284,214 |
| Automobiles, Trucks & Acc. | 2,063,689 |
| Lubricants, Petroleum Products & Fuel | 1,056,760 |
| Laundry Soap and Cleaners | 1,004,910 |
| Household Furnishings and Acc. | 942,722 |
| Confections | 936,660 |
| Politicals | 549,573 |
| Sports | 536,085 |
| Jewelry and Accessories | 254,747 |
| Publications | 156,430 |
| Miscellaneous | 151,789 |
| Clothing and Dry Goods | 97,199 |
| Institutional | 19,709 |
| <hr/> | |
| \$34,391,316 | |

**American Broadcasting Co.
1952 TV Gross Network
Sales
Sponsors**

| | |
|----------------------------|-------------|
| General Mills | \$2,090,483 |
| Kellogg Co. | 1,492,155 |
| P. Lorillard Co. | 1,022,558 |
| Rosefield Packers | 827,209 |
| Nash Kelvinator Corp. | 823,573 |
| Mars, Inc. | 744,823 |
| Sterling Drug, Inc. | 489,363 |
| C. A. Swanson & Sons | 452,238 |
| Ironrite, Inc. | 447,492 |
| Procter & Gamble Co. | 439,749 |
| Ralston Purina Co. | 404,907 |
| American Tobacco Co. | 389,576 |

| | |
|-------------------------------------------|---------|
| Bendix Home Appliances | 383,465 |
| Sweets Co. of America | 349,561 |
| Canada Dry Ginger Ale, Inc. | 335,389 |
| Frigidaire Division | 330,511 |
| Bayuk Cigars | 288,240 |
| Celanese Corp. of America | 275,692 |
| American Chicle Co. | 274,609 |
| Billy Graham Evangelic Ass'n, Inc. | 270,910 |
| C. H. Masland & Sons | 266,606 |
| Bristol Myers Co. | 250,920 |
| Cluett, Peabody & Co., Inc. | 248,185 |
| Voice of Prophecy, Inc. | 245,588 |
| Goodyear Tire & Rubber Co., Inc. | 245,397 |
| Jacques Kreisher Mfg. Co. | 244,860 |
| Carter Products | 235,890 |
| Warner-Hudnut, Inc. | 209,300 |
| Political | 207,589 |
| Peters Shoe Co. | 182,686 |
| Charles Antell | 172,505 |
| Admiral Corp. | 162,591 |
| Young People's Church of the Air | 159,772 |
| F. W. Amend Co. | 157,103 |
| Green Giant Co. | 154,613 |
| Hazel Bishop, Inc. | 152,051 |
| Toni Co. | 136,017 |
| Richhold Chemical | 131,426 |
| Gruen Watch Co. | 126,795 |
| Kaiser-Frazier Sales Corp. | 124,655 |
| A. C. Weber & Co. | 122,988 |
| Wine Corporation of America | 122,289 |
| Anthracte Institute | 118,139 |
| Hotpoint | 117,795 |
| McKesson & Robbins, Inc. | 106,102 |
| Lambert Co. | 101,640 |
| Minute Maid Corp. | 99,601 |
| Arthur Murray Productions | 93,600 |
| Lever Brothers Co. | 90,012 |
| Sieberling Rubber Co. | 89,231 |
| Word of Life Fellowship | 82,287 |
| Vitamin Corporation of America | 75,450 |
| Frank H. Fleeer | 74,830 |
| S. Johnson | 66,500 |
| Standard Oil of Ind. | 55,550 |
| Brown Shoe Co. | 42,871 |
| Hollywood Candy Co. | 42,313 |
| American Bakeries Co. | 42,218 |
| Derby Foods | 41,908 |
| M & M, Ltd. | 36,048 |
| Burton Dixie | 31,500 |
| Ranger Joe, Inc. | 27,372 |
| Rhodes Pharmacal Co., Inc. | 15,690 |
| Crosley Division of Aveco Mfg. Corp. | 14,939 |
| Clorox Chemical Co. | 14,889 |
| Fisher Body | 9,204 |
| Miller Brewing Co. | 8,750 |
| Philco Corp. | 3,390 |
| Chicago Bears, Inc. | 2,985 |
| <hr/> | |
| \$17,697,140 | |

**American Broadcasting Co.
1952 TV Gross Network
Sales
Agencies**

| | |
|---------------------------------------------|-------------|
| Dancer Fitzgerald Sample, Inc. | \$3,295,001 |
| Kenyon & Eckhardt, Inc. | 1,410,989 |
| Leo Burnett Co., Inc. | 1,233,567 |
| Lennen & Mitchell | 1,023,354 |
| Tatham Laird, Inc. | 835,703 |
| Guild, Bascom & Bonfigli. | 827,209 |
| Geyer, Newell & Ganger, Inc. | 823,573 |
| Young & Rubicam | 744,501 |
| Ellington & Co., Inc. | 563,931 |
| Brooks, Smith, French & Dorrance, Inc. | 489,895 |
| Foote, Cone & Belding | 466,528 |

*Since
1898
The
Agency
Of
The
Show
World*



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

| | |
|---------------------------------------------------|---------|
| Gardner Advertising Co..... | 404,906 |
| Batten, Barton, Durstine & Osborn, Inc. | 389,576 |
| Walter F. Bennett..... | 353,196 |
| Moselle & Eisen..... | 349,561 |
| Henri, Hurst & McDonald..... | 339,789 |
| Ted Bates & Co..... | 335,491 |
| J. M. Mathes, Inc..... | 335,388 |
| Anderson & Cairns, Inc..... | 266,606 |
| Laughlin Wilson, Baxter & Parsons | 245,587 |
| Hirshon Garfield, Inc..... | 244,860 |
| Politicals | 207,588 |
| McCann, Erickson, Inc..... | 185,269 |
| TV Advertisers Association..... | 172,505 |
| Russel M. Seeds..... | 162,591 |
| J. M. Camp Co..... | 159,771 |
| Raymond Spector Co., Inc..... | 152,050 |
| MacManus, John & Adams, Inc. | 131,426 |
| William H. Weintraub Co., Inc. | 123,976 |
| Bosell & Jacobs..... | 122,987 |
| Weiss & Geller, Inc..... | 122,289 |
| J. Walter Thompson..... | 118,139 |
| Maxon, Inc..... | 117,795 |
| Nedham Louis, Brorby, Inc..... | 108,408 |
| J. D. Tarcher Co..... | 106,101 |
| Lambert & Feasley..... | 101,640 |
| Ruthrauff & Ryan..... | 93,037 |
| N. W. Ayer..... | 90,011 |
| Meldrum & Fewsmith, Inc..... | 89,231 |
| Kastor, Farrell, Chesley & Clifford, Inc. | 75,450 |
| Lewis & Gilman, Inc..... | 74,830 |
| Tucker Wayne & Co..... | 42,217 |
| William Esty Co., Inc..... | 36,047 |
| Turner Advertising | 31,500 |
| Lamb & Keen, Inc..... | 27,371 |
| O'Neil, Larson, McMahon..... | 15,690 |
| Honig & Cooper..... | 14,543 |
| Benton & Bowles, Inc..... | 14,518 |
| Kudner Agency..... | 9,204 |
| Mathison & Associates..... | 8,750 |
| Hutchins Advertising Co., Inc. | 3,085 |

\$17,697,140

**American Broadcasting Co.
TV Industrial Classifications**

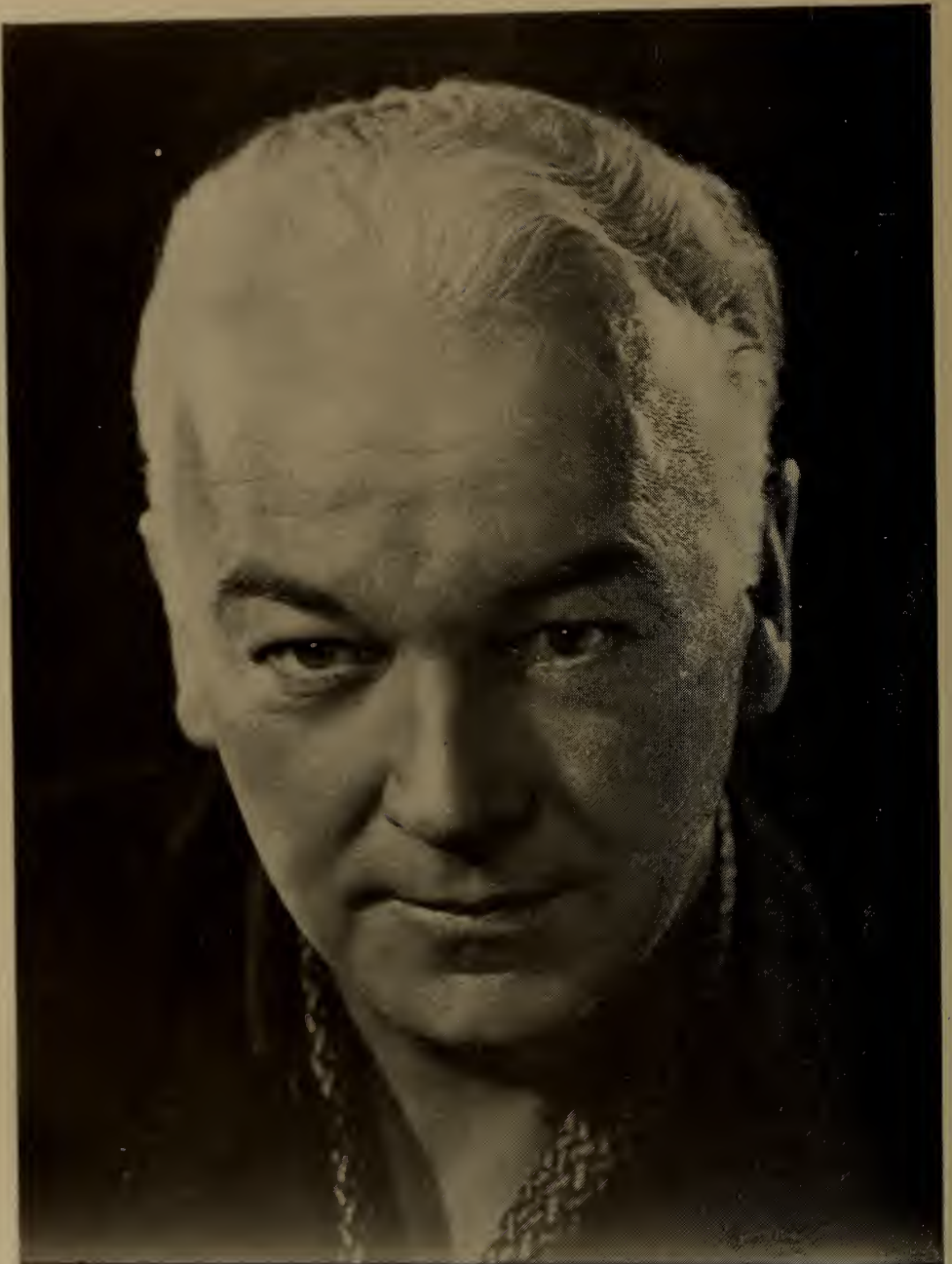
| | |
|--------------------------------------------------------------|-------------|
| Food | \$5,633,877 |
| Radio, Ref., Electrical Appliances | 2,283,756 |
| Drugs and Toilet Goods | 2,060,573 |
| Cigars, Cigarettes & Tobacco..... | 1,701,171 |
| Confections | 1,679,285 |
| Clothing and Dry Goods..... | 764,154 |
| Religion | 758,556 |
| Laundry Soap and Cleaners..... | 611,209 |
| Automobiles, Trucks & Accessories | 468,032 |
| Beverages | 466,082 |
| Household Furnishings & Acc. Jewelry and Accessories..... | 421,094 |
| Politicals | 371,654 |
| Lubricants, Petroleum Prod. & Fuel | 207,589 |
| Miscellaneous | 173,689 |
| | 96,119 |

\$17,697,140

**Mutual Broadcasting System
1952 Gross Network Sales
Advertisers**

| | |
|-------------------------------|-------------|
| S. C. Johnson & Son, Inc..... | \$2,050,194 |
| Sterling Drug, Inc..... | 1,828,720 |
| P. Lorillard Co..... | 1,379,535 |
| Miles Laboratories, Inc..... | 1,252,606 |

| | |
|-----------------------------------------------------------------------------|-----------|
| American Federation of Labor | 1,204,352 |
| Quaker Oats Co..... | 1,040,047 |
| Johns-Manville Corp..... | 818,118 |
| Kellogg Co. | 768,387 |
| Wildroot Co., Inc..... | 702,085 |
| Falstaff Brewing Corp..... | 633,348 |
| Kraft Foods Co..... | 605,933 |
| Credit Union National Ass'n... | 582,618 |
| Derby Foods, Inc..... | 556,105 |
| Amana Refrigeration, Inc..... | 456,979 |
| VCA Laboratories | 454,127 |
| Lutheran Laymen's League... | 366,854 |
| Charles Antell & Nat'l Health Aids, Inc. | 361,607 |
| Radio Bible Class..... | 361,483 |
| State Farm Mutual Auto Ins. Co. | 335,444 |
| R. J. Reynolds Tobacco Co.... | 322,128 |
| Motor Products Corp.-Deepfreeze Appliance Division | 301,688 |
| Voice of Prophecy, Inc..... | 298,797 |
| Christian Reformed Church... | 293,866 |
| The Murine Co., Inc..... | 283,976 |
| Gillette Safety Razor Co..... | 272,275 |
| Orange-Crush Co..... | 262,139 |
| Naumkeag Steam Cotton Co.... | 241,373 |
| Williamson Candy Co..... | 238,272 |
| Dawn Bible Students Ass'n.... | 232,874 |
| Noxema Chemical Co..... | 209,196 |
| Beltone Hearing Aid Co..... | 192,493 |
| Miller Brewing Co..... | 165,285 |
| American Protam Corp..... | 159,277 |
| The C. F. Sauer Co..... | 120,600 |
| Pal Blade Co..... | 115,873 |
| Motorola, Inc..... | 110,562 |
| General Mills, Inc..... | 105,500 |
| Walking Doll Co..... | 83,427 |
| White House Co..... | 83,124 |
| Admiral Corp. | 74,493 |
| American Chicle Co..... | 72,761 |
| Seabrook Farms Co..... | 70,317 |
| Benjamin Moore & Co..... | 68,198 |
| Chevrolet Motor Div.-General Motors Corp. | 63,602 |
| Toni Co..... | 62,500 |
| American School | 51,566 |
| Lettuce, Inc..... | 52,808 |
| National Republican Senatorial Committee | 51,351 |
| Stevenson-Sparkman Forum Committee | 45,566 |
| General Tire & Rubber Co.... | 42,000 |
| Vick Chemical Co..... | 39,343 |
| Plymouth Motor Corp.-Div.- Chrysler Corp. | 36,756 |
| Republican National Committee | 35,387 |
| Gillette Safety Razor Co. of Canada | 33,288 |
| Libby, McNeill & Libby..... | 31,698 |
| Olson Rug Co..... | 23,668 |
| Citizens Committee for Eisenhower-Nixon | 23,355 |
| B. T. Babbitt, Inc..... | 23,018 |
| Democratic National Committee National Volunteers for Stevenson | 19,572 |
| The Barbasol Co..... | 19,299 |
| Committee for Young Men in Government | 17,810 |
| McCarthy Broadcast Dinner Committee | 17,301 |
| Senator Joseph R. McCarthy Broadcast Committee | 16,872 |
| Farm Journal, Inc..... | 16,602 |
| Mutual Benefit Health & Accident Ass'n | 15,000 |
| Michigan for Eisenhower Committee | 14,393 |
| Russell for President Headquarters | 14,071 |
| Grass Roots Boy Radio Committee | 10,182 |
| | 9,033 |



WILLIAM BOYD

"Hoppy"

| | |
|----------------------------------------------------------------------------|-------|
| Art Instruction, Inc..... | 8,830 |
| Labor National Committee for Stevenson and Sparkman... | 8,712 |
| Buick Motor Div.-General Motors Corp..... | 8,180 |
| Book Associates..... | 7,808 |
| Fred Fear & Co..... | 7,262 |
| American Medical Ass'n..... | 5,852 |
| Woman Power for Eisenhower N. Y. State Volunteers for Stevenson..... | 5,400 |
| Swedish Americans for Eisenhower..... | 3,854 |
| Save-By-Mail, Inc..... | 3,312 |
| Jackson & Perkins..... | 3,228 |
| Marie Kruse Nurseries..... | 3,002 |
| N. Y. State Republican Committee..... | 1,308 |
| Sterling Products International, Inc..... | 1,050 |
| Amalgamated Clothing Workers Political Action Committee..... | 816 |
| Eisenhower-Nixon Campaign For Texas..... | 635 |
| Volunteers for Stevenson- Democratic Headquarters... | 572 |

* December Billings Estimated.

**Mutual Broadcasting System
1952 Agency Gross Billings**

| | |
|---------------------------------------------------------------------|-------------|
| Needham, Louis & Brorby, Inc. | \$2,911,743 |
| J. Walter Thompson Co..... | 2,038,667 |
| Dancer-Fitzgerald-Sample, Inc..... | 2,034,865 |
| Lennen & Newell, Inc..... | 1,379,535 |
| Geoffrey Wade Advertising..... | 1,252,606 |
| Furman, Feiner Co., Inc..... | 1,227,052 |
| Sherman & Marquette, Inc..... | 1,040,047 |
| Batten, Barton, Durstine & Osborn, Inc..... | 987,369 |
| Leo Burnett Co..... | 768,387 |
| Maury, Lee & Marshall..... | 456,979 |
| Thompson-Koch Co., Inc..... | 427,203 |
| Getham Advertising Co..... | 366,854 |
| Television Advertising Associates, Inc..... | 364,607 |
| Stanley G. Boynton Co..... | 361,483 |
| Aubrey, Finlay, Marley & Hodgson..... | 348,834 |
| William Esty Co..... | 322,128 |
| Roche, Williams & Cleary, Inc..... | 301,688 |
| Western Advertising, Inc..... | 298,797 |
| Glenn-Jordan-Stoetzel, Inc..... | 293,866 |
| Sullivan, Stauffer, Colwell & Bayles, Inc..... | 281,957 |
| Maxon, Inc..... | 272,275 |
| Dowd, Redfield & Johnstone, Inc..... | 246,016 |
| Kastor, Farrell, Chesley & Clifford, Inc..... | 245,654 |
| Jackson & Co..... | 241,373 |
| Olian & Bronner, Inc..... | 247,059 |
| Wm. Gleason & Co..... | 232,874 |
| Direct Duane Jones, Inc..... | 208,840 |
| 208,473 | |
| Fitzmorris & Miller Advertising Mathisson & Associates, Inc..... | 202,881 |
| 165,285 | |
| Al Paul Lefton Co..... | 115,873 |
| Kudner Agency..... | 114,035 |
| Tatham-Laird, Inc..... | 91,000 |
| National Mail Order Network Hilton & Riggio, Inc..... | 83,124 |
| 77,579 | |
| Joseph Katz Co..... | 75,849 |
| Russel M. Seeds Co..... | 74,493 |
| St. Georges & Keves, Inc..... | 68,198 |
| Campbell-Ewald Co..... | 63,602 |
| H. W. Kastor & Sons..... | 59,258 |
| John Cohan Adv., Inc..... | 52,808 |
| Foote, Cone & Belding..... | 48,097 |
| Morse International, Inc..... | 39,343 |
| N. W. Ayer & Son, Inc..... | 36,756 |
| Spitzer & Mil's, Ltd..... | 33,288 |

| | |
|----------------------------------|--------|
| Presba, Fellers & Presba, Inc. | 23,668 |
| Knox-Reeves Adv., Inc..... | 23,330 |
| Wm. Weintraub & Co., Inc..... | 23,018 |
| Erwin, Wasey & Co., Inc..... | 17,810 |
| Kal, Erlich & Merrick Adv., Inc. | 17,301 |
| C. Franklin Brown..... | 16,872 |
| Weiss & Geller..... | 14,403 |
| Bozell & Jacobs..... | 14,393 |
| Young & Rubicam..... | 14,071 |
| Huber Hoge & Sons..... | 11,036 |
| French & Preston..... | 10,016 |
| Gregory & House..... | 9,033 |
| Campaigns, Inc..... | 5,852 |
| Arthur Meyerhoff & Co..... | 3,002 |
| International Adv. Svce..... | 1,050 |
| Elliott Nonas Advertising..... | 816 |
| Rogers & Smith..... | 635 |

* December Billings Estimated.

**Mutual Broadcasting System
1952 Industrial Classifications**

| | |
|----------------------------------------------------|---------------------|
| Drugs and Toilet Goods..... | \$5,796,733 |
| Food and Food Products..... | 3,012,572 |
| Soaps, Cleansers and Polishes | 2,073,212 |
| Cigars, Cigarettes and Tobacco | 1,701,663 |
| Religious..... | 1,553,874 |
| Labor and Politics..... | 1,510,018 |
| Building Materials, Equipment and Fixtures..... | 886,616 |
| Beer..... | 798,633 |
| Major Appliances..... | 758,667 |
| Confectionery and Soft Drinks | 675,955 |
| Instructional..... | 630,470 |
| Insurance..... | 349,837 |
| Household Fabrics and Finishes | 241,373 |
| Dairy, Poultry and Livestock Feed..... | 236,040 |
| Medical Appliances and Equipment..... | 192,493 |
| Radios, TV Sets and Phonographs..... | 185,055 |
| Miscellaneous..... | 177,125 |
| Automotive..... | 108,538 |
| Schools..... | 63,396 |
| Household Furnishings..... | 23,668 |
| Publishing and Media..... | 22,808 |
| Seeds, Bulbs and Nursery Stock | 6,230 |
| | <u>\$21,001,976</u> |

* December Billings Estimated.

**Mutual Broadcasting System
Gross Network Time Sales—
1952 By Months**

| | Monthly | Cumulative |
|----------------|-------------|-------------|
| January..... | \$1,699,282 | \$1,699,282 |
| February..... | 1,600,399 | 3,299,681 |
| March..... | 1,826,527 | 5,126,208 |
| April..... | 1,681,924 | 6,808,132 |
| May..... | 1,821,571 | 8,629,703 |
| June..... | 1,632,977 | 10,262,680 |
| July..... | 1,339,276 | 11,601,956 |
| August..... | 1,325,059 | 12,927,015 |
| September..... | 1,607,485 | 14,534,500 |
| October..... | 2,304,804 | 16,839,304 |
| November..... | 2,172,485 | 19,011,789 |
| December..... | 1,993,187 | 21,004,976 |

* December Billings Estimated.

Thanks to the folks*
who deliver our goods*



*To the announcers and performers who
help us sell our clients' goods on radio,
BBDO sends its appreciative greetings.

BBDO

Batten, Barton, Durstine & Osborn, Inc.

Advertising

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

ADVERTISING
AGENCIES



WHY WE BELIEVE IN RADIO AND TELEVISION

BECAUSE their primary function is to operate in the public interest.

BECAUSE they have become important cultural and social forces in our American way of life.

More than 9 out of 10 American families are influenced by them every day.

BECAUSE they have given us, and our clients, two of the most useful of all media for selling people by *telling* people.

There is no more intimate means of communication than the human voice.

BECAUSE in their unlimited future of spontaneous, educational, sales-producing entertainment . . . lies *our* future, too!

FOOTE, CONE & BELDING

NEW YORK • CHICAGO
LOS ANGELES • HOLLYWOOD • SAN FRANCISCO
HOUSTON

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

277 Broadway, New York 7, N. Y.

Phone: REctor 2-6980

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.

A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.

Phone: MU 4-3320

ANPA—APA

PresidentBliss Woodward

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HIgate 4-6580

Owner, Radio & TV Director.....Ad Fried
 Radio, TV Time Buyer.....May Constance
 Music Director, Librarian.....Elaine Fried
 Program Director.....Mark Mallen
 TV Art, Production Dir....Gerhard Jacobi

Radio Accounts: American Upholstering Co. (Furniture Mfr.), Oakland; Bower-Smith Co. (Marine Switches), Oakland; Bigelow Films (Motion Picture & TV Films), Berkeley; California Metal Crafts (Garden Items), Oakland; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland; Commercial Sales Co. (Trucks), San Leandro; Davi Miracle Foam (Rug Cleaners), Oakland; Betty Elizabeth Shampoo (Shampoos), Oakland; Duplex Dean Plans (Real Estate), Danville; Elemen Supreme Formula (Vitamins), Berkeley; Fidelity Roof Co. (Siding, Roofing, etc.), Berkeley; Rhodes & Jamieson, Ltd. (Ready-Mix-Concrete), Oakland; Buy Rite Truck & Equipment Co.

(Surplus Equipment), Port of Oakland; Dick's Home Furnishers (Home Furnishings), Oakland; Smith Bros. (MAC Compounds), Walnut Creek; Oakland Police & Firemen (Campaigns), Oakland; Oakland Light Opera Assn. (Musicals), Oakland; Lo Fare Cab Co. (Taxi Service), Oakland; Martin Construction Co. (Paints), Los Angeles; Fox West Coast Theaters (Motion Pictures), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Gardiner Mfg. Co. (Garden Tools, etc.), Oakland.

TV Accounts: American Upholstering Co. (Furniture Mfg.), Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Betty Elizabeth Shampoo (Shampoos), Oakland; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; Martin Construction Co. (High Pressure Paints), Los Angeles; The Quiet Hour (Religious), Oakland; Lo Fare Cab (Taxi Service), Oakland; G & W Refrigeration Co. (Ice Machines), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Elemen Supreme Formula (Vitamins), Berkeley; Dick's Home Furnishers (Furniture), Oakland; Lake Merritt Hotel (Night Club), Oakland; San Francisco Police & Firemen (Campaign), San Francisco; Woodminster Amphitheater (Civic Stage Productions), Joaquin Miller Park; Quality Laundries (Service for Cleaning Firms), Oakland.

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.

Phone: WHitehall 4-5210

Pres.-Treas.....William Hart Adler
 Exec. Vice-President.....Kenneth C. King
 SecretaryBettilou Sickinger
 Prod. Manager.....John Petrie
 Art Director.....Leslie Meyers
 Acct. Executives.....W. H. Adler,
 K. C. Ring, A. B. Stone, Thorpe Wright

NETWORK TELEVISION

California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO

American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesebrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

*...the air is filled
with **McCANN-ERICKSON** clients!*

It takes a lot of time and talent to keep selling the products and services of these McCann-Erickson clients! Thanks to all of you who have contributed to the successful 1952 Radio and TV advertising of these great companies.

SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.

Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

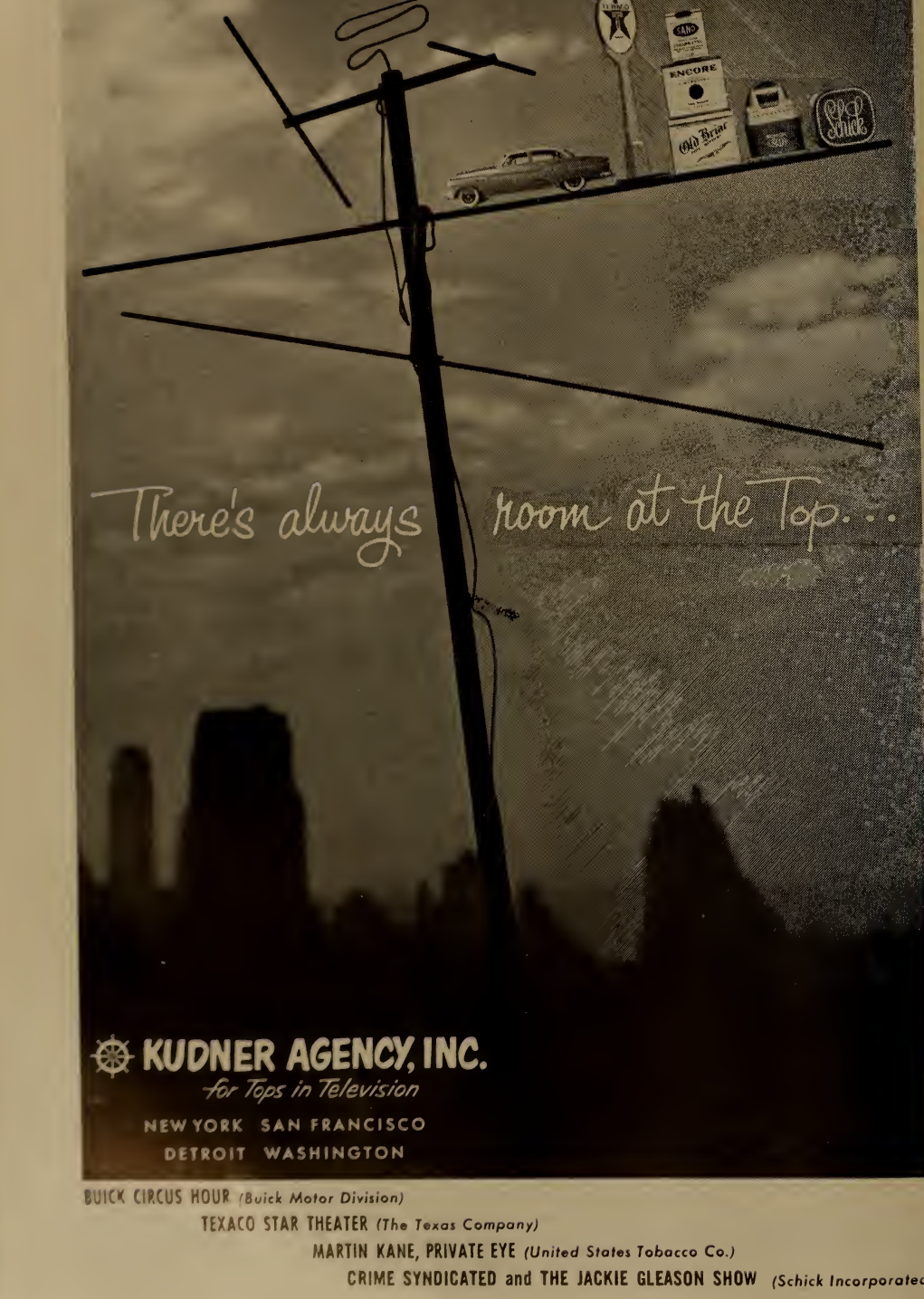
SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Leisy Brewing Co.

Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

McCANN-ERICKSON INC. Advertising

McCann-Erickson, Inc. • New York, Hollywood, Boston, Cleveland, Detroit, Chicago, San Francisco, Los Angeles, Portland, Ore., Buenos Aires, Rio de Janeiro, São Paulo, Montevideo, Santiago de Chile, Lima, Bogota, Caracas, San Juan, P. R., Havana, Mexico City, London, Paris, Frankfurt a/M, Hamburg, Brussels.



There's always room at the Top...

 **KUDNER AGENCY, INC.**

for Tops in Television

NEW YORK SAN FRANCISCO

DETROIT WASHINGTON

BUICK CIRCUS HOUR (Buick Motor Division)

TEXACO STAR THEATER (The Texas Company)

MARTIN KANE, PRIVATE EYE (United States Tobacco Co.)

CRIME SYNDICATED and THE JACKIE GLEASON SHOW (Schick Incorporated)

ADMASTERS ADVERTISING, INC.

514 Tenth St., N.W., Washington 4, D. C.
Phone: District 0551
PPA

President.....John E. Waterfield
Secretary.....E. H. Bell
Copy Chief.....J. DuVall

ADVERTISERS' B'CASTING CO.

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3650

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Bernard Rubinstein
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Diamond Crystal Salt, Jell-O Puddings); R. B. Davis Co. (Davis Baking Powder, Coco-malt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Colgate Cchlorophyll Tooth-paste, Halo, Ajax, Vel, Fab); B. T. Babbitt, Inc. (Bob-O, Glim); Whitehall Pharmacal Co. (Anacin); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine); The Best Foods, Inc. (H-O Cream Farina, H-O Oats, Hellman's Real Mayonnaise, Nucoa Margarine); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Company (Borden's Cream Cheese); Dugan Bros. (Dugan's Breads and Cakes); Florida Citrus Exchange (Florigold Orange & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Cream of Wheat Co. (Cream of Wheat); The Nestle Co. (Nescafe, Nestea); Francis H. Leggett & Co. (Premier Foods); Seeck & Kade, Inc. (Pertussin); International Salt Co. (Red Cross Salt); Lever Bros. Co. (Spry); The Procter & Gamble Co. (Crisco, Tide, Joy); Department of State.

TV Accounts: Republican State Committee, Republican National Committee.

ADVERTISING, INC.

1523-31 Central National Bank Bldg.
Richmond 19, Va.
Phones: 3-2809
ABP—ANPA

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary, Radio Dir.....A. G. Timewell
Production Manager.....F. T. Cook
Radio-TV Dept.

TV Director.....Aubrey F. Watson
Production Manager.....F. T. Cooke

Branch Office
416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson
Radio Accounts: Virginia Electric & Power

Co. (Public Utility), Richmond; Fredericksburg & Potomac RR; Virginia Hospital Service, Assn.; Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributors); Virginia Hospital Service Assn. (Blue Cross); Lawyers Title Inc. Corp.

TV Accounts: Commonwealth Sales Corp. (Philco Electrical Appliances).

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: Central 6-5255
ABP—ANPA—APA—NOAB

President, Treasurer.....James Langer
Vice-Pres., Time-Talent Buyer..G. P. Hixon
Secretary.....M. Cech

Radio Accounts: North American Acceptance Corp. (Finance); Chicago Motor Club Travel Bureau (Travel information & reservations); Inter-Insurance Exchange of Chicago Motor Club (Auto Insurance).

TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: Rittenhouse 6-7810
AAAA—APA—NOAB—ABP—ANPA
PPA—ABC—BMB

Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman,
H. A. Medholdt, George B. Bernard
Art Director.....F. Wade Lane
Production Manager.....W. B. Turner
Media Analysis.....B. Hollowell
Media Rate Dept.....E. M. Gretz
Act. Executives....Harold B. Montgomery,
Allen C. Smith, C. W. Eigenbrot, W. J. Culbertson, Bernard Toll

Radio Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Pennsylvania Refining Co. (Carburetor Cleaner), Cleveland; Van Wagenen & Schickhouse Co. (Div. of Swift & Co.) (Meats), Newark and Jersey City; Family Products, Inc. (Coffee Bags), Philadelphia; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia.

TV Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Corkran, Hill & Co., Inc. (Div. of Swift & Co.) (Meats), Baltimore; Girard Trust Corn Exchange Bank (Banking), Philadelphia; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia.

GEORGE F. FOLEY, INC.

Producers of
"TALES OF TOMORROW"
ABC - TV

SPONSORED BY
KREISLER



HERMAN HICKMAN
NBC - TV

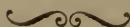
SPONSORED BY
GENERAL CIGAR CO.



FREEDOM RINGS
CBS - TV

SPONSORED BY
WESTINGHOUSE

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



R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
 Phone: HOLLYWOOD 9-8273
 ANPA

Exec. Vice-Pres.,

Director Radio, TV.....Pauline Hagen
 Secretary.....Evelyn R. Jones
 Dir. of Radio & TV.....Pauline Hagen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

TV Account: Gospel Broadcasting Assn.

**DON ALLEN & ASSOCIATES,
 ADVERTISING**

409 S.W. 13th, Portland 5, Oregon
 Phone: CApitol 9445
 ABP—ANPA—AFA

PresidentDon Allen
 Vice President.....Irvin H. Walsh
 Treasurer.....Everett A. Mitchell
 Secretary.....H. Richard Seller
 Radio-TV Director.....Everett A. Mitchell

Radio Accounts: Benj. Franklin Fed'l Savings & Loan Assn., Savings & Loan Assn., Portland, Oregon; G-E Supply Corporation, G-E distributor, Portland, Ore. & regional; Ed Hamilton Furs, Furrier, Portland, Oregon; Logan Oldsmobile Co., Oldsmobile dealer, Portland, Oregon; Arthur Murray's, Dancing Studios, Portland, Oregon; Windolph Pontiac Co., Pontiac dealer, Portland, Oregon; Zell Bros. Jewelers, Portland, Oregon.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
 Omaha 2, Neb.
 Phone: Atlantic 4445
 AAAA—ABP—ANPA—APA
 ABC—NOAB—PPA

Partners.....Milton H. Reynolds,
 R. H. Reynolds, Q. H. Moore, Helen C.
 Moeller, Milton J. Stephan

Radio Accounts: Omaha Public Power District (Public Utility), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H. Lee Company (Biologies and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Paramount Radio Shop (Appliances), T. H. Maenner Company (Real Estate), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Tekseed Hybrid Co. (Hybrid Corn), Graybar Electric Co. (Appliances), Hill Hotel; Carpenter Oil Co. (Gas, Oil and other Automotive Products), Northrup-Jones (Cafeteria, Bakery), Uncle Sam Breakfast Food

Co., Walnut Grove Products, Inc. (Livestock Feeds).

TV Accounts: T. H. Maenner Co. (Real Estate), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), General Electric Supply Corp. (Electrical Appliances), Hill Hotel (Hotel and Restaurant), Omaha, Neb., Uncle Sam Breakfast Food Co. (Darbs), Holsum Bread Co., C. J. Patterson Co. (Bread).

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.
 Phone: DUnkirk 7-7331

President.....W. Fehr Gardner
 General Manager.....Stuart Heinemann
 Space Buyer.....Maxine Blankenship
 Art Director.....Jack Robbins
 Production Manager....Stuart Heinemann
 Account ExecsDick Bartlett,
 Milton Hoffman, Bart Ross

Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co. (Furniture & Appliances); Pavode Grande (Turkeys); Pridom Davis (Optometrist); Stylart Card Co. (Greeting Cards); Fisher's Compression Seal (Automatic Compression Seal); Dr. F. E. Campbell (Dental Services); United Radio & Appliance (Sporting Goods & Appliances).

TV Accounts: Gold Furniture Co. (Furn. & Appliances); Dr. Pridham Davis (Optometrist); United Sporting Goods (Sporting Goods); Arden Farms (Dairy Products); Auction Park Auction); Pavo de Grande (Turkeys).

ANDERSON & CAIRNS, INC.

488 Madison Avenue, New York 22, N. Y.
 Phone: MU 8-5800

AAAA—ABP—ANPA—APA—PPA
 Chairman of the Bd...T. Hart Anderson, Jr.
 President.....John A. Cairns
 Executive Vice-Pres.....Joseph H. Smith
 TreasurerAbraham Fisher
 Director of Radio and
 TelevisionVictor Seydel

Branch Offices

Anderson, Smith & Cairns, Ltd.
 1510 Drummond St., Montreal 25, Canada
 Phone: Plateau 4448
 Vice-Pres. & Manager...A. Collin Rayment
 Anderson, Smith & Cairns, Ltd.
 50 King Street West, Toronto, Canada
 Phone: Empire 3-5341
 Manager.....Vernon R. Birtwistle
Radio Accounts: Rootes Motors, Inc. (Hillman Minx Automobiles); Alderney Dairy

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Southern California's TOP
TV Commentator

TOPS in ratings . . .

TOPS in popularity . . .

Winner of TELE-Views
Poll as TOP TV commentator

Named "Man of the Year" by
National Home for
Jewish Children



10

TOP shows a week on KTTV Los Angeles

Sponsored by

WESTINGHOUSE TELEVISION

BOND STORES

FRANK COOPER
personal representative

Co. (Dairy Products), Newark, N. J.; National Homefurnishings Show (Exposition), New York, N. Y.; C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.

TV Accounts: C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.; Rootes Motors, Inc. (Hillman Minx Automobiles), New York, N. Y.; General Shoe Corp. (Edgewood Shoe Co.) (Friendly Shoes), Nashville, Tenn.; National Homefurnishings Show (Exposition), New York, N. Y.

CLAUDE ANIOL & ASSOCIATES

2700 Transit Tower, San Antonio, Tex.

Phone: Fannin 9148

SNPA—PPA

President.....Claude B. Aniol

ARNOLD & CO., INC.

262 Washington St., Boston 8, Mass.

Phone: Richmond 2-1220

ABP—ANPA—PPA—APA—NOAB

President, Treasurer.....Arnold Z. Rosoff
Secretary.....Evelyn F. Korbly
Vice-Pres.Harold Glickman

Radio Accounts: Home Owners Federal Savings Bank (Bank), Boston; Old Monastery Wine Co. (Wines), New Haven; International Harvester (Refrigeration), New England; Mass. Motors (Autos), Boston.

TV Accounts: Old Monastery Wine Co. (Wines), New Haven, Conn.; Jenny Mfg. Co. (Gasoline), Chestnut Hill, Mass.

ASSOCIATED ADVERTISING AGENCY, INC.

First National Bank Bldg., Cincinnati 2, Ohio

Phone: Main 2811

ABP—ANPA

President.....Sam Malcolm Levy
Exec. V-P.....Templeton Briggs
Director Radio-TV.....W. Wilson Lang

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.

Phone: WEBster 3-8488

AAAA—ABP—ANPA

Owner & Acct. Exec....Alfred A. Atherton

Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.

Phone: LEXington 2-8795

ANPA—PPA—APA

President.....J. W. Atherton
Exec. Vice-President.....Lester Stone
Vice-Pres., Secretary.....W. T. Tieman
Treasurer.....Z. A. Torok
Vice-Pres., Dir. Copy & Plans..J. D. Molnor

Vice-Pres., Radio Dir. & Talent BuyerJ. P. A. Atherton
Branch Office
Concourse Bldg., Toronto, Ont., Canada
Vice-PresidentWilliam McDonald

AUBREY, FINLAY, MARLEY & HODGSON, INC.

230 N. Michigan Ave., Chicago 1, Ill.

Phone: Financial 6-1600

ANPA—ABP—PPA—APA—NOAB—ABC
Chairman of Board.....James T. Aubrey
President.....John J. Finlay
Space & Radio Time Buyer &
TV Director.....Gene Fromherz

Radio Accounts: International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co., Double-Cola.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.

Phone: LOMbard 3-0100

ANPA—ABP—ABC

Chairman of Board.....H. A. Batten
President.....Warner S. Shelly
Vice Pres. & Dir. of

Radio-TV.....James E. Hanna
Radio-TV Plans.....T. J. McDermott
Programming &

Production.....T. H. Calhoun
Copy Chief.....John M. Cadwell
Publicity.....Wauhillau LaHay
Sports Broadcasting.....R. A. Mortensen
Dir. Radio Research.....Gordon Braine
Film Production.....G. D. Gudebrod
Time Buyers.....Charles M. Wilds,
Paul F. Kitzenberger, Richard S. Bunbury,
John W. Purves, Elaine Sloat

Branch Offices

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

Phone: Circle 6-0200

Vice-President.....John D. Upton
Statler Office Bldg., Boston 16, Mass.

Phone: HUBbard 2-4970

Vice-President.....E. Craig Greiner
135 S. LaSalle St., Chicago 3, Ill.

Phone: RANdolph 6-3456

Vice-President.....Sterling E. Peacock
4170 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 5-3322

Vice-President.....T. J. Henry
714 Taft Bldg., Hollywood 28, Calif.

Phone: Hemstead 4871

ManagerGlenhall Taylor
235 Montgomery St., San Francisco 4, Calif.

Phone: SUTter 1-2434

Vice-PresidentCarl Zachrisson
231 Dillingham Bldg.,

Honolulu 16, Hawaii

Phone: Honolulu 6193

ManagerJames Smith

Radio Accounts: The Atlantic Refining

Company, B. C. Remedy Company, Bell Telephone System, Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Gordon Baking Company, Hawaiian Pineapple Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Howard D. Johnson & Company, Illinois Bell Telephone Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, Sheffield Farms Milk Company, Jones Milk Co., United Air Lines .

TV Accounts: The Atlantic Refining Company, B. C. Remedy Company, Brooklyn Union Gas Company, Cannon Mills, Inc., Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Gordon Baking Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, The Pennsylvania Company, Sheffield Farms Milk Company, United Air Lines.

AYLIN ADVERTISING AGENCY


522 Waugh Drive, Houston 19, Texas

Phone: Lynchburg 3766

AAAA—ABP—APA—SNPA

President.....Robert N. Aylin
 Vice-President.....Mrs. Betty W. Aylin
 Secretary.....Mrs. Helen Host
 Account Executive.....Robert N. Aylin
 Account Executive.....Alston P. Cameron
 Account Executive.....Charles H. Lewis
 Radio & TV Dir.....Miss Luana K. Lewis
 Research Director...Mrs. Jo Moore Snoddy
 Art Director.....Roger I. Helm
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Radio Accounts: Coyne Electrical School (Trade School), Chicago; Foell Packing Company (Rose Brand Canned Meats), Chicago; G. Heileman Brewing Co. (Old Style Lager Beer), La Crosse; Key Worth Clothes, Inc., Fort Scott; Milner Products Co. (Pine-Sol, Anti-K & Gala Powder Bleach), Jackson; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago; Helene Curtis Industries, Inc. (Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago.

TV Accounts: Florsheim Shoe Co., Chicago; G. Heileman Brewing Co., La Crosse; Schulze and Burch Biscuit Co., Chicago; Helene Curtis Industries, Inc., Chicago; Milner Products Co., Jackson.

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FAMILIES 70,000

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 Phone: HEMpstead 2377

ExecutiveJack Runyon

Accounts: American Home Products,
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 Lines; Bulova Watch Co.; Eversharp, Inc.
 (Pens, Pencils, Razors); General Aniline
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 United Bakeries; Philip Morris & Co.
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Assn. (Tuna—Bumble Bee Brand), Astoria,
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 (Potato Chips & French Fries), Stockton,
 Calif.; Western Peat Co., Ltd., New West-
 minster, Canada; Wiggins Co., Inc. (Motor
 Oil), Portland, Ore.

TV Accounts: Olympia Brewing Co.
 (Olympia Beer), Olympia, Wash.; Robt. S.
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 Calif.; Foster Lunch Systems (Moar's Cafe-
 terias), San Francisco, Calif.; Sego Milk
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 Jantzen Knitting Mills (Jantzen Swim Suits
 & Sun Clothes), Portland, Ore.; Idaho Ad-
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 Onions), Boise, Idaho; Crispie Potato Chip
 Co. (Crispie Potato Chips & "Small Fry"
 French Fries), Stockton, Calif.

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 Phone: WA 0137

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 TreasurerNathaniel J. Block

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 Production Manager.....William Cook

Radio Accounts: General Electric Supply
 Corp. (GE Major Appliances & TV); The

Kleinhaus Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances).

TV Accounts: General Electric Supply Corp. (Radios, TV, & Major Appliances); J. N. Adam & Company (Department Store); Buffalo Electric Co. (Westinghouse Appliances); The Kleinhaus Co. (Men's & Boys' Clothing); Weed & Company (Hardware & Appliances); North Park Furniture (Furniture & Appliances); Kobacker's (Department Store); Iroquois Gas Corp. (Gas Appliances); Fantashere, Inc. (Nylon Hosiery).

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411 Terminal Bldg., Indianapolis 4, Ind.
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Phone: Randolph 5428

V.P. & Manager.....M. O. Rike, Jr.
702 Kass Bldg., 711 14th St., N.W.,
Washington, D. C.

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Manager.....Don Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; Andrew Murphy & Son (Chrysler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-States Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elec. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O.; Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American;

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TV Accounts: Hillside Dairy Farms (Dairy), Oaklawn, R. I.; Republican State Central Comm, Providence, R. I.; Rhode Island Hospital Trust Co. (Banking), Providence, R. I.; Strand Theater (Movies), Providence, R. I.; Weybosset Markets (Food Stores), Providence, R. I.; Roger Williams Savings Fund & Loan Assn., Providence, R. I.

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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.

TV Accounts: Caroline Beverage Corp. (Wine).

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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.; Rainier Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazier Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

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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.

TV Accounts: California Institute of Social Welfare, Bible Institute.

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 of America (Rock Wool Insulation), De-
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TV Accounts: Mullins Mfg. Corp., The
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 (Sparton Radio-TV Div.), Jackson, Mich.

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 Radio-TV Accounts: Bekins Van and Stor-
 age Company, Western Stove Company.

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 AC Spark Plug Division, General Motors
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 Insurance Co., Fashion Frocks, SitRoux Tis-
 sues, Serutan Co.

TV Accounts: Bowman Gum, Inc., Phila.,
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 Hi-V Corp., Newark; Sitroup, Inc., New
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 451 N. La Cienega Blvd., Hollywood, Cal.
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 155 Montgomery Street, San Francisco

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 General Manager.....S. S. Kain
 Art Director.....Al Jacobs
 Production Manager.....S. E. Miller
 Media Manager.....Fred Walder
 Radio Accounts: Arvey Corp. (R. V. Lite
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 Co. (Spark Plugs), Chicago, Ill.

TV Account: Blue Crown Spark Plug Co.,
 Chicago, Ill.

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Manager.....Donough Prince
1680 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 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.

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; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, 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.

WALTON BUTTERFIELD ADV.

33 West 42nd St., New York 36, N. Y.
Phone: WIconsin 7-7341

Owner, Manager.....Walter Butterfield
Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Maggyanne, Inc. (Wearing Apparel), Los Angeles, Calif.; Pulaski Monuments Co. (Monuments), New York, N. Y.

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Gus K. Bowman, Joel Burghalter
Radio-TV Directors.....Martha Sullivan,
John D. Metzger
Account Executives.....Sandy Hallock,
Reg Testement, Herbert Wise, W. P. Brown, F. W. Munro, Pr., Nicholas Popa,
Gene Hameroff

Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambrinus beer and Augustiner beer), Columbus, O.; Neon Products, Inc. (signs), Lima; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Farm Bureau (petroleum div.), Columbus; Columbus Academy of Medicine (public service), Columbus; Buckeye Foods (potato chips), Columbus; State of Ohio (annual fair), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; Wood-Nesbitt, Inc. (automotive dealer), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; State of Ohio (annual fair), Columbus; T. Marzetti Co. (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus; Kahn's Jewelers, (jewelry), Columbus.

HAROLD CABOT & CO., INC.

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Phone: HANcock 6-7600

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Production Manager..Phyllis L. Burlingame
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Copy Chief.....Courtney Crandall
Art Director.....William H. Ganick
Director of Radio.....Kay Chille

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), Bos-

ton; 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; Rock of Ages Corporation (Monuments), Barre, Vt.

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.

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510 St. Paul Place, Baltimore 2, Md.

Phone: SARatoga 4466

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Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Stag Paints (Paint), Baltimore.

TV Accounts: Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Hanline Bros. (paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

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Citizens National Bank,

Los Angeles, Calif.

Phone: York 5145

Manager.....Harry W. Witt

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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; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.

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SUtter 1-8736

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Phone: Lamar 3858

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Radio Accounts: Chevrolet Motor Division,

General Motors Corporation, The Detroit

Edison Company, Local Metropolitan

Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Division,

General Motors Corporation, The Detroit

Edison Company, Local Chevrolet Dealers

Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Grocery Store Prod. Co. (Foulds Div.).

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Branch Office

1024 Palmolive Bldg., Chicago 11, Ill.
Phone: DElaware 7-7533

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Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Assn. (Industry Advertising & Merchandising), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beefs), St. Paul, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Munsingwear, Inc. (Underwear, Sleepingwear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Zinsmaster Baking Co.

(Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l. Bank, Minneapolis, Minn.

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Phone: HA 1356

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

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Copy Chief.....Elizabeth Park
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Radio Accounts: Haynes-Griffin (Radio-TV Records).

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Secretary.....D. R. Roberts
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Production Manager.....C. F. Lucchese
Radio-TV Director.....Allen Black
Asst. Radio-TV Dir.....Lenora Thuna,
Donna Quigley

Copy Chief.....Fred Laderman
Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, carpeting), The Wall-Tex Co. (wall covering), N. Y. C.

TV Accounts: Chesebrough Mfg. Co., The Wall-Tex Co., Miracle Adhesive Corp., Virginia Metal Products Co.

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

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Dalsimer, Harvey L. Kuecland, David G.
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M. Foster, J. Frank Gilday

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Radio-TV Dir.....J. Frank Gilday
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Branch Office

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Radio Accounts: The Block Drug Co., Inc.
(Am-i-dent, Polident, Poligrip, Py-Co-Pay,
Green Mint Mouth Wash), Jersey City, N. J.;
The Electric Auto-Lite Co. (Spark Plugs,
Batteries and parts), Toledo, Ohio; McCor-
mick & Co. (Tea, Spices, Extracts, Hy-Gro,
B-Brand Insecticide), Baltimore, Md.; The
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Ready Cocoa, Bars, Quick, Semi-Sweet),
White Plains, N. Y.; Redtop Brewing Com-
pany (Redtop Beer & Ale, 20 Grand Ale),
Cincinnati, Ohio; Topps Chewing Gum
(Chewing Gum and Candy), Brooklyn,
N. Y.; Union Dime Savings Bank, N. Y. C.;
Whitehall Pharmaceutical Co. (Neet, Chlora-
Stick, Petrosyllium, Kriptin), N. Y. C.

TV Accounts: Block Drug Company, Inc.
(Am-i-dent, Polident, Poligrip, Py-Co-Pay,
Green Mint Mouth Wash), Jersey City, N. J.;
The Electric Auto-Lite Co. (Spark Plugs,
Batteries and parts), Toledo, Ohio; Mc-
Cormick & Co. (Tea, Spices, Extracts), Bal-
timore, Md.; The Nestle Company, Inc.
(Cookie-Mix, EverReady Cocoa, Bars, Quick,
Semi-Sweet), White Plains, N. Y.; Philip
Morris & Co., Ltd. (Marlboro, Philip Mor-
ris), N. Y. C.; Redtop Brewing Company
(Redtop Beer & Ale, 20 Grand Ale), Cin-
cinnati, Ohio; Sylvania Electric Prod., Inc.
(TV Sets, Fluorescent Lighting Fixtures,
Photo Lamps, parts), N. Y. C.; Whitehall
Pharmaceutical Co. (Neet, Chlora-Stick, Petro-
syllium, Kriptin), N. Y. C.

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240 East 11th Street, Chattanooga 1, Tenn.

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Secy. Treas.....Richard H. Leiper
Vice-Pres., Gen. Mgr.....Sara Kelly
Art., Prod. Mgr., Copy Chief, Radio-TV

Talent Buyer.....Richard H. Leiper
Media, Radio Time Buyer.....Sara Kelly,
R. H. Leiper

Radio Accounts: Fleetwood Coffee Co.,
Chattanooga, Tenn.

TV Accounts: Fleetwood Coffee Co., Chat-
tanooga, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.

Phone: WEBster 9-4240

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Account Exec.....M. E. Snow
Radio Director.....Simon Levin
Radio Accounts: Junex Products (reducing
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Inc. (mattresses), Chicago, Ill.; Romart
(mail order mdse.), Chicago, Ill.

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V.P. in Chg. of Mdsq....Benjamin Shattuck
Media Director.....Edward B. Pope
Film Director.....J. Nelson Clifford

Branch Office

122 E. 42nd St., New York, N. Y.

Phone: MURray Hill 7-5040

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M. Bendorp Co. (Cocoa), Boston; H. C.
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Company (Fuel), Boston.

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.

Phone: 6-4179

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Radio-TV Accounts: First American Na-
tional Bank (Institutional), Nashville Coal.

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.

Phone: 3-5486

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Media Dir. & Radio Time Buyer...C. Bonnell
Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RLttenhouse 6-0236

ANPA

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

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 Radio-TV Director.....Jose di Donato
Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Pearson Pharmacal Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets), New York, N. Y.; 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: PLaza 7-7730

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 Secretary.....Edna Fleischman
Radio & TV Accounts: Bruno-New York, Inc. (TV-radio appliances); The New York Times.

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Land Bank Bldg., Kansas City 6, Mo.

Phone: HArrison 3964

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 Acct. Executives.....Gardner Reams, Bart Nelson
 Radio-TV Director.....Jon Yost
 Media Dir.....Mrs. E. W. Gollither

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 V.P. & Dir. of Radio & TV Prod.L. H. Titterton
 V.P. & Dir. of Radio & TV Copy.....Muriel Haynes

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 V.P. & Dir. of Media.....Guy Richards
 Asst. Media Dir.....Frank B. Kemp
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 744 N. 4th St., Milwaukee, Wis.

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 Equitable Bldg., Hollywood 28, Cal.
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V.P. & Mgr.....Floyd R. Holm

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344 Delaware Avenue, Buffalo 2, N. Y.

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 Partner.....Frank J. Hess
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 Account Executives.....L. W. Simonds, John B. Morton, Sterling J. Hiles, William J. Daley, Jr.

Media Dir.....Donald K. Beyer
 Radio-TV Director.....Mrs. Esther Huff

Radio Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; "Gold Seal" Urbana Wine Co. (Wines), Hammondsport, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross & Blue Shield), Niagara Lithograph Co., Buffalo, N. Y.

TV Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.

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Vice-President.....J. H. Jackson
Treasurer.....B. H. McClure
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Art Director.....Fernando Penalosa
Production Manager.....Marie Scholtz
Media Buyer.....Billie Grove

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TV Accounts: Western Dairy Products; California Turkey Federation.

THOMAS F. CONROY, INC.

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Phone: Garfield 3456

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Personnel Dir.....F. E. Weinholt
Media Dir.....Robert M. Richards
Production Dir.....E. E. Ogilvie

Radio Accounts: Anderson, Paul, Co. (Stationers), San Antonio, Texas; Bohnet Baking Co. (Baking), San Antonio, Texas; Conal Cottons (Manufacturing), New Braunfels; Fomby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Household Furniture Co. (Furniture), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), San Antonio, Texas; Russ & Co. (Investments), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Sommers Drug Stores (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Zale Jewelry Co. (Retail Jewelry), San Antonio, Texas.

TV Accounts: Bohnet Baking Co. (Baking), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San

Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Sommers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas.

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Treasurer.....Irving Herz
Vice President.....Lou DeNunzio
Exec. Producer.....Lester "L" Wolff
Dir. TV & Radio.....Arthur Peltz
Time Buyer.....Irving Herz

Radio Accounts: Claridge Foods (Hamburgers & Meat Balls), New York, N. Y.; Sunrise Food Stores (Super Markets), Long Island, N. Y.; Diamond K & Food Town (Super Markets), Westchester, N. Y.; Snappy Cheese, New York, N. Y.; Pioneer Food Stores.

TV Accounts: Associated Food Stores (Super Markets), New York, N. Y.; Manhattan Food Stores, New York, N. Y.; Van Houton Instant Cocoa, New York, N. Y.; Myer 1890 Beverages, New York, N. Y.; Ehlers Coffee, New York, N. Y.; Foremost Dairy Products (Ice Cream), New York, N. Y.; Bond Bread, New York, N. Y.; National Grocery Stores.

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Prod. Mgr., Research Dir.....M. Glassman
Copy Chf., Rad-TV Dir.....John Lillback
Time Buyer.....L. Muncy
Acct. Execs.....J. Carra, E. R. Tanz,
Al Fingerman

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Vice-Presidents.....James F. Kelly,

J. Clement Boyd, Stuart D. Cowan, Jr.
Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Frank G. Shattuck Co. (Schrafts Stores & Restaurants), New York; Bankers Trust Co., Lone Star Cement Co., Seamless Rubber Co.

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913 Washington St., Wilmington, Del.
Phone: 5-6185

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Vice-Pres.....R. V. Craig

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TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Riverview Beach Park (Amusement Park), Pennsville, N. J.

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733 North Van Buren St., Milwaukee 1, Wis.
Phone: DALy 8-3500

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Secretary.....F. Amueller
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.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; A. O. Smith Corp. (Hearing Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip.).

TV Accounts: Ed Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Pflugradt (Heating Equipment), A. O. Smith

Corp.—Heating Division (Heating Equipment), Rolfs (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Hoberg Paper Mills, Green Bay, Wis.; Altorf Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

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6777 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 4137

ANPA

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Media Buyer.....Edward Loveton
Production Chief.....J. J. Franz, Jr.
Creative Chief.....Chas. Hutchings
Merchandising.....James Loughran

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720 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 73061

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V.P., Radio-TV.....R. D. Cunningham
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Media Director.....E. Groenboom

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: FInancial 6-3630

ABP—ANPA—PPA—NOAB—APA

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Associates...Leon H. Lewis, George M. Stern
Media Director.....Harry C. Pick
Art Director.....Harry J. Beier

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260 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 3-4900

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ABC—APA

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Exec. Vice-President.....J. P. Cunningham
Secretary.....R. L. Strobridge
Radio-TV Dept.

Vice-Pres. in Charge.....William Reydel
Radio-TV Director.....John Sheehan
V-P in Chg. of Media.....N. F. McEvoy

Branch Office

8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

DANCER-FITZGERALD-SAMPLE, INC.

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

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 Vice-Pres.-Secy. F. T. Leighty
 Compt. & Asst. Treas. Wm. Maughan
 Asst. to Pres. J. H. Gilmour
 V.P. Radio-TV Dir. Adrian Samish
 V.P.s & Acct. Execs. C. T. Birch,
 Lyndon O. Brown, Ramon J. Cabrera, R.
 R. Etienne, Charles C. Fitzmorris, Jr., Dex-
 ter Glunz, Joseph H. Holmes, Jr., Charles
 L. Hotchkiss, W. A. Irwin, Gordon John-
 son, Ralph Linder, David Loomis, H. A.
 Mattoon, Donald Manchester, J. James
 Neale, Victor Piotrowski, Richard A. Por-
 ter, Frank N. Riggio, Richard Russell, Rob-
 ert L. Smock, A. W. Spence, Jr., George G.
 Tormey, Clifford Wolfe.

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. Al Kabaker
 Dancer-Fitzgerald-McDougall, Inc.
 114 Sansome St., San Francisco 4, Cal.
 Phone: DO 2-5107

President Charles McDougall
 6 King Street East, Toronto 1, Ontario
 Phone: EMpire 3-2851

Manager Gilbert Nunns
Radio Accounts: American Chicle Com-
 pany, B. T. Babbitt, Campbell Soup Co., Fal-
 staff Brewing Corp., General Mills, Inc.,
 Lewis-Howe Co., Procter & Gamble Co., Ster-
 ling Drug, Inc., U. S. Army, U. S. Air Force
 and Organized Reserve Corps Recruiting
 Service.

TV Accounts: American Chicle, B. T.
 Babbitt, Campbell Soup Co., Falstaff Brew-
 ing Corp., General Mills, Inc., Sterling Drug
 Inc., Procter & Gamble Co.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
 Phone: CEntral 6700
 AAAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

Chairman of the Board. P. J. Orthwein
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Branch Offices

515 Madison Ave., New York 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
 800 Peachtree St., N.E., Atlanta 5, Ga.
 Phone: VE 8815

Vice-President. J. Hixon Kinsella
Radio Accounts: The Coca-Cola Co., At-
 lanta, 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.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
 Phone: MAin 0790-1
 PPA—NOAB—APA

Pres., Space Buyer. James M. Daugherty
 Secretary-Treasurer. Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis
 Dairy Co., General Electric Supply Co., St.
 Louis.

TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles, Calif.
 Phone: Michigan 3908
 ANPA—PPA

Partner. Robert J. Davis
 TV Director. R. J. Davis, Jr.
 Radio Time Buyer. Marilyn Morisset

Radio Accounts: Blue Bird Potato Chips,
 Inc., Scudder Food Products.

TV Accounts: Scudder Food Products,
 Wilson & Co. (Pacific Coast); Andersen's
 Foods, Inc.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
 Phone: 8-0666
 APA—ABP

Owner. Ben Dean
 Production Manager. Mildred Juneau
 Account Executive. Ben Dean, Jr.

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
 Copy Chief. Michael Riese
 Research Dir. Shirley Walode
 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.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.

Phone: RLongacre 4-5900

ABP—APA—AAAA—ANPA

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 Vice-President.....Van M. Evans
 Secretary.....Henry Geissenheimer
 Production Mgr.....Richard Gazley
 Space Buyer.....Erwin Lowen

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.

Phone: RAndolph 8295

APA—SNPA

Owner-Radio Buyer....Irene Scott Dicklow

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.

Phone: WAbash 3193

ANPA—APA—PPA—SNPA

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

DOHERTY, CLIFFORD & SHENFIELD, INC.

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

Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

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 Secretary.....William E. Steers
 Vice-President.....Francis J. Doherty
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 Vice-Presidents.....Aldis P. Butler,
 William E. Holden, Chester MacCracken,
 James F. Egan, Harry M. Ireland, Edward
 M. Reynolds, Samuel L. Frey, Joel F.
 Jacobs, Dr. Philip Reichert, Robert Hayes,
 Robert E. Shaw

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 Borden
 Co. (Borden's Instant Coffee), New
 York.

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).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.

Phone: RIchmond 3-111-3

ABP—APA—SNPA

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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 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 5-4252

ABP—ANPA—AFA—NOAB—PPA

SNPA

President.....E. J. Churchill

Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod

Time Buyer.....Evelyn Jones

Radio-TV Dept...Walter Scott, David Pollard

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.;
 Institute of Commercial Art (Famous Artists
 Course), New York, N. Y.; Loew's, Inc. (Motion
 Pictures, Loew's Theatres), New York,
 N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M
 Pictures), New York, N. Y.; Monarch Wine
 Co. (Manischewitz Wine), New York, N. Y.;
 New York Herald-Tribune (Newspaper),
 New York, N. Y.; New York World-Tele-
 gram & Sun (Newspaper), New York, N. Y.;
 River Brand Rice Mills, Inc. (Carolina &
 River Brand Rice), New York, N. Y.; Rocke-
 feller Center, Inc. (Radio City Music Hall),
 New York, N. Y.

TV Accounts: Amer. Financial and Devel-
 opment Corp. for Israel (Israel Bonds), New
 York, N. Y.; Burlington Mills, Inc. (Bur-Mil
 Cameo Hosiery), New York, N. Y.; Cosmo-
 politan Magazine, New York, N. Y.; Federa-
 tion Bank & Trust Co. (Bank), New York,
 N. Y.; General Cigar Company (Robt. Burns
 Cigar), New York, N. Y.; Institute of Com-
 mercial Art (Famous Artists Course), New
 York, N. Y.; Irish Linen Guild (Irish
 Linen), Belfast, Ireland; Loew's, Inc.
 (Loew's Theatres), New York, N. Y.; Metro-
 Goldwyn-Mayer (Motion Pictures), New
 York, N. Y.; Monarch Wine Co. (Mani-
 schewitz Wine), New York, N. Y.; New
 York Herald-Tribune (Newspaper), New

York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.

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 2-4674

Exec. Vice-Pres 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.; Hub Appliance Stores (Appliances), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; Michigan Wineries (radio & TV) (Wines), Paw Paw, Mich.

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.; Hub Appliance Stores (Appliances), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; Cherrin Bros. Co. (Party Sweet Candies), Detroit, Mich.

DOREMUS & COMPANY

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

President.....Wm. H. Long, Jr.
Vice-President.....Walter H. Burnham
Account Exec. & Radio &

TV Dir.....Edwin R. Rooney, Jr.

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 V.P.....Chas. W. Morse
1518 Walnut St., Philadelphia 2, Pa.
Phone: PENNYPACKER 5-4477

V.P.....E. Howard York
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; Diamond Match Co. (Lumber Matches), 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; American School (Home Study), Chicago; Lawn Savings & Loan Association (Bank), Chicago; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco; Palace Hardware Corporation (Hardware), San Francisco.

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; Lawn Savings & Loan Assoc. (Bank), Chicago; Standard Coil, Chicago; Western Ave. Buick, Chicago.

DOREMUS-ESHLEMAN COMPANY

1522 Locust St., Philadelphia 2, Pa.
Phone: KINGSLEY 5-2590

ABP—ANPA—PPA—APA—NOAB

V.P.....Benjamin Eshleman
V.P.....E. Howard York, III
V.P.....B. Franklin Eshleman, II
V.P.....L. H. Greenhouse
V.P.....J. J. D. Spillan
Dir. of Media.....Jos. R. Rollins, Jr.

Radio Accounts: Commonwealth of Pa.: Dept. Revenue (highway safety), Dept. Commerce (tourist & recreation), Harrisburg, Pa.; Sears Roebuck & Co. (mail order), Philadelphia, Pa.; Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; H. H. Miller Co. (motor oil), Phila., Pa.; Motor Exchange Co. (automotive), Phila., Pa.; Provident Trust Co. (bank), Phila., Pa.; Wellington Fund (mutual investment), Phila., Pa.; Allan Wood Co. (steel fabricator), Conshohocken, Pa.

TV Accounts: Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Smith Kline &

French (pharmaceutical), Phila., Pa.; H. H. Miller Co. (motor oil), Phila., Pa.; Wellington Fund (mutual investments), Phila., Pa.

JOHN C. DOWD, INC.

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

ANPA—NOAB—PPA

Radio & TV Dir...Theodore B. Pitman, Jr.
Space & Radio Time Buyer...Wm. D. Walsh
Branch Offices

*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275

President.....John C. Dowd

* 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.; Groveton Paper Co. (Paper), Boston, 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.; Town & Country (Real Estate), Boston, 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.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
ABC—ABP—ANPA

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President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Sect.-Treas.....Edward D. Parent
V.P., Gen. Mgr.....Michael A. Raymond
Radio-TV Director.....Harry H. Patterson
Radio & TV Time Buyer.....Betty Nasse

Radio Accounts: Block Drug Company (various drug products), Jersey City; American Protam Co. (reducing products), New York; Save-By-Mail, Inc. (mail order products), New York; Stahl-Meyer, Inc. (canned meats), Bonoil Packing Co. (olive oil products), Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Meyers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleeping capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Stahl-Meyer, Inc. (meat products), 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; Ruby Red Tooth Paste (tooth paste), New York.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone: WO 2-8246

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park
Radio Time Buyer.....Hazel R. Belman
Copy Chief.....David G. Parkes

DUNDES & FRANK, INC.

64 West 48th Street, New York 19, N. Y.
Phone: PLaza 7-0750

President.....Ben Frank
Treas. & Sec.....Harold Dundes
Space Buyer.....Daisy Grosswirth

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-1400

NOAB—PPA—APA—ABC

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Vice-Presidents.....Wm. E. Dempster,
John Malone, Jr., Ralph D. Allum, J. R. Gilman

Treasurer.....T. Arnold Rau
Head Art Dir.....Harvey A. Spooner
Art Director.....J. Burton Stevens
Radio-TV Time Buyer.....Maria Carayas
Radio Prod.....Hubert Wilke

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: Sylvania Electric Products, Inc. (Radio & Television Division) (television sets, radios, radio clocks), Buffalo, N. Y.; J. C. Penney Company (department store), New York, N. Y.; Van Houten & Zoon, Inc. (cocoa), New York, N. Y.; Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; J. C. Penney (department store), New York, N. Y.; Graybar Electric Company, Los Angeles & San Francisco; Modglin Company, Los Angeles, Cal.; Pa-

cific Can Company, San Francisco, Cal.; Podesta Baldocchi (flowers, gifts), San Francisco, Cal.; American Cyanamid Company (Superset), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MADison 2921

Owner.....Adam F. Eby
Treasurer.....Virginia Eby

Radio Accounts: Jacobi Bros. (Men's Furnishings), Buffalo, N. Y.; Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Service), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Food Exhibit (Show), Buffalo, N. Y.

TV Accounts: Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Exhibit (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phone: ANdover 3-3867
ABP

President.....Edward Edelstein
Vice-President.....Irving Karlin

Radio and TV Accounts: Conway Camera Co. (photo retailer), Chicago.

ELLINGTON & CO., INC., ADV.

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

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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.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).

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).

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: CL 6780

ABP-ANPA-APA-NOAB-PPA
Partners.....Michael F. Ellis,
Jerome R. Ellis
Radio-TV Director.....Josephine Williams

Branch Offices

77 York St. W., Toronto, Ont.
Phone: Wa 9902

Manager.....Al May
448 Seymour St., Vancouver, B. C.
Phone: Ma 2631

Manager.....W. Van Warren

Radio Accounts: Nemmer Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; William C. Maunz (Insulation and Heating), Buffalo, N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), McI's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank).

TV Accounts: Western Savings Bank (Bank-Savings), First National Bank (Bank-Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker-Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nemmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.
Phone: Sterling 2222

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Vice-President.....Rudy Vallee
Secretary-Treasurer.....Melvin Alan Bank
Account Executives.....Sylvia Devey,
William Fitzgerald, Robert L. Friend
Radio-TV Director.....Mary Griffin, Jr.
Traffic Manager.....Dorothy Shick
TV Film Director.....Robert L. Friend

Branch Offices

Packard Building, Philadelphia, Pa.
Phone: RIttenhouse 6-5491

Manager.....Al Fingerman
270 Park Ave., New York, N. Y.
Phone: PLaza 5-4952

Vice-Pres.Howard Enders
 TV Art Director.....Fred Waller
 6611 Santa Monica Blvd., Hollywood, Calif.
 Phone: HIllside 6118

ManagerJohn Swallow

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
 Phone: RAndolph 6-7220
 ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel
 Vice-Pres. & Sec.....M. L. Engel
 Art Dir. & Copy Dir.....A. L. Rumry
Radio Accounts: Superior Match Pants Co.

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
 Phone: Ph. 3-2613

President.....E. E. Anderson
 Vice-PresidentFrank Ennis
 Art Director.....Milton M. Young
 Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-8700

AAAA—ANPA—APA—NOAB—PPA

Chairman of the Board.....Louis R. Wasey
 President.....Howard D. Williams
 Vice-Presidents.....George E. Wasey,
 David B. Williams

Sec. Treas.....James F. O'Connor
 Exec. Dir. Radio-TV....James C. Douglass
 Business Mgr., Radio-TV...Keith B. Shaffer
 Dir. Radio-TV Creative Prod..Michael Levin
 Time Buyer.....Ray Simms
 Radio Dir. (L. A.).....Robert L. Redd
 TV Dir. (L. A.).....Charles F. Lowe
 Time Buyer (L. A.).....Glen Bohannon
 Time Buyer (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 Ave., Minneapolis 2, Minn.
 PresidentMac Martin
 1st National Bank Bldg., Oklahoma City, Ok.
 President.....Howard D. Williams
 1170 Bay St., Toronto, Ont., Can.
 Manager.....Ralph L. Lawson
 1121 St. Katherine St. W., Montreal, Que.,
 Canada

Manager.....William C. Stannard

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.; Seck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; KRO Company (Rodenticides),

Springfield, O.; Jacob Riese Bottling Works (Soft Drinks), Minneapolis, Minn.; Acme Flour Mills (Flour), Oklahoma City, Okla.; 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.; Seeck and Kader, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Phillips 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, N. Y.

Phone: MURray Hill 5-1900

ABC—ABP—ANPA—AFA

Chairman of the Board.....William Esty
 President.....James J. Houlihan
 Vice President.....Dr. Wallace H. Wulfeck
 Secretary-Treasurer.....E. H. Cummings
 V.P. Chg. TV Prog.....Kendall Foster
 Acting 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

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.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; Hawley & Hoops, Inc. (M & M's Candy), Newark; 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; Pacquin, Inc. (Silk 'n Satin), New York.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.

Phone: EDison 9521

ABC—PPA—ABP—ANPA—APA

NAAN—NOAB

Partners.....Albert Evans, Jr., Stanley Schlenther

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dairies (Texas Plains); Ft. Worth Macaroni Co.

TV Accounts: Williamson Dickie Mfg. Co.; Fort Worth Macaroni Co.; Foremost Dairies.

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.

Phone: 28868

President.....Clarence R. Evans
 Art Director.....John Robert Work
 Continuity Director.....Imogene Kundig
Radio Accounts: Arch Wilson, Inc., Axtell Kramer, B & F Toggery, Barlow's Jewelry, Beatrice Foods, L. B. Bell Fur Co., Bootery, Bridge Jewelry Co., Camera Shop, Capital Wood Works, Community Bakery, Constantino Packing Co., Ray's Brand Products, Dellert's Paints, Durham Electric Company, Equitable Loan Company, Faultless Milling Company, Fink's Cleaners, Graham's, Jack Harman, John Harms & Sons, Hills Bros. Company, Ideal Creamery, Kennedy's Laundry & Dry Cleaners, Lincoln Trail Turkey Farm, Modern Business Machines Co., Henry Nelch & Son, Public Super Market, Punzak Air Conditioning & Heating Co., Quality Dairy, Rolands, Royal Crown Belting Co., Seck DeVault Paint Mfg. Co., Security Federal Savings & Loan, Senate Theatre, Simmons Office Supply, Springfield Motors, Springfield Refinoli, Springfield Skelgas, Paul Steele Lumber Company, Swanson's Camera Shop, R. W. Troxell Insurance, Woodward & McCullough Jewelers.

THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 7, Pa.

Phone: Market 7-2617

ABP—ANPA

Pres., Radio-TV Dir.....Frank J. Corkery
 V.P. & Dir. of Art.....Reynold Abbruzzi
 Sec., Treas.....Alice L. Mooney
 TV Prod.....Lester J. Harmon

Radio Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Fleming & Bates (Coal), Philadelphia.

TV Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Valspar Dealers (Paints), Washington, Baltimore, Binghamton.

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: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), 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.

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Bonide Chemical Co., Utica; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Philipson & Co. (Investments), Utica; Ribyat's Furniture, Utica.

**FEIGENBAUM & WERMEN
ADVERTISING AGENCY**

1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536

ABP—ANPA—NOAP

PartnerHarry Feigenbaum
PartnerDavid Wermen
Radio-TV Director.....Stanley Goldstein

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; Hardwick & Magee Furniture (rugs & furniture), Philadelphia; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Garden State Motors (automobiles & motors), Camden, N. J.; Bandler's (furniture), Philadelphia; Reliable Pontiac (automobiles), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; B. S. Pineus & Co. (meat products), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men's apparel), Philadelphia; New Yorker Cheese Co. (cheese products), Philadelphia.

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer,
Account Executive.....Robert Feldman
Sec. & Treas.....B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton
TV Director.....R. Feldman

Radio Accounts: Nevelea Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Eastern Wine Corp., Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Larned Bldg., Syracuse, N. Y.
Phone: 2-4175

ABP—APA

Pres., Space & Radio
Time Buyer.....Byron F. Fellows, Jr.
Secretary-Treasurer.....Marjorie Hughes

Radio Accounts: B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Radio Copy Dir.....Joseph McJimsey
TV Director.....Walter J. Kerwin
Art Director.....Lee Perri
Production Manager.....William Cooper
Time Buyer.....Beatrice Pientka

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson
525 N. Charles St., Baltimore, Md.
Manager.....Phil Jackson
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager.....Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat Products), 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; High's Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.

TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100

ABP—ANPA—APA—NOAB—PPA

President-Treasurer.....Lawrence Fertig
Exec. Vice-Pres. & Sec.....Alexander Slavitt
Vice-President.....Philip Lukin
Space Buyer.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Mel Lewis
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

ROBERT G. FIELDS & CO.

Sudekum Bldg., Nashville 3, Tenn.
Phone: 6-1977

ABP

President.....Robert G. Fields
Account Executive.....W. R. Culbertson
Secretary.....A. Ferguson
Radio Accounts: Robt. Orr & Co. (Coffee),
St. Bernard Coal Co. (Coal), Coal Heating
Service (Coal), Milk for Health, Inc.
(Milk), Nashville, Tenn.

TV Accounts: Nashville Pure Milk Co.
(Dairy Products), Nashville; Red Ace
Petroleum Co. (Coal & Oil); Hester Battery
Co., Nashville.

**FIRESTONE-GOODMAN ADV.
AGENCY, INC.**

445 Loeh Arcade, Minneapolis 2, Minn.
Phone: Main 4393

ANPA—APA

Pres., Radio Dir. &

Copy Chief.....Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.

Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher
Time Buyer.....Helene Heinz
Radio & TV Dir....Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bell Savings & Loan
Assn. (Local Radio), Cook Co. Central Demo-
cratic 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).

TV Accounts: Cook Co. Central Demo-
cratic Committee (Political), Chicago (Se-
lected Localities); Tam O'Shanter Country
Club (Golf Tournaments), Chicago; Harvey
Lumber Co., Chicago; Nat'l. Foundation for
Infantile Paralysis, Chicago & N. Y.; United
Artists Corp.; Universal-International Pic-
tures Corp.

**FITZGERALD ADVERTISING
AGENCY**

Lee Circle Building, New Orleans, La.

Phone: TUlane 3131

Partners...Joe L. Killeen, Jos. H. Epstein,
Roy M. Schwarz, Leonard Gessner, E. W.
Rector Wooten, Warren C. Posey
Media Dir.....Harley B. Howcott
Radio-TV Director.....Aubrey Williams
Asst. Radio-TV Dir.....Mrs. Marie O'Meara

TV Film Director.....Tom Newman

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, Soco and Crustene Shortening),
New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (May-
onnaise-Peanut Butter-Preserves & Jellies),
New Orleans, La.; Godchaux Sugars, Inc.
(Sugar), New Orleans, La.; Higgins, Inc.
(Flooring & Misc. Products), New Orleans,
La.; H. G. Hill Stores (Chain Grocery
Stores), New Orleans, La.; Jackson Brewing
Company (Jax Beer), New Orleans, La.; La.
State Rice Milling Co. (Rice), Abbeville,
La.; Wesson Oil & Snowdrift Sales Co. (Wes-
son Oil & Snowdrift & Crustene), New Or-
leans, La.; Maison Blanche Company (De-
partment Store), New Orleans, La.; Pan-Am
Southern Corporation (Motor Oil & Gaso-
line), New Orleans, La.; Southern Shell Fish
Co. (Canned & Frozen Seafoods), Harvey,
La.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.

Phone: 2-3129

AAAA—ABP—ANPA—APA—PPA

President.....John B. Flack
Secretary.....Florence O. Miller
Treasurer.....J. K. Bowman
Account Executives.....Claire Evans,
Arnold T. Bowden, William P. Conklin,
Grover H. Hubbell

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.

Phone: CHerry 1-1490

President.....Robert B. Foley
Sec.-Treas.....Helen M. Little
Director.....A. B. Foley
Radio and TV Accounts: I. J. Fox, Inc.
(Retail Furrier), Nokes-Findley Wallpaper
& Paint Co., 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.....David Smith

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 products), Phila.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Beneficial Saving Fund (banking), Philadelphia; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester.

FOOTE, CONE & BELDING

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

Phone: MURRAY Hill 8-5000

ANPA—AAAA—PPA—APA—ABP—NOAB

Chairman of the Bd.....Robert F. Carney
V.P. & Director.....Frank E. Delano
V.P. Chg. Finance, Secretary &

Director.....A. E. Rood
V.P. & Director.....Rolland W. Taylor
V.P. & Director.....Elwood Whitney
V.P. Chg. International

Division.....M. P. Franceschi
V.P.-Radio & Telev...Edmund L. Cashman
V.P. Chg. Media....Harold H. Dobberteen
V.P. Chg. Research.....Paul E. J. Gerhold
V.P. & Mgr. Eastern Mot.

Pic. Div.....Harold Holt
V.P.-Radio & Television.....Roger Pryor
Asst. Treas. &

Asst. Sec.....Charles H. Newbrand
Dir. of Merchandising....Everett F. Braden
Dir. of Prog. Devel.....Thomas McDonnell
Dir. Media.....Joseph S. Spiegel
Mgr. Production Dept.....J. A. Koehler
Time Buyer.....Lillian Selb
Dir. Radio & Telev. Prod.....George Wolf
Office Manager.....Tyrell G. Rogers

Branches Offices

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

Phone: Superior 7-4800

President.....Fairfax M. Cone
V.P. & Director.....Roy Campbell, Jr.
V.P. & Director.....Robert J. Koretz
V.P. & Director.....John F. Hunt
Treas. & Asst. Sec.....Jos. W. King
V.P. & Prod. Dir.....George Heiland
V.P.....Carl C. Hertzberg
V.P. Chg. Media & Res...Harold H. Webber
Educational Dir.....Leah Anderson
V.P. & Media Dir.....Robert Hussey
V.P. Chg. Res.....Richard Tully
Mgr. Bestg. Oper...Richard J. Cunningham
Radio & Telev. Bus. Mgr.....Harry Dieter
Radio & Telev. Time

Buyer.....Genevieve Lemper
Office Mgr.....M. R. Loehrke

Statler Center, 900 Wilshire Blvd.,
Los Angeles 17, Cal.

Phone: MADison 9-3611

Chairman Exec. Comm.....Don Belding
V.P. & Director.....William J. Pringle
V.P. & Director.....Jack Smock
V.P. & Art Dir.....Robert Freeman
Dir. of Media.....George Weaver
Dir. of Research.....Paul Henley
Mgr. Prod. Dept.....Brougham J. Morris
Radio Time Buyer.....Lydia R. Hatton
235 Montgomery St., San Francisco 4, Calif.

Phone: SUTter 1-2355

Vice-Pres. & Mgr.....Ford Sibley
Media Director.....Llew A. Jones
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-6265

Vice-Presidents.....C. Burt Oliver,
Elliston Vinson

Box 4223, Houston 14, Texas

Phone: ATWood 8561

Manager.....Stephen R. Wilhelm
Pacific Bldg., Portland 4, Oregon
Phone: BRoadway 3732

Leith F. Abbott

Radio Accounts: General Foods, Liebmann Breweries, Inc., New York Central, Lever Bros. American Bakers Assn., Armour & Co., Frigidaire Division General Motors, Hall Brothers, Inc., The Toni Company, International Cellucotton Products Co., Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Lockheed, Purex Corp. Ltd., Security-First National Bank, Sunkist Growers, Union Oil, Westgate-Sun Harbor.

TV Accounts: General Foods, Liebmann Breweries, Inc., Intern'l Latex, Lever Brothers, Armour & Co., Frigidaire Division General Motors Corp., Hall Brothers, Inc., International Cellucotton Products Co., The Toni Company, Beatrice Foods Company, Security-First National Bank, Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Purex Corp. Ltd., Sunkist Growers, Union Oil.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone: GILbert 2-3645

APA

President.....M. J. Ford
Publicity Director.....William Queale

Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureka Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.

Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—PPA

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 President.....Frank J. Reynolds
 Sr. Vice-Pres.....Victor J. Cevasco
 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

Branch Offices

One La Salle St., Chicago 2, Ill.

Phone: DEarborn 2-6424

Vice-President.....R. W. Dawson
 10 Post Office Square, Boston 9, Mass.

Phone: HAucock 6-5900

Vice-President.....Joseph R. Hamlen
 Packard Bldg., Philadelphia 2, Pa.

Phone: RIttenhouse 6-3915

Vice-President.....Milton T. Kyle
 425 Bush St., San Francisco, Calif.

Phone: YUkon 6-4641

Manager.....Lucrezia H. Kemper

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.

Phone: DEarborn 2-5745

NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
 Account Executives.....Jones B. Frankel,
 A. G. Gaines, Lew Sanders

Space Buyer.....Helen Eich
 Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin
 Sales, Valmor Prod.

TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.

10 East 49th St., New York 17, N. Y.

Phone: PLaza 9-7950

ABP—ANPA

President.....Dolph Franklin
 Media Dir.....Edith Schless

Director of Mdsng.....Bernard W. Maxwell
 Radio-TV Time Buyer.....Eleanor Pryde

TV Accounts: Stern Department Stores;
 Mawson De Many (Furrier), Philadelphia,
 Pa.; L. Fish Stores (Furniture), Chicago,
 Ill.; Hecht's Department Stores (Depart-
 ment Stores).

THE FREDERICK-CLINTON CO., INC.

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

Phone: MURray Hill 2-7433

ABP—ANPA

President.....F. C. Burger
 V.P., Treas.....H. S. Rieff

V.P., Secretary.....R. S. Buckbinder
 V.P., Art Director.....E. Cambole

V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York;
 Milrose Products (RAD Cleaner), New
 York; Modene Paint Co. (paint products),
 Chelsea, Mass.; Vim Electric Co. (RCA,
 Thor, Hallcrafters), New York.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.

Phone: ALpine 2048

AAAA—ANPA

President.....C. J. Freiburger
 Secretary.....Charles A. Haskell

Treasurer.....Doris Fleischer
 TV Director.....Bob Swysgood

Radio Accounts: American Beauty Maca-
 roni Co. (macaroni products), Denver;

Brecht Candy Co. (candy), Denver; Central
 Bank & Trust Co. (banking), Denver; Asso-
 ciated Grocers of Colo. (groceries), Den-
 ver; Colorado Potato Flake Co. (potato
 chips), Denver; Guardian Savings & Loan
 Ass'n. (savings & loan), Denver; Sears Roe-
 buck & Co. (dept. store), Denver; Sheridan
 Brewing Co. (beer), Sheridan; Toner's, Inc.
 (peanut butter), Denver; Vincent Syrup Co.
 (syrups), Denver.

TV Accounts: Brecht Candy Co. (candy),
 Denver; Beatrice Foods (dairy products),
 Denver; Central Bank & Trust Co. (bank-
 ing), Denver; Zefer Products (salad dress-
 ings), Denver; Tivoli Union Co. (beer),
 Denver; American Beauty Macaroni Co.
 (macaroni products), Denver; Denver Conv.
 & Visitors Bureau (travel), Denver; A. Car-
 bone & Company (wines), Denver.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.

Phone: HEMlock 1345-6

ANPA—APA—NOAB—PPA—AAAN

Owner.....J. V. Freitag
 Prod. Mgr. & Art Dir.....H. J. Torgesen

Space Buyer.....M. K. McGowan
 Secretary, Radio Dir.....R. W. Wallace

Radio Accounts: Columbia Baking Co.,
 Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH

& ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.

Phone: NEWstead 0037

AAAA—ABC—ABP—NOAB—ANPA

PPA—APA—AFA

Partners.....Oakleigh R. French,
 Mazie G. French

Art Director.....Matthew Falk
 Dir. Client Service.....Richard C. Lynch

Media Director.....C. Sewell Pangnan

Radio Accounts: Mercantile Trust Com-
 pany (banking services), St. Louis; Reisch
 Brewing Company (Gold Top beer), Spring-
 field, Ill.; Jefferson Hotel (hotel service),
 St. Louis; Medart's Restaurants, St. Louis;
 H P Coffee Company, St. Louis.

AD FRIED ADVERTISING AGENCY

(See Complete Listing Under "A")

FRIEND REISS McGLONE

221 W. 57 St., New York, N. Y.

Phone: PLaza 7-8030
 ABP—ANPA—AFA

Partner & Gen. Mgr. B. M. Reiss
 Partner Leo Friend
 Partner James W. McGlone
 Res. & Mkt. Dir. Henry Brenner
 Production Manager Julius Brown
 Radio-TV Director Edward Ratner
Radio Accounts: Moly Motor Products (Liqui-Moly), N. Y. C.; Merkin Paint Co., N. Y. C.; Grayson Robinson (Fashion Catalog), N. Y. C.; Sweet Orr (Workclothes), N. Y. C.; Lafayette Radio, N. Y. C.; Weather Winky (Children's clothing), N. Y. C.
TV Accounts: Merkin Paint Co., N. Y. C.; Levolor Lorentzen (Venetian Blinds), N. Y. C.; Aptitude Shoe Co., N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: LLiberty 2-0183
 ANPA—APA—PPA

President Karl M. Frost
 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.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Frank Bownes Paint Co. (Modene Paints), Chelsea, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Millbridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow 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.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

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TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

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Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.; Ganeles-Lenger Wine Corp., New York; National Health Aids, Inc., New York.

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Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, El-

dorado, Ark.; 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.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

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Radio Accounts: Tanglefoot Co., Grand Rapids, Mich.; Gibson Refrigerator Co.

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Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

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Account Executive.....J. W. Clark
Acct. Exec., Media Dir.....G. G. Emmons

Branch Office

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TV Account: Calif. Fruit Products, Ltd.

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Radio-TV Accounts: Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Michaels Brothers (dep't. stores), N. Y. C.; Good Neighbor Stores (appliancecs), B'klyn.

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TV Art Director.....Paul Martin
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1680 North Vine St., Hollywood 28, Calif.

Phone: GRANite 6-114

Vice President.....Wright Nodine

Radio Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; Zippo (Cigarette lighters, Lighter Fluid); U. S. Industrial Chemical Co., U.S.I. (Super-Pyro Anti-Freeze); American Home Products (Household products), N. Y. C.; Boyle-Midway Inc. (Aerowax, Aeromist, Aeroshave Instant lather, 3-in-one oil, Autobrite, etc. 108 items in all); American Home Foods (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off oven cleaner), Hartford, Conn.; Weston Biscuit Co. (Cookies), Pasaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

TV Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home Products (Household Products), N. Y. C.; Boyle-Midway, Inc. (Aerowax, Aeromist, Aeroshave Instant lather, 3-in-1 oil, Autobrite, etc. 108 items in all); American Home Foods, Inc. (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off Oven Cleaner), Hartford, Conn.; Kenwill Corp. (Magi Koter Paint Roller), Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

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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; Hale-Halsell Co. (coffee and canned foods), McAlester; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & re-capping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; John Brown University (schools and camps), Siloam Springs, Ark.; Long Beach & Glendora, Calif.; Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (real estate & home building), Tulsa; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Prayson Candies Co. (candy), Tulsa; Hope Lumber and Supply Co. (appliances, paint & lumber), Tulsa; Comet Moving & Storage Co. (moving and storage), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Hope Lumber & Supply Co. (appliances, paint & lumber), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti-freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.

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Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y., Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Leelite Incorp. (Mfrs. of aluminum furniture); 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 supplies); Nan Duskin, Inc. (Women's Specialty Store); Safety Zip-er Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bona Fide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.

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Time Buyer.....Esther Cook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply

Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Segó Milk Products Co. (Segó Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streator Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Segó Milk Products Co. (Segó Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

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Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Executive....Gerald L. Seaman
Radio & TV Executive.....Verne Laustsen

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.

TV Accounts: Allis-Chalmers Mfg. Co.

(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8-Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

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Art Director.....J. Gelchel Seaker

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

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Radio Accounts: Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rausers's Sausage Co., Grand Rapids, Mich.

GOLDEN ADVERTISING AGENCY

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Account Executives.....William Goldstein,
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Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

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Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

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.

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5-7 Barrack St., Sydney, Australia

Director.....C. J. Coudrey

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TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.

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Radio-TV Dept. Head...Walter M. Erickson

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TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.

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 Production Director.....Melford Brodie
 Copy Chief.....Mark Isaacs

Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

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Branch Office

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ManagerClark Ramsay

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 V.P. & Radio-TV Dir.....Wm. A. Chalmers

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TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amseo (Cameras), N. J.; I. P. Kleinert Rubber Co., Inc., New York.

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Branch Office

307 West Broadway, Louisville 2, Ky.

Phone: Amherst 2474

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.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.

TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapeo Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

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11 Asylum St., Hartford 3, Conn.

Phone: 7-7179

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 Vice-PresidentBeulah Gross
 Art Director.....Declan Powers
 Sec., Media Dir., Radio Time
 BuyerLibby Dunn
Radio Accounts: (21 Local and Regional.)

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 Secretary.....E. M. Gruber
 Art Director.....Donald Layman
Radio Accounts: Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows),

Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto-Plymouth), Minneapolis-St. Paul, Minn.

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ANPA

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Phone: 2-0492

Partners..John L. Halpin, Marion G. Halpin
 Copy Chief.....A. E. Fowler

Radio Accounts: Airport Rug & Carpet Co., Camden, N. J.; Mineola Rug Co., Mineola, L. I., N. Y.; Schenectady Rug & Carpet Store, Schenectady, N. Y.; Shrewsbury Rug Co., Shrewsbury, Mass.; Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Latham Rug Company, Latham, N. Y.; IUE-CIO, Schenectady, N. Y.

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 John M. Nixon

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & 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), Batavia, 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), Rochester, N. Y.; Security Trust Co. (Bank), Ro-

chester, N. Y.; Sears, Roebuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-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.; Qualtop 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.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.

Phone: STate 2-0055

ABP—ANPA—APA—NOAB—PPA

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Vice-President.....Rowland Laughlin
Secretary-Treasurer.....Frank R. Hartman
V.P., Radio-TV Dir.....Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lananhan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, N. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

TV Accounts: Nelson Bros. (Furniture).

THE F. H. HAYHURST COMPANY LIMITED

38 King St. W., Toronto, Ontario, Canada

Phone: EMpire 4-9263

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....D. J. Leonard
Radio-TV Director.....R. D. Amos

Branch Office

Drummond Bldg., Peel St., Montreal, Que.

Phone: HARbour 0131

Manager.....B. J. Leopold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading

Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucoa Margarine), Hamilton, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

TV Accounts: Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-9180

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President.....W. B. Henri
Exec. Vice Pres.....E. F. Hascall
Treasurer.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall

Radio Accounts: Thor Corporation, Chicago, Ill.; 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.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon Television & Radio Corporation (Mfrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelgas Division of Skelly Oil Co. (Skelgas Bottled Gas), Kansas City, Mo.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; A. O. Smith Corporation (Line Pipe & Casing, Pressure Vessels, Glass-Lined Tanks, Welding Electrodes and Machines, Smithway Automatic Water Heaters, Pumps, Smithway Volume Flow Water Heaters and Heating Equipment, LPG Systems Electric Motors, International Division), Milwaukee, Wis.

TV Accounts: Thor Corporation, Chicago, Ill.; Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc. (Railroad Transportation), Chicago, Ill.; Cooper's Inc. ("Jockey" Underwear and Cooper's Sportswear and Socks), Kenosha, Wis.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand Branch, Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room and Bedroom Furniture, Theatre Chairs), Naperville, Ill.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon

Television & Radio Corp. (Mfrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.

AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-8040
AAAA-ABP-ANPA

Pres., Acc't. Exec.....Al Herr
Radio Time Buyer.....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.

HEWITT, OGLIVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.
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Dir. of Radio-TV.....Clinton F. Wheeler
Radio-TV Creative Head.....Dean Coords
Radio-TV Time Buyers.....Walter J. Bowe,
Martin Kane
TV Art Director.....William Binzen
Radio Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.; Lever Brothers Co. (Good Luck Margarine), New York, N. Y.
TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
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V.P. & Treasurer.....E. H. Greist
Space Buyer.....Mrs. E. M. Sheldon

Radio & TV Director.....Peter A. Krug
Art Dept. Mgr.....Howard Stapf
Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900

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Gen. Mgr.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Business Mgr.....William Sheppard
Production Spvsr.....Eli Guterman
Asst. Prod. Spvsr.....Ronnie Neufeld
Executive Sec.....Thelma Silverman

Branch Offices

Park Square Bldg., Boston, Mass.
Phone: LIBerty 2-0485

Executive-in-Charge.....Gabriel Stern

Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Miles Shoes (Men's, Women's & Children's Shoes), New York, N. Y.; Mexsana Skin Cream (Plough Drug) (Medicated Skin Cream), Memphis, Tenn.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.

TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; BVD (Men's Furnishings), New York, N. Y.; Cameo Hosiery (Burlington Mills) (Ladies' Hosiery), New York, N. Y.; Gale & Lord (Burlington Mills) (Fabrics), New York, N. Y.; Jacques Kreisler Mfg. Corp. (Watchbands), North Bergen, N. J.; Miles Shoes (Men's, Women's & Children's Shoes), New York, N. Y.; Prentis Clothes (Men's & Boys' Clothes), New York, N. Y.; U. S. Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580

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Vice-President.....Paul H. Provandie
Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich
Acct. Exces.....D. W. Bach, G. W. Craigie, Jr.

W. F. HOLLAND

Holland Bldg., Cincinnati 19, Ohio
Phone: CApital 1252-3-4

Owner.....William F. Holland
Radio-TV Director.....Earl Holland

ROBERT HOLLEY & CO., INC.

511 Fifth Avenue, New York 17, N. Y.
Phone: MUrray Hill 2-8408
ABP—APA

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V.P. & Acct. Exec.....Charles J. Cutajar
Media Director.....N. C. Albin
Art Director.....E. L. Mazon

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ABP—ANPA—APA—PPA—SNPA

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Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr....W. Leon Mitchell

Branch Office

Houck & Co. of Florida, Inc.
(Separate Corporation)

Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391

President.....Karl Bishopric
Time Buyer.....Nona Sonstebly
Radio-TV Director.....Robert Venn
Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8408
ABP—APA

Pres. & Treas.....Robert Holley
Vice-Pres.....Charles J. Cutajar
Secy. & Media Dir.....Leo Litwin

HONIG-COOPER COMPANY

333 Montgomery, San Francisco 4, Calif.
Phone: Exbrook 2-7004

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Exec. Vice President.....Louis Honig
Vice President.....Heber Smith
Vice President.....Warren E. Kraft
Secretary.....Fred Glauser
Media Dir. & Time Buyer...John W. Davis
Asst. Time Buyer.....Gail Myers

Branch Office

455 Skinner Bldg., Seattle 1, Wash.
Phone: Main 6435

Vice President.....Warren E. Kraft

Radio Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Hotel Mark Hopkins (Hotel), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; Duart Manufacturing Co., Ltd. (Kolor-treet Shampoo), San Francisco, Calif.; National Lead Co. (Dutch Boy Paints), San Francisco, Calif.

TV Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; National Lead Company (Dutch Boy Paints), San Francisco, Calif.; Haas Bros. (Trupak Foods), San Francisco, Calif.; A. Giurlani & Bro. (Star Olive Oil), San Francisco, Calif.

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
Providence 3, R. I.

Phone: Dexter 1-3316

AAAA—ABC—ABP—ANPA

Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Media Buyer.....Eben S. Church
Asst. Media Buyer...Peter W. Swanson, Jr.
Radio-TV Prod.....Mildred C. Tilley

Radio Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; Industrial Trust Company (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.

TV Accounts: Brownell & Field Co. (Automat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I. Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Stanley Works (Hand & Electric Tools), New Britain, Conn.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.

LELAND K. HOWE ASSOCIATES, INC.

150 East 35th St., New York 16, N. Y.

Phone: OREGON 9-4998

Pres., Radio-TV Dir...Joseph R. Horenstein
 Research Dir.....Florence Katz

Radio Accounts: Babylon Chamber of Commerce, Babylon, N. Y.; National Electrical Appliance Co. of New York.

CHARLES W. HOYT CO., INC.

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

Phone: MURRAY Hill 2-2000

Radio-TV Director.....Wm. Philip Smith
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.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.

Phone: LIBERTY 6100

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

Phone: LEXINGTON 2-3020

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 Vice-Pres. & Secy.....H. M. Billerbeck

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

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 Director.....F. Irving Hutchins
 President.....Frank M. Hutchins

Vice-Presidents.....John P. McCarthy,
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Vice-Presidents.....H. Pierson Mapes,
 James K. Martindale

1244 Dufferin, St. Toronto Ont., Canada

Manager.....H. C. Caverhill

Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's; Beaucaire, Inc., Boller-Clark, Inc., Star Palace Laundry, E. E. Bausch & Son Co., H. B. Graves, Hub Oil Co.

TV Accounts: Philco Corp., Schulers Potato Chip Co., Beaucaire, Inc., Lincoln Rochester Trust Co., Wearbest Clothing Market.

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,
 Lou Burrows

Radio Director.....Trina Shuchat

TV Director.....Irving Rocklin

Production.....Betty Zidell

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Linoleum City (Floor coverings); Chicago Furniture Mart (Furniture); Bailey's, Inc. (Clothing); Famous Appliances (Appliances); Balaban Floor Covering (Floor coverings); Lake TV Sales (Television sets); Studebaker on Devon.

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Bailey's, Inc. (Clothing); United Slip Cover (Slip covers & draperies); Cole-Finder, Inc. (Mercury dealer); Linoleum City (Floor coverings); Modern Merchandisers (Cleaners); Roxy Rug & Linoleum Co. (Floor coverings); Picturesque Foods (Foods).

JACKSON & COMPANY

62 Worth St., New York 13, N. Y.

Phone: WORTH 4-7005

ABC-ABP-ANPA

Managing Partner.....Paul E. Jackson
 General Manager.....John Yeagain

Production Manager.....Gerald Duggan
 Radio & TV Director.....Joan A. Coyne

Radio Accounts: Pequot Mills (Sheets & Pillowcases), Salem, Mass.; J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Heyward Hosiery, Ipswich, Mass.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 2169
President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio 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
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Vice-Pres. & Treas.....Lawrence J. Leaman
Acct. Exec. & Asst. Secy.....John Quick
Art Director.....Thomas McManus
Production Mgr.....Gerald DaCosta
Radio Accounts: National Re-Clean Corp.
(Home Cleaner), Brooklyn, N. Y.; Vitamin
Corp. of America (Rybutol, Jevanal,
Vyons), Newark, N. J.

TV Accounts: National Selected Products,
Inc. (7-Minit Pie Crust, Corn Muffin Mix,
Lemon Pie, Coconut Pie, Chocolate Pie,
Pumpkin Pie, etc., 6-O'Clock Vanilla Cream
Pudding, Chocolate Tapioca Pudding), New
York; Vitamin Corp. of America, Newark,
N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GARfield 2300
AAAA-ABC-ABP-ANPA-AFA
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V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Richard K. Jones
TV Director.....Kathryn M. Hardig
Radio Director.....C. M. Robertson, Jr.
Radio & TV Time Buyer.....Ann Smith
Branch Office
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-4600

Manager.....W. A. Powers
Vice-President.....Theodore Fremd
Radio Accounts: Bavarian Brewing Co.,
The Kroger Company, Miami Margarine
Company, Martin Rosenberger Wallpaper
Co., Cincinnati, O.; Ten-B-Low Company,
Columbus, O.; Heekin Incorporated, The
Drackett Company (Charge Division), Cin-
cinnati, O.

TV Accounts: Bavarian Brewing Co., The
Kroger Company, Miami Margarine Com-
pany, Martin Rosenberger Wallpaper Co.,
Cincinnati, O.; Ten-B-Low Company, Co-
lumbus, O.; The Drackett Company (Charge
Division), Cincinnati, O.

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314 Evening Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700

ANPA

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1st 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
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwisle, Philip Berne, Wm. Roberts.

H. W. KASTOR & SONS ADV. CO.

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V.P. & Gen. Mgr.....Marvin Harms
Vice-President.....Herman Kastor
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. (Pennant Syrup).

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V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....E. J. B. Peters
Radio & TV Dir.....Harry Walsh
Radio Accounts: Hickok Mfg. Co., Roches-
ter, N. Y.; Schnefel Bros., Newark, N. J.;
Pierce's Proprietaries, New York.
TV Account: Hickok Mfg. Co., Rochester,
N. Y.

THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-1223
AAAA-ANPA-PPA-ABP-APA-NOAB
President.....Joseph Katz
V.P. & Mgr.....Nat C. Wildman
Branch Office
10 W. Chase St., Baltimore 1, Md.
Phone: Lexington 1500

Vice Pres.....Robert G. Swan
Vice Pres.....J. T. McHugh
Radio Accounts: American Oil Co., Globe
Brewing Co., Madera Bonded Wine & Liquor
Co., Maryland Pharmaceutical Co., Pompeian
Co., Inc., Cellowax Company (Cellowax &
Bluko), Baltimore, Md.; Block Drug Com-
pany (Minipoo Dry Shampoo, Alkaidis),
Jersey City, N. J.

TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.,
Baltimore Contractors, Inc., Baltimore, Md.;
Madera Bonded Wine & Liquor Co., Balti-
more, Md.; Maryland Drydock Company,

Baltimore, Md.; Pompeian Olive Oil Co., Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkaid), Jersey City, N. J.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel,
Wm. F. Sigmund
Account Executives.....J. A. Abel,
A. H. Edelson, A. A. Sarra, K. White
Sommer
Production Manager...Betty Darling Gwyer
Art Director.....E. T. Hoover
Radio-TV Creative Dir...Robert S. Maurer

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); Lucy'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; Lucy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: PL 1476

AAAA—ABP—ANPA—ABC

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Exec. V.P. & Secy.....Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stornont, Lawrence T. Sogard,
Victor G. Varmo

Radio-TV Dept.
Time Buyer.....M. C. Dill

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind.; Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Eva-

rated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

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 36, N. Y.
Phone: JUDson 2-1797

Partners...M. Keilson, J. Keilson, I. Keilson
Art Director.....Janet Sternberg
Program Director.....Phyllis Pion

Branch Office

120 N.E. 6th Street, Miami 18, Fla.
Phone: 2-1141

PartnerM. Keilson
Radio and TV Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Kirsch's Beverages (Soft Drinks), Brooklyn, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margaret (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer...W. W. Zahrndt
Secretary.....E. M. Kelly
Acct. Execs.....Robert Kelly, Ray Kelly,
Wm. Thomson

Radio Accounts: Visit St. Louis Committee, St. Louis; Joseph A. Mrazek Moving & Storage, St. Louis; Board of Education, St. Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAAA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
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Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr....David C. Stewart
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Departments

Art Director.....Gerald Link
V.P., Copy Dir.....Thomas K. Carpenter
V.P., Copy Sprvsors....Garth Montgomery,
Leslie Munro, Howard M. Wilson

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
 Talent Buyer.....Sylvan Taplinger
 Publicity Director.....Herb Landon
 Time Buyer Director....Philip C. Kenney
 Time Buyers....Mary Dwyer, Lucy Kerwin,
 Thomas Viscardi

Branch Offices

345 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
 304 Bay St., Toronto, Ont.

Vice Pres.....William J. Frost
Radio Accounts: American Maize-Products 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.; General Electric Co. (Air Conditioning), Bloomfield, N. J.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; National Brewing Co. (National Premium & National Bohemian Beers), Baltimore, Md.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Pepperidge Farm, Inc. (Bakery Products), Norwalk, Conn.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.

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

PresidentGeorge Ketcham
 Exec. V.P.....Robert E. Grove
 Radio & TV Dir.....Lansing B. Lindquist
 Asst. Radio & TV Dir...Edgar J. Donaldson
 Asst. Radio & TV Dir.....John D. Held
 Radio & TV Timebuyer.....James B. Tafel

Branch Offices

Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.

Field Rep.....David Fernow
State Street Bldg., Harrisburg, Pa.

Field Rep.....George K. Keet
1627 K Street, N.W., Washington, D. C.

Field Rep.....W. J. McIlhenny
1601 Central Nat'l Bank Bldg.,
Richmond 19, Va.

Field Rep.....Robert Milford

Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; Dairymen's Cooperative Sales

Association, Pittsburgh; Hamburg Brothers; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck-McJunkin Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.

TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; East Ohio Gas Co., Cleveland, Ohio; Federal Enameling & Stamping Co.; Hamburg Brothers, Inc., Pittsburgh; Jones & Laughlin Steel Corp., Pittsburgh; National Electric Products Corp.; National Radiator; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymers & Brothers, Inc., Pittsburgh; Rieck-McJunkin Dairy Co., Pittsburgh; Ruud Mfg. Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.

KIESEWETTER ASSOCIATES, INC.

9 E. 40th St., New York 16, N. Y.

Phone: LEXington 2-0025

ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
 Vice-PresidentR. Wetterau
 Radio-TV Exec.....Horace Hagedorn
 Radio-TV Exec.....Samm S. Baker
 Radio-TV Time Buyer.....E. Thompson
 Radio-TV Copy.....Arthur Davidson
 Pub. Relations.....Gloria Brown
 Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), Norwich Pharmaceutical Co. (NP-27 for Athlete's Foot), Norwich, N. Y.; Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products).

TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Liniment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries).

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA—ABC—ABP—APA—ANPA

NOAB—PPA—AFA

ChairmanAbbott Kimball
 President.....W. C. Matthews
 ComptrollerMonica Riley
 Dir. of Radio-TV.....Arthur M. Ehrlich

Assoc. Dir. Radio-TV,
 Time Buyer.....Miriam Traeger
Branch Offices
 520 N. Michigan Ave., Chicago 11, Ill.
 Van Ness at Wilshire, Los Angeles, Calif.
 Phone: Superior 7-5929
 ChairmanAbbott Kimball
 155 Sansome St., San Francisco, Calif.
 Phone: EXbrook 2-6275
 PresidentAlfred Ducato
 Kimball Bldg., Los Angeles, Calif.
 Phone: DU'nkirk 7-7305
 PresidentStewart Widdess
Radio Account: Union Pharmaceutical Co.
 (Saraka), Bloomfield, N. J.
TV Accounts: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.

LEW KING ADVERTISING

1315 N. Central, Phoenix, Arizona
 Phone: 4-5548
 ABP—ANPA—AFA

OwnerLew King
 Sec.-Treas.Elinore Klein
 Media Dir.David Jones
 Radio & TV Dir.Jack Beveridge
 Talent Buyer.William Collins

Branch Office

233 E. Congress St., Tucson, Arizona
 Branch Mgr.Orland Fiandaca
Radio Accounts: First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; Western Village (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrift Promotion), Phoenix, Ariz.
TV Account: First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
 Phone: FUlton 5161
 AAAAA—APB—ANPA

President.....Relf C. Kircher
 Vice-Presidents.....James M. Hadley,
 R. M. Collett, Watson B. Metcalfe
 Treasurer & Gen. Mgr.....Carter B. Helton
 Art Director.....Floyd Johnson
 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.....C. B. Helton
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.; St. Mary's Packing Co. (Food Packers), Sidney, O.

TV Accounts: Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; 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.; St. Mary's Packing Co. (Food Packers), Sidney, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.
 Phone: LAmar 3682
 APA—SNPA—ABP

Partners.....J. A. Kirkland,
 Frank A. White, James B. Schell
 Act. Executive.....Fred A. George, Jr.

KNOLLIN ADV. AGENCY

391 Sutter St., San Francisco 8, Calif.
 Phone: SUtter 1-6110
 AAAAA—APA—ABP

President.....James C. Knollin
 Asst. Gen. Mgr.....Robert H. Knollin
 Art Director.....Sigurd Mortenson
 Space Buyer.....Bernice Rosenthal
 Act. Execs...Richard L. Tevis, Dallas Coors

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 19, N. Y.
 Phone: JUdson 2-1370

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
 Vice-Pres. & Sec.....A. A. Landis
 Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
 Vice-Pres-in-ChgRussell Rowan

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
 Phone: MU 8-6700

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
 Asst. Dir. TV & Radio.....Frank Harting
 Business Manager.....Al Reibling
 Time Buyer.....John Marsich
 CastingMickey Alpert
 Directors.....John C. Wilson,
 A. A. Coughlin, Frank Burns, Hugh Brown,
 J. P. Ellis, Hank Ladd, Mann Holiner

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

5 West Preston, Baltimore 1, Md.
 Phone: VERNON 3654-5-6

President.....I. Harold Kuff
 Vice-President.....Harry Feldstein
 Art Director.....Stan Mossman
 Media Director.....Patricia Coan

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUPERIOR 7-7940
 AAAA—ANPA

TV Director.....S. S. Korshak
 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; Franks Dept. Store, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home builders), Chicago; Regular Fellas (dept. stores), Chicago; Theatre At Night, Chicago; Breakfast Party, Chicago; Labor For Stevenson, Chicago; Finders Mfg. Company, Chicago.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
 Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
 Secy-Treas.....M. M. Shurman
 Radio Time Buyer.....Mrs. L. Simmons
 Production Manager.....Mrs. M. Parker
 Publicity Director.....Al R. Capley
 Acct. Executives.....David Davidson,
 Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Childs' Razor Blade Co., Jonesboro, Ark.; Liberty Petroleum Co., Mt. Vernon, Ill.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.
 AAAA

Pres. & Treas.....James G. Lamb, Sr.
 Exec. V.P. & TV Dir...Kennard G. Keen, Jr.
 V.P. & Copy Chief...John O. Ellington, Jr.
 V.P., Media Director.....Roy T. Lochten
 Dir. of Agency Services....Roy T. Lochten
 V.P., Production Mgr.....Walter Mazurek
 Acct. Executives.....James G. Lamb, Sr.,
 K. G. Keen, Jr., E. D. Garth, John O.
 Ellington, Jr., Roy T. Lochten, H. H.
 DuBois

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
 Phone: MURRAY HILL 7-8980
 ANPA—APA—PPA

President.....E. T. T. Williams
 Executive V.P.....Gordon K. Seagrove
 Sr. V.F.....Frank W. Mace
 Radio Director.....Ray H. Kremer
Radio Accounts: Phillips Petroleum Co.
 (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT & BARBER, INC.

810 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
 Art Director.....Harold F. Feltz
 Acct. Executives.....Henry L. Barber,
 E. T. Drullard

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

PHILIP J. LANE ADVERTISING

299 Madison Avenue, N. Y.
 Phone: MURRAY HILL 7-5418

Owner.....Philip J. Lane
 Media Dir.....M. Doney
Television Accounts: 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
 Director Radio-TV.....Alvin B. Fisher
 Radio-TV Mgr.....Robert F. Gibbons
 Prod. Mgr. Radio-TV.....John Cremer
 Ass't Time Buyer.....Garry C. McKelvey

Radio Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Burrows Brothers Co., Inc. (office supplies), Cleveland; Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; Gen-

eral Electric Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; High Level Motors, Inc. (Chrysler-Plymouth Dealers), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; Sears, Roebuck & Co., Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; General Electric Supply Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; The Kaynee Co. (boys' wear), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Ohio Mattress Co. (Sealy mattress), Cleveland; Chas. P. Raney & Associates (Hawkinson tread), Akron; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

LANGHAMMER AND ASSOCIATES

225 Park Ave., Omaha 2, Neb.

Phone: Jackson 6190

ABP—APA

President.....Joe H. Langhammer
Radio Accounts: Mid-America Appliance Corp. (Distributors — Servel, Universal Ranges, Apex), Omaha, Neb.; Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.

TV Account: Blue Star Foods, Inc. (canned, frozen chicken), Council Bluffs, Iowa.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-0738

APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn

Production Manager.....D. L. Cuttie
Radio Account: Foley & Co., Imperial Credit Co.

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, H. Genske

Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin
Branch Offices

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

Phone: VAnDerbilt 6-4340

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), Borden's Ice Cream, Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Hilbros Watch Co., C. Schmidt & Sons (Beer and Ale).

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & NEWELL, INC.

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

Phone: MURray Hill 2-5400

ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

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Exec. V.P. & Gen. Mgr.....Adolph J. Toigo
Sr. V.P., Exec. Creative Dir...Walter O'Mara
Sr. V.P.....Thomas C. Butcher
Sr. V.P.....John Monsarrat
V.P. & Treas.....John D. Spiers
Jr. Vice President....Walter M. Swertfager
V.P. in Chg. Production..Michael J. Madar
Art Director.....Hans Sauer
V.P. in Chg. of Radio &

Television.....Nicholas E. Keesely
V.P.—Radio & Television

Copy Chief.....Peter V. Keveson
V.P. in Chg. of Merchandising &

Research.....Todd B. Franklin
V.P. in Chg. of Media...Anthony de Piero
V.P. & Asst. Exec. Creative

Dir.Maitland Jones
Vice Presidents....Thomas P. Doughten, Daniel M. Daley, Jr., Jackson Taylor, Stephen M. Kenyon

Mgr.—Radio-TV Depts....Frank A. Daniel
Art Dir. TV.....Clark M. Agnew
Producers.....Charles T. Harrell, George C. Tompkins, Herbert K. Horton, George J. Zachary

Time Buyer Radio-TV...William D. Smith
Traffic Mgr. Radio-TV....George E. Caron

Branch Office

308 N. Rodeo Dr., Beverly Hills, Calif.

Phone: Crestview 1-7221

Radio-TV Dir.....Benjamin R. Potts
Radio Accounts: Colgate-Palmolive-Peet

Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc.; Joseph Schlitz Brewing Co.; Emerson Drugs.

TV Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products—Shampoo & Hairdressing), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars, Headline Cigars,) New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc.; Joseph Schlitz Brewing Co.; Emerson Drug Co.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.

Phone: CRoton 3444

Senior Partner.....Austin C. Lescarboura
 Junior Partner.....Stanley A. Lescarboura
 ProductionWinifred Phillips
 SecretaryMiriam Lescarboura
Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat 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.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.

Phone: Main 7133

ABP—ANPA

President, Time Buyer.....Ted Levy
 Radio Dept. Dir.....Barbara Aiton
 Production Mgr.....William Archenhold
Radio Accounts: Ellis Canning Co. (Chili), Denver, Colo.; Sealy Mattress Co., Denver; Colorado Mattress Co., Denver, Colo.; Lee Jewelers, Denver.

**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. Pres.
 and Treasurer.....Sidney Matthew Weiss
 Vice Pres. & Sec'y.....Max Green
 Vice President.....Walter T. Pollock
 V.P., Art. Dir.....Donald Waterbury,
 Leslie M. Kay
 Radio-TV Dir.....Robert Brenner
 Branch Office
 11 Commerce St., Newark 2, N. J.
 Phone: MI 3-3200

Vice-PresidentLeonard Newsteder
 Vice-President.....Richard N. Gulick

Radio Accounts: Alol Products, Inc. (poison ivy remedy), Carmel, N. Y.; Borden's Frozen Foods, New York; G. N. Coughlan Co., West Orange, N. J.; Chimney-Sweep Process 33 (soot remover, paint brush cleaner); Costa Ice Cream Company, Woodbridge, N. J.; Harris-Upham & Co. (stock brokers), New York; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.

TV Accounts: Borden's Frozen Foods, New York; 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.; Hensler Brewing Co., Newark, N. J.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; I. Smallman & Sons, Inc. (billfolds), Paterson, N. J.

ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 4, Minn.

Phone: AT 6235

ABP—ANPA—AFA—ABC

PresidentAddison Lewis
 Vice Pres.....Erle 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

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.

Phone: Cypress 6521

AAAA—ABC—ANPA—APA

SNPA—PPA

Partner, Art Dir.....James L. Battle
 Partner, Acct. Exec.....C. K. Liller
 Partner, Acct. Exec.....William W. Neal
 Media Director.....Sarah Williams

Branch Office

40 E. 51st St., New York 22, N. Y.

Phone: EL 5-7785

Manager.....Robert B. Kane
 301 Palmer Bldg., Columbia, S. C.
 ManagerCaldwell Withers
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Brock Candy Company (candy bars), Chattanooga; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.
TV Accounts: W. D. Alexander (appliances), Atlanta; Brock Candy Company

(candy bars), Chattanooga; H. W. Lay & Company (potato chips), Atlanta; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Rock City Gardens, Look-out Mountain; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 5-8800
ANPA-PPA-NOAB-ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Treas. & Media Dir.....John J. Hagan
Vice-Pres. & Art Dir.....M. H. Kates
Production Manager.....William T. Kalef

DUDLEY L. LOGAN ADV.

304 S. B'way, Los Angeles 13, Calif.
Phone: Dunkirk 2-8471
ANPA-AAAA-PPA-APA-ABP

President.....Dudley L. Logan
Art Director.....Rosemary Doermann
Copy Chief, Media Dir. &
Prod. Mgr.....Jack Waterman

THE W. E. LONG CO.

128 Randolph St., Chicago 1, Ill.
Phone: Randolph 6-4606
ABP-ANPA-NOAB

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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. Radio-TV.....J. Minetz

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.; Brown's Bakery, Defiance, O.; Brown's Bread, Ltd., Toronto; Butter Krust Baking Co., Sunbury, Pa.; Cape Girardeau Baking Co., Cape Girardeau, Mo.; Capital City Bakery, Tallahassee, Fla.; Carpenter Baking Co., Milwaukee, Wis.; City Bakery, Inc., St. Augustine, Fla.; H. H. Claussen's Sons, Inc., Augusta, Ga.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Duquesne Baking Co., Pittsburgh, Pa.; Finney's Bakery, Greenville, Texas; Fisher Baking Co., Salt Lake City; Florida Baking Co., Pensacola, Fla.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wis.; Gase Baking Co., Saginaw, Mich.;

Gunzenhauser Bakery, Lancaster, Pa.; Hal-ler's Eagle Bakery, Inc., Altoona, Pa.; Hayes Baking Co., Oil City, Pa.; J. S. Hershey Baking Co., York, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery Co., Charleston, W. Va.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakeries, Inc., New Orleans, La.; Holsum Bakers, Tampa, Fla.; Holsum Bakery Co., Lewiston, Ida.; Holsum Bread Co., Inc., Ft. Worth, Tex.; Holsum Baking Co., Harlingen, Tex.; Holsum Baking Co., Lubbock, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGogh Bakeries Corp., Birmingham, Ala.; Meadville Bread Co., Meadville, Pa.

TV Accounts: New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; M. Kautz Baking Co., Muscatine, Iowa; Jones Bros. Bakery, Greensboro, N. C.; Phoenix Holsum Bakery, Phoenix, Ariz.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888
AAAA-ABP-ANPA-APA

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Exec. Vice-Pres.....Vincent R. Bliss
Vice-Presidents.....Montgomery N. McKinney,
John H. Wilmarth, Edward Chapman
Radio & TV Director.....Jane Daly
Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., Kitchen Art 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.
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Partners.....S. C. B. Lynn,
L. S. Fieldhouse
Radio-TV & Media Dir.....W. B. Pritchard
Art Director.....C. L. Steyer

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; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Jack's Tasty

Snack Corp. (Cheese Twists), Oneida, N. Y.
TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.; Becker-Coulter Co. (Tipon Nail Lacquer), Wilkes-Barre, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
 Phone: 4-2451

AAAA

President.....W. D. Lyon
 Vice President.....R. B. Creswell
 Radio-TV Director.....R. H. Schubert
Radio Accounts: A. Y. McDonald Mfg. Co. (water systems), Dubuque, Iowa; Barron Motor Supply, Cedar Rapids; Builders Material, Inc., Cedar Rapids; Century Engineering Corp. (heating equipment), Cedar Rapids; Collins Radio Company (commercial radio equip.), Cedar Rapids; Crescent Electric Supply (appliance distributor), Dubuque; Iowa Dairy Industry Comm., Des Moines, Iowa; IOA Foods, Cedar Rapids; Tendersweet Sales Corp. (canned vegetables), Vinton, Iowa; Kent Feeds (live-stock & poultry feeds), Muscatine, Iowa; Potosi Brewing Company, Potosi, Wisc.; Vigor Vitamins Company, Cedar Rapids.

TV Accounts: Crescent Electric Supply (appliance distributor), Dubuque, Iowa; Maplecrest Turkey Farms (frozen turkeys & chickens), Wellman, Iowa; Whink Products (rust-stain remover), Eldora, Iowa.

MACE ADVERTISING AGENCY, INC.

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 Vice-President.....R. W. Steele
 Sec.-Treas. & Gen. Mgr.....Jay J. Keith
 Copy Dept.....J. R. Shullaw

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: RAndolph 6-9360

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 V.P., Copy Chief.....R. E. Blackburn
 Time Buyer.....Joan Merrick
 Research Director.....Betsy Tyroler
 Media Director.....A. S. Trude, Jr.
 Space Buyer.....Patricia Kral
 Radio-TV Dir.....Wm. Rega

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372 Bay St., Toronto, Ont.

Phone: Empire 4-0321

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 Director.....W. G. Abel
 Radio & TV Dir.....H. Horler

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410 Dominion Square Bldg., Montreal, P. Q.
 Manager.....F. P. Gill
 Radio.....Mary Moran
 911 Electric Rlwy. Chambers, Winnipeg,

Manitoba

Manager.....E. P. Thomson
 305 Province Bldg., Vancouver, B. C.

Manager.....W. D. M. Patterson

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sieks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

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Fisher Bldg., Detroit 2, Mich.

Phone: TRinity 2-8300

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 Exec. Vice-Pres.....Harvey G. Luce
 V.P., Media & Research Dir.

Elmer W. Forehlich

Acc't Exec.....Paul Foley
 Radio Time Buyer.....Georgina LeFevre

Branch Office

444 Madison Ave., New York, N. Y.
 Manager.....E. A. Jones

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Saran Wrap Corporation, Flint, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.; Dow Chemical Co., Midland, Mich.

TV Accounts: Pontiac Motor Division, Pontiac, Mich.; Saran Wrap Corporation, Flint, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Andover 0022
ABP—ANPA—AFA

TV Writers-Producers.....George Janda,
William Bent, Norine Freeman, Michael
Brown, Stanford Kaatz

Executive-Producers.....Arthur Holland,
Hal Barkin, Max Holland

Radio Accounts: Hollands (jewelry), Chi-
cago; Roller Derby, N. Y. C.; Roman-Raich-
ert Co. (Phoenix sewing machines), Chi-
cago; Ice Follies, Chicago; Ice Capades,
Chicago; International Sports Show, Chi-
cago; Fohrman Motors, Chicago; Joy Can-
dies, Chicago.

TV Accounts: Ambrosia Brewing, Chi-
cago; Harry Alter Co. (Crosley appl.), Chi-
cago; Courtesy Motors, Chicago; Hudson
Dealers Assn. (autos), Chicago; Mages
Sports Stores, Chicago; Leo Rose Co. (cloth-
ing), Chicago; Rubin's (apparel), Chicago;
Holland, Inc. (jewelry), Chicago; Marmel
Products (housewares), Chicago; Roman
Raichert Co. (Phoenix sewing machines),
Chicago; Associated Hospital Ins. Co., Chi-
cago; Roller Derby, Chicago; Sun-Times
(newspaper), Chicago; Stiffel Lamp Co.,
Chicago.

DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.
Phone: Copley 7-5980

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Production Manager.....Julian Malkiel
Secretary.....Martha Brest

Radio Accounts: Royal Crown of New
England (Soft Drinks), Canadian Ace Ale
(Beer & Ale), Ace Vacuum Stores (Vacuum
Cleaners), Boston, Mass.

MANHATTAN ADVERTISING

225 West 57th St., New York 19, N. Y.
Phone: PLaza 7-3340

ABP—APA

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Production Mgr.....Gene Fogleman
Acct. Execs.....R. J. Friedman, I. J. Frisch

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Phone: GENEva 9619

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Art Dir. & Prod. Mgr.....Edward Harris
Radio Account: Snyder Drug Stores.

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TV Dir., Acct. Exec.....Barnett Friedenberg
Director Radio.....Harry A. Friedenberg

Branch Office

919 North Michigan, Chicago, Ill.
Phone: Whitehall 4-2651

V.P. in Charge.....Sheppard Chartoe

Radio Accounts: D-Con Company (D-
Con), Chicago, Ill.; Bankers Life & Casualty
Co. (White Cross Hospitalization), Chicago,
Ill.; House of Goddard (Quilt Lady, Per-
fex Electric Shaver), Chicago, Ill.

TV Accounts: R & F Company (Toys),
New York, N. Y.

MARSCHALK & PRATT CO.

535 Fifth Ave., New York 17, N. Y.
Phone: VANDerbilt 6-2022

Partners.....H. C. Marschalk,
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Poetschke, C. A. Peterson

TV-Radio Director.....Curt A. Peterson
Radio Account: Esso Standard Oil Co.
(Petroleum), New York, N. Y.

TV Account: Esso Standard Oil Co. (Pe-
troleum), New York, N. Y.

J. M. MATHES, INC.

122 E. 42nd St., New York 17, N. Y.
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Radio Time Buyer.....Edna S. Cathart

Radio Accounts: Wagner Baking Corp.
(Mrs. Wagner's Pies), Newark, N. J.; Pure
Food Co., Inc. (Herb-Ox Bouillion Cubes-
Westchester Chicken), Mamaroneck, N. Y.;
Canada Dry Ginger Ale, Inc., N. Y. C.;
International Telephone & Telegraph Cap-
hart-Farnsworth Corp., N. Y. C.; Imperial
Paper & Color Corp. (wallpaper), Glens
Falls, N. Y.

TV Accounts: Wagner Baking Corp. (Mrs.
Wagner's Pies), Newark, N. J.; Houbigant
Sales Corp. (Liquid Skin Sachet, A/S De-
odorant), N. Y. C.; Northam Warren Cor-
poration (Cutex, Peggy Sage, Odorono), Stam-
ford, N. Y.; Judson Dunaway Corp. (Van-
ish-Expello), Dover, N. H.; Luden's, Inc.
(Fifth Avenue Candy Bar, Cough Drops),
Reading, Pa.; Canada Dry Ginger Ale, Inc.,
N. Y. C.

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Research Dir.....C. A. Mathisson
Vice-Pres. & Treas.....I. M. Henkel
Copy Chief, Sec., Media Dir.,
Space Buyer.....Edward G. Ball
Radio-TV Dir.,
Space Buyer.....Charles H. Helliwell

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Copy Chief.....Richard D. Brugman
Radio Director.....Harold Goodstein
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Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
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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 Marketers (frozen foods), New York; Peter Paul, Inc. (Mounds & Almond Joy candy), Naugatuck, Conn.; 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. (appliances), Chicago, Ill.; GrieseCieck-Western Brewing Co., St. Louis, Mo.; Pfeiffer Brewing Co., Detroit, Mich.

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Vice-President.....Forrest Dolan
Secretary.....Sophie Mayers
Production.....Edith Hemphfling
Media Director.....Claire Koren

Radio Accounts: Gordon Bread Co., Hoffman Candy Co., Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store).

McCANN-ERICKSON, INC.

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V.P. Chge. New Prog.....Hendrik Booraem
V.P., Radio-TV Crea. Dir...Ralph B. Koser
V.P., Exec. Prod.....Dorothy B. McCann
Dir. Radio-TV Prod....Edward Sutherland
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Office.....J. Neil Reagan

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Vice Pres.-Mgr.....Paul Holder
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Vice Pres.-Mgr.....G. Lester Williams, Jr.
318 S. Michigan Ave., Chicago 4, Ill.
Vice Pres.-Mgr.....Sidney A. Wells
Vice Presidents.....Walter C. Krause,
G. Bowman Kreer, A. W. Sherer, Sidney A. Wells
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Mgr.....J. Neil Reagan
612 S. Flower St., Los Angeles 17, Calif.
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Vice Presidents.....Roswell H. Cochran,
Clarence Hestorff, Frederick H. McCrea,
Robbins Milbank
310 Public Service Bldg., Portland 4, Ore.
Mgr.....Willard E. Wilson
Radio-TV Accounts: American Trust Com-
pany, American Safety Razor Corp., Cali-
fornia Packing Corp., California Spray Chem-
ical, California Wine Association, Chese-
brough Mfg. Co., Chrysler Sales Division,
Chrysler Corporation, Cinerama Productions,
Columbia Records, Inc., Cowles Magazines
(Look & Quick), Frank Fehr Brewing Co.,
Gruen Watch Company, W. P. Fuller & Co.,
Hood Rubber Co. (Farm Footwear), Lucky
Lager Brewing Co., Manufacturers Trust
Co., National Biscuit Co., Ohio Bell Tele-
phone Co., Pacific Power & Light Co., Pep-
sodent Division-Lever Bros. Co., Portland
Gas & Coke Co., S.O.S. Company, Southern
California Gas Co., Southern Counties Gas
Co., Standard Oil Co. (Indiana), Standard
Oil Co. (Ohio), Swift & Company, Leisy
Brewing Co., Richman Bros. Co., Westing-
house Electric Supply Co. of St. Louis.

TV Accounts: American Trust Co., Cali-
fornia Packing Corp., California Wine As-
sociation, Chrysler Sales Division, Chrysler
Corporation, Cinerama Productions, Clark
Brothers, Cowles Magazines (Look &
Quick), Frank Fehr Brewing Co., Gray
Drug Stores, Inc., Gruen Watch Company,
"Junket" Brand Foods, Lehn & Fink Pro-
ducts Corp., Pepsodent Division-Lever Bros.
Co., Lucky Lager Brewing Co., Milk Founda-
tion, National Biscuit Co., Ohio Bell Tele-
phone Co., Pacific Coast Borax Co., Soil-Off
Mfg. Co., S.O.S. Company, Southern Calif.
Gas Co., Southern Counties Gas Co., Stand-
ard Oil Co. (Indiana), Standard Oil Co.
(Ohio), Leisy Brewing Co., National City
Bank of Cleveland, The Richman Brothers
Co., Westinghouse Electric Corp., West-
inghouse Electric Supply Co. of St. Louis.

MCCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
Phone: 6-5333

NOAB-ANPA-APA-SNPA

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Art Director.....Stefan Kramer
Radio Accounts: Shamrock Oil & Gas
Corp.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5533

AAAA-ANPA

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Sec. & Treas.....Charles B. Ganz
Acct. Execs.....Walter McCreery,
Charles B. Ganz, Richard Berggren, Jim
Simmons, Harry Walstrum, Dave Larsen
Production Mgr.....Jim Simmons

Time Buyer.....Virginia White
Branch Offices
522 Powell St., San Francisco 2, Cal.
Phone: Yukon 2-6990

Manager.....Robert Selby
48 E. 43rd St., New York 19, N. Y.
Phone: MURray Hill 2-3883

Manager.....Richard Picard
Radio-TV Accounts: Arden Farms (dairy),
Los Angeles; Equitable Plan Co. (invest-
ments), Los Angeles; Harris & Frank (ret-
ail clothing), Los Angeles; Holiday On Ice,
N. Y. C.; Hollywood Roosevelt (hotel), Hol-
lywood; Ice Follies, Los Angeles; Knox,
Dick, of Calif. (ceramics mfg.), Capistrano
Beach; Kramer's (television stores), Los
Angeles; Marie Designer, Inc. (contour
chair lounge), Los Angeles; Murphy Olds-
mobile, Los Angeles; Palm Desert Corp.
(resort & real estate), Palm Desert; Pan
Pacific Aud., Los Angeles; Portland Ice
Arena, Portland, Ore.; Reliable Mortgage
Co. (real estate loan co.), Los Angeles;
So. Calif. Muffler Co. (exhaust systems),
Los Angeles; San Fernando Valley Times,
No. Hollywood.

L. E. McGIVENA & CO., INC.

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

Phone: PLaza 3-7422

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Secretary, Copy Chief....Howard W. Roper
Art Director.....Samuel Josephs
Production Manager.....James J. Preston
Space Buyer.....Mrs. Marguerite Andrews

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1809 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 7-4737

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Vice-Pres. & Treas.....David R. Albright
Vice-Pres. Radio-TV....James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-Pres., Mdse.....Howard H. Yaw
Secretary.....T. E. Libby

Radio Accounts: Breyer Ice Cream Co.,
Philadelphia; Caloric Stove Corporation
(gas ranges), Philadelphia; Fels & Com-
pany (soaps and detergents), Philadelphia;
General Ice Cream Corp. (dairy), Schenec-
tady; Phila. & Reading Coal & Iron Co.
(coal), Philadelphia; Western Maryland
Dairy Co. (dairy), Baltimore.

TV Accounts: Breyer Ice Cream Co., Phil-
adelphia; Caloric Stove Corporation (gas
ranges), Philadelphia; Fels & Company
(soaps and detergents), Philadelphia; Gen-
eral Ice Cream Corp. (dairy), Schenectady;
Keckler-Weyl Baking Co. (biscuits and
crackers), Philadelphia; Phila. & Reading
Coal & Iron Co. (coal), Philadelphia; Ren-
uzit Home Products Co. (home dry
cleaner), Philadelphia.

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Phone: Lancaster 5192
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Nat. Trust Bldg., Winnipeg, Man., Canada
Vice Pres.....A. A. Brown
Province Bldg., Vancouver, B. C., Canada
Manager.....C. C. Wimperly
376 Strand, London, W.C. 2, Eng.
Acting Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-7860
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General Manager.....J. H. Black
Financial Manager.....J. A. Johnston
Director of Radio & TV..Benjamin J. Green
Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....Carol Colby
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, Clark's Super Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-1010
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....C. L. Miller
V.P., Treas.....G. V. Carhart
Secretary.....P. P. Hoffman
Space Buyer.....Miss R. Driscoll

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1640
Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Linit, Niagara Starch), Bachman Choc. Mfg. Co. (Old Sol Bar); Circle Line Sightseeing Yachts, Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
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NOAB—PPA

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Exec. Vice-Pres.....J. C. Morse
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 Dirs.....Robert Black,
Arthur Trask

Time Buyer.....Kay Ostrander
Radio Accounts: Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Carson Park Mutual Homes (real estate development), Lakewood Park; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles.

TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Prepared Products, Ltd. (Dixie Fry), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles.

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
Vice-Presidents.....Seth D. Tobias,
Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby

Program & Prod. Super....Carlo de Angelo
Production Manager.....Al Mauro
Media & Research Dir.....Joel Martin
Dir. Marketing & Mdche.....Jules Lennard
Dir. Radio-TV Dept.....Lewis Wechsler
Dir. TV Prod.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriolo 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; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Somnlyl Pharmaceutical Corp. of America (Nu-Pax), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Commercial Nat'l Bank, N. Y. C.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; M. Wile & Co.,

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.; Bonomo Turkish Taffee & Peanut Brittle, Brooklyn, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: Parkway 1178

PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V.P. & Time Buyer.....Carl H. Press

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

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

Phone: LO 4-2240

ABP—ANPA—APA—NOAB—PPA

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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
Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl
TV Director.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
TV Time Buyer.....Theodore Wallower

Branch Office

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

Phone: PL 7-8060

V.P. Chg. Midtown Office. Muriel Johnstone
Vice-President.....Janet Chatfield-Taylor
Mds. Counsellor.....Rosamond Gilmartin
Radio accounts: Sinclair Refining Co.,
Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HEmpstead 4194

ANPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Account Executives.....Jack Kerr,
L. W. Hobson, John Burton

Radio-TV Dir.....James C. Morgan
Production.....John Burton

Time Buyer.....Terry Brady
Copy Chief.....Audrey Sharpe

Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOuglas 2-6073

Manager.....Porter Anderson
Affiliate

Goodkind, Joice & Morgan, Inc.

Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Radio Accounts: Planters Nut Choc. Co.,
J. A. Folger & Co., Los Angeles Soap Co.,
(White King Granulated Soap, Scotch Foam
Action Cleanser; Sierra Pine Toilet Soap);
Institute of Religious Service, Nehi Beverage
Co., Victory Packing Co. (Thoro Fed, Kal
Kan dog food).

TV Account: Nehi Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.

Phone: ORegon 9-4600

APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer

President.....J. Patterson

Exec. Vice-Pres. & Treas.....M. F. House

Space Buyer.....C. H. Weissner

Mgr. Radio & TV Dept.....C. C. Slaybaugh

Export Media Mgr.....Aurora Blando

Director of Prod.....M. K. Burkett

Group Prod. Mgrs.....W. W. Williams,
D. R. Quist

Sr. Art Director.....E. P. Ellis

Group Art Directors.....P. Zangas,
S. Nagle

Art Studio Mgr.....C. Seimecca

Account Executives.....Constance Boland,
Reg Coghlan, John Olney, E. R. Korth

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: 4-6141

ABP—ANPA—APA—NOAB—PPA—SNPA

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Asst. to President.....Robert MacFarland

Vice-Presidents.....James N. Brown,
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

Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; Empire Crafts Corporation (silverware), Newark, N. Y.; Craine, Inc. (silos), Norwich, N. Y.; Conde Milking Machine Co., Sherrill, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Saratoga Springs Authority (resort & mineral waters), Saratoga Springs, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; C. A. Durr Packing Co. (meat products), Utica, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, 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.....Martin W. Jacobson
 Radio & TV Dir.....Miles Shefferman
 Production Mgr.....Martin Lebwth
 Copy Chief.....Edwin B. Stern
 Media Director.....Marion Rand

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FIancial 6-3481

ABP—ANPA—PPA

President.....C. W. Muench
 Media Director.....Victor Fabian
 Production Manager.....Wm. G. Fisher
 Copy Chief.....Proctor Fiske

Radio Accounts: Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.

Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
 Vice-President.....Thomas W. Hughes
 Secretary.....Joseph W. Madden
 Copy Chief.....John L. Albright
 Art Director.....Walter Kelly
 Radio & TV Director.....James G. Zea
 Time Buyer.....Jacqueline Ruta

Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone: STate 2-5151

AAAA—ANPA—PPA—NOAB—APA

ABC—ABP

President.....Maurice H. Needham
 Vice-Presidents.....John J. Louis,
 Melvin Brorby, W. Raymond Fowler,
 Wm. D. Horne, Jr., Wm. P. Bager, Wm.
 H. Ohle, Wm. R. Kinnaird
 Vice-Pres. & Media Dir...Otto R. Stadelman
 Vice-Pres. & Radio-TV Dir...Allan Wallace
 Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
 Vice-Pres. & Mgr.....Frank Pittman

Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.

Phone: 4-2555

APA

President.....Ralph A. Nelms
 Secretary.....Irene A. Bass
 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; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; 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.

208 State St., Schenectady 5, N. Y.

Phone: 4-4135

Pres. & Treas.....George R. Nelson
 Vice-President.....Helen C. Nelson
 Secretary.....Alice Pach
 Art Director.....Arnold Hitchins
 Radio, Copy, Pub. Dir....Robert S. Cragin
 TV Director.....Edward F. Flynn
 Radio Time Buyer.....Anne F. Pratt
 TV Time Buyer.....Sybil Van Patten
 Assoc. TV Prod.....Jack Landt

Branch Office

150 W. 49th St., New York 18, N. Y.

Phone: CIrcle 5-5431

Assoc. TV Producer.....Jack Landt

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.), Bearus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; 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.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliances, Inc. (G. E. Appliance Store), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.; Nemeth Motors Inc., Troy.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470

OwnerTed Nelson
Production Dir.....Sol Lipset
Publicity Dir.....Nat Fields
Account Exec.....Jack Fields
TV Directors.....Perry Bruskin,
Charles Durand

Radio 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.; R. B. Hathaway (Foot Lotion), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.

TV Accounts: Authentic Publications, New York; TV and Radio Products Co., N. Y.; Ideal Film & Supply Co.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-4435

ABP—ANPA—APA—NOAB

Director.....M. T. Newman
Pres., Radio Dir.....Hunter Lynde

V.-P.-TV Dir.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe
Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); General Electric Supply Co., Jacksonville; Heater Plow Co., Jacksonville.

ELLIOTT NONAS, ADVERTISING

417 East 54th St., New York 22, N. Y.
Phone: MU 8-2937

OwnerElliott Nonas
Art Director.....Bert Lief
Media Director.....Margo Burke

Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; New Jersey Drug Products Co., East Orange; Valcour Lodge, Valcour, N. Y.

TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
AAAA—ABP—ANPA

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; Norman Laboratories, New York; Edward Weck & Co., Brooklyn, N. Y.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380
ABP—ANPA—PPA—APA—NOAB

Chairman.....Irwin A. Olian
President.....Harold A. Thomas
Radio-TV Dir.....Pat Moseley
V.P., Copy Chief.....Jim Spencer
V.P., Treas.....Irving R. Ohlsen
Media Dir.....Alice McDonough

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, General Grocer Co. (Topmost Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.

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.....Clarence H. Russell
 Partner, Radio-TV Dir.....J. D. McTighe
 Partner.....John K. Mortland
 Partner.....Robert B. Pile

Radio Accounts: 1st National Bank, Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes — Dallas, Texas), Minneapolis, Minn.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.

Phone: And. 3-4470

ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon
 Partner.....Edw. H. Larson
 Exec. V.P.....Walter Zivi
 Controller.....J. O. Webb
 Sr. Acct. Exec.....W. P. McWilliams
 Acct. Execs...Elmer Silha, Norman Larson,

Joseph F. Littleton

Media Dir. & Radio-TV Buyer

Marshall Edinger

Prog. Director.....Stan Kaatz

Branch Offices

290 Madison, New York City

Phone: MU 3-8930

ManagerM. Robinson
 7 Trinity Sq., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.

Phone: PLaza 9-8050

ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
 Exec. Vice Pres.....George De Pue, Jr.
 Vice-Pres.Eldon Sullivan
 Vice-PresidentFreemont Knittle
 Sec.-Treas.....Robert P. Clark
 Radio-TV Director.....Lou Ergman

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.

Exec-in-Chge.....David S. Hillman
 Empire Bldg., St. Petersburg, Fla.

Exec-in-Chge.....Alfred L. Lino

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Wallerstein Co., Inc. (Bosco), N. Y.; National Guard of the U. S., Washington, D. C.

TV Accounts: Andrew Jergens Co.; Wallerstein Co., Inc. (Bosco), N. Y.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 11, Kans.

Phone: Dr 7250

ABP—ANPA—APA—PPA

PresidentMerritt Owens
 Vice-President.....R. Grant Neds
 Production Mgr.....Glenn A. Scott
 TV Director.....Earl Allvine
 Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.; Joe M. O'fill Motor Co. (Nash Dealer), Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'fill Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; Home Federal Savings & Loan Assn.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners..Helen A. Kennedy, Carl W. Sickler
Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ANPA—NOAB

President.....W. H. Horsley
 Secretary.....H. O. Stone
 V.P. & Radio-TV Dir.....Trevor Evans

Branch Offices

715 Cascade Bldg., Portland, Ore.

Phone: Capitol 1021

V.P. & Manager.....Milton Foland
 601 Review Bldg., Spokane, Wash.

Phone: Madison 6479

ManagerVernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Ivar's Acres

of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.

TV Accounts: Pacific Lincoln Mercury Co. (Line. & Merc. cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Federal Old Line Ins. Co., Seattle.

PARIS & PEART

570 Lexington Avenue, New York 17, N. Y.
 Phone: MURray Hill 9-2424
 ABP-ANPA-APA-PPA-ABC

Partners.....A. G. Peart, J. A. H. Rehm
 Comptroller.....F. Dubeck
 Media Manager.....P. Petrino
 Art Director.....F. Yelinek
 Production Mgr.....R. Largo
 Research Mgr.....Marvin Goldberg
 Acct. Execs.....W. F. James, G. M. Cleland,
 S. C. Bernsley, W. Byrne, D. C. Porteous,
 F. N. McInerney, A. Bindrim

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: MURray Hill 8-3055
 PPA

President-Treasurer.....C. H. Pearson
Radio Accounts: Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-0900

ABP-ANPA-APA-NOAB-PPA
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 President.....Harry Krawitz
 Vice-Presidents.....Norman Mack,
 Sidney Alexander, John Schuman
 Radio-TV Director.....S. S. Schweitzer

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Hartford Provision Company (Meat Products), Hartford, Conn.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.
 Phone: Franklin 2122

Partners.....William L. Phillips,
 Charles C. Ramsey
 Media Director.....Robert F. Lewis
 Radio-TV Prod. Dir.....Orva W. Huff

Radio Accounts: Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Walker's (Dept. Store), Dennstedt Electro Mart (Electrical Appliances), Dennison Mattress Co., San Diego, Calif.; First Nat'l. Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.

TV Accounts: Arden Farms Co., Dennstedt Electro Mart, Walker's, San Diego, Calif.; First Nat'l. Bank, San Diego, Calif.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
 Phone: Cathedral 6131
 ABP-ANPA

Partner.....Jack N. Pitluk, Sr.
 Partner.....Jack N. Pitluk, Jr.
 Acct. Execs.....Sam Kiklin, Luke Collins,
 L. Jerry Spangler, Evans Wyatt
 Public Relations Dir.....Jim Battersby
 Radio Director.....Myra Wheeler
 TV Director.....Marg Morrison

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Taylor Bedding Mfg. Co. (Morning Glory Mattresses & Matching Box Springs), Taylor, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company (Fair Maid Bread & Cakes), San Antonio, Tex.

R. J. POTTS-CALKINS & HOLDEN INC.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: Gr 5775

ANPA-APA-NOAB-PPA-ABP
 President.....R. J. Potts
 Exec. Vice Pres.....J. B. Woodbury
 Vice Presidents..C. C. Tucker, E. A. Warner,
 C. L. Robinson, W. M. Giesecke, Al Coleman
 Radio & TV Director....William J. Brewer
 Publicity Director.....James McQueeney

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
 Phone: Victor 9400

ANPA-APA-PPA-NOAB
 President.....W. J. Krebs
 V.P.-Production Mgr.....D. E. Dexter
 Secretary-Treasur.....C. J. Effie
 V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.

Phone: GARfield 6490

ABC—ABP—ANPA—AFA

President.....George L. Prater
 Vice-President.....M. T. Prater
 Secretary.....Mary E. Johnson
 Radio-TV Director.....George L. Prater

Radio Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

PRODUCT SERVICES, INC.

10 East 44th Street, New York City

Phone: MURray Hill 7-0204

Branch Office

Broad at Locust, Phila., Pa.

President.....Les L. Persky
 Vice-President.....Charles K. Hepner
 Promotion Director.....N. R. Lorman
 Time Buyer.....Lee Kriss

TV Accounts: Cameo Curtains Royal Crest Sales (Thrift House); John Irving Shoe Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.

Phone: BErgen 4-2332

Pres., TV Dir., Acct. Exec. Michael A. Fiore
 Albert A. Fiore

Secy.-Treas.....B. V. Fiore
 Prod. Mgr.....Paul Apello
 Account Executives...B. Wilman, G. Fiore,
 J. Critelli, B. E. Geis, S. P. Brown, R. T. Jones

Radio Accounts: China Clipper (Restaurant), Jersey City, N. J.; D. Wolf & Co. (Credit Clothing), Newark, N. J.; Stage Coach Inn (Night Club), S. Hackensack, N. J.; Alexander Beverages (Soft Drinks), Paterson, N. J.; New School for Modern Music (School), Newark, N. J.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Macude & Co. (Appliances), Union City, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Carion Auto Exchange (Used Cars), Little Ferry, N. J.; Rev. Ritzenhouse (Religious Program), Fairmont, W. Va.; The Schamroth Co. (Cosmetics), N. Y.; Specialty Sales Company (Mail Order Items), Lakewood, N. J.; Dent-Re-Par Company (Dental Supplies), Newark, N. J.; Scarne Enterprises, Inc. (Night Club), Little Ferry, N. J.; Coast-to-Coast Vendors, Inc. (Vending Machines), New York, N. Y.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.

Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
 Vice-Pres. & Treas.....L. H. Copeland
 Vice-President.....N. B. Langworthy
 Vice Director.....E. J. McCabe
 Radio Dir.....Dorothy L. Parsons

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.

Phone: 7-1179

ABC

President.....Wilbur W. Randall
 Art Director.....Bernard S. Vinick
 Radio & TV Director....Florence F. Grady

Radio Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.

TV Accounts: Country Club Soda Co., Inc., Springfield, Mass.; Crown Petroleum Corp., Conn. & Mass.; Savitt Jewelers, Hartford, Conn.; State Line Potato Chips.

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Book Tower, Detroit 26, Mich.

Phone: CADillac 1-4662

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 Production Manager.....George L. Husted
 Account Executives.....H. Ross Mack,
 Hal G. Trump, R. D. Hughes, Charles
 Foerster, Lee E. Crooks
Radio Account: Booth Newspapers.

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11 Commerce St., Newark 2, N. J.

Phone: MA 2-6811

ANPA—ABP—APA

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 Production Manager....Margaret McDade
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 Research Director.....Shirley Trinker

Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Union National Bank.

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69 Washington St., Newark, N. J.
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Branch Office

46 W. 55th St., New York 19, N. Y.

Phone: CIrCle 5-4176

Vice-President. Weston W. Hill

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel).

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.

Phone: VIctor 5269

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600 First Nat'l-Soo Line Bldg.,
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Radio Dir. Wm. S. Shepherd

V.P. & Media Director. Dr. A. R. Root

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.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.

Phone: WHItchall 4-7440

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Radio-TV Director. Frank M. Baker

Media Director. John Priebe

Space Buyer. J. F. Brown

Radio Accounts: Anderson Co. (ANCO

Wiper Blades and Arms), Gary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Deterg-ene Rug Cleaner), Racine, Wis.; Cartan Travel Bureau, Inc., Chicago, Ill.; American Shows, Inc.; International Sports Show, Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Deterg-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; International Sports Show, Chicago, Ill.; American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.

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10 State St., Boston 9, Mass.

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Production Manager. Chandler Tower

Copy Chief. Harry Dodsworth

Media Dir. & Radio Time Buyer

Thomas J. Bowen

TV Director. A. L. Ringquist

Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

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1736 Franklin St., Oakland 12, Calif.

Phone: TEMplebar 2-2408

ABP—ANPA

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Joseph Connor

Timebuyer, Radio & TV. James C. Resor

Radio Accounts: Central Bank, Marysville,

Calif.; Golden Crust Bakers (Bread), Chico,

Calif.; Kilpatrick's Bakery (Bread), San

Francisco, Calif.; Old Home Bakers (Bread),

Sacramento, Calif.

TV Accounts: Kilpatrick's Bakery

(Bread), San Francisco, Calif.; Par-T-Pak

Beverage Co. (Soft Drinks), Oakland, Calif.;

Tuttle Cheese Company (Cottage Cheese),

Oakland, Calif.

JOSEPH REISS ASSOCIATES

101 W. 57th Street, New York, N. Y.

Phone: CI 6-4260

ABP

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Copy Chief. Elizabeth Taubin

Media Director. Cliff Greene

Radio-TV Time Buyer. Cecile B. Reiss

Radio Accounts: Aristocrat Leather Products

Co. (billfolds), New York, N. Y.; The

Lander Company (Dixie Peach hair pom-

ade), New York, N. Y.; Helen Neushafer,

Inc. (cosmetics), College Point, N. Y.

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Radio Director.....H. E. Karpus
Time & Space Buyer.....Helen Anderson
Account Executives.....H. D. R. Newby,
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Branch Office

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Phone: LANcaster 3745

Exec-in-Charge.....Allan S. Morrison

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221 N. La Salle St., Chicago, Ill.

Manager.....Wayne D. Jordan
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256 Sutter St., San Francisco, Calif.

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Radio Accounts: American Machine &
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Company; Joseph F. Dixon Crucible Co.
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Enders Razor Corp.; Eastern Air Lines; Fore-
most Dairies, Inc.; Peter Fox Brewing Co.
(Fox DeLuxe Beer); National Sugar Re-
fining Co. (Quaker Cane Sugar); Squirt
Beverage Co.; Times-Columbia Distributors,
Inc.; United States Rubber Company—Tire
Division, Footwear Division, Textile Div.,
Nautagutck Chemical Div., Fisk Tire Co.
Div.

TV Accounts: Avoset Company; Eastern
Air Lines; Foremost Dairies, Inc.; Peter
Fox Brewing Co.; U. S. Rubber Company—
Tire Division, Footwear Div. (Keds).

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AGENCY**

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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.

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Exec-in-Charge.....Morey K. Reiss

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Production Mgr.....Gloria Riebel
Radio-TV Director...Robert W. Thompson
Radio Accounts: Bank of Louisville, Cooke
Chevrolet Co., Cooke Pontiac Co., Com-
monwealth Life Insurance Co., Howel Fur-
niture Co., Liberty National Bank & Trust
Co., Monarch Auto Co., Hurry-Up-Broad-
way.

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Art Director.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
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F. C. McElligot, A. F. Banks
Radio Accounts: Calif. Flyers, Inc., Calif.,
Doyle Packing Co.

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Radio Accounts: John Kohler (Clothing),
Ford Optical Co., Phila.; Spiro's Apparel,
Schulte Optical Co. (Optical), Philadelphia,
Pa.; New York Sample Dress Shop, Phila.,
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Secretary.....Eola E. Gass

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 Production Manager.....E. McAuliffe
 Art Director.....Don Dubois
 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.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
 Phone: RAndolph 6-9760

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 Williamson, W. H. Savin, George Lyman
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 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.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
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 Space Buyer.....Sally Winston
 Radio Manager.....Irwin Winehouse

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Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.

TV Accounts: T. W. Bureson & 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; Employers Assn. of Chicago (Industrial Relations), Chicago, Ill.

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291 Delaware Ave., Buffalo 2, N. Y.
 Phone: MADison 5915

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Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Saul's Auto Sales, Inc. (New Car Dealer), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmaceutical Co. (Cough Syrup), Buffalo, N. Y.; Rich Products Corp. (Desert Topping Mfr.).

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmaceutical Co. (Cough Syrup), Buffalo, N. Y.

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 Asst. to Radio Director.....S. B. Hayward
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Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp.,

Toronto; Elizabeth Arden of Canada, Ltd., McColl-Frontenac Oil Co., Ltd., Boots Pure Drug Company (Canada), Ltd. (Catarrh Capsules), Canadian Shaler Company (Ris-lone Motor Oil), Fueloil & Equipment Co., Ltd. (Timken Oil Burners), Louis K. Liggett Co., Ltd. (Drug Prescriptions), Harco Laboratories, Limited (Rybutol), Wm. R. Warner & Co., Ltd. (Sloan's Liniment).

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 T. Goodyear

Radio Accounts: Charms & Cain, H. C. Evans & Co., Winkenweder & Ladd, Inc., Elron Co., Lombardo Wine Co.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.

Phone: TOWER 1-6171

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 Prod. Mgr.....Ina M. Peters

Branch Office

3719 Reading Rd., Cincinnati 29, O.

Manager.....L. C. Brown
Radio Accounts: Bailey Co., Cleveland Foundation, Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

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Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

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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 Pharmacal Co., Astoria, L. I., N. Y.

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521 N. LaCienega Blvd.,

Los Angeles 48, Calif.

Phone: BRAdshaw 2-5608

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Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

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 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.

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AAAA—ABP

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 Production Mgr.....Ray Cooley
 Acct. Execs....Harold Kranz, Roger Pishny,
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 Radio-TV Dir.....Maury Ferguson
 Film Director.....Monty Mann
Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Merit Mills Division Ralston Purina Co. (Livestock & Poultry Feeds); Arkansas City Flour Mills (Flour), Arkansas City; Kans.; Dulaney's, Inc. (Appliance Distributors); Big Red Warehouse (Furniture, Retail); Simpson Auto Co. (Ford dealer).
TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Grady Musgrave (Home Builder); Dulaney's, Inc. (Appliance Distributor); Big Red Warehouse (Retail Furniture); Southwestern Bell Telephone (Telephone service); Ralston Purina Co. (Purina Chows), St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers).

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 V.P. & Manager J. H. Weiser
 2 Toronto St., Toronto, Ontario
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Chasers Inc., Comfort Mfg. Co., Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dr. Pepper Co., Druggists Supply Corp., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Fritos Inc., Galveston-Houston Breweries, General Shoe Co., Goodall Fabrics Inc., Greisedieck Brothers Brewery, Hancock Oil Co., Horlicks Corp., Kentile Inc., Krey Packing Co., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Markus Campbell Co., Motorola, Inc., Arthur Murray School of Dancing, Nalley's Inc., Norito Co., Old Reading Brewery, OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Morris B. Sachs, Safeway Stores, Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., Turco Products Inc., United Wallpaper Co., Visking Corp., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co.

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 Comptroller Preston B. Coiner
 Radio TV Div. William J. Green

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Phone: PLaza 9-5141

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 Research Director Sylvia Sackheim
 Assoc. Res. Dir. Robert E. Williams
 Radio & TV Time Buyer Larry Donino
 Account Executives Jerome G. Hahn,
 Ezra Millstein, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Lillian Lang,
 Ted Gravenson

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers 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 Crummel 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.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

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

Phone: PLaza 5-1180

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 Vice-Pres.-Copy Chief.....Ward Seeley
 Production Manager.....William Koreak
 V.P., Media Dir.....James J. Freeman
 Publicity Directors.....S. B. Garretson,
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Branch Offices

2112 N. Charles St., Baltimore 18, Md.

Phone: Belmont 2083

Manager..... Arthur Booth

Radio Accounts: Davison Chemical Corp., Baltimore, Md.; Hall-Howard (Daveco fertilizer), Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware); Eppens, Smith Co., Inc. (Holland House Coffee), N. Y. C.; Romanoff Caviar Co. (beef tea), N. Y. C.

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Phone: LI 2-5332

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 Art, Media, TV & Publ. Dir...Irving I. Sacks
 Prod. Mgr., Research Dir....Jos. W. Bourke

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TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

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30 Howe Ave., Passaic, N. J.

Phone: GRegory 3-1414

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Copy Chief.....Charles Gulick

Production Dir.....Donald Canter

TV & Radio.....Paul Josephson

Media Director.....Josephine Catarzard

Radio Account: Arrow Elec. Corp. (appliances), Clifton, N. J.

TV Accounts: Tel-O-Tube Corp. (cathode ray tubes), E. Paterson, N. J.; Awnair Corp. of Amer. (metal awnings), Wayne, N. J.; Hanlon & Goodman (paint brushes), Belleville, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP—ANPA—NOAB—PPA—SNPA

OwnerWalker Saussy

Account Executives.....Moise Bloch

Charles Bloom, II, P. J. Stakelum, Jr.,

J. C. Shields, Jr., Suzanne Saussy

Radio Accounts: American Brewing Co.

(Regal Beer), New Orleans, La.; Elmer

Candy Co. (Elmer Candies), Holsum Baker-

ies, Inc. (Holsum Bread), Petrolane Gas

Co. (Eutane & Propane Gas), Wm. B. Reily

Co., Inc. (Luzianne Coffee & Tea), L. A.

Frey & Sons (meat products); Reily & Co.,

Inc. (Luzianne Coffee & Tea).

TV Accounts: American Brewing Co.

(Regal Beer), New Orleans, La.; Elmer

Candy (Elmer Candies), Holsum Baker-

ies, Inc. (Holsum Bread), Wm. B. Reily Co.,

Inc. (Luzianne Coffee & Tea), Henderson

Sugars; Hibernia Homestead (Building

Loans); Gallagher Transfer Co.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.

Phone: PLaza 5-2516

President.....Frank B. Sawdon

V-P, Radio-TV Dir.....Jerry Bess

Secretary.....Victor Sawdon

Acct. Execs.....Phyllis C. Sawdon,

Gustav A. Havermeyer

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office ManagerMarty Hogan

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.

SHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—PPA

President.....Julius Scheck

V. P. & Treas.....Morris Scheck

V. P., Radio-TV Dir.....E. Grant Scheck

Prod. Mgr., Art Dir.....Henry R. Scheck

Copy ChiefCarlton S. Smith

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), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip Topping), Harrison, N. J.; Marlon Confectioners Corp., N. Y. C.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARnitage 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 BuyerC. D. Domin
Account ExecutivesS. R. Raike,
J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.
Phone: MIchigan 2396

Owner.....T. D. Scholts
Radio-TV Dir.....Ruth S. Arnot
Art Director.....L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Gordon Schonfarber
Vice-President.....Russell C. Edwards
Secretary.....Amanda C. J. Olsson
Radio & TV Director.....Claire R. Grenier

Radio Accounts: Cladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ABP—ANPA—ABC

Pres. & Treas.....R. J. Scott
Vice-Pres.....W. Schwimmer
Copy ChiefL. Krakover
Time BuyerE. Vanderploeg
Art. Dir.....A. Thaler
SecretaryH. Heilig

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy

Co., Walgreen Co., Hawthorne-Mellody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; London House Rest, 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./H. A. Hair Arranger, Chicago; Buddy Boy Popcorn Co., Chicago; Consolidated Royal Chemical Co. (Krank's Shave Kreme); Little Dutch Candy Shops, Chicago.

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 6-9397
ABP—APA

Owner & Director.....J. B. Sebrell
Media.....P. W. Thomas
Acct. Executives....Harry Page, K. T. Pyle

Radio-TV Accounts: Eject Donut Sales (Donut Makers), Children's Mart (Toys).

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045
ANPA—APA—PPA

PresidentFreeman Keyes
Exec. Vice President.....George Bayard
Vice-Presidents.....A. D. Keyes,
Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
TreasurerJack Harding
Secretary.....E. V. Owen
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time BuyerMerle Myers
Space BuyerA. H. Bergsten
Radio-TV Director.....Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 14, Ind.
Phone: Market 1395

V.P. in Chg.....Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1188

Manager.....Lionel C. Place

Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).

TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Fitzpatrick Bros. (Kitchen Klenzer).

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.

Phone: TRinity 3445

AAAA—ANPA

Owner, Mgr.....Dorothy Segar
 Sec.-Treas., Radio Dir.....D. D. Segar
 Acct. Exec.....Oliver Reid
Radio Accounts: Geo. B. Wallace Co.,
 (Buick dealers & service); Niklas & Son
 (flowers).

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.

Phone: GARfield 1-0360

ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.

Phone: MURray Hill 6-6368

Pres. & Time Buyer.....James C. Seix
 Art Director.....Corienne Abbazia
 Media Director.....Walter B. Rios
 Publicity Dir.....Mallory Dorn
 Account Executives.....James C. Seix,
 Lue H. Witt, P. J. Rosaly, Frank Whalen

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.

Phone: Tu 2251

SNPA—ABP

PresidentGranville Sewell
 Vice-Pres...R. V. Caire, Kenneth Thompson
 Production Mgr.....E. Leone

**SHAFFER, BRENNAN, MARGULIS
 ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.

Phone: MAin 2579

ANPA—APA—PPA

Partner-Space Buyer-Radio Dir.
 Sam B. Margulis
 Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1524 Chestnut St., Phila. 2, Pa.

Phone: LO 4-2877

ANPA—ABP

PresidentEdward Shapiro
 Vice-Presidents.....H. H. Shapiro,
 Leonard Goldsmith, Elinor L. Brown, J.
 Rensel

SecretaryMartin Sacks
 Media Dir.....R. Goddes

Branch Office

Empire State Bldg., New York, N. Y.

Phone: BRyant 9-5636

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
 Secretary.....Augusta Young

Copy Chief.....David E. Guerrant
 Media Dir.....Ann Shaffer
 Time Buyer.....Sylvia Slive

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. (Dial Shampoo), Chicago; In-
 ternational Milk Processors, Inc. (canned
 milk), Chicago.

TV Accounts: Armour & Company (Dial
 Shampoo), Chicago; H. H. Hixson & Co.
 (coffee), Chicago.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.

Phone: Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.

Phone: ANdover 3-5966

ABP—APA

President.....Kenneth E. Shepard
 Vice-President.....B. F. Homan
 Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National
 Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.

Phone: Delaware 7-8000

AAAA—ANPA—APA

NOAB—PPA—ABP

Partners..Arthur Marquette, Stuart Sherman
Branch Office

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

Phone: PLaza 7-6400

Radio & TV Dir.....Wm. B. Templeton
Radio-TV Accounts: Colgate-Palmolive-
 Peet Co. (Ajax Cleanser, Cashmere Bouquet
 Face Powder, Colgate Shave Creams, Col-
 gate Talcum Powder, Colgate Tooth Pow-
 der, Cashmere Bouquet Soap, Halo Sham-
 poo), Jersey City, N. J.

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
 Treas.....Ramon N. Silton
 V.P. Art.....Andre B. Paquette
Radio Accounts: Craftsman Insurance Co.
 (A. & H. Insurance), Boston; Rex Venetian
 Blind Co. (Venetian Blinds), Boston; Hotel
 Kenmore (Hotel), Boston; Spencer Shoe
 Stores (Footwear), Boston.

TV Accounts: Rex Venetian Blind Co.
 (Venetian Blinds), Boston.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.

Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn

TV Director.....W. E. Davidson, Jr.

Branch Office

930 Stahlman Bldg., Nashville, Tenn.

Phone: 5-8909

Chief Exec.....G. K. Leckie

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The Humko Co., Robilio & Cunco (Ronco Foods), American Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons

VP & Sec.....Lawrence J. M. Michelson

Prod. Mgr.....Arthur H. Copland

Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff

Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Koeplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), Pretzels), Marine Foods, Inc. (Pepe Herring), Detroit, Michigan; Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Michigan; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson's Inc. (Jewelry); People's Outfitting Co. (Dept. Store).

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Koeplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Marine Foods, Inc. (Pep-E Herring).

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.

Phone: EMpire 4-9396

President.....Adam F. Smith

Secretary.....M. A. Stoakley

Treasurer.....M. M. Marugg

Space Buyer.....M. E. Craven

Managing Director.....C. A. Phare

Account Execs.....H. T. McConkey,

R. G. Fitzpatrick

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 & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.

Phone: HEMpstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. "Dick" Smith

Partner.....Frank Bull

Gen. Mgr., Acct. Exec.....Mel R. Roach

Time Buyer.....Jane T. Darden

Space Buyer.....Marion Vilmure

Radio & TV Supervisor.....Richard T. Parker

Radio Accounts: Seaboard Finance Company (Finance); Triangle Publications (Racing, Western Division); Marshall & Clampett (Autos), Los Angeles, Calif.; C & B Company Western Town (Toys); Western Harness Racing Assoc. (Racing), Los Angeles, Calif.; Los Angeles Rams (Football), Los Angeles, Calif.

TV Accounts: Seaboard Finance Company (Finance); Marshall & Clampett (Autos), Los Angeles, Calif.; C & B Co. Western Town (Toys); Los Angeles Rams (Football).

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburg 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA—PPA

President.....Ronald P. Taylor

Chairman of the Board.....Robert M. Jenkins

Television Dir.....Thomas J. MacWilliams

Radio Director.....Les Sterne

Production Assistants.....Tom Cadden,

Dick Pearson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA—APA—ABP

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.

SORENSEN & CO.

430 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen

Art Dir.....W. D. MacCourt

Space Buyer.....Dorothy Samer

Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

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,

Robert B. Hanna

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, Fitzwel Girdles.

RAYMOND SPECTOR COMPANY, INC.

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

Phone: MURray Hill 8-4407

ABC-ABP-ANPA-AFA

President.....Raymond Spector

General Manager.....Bert Schwartz

Art Director.....Irving Trabich

Copy Chief.....Ishmael McCullough

Production Manager.....Richard Scott

Dir. of Pub. Rel.....Millie T. Trager

Radio-TV Manager.....Cal Morris

Radio-TV Dept. Head.....Don Blauhut

Branch Office

1655 N. Cherokee, Hollywood 28, Calif.

Phone: Hempstead 8212

Chief Executive.....Richard Gottlieb

Radio-TV Account: Hazel Bishop, Inc.

(Lipstick and Complexion Glow), New York, N. Y.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.

Phone: 2-7228

ABP-ANPA

Owner, Acct. Exec.....William Spitz

Art Director.....Wayne J. Lewis

Copywriter, Research.....Janet R. Lyman

Production Mgr.....Elmer E. Foote

Space & Time Buyer.....Diane I. Davis

Radio Accounts: Community Home Improvement Co. (food-freezer plan, roofing, siding), Syracuse; Empire Card Company (greeting cards), Elmira; Fair City Savings & Loan Ass'n., Syracuse; Forsythe Motors Corp. (Dodge-Plymouth dealer), Syracuse; Grange Silo Co., Inc., Red Creek; Greenways, Inc. (beer, ale), Syracuse; Hofmann Packing Co., Inc. (meat products), Syracuse; Mohican Stores, Inc., Syracuse & Auburn; Oswego Soy Products Corp., Oswego; Pilgrim Packing Company (meat products), Syracuse; Syracuse Card Company (greeting cards), Syracuse; Syracuse Glass Company (store fronts, mirrors), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; University College of Syracuse University (Adult Education Division), Syracuse; Virden Company (food brokers).

TV Accounts: Community Home Improvement Co. (food-freezer plan, siding), Syracuse; Nedick's, Inc., New York; Onondaga Supply Co., Inc. (appliances), Syracuse; Spector-Genese Motor Sales, Inc. (Cadillac-Oldsmobile dealer), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; Virden Company (food brokers), 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

Radio Director.....T. R. Hart

Account Executives.....J. R. Charles,

F. J. Collins, W. G. Wallace, P. R. L.

Charles, L. F. McCartney, G. M. MacDonald,

R. W. Saunders, A. S. Rutter

Branch Office

Dominion Sq. Bldg., Montreal, Quebec

Phone: Harbour 9147

Vice-Pres.....V. L. Hanna

Acct. Exec.....D. McCrimmon

Radio Director.....P. E. Corbeil

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellulotton Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Pect Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.

Phone: Trinity 8821

Owner.....Barton A. Stebbins

Acct. Execs.....A. W. Gudelman, Nat Jeffras

Time Buyer.....A. W. Gudelman

Program Director.....E. C. Bloodworth

Radio Accounts: Brewster's Food Supplement, Los Angeles; Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Harrison Pharmaceutical Dist. (McClarren's hair preparation), Los An-

geles; Leslie Pharmaceutical Dist. Co. (Durell reducing aid), 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; Harrison Pharmaceutical Dist. (McClarren's), Los Angeles; Leslie Pharmaceutical Dist. Co. (Durell), 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
Secretary, Space Buyer.....William Forray
Treasurer.....Herbert Goldsmith
General Mgr.....Arthur Booth
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 5-0339

Owner.....Fred D. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01. 02, 03

AAAA—ABC—ABP—ANPA

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.....Gene Starbeker
Asst. Dir. TV Production.....Fred Golt
Mgr. Radio & TV Off., N. Y.....Richard Dunn
Mgr. Radio Prod.....Minor Raymond, III
TV & Radio Time Buyer.....James Gray

Branch Office

501 Madison Ave., New York 22, N. Y.
Phone: MURRAY Hill 8-6077

Manager.....Frank Flagg
Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson 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; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio;

Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; Fulham Fish Co. (Four Fisherman frozen fish), Boston, Mass.

STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.
Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm
V.P.—Radio & TV Dir. &

Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
V.P. & Art. Director.....Vincent Marcone
Office Mgr.....Thelma Prinzivalli

Radio and TV Accounts: Alling and Miles, Inc. (automobiles), Rochester; Cool Chevrolet Corp., Rochester; Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Hudson Dealers of Monroe City, Rochester; International Home Improvement Co. (construction), Rochester; Harry Levin Company (women's clothing), Rochester; Noah's Ark (accessories), Rochester; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Wolk Brothers (automobiles), Rochester; Perma-Stone Rochester Corp. (construction), Rochester; Snyder's Seat Covers, Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Bickford Brothers (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Currewood, Inc. (construction), Rochester; B. Forman Company (women's clothing), Rochester; Schaeffer's Jumping-Jack Bootery (children's shoes), Scranton, Pa.; John T. Nothnagle, Inc. (real estate), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Max Pies (rugs), Rochester; Rochester Radio Supply Co. (radios and radio parts), Rochester.

STORM & KLEIN, INC.

331 Madison Ave., New York 17, N. Y.
Phone: MURRAY Hill 7-4460

ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas.....Edward Klein
V.-Pres. & Research Dir....Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.

Phone: HAncock 6-7644

AAAA—ABP—ANPA—APA—NOAB—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.; Hickok Secretarial School, Boston; Kay-Rose Co., New York; Assn. of Mutual Savings Banks of Lowell, Mass.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone: ORegon 9-2500

ANPA—APA—NOAB—PPA

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 Minehan
 V.P. & Merch. Dir.....Daniel O'Meara
 Vice-Pres.....A. K. Spencer
 Vice-Pres.....Joseph Hardie
 Vice-Pres.Wm. Booth
 Vice-Pres.Barrett Welch
 Vice-Pres.....William M. Spire
 Vice-Pres.....Clemens F. Hathaway
 V.P. & Research Dir.....Luther H. Wood
 V.P. & Head Art Dir.....Robert West
 Prod. Mgr.....George Andrew
 Controller.....M. Herbert King
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Radio Accounts: H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.

TV Accounts: Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Cristede Bros. Inc., New York; J. W. Beardsley's Sons (Frozen Codfish), Newark, N. J.

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TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Anheuser Busch (Texas) (beer), St. Louis, Mo.; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Skillerns Departmental Drug Stores, Dallas; Haggard Co. (men's slacks), Dallas.

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TV Accounts: Dolcin Corporation (Dolcin), New York, N. Y.; C. F. Matilage Sales Co. (Foods), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon.

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Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co.

TV Accounts: Pastene Products Co., Paterson, N. J.; Lazzara Breads & Cake Co.,

Paramount Macaroni Mfg. Co., Brooklyn, N. Y.

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Branch Office

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Manager.....Robt. E. Dwyer
 Radio-TV Director.....Forrest F. Owen
 Media & Research Dir.....Snowden Hunt
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nerve, Tabcin, Bactine), Elkhart, Ind.; Miles California Co. Los Angeles, Calif.; Murphy Products Co. (Feeds), Burlington, Wisc.; Colonial Dames (cosmetics), De Met's Candies, Chicago.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago.

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Talbot Bldg., Dayton 2, Ohio
 Phone: HEmlock 5542

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 Consumer Div.....W. L. Guisewite
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 Radio Director.....F. R. Harwood
 TV Director.....John Leonard

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio.

TV Accounts: Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo).

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 Account Executives.....C. P. Richardson,
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Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Colonial Biscuit (crackers), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Galen Laboratories, Inc. (medications), Pittsburgh; Niagara Manufacturing & Distributing Co. (mechanical massage pulsators), Adamsville, Pa. & Buffalo, N. Y.; Niagara of Pittsburgh (mechanical massage pulsators), Pittsburgh; Niagara Pulsator Corp. (mechanical massage pulsators), N. Y. C.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Colonial Biscuit Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Galen Laboratories, Inc., Kaufmann's Department Store, Pittsburgh; Wm. G. Johnston Company (printers), Pittsburgh; Fan Tan Chewing Gum Corp., Pittsburgh; Niagara Mfg. & Distributing Company; Niagara of Pittsburgh, Niagara Pulsator Corp.

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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); Pierce School of Radio & TV; 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.

TV Accounts: Sachs Quality Stores; Vim Stores; Spear & Co.; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; Standard Housekeeping Co.; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration; Relaxacolor; Universal Television.

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Branch Office

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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.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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Media Dir. & Production Mgr. Wm. Phillips
Television Director.....Stanley Hess
Film Buyer.....Alvin Roth
Research Director.....Kay Hervey
Account Executives...G.S. Wasser, L. G. Kay,
Roy Phebus, Kay Hervey

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Executive Assistant.....Patricia M. Kelly
Radio Accounts: Fairway Foods, St. Paul;
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Dox Co. (Toothpaste), Minneapolis;
Myndall Cain, Inc. (Cosmetics), Minneapolis;
Stewart Paint Mfg. Co., Minneapolis;
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TV Accounts: Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist., Gopher State Oil Co., Minneapolis.

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Media Dir.....Max Tendrich
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TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.

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tion, Los Angeles; Ontra Cafeterias, Los Angeles; Superior Optical Co., Los Angeles; Art Frost of Glendale (Plymouth-DeSoto), Glendale, Calif.

TV Accounts: Fisherman's Wharf of Long Beach, Long Beach, Calif.; Art Frost of Glendale, Glendale, Calif.

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Vice-President. Carroll Carroll
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Beer, Rams Head Ale).

TV Accounts: Stephen F. Whitman & Son,
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Brewing Co.

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Manager. James W. Johnson
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TV Accounts: Thomas J. Lipton, Inc.;
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Spot Sales Mgr.....Roy V. Smith

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41 Marietta St., N.W., Atlanta 3, Ga.

Phone: Cypress 7545

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TV Stations Represented—KEPO-TV, El Paso, Texas; WKZO-TV, Grand Rapids, Kalamazoo, Mich.; WMBR-TV, Jacksonville, Fla.; KDUB-TV, Lubbock, Texas; KCSJ-TV, Pueblo, Colo.; WETV, Raleigh, N. C.; WSLs-TV, Roanoke, Va.; WHBF-TV, Rock Island-Davenport, Ill.; WILK-TV, Wilkes-Barre, Pa.; KXEL, Waterloo, Iowa; KFBI, Wichita, Kan.; WILK, Wilkes-Barre, Pa.

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Stations Represented—KCHI, Chillicothe, Mo.; KMMO, Marshall, Mo.; KNCM, Moberly, Mo.; KNEM, Nevada, Mo.; KREI, Farmington, Mo.; KLWT, Lebanon, Mo.

DONALD COOKE INC.

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

Phone: MUrray Hill 2-7270

Pres. & Manager.....Donald Cooke

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Executive-in-Charge.....Fred R. Jones
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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
AM & FM Stations Represented—KRUX, Phoenix, Ariz.; KWTC, Barstow, Calif.; KTIP, Porterville, Calif.; KRNO, San Bernardino, Calif.; WINK, Fort Myers, Fla.; WONN, Lakeland, Fla.; WIRK, W. Palm Beach, Fla.; KSEK, Pittsburg, Kan.; KROX, Crookston, Minn.; WSHB, Stillwater, Minn.; KBOW, Butte, Mont.; KOJM, Havre, Mont.; WKAL, Rome-Utica, N. Y.; WGVA, Geneva, N. Y.; WHKP, Hendersonville, N. C.; KASH, Eugene, Ore.; WCMB, Harrisburg-Lemoyne, Pa.; WCDL, Carbondale, Pa.; KISD, Sioux Falls, S. D.; WKPT, Kingsport, Tenn.; KFRO, Longview, Texas; KCTI, Gonzales, Texas; WREL, Lexington, Va.; WMEV, Marion, Va.
TV Stations Represented—WKTU, Utica, N. Y.; WTVU, Scranton, Pa.

HARRY E. CUMMINGS

1307 Barnett Bank Bldg.,
Jacksonville 2, Fla.

Phone: 6-5770

Owner.....Harry E. Cummings
AM & FM Stations Represented—WDIG, Dothan, Ala.; WQAM, Miami, Fla.; Tampa; WSAV, Savannah, Ga.; WJAX, Jacksonville; WDBO, Orlando; WTAL, Tallahassee, Fla.; WHIO, Dayton, Ohio; WSPA, Spartanburg, S. C.; WTMA, Charleston, S. C.; WSGN, Birmingham, Ala.; WHBS, Huntsville, Ala.

DORA-CLAYTON AGENCY, INC.

405 Mortgage Guarantee Bld., Atlanta 3, Ga.
Phone: Alpine 1241

Operators....Dora C. Cosse, Clayton J. Cosse
AM & FM Stations Represented—WSPC, Anniston, Ala.; WBCO, Bessemer, Ala.; WEBJ, Brewton, Ala.; WHOS, Decatur, Ala.; WOOF, Dothan, Ala.; WOWL, Florence, Ala.; WETO, Gadsden, Ala.; WKAB, Mobile, Ala.; WMGY, Montgomery, Ala.; WPNX, Phenix City, Ala.; WJRD, Tuscaloosa, Ala.; KDMS, Eldorado, Ark.; KOWL, Santa Monica, Calif.; WBBQ, Augusta, Ga.; WDEC, Americus, Ga.; WRFC, Athens, Ga.; WERD, Atlanta, Ga.; WGAA, Cedartown, Ga.; WDMG, Douglas, Ga.; WGGG, Gainesville, Ga.; WLAC, Lorange, Ga.; WBGR, Jesup, Ga.; WIBB, Macon, Ga.; WRGA, Rome, Ga.; WKTG, Thomasville, Ga.; WGOV, Valdosta, Ga.; WTNT, Tallahassee,

Fla.; WEBK, Tampa, Fla.; WMIE, Miami, Fla.; WOBS, Jacksonville, Fla.; WPCF, Panama City, Fla.; WGVM, Greenville, Miss.; WJNX, Jackson, Miss.; WVMJ, Biloxi, Miss.; WVIM, Vicksburg, Miss.; WSKB, McComb, Miss. WLOU, Louisville, Ky.; KENT, Shreveport, La.; WRCS, Ahsokie, N. C.; WABZ, Albemarle, N. C.; WHKY, Hickory, N. C.; WSAT, Salisbury, N. C.; WCPB, Tarboro, N. C.; WGTM, Wilson, N. C.; WAAA, Winston-Salem, N. C.; WFNS, Burlington, N. C.; KFMJ, Tulsa, Okla.; KTOB, Oklahoma City, Okla.; WAIM, Anderson, S. C.; WACA, Camden, S. C.; WPAL, Charleston, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; WESC, Greenville, S. C.; WTYC, Rock Hill, S. C.; WCRS, Greenwood, S. C.; WATO, Oak Ridge, Tenn.; WKPT, Kingsport, Tenn.; WSOK, Nashville, Tenn.; WDIA, Memphis, Tenn.; WDVA, Danville, Va.; Palmetto Network, S. C. (Southern Office for Forjoe).

TV Stations Represented — WKAB-TV, Mobile, Ala.

DEVNEY & CO.

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Phone: FR 2-0016

Manager.....Hal Holman

Stations Represented — WLAY, Muscle Shaels, Ala.; KDMS, El Dorado, Ark.; WCNX, Middleton, Conn.; WPCF, Panama City, Fla.; WSIR, Winter Haven, Fla.; WFGM, iFitchburg, Mass.; WGVM, Greenville, Miss.; WATN, Watertown, N. Y.; WELS, Kinston, N. C.; WEWO, Laurinburg, N. C.; WONW, Defiance, Ohio; WRJM, Newport, R. I.; WANS, Anderson, S. C.; KTFS, Texarkana, Tex.; WINA, Charlottesville, Va.; WKEY, Covington, Ky.; WSWA, Harrisonburg, Va.; WFHR, Wisconsin Rapids, Wisc.; Wisconsin Network, Cotton Belt Group; KDAS, Malvern, Ark.; KSMN, Mason City, Iowa; KDKD, Clinton, Mo.; WYVE, Whythville, Va.

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Exec-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.

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Exec-in-Charge.....William A. Ayres
AM & FM Stations Represented—WTHT, Hartford, Conn.; WSTC, Stamford, Conn.; WDAN, Danville, Ill.; WMGA, Moultrie, Ala.; WFRP, Savannah, Ga.; KWHK, Hutchinson, Kan.; KSYL, Alexandria, La.; WABI, aBngor, Maine; WLAM, Lewiston, Maine; WPOR, Portland, Maine; WTVL, Waterville, Maine; WBEC, Pittsfield, Mass.; WAAB, Worcester, Mass.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WEOK, Poughkeepsie, N. Y. WHEC, Rochester, N. Y.; WNXT, Portsmouth, Ohio; KORE, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KSLM, Salem, Ore.; WPAM, Pottsville, Pa.; WRAK, Williamsport, Pa.; KUNO, Corpus Christi, Tex.; KWTX, Waco, Texas; WLIP, Kenosha, Wis.

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29 W. 57th St., New York 19, N. Y.

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Gen. Mgr.....Joseph Ruggiero

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Phone: Sutter 1-7569

Manager.....Zonabelle Samson

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Co-Manager.....Clayton Cossé

Co-Manager.....Mrs. Dora Cossé

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V.P., Eastern Sls. Mgr.....Jones Scovern

Promotion Mgr.....G. P. Fitzpatrick

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Eastern Sales Manager.....John W. Brooke

Promotion Mgr.....Lorin S. Myers

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 Russ Bldg., San Francisco, Calif.
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Radio Mgr.Wm. A. Morrison
 Television Mgr.Richard G. Rothlin

AM Stations Represented—KVOB, Denver, Colo.; KGMB-KHBC, Honolulu-Hilo, Hawaii; KDSH, Boise, Idaho; WDZ, Decatur, Ill.; WMBD, Peoria, Ill.; WOWO, Fort Wayne, Ind.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; WAVE, Louisville, Ky.; WBZ-WBZA, Boston-Springfield, Mass.; WDSM, Duluth, Minn.; WTCN, Minneapolis-St. Paul, Minn.; KMBC-KFRM, Kansas City, Mo.; KSD, St. Louis, Mo.; KFAB, Omaha, Nebr.; WGR, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WIST, Charlotte, N. C.; WPTF, Raleigh, N. C.; WDAY, Fargo, N. D.; KEX, Portland, Ore.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KFDM, Beaumont, Texas; KRIS, Corpus Christi, Tex.; WBAP, Fort Worth-Dallas, Tex.; KXYZ, Houston, Tex.; KTSA, San Antonio, Tex.; WGH, Norfolk, Va.; WDBJ, Roanoke, Va.; KIRO, Seattle, Wash.

TV Stations Represented—KRON-TV, San Francisco, Cal.; KBTB, Denver, Colo.; WTVJ, Miami, Fla.; KGMB-TV, Honolulu, Hawaii; WOC-TV, Davenport, Iowa; WAVE-TV, Louisville, Ky.; WCCO-TV, Minneapolis-St. Paul, Minn.; KSD-TV, St. Louis, Mo.; WPIX, New York, N. Y.; WCSC-TV, Charleston, S. C.; WBAP-TV, Fort Worth-Dallas, Texas.

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Phone: BRyant 9-1374

612 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-8177

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IRENE GRIFFITH

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Executive-in-chargeIrene Griffith

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Phone: Circle 7-0624

Vice-PresidentA. M. Martinez

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TV Station Represented—CMQ-TV Network, Habana, Matanzas, Camaguey, Santa Clara, Santiago (Cuba).

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Vice-Pres. & Sec.Frank E. Pellegrin

Vice-Pres.Carlin S. French

Vice-Pres.Paul R. Weeks

Vice-Pres.Harold Lindley

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V.P.-Gen. Mgr.Harold Lindley

AM & FM Stations Represented—KMPC,

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TV Stations Represented — WNAC-TV, Boston, Mass.; WJIM-TV, Lansing, Mich.; WOR-TV, New York, N. Y.; WHUM-TV, Reading, Pa. (West Coast Representation only.)

HARRINGTON, RIGHTER & PARSONS, INC.

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Phone: LE 2-1741

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Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Acct. Executive.....John F. Dickinson
Acct. Executive.....Burton Adams
Acct. Executive.....Maurice Rashbaum, Jr.

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Phone: Sutter 1-4125

Executive-in-charge.....Franklin Dougherty
TV Stations Represented—WLTW, Atlanta, Ga.; WAAM, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.

HEADLEY-REED COMPANY

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Vice-President Chg. TV...William B. Faber
Vice President.....Sterling Beeson
Vice-President.....John W. Wrath
Secy.-Treas.....Frank W. Miller, Jr.

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Palmer Bldg., Atlanta 3, Ga.

Executive-in-charge.....Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.

Executive-in-charge.....Ralph W. Mitchell
Taft Bldg., Hollywood, Cal.

Executive-in-charge.....Clark N. Barnes
Lincoln-Liberty Bldg., Philadelphia, Pa.

Executive-in-charge.....Robert S. Dome

AM & FM Stations Represented—WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KSFO, San Francisco, Calif.; WKAT, Miami, Fla.; WRDW, Augusta, Ga.; WDAK, Columbus, Ga.; WBML, Macon, Ga.; WEEK, Peoria, Ill.; WGL, Ft. Wayne, Ind.; KWWL, Waterloo, Iowa; WSAR, Fall River, Mass.; WORC, Worcester, Mass.; WKMH, Dearborn, Mich.; WKHM, Jackson, Mich.; WSAM, Saginaw, Mich.; WTOK, Meridian, Miss.; KFEQ, St. Joseph, Mo.; WHLD, Niagara Falls, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WFAS, White Plains, N. Y.; WSJS, Winston-Salem, N. C.; WHK, Cleveland, Ohio; WONE, Dayton, Ohio; WTOD, Toledo, Ohio; WSNAN, Allentown, Pa.; WLAN, Lancaster, Pa.; WEEU, Reading, Pa.; WBHE, Wilkes-Barre, Pa.; WSCR, Scranton, Pa.; WHIM, Providence, R. I.; WCOS, Columbia, S. C.; KOTA, Rapid City, S. D.; WAPO, Chattanooga, Tenn.; WKOW, Madison, Wis.; WEMP, Milwaukee, Wis.; WFMJ, Youngstown, Ohio; WSCR, Scranton, Pa.; WBRE-TV, Wilkes-Barre, Pa.

TV Stations Represented — WEEK-TV, Peoria, Ill.; KFEQ-TV, St. Joseph, Mo.; WSYR-TV, Syracuse, N. Y.; WTVN, Columbus, Ohio; WFMJ-TV, Youngstown, Ohio; WICU, Erie, Pa.; WCOS-TV, Columbia, S. C.; WBRE-TV, Wilkes-Barre, Pa.

GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 10, Ill.

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President.....George P. Hollingbery

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Executive-in-charge.....George E. Lindman
233 Peachtree St., Atlanta 3, Ga.

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Executive-in-charge.....Richard N. Hunter

AM & FM Stations Represented—WADC, Akron, Ohio; WAEB, Allentown, Pa.; WQXI, Atlanta, Ga.; WJBF, Augusta, Ga.; KPMC, Bakersfield, Calif.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; KGEM, Boise, Idaho; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; KTSM, El Paso, Texas; WEAU, Eau Claire, Wis.; WJPS, Evansville, Ind.; KYNO, Fresno, Calif.; WBIG, Greensboro, N. C.; KPOA, Honolulu, Hawaii; WJDJ, Jackson, Miss.; KGHI, Little Rock, Ark.; WYVA, Lynchburg, Va.; WISC, Madison, Wis.;

WIOD, Miami, Fla.; WQUA, Moline, Ill.; WSIX, Nashville, Tenn.; WWEZ, New Orleans, La.; KOOL, Phoenix, Ariz.; WJAS, Pittsburgh, Pa.; KOLO, Reno, Nev.; WHAM, Rochester, N. Y.; KUTA, Salt Lake City, Utah; KITO, San Bernardino, Calif.; KIST, Santa Barbara, Calif.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Iowa; WORD, Spartanburg, S. C.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KSTN, Stockton, Calif.; KCNA, Tucson, Ariz.; Arrowhead Network.

TV Stations Represented—KKTU, Colorado Springs, Colo.; WHIO-TV, Dayton, Ohio; WWJ-TV, Detroit, Mich.; KTSM-TV, El Paso, Texas; WLVA-TV, Lynchburg, Va.; KEYT, Santa Barbara, Calif.; KITO-TV, San Bernardino, Calif.; WWLP, Springfield, Mass.; WHAM-TV, Rochester, N. Y.

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ManagerTracy Moore

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Manager.....Stanley J. Ruelman

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Phone: Tucker 3219

ManagerRichard Hasbrook

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TV Stations Represented—KPHO, Phoenix, Ariz.; KLAC-TV, Los Angeles, Calif.; KPX, San Francisco, Calif.; WNHC-TV, New Haven, Conn.; WMAL-TV, Washington, D. C.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; KVTV, Sioux City, Iowa; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WOOD-TV, Grand Rapids, Mich.; WJTV, Jackson, Miss.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, Ohio; WXEL, Cleveland, Ohio; WSPD-TV, Toledo, Ohio; WKY-TV, Oklahoma City, Okla.; WJAC-TV, Johnstown, Pa.; WFIL-TV, Philadelphia, Pa.; KEYL, San Antonio, Texas; KHQ-TV, Spokane, Wash.; WSAZ-TV, Huntington, W. Va.

JOHN KEATING

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Phone: Beacon 4107

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Irving L. Weston, *Chief*

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, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, 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 be in the public interest, convenience and necessity.

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."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act 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.

Standard 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 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 channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

A FM applicant must specify a frequency available to the area intended 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). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability 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.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

Where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

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. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

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 find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Within 20 days after the close of the hearing, 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 his contentions. After review of 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 then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may

adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

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. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant 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 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 the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



**Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300**

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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 |
|----------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------|
| Robert 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. | | |
| Harold Essex..... | 4 | District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery. |
| WSJS, Winston-Salem, N. C. | | |
| John Fulton..... | 5 | Alabama, Florida, Georgia, Puerto Rico and Virgin Islands. |
| WGST, Atlanta | | |
| Henry B. Clay..... | 6 | Arkansas, Louisiana, Mississippi and Tennessee. |
| KWKH, Shreveport, La. | | |

| Director | District | States Comprising District |
|-------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| F. Ernest Lackey..... | 7 | Kentucky and Ohio. |
| WHOP, Hopkinsville, Ky. | | |
| Stanley R. Pratt..... | 8 | Indiana and Michigan. |
| WSOO, Sault Ste. Marie, Mich. | | |
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| WEMP, Milwaukee | | |
| E. K. Hartenbower..... | 10 | Iowa, Missouri and Nebraska. |
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| Jack Todd | 12 | Kansas and Oklahoma. |
| KAKE, Wichita, Kan. | | |
| Kenyon Brown | 13 | Texas. |
| KWFT, Wichita Falls, Tex. | | |
| William C. Grove..... | 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. |
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| 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 | | |
| Albert D. Johnson..... | 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. |
| KOY, Phoenix, Ariz. | | |
| Richard M. Brown..... | 17 | Alaska, Oregon and Washington. |
| KPOJ, Cortland | | |

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WIST, Charlotte, N. C.

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Lee W. Jacobs
KBKR, Baker, Ore.

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NEW YORK



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| Affiliated Artists 20 East 53rd St. PLaza 3-1862 | Hurok Attractions, Inc. 711 Fifth Ave. PLaza 9-6000 |
| Alexander, Willard, Inc. 30 Rockefeller Plaza Circle 6-4224 | Karn, Estella H. 49 West 45th St. LUXembourg 2-2170 |
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| Herman Flalkoff Agency 1560 B'way JUDson 2-4037 | Okun, Lillian 2 West 67th St. TRafalgar 7-8916 |
| Gabbe, Lutz & Heller 1619 B'way Circle 5-7998 | Peed, Earl S. 119 W. 57th St. PLaza 7-3726 |
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| Hanna, Mark 654 Madison Ave. TEMpleton 8-8730 | Vallon, Mike 1270 Sixth Ave. Circle 7-0162 |
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| | Wolf Associates, Inc. 420 Madison Ave. PLaza 5-7620 |
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Bernie, Herman
260 S. Beverly Dr. (B.H.)...CRestview 5-0117

Bloom, Phil, Akcy.
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Columbia Artists Management, Inc.
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M. C. Levee
9000 Sunset Blvd.....CRestview 6-6285

Linsk, Lester
9606 Santa Monica Blvd. (B.H.)
CRestview 5-4396

MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001

McConkey Artists Corp.
Hollywood Roosevelt Hotel (28)
HEmpstead 7141

Morris, Wm., Agency, Inc.
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National Concert & Artists Corp.
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Preminger, Inge, Agency.
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Radio Registry
1519 Cross Rds. of the World..Hillside 8321

Rocamora, Wynn
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Associated Booking Corp.
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Benn Theatrical Agency
64 West Randolph St.....DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300

Ellsworth, W. M.
75 E. Wacker Drive.....CEntral 6-0942

General Artists Corp.
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Harry Greben Enterprises
203 North Wabash.....DEarborn 2-0996

Gumbiner Management Co.
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Tweet Hogan
203 North Wabash.....ANdover 3-6910

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....WHitehall 4-5100

Lear, Les Productions Corp.
139 No. Clark St....FRanklin 2-2100; 2-7840
ANdover 3-7233

Levin, W. Biggie
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Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation
127 North Dearborn.....SState 2-7332

Morris, William, Agency
203 N. Wabash Ave.....SState 2-3632

Morse, Sidney P.
203 N. Wabash Ave.....RAndolph 6-6990

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

Sidney J. Page
203 North Wabash.....SState 2-7344

Radio Talent, Inc.
35 E. Wacker.....FRanklin 2-4351

Schuster, Milton
127 North Dearborn St.....DEarborn 2-8633

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203 North Wabash.....FRanklin 2-8665

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NEW SYMBOL OF PROGRESS

AB-PT Moves Swiftly To Build Public Service

By **ROBERT E. KINTNER**, President
American Broadcasting Company

A NEW competitive force was initiated in the home radio and television broadcasting industry on February 9, 1953 when the Federal Communications Commission gave its approval to the merger of the American Broadcasting Company and United Paramount Theatres, Inc., as being "in the public interest."

The merger combined in the newly formed American Broadcasting-Paramount Theatres, Inc., the 651-theater chain of United Paramount Theatres, Inc., with the then 355-radio station and 81-television station networks of the American Broadcasting Company which owned five stations in radio, television and FM.

Under the terms of the merger, the American Broadcasting Company continues to operate its radio and television networks as a division of the merged company, AB-PT, which maintains its policy of operating its theaters on a decentralized basis through regional operating subsidiary companies.

The merger brings together in one company the combined show business "know-how" of two leading components of the entertainment world—radio and television on the one hand and the motion picture theaters on the other.

Less than a month after the merger was consummated, ABC moved rapidly ahead to make good its promise to become a stronger and top competitor in the home broadcasting and telecasting industry. In rapid succession these developments were announced by ABC:

Feb. 18: ABC to spend \$2,000,000 for super-power video for its five owned television stations

Feb. 19: ABC buys two top TV story properties; to star Paul Hartman and Barry Sullivan.

Feb. 23: A new concept in radio programming featuring music and news on ABC Saturday, Sunday and Monday nights, with name stars as masters of ceremonies.

Feb. 24: ABC eagle on federal mirror adopted as trademark by ABC radio and television networks starting March 1, 1953.

Feb. 25: WABC, WABC-FM and WABC-TV are the new call letters for ABC in



New York, effective March 1, 1953.

Feb. 27: ABC announces expenditure of \$100,000 for all-family film serials on New York television station—WABC-TV.

March 2: ABC expands its TV and radio operations into additional top markets of the country; adds 14 new TV affiliates for total video network of 95 and five new radio affiliates bring ABC radio network to 362 stations.

March 6: (the date this was written) ABC signs George Jessel to an exclusive long-term contract for his services in radio and TV as a performer and producer effective June 1, 1953.

These are the headlines which tell in graphic and concise fashion the story of ABC's first steps following the merger to become a vital and vigorous competitor.

The goal of ABC is to compete more effectively, to render a better and more far-reaching service to the public. We plan to achieve this goal through sound, business-like progress and a steady, consistent development and growth. We do not expect magic results over-night.

Time alone will tell the full benefits of the merger to the American audience in radio and television through better programming, not alone by ABC but throughout the entire industry as competition rises to higher levels.

This year (1953) will mark one of the peak periods of expansion in the history of ABC. Basically this expansion will be on the programming front and is geared to the Fall season. As a milestone in the network's progress, 1953 will take its place alongside the August, 1948-September 1949 period when ABC became the first network to place in operation its five owned television stations.

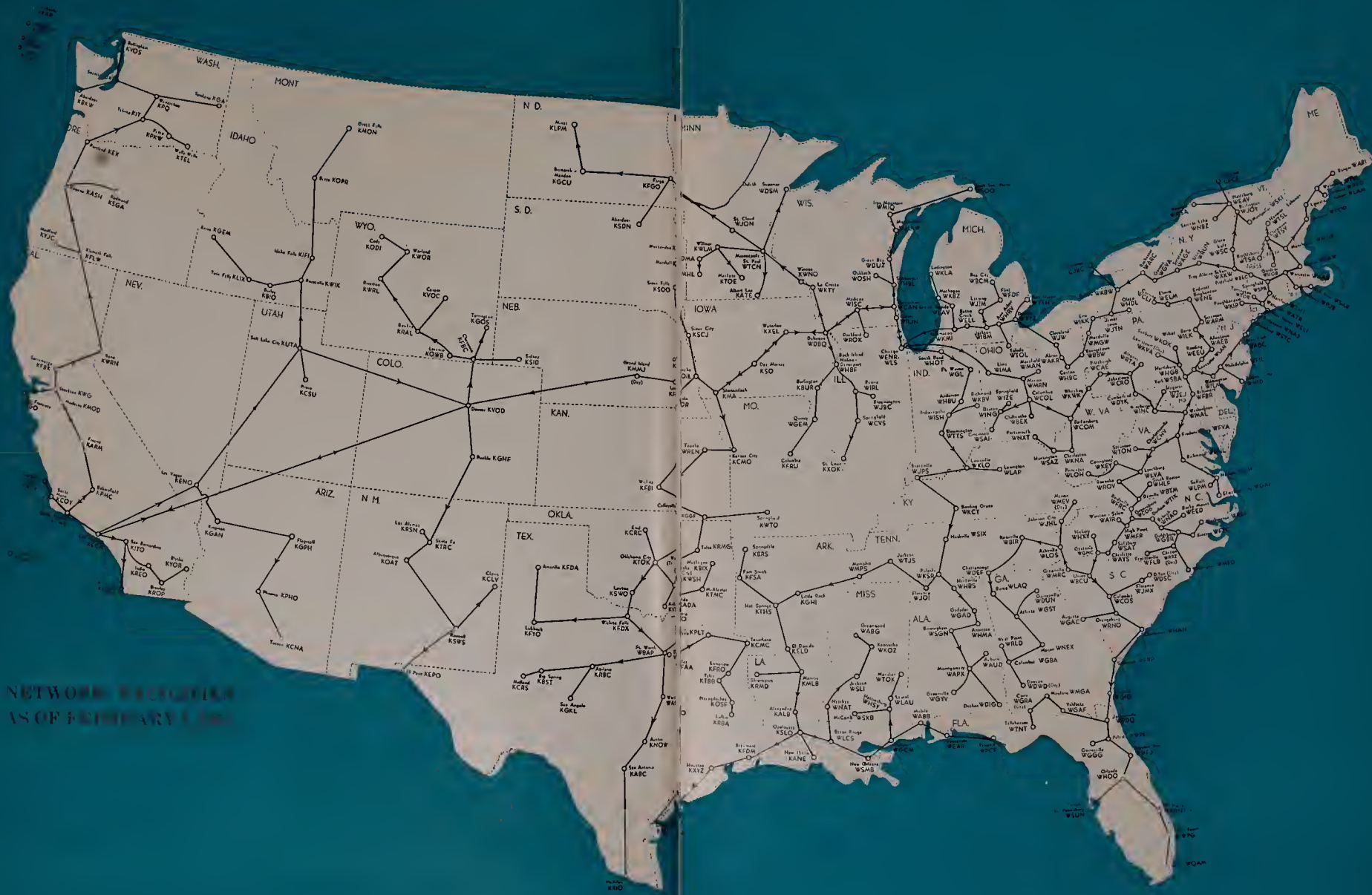
ABC eagerly welcomes the opportunities the merger presents to us for broadening the industry's programming horizons just as I am certain CBS, DuMont, MBS and NBC recognize and will rise to new heights of achievement to meet the challenge of strong new competition.

This will rebound to the benefit of the audience, the advertiser and the industry. We are indeed standing on the threshold of an exciting new era in radio and television.

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AMERICAN BROADCAST CASTING COMPANY



NETWORK STRUCTURE
AS OF FEBRUARY 1, 1940

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(A Division of American Broadcasting-Paramount Theaters, Inc.)

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(Telephone Number: SUsquehanna 7-5000)

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WJR MARKET DATA

| | | % of total U. S. market |
|---------------------------------------|------------------|----------------------------|
| Population | 12,601,300 | 8.3 |
| Radio Homes | 3,785,540 | 8.6 |
| Farm Radio Homes | 328,990 | 5.9 |
| Food Sales | \$ 3,266,766,000 | 9.4 |
| Retail Sales | \$13,613,431,000 | 9.3 |
| Drug Sales | \$ 464,447,000 | 10.3 |
| Filling Station Sales | \$ 739,614,000 | 10.1 |
| Passenger Car Registrations | 4,116,934 | 10.2 |

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NO. 1 PROBLEM—AUDIENCE

Basic Ingredients For Its Building Is—Programs

By ADRIAN MURPHY
President, CBS Radio

IT IS always something of a risk to try and set down in the middle of January predictions which will be published toward the end of April and which will be read (if at all) at some unknown time in the succeeding ten or eleven months.

This is a risk which none of us takes willingly. But perhaps it is good for the soul that we do take it since it forces us to attempt long-range revaluations of a situation which, for the most part, we see only on a day-to-day, even hour-by-hour basis.

It seems to me that now—as invariably as in the past—the basic problem of radio is audiences. And audiences inevitably have only a single fountainhead: programs.

The mere fact that television has become another competitor for leisure-time attention—added to reading, conversation, movies, visiting, driving, etc.—accents the audience problem rather than makes it insoluble.

Perhaps one of radio's strongest attributes now, as always, is the fact that radio listening is a leisure-time activity which can be engaged in at the same time people engage in other activities. This is most demonstrable during the daytime hours when housewives are faced with the hourly and weekly chores which continue throughout the year. These housewives each day recognize and rebuild their homes from the debris of everyday living and, at the same time, are informed and entertained by daytime radio—without missing a crease in the bed sheets or a speck of dust in the living room. This simultaneous work-play equation has made daytime radio the good companion of the American housewife. There seems to me to be no evidence that television will materially change this situation in the foreseeable future.

In nighttime radio we have, obviously, a somewhat different situation. Initially radio was traditionally a center-of-the-home activity. The radio set was a major household investment made for the whole family. The family made dates with their favorite performers between the hours of 7 and 10 and gathered as a family to keep these dates.

But, even before television, this pattern



was changing. Radio listening was moving beyond the confines of the living room into the den, the kitchen, the bedroom, and the automobile. The mere fact that in the past six years 100,000,000 new radio sets have been bought seems to indicate that the radio has been becoming a personal, rather than a family, adjunct to people's lives.

I suspect that as the general economic well-being of the United States continues to grow—as more and more people continue to get more and more of the so-called luxuries—this trend toward personalization of radio will accelerate, rather than diminish.

I think as broadcasters we have a very real responsibility to work with diligence and imagination to create new forms of programming which will conform to the living habits of our people.

Obviously, none of us is satisfied with the encouraging situation as it is reported to us through research information. We, at CBS Radio, are considering how we can best translate the world of public affairs into exciting radio fare. This might be a program feature of the future. We are constantly devising new ways to discover and expose new personalities to the radio audience. All this, and more, we have done and will continue to do.

I grant you that there is a wide gap between recognizing and accomplishing an objective. However, recognition is an important first step—and we have already taken a few steps beyond.

Programs is the word that all of us keep before us at all times—think about, talk about, dream about. I am sure that other broadcasters are doing the same. I am convinced that today, and for the next five years, audiences are the industry's primary concern. It is the concern of our affiliated stations, and it is the concern of network and the stations that we own and operate. I am confident that the nature of radio, and the personalities of radio, and the interest that people have in acquiring radios to accompany them wherever they go represent a foundation which will insure the continuance of radio as a major medium for reaching, communicating to, and influencing the U. S. market in 1953 and years beyond.

NETWORK



CBS RADIO NETWORK



CBS RADIO

(A DIVISION OF CBS, INC.)

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485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

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(For television personnel turn to TELEVISION YEAR BOOK in this volume)

AMPLE ROOM FOR RADIO, TV

New And Better Ways Devised For Use Of Each

By THOMAS F. O'NEIL, President,
Mutual Broadcasting System

EXAMINING 1952 for what it was—a 12-month installment in the long-term history of broadcasting—I find the year noteworthy on three main counts, with a fourth which turned out to be mainly a stage-set for the other three, despite advance notices which had it billed as the milestone event of the decade. But the top contribution of the year as a whole was its stronger-than-ever evidence that radio and television are both destined for long and thriving existence . . . each one performing vital functions in its own right.

TV's Big Thaw, announced last April, proved to be merely the backdrop against which both forms of broadcasting played their respective roles in '52. Theoretically, that FCC ruling was to open the flood-gates to nationwide saturation by this newest medium. For a number of reasons, however, the expected flood is still a trickle; large U. S. areas are still unreachable by TV; radio continues to serve as the only real mass medium available to the people of the United States at the present time.

Accordingly, one point firmly established during the past year is this: that the national economy has ample room for both radio and TV. This point had been perennially questioned ever since television first arrived on stage. But it seems to me that the two media's working roles got squared away, for a long time to come, by their users' experience in '52. New and better ways were developed for the use of each, and the comparative scope and effectiveness of both became more clearly understood to the people than ever before.

This brings me to the second plus-mark in my scoring of the past year, and here I credit television with doing radio a genuine service. For years, a good three-quarters of all network radio business was confined to four main product-types: foods, drugs, soaps, and tobaccos. Then along came TV, with all its allure for all sorts of advertisers—many of whom had never conceived of using the airwaves, with or without pictures. Inevitably, a number of these new sponsors found TV costs out of line with their own economics, and had to discontinue. But even that



brief fling gave them first-hand realization of the mass impact which both radio and TV provide, and the radio networks found a lot of new doors open to their lower-cost, mass-sales story. On Mutual alone last year, 22 different product classifications were represented, and the entire medium is proving its ability to sell a wider variety of goods and services with every turn of the calendar.

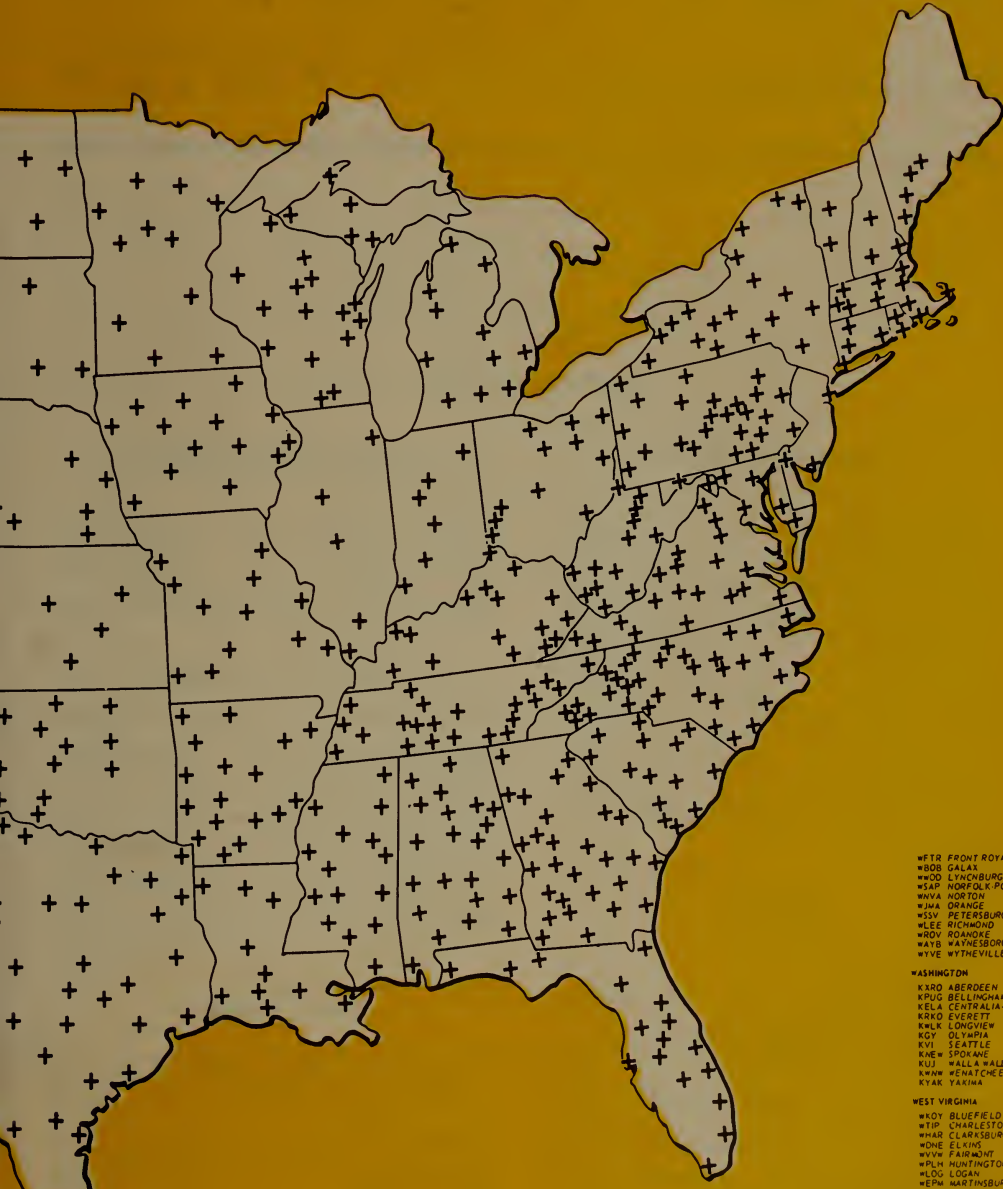
I approach Point Three on the year's record with some diffidence, for here my assessment of network radio in '52 must concentrate on the Mutual Network in '52. Our solid and contra-industry gain in billings over the preceding year is reasonably good proof that radio time continues to work well in our clients' hands. But still more important—for the whole industry and its whole future—is the new focus we have put on actual radio-vs.-TV performance.

This refers, of course, to the unique formula for rate adjustment set up by Mutual. Following the other networks in point of time, but differing entirely from them in point of policy, our rate revision enables the radio sponsor to gear his time costs to the spread of TV—even as that spread increases in years to come. In brief, our rates remain unchanged in non-TV America . . . we provide a 50% discount on nighttime charges for all stations within 50 miles of a TV transmitter . . . and we apply that discount, six months after TV reaches any new area, to all MBS stations within that radius of the new tower.

I can't help remarking that, without exception, the loudest blasts against radio, and the most presumptuous arrangements for its immediate funeral, are made by persons with the least insight into the actual workings of the medium. Often, too, the apparent "glamour" of television and its stars seems to cloud some people's thinking regarding the real value inherent in the two media.

The past year has demonstrated anew the unmatched effectiveness of network radio. And it is my abiding conviction that, because of the year's further contributions in both flexibility and economy as traced on this page, the future of the medium is assured.

CASTING SYSTEM



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 WFIG SUMTER
 WALD WALTERBORO
SOUTH DAKOTA
 NDSJ DEARWOOD
 KORN MITCHELL
 KIRO SIOUX FALLS
 KWAT WATERFORD

WAGC CHATTANOOGA
 WJZH CLARKSVILLE
 WBAC CLEVELAND
 WKRN COLUMBIA
 WDSG DYERSBURG
 WBEJ ELIZ. JOHNSON CITY
 WGRV GREENVILLE
 WHBT HARRISMAN
 WOKI JACKSON
 WKGN KNOXVILLE
 WJMK LAWRENCEBURG
 WJMA LEWISBURG
 WMMT McMINNVILLE
 WRSD McRRIS
 WCRK MORRISTOWN
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 WATO DAK RIDGE
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 WWRK UNION CITY
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 WRAK NASHVILLE
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 WHAL SHELBYVILLE
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KTXC BIG SPRING
 BNUZ BORGER
 KBWZ BROWNWOOD
 KORA BRYAN
 KTXR CHILDRESS
 KUNO CORPUS CHRISTI
 KTHN CRYSTAL CITY
 WRR DALLAS
 KSET EL PASO
 KRJZ FORT WORTH
 KNAP FREDERICKSBURG
 KQVL GREENVILLE
 KSNR MARLINGTON
 KJNH NOSTON
 KJAM NUNN
 KVOZ LAREDO
 KCBD LUBBOCK
 KTRF LUFKIN
 KMTI MARGHALL
 KYAM MCKINNAH
 KRIG ODESSA
 KPOA PANAMA
 KEYE PERRYTON
 KPOF PLAINVIEW
 KPAC PORT ARTHUR BEAUMONT
 KTLB SAN ANGELO
 KMCC SAN ANTONIO
 KRVR SHERMAN/DEHISON
 KDTI STAMFORD
 KILM PANAMA
 KEYE PERRYTON
 KPOF PLAINVIEW
 KPAC PORT ARTHUR BEAUMONT
 KTLB SAN ANGELO
 KMCC SAN ANTONIO
 KRVR SHERMAN/DEHISON
 KDTI STAMFORD

KSTT SULPHUR SPRINGS
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 KOST TEXARKANA
 KGBL TYLER
 KMC VERNON
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 KRNC WICHITA FALLS
UTAH
 KVVN LOGAN
 RLD OGDEN
 KQAL PRICE
 KOVO PROVO
 NALL SALT LAKE CITY
VERMONT
 KWSB RUTLAND
 WDEV WATERBURY
VIRGINIA
 WBET BEDFORD
 WKLV BLACKSTONE
 WFG BRISTOL
 WVA CHARLOTTESVILLE
 WFCV CLIFTON FORGE
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WETR FRONT ROYAL
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 WOOD LYNCHBURG
 WSPF NORFOLK PORTSMOUTH
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 WSWY PETERSBURG
 WLEE RICHMOND
 WROV ROANOKE
 WYB WATNESBORO
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 KRRO ABERDEEN
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 KNEW SPOKANE
 KJX WALLA WALLA
 KWAW WENATCHEE
 KYAK YAKIMA
WEST VIRGINIA
 WKDY BLUEFIELD
 WTOP CHARLESTON
 WHAR CLARKSBURG
 WONE ELKINS
 WYTV FAIRMONT
 WPLN HUNTINGTON
 WLDG LOGAN
 WEPM MARTINSBURG
 WMON MORGANTOWN
 WWRB MORGANTOWN
 WBSH WELCH
 WTRF WHEELING BELLARE
 WHAW WESTON
 WHTL WILLIAMSON
WISCONSIN
 WMBI APPLETON
 WATH ASHLAND
 WTEZ BELOIT
 WBBZ EAU CLAIRE
 KFJZ FOND DU LAC
 WJPG GREEN BAY
 WCLD JANSVILLE
 WCLC LA CROSSE
 WDOT MADISON
 WISC MADISON
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1440 Broadway, New York 18, N. Y.

Phone, LOngacre 4-8000

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PEOPLE MEET THE LEADERS

Radio And Television Bringing Greater Intimacy

By FRANK WHITE, President,
National Broadcasting Company

IN AN industry which always has its restless eye on tomorrow, the luxury of the long look back is a tradition to be cherished and encouraged. In the past, I have been privileged to use space in the Radio Annual—Television Yearbook for a summing up of the previous year's business accomplishments, and an estimate of the prospects they suggest for the period ahead. This year, such an expression of pride in the great forward strides made by NBC in 1952 would come with ill grace from one who has been president of the company for less than a month. Nor do I wish to resort to the relative impersonality of industry statistics measuring the massiveness of radio and recording the upsurge of television. They tell a story dramatic and worth the telling, but that story alone does not begin to indicate the essential values of the broadcasting media.

To me, 1952 stands out in broadcasting as the year which marked television's coming of age as an instrument of infinite capacity in service to the public, and a year which saw radio continue—despite economic crisis and adversity — as a medium for fundamental public needs.

The prime example of broadcasting's service during 1952 was, of course, its facility in bringing directly to the people in their homes the whole political panorama as it unfolded—from the first of the primaries through the Conventions and campaigns and election to the stirring ceremonials of the inauguration. By stimulating public participation in the issues and events on such a broad base, radio and television took a long step forward in bringing the Government back to its citizens, and its citizens back to the Government. In the face of growing complexities in our social and political organization, they provided the means whereby the people could become the masters—and not the servants—of those problems.

In its eyewitness coverage of news and events as they occurred, television demonstrated the greatness of which it is capable, and the role it can play in giving all the people equal opportunity to learn and understand what is happening in the world around them.

In order for television to provide these



opportunities, it must itself have equality of opportunity to attend wherever something of importance to the public is happening, because it is the eyes and ears of the public. To deny it access to the things the people should know is to deny them such access. In 1952, we saw a growing realization of the importance of this principle and in 1953 we may hope for its full acceptance.

In 1952, too, we saw confirmation of the principle that broadcasters are equipped and able to keep their own house in order and should be left free to apply the procedures they have developed for self-regulation—which is the only really effective kind of regulation. In carrying through on this responsibility in the past year, the new television medium again demonstrated its coming of age.

But this coming of age is only a threshold and a beginning. All the things television has done in the past year and all the public contributions it has made are only a token of what it can do as it moves ahead into maturity. Through this complete communications medium of sight and sound and movement — and eventually of color — Americans throughout the country, rich and poor, young and old, can become more truly and more wholly citizens of their times and world.

To develop this potential, to bring broadcasting to the point of maximum service, a healthy economic foundation for the industry must be assured. This means proper economic support, not only for radio and television stations, but also for the networks which provide the basic national service and are the source of the nationwide news and special events coverage and the great cultural and entertainment presentations.

Today, those of us who are concerned with network operations are still wrestling our way through the economic problems, and there are no easy solutions. But the accomplishments of 1952 in moving toward a level of stability in network radio and developing the patterns for television's strength are certainly favorable signs that we can progress toward the goal in the turbulent year ahead. And the goal is so great that it is worth every effort we can put to the task.

NATIONAL BROADCAST



NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

CASTING COMPANY



NATIONAL BROADCAST CASTING COMPANY



NETWORK FACILITIES
AS OF FEBRUARY 1, 1953

NATIONAL BROADCASTING COMPANY INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:
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BIG AREAS STILL LACK TV

Over 400 Stations In Localities Without Video

By **SIDNEY J. WOLF**, President,
Keystone Broadcasting System, Inc.

THIS year, the radio industry faces another period of adjustment. With the lifting of the TV freeze, there is little doubt but what Keystone will thrive, due to the fact that at the present time Keystone has over 400 stations beyond the effective TV coverage area; and as new stations are built, there will be a tendency on the part of national advertisers to buy in all TV markets and supplement with Keystone. Within the past year, there was every indication that some advertisers would cover some markets with TV and supplement their activity with the smaller stations.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often by far to their hometown radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its thirteen-year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this plus audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a



rich market that is beyond effective television. Advertisers discovered that the use of metropolitan television is limited — television at the present doesn't have the coverage to do a selling job in the Home Town and Rural market. Keystone has proved to be the logical answer for supplementary coverage to metropolitan television.

Proof of this performance is indicated by the fact that Keystone, entering its 14th year of operation, has shown a consistent healthy increase in each succeeding year . . . and the number of affiliates are in excess of 625.

During 1952, 12 new major advertisers were added . . . and 134 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

Even as this is being written it has become necessary to dispatch to this publication another seven new affiliates extending from West Virginia to California, from Ohio to Texas. The usual Keystone map, a regular feature of Radio Annual for many years has been replaced by a double-page listing of all KBS stations, a move made necessary by the fact that the tremendous number of affiliates could not be included within the limits of the map and still remain legible.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They discovered Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of \$50,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1953, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium of even greater importance to the nation's advertisers who want to reach the world's richest market. And, there is little doubt but what we will have more than 700 affiliates by the end of 1953.

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 Banner.....Office Manager
 Nicholas Gordon.....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
 Blanche Stein.....Director of Station Relations
 Wyn Spangenberg.....Traffic Manager
 Bertha Vincent.....Office Manager

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.

Phone: DUnkirk 3-2910

William Bayer.....Vice-President
 Henry G. Eschen.....Account Executive
 Harry Roe.....Account Executive

SERVICES OFFERED: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 625 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

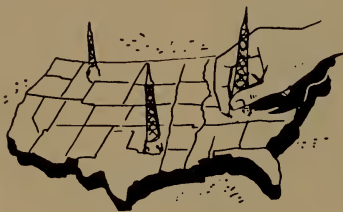
Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

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

During 1952, as in 1951, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

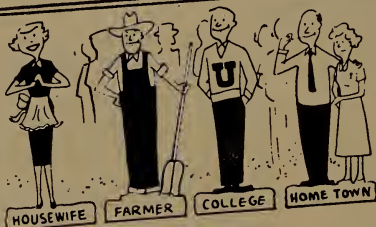
SELECTION AND

IS THE KEYSTONE



Markets

Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!



Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!



Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.

FLEXIBILITY

KEYNOTE OF THE BROADCASTING SYSTEM.


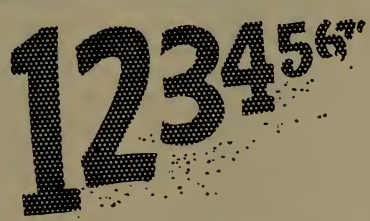
Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate, and one invoice.*

KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 560 Fifth Ave.

• Chicago: 111 W. Washington

• Los Angeles: 1330 Wilshire Blvd.

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Live or Transcribed</p> <p>Many advertisers use live announcements; others use transcriptions.</p> |  <p>Number of Broadcasts</p> <p>Any number of Broadcasts per station you need to do the job!</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

KEYSTONE BROADCAST

ALABAMA

WMOZ* Mobile
 WRFS* Alexander City
 WCTA* Andalusia
 WJLD Bessemer
 WEBJ* Brewton
 WTAG* Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL* Decatur
 WXAL* Demopolis
 WDOF* Dothan
 WULA* Eufaula
 WWWF* Fayette
 WOWL* Florence
 WGW* Gadsden
 WGVV* Greenville
 WGSV* Guntersville
 WBHP* Huntsville
 WPBB* Jackson
 WWB* Jasper
 WJHO Opelika
 WWR* Russellville
 WBB* Selma
 FEB* Sylacauga
 WHTB Talladega
 WTB* Troy
 WTBC Tuscaloosa
 WTUS* Tuskegee

ARIZONA

KCLS* Flagstaff

ARKANSAS

KVRC* Arkadelphia
 KBTA* Batesville
 KAMD* Camden
 KCON* Conway
 KAGH* Crosssett
 KDWS* El Dorado
 KGRH* Fayetteville
 KXJK* Forrest City
 KH02* Harrison
 KFFA* Helena
 KXAR* Hope
 KRCH* Hot Springs
 KBTM* Jonesboro
 KVLV* Little Rock
 KVMA* Magnolia
 KENA* Mena
 KOSE* Osceola
 KDRS* Paragould
 KOTN* Pine Bluff
 KPDC* Pochontas
 KXRJ* Russellville
 KWB* Searcy
 KBRB* Springdale
 KWAK* Stuttgart

CALIFORNIA

KIBS* Bishop
 KPAS* Banning
 KDIA* Auburn
 KBMX* Coalinga
 KCVR* Lodi
 KMBY* Monterey
 KSFE* Needles
 KPRL* Paso Robles
 KVEC* San Luis Obispo
 KSJV* Sanger
 KSMA* Santa Maria
 KPBA* Santa Paula
 KROG* Sonoma
 KTKR* Taft
 KTUR* Turlock
 KVCV* Ventura

COLORADO

KGIW* Alamosa
 KRLN* Canon City
 KRAI* Craig
 KFTM* Durango
 KFTM* Fort Morgan
 KYOU* Greeley
 KBNZ* La Junta
 KLVC* Leadville

DELAWARE

WJWL* Georgetown

FLORIDA

WCCO* Cocoa
 WTRL* Bradenton
 WTAN* Clearwater
 WCNU* Crestview
 WBRD* Ft. Lauderdale
 WINK* Ft. Myers
 WGGG* Gainesville
 WJVB* Jacksonville Beach
 WKWF* Key West
 WIPC* Lake Wales
 WLBE* Leesburg
 WNER* Live Oak
 WTVS* Marianna
 WWFB* Miami
 WTMG* Ocala
 WWPF* Palatka
 WDL* Panama City
 WPLA* Plant City
 WTRR* Sanford
 WKXV* Sarasota
 WJCN* Sebring
 WTVT* Tallahassee
 WEBK* Tampa

GEORGIA

WAUG* Augusta
 WJAZ* Albany
 WDEC* Americus
 WGAU* Athens
 WMGR* Bainbridge
 WMGG* Brunswick
 WGRA* Cairo
 WLBB* Carrollton
 WBHF* Cartersville
 WGAA* Cedartown
 WMJM* Cordele
 WMOC* Covington
 WBLJ* Dalton
 WDWD* Dawson
 WDMG* Douglas
 WMLT* Dublin
 WTJH* East Point
 WSGC* Elberton
 WBHB* Fitzgerald
 WFPM* Fort Valley
 WGGG* Gainesville
 WKEU* Griffin
 WBGR* Jesup
 WLAG* La Grange
 WMVG* Milledgeville
 WMGA* Moultrie
 WRGA* Rome
 WVNS* Statesboro
 WSFT* Thomaston
 WTWA* Thomson
 WLET* Toccoa
 WVOP* Vidalia
 WAYX* Waycross
 WRLD* West Point
 WIMO* Winder

IDAHO

KGEM* Boise
 KBID* Burley
 KIFI* Idaho Falls
 KRFL* Moscow
 KWIK* Pocatello
 KPST* Preston
 KSPT* Sandpoint
 KLIX* Twin Falls
 KWEI* Weiser

ILLINOIS

WOKZ Alton
 WBYS* Canton

WROY* Carmi
 WCRA* Erlingham
 WEBQ* Harrisburg
 WJPF* Herrin
 WPRC* Lincoln
 WSMI* Litchfield
 WKAI* Macomb
 WMOK* Metropolis
 WVMC* Mt. Carmel
 WVLN* Olney
 WPRS* Paris

INDIANA

WCBC Anderson
 WBNL* Booneville
 WSAL* Loansport
 WRAY* Princeton
 WSLM* Salem
 WJCD Seymour
 WJVA* South Bend
 WTCJ* Tell City
 WKAM* Warsaw

IOWA

KASI Ames
 KJAN Atlantic
 KCIAM Carroll
 KCGG* Centerville
 KCHA* Charles City
 KSI* Creston
 KXIC* Iowa City
 KWPC Muscatine
 KJFJ Webster City

KANSAS

KARE Atchison
 KCRB* Chanute
 KGNM* Dodge City
 KTSW* Emporia
 KIUL* Garden City
 KAYS* Hays
 KWBW* Hutchinson
 KIND* Independence
 KCLD Leavenworth
 KNEX* McPherson
 KSEK* Pittsburg

KENTUCKY

WLBJ Bowling Green
 WTGO* Campbellsville
 WAIN* Columbia
 WCTT* Corbin
 WZIP* Covington
 WCPM* Cumberland
 WHIR* Danville
 WIEL* Elizabethtown
 WFKY* Frankfort
 WKAY* Glasgow
 WHLN* Harlan
 WKIC* Hazard
 WSDN* Henderson
 WLEX* Lexington
 WINN* Louisville
 WFMW* Madisonville
 WMTM* Mayfield
 WFTM* Maysville
 WMIK* Middlesboro
 WOMI* Owensboro
 WPKE* Pikeville
 WPRT* Prestonsburg
 WPKY* Princeton

LOUISIANA

KTRY* Bastrop
 WKC* Bogalusa
 KDLA* De Ridder
 WHL Hammond
 KWJ* Natchitoches
 KSLD* Opelousas
 KRUS* Ruston

MAINE

WABM* Houltton
 WAGM* Presque Isle

MARYLAND

WNAV Annapolis
 WASA Havre de Grace

MASSACHUSETTS

WREB Holyoke

MICHIGAN

WATZ* Alpena
 WGR* Bay City
 WATT* Cadillac
 WTVB Coldwater
 WMRP* Flint
 WHDF* Houghton
 WIKB* Iron River
 WJMS* Ironwood
 WJPD* Ishpeming
 WKLA* Ludington
 WGEN* Mt. Pleasant
 WMBN Pontiac
 WHLS Port Huron
 WSTR Sturgis
 WTCM* Traverse City

MINNESOTA

KBMW* Breckenridge
 KASB Albany
 KBUD* Bemidji
 WKLK* Cloquet
 KROX* Crookston
 WEVE Eveleth
 WBZY* Grand Rapids
 CKFI* International Falls
 KLTF* Little Falls
 KOBK Owatonna
 WSHB Stillwater

MISSISSIPPI

WGLD* Cleveland
 WCGM* Biloxi-Gulfport
 WBIP* Booneville
 WGLC* Centerville
 WCJU Columbia
 WCGA Corinth
 WJPF* Greenville
 WGBM* Greenwood
 WFOR* Hattiesburg
 WKOZ* Kosciusko
 WAML* Laurel
 WAPF* McComb
 WMSI* Natchez
 WPMP* Passagoula
 WHOC* Philadelphia
 WRJW Picayune
 WSSO* Starkville
 WQBC* Vicksburg
 WROB* West Point
 WAZO* Yazoo City

MISSOURI

KGMO* Cape Girardeau
 KDMO* Carthage
 KCRV* Caruthersville
 KCHI* Chillicothe
 KDKD Clinton
 KREJ* Farmington
 KJPF* Festus
 KWOS* Jefferson City
 KIRX* Kirksville
 KNCM* Moberly
 KRMO* Monett
 KNEM* Nevada
 KWOC* Poplar Bluff
 KTTR* Rolla
 KSGM* Ste. Genevieve
 KDRO* Sedalia
 KICK* Springfield
 KWRE Warrenton
 KWPM* West Plains

MONTANA

KANA* Anaconda
 KBMY* Billings
 KOJM* Havre
 KCAP* Helena
 KXLO* Lewistown
 KPRK* Livingston
 KRJF* Miles City
 KIYI* Shelby
 KGCX* Sidney

NEBRASKA

KCOW* Alliance
 KCNI* Broken Bow
 KJSK* Columbus
 KHAS* Hastings
 KGFW* Kearney
 KBRL* McCook
 KODY* North Platte
 KSID* Sidney

NETWORK FACILITIES AS OF FEBRUARY 1, 1953

* Asterisk following call letters indicates station is outside of current TV coverage.

CASTING SYSTEM

NEVADA
 KRAM Las Vegas
 KATO Reno

NEW HAMPSHIRE
 WMOU Berlin
 WLNH Laconia

NEW JERSEY
 WSNJ Bridgeton

NEW MEXICO
 KSVP Artesia
 KVBC Farmington
 KGAK Gallup
 KWWE Hobbs
 KENM Portales
 KNSL Silver City
 KCHS Truth or
 Consequences
 KTNM Tucumcari

NEW YORK

WMBO Auburn
 WOSC Fulton
 WLEA Hornell
 WHUC Hudson
 WJOC Jamestown
 WVOS Liberty
 WLFH Little Falls
 WICY Malone
 WALL Middletown
 WSLB Ogdensburg
 WRY Plattsburg
 WNBZ Saranac Lake
 WDLA Walton

NORTH CAROLINA

WHCC Waynesville
 WRCS Ahoskie
 WABZ Albemarle
 WBBB Burlington
 WEGO Concord
 WCKB Dunn
 WCNC Elizabeth City
 WFAI Fayetteville
 WBBO Forest City
 FVFG Fuquay Springs
 WUNC Gastonia
 WFMC Goldsboro
 WHNC Henderson
 WHPK Hendersonville
 WHPE High Point
 WELS Kinston
 WEWO Laurinburg
 WLOE Leaksville
 WJRI Lenoir
 WBUY Lexington
 WTSB Lumberton
 WMAP Monroe
 WHIP Mooresville
 WPAQ Mount Airy
 WKBC No. Wilkesboro
 WFRS Reidsville
 WCBT Roanoke Rapids
 WCCE Rocky Mount
 WGGP Sanford
 WSHS Shelby
 WADE Wadesboro
 WHED Washington

NORTH DAKOTA

KDLR Devils Lake
 KDIX Dickinson
 KNOX Grand Forks
 KGCU Mandan
 KOVC Valley City
 KWBM Williston

OHIO

WOHP Belle Fontaine
 WJER Dover
 WLIO East Liverpool
 WILE Cambridge
 WAND Canton
 WBEX Chillicothe
 WEH Gallipolis
 WMOH Hamilton
 WIRO Ironton

WWSO Springfield-Urbana
 WCHO Washington Court
 House

OKLAHOMA

KADA Ada
 KWHW Altus
 KWSO Ardmore
 KWCO Chickasha
 KSEO Durant
 KASA Elk City
 KTAT Frederick
 KTJS Hobart
 KHHN Hugo
 KTMK McAlester
 KGCLC Miami
 KBIX Muskogee
 KNOR Norman
 KHBB Okmulgee
 KVLH Pauls Valley
 KOLS Pryor
 KWSH Tri City
 (Wewoka-Seminole-
 Holdenville)
 KSIW Woodward

OREGON

KAST Astoria
 KBKR Baker
 KBND Bend
 KWRO Coquille
 KRUL Corvallis
 KASH Eugene
 KLBML La Grande
 KGALC Lebanon
 KMCM McMinnville
 KSRV Ontario
 KOCO Salem
 KODL The Dalles
 KTIL Tillamook

PENNSYLVANIA

WNCC Barnesboro
 WCDL Carbondale
 WHYL Carlisle
 WESA Charleroi
 WBUX Doylestown
 WGET Gettysburg
 WHUN Huntingdon
 WOAD Indiana
 WAKU Latrobe
 WKRZ Oil City
 WPAZ Pottstown
 WKBI St. Marys
 WJTS Sayre
 WJSC Somerset
 WMAJ State College
 WNOW York

RHODE ISLAND

WRJM Newport
 WPAW Pawtucket
 WERI Westerly

SOUTH CAROLINA

WANS Anderson
 WACA Camden
 WHAN Charleston
 WGDG Chester
 WELP Easley
 WOLS Florence
 WFGN Gaffney
 WEAB Greer
 WHSC Hartsville
 WLBG Laurens
 WJAY Mullins
 WJRA Myrtle Beach
 WKDK Newberry
 WRNO Orangeburg
 WRHI Rock Hill
 WSNW Seneca
 WFIG Sumter

SOUTH DAKOTA

KDSJ Deadwood
 KIJV Huron
 KGFY Pierre
 KISD Sioux Falls
 KWAT Watertown

TENNESSEE

WLAR Athens
 WJZM Clarksville
 WKRM Columbia
 WHUB Cookeville
 WDSB Dyersburg
 WEKR Fayetteville
 WHIN Gallatin
 WHBT Harriman
 WIRJ Humboldt
 WDXI Jackson
 WKIN Kingsport
 WDXE Lawrenceburg
 WCON Lebanon
 WJIM Lewisburg
 WGPAP Maryville
 WMMT McMinnville
 WGNB Murfreesboro
 WNAH Nashville
 WOKE Oak Ridge
 WTPR Paris
 WDBL Springfield
 WJIG Tullahoma
 WENK Union City

TEXAS

KVLF Alpine
 KBUO Athens
 KRUN Ballinger
 KIOX Bay City
 KRCT Baytown
 KTXC Big Spring
 KNEP Brady
 KSTB Breckenridge
 KWH Brenham
 KTFY Brownfield
 KBOR Brownsville
 KBWD Brownwood
 KDET Center
 KSTA Coleman
 WTAW College Station
 KVMC Colorado City
 KAND Corsicana
 KIVY Crockett
 KXIT Dalhart
 KDLK Del Rio
 KDNT Denton
 KRJL Edinburg
 KELP El Paso
 KFLD Floydada
 KNAF Fredericksburg
 KGAF Gainesville
 KLF Galveston
 KCTI Gonzales
 KGVJ Greenville
 KPAN Hereford
 KHBR Hillsboro
 KATL Houston
 KSAM Huntsville
 KEBE Jacksonville
 KTXJ Jasper
 KMBL Junction
 KOGA Kilgore
 KPET Lamesa
 KVOZ Laredo
 KVOV Littlefield
 KFRO Longview
 KVSP Lubbock
 KRBA Lufkin
 KMHT Marshall
 KJBC Midland
 KORC Mineral Wells
 KVKM McNahan
 KIMP Mt. Pleasant
 KOSF Nacogdoches
 KRIG Odessa
 KOB Orange
 KNET Palestine
 KPAT Pampa
 KFTX Paris
 KIUN Peecos
 KVOP Plainview
 KBOP Pleasanton
 KOLJ Quanah
 KCONY San Marcos
 KSEY Seymour
 KEVA Shamrock
 KTAN Sherman
 KDWT Stamford
 KSTV Stephenville
 KSST Sulphur Springs
 KXOX Sweetwater
 KTEM Temple
 KTFX Texarkana
 KTLW Texas City
 KTB Tyler
 KVOU Uvalde
 KWVC Vernon
 KVIC Victoria

UTAH

KBUH Brigham City
 KVNU Logan
 KOPP Ogden
 KOAL Price
 KJAM Vernal
 KEYV Provo

VERMONT

WSBY Rutland
 WTVN St. Johnsbury

VIRGINIA

WRIS Roanoke
 WKLV Blackstone
 WINA Charlottesville
 WKCY Covington
 WCVVA Culpeper
 WEVA Emporia
 WFAX Falls Church
 WFVA Fredericksburg
 WFTR Front Royal
 WBOB Galax
 WVEC Hampton
 WREL Lexington
 WMEV Marion
 WMTVA Martinsville
 WNTN Norton
 WSSV Petersburg
 WPUV Pulaski
 WRAD Radford
 WRIC Richlands
 WHLF South Boston
 WLPW Suffolk
 WNTT Warsaw
 WAYB Waynesboro
 WINC Winchester
 WYVE Wytheville

WASHINGTON

KXRO Aberdeen
 KPUG Bellingham
 KELA Centralia
 KCLX Colfax
 KFDR Grand Coulee
 KWLK Longview
 KSEM Moses Lake
 KGY Olympia
 KONP Port Angeles

WEST VIRGINIA

WHAR Clarksburg
 WHNE Elkins
 WVOW Logan
 WEPM Martinsburg
 WHJC Matewan
 WMOD Moundsville
 WLOH Princeton
 WBRW Welch
 WHAW Weston

WISCONSIN

WATW Ashland
 WLDY Ladysmith
 WDLB Marshfield
 WIGM Medford
 WJNE Menomonie
 WLIN Merrill
 WNAM Neenah
 WBLU Poyntette
 WRAC Racine
 WOBT Rhinelander
 WRCO Richland Center
 WKLS Sparta
 WSPT Stevens Point
 WOKW Sturgeon Bay
 WTRW Two Rivers
 WTTN Watertown
 WAUX Waukesha

WYOMING

KVWO Cheyenne
 KOVE Lander
 KPOW Powell
 KRAL Rawlins
 KVRB Rock Springs
 KWYO Sheridan

Two ways to
more sales
in New England

GO YANKEE

GO HOME-TOWN

**YANKEE HOME TOWN
FOOD SHOW**

with

RUTH MUGGLEBEE

Woman's Editor Boston Record-American
and Sunday Advertiser

and

BILL HAHN

Popular Yankee Announcer

Monday thru Friday

1:15-1:45 P.M.

A neighborly show that is making a host of friends for its sponsors, as attested by their consistent renewals. The merchandising plan, which is exclusive and distinctive in New England, will enable you to get the full benefit of the home town impact of this outstanding food show.

**YANKEE NETWORK
NEWS SERVICE**

*New England's Oldest and Largest
Independent Radio News Service*

8 A.M. 9 A.M.

1 P.M. 6 P.M.

11 P.M.

Yankee Network News Service is an all-day listening habit in New England — fast, accurate, serving no other media first . . . Fast also for getting mass attention, for it reaches Yankee listeners everywhere in New England through their own home town stations.

Ask the man from **HR** Representatives, Inc.

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

REGIONAL NETWORKS



Airline Network

P. O. Box 2553, Birmingham, Ala.

Phone: 4-3434

PERSONNEL

Gen. Sales Manager.....B. W. Randa

STATIONS

WSGN, Birmingham; WHBS, Huntsville.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner

Relations Mgr.....Ernest Spink

Commercial Manager.....Irving Lusk

Traffic Manager.....A. L. Christensen

Promotion Manager.....Tom Ewing

Program Manager.....Irene F. Wagner

Auditor.....F. Daniel McLean

Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska,

Chas. Mohler, Station Mgr.; Station KFRB, Box

950, Fairbanks, Alaska, W. R. Nichols, Station

Mgr.; Station KINY, Box 1091, Juneau, Alaska,

Dick Peter, Station Mgr.; Station KTKN, Box

1308, Ketchikan, Alaska, Dorothy Bussanich,

Station Mgr.; Station KIBH, Box 250, Seward,

Alaska, Jim Lawson, Station Mgr.; Station

KIFW, Box 699, Sitka, Alaska, Wm. Maynard,

Station Mgr.; Alaska Radio Sales, 17 East 42nd

St., New York 17, N. Y., MUrray Hill 2-1811;

Duncan A. Scott & Co., Mills Bldg., San Fran-

cisco 4, Calif., Garfield 1-7950; Duncan A.

Scott & Co., 2978 Wilshire Blvd., Los Angeles

5, Calif.; Willis Harpel, 3256 Barham Blvd.,

Hollywood 28, Calif.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fair-

banks, Alaska; KINY, Juneau, Alaska; KTKN,

Ketchikan, Alaska; KIBH, Seward, Alaska;

KIFW, Sitka, Alaska.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin

Comm. Manager.....J. D. Allison

Chief Engineer.....Ira G. Mercer

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVL,

Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM,

Yuma; KGLU, Safford; KWJB, Globe-Miami;

KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson

Program Director.....John R. Williams

Commercial Manager.....John L. Hogg

KTUC Manager.....Lee Little

KSUN Mgr., owner.....Arlo W. Morris

KYMA Manager.....William L. Lindsey

KCLS Manager.....Charles J. Saunders

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson,

Ariz.; Phone: 2-3344; Station KSUN, Bisbee,

Ariz., Phone 9; Station KYMA, 8th St. and "B"

Ave., Yuma; Station KCLS, 110 W. Birch St.,

Flagstaff.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell;

KYMA, Yuma; KCLS, Flagstaff.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy

V.-P. & Gen. Mgr.....Walter C. Bridges

Director of Engineering....Charles P. Perrons

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,

Minn.; WHLB, Virginia, Minn.; WJMC, Rice

Lake, Wis.; WEAU Eau Claire, Wis.; WISC,

Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6290

PERSONNEL

President.....W. L. Gleeson

STATIONS

KPRO, Riverside; KPOR, San Bernardino;
KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

PERSONNEL

Pres., Gen. Mgr.Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC,
Gaylord.

California Northern Group

PERSONNEL

ManagerJack A. Mitchell (KSYC)

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC,
Yreka.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

ManagerWilliam D. Shaw
Asst. Gen. Sales Mgr. &

Sales Mgr.Edwin W. Buckalew
Asst. Sales Manager.....Alan Axtell
Sales Promotion Mgr.....Sherril W. Taylor
Program DirectorRobert P. Sutton
News DirectorJack Beck
Public Affairs Director.....Bill Whitely
Chief EngineerLes Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New
York, N. Y., Phone: PL 5-2000, Wendell Camp-
bell, Sales Mgr.; Radio Spot Sales, 903 Three
Sisters Bldg., Memphis, Tenn., Phone: Tennes-
see 37-8612, H. H. Holtshouser, Sales Mgr.;
Columbia Pacific Network Sales, Palace Hotel,
San Francisco, Calif., YU 2-7000, Bok Reitzel,
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
Avenue, Chicago, Ill., WH 4-6000, Gordon F.
Hayes, Sales Mgr.; Radio Spot Sales, 1313
N. Vine Street, Hollywood, Calif., HO 9-1212,
Ed Larkin, Sales Mgr.

KNX, Los Angeles, Calif.; KCBS, Los An-
geles, Calif.; KFRE, Fresno, Calif.; KFMB, San
Diego, Calif.; KROY, Sacramento, Calif.;
KMBY, Monterey, Calif.; KCMJ, Palm Springs,
Calif.; KGDM, Stockton, Calif.; KERN, Bakers-
field, Calif.; KXOC, Chico, Calif.; KHUM,
Eureka, Calif.; KOIN, Portland, Ore.; KPIR,
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.; KOOL, Phoenix, Ariz.; KCKY, Coolidge,
Ariz.; KNOG, Nogales, Ariz.; KOPO, Tucson,
Ariz.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General ManagerAlbert G. Meyer
Sales Manager.....Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL,
Boulder; KYOU, Greeley.

**The Connecticut State
Network, Inc.**

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney
Directors: Aldo DeDominicus (WHNC), Levon
Thomas (WNAB), Julian Schwartz (WSTC),
Sam Elman (WATR), Gerald Morey (WNLC),
Edmund Waller (WTOR), Leo Borin (WHAY).

STATIONS

WNAB, Bridgeport; WHNC, New Haven;
WNLC, New London; WSTC, Stamford; WTOR,
Torrington; WATR, Waterbury; WTHT, Hart-
ford; WHAY, New Britain.

Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: Lincoln 0552

STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert
Lea; KWLM, Wilmar; KWNO, Winona.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

PresidentWillett H. Brown
Exec. Vice-Pres.Ward D. Ingram
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge SalesNorman Boggs
Vice-Pres. Station Relations...Norman Ostby
Dir. of Operations.....A. J. LaFrano
Nat. Adv. Mgr.....Arthur M. Mortensen
KHJ Sales Manager.....Terry Mann
Dir. Public Relations.....Bud Coulson
Promotion Director.....H. H. Sonnenburg
News & Special Events.....Les Mawhinney
Chief EngineerRobert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,
Wm. Pabst, Vice-Pres.; National Reps., John
Blair & Co., New York, Chicago, Detroit, St.
Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico,
Calif.; KXO, El Centro, Calif.; KIEM, Eureka,
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-
ced, Calif.; KPRL, Paso Robles, Calif.; KVCV,
Redding, Calif.; KXOA, Sacramento, Calif.;
KSBW, Salinas-Monterey, Calif.; KFXM, San
Bernardino, Calif.; KGB, San Diego, Calif.;
KFRC, San Francisco, Calif.; KVEC, San Luis
Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB,
Santa Barbara, Calif.; KXOB, Stockton, Calif.;

KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRNR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVL, 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; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

730 Fifth Avenue, New York 19, N. Y.
Phone: Circle 5-7979
PERSONNEL

Chairman Pat Stanton
President Ralph N. Weil

STATIONS

WNHC, New Haven, Conn.; WTEL, Philadelphia, Pa.; WJMJ, Philadelphia, Pa.; WHOD, Homestead, Pa.; KSN, San Francisco, Cal.; WRSR, Cleveland, O.; WACE, Springfield, Mass.; WOV, New York City.

The Garden State Network

c/o Sta. WFPG, Steel Pier, Atlantic City, N. J.
Phone: 5-2188
PERSONNEL

Chairman Fred Weber

STATIONS

WNJR, Newark; WCTC, New Brunswick; WTTM, Trenton; WKDN, Camden; WJLK, Asbury Park; WFPG, Atlantic City; WSNJ, Bridgeton.

Georgia Associations of Local Stations

87½ Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132
PERSONNEL

Sales Director Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Mari-

etta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075
PERSONNEL

President Al Malin (WWNH)
Treasurer William Rust, Jr. (WKBR)
Manager Ralph Gottlieb (WKBR)

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSA, Brattleboro, Vt.; WHOB, Gardner, Mass.

Grass Roots Network

412½ Court St., Muskogee, Okla.
Phone: 656
PERSONNEL

President Jimmie Barry
Secy.-Treas. James L. Neal

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca City, Okla.; KHBG, Okmulgee, Okla.; KFSA, Fort Smith, Ark.

Great Lakes Network

Radio Building, Saginaw, Mich.
PERSONNEL

Manager Jack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 561, 562
PERSONNEL

Secretary M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus Falls, Minn.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'estng. System

390 Congress St., Portland 3, Maine
Phone: 2-7423
PERSONNEL

President Guy P. Gannett
Vice-President Laurence H. Stubbs
V.-P., Gen. Mgr. Creighton E. Gatchell
Sales Manager Richard E. Bates

STATIONS

WGAN, Portland; WGUY, Bangor.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561

PERSONNEL

President.....Lynn L. Meier
 Exec. Vice-Pres.....Jack S. Paige
 Eng. Director.....W. D'Orr Cozzens
 Comptroller.....E. W. Campbell
 Chairman of Board.....George C. Hatch

STATIONS

KGIW, Alamosa, Colo.; KBOL, Boulder, Colo.;
 KRAL, Craig, Colo.; KRLN, Canon City, Colo.;
 KRDO, Colorado Springs, Colo.; KFEL, Denver,
 Colo.; KMYR, Denver, Colo.; KIUP, Durango,
 Colo.; KCOL, Ft. Collins, Colo.; KFTM, Ft.
 Morgan, Colo.; KFXJ, Grand Junction, Colo.;
 KGLN, Glenwood Springs, Colo.; KYOU,
 Greeley, Colo.; KBNZ, La Junta, Colo.; KLMR,
 Lamar, Colo.; KLVC, Leadville, Colo.; KLMO,
 Longmont, Colo.; KUBC, Mnotrose, Colo.;
 KCSJ, Pueblo, Colo.; KVRH, Salida, Colo.;
 KGEK, Setrling, Colo.; KCRT, Trinidad, Colo.;
 KBMY, Billings, Mont.; KOPR, Butte, Mont.;
 KCAP, Helena, Mont.; KOJM, Havre, Mont.;
 KMON, Great Falls, Mont.; KXLO, Lewistown,
 Mont.; KPRK, Livingston, Mont.; KRFJ, Miles
 City, Mont.; K1YI, Shelby, Mont.; KNEB,
 Scottsbluff, Neb.; KRAM, Las Vegas, Nev.;
 KELK, Elko, Nev.; KVER, Albuquerque, N. M.;
 KSVP, Artesia, N. M.; KICA, Clovis, N. M.;
 KOBE, Las Cruces, N. M.; KFUN, Las Vegas,
 N. M.; KRTN, Raton, N. M.; KGFL, Roswell,
 N. M.; KTNM, Tucumcari, N. M.; KFXD, Idaho;
 KIFI, Idaho Falls, Idaho; KWIK, Pocatello,
 Idaho; KLIX, Twin Falls, Idaho; KDSJ, Dead-
 wood, S. D.; KSET, El Paso, Texas; KVNU,
 Logan, Utah; KLO, Ogden, Utah; KOAL, Price,
 Utah; KOVO, Provo, Utah; KSVC, Richfield,
 Utah; KALL, Salt Lake City, Utah; KSPR,
 Casper, Wyo.; KVWO, Cheyenne, Wyo.;
 KOVE, Lander, Wyo.; KOWB, Laramie, Wyo.;
 KPOW, Powell, Wyo.; KVRB, Rock Springs,
 Wyo.; KWYO, Sheridan, Wyo.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.

Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
 Vice-President.....Fred Nahas
 Secretary-Treasurer.....O. L. Ted Taylor
 General Manager.....Fred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; K TSA,
 San Antonio; KXYZ, Houston; KROD, El Paso;
 KFDM, Beaumont; KRGV, Weslaco; KEYS,
 Corpus Christi; KTRE, Lufkin; KTBB, Tyler;
 EGNC, Amarillo; KFYO, Lubbock; KFDX,
 Wichita Falls.

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: 6023. Ed-
 ward E. Guernsey; 175 Water St., Phone: 2285,
 Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO,
 Bangor, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
 Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM),
 Fresno; KWG, Stockton; KERN (AM, FM), Bak-
 ersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network

Munsey Bldg., Washington 4, D. C.

Phone: STerling 3-1772

STATIONS

WPIK, Alexandria; WFAX, Falls Church,
 Virginia; WGAY, Silver Spring; WUST, Bethes-
 da, Maryland.

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.....William Morgan

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lans-
 ing; WIBM, Jackson; WELL, Battle Creek;
 WLAV, Grand Rapids; WGFG, Kalamazoo;
 WKBZ, Muskegon; WSOO, Saulte Ste. Marie;
 WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-
 AM-FM, Meridian; WROX, Clarksdale; WNAG,
 Grenada; WROB, West Point; WSSO, Stark-
 ville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr.....Withers Gavin

STATIONS

WCOC, Meridian; WJQS, Jackson; WMBC,
 Macon; WACR, Columbus, Miss.

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Joseph E. Baudino, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBY, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

Oklahoma Network

Station KVSQ, Ardmore, Okla.
PERSONNEL

Chariman.....Bill Hoover (KVSQ)
Representative.....O. L. Taylor Co.

STATIONS

KTOK, Oklahoma City; KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSQ, Ardmore; KTMC, McAlester; KSWO, Lawton.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

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
Production Manager.....Ray Barath
National Sales Mgr.....G. P. Browne
Promotion Director.....V. Barath
Regional Sales.....John F. McCallum

BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

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.

PERSONNEL

Sales Manager.....George A. Koehler

STATIONS

WFIL, Philadelphia; WEEU, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network

217 E. 3rd St., Little Rock, Ark.

Phone: 4-8928

PERSONNEL

General Manager.....Emil J. Pouzar

STATIONS

KXLR, Little Rock and all stations in Ark.

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

Phone: LI 2-5799

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WBRY, Waterbury, Conn.; WHBW, Rutland, Vt.; WIKE, Newport, Vt.; WTNW, St. Johnsburg, Vt.; WCAP, Lowell, Mass.; WCCC, Hartford, Conn.

Northwest Network

3415 University Ave., St. Paul W 14, Minn.

Phone: Prior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Nat. Sales Mgr.....Karl A. Plain

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Nutmeg Network

750 Main St., Hartford, Conn.

Phone: 7-1188

PERSONNEL

Secretary.....Walter Haase (WDRC)

STATIONS

WDRC, Hartford; WBRY, Waterbury; WELL, New Haven; WICC, Bridgeport; WICH, Norwich.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 3-2737

PERSONNEL

President & Gen. Mgr. Frank C. Carman
Vice-Pres. & Sales Mgr. John Schile

STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIK, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

General Manager D. K. deNeuf
Sales Manager H. S. Brown
Program Director M. N. Knapp
Farm Director R. B. Child
Farm Service Dir. L. Hamrick
Chief Engineer T. R. Humphrey
Controller G. B. Holland, Jr.

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, De-Ruyster, WRUN-FM, Utica-Rome, WWNY-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

South Central Quality Network

(Address any station)

STATIONS

WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr. Clair R. McCollough
Sales Manager J. Robert Gulick
Promotion Manager Bart Feroe
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-FM, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)

PERSONNEL

President Dietrich Dirks (KCOM)
Vice-President Ed Breen (KVFD)
Vice-President G. J. Volger (KWPC)
Secretary Wm. P. White (KFJB)

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG, Boone; KICD, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein, all in Iowa.

Tennessee Valley Associates Network

(Address Any Station)

STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDT, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager Clyde W. Rembert

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, 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., Gen. Mgr. Arden P. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

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
Program Director Hal Thompson
Chief Engineer James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana;

WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGYI, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885
PERSONNEL

President.....Harmon L. Duncan
Vice-President.....Victor W. Dawson
Secy.-Treas.....Lester L. Gould
Sales Manager.....Kenneth C. Wilson
Office Secretary.....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;
WGTC, Greenville; WHIT, New Bern; WJNC,
Jacksonville; WTIK, Durham; WGNI, Wilmington;
WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WOKO, Albany; WCSS, Amsterdam;
WWSC, Glens Falls; WENT, Gloversville;
WHUC, Hudson; WKNY, Kingston; WKIP,
Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton;
WELM, Elmira; WGAT, Utica;
WNRD, Syracuse; WICY, Malone; WEAU,
Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC,
Pittsfield, Mass.; WACE, Chicopee; WALE,
Fall River; WVOM, Boston, Mass.; WSYB, Rutland;
WJOY, Burlington, Vt.; WWCO, Waterbury;
WTOR, Torrington, Conn.; WFAU, Augusta, Me.;
WKNE, Keene, N. H.

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg.,
Minneapolis, Minn.
PERSONNEL

President.....Orville Lawson

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji;
KLIX, Brainerd; KBMW, Breckenridge; KROX,
Crookston; KDLM, Detroit Lakes; KDHL, Fairbault;
KSUM, Fairmont; WREX, Duluth; WEVE, Eveleth;
KGDE, Fergus Falls; CKFI, International Falls;
KVOX, Fargo-Moorhead, and KNUJ, New Ulm, all in Minnesota;
KDLR, Devils Lake; KVOX, Fargo-Moorhead; KNOX,
Grand Forks; KGCU, Bismarck-Mandan; KLPM,
Minot; KOVC, Valley City; KGCX, Williston-Sidney,
all in North Dakota; KABR, Aberdeen; KIJV, Huron;
KORN, Mitchell; KDSJ, Deadwood; KIHQ, Sioux Falls;
KWAT, Watertown; and KGFX, Pierre, all in South Dakota;
WHDF, Houghton; WKID, Iron River; WJMS, Ironwood;
WJPD, Ishpeming; WDBC, Escanaba, all in Michigan;
WHBY, Appleton; WATW, Ashland; WBEL, Beloit;
WBIZ, Eau Claire;

KFIZ, Fond du Lac; WJPG, Green Bay; WLCX, La Crosse;
WLDY, Ladysmith; WIBU, Madison; Poynette;
WLIN, Merrill; WOBT, Rhineland; WTCH, Shawano,
and WFHR, Wisconsin Rapids, all in Wisconsin;
KASI, Ames; KCOG, Centerville; KXIC, Iowa City;
KJFL, Webster City; KAYL, Storm Lake; KSTI, Davenport;
KSMN, Mason City; KOKX, Keokuk; KCHA, Charles City;
KBIZ, Ottumwa, all in Iowa; KCNI, Broken Bow;
WJAG, Norfolk; KFGT, Fremont; KNAB, Scottsbluff,
and KJSK, Columbus, all in Nebraska;
WMBO, Aurora; WCAZ, Carthage,
and WLBK, De Kalb, all in Illinois;
KXGN, Glendive and KGKX, Sidney, both in Montana.

West Texas Packaged Stations

(Address any Station)

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723
PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President.....Earl Huth

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Eloit;
WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan;
WJPG, Green Bay; WFHR, Wisconsin Rapids;
WWCF, Baraboo; KFIZ, Fond du Lac, Wis.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

Sales, Prom. Manager.....Tom Batison
Executive Vice-Pres. & Gen. Mgr.

PERSONNEL

Linus Travers
Vice-President.....George Steffy
Traffic.....Dick Black
News.....L. Bickford
Program Manager.....Dave Cox

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta, Maine;
WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.;
WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.;
WHAI, Greenfield, Mass.; WONS, Hartford, Conn.;
WHYN, Holyoke, Mass.; WLNH, Laconia, N. H.;
WCOU, Lewiston-Auburn, Maine; WLLH, Lowell-Lawrence, Mass.;
WNBH, New Bedford, Mass.; WOCB, Hyannis, 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.;
WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.;
WORC, Worcester, Mass.

ESTIMATED FAMILIES FOR 1953

| State | U. S. Population April 1, 1953 (Estimated) | Total Housing Units | U. S. Families April 1, 1953 (Estimated) | Stations in State |
|----------------------|-----------------------------------------------------|---------------------------|---------------------------------------------------|-------------------------|
| ALABAMA | 3,252,000 | 850,000 | 777,000 | 78 |
| ARIZONA | 789,000 | 243,000 | 210,000 | 28 |
| ARKANSAS | 1,936,000 | 580,000 | 522,000 | 43 |
| CALIFORNIA | 11,330,000 | 3,627,000 | 3,525,000 | 141 |
| COLORADO | 1,402,000 | 441,000 | 407,000 | 32 |
| CONNECTICUT | 2,121,000 | 617,000 | 578,000 | 25 |
| DELAWARE | 329,000 | 97,000 | 88,000 | 6 |
| DISTRICT OF COLUMBIA | 845,000 | 236,000 | 219,000 | 7 |
| FLORIDA | 2,884,000 | 966,000 | 895,000 | 78 |
| GEORGIA | 3,604,000 | 982,000 | 904,000 | 79 |
| IDAHO | 617,000 | 191,000 | 174,000 | 23 |
| ILLINOIS | 9,214,000 | 2,593,000 | 2,579,000 | 78 |
| INDIANA | 4,050,000 | 1,239,000 | 1,165,000 | 46 |
| IOWA | 2,732,000 | 819,000 | 770,000 | 50 |
| KANSAS | 2,010,000 | 629,000 | 580,000 | 37 |
| KENTUCKY | 3,117,000 | 825,000 | 765,000 | 46 |
| LOUISIANA | 2,819,000 | 784,000 | 715,000 | 45 |
| MAINE | 963,000 | 314,000 | 285,000 | 15 |
| MARYLAND | 2,466,000 | 694,000 | 639,000 | 23 |
| MASSACHUSETTS | 4,928,000 | 1,416,000 | 1,315,000 | 51 |
| MICHIGAN | 6,669,000 | 1,990,000 | 1,834,000 | 68 |
| MINNESOTA | 3,148,000 | 926,000 | 836,000 | 46 |
| MISSISSIPPI | 2,210,000 | 613,000 | 579,000 | 45 |
| MISSOURI | 4,184,000 | 1,276,000 | 1,109,000 | 54 |
| MONTANA | 630,000 | 196,000 | 180,000 | 25 |
| NEBRASKA | 1,412,000 | 419,000 | 381,000 | 24 |
| NEVADA | 173,000 | 58,000 | 51,000 | 10 |
| NEW HAMPSHIRE | 567,000 | 193,000 | 158,000 | 12 |
| NEW JERSEY | 5,113,000 | 1,517,000 | 1,392,000 | 19 |
| NEW MEXICO | 726,000 | 201,000 | 182,000 | 27 |
| NEW YORK | 15,725,000 | 4,675,000 | 4,354,000 | 98 |
| NORTH CAROLINA | 4,277,000 | 1,064,000 | 1,025,000 | 100 |
| NORTH DAKOTA | 627,000 | 178,000 | 161,000 | 14 |
| OHIO | 8,400,000 | 2,428,000 | 2,352,000 | 74 |
| OKLAHOMA | 2,264,000 | 719,000 | 626,000 | 45 |
| OREGON | 1,601,000 | 529,000 | 506,000 | 47 |
| PENNSYLVANIA | 11,072,000 | 3,060,000 | 2,853,000 | 113 |
| RHODE ISLAND | 833,000 | 246,000 | 222,000 | 11 |
| SOUTH CAROLINA | 2,213,000 | 562,000 | 525,000 | 46 |
| SOUTH DAKOTA | 675,000 | 196,000 | 178,000 | 13 |
| TENNESSEE | 3,415,000 | 930,000 | 856,000 | 60 |
| TEXAS | 8,157,000 | 2,410,000 | 2,161,000 | 183 |
| UTAH | 712,000 | 202,000 | 188,000 | 18 |
| VERMONT | 402,000 | 124,000 | 104,000 | 10 |
| VIRGINIA | 3,486,000 | 910,000 | 821,000 | 59 |
| WASHINGTON | 2,534,000 | 819,000 | 792,000 | 54 |
| WEST VIRGINIA | 2,106,000 | 547,000 | 498,000 | 40 |
| WISCONSIN | 3,558,000 | 1,068,000 | 963,000 | 64 |
| WYOMING | 309,000 | 94,000 | 87,000 | 14 |
| TOTAL | 158,606,000 | 46,293,000 | 43,093,000 | 2,324 |

AM RADIO STATIONS

U. S. Station Index

•

Frequency — Power

•

*Stations Alphabetically
Listed by States—Cities*

•

Key Personnel

IT WORKS

Every season . . . every month . . . every day,
WOR sells *more* products to *more* people
at *less* cost than any other station
in the United States.

WOR — *New York*

Key station of the Mutual Broadcasting System

Index of Standard Stations of U. S.



| | | | |
|------------------------------------------|-----|------------------------------------------|-----|
| CKLW — Detroit, Mich. | 466 | KBOE — Oskaloosa, Ia. | 427 |
| KAAA — Red Wing, Minn. | 479 | KBOK — Waterloo, Ia. | 428 |
| KABC — San Antonio, Tex. | 650 | KBOL — Boulder, Colo. | 358 |
| KABI — Ketchikan, Alaska | 695 | KBON — Omaha, Neb. | 500 |
| KABR — Aberdeen, S. D. | 620 | KBOP — Pleasanton, Tex. | 649 |
| KADA — Ada, Okla. | 576 | KBOR — Brownsville, Tex. | 634 |
| KAFP — Petaluma, Calif. | 348 | KBOW — Butte, Mont. | 495 |
| KAFY — Bakersfield, Calif. | 337 | KBOX — Modesto, Calif. | 345 |
| KAGH — Crossett, Ark. | 330 | KBRC — Mount Vernon, Wash. | 670 |
| KAHU — Honolulu, T. H. | 696 | KBRL — McCook, Neb. | 500 |
| KAKC — Tulsa, Okla. | 580 | KBRO — Bremerton, Wash. | 669 |
| KAKE — Wichita, Kan. | 433 | KBRS — Springdale, Ark. | 334 |
| KALB — Alexandria, La. | 440 | KBST — Big Spring, Tex. | 633 |
| KALE — Richland, Wash. | 672 | KBTA — Batesville, Ark. | 329 |
| KALG — Alamogordo, N. M. | 511 | KBTM — Jonesboro, Ark. | 331 |
| KALI — Pasadena, Calif. | 347 | KBUC — Corona, Calif. | 339 |
| KALL — Salt Lake City, Utah | 656 | KBUD — Athens, Tex. | 630 |
| KALT — Atlanta, Tex. | 630 | KBUH — Brigham City, Utah | 655 |
| KAMD — Camden, Ark. | 330 | KBUN — Bemidji, Minn. | 475 |
| KAMQ — Amarillo, Tex. | 630 | KBUR — Burlington, Ia. | 422 |
| KANA — Anaconda, Mont. | 495 | KBWD — Brownwood, Tex. | 634 |
| KAND — Corsicana, Tex. | 635 | KBWL — Blackwell, Okla. | 576 |
| KANE — New Iberia, La. | 443 | KBYE — Oklahoma City, Okla. | 579 |
| KANS — Wichita, Kan. | 433 | KBYR — Anchorage, Alaska | 694 |
| KAOK — Lake Charles, La. | 442 | KBZY — Grand Rapids, Minn. | 477 |
| KAPA — Raymond, Wash. | 671 | KCAP — Helena, Mont. | 496 |
| KAPK — Minden, La. | 443 | KCBC — Des Moines, Ia. | 424 |
| KARE — Atchison-St. Joseph, Kan. | 429 | KCBD — Lubbock, Tex. | 645 |
| KARK — Little Rock, Ark. | 332 | KCBQ — San Diego, Calif. | 350 |
| KARM — Fresno, Calif. | 340 | KCBS — San Francisco, Calif. | 351 |
| KASA — Elk City, Okla. | 577 | KCFH — Cuero, Tex. | 636 |
| KASH — Eugene, Ore. | 583 | KCHA — Charles City, Ia. | 423 |
| KASI — Ames, Ia. | 422 | KCHE — Cherokee, Ia. | 423 |
| KASM — Albany, Minn. | 475 | KCHI — Chillicothe, Mo. | 487 |
| KAST — Astoria, Ore. | 582 | KCHJ — Delano, Calif. | 339 |
| KATE — Albert Lea, Minn. | 475 | KCHS — Truth Or Consequences, N. M. | 514 |
| KATL — Houston, Tex. | 642 | KCID — Caldwell, Idaho | 400 |
| KATO — Reno, Nev. | 503 | KCIJ — Shreveport, La. | 446 |
| KATY — San Luis Obispo, Calif. | 353 | KCIL — Houma, La. | 442 |
| KAUS — Austin, Minn. | 475 | KCIM — Carroll, Ind. | 422 |
| KAVE — Carlsbad, N. M. | 511 | KCJB — Minot, N. D. | 561 |
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| KAYL — Storm Lake, Ia. | 428 | KCLA — Pine Bluff, Ark. | 334 |
| KAYS — Hays, Kan. | 430 | KCLE — Cleburne, Tex. | 634 |
| KBHS — Hot Springs, Ark. | 331 | KCLF — Clifton, Ariz. | 326 |
| KBIG — Avalon, Calif. | 337 | KCLO — Leavenworth, Kan. | 431 |
| KBIO — Burley, Idaho | 399 | KCLS — Flagstaff, Ariz. | 326 |
| KBIS — Bakersfield, Calif. | 338 | KCLV — Clovis, N. M. | 512 |
| KBIX — Muskogee, Okla. | 578 | KCLW — Hamilton, Tex. | 642 |
| KBIZ — Ottomwa, Ia. | 427 | KCLX — Colfax, Wash. | 669 |
| KBKH — Pullman, Wash. | 671 | KCMC — Texarkana, Tex. | 653 |
| KBKI — Alice, Tex. | 629 | KCMJ — Palm Springs, Calif. | 347 |
| KBKO — Portland, Ore. | 585 | KCMO — Kansas City, Mo. | 488 |
| KBKR — Baker, Ore. | 582 | KCNA — Tucson, Ariz. | 328 |
| KBKW — Aberdeen, Wash. | 668 | KCNC — Fort Worth, Tex. | 639 |
| KBLA — Burbank, Calif. | 339 | KCNI — Broken Bow, Neb. | 498 |
| KBLF — Red Bluff, Calif. | 348 | KCNO — Alturas, Calif. | 337 |
| KBLI — Blackfoot, Idaho | 399 | KCNY — San Marcos, Tex. | 651 |
| KBMN — Bozeman, Mont. | 495 | KCOG — Centerville, Ia. | 423 |
| KBMW — Wahpeton-Breckenridge, N. D. | 561 | KCOH — Houston, Tex. | 642 |
| KBMY — Billings, Mont. | 495 | KCOK — Tulare, Calif. | 356 |
| KBMX — Coalinga, Calif. | 339 | KCOL — Ft. Collins, Colo. | 360 |
| KBND — Bend, Ore. | 582 | KCOM — Sioux City, Ia. | 427 |
| KBNZ — La Junta, Colo. | 361 | KCON — Conway, Ark. | 330 |
| KBOA — Kennett, Mo. | 489 | KCOR — San Antonio, Tex. | 650 |

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| KCOW — Alliance, Neb. | 498 | KEXO — Grand Junction, Colo. | 360 |
| KCOY — Santa Maria, Calif. | 354 | KEYD — Minneapolis, Minn. | 477 |
| KCRA — Sacramento, Calif. | 348 | KEYE — Perrytown, Tex. | 649 |
| KCRB — Chamute, Kan. | 429 | KEYS — Corpus Christi, Tex. | 635 |
| KCRC — Enid, Okla. | 577 | KEYY — Provo, Utah | 656 |
| KCRE — Crescent City, Calif. | 339 | KFAB — Omaha, Neb. | 500 |
| KCRG — Cedar Rapids, Ia. | 423 | KFAC — Los Angeles, Calif. | 344 |
| KCRS — Midland, Tex. | 646 | KFAL — Fulton, Mo. | 487 |
| KCRT — Trinidad, Colo. | 362 | KFAM — St. Cloud, Minn. | 479 |
| KCRV — Caruthersville, Mo. | 486 | KFAR — Fairbanks, Alaska | 694 |
| KCSB — San Bernardino, Calif. | 349 | KFBB — Great Falls, Mont. | 496 |
| KCSJ — Pueblo, Colo. | 362 | KFBC — Cheyenne, Wyo. | 692 |
| KCSU — Provo, Utah | 656 | KFBI — Wichita, Kan. | 433 |
| KCTI — Gonzales, Tex. | 641 | KFBK — Sacramento, Calif. | 349 |
| KCTX — Childress, Tex. | 634 | KFDA — Amarillo, Tex. | 630 |
| KCUL — Fort Worth, Tex. | 639 | KFDM — Beaumont, Tex. | 632 |
| KCVR — Lodi, Calif. | 343 | KFDR — Grand Coulee, Wash. | 670 |
| KDAC — Fort Bragg, Calif. | 340 | KFDX — Wichita Falls, Tex. | 654 |
| KDAL — Duluth, Minn. | 476 | KFEL — Denver, Colo. | 358 |
| KDAS — Malvern, Ark. | 333 | KFEQ — St. Joseph, Mo. | 490 |
| KDB — Santa Barbara, Calif. | 354 | KFFA — Helena, Ark. | 331 |
| KDDD — Dumas, Tex. | 637 | KFGO — Fargo, N. C. | 559 |
| KDEC — Decora, Ia. | 424 | KFGR — Forest Grove, Ore. | 584 |
| KDET — Center, Tex. | 634 | KFGT — Fremont, Neb. | 498 |
| KDHL — Faribault, Minn. | 476 | KFH — Wichita, Kan. | 434 |
| KDIA — Auburn, Calif. | 337 | KFI — Los Angeles, Calif. | 344 |
| KDIX — Dickinson, N. D. | 559 | KFIR — North Bend, Ore. | 585 |
| KDKA — Pittsburgh, Pa. | 604 | KFIZ — Fond du Lac, Wisc. | 682 |
| KDKD — Clinton, Mo. | 487 | KFJB — Marshalltown, Ia. | 426 |
| KDLA — DeRidder, La. | 442 | KFJI — Klamath, Ore. | 584 |
| KDLK — Del Rio, Tex. | 637 | KFJZ — Fort Worth, Tex. | 639 |
| KDLM — Detroit Lakes, Minn. | 476 | KFKA — Greeley, Colo. | 361 |
| KDLR — Devils Lake, N. D. | 559 | KFLD — Floydada, Tex. | 639 |
| KDMA — Montevideo, Minn. | 478 | KFLW — Klamath Falls, Ore. | 584 |
| KDMS — El Dorado, Ark. | 330 | KFMA — Davenport, Ia. | 424 |
| KDNT — Denton, Tex. | 637 | KFMB — San Diego, Calif. | 350 |
| KDON — Santa Cruz, Calif. | 354 | KFMJ — Tulsa, Okla. | 580 |
| KDRO — Sedalia, Mo. | 493 | KFMO — Flat River, Mo. | 487 |
| KDMO — Carthage, Mo. | 486 | KFNF — Shenandoah, Ia. | 427 |
| KDRS — Paragould, Ark. | 334 | KFOR — Lincoln, Neb. | 499 |
| KDSH — Boise, Idaho | 399 | KFOX — Long Beach, Calif. | 343 |
| KDSJ — Deadwood, S. D. | 620 | KFPW — Fort Smith, Ark. | 330 |
| KDSX — Benison, Tex. | 637 | KFQD — Anchorage, Alaska | 694 |
| KDTH — Dubuque, Ia. | 425 | KFRB — Fairbanks, Alaska | 694 |
| KDWT — Stamford, Tex. | 652 | KFRC — San Francisco, Calif. | 351 |
| KDYL — Salt Lake City, Utah | 656 | KFRD — Rosenberg, Tex. | 649 |
| KDZA — Pueblo, Colo. | 362 | KFRE — Fresno, Calif. | 340 |
| KEAR — San Mateo, Calif. | 353 | KFRM — Kansas City, Mo. | 488 |
| KEBE — Jacksonville, Tex. | 644 | KFRO — Longview, Tex. | 645 |
| KECK — Odessa, Tex. | 647 | KFRU — Columbia, Mo. | 487 |
| KECA — Los Angeles, Calif. | 344 | KFSA — Fort Smith, Ark. | 331 |
| KECC — Pittsburgh, Calif. | 348 | KFSB — Joplin, Mo. | 488 |
| KEEN — San Jose, Calif. | 352 | KFSD — San Diego, Calif. | 350 |
| KEEP — Twin Falls, Idaho | 401 | KFTM — Ft. Morgan, Colo. | 360 |
| KELA — Centralia Chehalis, Wash. | 669 | KFTV — Paris, Tex. | 648 |
| KELD — El Dorado, Ark. | 330 | KFUN — Las Vegas, N. M. | 512 |
| KELK — Elko, Nev. | 502 | KFVD — Los Angeles, Calif. | 344 |
| KELO — Sioux Falls, S. D. | 620 | KFVS — Cape Girardeau, Mo. | 486 |
| KELP — El Paso, Tex. | 637 | KFWB — Hollywood, Calif. | 343 |
| KELS — Kelso, Wash. | 670 | KFXD — Nampa, Idaho | 400 |
| KELY — Ely, Nev. | 502 | KFKJ — Grand Junction, Colo. | 361 |
| KENA — Mena, Ark. | 333 | KFXM — San Bernardino, Calif. | 349 |
| KENI — Anchorage, Alaska | 694 | KFYN — Bonham, Tex. | 633 |
| KENM — Portales, N. M. | 513 | KFYO — Lubbock, Tex. | 645 |
| KENO — Las Vegas, Nev. | 503 | KFYR — Bismarck, N. D. | 559 |
| KENT — Shreveport, La. | 446 | KGA — Spokane, Wash. | 673 |
| KEPO — El Paso, Tex. | 638 | KGAE — Salem, Ore. | 587 |
| KERB — Kermit, Tex. | 644 | KGAF — Gainesville, Tex. | 641 |
| KERG — Eugene, Ore. | 583 | KGAK — Gallup, N. M. | 512 |
| KERN — Bakersfield, Calif. | 338 | KGAL — Lebanon, Ore. | 584 |
| KERO — Bakersfield, Calif. | 338 | KGAN — Kingman, Ariz. | 326 |
| KERV — Kerrville, Tex. | 644 | KGAR — Garden City, Kan. | 430 |
| KEUN — Eunice, La. | 442 | KGB — San Diego, Calif. | 350 |
| KEX — Portland, Ore. | 586 | KGBC — Galveston, Tex. | 641 |
| | | KGBS — Harlingen, Tex. | 642 |

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| KGBX — Springfield, Mo. | 494 |
| KGCU — Mandan, N. D. | 561 |
| KG CX — Sidney, Mont. | 497 |
| KGDE — Fergus Falls, Minn. | 476 |
| KGDM — Stockton, Calif. | 355 |
| KGEM — Boise, Idaho | 399 |
| KGER — Long Beach, Calif. | 343 |
| KGEK — Sterling, Colo. | 362 |
| KGEZ — Kalispell, Mont. | 497 |
| KGFF — Shawnee, Okla. | 580 |
| KGJF — Hollywood, Calif. | 343 |
| KGFL — Roswell, N. M. | 513 |
| KGFW — Kearney, Neb. | 498 |
| KGFX — Pierre, S. D. | 620 |
| KGGF — Coffeyville, Kan. | 429 |
| KGGM — Albuquerque, N. M. | 511 |
| KGHF — Pueblo, Calif. | 362 |
| KGHI — Little Rock, Ark. | 332 |
| KGHL — Billings, Mont. | 495 |
| KGIB — Bremerton, Wash. | 669 |
| KGIL — San Fernando, Calif. | 351 |
| KGIW — Alamosa, Colo. | 358 |
| KGKB — Tyler, Tex. | 653 |
| KGKL — San Angelo, Tex. | 649 |
| KG LC — Miami, Okla. | 578 |
| KG LN — Glenwood Springs, Colo. | 360 |
| KG LO — Mason City, Ia. | 426 |
| KG LU — Safford, Ariz. | 328 |
| KG MB — Honolulu, T. H. | 696 |
| KG MC — Englewood, Colo. | 360 |
| KG MO — Cape Girardeau, Mo. | 488 |
| KG MS — Sacramento, Calif. | 349 |
| KG NB — New Braunfels, Tex. | 647 |
| KG NC — Amarillo, Tex. | 630 |
| KG NO — Dodge City, Kan. | 430 |
| KG O — San Francisco, Calif. | 351 |
| KG ON — Oregon City-Portland, Ore. | 585 |
| KG OS — Torrington, Wyo. | 693 |
| KG PH — Flagstaff, Ariz. | 326 |
| KG RH — Fayetteville, Ark. | 330 |
| KG RI — Henderson, Tex. | 642 |
| KG ST — Fresno, Calif. | 340 |
| KG U — Honolulu, T. H. | 696 |
| KG VL — Greenville, Tex. | 642 |
| KG VO — Missoula, Mont. | 497 |
| KG W — Portland, Ore. | 586 |
| KG WA — Enid, Okla. | 577 |
| KG Y — Olympia, Wash. | 671 |
| KG YN — Guvmon, Okla. | 577 |
| KG YW — Vallejo, Calif. | 356 |
| KHAS — Hastings, Neb. | 498 |
| KHBC — Hilo, T. H. | 695 |
| KH BG — Okmulgee, Okla. | 580 |
| KH BR — Hillsboro, Tex. | 642 |
| KH TT — Lamars, Tex. | 644 |
| KH I — Los Angeles, Calif. | 344 |
| KH MO — Hannibal, Mo. | 487 |
| KH ON — Honolulu, T. H. | 696 |
| KH OZ — Harrison, Ark. | 331 |
| KH O — Sookane, Wash. | 673 |
| KH SI — Chico, Calif. | 339 |
| KH UR — Watsonville, Calif. | 357 |
| KH UM — Eureka, Calif. | 340 |
| KH UZ — Rogers, Tex. | 633 |
| KH R — Palo Alto, Calif. | 347 |
| KH RH — Seward, Alaska | 695 |
| KH BL — Beeville, Tex. | 633 |
| KH CA — Clovis, N. M. | 512 |
| KH CD — Spencer, Ia. | 428 |
| KH CK — Springfield, Mo. | 494 |
| KH CO — Calexico, Calif. | 339 |
| KH D — Idaho Falls, Idaho | 400 |
| KH O — Boise, Idaho | 399 |
| KH EM — Eureka, Calif. | 340 |

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| KH FN — Phoenix, Ariz. | 327 |
| KH FI — Idaho Falls, Idaho | 400 |
| KH FW — Sitka, Alaska | 695 |
| KH HN — Hugo, Okla. | 578 |
| KH HO — Sioux Falls, S. D. | 621 |
| KH HR — Hood River, Ore. | 584 |
| KH JV — Huron, S. D. | 620 |
| KH KI — Honolulu, T. H. | 696 |
| KH LA — Hilo, T. H. | 695 |
| KH LO — Grand Forks, N. D. | 559 |
| KH MA — Yakima, Wash. | 675 |
| KH MO — Independence, Mo. | 487 |
| KH MP — Mount Pleasant, Tex. | 647 |
| KH ND — Independence, Kan. | 431 |
| KH NE — Kingsville, Tex. | 644 |
| KH NG — Seattle, Wash. | 672 |
| KH NY — Juneau, Alaska | 694 |
| KH OA — Des Moines, Ia. | 424 |
| KH OB — Bay City, Tex. | 631 |
| KH PA — Hilo, T. H. | 696 |
| KH RO — Seattle, Wash. | 672 |
| KH RX — Kirksville, Mo. | 489 |
| KH SD — Sioux Falls, S. D. | 621 |
| KH ST — Santa Barbara, Calif. | 354 |
| KH T — Yakima, Wash. | 675 |
| KH TE — San Antonio, Tex. | 650 |
| KH TO — San Bernardino, Calif. | 350 |
| KH UL — Garden City, Kan. | 430 |
| KH UN — Pecos, Tex. | 648 |
| KH UP — Durango, Colo. | 360 |
| KH VY — Crockett, Tex. | 636 |
| KH WW — San Antonio, Tex. | 650 |
| KH XL — Dallas, Tex. | 636 |
| KH YI — Shelby, Mont. | 497 |
| KH AM — Vernal, Utah | 657 |
| KH AY — Topeka, Kan. | 433 |
| KH AN — Atlantic City, Ia. | 422 |
| KH BC — Midland, Tex. | 846 |
| KH BS — San Francisco, Calif. | 351 |
| KH JC — Junction City, Kan. | 431 |
| KH CF — Festus, Mo. | 487 |
| KH EF — Jennings, La. | 442 |
| KH FJ — Webster City, Ia. | 429 |
| KH NO — Juneau, Alaska | 695 |
| KH R — Seattle, Wash. | 672 |
| KH RL — Pocatello, Idaho | 401 |
| KH SK — Columbus, Neb. | 498 |
| KLAC — Hollywood, Calif. | 343 |
| KL AN — Renton, Wash. | 671 |
| KL AS — Las Vegas, Nev. | 503 |
| KL BM — LaGrande, Ore. | 584 |
| KL BS — Houston, Tex. | 643 |
| KL CB — Libby, Mont. | 497 |
| KL CN — Blytheville, Ark. | 329 |
| KL EA — Lovington, N. M. | 513 |
| KL FY — Lafayette, La. | 442 |
| KL IC — Monroe, La. | 443 |
| KL IF — Dallas, Tex. | 636 |
| KL IL — Esterville, Ia. | 425 |
| KL IQ — Portland, Ore. | 586 |
| KL IX — Twin Falls, Idaho | 401 |
| KL IZ — Brainerd, Minn. | 475 |
| KL KC — Parsons, Kan. | 432 |
| KL MO — Longmont, Colo. | 361 |
| KL MR — Lamar, Colo. | 361 |
| KL MS — Lincoln, Neb. | 499 |
| KL MX — Clayton, N. M. | 512 |
| KL O — Ogden, Utah | 655 |
| KL OK — San Jose, Calif. | 353 |
| KL OU — Lake Charles, La. | 443 |
| KL PM — Minot, N. D. | 561 |
| KL RA — Little Rock, Ark. | 332 |
| KL PR — Oklahoma City, Okla. | 579 |
| KL TF — Little Falls, Minn. | 477 |

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| KLTI — Longview, Tex. | 645 | KODL — The Dallas, Ore. | 583 |
| KLUF — Galveston, Tex. | 641 | KODY — North Platte, Neb. | 500 |
| KLVC — Leadville, Colo. | 361 | KOEL — Oelwein, Ia. | 427 |
| KLVL — Pasadena, Tex. | 648 | KOFO — Ottawa, Kan. | 432 |
| KLVT — Levelland, Tex. | 645 | KOGT — Orange, Tex. | 648 |
| KLWN — Lawrence, Kan. | 431 | KOH — Reno, Nev. | 503 |
| KLWT — Lebanon, Mo. | 489 | KOIL — Omaha, Neb. | 500 |
| KLX — Oakland, Calif. | 346 | KOIN — Portland, Ore. | 586 |
| KLYN — Amarillo, Tex. | 630 | KOJM — Havre, Mont. | 496 |
| KLZ — Denver, Colo. | 358 | KOKX — Keokuk, Ia. | 426 |
| KMA — Shenandoah, Ia. | 427 | KOL — Seattle, Wash. | 672 |
| KMAC — San Antonio, Tex. | 650 | KOLE — Port Arthur, Tex. | 649 |
| KMAE — McKinney, Tex. | 646 | KOLJ — Quannah, Tex. | 649 |
| KMAN — Manhattan, Kan. | 432 | KOLN — Lincoln, Neb. | 499 |
| KMBC — Kansas City, Mo. | 489 | KOLO — Reno, Nev. | 503 |
| KMBL — Junction, Tex. | 644 | KOLS — Pryor, Okla. | 580 |
| KMBY — Monterey, Calif. | 346 | KOLT — Scottsbluff, Neb. | 502 |
| KMCM — McMinnville, Ore. | 584 | KOMA — Oklahoma City, Okla. | 579 |
| KMCO — Conroe, Tex. | 635 | KOME — Tulsa, Okla. | 581 |
| KMED — Medford, Ore. | 584 | KOMO — Seattle, Wash. | 672 |
| KMHL — Marshall, Minn. | 477 | KOMW — Omak, Wash. | 671 |
| KMHT — Marshall, Tex. | 646 | KONG — Visalia, Calif. | 357 |
| KMJ — Fresno, Calif. | 340 | KONO — San Antonio, Tex. | 650 |
| KMLB — Monroe, La. | 443 | KONP — Port Angeles, Wash. | 671 |
| KMMJ — Grand Island, Neb. | 498 | KOOK — Billings, Mont. | 495 |
| KMMO — Marshall, Mo. | 489 | KOOL — Phoenix, Ariz. | 327 |
| KMOD — Modesto, Calif. | 346 | KOOS — Coos Bay, Ore. | 582 |
| KMON — Great Falls, Mont. | 496 | KOPO — Tucson, Ariz. | 328 |
| KMO — Tacoma, Wash. | 674 | KOPP — Ogden, Utah | 655 |
| KMOR — Oroville, Calif. | 347 | KOPR — Butte, Mont. | 495 |
| KMOX — St. Louis, Mo. | 491 | KORA — Bryan, Tex. | 634 |
| KMPC — Los Angeles, Calif. | 345 | KORC — Mineral Wells, Tex. | 647 |
| KMUR — Murray, Utah | 655 | KORE — Eugene, Ore. | 583 |
| KMUS — Muskogee, Okla. | 578 | KORK — Las Vegas, Nev. | 503 |
| KMVI — Wailuku-Maui, T. H. | 697 | KORN — Mitchell, S. D. | 620 |
| KMYC — Marysville, Calif. | 345 | KOSA — Odessa, Tex. | 647 |
| KMYR — Denver, Colo. | 359 | KOSE — Osceola, Ark. | 333 |
| KNAF — Fredericksburg, Tex. | 641 | KOSF — Nacogdoches, Tex. | 647 |
| KNAK — Salt Lake City, Utah | 656 | KOSY — Texarkana, Ark. | 337 |
| KNAL — Victoria, Tex. | 653 | KOTA — Rapid City, S. D. | 620 |
| KNBC — San Francisco, Calif. | 351 | KOTN — Pine Bluff, Ark. | 334 |
| KNBR — North Platte, Neb. | 500 | KOVC — Valley City, N. D. | 561 |
| KNBY — Newport, Ark. | 333 | KOVE — Lander, Wyo. | 692 |
| KNCM — Moberly, Mo. | 490 | KOVO — Provo, Utah | 656 |
| KNEA — Jonesboro, Ark. | 332 | KOWB — Laramie, Wyo. | 692 |
| KNEB — Scottsbluff, Neb. | 502 | KOWH — Omaha, Neb. | 502 |
| KNED — McAlester, Okla. | 578 | KOWL — Santa Monica, Calif. | 355 |
| KNEL — Brady, Tex. | 633 | KOY — Phoenix, Ariz. | 327 |
| KNEM — Nevada, Mo. | 490 | KPAC — Port Arthur, Tex. | 649 |
| KNET — Palestine, Tex. | 648 | KPAM — Portland, Ore. | 586 |
| KNEW — Spokane, Wash. | 673 | KPAN — Hereford, Tex. | 642 |
| KNEX — McPherson, Kan. | 432 | KPAT — Pampa, Tex. | 648 |
| KNGS — Hanford, Calif. | 341 | KPBM — Carlsbad, N. M. | 512 |
| KNOE — Monroe, La. | 443 | KPBX — Beaumont, Tex. | 632 |
| KNOG — Nogales, Ariz. | 327 | KPDN — Pampa, Tex. | 648 |
| KNOR — Norman, Okla. | 578 | KPDQ — Portland, Ore. | 586 |
| KNOW — Austin, Tex. | 630 | KPET — Lamesa, Tex. | 644 |
| KNOX — Grand Forks, N. D. | 559 | KPHO — Phoenix, Ariz. | 327 |
| KNPT — Newport, Ore. | 585 | KPIG — Cedar Rapids, Ia. | 423 |
| KNUJ — New Ulm, Minn. | 478 | KPKW — Pasco, Wash. | 671 |
| KNUZ — Houston, Tex. | 643 | KPLC — Lake Charles, La. | 443 |
| KNX — Los Angeles, Calif. | 345 | KPLT — Paris, Tex. | 648 |
| KOA — Denver, Colo. | 359 | KPMC — Bakersfield, Calif. | 338 |
| KOAL — Price, Utah | 655 | KPMO — Pomona, Calif. | 348 |
| KOAM — Pittsburg, Kan. | 432 | KPOA — Honolulu, T. H. | 696 |
| KOAT — Albuquerque, N. M. | 511 | KPOC — Pochontas, Ark. | 334 |
| KOB — Albuquerque, N. M. | 511 | KPOJ — Portland, Ore. | 586 |
| KOBE — Las Cruces, N. M. | 512 | KPOL — Los Angeles, Calif. | 345 |
| KOBK — Owatonna, Minn. | 479 | KPOW — Powell, Wyo. | 693 |
| KOCA — Kilgore, Tex. | 644 | KPQ — Wenatchee, Wash. | 675 |
| KOCO — Salem, Ore. | 587 | KPRL — Paso Robles, Calif. | 348 |
| KOCS — Ontario, Calif. | 347 | KPRO — Riverside, Calif. | 348 |
| KOCY — Oklahoma City, Okla. | 579 | KPRC — Houston, Tex. | 643 |
| KODI — Cody, Wyo. | 692 | KPRK — Livingston, Mont. | 497 |
| | | KPRS — Kansas City, Mo. | 489 |

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| KPST — Preston, Idaho | 401 |
| KPUG — Bellingham, Wash. | 669 |
| KPUY — Puyallup, Wash. | 671 |
| KQV — Pittsburgh, Pa. | 604 |
| KRAI — Craig, Colo. | 358 |
| KRAL — Rawlins, Wyo. | 693 |
| KRAM — Las Vegas, Nev. | 503 |
| KRBA — Lufkin, Tex. | 646 |
| KRBC — Abilene, Tex. | 629 |
| KRCO — Prineville, Ore. | 587 |
| KRCT — Baytown, Tex. | 631 |
| KRDO — Colorado Springs, Colo. | 358 |
| KRDU — Dinuba, Calif. | 339 |
| KRE — Berkeley, Calif. | 338 |
| KREI — Farmington, Mo. | 487 |
| KREL — Baytown, Tex. | 631 |
| KREM — Spokane, Wash. | 673 |
| KREO — Spokane, Wash. | 343 |
| KRES — St. Joseph, Mo. | 490 |
| KREW — Sunnyside, Wash. | 674 |
| KRGV — Weslaco, Tex. | 654 |
| KRHD — Duncan, Okla. | 577 |
| KRIB — Mason City, Ia. | 426 |
| KRIC — Beaumont, Tex. | 632 |
| KRIG — Odessa, Tex. | 648 |
| KRIO — McAllen, Tex. | 646 |
| KRIS — Corpus Christi, Tex. | 635 |
| KRIZ — Phoenix, Ariz. | 327 |
| KRIF — Miles City, Mont. | 497 |
| KRKD — Los Angeles, Calif. | 345 |
| KRKL — Kirkland, Wash. | 670 |
| KRKO — Everett, Wash. | 670 |
| KRLC — Lewiston, Idaho | 400 |
| KRLD — Dallas, Tex. | 636 |
| KRMD — Shreveport, La. | 446 |
| KRMG — Tulsa, Okla. | 581 |
| KRMO — Monett, Mo. | 490 |
| KRMS — Osage Beach, Mo. | 490 |
| KRLN — Canon City, Colo. | 358 |
| KRLW — Walnut Ridge, Ark. | 337 |
| KRNO — San Bernardino, Calif. | 350 |
| KRNR — Roseburg, Ore. | 587 |
| KRNT — Des Moines, Ia. | 425 |
| KROC — Rochester, Minn. | 479 |
| KROD — El Paso, Tex. | 638 |
| KROF — Abbeville, La. | 440 |
| KROG — Sonora, Calif. | 355 |
| KROP — Brawley, Calif. | 338 |
| KROS — Clinton, Ia. | 423 |
| KROW — Oakland, Calif. | 346 |
| KROX — Crookston, Minn. | 475 |
| KROY — Sacramento, Calif. | 349 |
| KRPL — Moscow, Idaho | 400 |
| KRRV — Sherman-Denison, Tex. | 651 |
| KRSC — Seattle, Wash. | 672 |
| KRSN — Los Alamos, N. M. | 513 |
| KRTN — Raton, N. M. | 513 |
| KRUL — Corvallis, Ore. | 583 |
| KRUN — Ballinger, Tex. | 631 |
| KRUS — Ruston, La. | 446 |
| KRUX — Phoenix, Ariz. | 327 |
| KRVN — Lexington, Neb. | 499 |
| KRXK — Rexburg, Idaho | 401 |
| KRXL — Roseburg, Ore. | 587 |
| KSAL — Salina, Kan. | 432 |
| KSAM — Huntsville, Tex. | 643 |
| KSAN — San Francisco, Calif. | 351 |
| KSBW — Salinas, Calif. | 349 |
| KSCB — Liberal, Kan. | 431 |
| KSCJ — Sioux City, Ia. | 428 |
| KSCO — Santa Cruz, Calif. | 354 |
| KSD — St. Louis, Mo. | 493 |
| KSDN — Aberdeen, S. D. | 620 |

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| KSDO — San Diego, Calif. | 350 |
| KSEI — Pocatello, Idaho | 401 |
| KSEK — Pittsburgh, Kan. | 432 |
| KSEL — Lubbock, Tex. | 645 |
| KSEM — Moses Lake, Wash. | 670 |
| KSEO — Durant, Okla. | 577 |
| KSET — El Paso, Tex. | 638 |
| KSEY — Seymour, Tex. | 651 |
| KSFA — Nacogdoches, Tex. | 647 |
| KSFE — Needles, Calif. | 346 |
| KSFO — San Francisco, Calif. | 352 |
| KSGA — Redmond, Ore. | 587 |
| KSGM — Ste. Genevieve | 493 |
| KSIB — Creston, Ia. | 424 |
| KSID — Sidney, Neb. | 502 |
| KSIG — Crowley, La. | 441 |
| KSII — Gladwater, Tex. | 641 |
| KSIL — Silver City, N. M. | 514 |
| KSIM — Silkeston, Mo. | 493 |
| KSIV — Woodward, Okla. | 581 |
| KSIX — Corpus Christi, Tex. | 635 |
| KSJB — Jamestown, N. D. | 561 |
| KSJO — San Jose, Calif. | 353 |
| KSJV — Sanger, Calif. | 352 |
| KSKY — Dallas, Tex. | 636 |
| KSL — Salt Lake City, Utah | 657 |
| KSLM — Salem, Ore. | 587 |
| KSLO — Opelousas, La. | 445 |
| KSMA — Santa Maria, Calif. | 355 |
| KSMN — Mason City, Ia. | 426 |
| KSNY — Snyder, Tex. | 652 |
| KSO — Des Moines, Ia. | 425 |
| KSOA — Arkansas City, Kan. | 429 |
| KSON — San Diego, Calif. | 350 |
| KSOO — Sioux Falls, S. D. | 621 |
| KSOX — Harlingen, Tex. | 642 |
| KSPA — Santa Paula, Calif. | 355 |
| KSPI — Stillwater, Okla. | 580 |
| KSPO — Spokane, Wash. | 673 |
| KSPR — Casper, Wyo. | 691 |
| KSPT — Sandpoint, Idaho | 401 |
| KSTO — Santa Rosa, Calif. | 355 |
| KSRV — Ontario, Ore. | 585 |
| KSST — Sulphur Springs, Tex. | 652 |
| KSTA — Coleman, Tex. | 634 |
| KSTB — Breckenridge, Tex. | 633 |
| KSTL — St. Louis, Mo. | 491 |
| KSTN — Stockton, Calif. | 355 |
| KSTP — St. Paul-Minneapolis, Minn. | 479 |
| KSTT — Davenport, Ia. | 424 |
| KSTV — Stephenville, Tex. | 652 |
| KSUB — Cedar City, Utah | 655 |
| KSUE — Susanville, Calif. | 356 |
| KSUN — Bisbee, Ariz. | 326 |
| KSUM — Fairmont, Minn. | 476 |
| KSVC — Richfield, Utah | 656 |
| KSVP — Artesia, N. M. | 511 |
| KSWA — Graham, Tex. | 641 |
| KSWB — Yuma, Ariz. | 329 |
| KSWI — Council Bluffs, Ia. | 423 |
| KSWM — Joplin, Mo. | 488 |
| KSWO — Lawton, Okla. | 578 |
| KSWs — Roswell, N. M. | 513 |
| KSYP — Yreka, Calif. | 357 |
| KSYL — Alexandria, La. | 440 |
| KTAC — Tacoma, Wash. | 674 |
| KTAE — Taylor, Tex. | 652 |
| KTAN — Sherman, Tex. | 651 |
| KTAR — Phoenix, Ariz. | 328 |
| KTAT — Frederick, Okla. | 577 |
| KTBB — Tyler, Tex. | 653 |
| KTBC — Austin, Tex. | 631 |
| KTBS — Shreveport, La. | 446 |

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| KTEL — Walla Walla, Wash. | 674 | KVIM — New Iberia, La. | 443 |
| KTEM — Temple, Tex. | 652 | KVKM — Monahans, Tex. | 647 |
| KTER — Terrell, Tex. | 652 | KVLC — Little Rock, Ark. | 333 |
| KTFI — Twin Falls, Idaho. | 403 | KVLF — Alpine, Tex. | 629 |
| KTFS — Texarkana, Tex. | 653 | KVLH — Pauls Valley, Okla. | 580 |
| KTFY — Brownfield, Tex. | 634 | KVMA — Magnolia, Ark. | 333 |
| KTHS — Little Rock, Ark. | 333 | KVMC — Colorado City, Tex. | 635 |
| KTHT — Houston, Tex. | 643 | KVNC — Winslow, Ariz. | 329 |
| KTIL — Tillamook, Ore. | 587 | KVNI — Coeur D'Alene | 400 |
| KTIM — San Rafael, Calif. | 354 | KVNU — Logan, Utah | 655 |
| KTIP — Porterville, Calif. | 348 | KVOA — Tucson, Ariz. | 328 |
| KTJS — Hobart, Okla. | 577 | KVOC — Casper, Wyo. | 691 |
| KTKN — Ketchikan, Alaska | 695 | KVOD — Denver, Colo. | 360 |
| KTKR — Taft, Calif. | 356 | KVOE — Santa Ana, Calif. | 354 |
| KTKT — Tucson, Ariz. | 328 | KVOG — Ogden, Utah | 655 |
| KTLN — Denver, Colo. | 359 | KVOL — Lafayette, La. | 442 |
| KT LW — Texas City, Tex. | 653 | KVON — Napa, Calif. | 346 |
| KTMC — McAlester, Okla. | 578 | KVOO — Tulsa, Okla. | 581 |
| KTMS — Santa Barbara, Calif. | 354 | KVOP — Plainview, Tex. | 649 |
| KTNM — Tucumcari, N. M. | 514 | KVOR — Colorado Springs, Colo. | 358 |
| KTNT — Tacoma, Wash. | 674 | KVOS — Bellingham, Wash. | 669 |
| KTOE — Mankato, Minn. | 477 | KVOU — Uvalde, Tex. | 653 |
| KTOH — Lihue, Kauai, T. H. | 696 | KVOW — Littlefield, Tex. | 645 |
| KTOK — Oklahoma City, Okla. | 579 | KVOX — Moorhead, Minn. | 478 |
| KTOP — Topeka, Kan. | 433 | KVOZ — Laredo, Tex. | 645 |
| KTOW — Oklahoma City, Okla. | 579 | KVRC — Arkadelphia, Ark. | 329 |
| KTRB — Modesto, Calif. | 346 | KVRH — Salida, Colo. | 362 |
| KTRC — Santa Fe, N. M. | 513 | KVRS — Rock Springs, Wyo. | 693 |
| KTR E — Lufkin, Tex. | 646 | KVSF — Santa Fe, N. M. | 513 |
| KTRF — Thief River Falls, Minn. | 480 | KVSM — San Mateo, Calif. | 353 |
| KTRH — Houston, Tex. | 643 | KVSO — Ardmore, Okla. | 576 |
| KTRI — Sioux City, Ia. | 428 | KVVC — Ventura, Calif. | 356 |
| KTRM — Beaumont, Tex. | 632 | KVWC — Vernon, Tex. | 653 |
| KTRN — Wichita Falls, Tex. | 654 | KVWO — Cheyenne, Wyo. | 691 |
| KTRY — Bastrop, La. | 441 | KWAD — Wadena, Minn. | 480 |
| KTSA — San Antonio, Tex. | 650 | KWAK — Suttgart, Ark. | 337 |
| KTSM — El Paso, Tex. | 638 | KWAL — Osburn, Idaho | 400 |
| KTSW — Emporia, Kan. | 430 | KWAT — Watertown, S. D. | 621 |
| KTTR — Rolla, Mo. | 490 | KWBB — Wichita, Kan. | 434 |
| KTTS — Springfield, Mo. | 494 | KWBC — Fort Worth, Tex. | 639 |
| KTUC — Tucson, Ariz. | 328 | KWBG — Boone, Ia. | 422 |
| KTUL — Tulsa, Okla. | 581 | KWBE — Beatrice, Neb. | 498 |
| KTUR — Turlock, Calif. | 356 | KWBM — Williston, N. D. | 561 |
| KTW — Seattle, Wash. | 673 | KWBR — Oakland, Calif. | 347 |
| KTXC — Big Spring, Tex. | 633 | KWBU — Corpus Christi, Tex. | 635 |
| KTXJ — Jasper, Tex. | 644 | KWBW — Hutchinson, Kan. | 430 |
| KTXL — San Angelo, Tex. | 650 | KWCB — Searcy, Ark. | 334 |
| KTXN — Austin, Tex. | 631 | KWCJ — Natchitoches, La. | 443 |
| KTYL — Mesa, Ariz. | 326 | KWCO — Chickasha, Okla. | 576 |
| KUBA — Yuba City, Calif. | 357 | KWDM — Des Moines, Ia. | 425 |
| KUBC — Montrose, Colo. | 361 | KWED — Seguin, Tex. | 651 |
| KUGN — Eugene, Ore. | 583 | KWEI — Weiser, Idaho | 403 |
| KUIN — Grants Pass, Ore. | 584 | KWEM — West Memphis, Ark. | 337 |
| KUJ — Walla Walla, Wash. | 674 | KWEW — Hobbs, N. M. | 512 |
| KUKI — Ukiah, Calif. | 356 | KWFC — Hot Springs, Ark. | 331 |
| KULA — Honolulu, T. H. | 696 | KWFT — Wichita Falls, Tex. | 654 |
| KULE — Ephrata, Wash. | 669 | KWG — Stockton, Calif. | 355 |
| KULP — El Campo, Tex. | 637 | KWGB — Goodland, Kan. | 430 |
| KUNO — Corpus Christi, Tex. | 635 | KWHI — Brenham, Tex. | 633 |
| KUOA — Siloam Springs, Ark. | 334 | KWHK — Hutchinson, Kan. | 431 |
| KURV — Edinburg, Tex. | 637 | KWHN — Fort Smith, Ark. | 331 |
| KUTA — Salt Lake City, Utah | 657 | KWHP — Cushing, Okla. | 576 |
| KVAN — Vancouver, Wash. | 674 | KWHW — Altus, Okla. | 576 |
| KVAS — Astoria, Ore. | 582 | KWIE — Kennewick, Wash. | 670 |
| KVBC — Farmington, N. M. | 512 | KWIK — Pocatello, Idaho | 401 |
| KVCV — Redding, Calif. | 348 | KWIL — Albany, Ore. | 582 |
| KVEC — San Luis Obispo, Calif. | 353 | KWIN — Ashland, Ore. | 582 |
| KVEN — Ventura, Calif. | 356 | KWJB — Globe, Ariz. | 326 |
| KVER — Albuquerque, N. M. | 511 | KWJJ — Portland, Ore. | 586 |
| KVET — Austin, Tex. | 631 | KWK — St. Louis, Mo. | 491 |
| KVFD — Ft. Dodge, Ia. | 426 | KWKC — Abilene, Tex. | 629 |
| KVGB — Great Bend, Kan. | 430 | KWKH — Shreveport, La. | 446 |
| KVI — Seattle, Wash. | 673 | KWKW — Pasadena, Calif. | 347 |
| KVIC — Victoria, Tex. | 653 | KWLK — Longview, Wash. | 670 |

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| KWLM — Willmar, Minn. | 480 | WAAF — Chicago, Ill. | 405 |
| KWNO — Winona, Minn. | 480 | WAAT — Newark, N. J. | 507 |
| KWNW — Wenatchee, Wash. | 675 | WABA — Aquadilla, P. R. | 697 |
| KWOA — Worthington, Minn. | 480 | WABB — Mobile, Ala. | 322 |
| KWOC — Poplar Bluff, Mo. | 490 | WABC — New York, N. Y. | 523 |
| KWOE — Clinton, Okla. | 576 | WABG — Greenwood, Miss. | 482 |
| KWON — Bartlesville, Okla. | 576 | WABI — Bangor, Me. | 447 |
| KWOR — Worland, Wyo. | 693 | WABJ — Adrian, Mich. | 463 |
| KWOS — Jefferson City, Mo. | 488 | WABM — Houlton, Me. | 448 |
| KWPC — Muscatine, Ia. | 427 | WABY — Albany, N. Y. | 514 |
| KWRC — Pendleton, Ore. | 585 | WABZ — Albemarle, N. C. | 545 |
| KWPM — West Plains, Mo. | 494 | WACA — Camden, S. C. | 613 |
| KWRE — Warrenton, Mo. | 494 | WACB — Kittanning, Pa. | 596 |
| KWRL — Riverton, Wyo. | 693 | WACE — Chicopee-Springfield, Mass. | 457 |
| KWRN — Reno, Nev. | 503 | WACL — Waycross, Ga. | 398 |
| KWRO — Coquille, Ore. | 583 | WACO — Waco, Tex. | 654 |
| KWSD — Mt. Shasta, Calif. | 346 | WACR — Columbus, Miss. | 482 |
| KWSH — Wewaka, Okla. | 581 | WADC — Akron, O. | 562 |
| KWSK — Pratt, Kan. | 432 | WADE — Wadesboro, N. C. | 556 |
| KWSO — Wasco, Calif. | 357 | WAEB — Allentown, Pa. | 588 |
| KWTC — Barstow, Calif. | 338 | WAEL — Mayaguez, P. R. | 697 |
| KWTO — Springfield, Mo. | 494 | WAFB — Baton Rouge, La. | 441 |
| KWTX — Waco, Tex. | 654 | WAGA — Atlanta, Ga. | 386 |
| KWWL — Waterloo, Ia. | 428 | WAGC — Chattanooga, Tenn. | 622 |
| KWYO — Sheridan, Wyo. | 693 | WAGE — Syracuse, N. Y. | 539 |
| KXA — Seattle, Wash. | 673 | WAGF — Dothan, Ala. | 319 |
| KXAR — Hope, Ark. | 331 | WAGM — Presque Isle, Me. | 449 |
| KXEL — Waterloo, Ia. | 429 | WAIM — Anderson, S. C. | 613 |
| KXEO — Mexico, Mo. | 490 | WAIN — Columbia, Ky. | 435 |
| KXGI — Ft. Madison, Ia. | 426 | WAIR — Winston-Salem, N. C. | 558 |
| KXGN — Glendive, Mont. | 496 | WAIT — Chicago, Ill. | 406 |
| KXIC — Iowa City, Ia. | 426 | WAJR — Morgantown, W. Va. | 679 |
| KXIT — Dalhart, Tex. | 636 | WAKE — Greenville, S. C. | 617 |
| KXJK — Forrest City, Ark. | 330 | WAKN — Aiken, S. C. | 613 |
| KXL — Portland, Ore. | 587 | WAKR — Akron, O. | 562 |
| KXLA — Pasadena, Calif. | 347 | WAKU — Latrobe, Pa. | 596 |
| KXLE — Ellensburg, Wash. | 669 | WALA — Mobile, Ala. | 322 |
| KXLF — Butte, Mont. | 496 | WALB — Albany, Ga. | 386 |
| KXLJ — Helena, Mont. | 496 | WALD — Walterboro, S. C. | 619 |
| KXLK — Great Falls, Mont. | 496 | WALE — Fall River, Mass. | 457 |
| KXLL — Missoula, Mont. | 497 | WALK — Patchogue, N. Y. | 536 |
| KXLO — Lewistown, Mont. | 497 | WALL — Middletown, N. Y. | 522 |
| KXLQ — Bozeman, Mont. | 495 | WALM — Albion, Mich. | 463 |
| KXLR — Little Rock, Ark. | 333 | WALT — Tampa, Fla. | 384 |
| KXLW — St. Louis, Mo. | 493 | WAML — Laurel, Miss. | 484 |
| KXLY — Spokane, Wash. | 673 | WAMS — Wilmington, Del. | 370 |
| KXO — El Centro, Calif. | 340 | WAND — Canton, O. | 563 |
| KXOA — Sacramento, Calif. | 349 | WANE — Ft. Wayne, Ind. | 417 |
| KXOB — Stockton, Calif. | 356 | WANN — Annapolis, Md. | 450 |
| KXOC — Chico, Calif. | 339 | WANS — Anderson, R. I. | 613 |
| KXOK — St. Louis, Mo. | 493 | WANT — Richmond, Va. | 665 |
| KXOL — Fort Worth, Tex. | 639 | WAOV — Vincennes, Ind. | 421 |
| KXOX — Sweetwater, Tex. | 652 | WAPA — San Juan, P. R. | 699 |
| KXRA — Alexander, Minn. | 475 | WAPF — McComb, Miss. | 484 |
| KXRJ — Russellville, Ark. | 334 | WAPI — Birmingham, Ala. | 318 |
| KXRO — Aberdeen, Wash. | 668 | WAPO — Chattanooga, Tenn. | 622 |
| KXRX — San Jose, Calif. | 353 | WAPX — Montgomery, Ala. | 323 |
| KXXL — Monterey, Calif. | 346 | WARA — Attleboro, Mass. | 456 |
| KXXX — Colby, Kan. | 429 | WARC — Rochester, N. Y. | 537 |
| KXYZ — Houston, Tex. | 643 | WARD — Johnstown, Pa. | 595 |
| KYA — San Francisco, Calif. | 352 | WARE — Ware, Mass. | 461 |
| KYAK — Yakima, Wash. | 675 | WARK — Hagerstown, Md. | 454 |
| KYCA — Prescott, Ariz. | 328 | WARL — Arlington, Va. | 659 |
| KYJC — Medford, Ore. | 585 | WARM — Scranton, Pa. | 606 |
| KYMA — Yuma, Ariz. | 329 | WASA — Havre De Grace, Md. | 455 |
| KYNO — Fresno, Calif. | 341 | WASK — Lafayette, Ind. | 419 |
| KYOR — Blythe, Calif. | 338 | WASL — Annapolis, Md. | 450 |
| KYOS — Merced, Calif. | 345 | WATA — Boone, N. C. | 546 |
| KYOU — Greeley, Colo. | 361 | WATC — Gaylord, Mich. | 469 |
| KYSM — Mankato, Minn. | 477 | WATG — Ashland, O. | 562 |
| KYUM — Yuma, Ariz. | 329 | WATH — Athens, O. | 562 |
| KYW — Philadelphia, Pa. | 601 | WATK — Antigo, Wis. | 681 |
| WAAA — Winston-Salem, N. C. | 557 | WATL — Atlanta, Ga. | 386 |
| WAAB — Worcester, Mass. | 463 | WATM — Atmore, Ala. | 317 |

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| WATN — Watertown, N. Y. | 543 | WBRD — Ft. Lauderdale, Fla. | 374 |
| WATO — Oak Ridge, Tenn. | 628 | WBRE — Wilkes-Barre, Pa. | 608 |
| WATR — Waterbury, Conn. | 369 | WBRK — Pittsfield, Mass. | 460 |
| WATS — Sayre, Pa. | 606 | WBRM — Marion, N. C. | 552 |
| WATT — Cadillac, Mich. | 466 | WBRW — Welch, W. Va. | 680 |
| WATW — Ashland, Wis. | 681 | WBRY — Waterbury, Conn. | 369 |
| WATZ — Alpena, Mich. | 464 | WBSC — Bennettsville, S. C. | 613 |
| WAUD — Auburn, Ala. | 317 | WBSM — New Bedford, Mass. | 459 |
| WAUG — Augusta, Ga. | 389 | WBSP — Pensacola, Fla. | 382 |
| WAUX — Waukesha, Wis. | 690 | WBT — Charlotte, N. C. | 546 |
| WAVA — Ava, Ill. | 403 | WBTA — Batavia, N. Y. | 515 |
| WAVE — Louisville, Ky. | 437 | WBTH — Williamson, W. Va. | 680 |
| WAVL — Apollo, Pa. | 589 | WBTM — Danville, Va. | 661 |
| WAVU — Albertville, Ala. | 317 | WBUD — Morrisville, Pa. | 599 |
| WAVZ — New Haven, Conn. | 368 | WBUT — Butler, Pa. | 590 |
| WAYB — Waynesboro, Va. | 668 | WBUX — Daylestown, Pa. | 591 |
| WAYN — Rockingham, N. C. | 554 | WBUY — Lexington, N. C. | 552 |
| WAYS — Charlotte, N. C. | 546 | WBVP — Beaver Falls, Pa. | 589 |
| WAYX — Waycross, Ga. | 398 | WBYS — Canton, Ill. | 405 |
| WAZF — Yazoo City, Miss. | 486 | WBZ-WBZA — Boston-Springfield, Mass. | 456 |
| WAZL — Hazleton, Pa. | 593 | WCAE — Pittsburgh, Pa. | 604 |
| WBAC — Cleveland, Tenn. | 623 | WCAN — Milwaukee, Wis. | 686 |
| WBAL — Baltimore, Md. | 450 | WCAM — Camden, N. J. | 506 |
| WBAP — Fort Worth, Tex. | 641 | WCAO — Baltimore, Md. | 452 |
| WBAT — Marion, Ind. | 419 | WCAP — Lowell, Mass. | 459 |
| WBAY — Green Bay, Wis. | 682 | WCAR — Pontiac, Mich. | 473 |
| WBAX — Wilkes-Barre, Pa. | 608 | WCAU — Philadelphia, Pa. | 601 |
| WBBB — Burlington, N. C. | 546 | WCAV — Norfolk, Va. | 663 |
| WBBC — Flint, Mich. | 468 | WCAW — Charleston, W. Va. | 676 |
| WBBM — Chicago, Ill. | 406 | WCAX — Burlington, Vt. | 658 |
| WBBO — Forest City, N. C. | 548 | WCAZ — Carthage, Ill. | 405 |
| WBQQ — Augusta, Ga. | 389 | WCBA — Corning, N. Y. | 518 |
| WBBW — Youngstown, O. | 573 | WCBC — Anderson, Ind. | 416 |
| WBBZ — Ponca City, Okla. | 580 | WCBD — Chicago-Zion, Ill. | 406 |
| WBCK — Battle Creek, Mich. | 464 | WCBI — Columbus, Miss. | 482 |
| WBCM — Bay City, Mich. | 466 | WCBM — Baltimore, Md. | 452 |
| WBCO — Bessemer-Birmingham, Ala. | 318 | WCBS — New York, N. Y. | 523 |
| WBCU — Union, S. C. | 619 | WCBT — Roanoke Rapids, N. C. | 554 |
| WBEC — Pittsfield, Mass. | 460 | WCCC — Hartford, Conn. | 365 |
| WBEJ — Elizabethton, Tenn. | 623 | WCCM — Lawrence, Mass. | 459 |
| WBEL — Beloit, Wis. | 681 | WCCO — Minneapolis, Minn. | 477 |
| WBEN — Buffalo, N. Y. | 517 | WCPC — Savannah, Ga. | 396 |
| WBET — Brockton, Mass. | 457 | WCDD — Carbondale, Pa. | 590 |
| WBEV — Beaver Dam, Wis. | 681 | WCDT — Winchester, Tenn. | 629 |
| WBEX — Chillicothe, O. | 563 | WCEC — Rocky Mount, N. C. | 554 |
| WBGE — Atlanta, Ga. | 387 | WCED — DuBoise, Pa. | 592 |
| WBGR — Jessup, Ga. | 395 | WCEM — Cambridge, Md. | 454 |
| WBHB — Fitzgerald, Ga. | 394 | WCEN — Mt. Pleasant, Mich. | 472 |
| WBHF — Cartersville, Ga. | 391 | WCFL — Chicago, Ill. | 405 |
| WBHP — Huntsville, Ala. | 321 | WCFV — Clifton Forge, Va. | 660 |
| WBID — Henderson, N. C. | 550 | WCHS — Charleston, W. Va. | 676 |
| WBIG — Greensboro, N. C. | 549 | WCHV — Charlottesville, Va. | 660 |
| WBIP — Boonville, Miss. | 481 | WCHA — Chambersburg, Pa. | 591 |
| WBIR — Knoxville, Tenn. | 625 | WCHN — Norwich, N. Y. | 535 |
| WBIS — Bristol, Conn. | 365 | WCHO — Washington, Court House, O. | 572 |
| WBIV — Bedford, Ind. | 416 | WCHS — Charleston, W. Va. | 676 |
| WBIZ — Eau Claire, Wis. | 681 | WCIL — Carbondale, Ill. | 405 |
| WBKV — West Bend, Wis. | 690 | WCJU — Columbia, Miss. | 482 |
| WBLJ — Dalton, Ga. | 393 | WCKB — Dunn, N. C. | 547 |
| WBLK — Clarksburg, W. Va. | 677 | WKY — Cincinnati, O. | 563 |
| WBLT — Bedford, Va. | 659 | WCLC — Flint, Mich. | 469 |
| WBMD — Baltimore, Md. | 450 | WCLD — Cleveland, Miss. | 481 |
| WBML — Macon, Ga. | 395 | WCLI — Corning, N. Y. | 518 |
| WBMS — Boston, Mass. | 456 | WCLO — Janesville, Wis. | 682 |
| WBNL — Boonville, Ind. | 416 | WCLT — Newark, O. | 570 |
| WBNS — Columbus, O. | 566 | WCMA — Corinth, Miss. | 482 |
| WENX — New York, N. Y. | 523 | WCMB — Lemoyne, Pa. | 596 |
| WBNY — Buffalo, N. Y. | 517 | WCMC — Wildwood, N. J. | 510 |
| WBOB — Galax, Va. | 662 | WCMI — Ashland, Ky. | 434 |
| WBOC — Salisbury, Md. | 455 | WCMN — Arecibo, P. R. | 697 |
| WBOK — New Orleans, La. | 444 | WCMW — Canton, O. | 563 |
| WBOW — Terre Haute, Ind. | 421 | WCMY — Ottawa, Ill. | 412 |
| WBEX — Chillicothe, O. | 563 | WCNB — Connersville, Ind. | 416 |
| WBPZ — Lock Haven, Pa. | 597 | WCNC — Elizabeth City, N. C. | 548 |
| WBRC — Birmingham, Ala. | 318 | WCNH — Quincy, Fla. | 383 |

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| WCNR — Bloomsburg, Pa. | 590 | WDOV — Dover, Del. | 370 |
| WCNT — Centralia, Ill. | 405 | WDRG — Hartford, Conn. | 367 |
| WCNU — Crestview, Fla. | 373 | WDSC — Dillon, S. C. | 615 |
| WCNX — Middletown, Conn. | 367 | WDSG — Dyersburg, Tenn. | 623 |
| WCOA — Pensacola, Fla. | 382 | WDSM — Superior, Wis. | 689 |
| WCOC — Meridian, Miss. | 484 | WDSR — Lake City, Fla. | 378 |
| WCOG — Greensboro, N. C. | 549 | WDSU — New Orleans, La. | 444 |
| WCOH — Newnan, Ga. | 396 | WDUN — Gainesville, Ga. | 394 |
| WCOJ — Coatesville, Pa. | 591 | WDUZ — Green Bay, Wis. | 682 |
| WCOL — Columbus, O. | 567 | WDVA — Danville, Va. | 661 |
| WCOM — Parlersburg, W. Va. | 679 | WDWD — Dawson, Ga. | 393 |
| WCOP — Boston, Mass. | 456 | WDWS — Champaign, Ill. | 405 |
| WCOR — Lebanon, Tenn. | 625 | WDXB — Chattanooga, Tenn. | 622 |
| WCOS — Columbia, S. C. | 614 | WDXE — Lawrenceburg, Tenn. | 625 |
| WCOU — Lewiston, Me. | 448 | WDXI — Jackson, Tenn. | 624 |
| WCOV — Montgomery, Ala. | 323 | WDYK — Cumberland, Md. | 454 |
| WCOW — South St. Paul, Minn. | 480 | WDZ — Decatur, Ill. | 609 |
| WCPA — Clearfield, Pa. | 591 | WEAB — Greer, S. C. | 417 |
| WCPM — Cumberland, Ky. | 435 | WEAM — Arlington, Va. | 659 |
| WCPO — Cincinnati, O. | 564 | WEAN — Providence, R. I. | 612 |
| WCPS — Tarboro, N. C. | 555 | WEAR — Pensacola, Fla. | 383 |
| WCRA — Effingham, Ill. | 409 | WEAS — Atlanta-Decatur, Ga. | 389 |
| WCRB — Waltham, Mass. | 461 | WEAT — Lake Worth, Fla. | 378 |
| WCRI — Scottsboro, Ala. | 324 | WEAU — Eau Claire, Wis. | 681 |
| WCRK — Morristown, Tenn. | 627 | WEAV — Plattsburg, N. Y. | 536 |
| WCRL — Oneonta, Ala. | 324 | WEBC — Duluth, Minn. | 476 |
| WCRO — Johnstown, Pa. | 595 | WEBJ — Brewton, Ala. | 318 |
| WCRS — Greenwood, S. C. | 617 | WEBK — Tampa, Fla. | 385 |
| WCRW — Chicago, Ill. | 406 | WEBQ — Harrisburg, Ill. | 410 |
| WCSC — Charleston, S. C. | 613 | WEBR — Buffalo, N. Y. | 517 |
| WCSH — Portland, Me. | 448 | WEDC — Chicago, Ill. | 406 |
| WCSI — Columbus, Ind. | 416 | WEDO — McKeesport, Pa. | 599 |
| WCSS — Amsterdam, N. Y. | 515 | WEDR — Birmingham, Ala. | 318 |
| WCTA — Andalusia, Ala. | 317 | WEEB — Southern Pines, N. C. | 555 |
| WCTC — New Brunswick, N. J. | 508 | WEED — Rocky Mount, N. C. | 554 |
| WCTT — Corbin, Ky. | 435 | WEEL — Boston, Mass. | 456 |
| WCUE — Akron, O. | 562 | WEEK — Peoria, Ill. | 412 |
| WCUM — Cumberland, Md. | 454 | WEUU — Reading, Pa. | 605 |
| WCVA — Culpeper, Va. | 661 | WEGO — Concord, N. C. | 547 |
| WCVI — Connellsville, Pa. | 591 | WEIM — Fitchburg, Mass. | 458 |
| WCVS — Springfield, Ill. | 414 | WEIR — Weirton, W. Va. | 680 |
| WCYB — Bristol, Va. | 660 | WEKR — Fayetteville, Tenn. | 623 |
| WDAD — Indiana, Pa. | 595 | WEKZ — Monroe, Wis. | 686 |
| WDAE — Tampa, Fla. | 384 | WELC — Welch, W. Va. | 680 |
| WDAF — Kansas City, Mo. | 489 | WELI — New Haven, Conn. | 368 |
| WDAK — Columbus, Ga. | 391 | WELL — Battle Creek, Mich. | 464 |
| WDAN — Danville, Ill. | 408 | WELM — Elmira, N. Y. | 518 |
| WDAR — Savannah, Ga. | 396 | WELO — Tupelo, Miss. | 485 |
| WDAS — Philadelphia, Pa. | 601 | WELP — Easley, S. C. | 615 |
| WDAY — Fargo, N. D. | 559 | WELR — Roanoke, Ala. | 324 |
| WDBC — Escanaba, Mich. | 468 | WELS — Kinston, N. C. | 551 |
| WDBJ — Roanoke, Va. | 666 | WEMP — Milwaukee, Wis. | 685 |
| WDBO — Orlando, Fla. | 381 | WENA — Bayamon, P. R. | 697 |
| WDBQ — Dubuque, Ia. | 425 | WENC — Whiteville, N. C. | 557 |
| WDBL — Springfield, Tenn. | 628 | WENE — Binghamton, N. Y. | 517 |
| WDEC — Americus, Ga. | 386 | WENK — Union City, Tenn. | 629 |
| WDEF — Chattanooga, Tenn. | 622 | WENR — Chicago, Ill. | 406 |
| WDEL — Wilmington, Del. | 370 | WENT — Johnstown, N. Y. | 522 |
| WDEV — Waterbury, Vt. | 659 | WENY — Elmira, N. Y. | 518 |
| WDGY — Minneapolis, Minn. | 478 | WEOA — Evansville, Ind. | 417 |
| WDIA — Memphis, Tenn. | 626 | WEOK — Poughkeepsie, N. Y. | 536 |
| WDIG — Dothan, Ala. | 319 | WEOL — Elyria, O. | 568 |
| WDKD — Kingstree, S. C. | 618 | WEPM — Martinsburg, W. Va. | 678 |
| WDLA — Walton, N. Y. | 543 | WERC — Eire, Pa. | 592 |
| WDLB — Marshfield, Wis. | 685 | WERD — Atlanta, Ga. | 387 |
| WDLP — Panama City, Fla. | 382 | WERE — Cleveland, O. | 564 |
| WDMG — Douglas, Ga. | 393 | WERH — Hamilton, Ala. | 321 |
| WDMJ — Marquette, Mich. | 472 | WERI — Westerly, R. I. | 612 |
| WDNC — Durham, N. C. | 547 | WESA — Charleroi, Pa. | 591 |
| WDNE — Elkins, W. Va. | 677 | WESB — Bradford, Pa. | 590 |
| WDOD — Chattanooga, Tenn. | 622 | WESC — Greenville, S. C. | 617 |
| WDOK — Cleveland, O. | 564 | WEST — Easton, Pa. | 592 |
| WDOR — Sturgeon Bay, Wis. | 688 | WESX — Salem, Mass. | 460 |
| WDOS — Oneonta, N. Y. | 535 | WETB — Johnson City, Tenn. | 624 |

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| WETO — Gadsden, Ala. | 320 | WGAT — Utica, N. Y. | 541 |
| WEVA — Emporia, Va. | 661 | WGAU — Athens, Ga. | 386 |
| WEVD — New York, N. Y. | 523 | WGAY — Silver Springs, Md. | 455 |
| WEVE — Eveleth, Minn. | 476 | WGBA — Columbus, Ga. | 393 |
| WEW — St. Louis, Mo. | 493 | WGBB — Freeport, N. Y. | 518 |
| WEWO — Laurinburg, N. C. | 551 | WGBF — Evansville, Ind. | 417 |
| WEXL — Royal Oak, Mich. | 473 | WGBG — Greensboro, N. C. | 549 |
| WEYE — Sanford, N. C. | 555 | WGBI — Scranton, Pa. | 606 |
| WFAA — Dallas, Tex. | 636 | WGBR — Goldsboro, N. C. | 549 |
| WFAK — Memphis, Tenn. | 626 | WGBS — Miami, Fla. | 379 |
| WFAI — Fayetteville, N. C. | 548 | WGCB — Red Lion, Pa. | 606 |
| WFAS — White Plains, N. Y. | 544 | WGCD — Chester, S. C. | 614 |
| WFAU — Augusta, Me. | 446 | WGCM — Gulfport, Miss. | 483 |
| WFAX — Falls Church, Va. | 661 | WGEM — Quincy, Ill. | 413 |
| WFBC — Greenville, S. C. | 617 | WGES — Chicago, Ill. | 406 |
| WFBG — Altoona, Pa. | 588 | WGET — Gettysburg, Pa. | 593 |
| WFBL — Syracuse, N. Y. | 539 | WGEZ — Beloit, Wis. | 681 |
| WFBR — Baltimore, Md. | 452 | WGFG — Kalamazoo, Mich. | 471 |
| WFBM — Indianapolis, Ind. | 418 | WGGA — Gainesville, Ga. | 394 |
| WFCB — Dunkirk, N. Y. | 518 | WGGG — Gainesville, Fla. | 375 |
| WFCF — Flint, Mich. | 469 | WGGH — Marion, Ill. | 411 |
| WFEA — Manchester, N. H. | 504 | WGH — Newport News, Va. | 663 |
| WFEB — Sylacauga, Ala. | 325 | WGHN — Grand Haven, Mich. | 469 |
| WFEC — Miami, Fla. | 379 | WGIG — Brunswick, Ga. | 390 |
| WFGM — Fitchburg, Mass. | 458 | WGIL — Galesburg, Ill. | 409 |
| WFGN — Gaffney, S. C. | 615 | WGIV — Charlotte, N. C. | 546 |
| WFHG — Bristol, Va. | 660 | WGKV — Charleston, W. Va. | 676 |
| WFHR — Wisconsin Rapids, Wis. | 690 | WGL — Ft. Wayne, Ind. | 417 |
| WFIG — Sumter, S. C. | 619 | WGLC — Centerville, Miss. | 481 |
| WFIL — Philadelphia, Pa. | 601 | WGLS — Decatur, Ga. | 393 |
| WFIN — Finlay, O. | 568 | WGMS — Washington, D. C. | 371 |
| WFKY — Frankfort, Ky. | 435 | WGN — Chicago, Ill. | 406 |
| WFLA — Tampa, Fla. | 385 | WGNB — Gastonia, N. C. | 549 |
| WFLB — Fayetteville, N. C. | 548 | WGNI — Wilmington, N. C. | 557 |
| WFLO — Farmville, Va. | 661 | WGNR — New Rochelle, N. Y. | 523 |
| WFMC — Goldsboro, N. C. | 549 | WGNS — Murfreesboro, Tenn. | 627 |
| WFMD — Frederick, Md. | 454 | WGNV — Newburgh, N. Y. | 523 |
| WFMH — Cullman, Ala. | 319 | WGOV — Valdosta, Ga. | 398 |
| WFMJ — Youngstown, O. | 575 | WGPA — Bethlehem, Pa. | 589 |
| WFMW — Madisonville, Ky. | 438 | WGPC — Albany, Ga. | 386 |
| WFNC — Fayetteville, N. C. | 548 | WGR — Buffalo, N. Y. | 517 |
| WFNS — Burlington, N. C. | 546 | WGRA — Cairo, Ga. | 390 |
| WFOB — Fostoria, O. | 569 | WGRC — Louisville, Ky. | 437 |
| WFOM — Marietta, Ga. | 395 | WGRD — Grand Rapids, Mich. | 469 |
| WFOJ — Hattiesburg, Miss. | 483 | WGRM — Greenwood, Miss. | 482 |
| WFOX — Milwaukee, Wis. | 685 | WGRO — Bay City, Mich. | 466 |
| WFOY — St. Augustine, Fla. | 383 | WGRV — Greenville, Tenn. | 623 |
| WFPA — Ft. Payne, Ala. | 320 | WGRY — Gary, Ind. | 418 |
| WFPG — Atlantic City, N. J. | 506 | WGSM — Huntington, N. Y. | 521 |
| WFPM — Ft. Valley, Ga. | 394 | WGST — Atlanta, Ga. | 387 |
| WFRC — Reidsville, N. C. | 553 | WGSV — Guntersville, Ala. | 321 |
| WFRL — Freeport, Ill. | 409 | WGTA — Summerville, Ga. | 397 |
| WFRO — Fremont, O. | 569 | WGTC — Greenville, N. C. | 550 |
| WFRP — Savannah, Ga. | 396 | WGTL — Kannapolis, N. C. | 551 |
| WFRX — West Frankfort, Ill. | 415 | WGTM — Wilson, N. C. | 557 |
| WFTC — Kinston, N. C. | 551 | WGTN — Georgetown, S. C. | 617 |
| WFTL — Ft. Lauderdale, Fla. | 375 | WGUY — Bangor, Me. | 447 |
| WFTM — Maysville, Ky. | 438 | WGVA — Geneva, N. Y. | 519 |
| WFTR — Front Royal, Va. | 661 | WGVM — Greenville, Miss. | 482 |
| WFUL — Fulton, Ky. | 435 | WGWC — Selma, Ala. | 324 |
| WFUN — Huntsville, Ala. | 322 | WGWD — Gadsden, Ala. | 321 |
| WFUR — Grand Rapids, Mich. | 469 | WGWR — Asheboro, N. C. | 545 |
| WFVA — Fredericksburg, Md. | 661 | WGY — Schenectady, N. Y. | 539 |
| WVFG — Fuquay Springs, N. C. | 549 | WGYV — Greenville, Ala. | 321 |
| WFYC — Alma, Mich. | 463 | WHA — Madison, Wis. | 683 |
| WGAA — Cedartown, Ga. | 391 | WHAI — Greenfield, Mass. | 458 |
| WGAC — Augusta, Ga. | 389 | WHAK — Rogers City, Mich. | 473 |
| WGAD — Gadsden, Ala. | 321 | WHAL — Shelbyville, Tenn. | 628 |
| WGAF — Valdosta, Ga. | 398 | WHAM — Rochester, N. Y. | 537 |
| WGAI — Elizabeth City, N. C. | 548 | WHAN — Charleston, S. C. | 614 |
| WGAL — Lancaster, Pa. | 596 | WHAP — Hopewell, Va. | 662 |
| WGAN — Portland, Me. | 449 | WHAR — Clarksburg, W. Va. | 677 |
| WGAP — Maryville, Tenn. | 626 | WHAS — Louisville, Ky. | 437 |
| WGAR — Cleveland, O. | 564 | WHAT — Philadelphia, Pa. | 603 |

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| WHAV — Haverhill, Mass. | 458 | WHTN — Huntington, W. Va. | 678 |
| WHAW — Weston, W. Va. | 680 | WHUB — Cookeville, Tenn. | 623 |
| WHAY — New Britain, Conn. | 367 | WHUC — Hudson, N. Y. | 521 |
| WHB — Kansas City, Mo. | 489 | WHUM — Reading, Pa. | 605 |
| WHBB — Selma, Ala. | 324 | WHUN — Huntingdon, Pa. | 595 |
| WHBC — Canton, O. | 563 | WHVR — Hanover, Pa. | 593 |
| WHBF — Rock Island, Ill. | 414 | WHWB — Rutland, Vt. | 658 |
| WHBI — Newark, N. J. | 508 | WHWL — Nanticoke, Pa. | 599 |
| WHBL — Sheboygan, Wis. | 688 | WHYL — Carlisle, Pa. | 590 |
| WHBO — Tampa, Fla. | 385 | WHYN — Holyoke, Mass. | 458 |
| WHBQ — Memphis, Tenn. | 626 | WHYU — Newport News, Va. | 663 |
| WHBS — Huntsville, Ala. | 322 | WIAC — San Juan, P. R. | 700 |
| WHBT — Harriman, Tenn. | 624 | WIAM — Williamston, N. C. | 557 |
| WHBU — Anderson, Ind. | 416 | WIBA — Madison, Wis. | 683 |
| WHBY — Appleton, Wis. | 681 | WIBB — Macon, Ga. | 395 |
| WHCC — Waynesville, N. C. | 557 | WIBC — Indianapolis, Ind. | 418 |
| WHCU — Ithaca, N. Y. | 521 | WIBG — Philadelphia, Pa. | 603 |
| WHDF — Houghton, Mich. | 470 | WIBM — Jackson, Mich. | 471 |
| WHDH — Boston, Mass. | 456 | WIBR — Baton Rouge, La. | 441 |
| WHDL — Olean, N. Y. | 535 | WIBU — Poynette, Wis. | 686 |
| WHEB — Portsmouth, N. H. | 505 | WIBV — Belleville, Ill. | 403 |
| WHEC — Rochester, N. Y. | 537 | WIBW — Topeka, Kan. | 433 |
| WHED — Washington, N. C. | 556 | WIBX — Utica, N. Y. | 541 |
| WHFB — Benton Harbor, Mich. | 466 | WICA — Ashtabula, O. | 562 |
| WHFC — Chicago, Ill. | 406 | WICC — Bridgeport, Conn. | 365 |
| WHGB — Harrisburg, Pa. | 595 | WICE — Providence, R. I. | 612 |
| WHHH — Warren, O. | 572 | WICH — Norwich, Conn. | 368 |
| WHHM — Memphis, Tenn. | 626 | WICY — Malone, N. Y. | 522 |
| WHIL — Medford, Mass. | 459 | WIDE — Biddeford, Me. | 447 |
| WHIM — Providence, R. I. | 612 | WIEL — Elizabethtown, Ky. | 435 |
| WHIN — Gallatin, Tenn. | 623 | WIFM — Elkin, N. C. | 548 |
| WHIO — Dayton, O. | 567 | WIGM — Medford, Wis. | 685 |
| WHIP — Mooresville, N. C. | 552 | WIHL — Hammond, La. | 442 |
| WHIR — Danville, Ky. | 435 | WIKB — Iron River, Mich. | 470 |
| WHIS — Bluefield, W. Va. | 676 | WIKC — Mogaluse, La. | 441 |
| WHIT — New Bern, N. C. | 553 | WIKE — Newport, Vt. | 658 |
| WHIZ — Zanesville, O. | 575 | WIKK — Erie, Pa. | 592 |
| WHJB — Greensburg, Pa. | 593 | WIKY — Evansville, Ind. | 417 |
| WHJC — Matewan, W. Va. | 678 | WIL — St. Louis, Mo. | 493 |
| WHK — Cleveland, O. | 565 | WILD — Birmingham, Ala. | 318 |
| WHKC — Columbus, O. | 567 | WILE — Cambridge, O. | 563 |
| WHKK — Akron, O. | 582 | WILK — Wilkes-Barre, Pa. | 609 |
| WHKP — Hendersonville, N. C. | 550 | WILM — Wilmington, Del. | 370 |
| WHKY — Hickory, N. C. | 550 | WILS — Lansing, Mich. | 471 |
| WHLB — Virginia, Minn. | 480 | WIMA — Lima, O. | 569 |
| WHLD — Niagara Falls, N. Y. | 535 | WIMO — Winder, Ga. | 399 |
| WHLF — South Boston, Va. | 667 | WIMS — Michigan City, Ind. | 420 |
| WHLI — Hempstead, N. Y. | 521 | WINA — Charlottesville, Va. | 660 |
| WHLL — Wheeling, W. Va. | 680 | WINC — Winchester, Va. | 668 |
| WHLM — Bloomsburg, Pa. | 589 | WIND — Chicago, Ill. | 408 |
| WHLN — Harlan, Ky. | 436 | WING — Dayton, O. | 568 |
| WHLS — Port Huron, Mich. | 473 | WINK — Ft. Myers, Fla. | 375 |
| WHMA — Anniston, Ala. | 317 | WINN — Louisville, Ky. | 437 |
| WHMP — Northampton, Mass. | 460 | WINR — Binghamton, N. Y. | 515 |
| WHNC — Henderson, N. C. | 550 | WINS — New York, N. Y. | 527 |
| WHO — Des Moines, Iowa. | 425 | WINX — Rockville, Md. | 455 |
| WHOB — Gardner, Mass. | 458 | WINZ — Miami, Fla. | 379 |
| WHOC — Philadelphia, Miss. | 485 | WIOD — Miami, Fla. | 380 |
| WHOD — Homestead, Pa. | 593 | WIOU — Kokomo, Ind. | 419 |
| WHOK — Lancaster, O. | 569 | WIP — Philadelphia, Pa. | 603 |
| WHOL — Allentown, Pa. | 588 | WIPC — Lake Wales, Fla. | 378 |
| WHOM — New York, N. Y. | 525 | WIPR — San Juan, P. R. | 699 |
| WHOO — Orlando, Fla. | 382 | WIRA — Ft. Pierce, Fla. | 375 |
| WHOP — Hopkinsville, Ky. | 436 | WIRB — Enterprise, Ala. | 320 |
| WHOS — Decatur, Ala. | 319 | WIRC — Hickory, N. C. | 550 |
| WHOT — South Bend, Ind. | 420 | WIRE — Indianapolis, Ind. | 418 |
| WHOW — Clinton, Ill. | 408 | WIRJ — Humboldt, Tenn. | 624 |
| WHP — Harrisburg, Pa. | 595 | WIRK — West Palm Beach, Fla. | 385 |
| WHPE — High Point, N. C. | 550 | WIRL — Peoria, Ill. | 413 |
| WHRV — Ann Arbor, Mich. | 464 | WIRO — Ironton, O. | 569 |
| WHSC — Hartsville, S. C. | 618 | WIRY — Plattsburg, N. Y. | 536 |
| WHSY — Hattiesburg, Miss. | 483 | WIS — Columbia, S. C. | 614 |
| WHTB — Talladega, Ala. | 325 | WISC — Madison, Wis. | 663 |
| WHTC — Holland, Mich. | 470 | WISE — Asheville, N. C. | 545 |

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|------------------------------|-----|
| WISH — Indianapolis, Ind. | 418 |
| WISL — Shamokin, Pa. | 607 |
| WISN — Milwaukee, Wis. | 685 |
| WISR — Butler, Pa. | 590 |
| WIST — Charlotte, N. C. | 547 |
| WITA — San Juan, P. R. | 699 |
| WITH — Baltimore, Md. | 452 |
| WITZ — Jasper, Ind. | 419 |
| WIVY — Jacksonville, Fla. | 375 |
| WIZE — Springfield, O. | 571 |
| WJAC — Johnstown, Pa. | 595 |
| WJAG — Norfolk, Neb. | 500 |
| WJAM — Marion, Ala. | 322 |
| WJAR — Providence, R. I. | 612 |
| WJAS — Pittsburgh, Pa. | 604 |
| WJAT — Swainboro, Ga. | 397 |
| WJAX — Jacksonville, Fla. | 376 |
| WJAY — Mullins, S. C. | 618 |
| WJAZ — Albany, Ga. | 386 |
| WJBB — Haleyville, Ala. | 321 |
| WJBC — Bloomington, Ill. | 403 |
| WJBF — Augusta, Ga. | 389 |
| WJBK — Detroit, Mich. | 468 |
| WJBO — Baton Rouge, La. | 441 |
| WJBS — Deland, Fla. | 374 |
| WJBW — New Orleans, La. | 444 |
| WJBY — Gadsden, Ala. | 321 |
| WJCD — Seymour, Ind. | 420 |
| WJCM — Sebring, Fla. | 384 |
| WJDA — Quincy, Mass. | 460 |
| WJDX — Jackson, Miss. | 483 |
| WJEF — Grand Rapids, Mich. | 469 |
| WJEH — Gallipolis, O. | 569 |
| WJEJ — Hagerstown, Md. | 454 |
| WJEL — Springfield, O. | 571 |
| WJER — Dover, O. | 568 |
| WJET — Erie, Pa. | 592 |
| WJHL — Johnson City, Tenn. | 624 |
| WJHO — Opelika, Ala. | 324 |
| WJHP — Jacksonville, Fla. | 375 |
| WJIG — Tullahoma, Tenn. | 629 |
| WJIM — Lansing, Mich. | 471 |
| WJIV — Savannah, Ga. | 397 |
| WJJD — Chicago, Ill. | 408 |
| WJJI — Montgomery, Ala. | 323 |
| WJIL — Niagara Falls, N. Y. | 535 |
| WJIM — Lewisburg, Tenn. | 626 |
| WJKO — Springfield, Mass. | 461 |
| WJLB — Detroit, Mich. | 468 |
| WJLD — Homewood, Ala. | 321 |
| WJLK — Asbury Park, N. J. | 505 |
| WJLS — Beckley, W. Va. | 676 |
| WJMA — Orange, Va. | 664 |
| WJMB — Brookhaven, Miss. | 481 |
| WJMC — Rice Lake, Wis. | 688 |
| WJMJ — Philadelphia, Pa. | 604 |
| WJMO — Cleveland, O. | 565 |
| WJMR — New Orleans, La. | 444 |
| WJMS — Ironwood, Mich. | 470 |
| WJMW — Athens, Ala. | 317 |
| WJMX — Florence, S. C. | 615 |
| WJNC — Jacksonville, N. C. | 551 |
| WJNO — West Palm Beach, Fla. | 385 |
| WJOB — Hammond, Ind. | 418 |
| WJOC — Jamestown, N. Y. | 520 |
| WJOI — Florence, Ala. | 320 |
| WJOL — Joliet, Ill. | 410 |
| WJON — St. Cloud, Minn. | 479 |
| WJOY — Burlington, Vt. | 658 |
| WJPA — Washington, Pa. | 608 |
| WJPD — Ishpeming, Mich. | 471 |
| WJPF — Herrin, Ill. | 410 |
| WJPG — Green Bay, Wis. | 682 |
| WJPR — Greenville, Miss. | 482 |

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|---------------------------------|-----|
| WJPS — Evansville, Ind. | 417 |
| WJQS — Jackson, Miss. | 483 |
| WJR — Detroit, Mich. | 468 |
| WJRD — Tuscaloosa, Ala. | 325 |
| WJRI — Lenoir, N. C. | 551 |
| WJTN — Jamestown, N. Y. | 521 |
| WJVA — South Bend, Ind. | 421 |
| WJVJ — Jacksonville Beach, Fla. | 378 |
| WJW — Cleveland, O. | 565 |
| WJWL — Georgetown, Del. | 370 |
| WJXN — Jackson, Miss. | 483 |
| WJZM — Clarksville, Tenn. | 622 |
| WKAB — Mobile, Ala. | 322 |
| WKAI — Macomb, Ill. | 411 |
| WKAL — Rome, N. Y. | 537 |
| WKAM — Warsaw, Ind. | 422 |
| WKAN — Kankakee, Ill. | 410 |
| WKAP — Allentown, Pa. | 588 |
| WKAQ — San Juan, P. R. | 700 |
| WKAT — Miami Beach, Fla. | 381 |
| WKAY — Glasgow, Ky. | 436 |
| WKBC — North Wilkesboro, N. C. | 553 |
| WKBH — La Crosse, Wis. | 683 |
| WKBI — St. Mary's, Pa. | 606 |
| WKEN — Youngstown, O. | 575 |
| WKBO — Harrisburg, Pa. | 595 |
| WKBR — Manchester, N. H. | 504 |
| WKBS — Oyster Bay, N. Y. | 535 |
| WKBV — Richmond, Ind. | 420 |
| WKBW — Buffalo, N. Y. | 517 |
| WKBZ — Muskegon, Mich. | 472 |
| WKCT — Bowling Green, Ky. | 434 |
| WKDA — Nashville, Tenn. | 627 |
| WKDK — Newberry, S. C. | 618 |
| WKDN — Camden, N. J. | 506 |
| WKEI — Kewanee, Ill. | 410 |
| WKEU — Griffin, Ga. | 394 |
| WKEY — Covington, Va. | 660 |
| WKN — Knoxville, Tenn. | 625 |
| WKHM — Jackson, Mich. | 471 |
| WKIC — Hazard, Ky. | 436 |
| WKID — Urbana, Ill. | 415 |
| WKIN — Kingsport, Tenn. | 625 |
| WKIP — Poughkeepsie, N. Y. | 537 |
| WKJB — Mayaguez, P. R. | 697 |
| WKJG — Ft. Wayne, Ind. | 417 |
| WKKO — Cocoa, Fla. | 373 |
| WKLA — Ludington, Mich. | 471 |
| WKLF — Clanton, Ala. | 319 |
| WKLJ — Sparta, Wis. | 688 |
| WKLK — Cloquet, Minn. | 475 |
| WKLO — Louisville, Ky. | 438 |
| WKLK — Blackstone, Va. | 659 |
| WKLY — Hartwell, Ga. | 394 |
| WKMH — Dearborn, Mich. | 466 |
| WKNA — Charleston, W. Va. | 676 |
| WKNB — New Britain, Conn. | 367 |
| WKNE — Keene, N. H. | 504 |
| WKNK — Muskegon, Mich. | 472 |
| WKNX — Saginaw, Mich. | 473 |
| WKNY — Kingston, N. Y. | 522 |
| WKOK — Sunbury, Pa. | 608 |
| WKOP — Binghamton, N. Y. | 515 |
| WKOV — Wellston, O. | 573 |
| WKOW — Madison, Wis. | 684 |
| WKOX — Framingham, Mass. | 458 |
| WKOY — Bluefield, W. Va. | 676 |
| WKOZ — Kosciusko, Miss. | 484 |
| WKPA — New Kensington, Pa. | 599 |
| WKPT — Kingsport, Tenn. | 625 |
| WKRC — Cincinnati, O. | 564 |
| WKRG — Mobile, Ala. | 323 |
| WKRM — Columbia, Tenn. | 623 |
| WKRO — Cairo, Ill. | 405 |
| WKRS — Waukegan, Ill. | 415 |

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| WKRT — Cortland, N. Y. | 518 | WLOW — Norfolk, Va. | 663 |
| WKRZ — Oil City, Pa. | 601 | WLOX — Biloxi-Gulport, Miss. | 481 |
| WKSR — Pulaski, Tenn. | 628 | WLPM — Suffolk, Va. | 668 |
| WKST — New Castle, Pa. | 599 | WLPO — La Salle, Ill. | 410 |
| WKTG — Thomasville, Ga. | 397 | WLRP — New Albany, Ind. | 420 |
| WKTU — Mayfield, Ky. | 438 | WLS — Chicago, Ill. | 408 |
| WKTY — La Crosse, Wis. | 683 | WLSH — Lansford, Pa. | 596 |
| WKUL — Cullman, Ala. | 319 | WLSI — Pikeville, Ky. | 439 |
| WKVA — Lewistown, Pa. | 597 | WLTC — Gastonia, N. C. | 549 |
| WKVM — San Juan, P. R. | 700 | WLVA — Lynchburg, Va. | 662 |
| WKWF — Key West, Fla. | 378 | WLW — Cincinnati, O. | 564 |
| WKWK — Wheeling, W. Va. | 680 | WLYC — Williamsport, Pa. | 609 |
| WKXL — Concord, N. H. | 504 | WLYN — Lynn, Mass. | 459 |
| WKXY — Sarasota, Fla. | 384 | WMAJ — State College, Pa. | 607 |
| WKY — Oklahoma City, Okla. | 579 | WMAK — Nashville, Tenn. | 627 |
| WKYB — Paducah, Ky. | 439 | WMAL — Washington, D. C. | 371 |
| WKYR — Keyser, W. Va. | 678 | WMAM — Marinette, Wis. | 684 |
| WKYW — Louisville, Ky. | 438 | WMAN — Mansfield, O. | 570 |
| WKZO — Kalamazoo, Mich. | 471 | WMAP — Monroe, N. C. | 552 |
| WLAC — Nashville, Tenn. | 627 | WMAQ — Chicago, Ill. | 408 |
| WLAD — Danbury, Conn. | 365 | WMAE — Springfield, Mass. | 461 |
| WLAG — La Grange, Ga. | 395 | WMAY — Springfield, Ill. | 414 |
| WLAK — Lakeland, Fla. | 378 | WMAZ — Macon, Ga. | 395 |
| WLAM — Lewiston, Me. | 448 | WMBC — Macon, Miss. | 484 |
| WLAN — Lancaster, Pa. | 596 | WMED — Peoria, Ill. | 413 |
| WLAP — Lexington, Ky. | 436 | WMBG — Richmond, Va. | 665 |
| WLAQ — Rome, Ga. | 396 | WMBH — Joplin, Mo. | 488 |
| WLAR — Athens, Tenn. | 621 | WMBL — Morehead, N. C. | 552 |
| WLAT — Conway, S. C. | 615 | WMBM — Miami Beach, Fla. | 381 |
| WLAU — Laurel, Miss. | 484 | WMBN — Petoskey, Mich. | 473 |
| WLAV — Grand Rapids, Mich. | 470 | WMBO — Auburn, N. Y. | 515 |
| WLAW — Lawrence, Mass. | 459 | WMBR — Jacksonville, Fla. | 376 |
| WLAY — Muscle Shoals, Ala. | 323 | WMBS — Uniontown, Pa. | 608 |
| WLBB — Carrollton, Ga. | 391 | WMC — Memphis, Tenn. | 626 |
| WLBC — Muncie, Ind. | 420 | WMCA — New York, N. Y. | 527 |
| WLBE — Leesburg, Fla. | 378 | WMCK — McKeesport, Pa. | 599 |
| WLBG — Laurens, S. C. | 618 | WMDD — Fajardo, P. R. | 697 |
| WLBH — Mattoon, Ill. | 411 | WMDN — Midland, Mich. | 472 |
| WLBJ — Bowling Green, Ky. | 434 | WMEV — Marion, Va. | 662 |
| WLBK — De Kalb, Ill. | 409 | WMEX — Boston, Mass. | 456 |
| WLBK — Lebanon, Pa. | 596 | WMFC — Monroeville, Ala. | 323 |
| WLS — Birmingham, Ala. | 318 | WMFD — Wilmington, N. C. | 557 |
| WLBZ — Bangor, Me. | 447 | WMFG — Hibbing, Minn. | 477 |
| WLCK — Campbellsville, Ky. | 434 | WMFJ — Daytona Beach, Fla. | 373 |
| WLCCM — Lancaster, S. C. | 618 | WMFR — High Point, N. C. | 551 |
| WLCC — Torrington, Conn. | 369 | WMFS — Chattanooga, Tenn. | 622 |
| WLCS — Baton Rouge, La. | 441 | WMGA — Moultrie, Ga. | 396 |
| WLCCX — La Crosse, Wis. | 683 | WMGM — New York, N. Y. | 527 |
| WLDS — Jacksonville, Ill. | 410 | WMGR — Bainbridge, Ga. | 390 |
| WLDY — Ladysmith, Wis. | 683 | WMGW — Meadville, Pa. | 599 |
| WLEA — Hornell, N. Y. | 521 | WMGY — Montgomery, Ala. | 323 |
| WLEC — Sandusky, O. | 571 | WMIA — Caguas, P. R. | 697 |
| WLEE — Richmond, Va. | 665 | WMID — Atlantic City, N. J. | 505 |
| WLET — Toccoa, Ga. | 398 | WMIE — Miami, Fla. | 380 |
| WLEU — Erie, Pa. | 592 | WMIK — Middleboro, Ky. | 438 |
| WLEW — Bad Axe, Mich. | 464 | WMIL — Milwaukee, Wis. | 686 |
| WLEX — Lexington, Ky. | 436 | WMIN — St. Paul, Minn. | 479 |
| WLIB — New York, N. Y. | 529 | WMIQ — Iron Mountain, Mich. | 470 |
| WLII — Lenoir City, Tenn. | 626 | WMIS — Natchez, Miss. | 485 |
| WLIN — Merrill, Wis. | 685 | WMIX — Mt. Vernon, Ill. | 412 |
| WLIO — East Liverpool, O. | 568 | WMJM — Cordele, Ga. | 393 |
| WLIP — Kenosha, Wis. | 683 | WMLS — Sylacauga, Ala. | 325 |
| WLLH — Lowell-Lawrence, Mass. | 459 | WMLT — Dublin, Ga. | 394 |
| WLNA — Peekskill, N. Y. | 536 | WMMB — Melbourne, Fla. | 379 |
| WLNH — Laconia, N. H. | 504 | WMMN — Fairmont, W. Va. | 677 |
| WLOA — Braddock, Pa. | 590 | WMMT — McMinnville, Tenn. | 626 |
| WLOE — Leaksville, N. C. | 551 | WMMW — Meriden, Conn. | 367 |
| WLOF — Orlando, Fla. | 382 | WMNB — North Adams, Mass. | 460 |
| WLOG — Logan, W. Va. | 678 | WMNC — Morgantown, N. C. | 552 |
| WLOH — Princeton, W. Va. | 679 | WMNE — Menomonie, Wis. | 685 |
| WLOI — La Porte, Ind. | 419 | WMOA — Marietta, O. | 570 |
| WLOK — Lima, O. | 569 | WMOG — Covington, Ga. | 393 |
| WLOL — Minneapolis, Minn. | 478 | WMOD — Moundsville, W. Va. | 679 |
| WLOS — Asheville, N. C. | 545 | WMOG — Brunswick, Ga. | 390 |
| WLOU — Louisville, Ky. | 437 | WMOH — Hamilton, O. | 569 |

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| WMOK — Metropolis, Ill. | 411 | WOBT — Rhinelander, Wis. | 688 |
| WMON — Montgomery, W. Va. | 679 | WOC — Davenport, Iowa | 424 |
| WMOU — Berlin, N. H. | 504 | WOCB — West Yarmouth, Mass. | 461 |
| WMOX — Meridian, Miss. | 484 | WOHI — East Liverpool, O. | 568 |
| WMOZ — Mobile, Ala. | 323 | WOHP — Bellefontaine, O. | 563 |
| WMPA — Aberdeen, Miss. | 481 | WOHS — Shelby, N. C. | 555 |
| WMPM — Smithfield, N. C. | 555 | WOKW — Sturgeon Bay, Wis. | 689 |
| WMPS — Memphis, Tenn. | 627 | WOKY — Milwaukee, Wis. | 686 |
| WMRA — Myrtle Beach, S. C. | 618 | WOKO — Albany, N. Y. | 514 |
| WMRC — Greenville, S. C. | 617 | WOKZ — Alton, Ill. | 403 |
| WMRF — Lewistown, Pa. | 597 | WOL — Washington, D. C. | 371 |
| WMRN — Marion, O. | 570 | WOLF — Syracuse, N. Y. | 539 |
| WMRO — Aurora, Ill. | 403 | WOLS — Florence, S. C. | 615 |
| WMRP — Flint, Mich. | 469 | WOMI — Owensboro, Ky. | 439 |
| WMRY — New Orleans, La. | 445 | WOMT — Manitowoc, Wis. | 684 |
| WMSA — Massena, N. Y. | 522 | WOND — Pleasantville, N. J. | 510 |
| WMSC — Columbia, S. C. | 615 | WONE — Dayton, O. | 568 |
| WMSL — Decatur, Ala. | 319 | WONN — Lakeland, Fla. | 378 |
| WMT — Cedar Rapids, Ia. | 423 | WONS — Hartford, Conn. | 367 |
| WMTC — Vanceleve, Ky. | 440 | WONW — Defiance, O. | 568 |
| WMTE — Manistee, Mich. | 472 | WOOD — Grand Rapids, Mich. | 470 |
| WMTR — Morristown, N. J. | 507 | WOOF — Donthan, Ala. | 320 |
| WMUR — Manchester, N. H. | 505 | WOOK — Washington, D. C. | 372 |
| WMUS — Muskegon, Mich. | 472 | WOPA — Oak Park, Ill. | 412 |
| WMUU — Greenville, S. C. | 617 | WOPI — Bristol, Tenn. | 621 |
| WMVA — Martinsville, Va. | 663 | WOR — New York, N. Y. | 529 |
| WMVG — Milledgeville, Ga. | 395 | WORA — Mayaguez, P. R. | 699 |
| WMYR — Ft. Myers, Fla. | 375 | WORC — Worcester, Mass. | 463 |
| WNAB — Bridgeport, Conn. | 365 | WORD — Spartanburg, S. C. | 619 |
| WNAC — Boston, Mass. | 457 | WORK — York, Pa. | 611 |
| WNAE — Warren, Pa. | 608 | WORL — Boston, Mass. | 457 |
| WNAG — Grenada, Miss. | 483 | WORZ — Orlando, Fla. | 382 |
| WNAH — Nashville, Tenn. | 628 | WOSA — Wausau, Wis. | 690 |
| WNAM — Neenah, Menasha, Wis. | 686 | WOSC — Fulton, N. Y. | 519 |
| WNAO — Raleigh, N. C. | 553 | WOSH — Oshkosh, Wis. | 686 |
| WNAR — Norristown, Pa. | 599 | WOTW — Nashua, N. H. | 505 |
| WNAT — Natchez, Miss. | 485 | WOV — New York, N. Y. | 533 |
| WNAV — Annapolis, Md. | 450 | WOW — Omaha, Neb. | 502 |
| WNAW — North Adams, Mass. | 460 | WOWL — Florence, Ala. | 320 |
| WNAX — Yankton, S. D. | 621 | WOWO — Ft. Wayne, Ind. | 418 |
| WNBC — New York, N. Y. | 527 | WOXF — Oxford, N. C. | 553 |
| WNBK — Binghamton, N. Y. | 515 | WPAB — Ponce, P. R. | 699 |
| WNBH — New Bedford, Mass. | 459 | WPAC — Patchogue, N. Y. | 536 |
| WNBS — Murray, Ky. | 439 | WPAD — Paducah, Ky. | 439 |
| WNBZ — Saranac Lake, N. Y. | 539 | WPAG — Ann Arbor, Mich. | 464 |
| WNCA — Siler City, N. C. | 555 | WPAL — Charleston, S. C. | 614 |
| WNCC — Barnesboro, Pa. | 589 | WPAM — Pottsville, Pa. | 605 |
| WNDB — Daytona Beach, Fla. | 374 | WPAQ — Mt. Airy, N. C. | 552 |
| WNDR — Syracuse, N. Y. | 539 | WPAR — Parkersburg, W. Va. | 679 |
| WNEB — Worcester, Mass. | 463 | WPAT — Paterson, N. J. | 509 |
| WNEL — San Juan, P. R. | 700 | WPAW — Pawtucket, R. I. | 611 |
| WNER — Live Oak, Fla. | 379 | WPAX — Thomasville, Ga. | 397 |
| WNEW — New York, N. Y. | 531 | WPAY — Portsmouth, O. | 570 |
| WNEX — Macon, Ga. | 395 | WPAZ — Pottstown, Pa. | 605 |
| WNGO — Mayfield, Ky. | 438 | WPBB — Jackson, Ala. | 322 |
| WNHC — New Haven, Conn. | 368 | WPBC — Minneapolis, Minn. | 478 |
| WNJR — Newark, N. J. | 507 | WPCF — Panama City, Fla. | 382 |
| WNLC — New London, Conn. | 368 | WPDQ — Jacksonville, Fla. | 376 |
| WNLK — Norwalk, Conn. | 368 | WPDR — Portage, Wis. | 686 |
| WNMP — Evanston, Ill. | 409 | WPDY — Clarksburg, W. Va. | 677 |
| WNNC — Newton, N. C. | 553 | WPEN — Philadelphia, Pa. | 604 |
| WNNT — Warsaw, Va. | 668 | WPEO — Peoria, Ill. | 413 |
| WNOE — New Orleans, La. | 445 | WPEP — Taunton, Mass. | 461 |
| WNOK — Columbia, S. C. | 615 | WPFB — Middletown, O. | 570 |
| WNOP — Newport, Ky. | 439 | WPGW — Portland, Ind. | 420 |
| WNOR — Norfolk, Va. | 663 | WPGH — Pittsburgh, Pa. | 604 |
| WNOW — York, Pa. | 611 | WPIC — Sharon, Pa. | 607 |
| WNOX — Knoxville, Tenn. | 625 | WPIK — Alexandria, Va. | 659 |
| WNPT — Northport, Ala. | 324 | WPIN — St. Petersburg, Fla. | 383 |
| WNVA — Norton, Va. | 664 | WPIT — Pittsburgh, Pa. | 605 |
| WNXT — Portsmouth, O. | 570 | WPJB — Providence, R. I. | 612 |
| WOAI — San Antonio, Tex. | 651 | WPKE — Pikesville, Ky. | 440 |
| WOAP — Owosso, Mich. | 473 | WPKY — Princeton, Ky. | 440 |
| WOAY — Oak Hill, W. Va. | 679 | WPLA — Plant City, Fla. | 383 |
| WOBS — Jacksonville, Fla. | 376 | WPLH — Huntington, W. Va. | 678 |
| | | WPLI — Jackson, Tenn. | 624 |

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| WPMP — Pascagoula, Miss. | 485 | WRRF — Washington, N. C. | 556 |
| WPNF — Brevard, N. C. | 546 | WRRZ — Clinton, N. C. | 547 |
| WPNX — Phoenix City, Ala. | 324 | WRSW — Warsaw, Ind. | 422 |
| WPOR — Portland, Me. | 449 | WRTA — Altoona, Pa. | 588 |
| WPPA — Pottsville, Pa. | 605 | WRUF — Gainesville, Fla. | 375 |
| WPRA — Mayaguez, P. R. | 699 | WRUN — Utica-Rome, N. Y. | 543 |
| WPRC — Lincoln, Ill. | 411 | WRVA — Richmond, Va. | 666 |
| WPRE — Prairie Du Chien, Wis. | 687 | WRXO — Roxboro, N. C. | 554 |
| WPRO — Providence, R. I. | 612 | WSAI — Cincinnati, O. | 564 |
| WPRP — Ponce, P. R. | 699 | WSAL — Logansport, Ind. | 419 |
| WPRS — Paris, Ill. | 412 | WSAM — Saginaw, Mich. | 474 |
| WPRT — Prestonburg, Ky. | 440 | WSAN — Allentown, Pa. | 588 |
| WPTF — Raleigh, N. C. | 553 | WSAP — Portsmouth, Va. | 664 |
| WPTR — Albany, N. Y. | 514 | WSAR — Fall River, Mass. | 457 |
| WPTW — Piqua, Ohio | 570 | WSAT — Salisbury, N. C. | 554 |
| WPUV — Pulaski, Va. | 664 | WSAU — Wausau, Wis. | 690 |
| WPWA — Chester, Pa. | 591 | WSAV — Savannah, Ga. | 397 |
| WQAM — Miami, Fla. | 380 | WSAY — Rochester, N. Y. | 537 |
| WQAN — Scranton, Pa. | 606 | WSAZ — Huntington, W. Va. | 678 |
| WQBC — Vicksburg, Miss. | 485 | WSB — Atlanta, Ga. | 389 |
| WQUA — Moline, Ill. | 411 | WSBA — York, Pa. | 611 |
| WQXI — Atlanta, Ga. | 389 | WSBB — New Smyrna Beach, Fla. | 381 |
| WQXR — New York, N. Y. | 535 | WSBC — Chicago, Ill. | 408 |
| WRAC — Racine, Wis. | 687 | WSBT — South Bend, Ind. | 421 |
| WRAD — Radford, Va. | 664 | WSCR — Scranton, Pa. | 606 |
| WRAG — Carrollton, Ala. | 319 | WSDC — Marine City, Mich. | 472 |
| WRAK — Williamsport, Pa. | 609 | WSDR — Sterling, Ill. | 415 |
| WRAL — Raleigh, N. C. | 553 | WSFA — Montgomery, Ala. | 323 |
| WRAP — Norfolk, Va. | 663 | WSFC — Somerset, Ky. | 440 |
| WRRAW — Reading, Pa. | 605 | WSFT — Thomaston, Ga. | 397 |
| WRAY — Princeton, Ind. | 420 | WSGC — Elberton, Ga. | 394 |
| WRBC — Jackson, Miss. | 483 | WSGN — Birmingham, Ala. | 318 |
| WRBL — Columbus, Ga. | 393 | WSGW — Saginaw, Mich. | 474 |
| WRC — Washington, D. C. | 372 | WSHB — Stillwater, Minn. | 480 |
| WRCO — Richland Center, Wis. | 688 | WSIC — Statesville, N. C. | 555 |
| WRCS — Ahsokie, N. C. | 545 | WSID — Baltimore, Md. | 452 |
| WRDB — Reedsburg, Wis. | 687 | WSIP — Paintsville, Ky. | 439 |
| WRDO — Augusta, Me. | 447 | WSIR — Winter Haven, Fla. | 385 |
| WRDW — Augusta, Ga. | 390 | WSIV — Pekin, Ill. | 412 |
| WREB — Holyoke, Mass. | 458 | WSIX — Nashville, Tenn. | 628 |
| WREC — Memphis, Tenn. | 627 | WSJS — Winston-Salem, N. C. | 558 |
| WREL — Lexington, Va. | 662 | WSKB — McComb, Miss. | 484 |
| WREN — Topeka, Kan. | 433 | WSKI — Montpelier-Barre, Vt. | 658 |
| WREV — Reidsville, N. C. | 554 | WSKY — Asheville, N. C. | 545 |
| WREX — Duluth, Minn. | 476 | WSLB — Ogdensburg, N. Y. | 535 |
| WRFC — Athens, Ga. | 386 | WSLI — Jackson, Miss. | 484 |
| WRFD — Worthington, O. | 573 | WSLS — Roanoke, Va. | 667 |
| WRFS — Alexander City, Ala. | 317 | WSM — Nashville, Tenn. | 628 |
| WRFW — Eau Claire, Wis. | 682 | WSMB — New Orleans, La. | 445 |
| WRGA — Rome, Ga. | 396 | WSMI — Litchfield, Ill. | 411 |
| WRHC — Jacksonville, Fla. | 378 | WSNJ — Bridgeton, N. J. | 506 |
| WRHI — Rock Hill, S. C. | 619 | WSNW — Seneca, S. C. | 619 |
| WRIB — Providence, R. I. | 612 | WSNY — Schenectady, N. Y. | 539 |
| WRIC — Richlands, Va. | 664 | WSOC — Charlotte, N. C. | 547 |
| WRIO — Rio Piedras, P. R. | 699 | WSOK — Nashville, Tenn. | 628 |
| WRJM — Newport, R. I. | 611 | WSO — Henderson, Ky. | 436 |
| WRJN — Racine, Wis. | 687 | WSOO — Saulte Ste. Marie, Mich. | 474 |
| WRJW — Picayune, Miss. | 485 | WSOY — Decatur, Ill. | 409 |
| WRKD — Rockland, Me. | 450 | WSPA — Spartanburg, S. C. | 619 |
| WRLD — Lanett, Ala., (West Point, Ga.) .. | 322 | WSPB — Sarasota, Fla. | 384 |
| WRMN — Elgin, Ill. | 409 | WSPC — Anniston, Ala. | 317 |
| WRNL — Richmond, Va. | 665 | WSPD — Toledo, O. | 571 |
| WRNO — Orangeburg, S. C. | 618 | WSPR — Springfield, Mass. | 461 |
| WRNY — Rochester, N. Y. | 537 | WSP — Stevens Point, Wis. | 688 |
| WROB — West Point, Miss. | 486 | WRSR — Cleveland, O. | 566 |
| WROD — Daytona Beach, Fla. | 374 | WSSB — Durham, N. C. | 548 |
| WROK — Rockford, Ill. | 413 | WSSO — Starkville, Miss. | 485 |
| WROL — Knoxville, Tenn. | 625 | WSSV — Petersburg, Va. | 664 |
| WROM — Rome, Ga. | 396 | WSTC — Stamford, Conn. | 368 |
| WRON — Ronceverte, W. Va. | 679 | WSTP — Salisbury, N. C. | 554 |
| WROV — Roanoke, Va. | 667 | WSTR — Sturgis, Mich. | 474 |
| WROW — Albany, N. Y. | 514 | WSTV — Steubenville, O. | 571 |
| WROX — Clarksdale, Miss. | 481 | WSUN — St. Petersburg, Fla. | 383 |
| WROY — Carmi, Ill. | 405 | WSVA — Harrisonburg, Va. | 662 |
| WRR — Dallas, Tex. | 637 | WSVS — Crewe, Va. | 661 |
| | | WSWN — Belle Glade, Fla. | 373 |

| | | | |
|-----------------------------------------|-----|-------------------------------------|-----|
| WSYB — Rutland, Vt. | 658 | WTXL — Springfield, Mass. | 461 |
| WSYD — Mt. Airy, N. C. | 552 | WTYC — Rock Hill, S. C. | 619 |
| WSYR — Syracuse, N. Y. | 541 | WTYS — Marianna, Fla. | 379 |
| WTAC — Flint, Mich. | 469 | WULA — Eufaula, Ala. | 320 |
| WTAD — Quincy, Ill. | 413 | WUSJ — Lockport, N. Y. | 522 |
| WTAG — Worcester, Mass. | 463 | WUSN — Charleston, S. C. | 614 |
| WTAL — Tallahassee, Fla. | 384 | WUST — Bethesda, Md. | 452 |
| WTAM — Cleveland, O. | 566 | WVAM — Altoona, Pa. | 589 |
| WTAN — Clearwater, Fla. | 373 | WVCG — Coral Gables, Fla. | 373 |
| WTAO — Cambridge, Mass. | 457 | WVCH — Chester, Pa. | 591 |
| WTAQ — La Grange, Ill. | 410 | WVEC — Hampton, Va. | 662 |
| WTAR — Norfolk, Va. | 663 | WVET — Rochester, N. Y. | 537 |
| WTAW — College Station, Tex. | 635 | WVIM — Vicksburg, Miss. | 486 |
| WTAX — Springfield, Ill. | 415 | WVJP — Caguas, P. R. | 697 |
| WTBC — Tuscaloosa, Ala. | 325 | WVJS — Owensboro, Ky. | 439 |
| WTBF — Troy, Ala. | 325 | WVKO — Columbus, O. | 567 |
| WTBO — Cumberland, Md. | 454 | WVLK — Lexington, Ky. | 436 |
| WTCH — Shawano, Wis. | 688 | WVLN — Olney, Ill. | 412 |
| WTCJ — Tell City, Ind. | 421 | WVMC — Mt. Carmel, Ill. | 412 |
| WTCM — Traverse City, Mich. | 474 | WVMI — Biloxi, Miss. | 481 |
| WTCN — Minneapolis-St. Paul, Minn. | 478 | WVNJ — Newark, N. J. | 507 |
| WTCO — Campbellsville, Ky. | 435 | WVOK — Birmingham, Ala. | 318 |
| WTEL — Philadelphia, Pa. | 603 | WVOM — Boston-Brookline, Mass. | 457 |
| WTHI — Terre Haute, Ind. | 421 | WVOP — Vidalia, Ga. | 398 |
| WTHT — Hartford, Conn. | 367 | WVOS — Liberty, N. Y. | 522 |
| WTIC — Hartford, Conn. | 367 | WVOT — Wilson, N. C. | 557 |
| WTIK — Durham, N. C. | 548 | WVOW — Logan, W. Va. | 678 |
| WTIL — Mayaguez, P. R. | 699 | WVPO — Stroudsburg, Pa. | 608 |
| WTIM — Taylorville, Ill. | 415 | WVSC — Somerset, Pa. | 607 |
| WTIP — Charleston, W. Va. | 677 | WVVW — Fairmont, W. Va. | 677 |
| WTIX — New Orleans, La. | 445 | WVBZ — Vineland, N. J. | 510 |
| WTJH — East Point, Ga. | 394 | WWCA — Gary, Ind. | 418 |
| WTJS — Jackson, Tenn. | 624 | WWCO — Waterbury, Conn. | 369 |
| WTKM — Hartford, Wis. | 682 | WWDC — Washington, D. C. | 372 |
| WTMA — Charleston, S. C. | 614 | WWEZ — New Orleans, La. | 445 |
| WTMC — Ocala, Fla. | 381 | WWGP — Sanford, N. C. | 555 |
| WTMJ — Milwaukee, Wis. | 686 | WWGS — Tifton, Ga. | 398 |
| WTMV — East St. Louis, Ill. | 409 | WWHG — Hornell, N. Y. | 521 |
| WTNC — Thomasville, N. C. | 556 | WWIN — Baltimore, Md. | 452 |
| WTND — Orangeburg, S. C. | 618 | WWJ — Detroit, Mich. | 468 |
| WTNJ — Trenton, N. J. | 510 | WWL — New Orleans, La. | 445 |
| WTNS — Coshocton, O. | 567 | WWNC — Asheville, N. C. | 545 |
| WTNT — Tallahassee, Fla. | 384 | WWNH — Rochester, N. H. | 505 |
| WTOB — Winston-Salem, N. C. | 558 | WWNR — Beckley, W. Va. | 676 |
| WTOC — Savannah, Ga. | 397 | WWNS — Statesboro, Ga. | 397 |
| W TOD — Toledo, O. | 571 | WWNY — Watertown, N. Y. | 544 |
| WTCK — Meridian, Miss. | 485 | WWOC — Manitowoc, Wis. | 684 |
| WTOL — Toledo, O. | 572 | WWOD — Lynchburg, Va. | 662 |
| WT ON — Staunton, Va. | 667 | WWOL — Buffalo, N. Y. | 517 |
| W TOP — Washington, D. C. | 372 | WWON — Woonsocket, R. I. | 613 |
| W TCR — Torrington, Conn. | 369 | WWPA — Williamsport, Pa. | 611 |
| W TPR — Paris, Tenn. | 628 | WWPB — Miami, Fla. | 381 |
| W TPS — New Orleans, La. | 445 | WWPF — Palatka, Fla. | 382 |
| W TRC — Elkhart, Ind. | 416 | WWPG — Palm Beach, Fla. | 382 |
| W TRF — Bellaire, Ohio | 562 | WWRL — Woodside, N. Y. | 544 |
| W TRL — Bradentown, Fla. | 373 | WWSC — Glens Falls, N. Y. | 519 |
| W TRR — Sanford, Fla. | 383 | WWSO — Springfield, O. | 571 |
| W TRW — Two Rivers, Wis. | 689 | WWSR — St. Albans, Vt. | 658 |
| W TRY — Troy, N. Y. | 541 | WWST — Wooster, O. | 573 |
| W TSA — Brattleboro, Vt. | 658 | WWSW — Pittsburgh, Pa. | 605 |
| W TSB — Lumberton, N. C. | 552 | WWVA — Wheeling, W. Va. | 680 |
| W TSL — Hanover-Lebanon, N. H. | 504 | WWWB — Jasper, Ala. | 322 |
| W TSP — St. Petersburg, Fla. | 383 | WWWF — Fayette, Ala. | 320 |
| W TSV — Claremont, N. H. | 504 | WWWR — Russellville, Ala. | 324 |
| W TTH — Port Huron, Mich. | 473 | WWWV — Rio Piedras, P. R. | 699 |
| W TTM — Trenton, N. J. | 510 | WWYO — Pineville, W. Va. | 679 |
| W TTN — Watertown, Wis. | 689 | WXAL — Demopolis, Ala. | 319 |
| W TTS — Bloomington, Ind. | 416 | WXGI — Richmond, Va. | 666 |
| W TTT — Coral Gables, Fla. | 373 | WKKW — Albany, N. Y. | 515 |
| W TUS — Tuskegee, Ala. | 325 | WXLW — Indianapolis, Ind. | 419 |
| W TUX — Wilmington, Del. | 370 | WXRA — Buffalo, N. Y. | 518 |
| W TVB — Coldwater, Mich. | 466 | WXRF — Guayama, P. R. | 697 |
| W TVH — Peoria, Ill. | 413 | WXYZ — Detroit, Mich. | 468 |
| W TVL — Waterville, Me. | 450 | WYVE — Wytheville, Va. | 668 |
| W TWA — Thomson, Ga. | 398 | WZIP — Covington, Ky. | 435 |
| W TWN — St. Johnsbury, Vt. | 659 | WZOB — Ft. Payne, Ala. | 320 |

ALABAMA

Pop. April 1, 1953 (Est.) 3,252,000 — Total Housing Units 850,000
Families April 1, 1953 (Est.) 777,000 — Stations in State 78

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. 639
News Service. AP
Transcription Service. World
Pres., Gen. Mgr. Pat M. Courington
Commercial Manager. Bob H. Risinger
Prog. Dir. Mel Evans
Chief Engineer. R. W. Hoffman

WRFS

ALEXANDER CITY—1947—
KEYSTONE

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By. Piedmont Service Corp.
Business-Studio Address. Main St.
Phone Number. 1050
News Service. UP
Transcription Service. World
Representative. Sears & Ayer
Membership. NARTB, BAB
President. James L. Coley
Gen.-Station-Com. Mgr. Jim Whatley
Dir. of Operations. Lem Coley
Prog. Dir. Bob McKinnon
Chief Engineer. James W. Whatley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Andalusia Bcstg. Co., Inc.
Address. P. O. Box 29
Phone Number. 1100
Air Time. 5:30 a.m.-10:30 p.m.
News Service. AP
Transcription Service. World, KBS
Representative. Walker
Membership. NAB
Exec. V.P., Gen. Mgr. J. Dige Bishop
Chief Engineer. Joe Thorpe

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Anniston Bcstg. Co., Inc.
Business-Studio Address. Radio Bldg.
Phone Number. 2380
Air Time. 5:45 a.m.-11:05 p.m.
Transcription Service. World
Representative. Sears & Ayer
Membership. BAB
President. Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Mgr. W. Hall Wray

Program Director. Rosamond Ponder
Publicity Director. Dewitt Carmichael
Chief Engineer. James A. Hudson

WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc. Power: 5000 Watts d;
1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address. Jefferson Davis Hotel
Phone. 1850-51
Air Time. Unlimited
News Service. AP
Transcription Service. Standard
Representative. Walker & Dora-Clayton
Pres., Gen., Sta. Mgr. W. S. Weatherly
Commercial Manager. John M. Orrison
Program Director. Rosebud Waldrop
Sales Prom. Mgr. Sara F. Jackson
Chief Engineer. Winfred B. Kennedy

WJMW

ATHENS—1948

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By. Athens Bcstg. Co., Inc.
Business-Studio Address. P. O. Box 386
Phone Number. 565
News Service. AP
Pres.-Gen.-Comm. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Robert V. Dunnivant
Chief Engineer. William G. Mitchell

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By. Southland Bcstg. Co.
Address. Box 205
Phone. Atmore 50
Air Time. Sunrise-Sunset
News Service. UP
President. John B. McCrary
Vice-Pres. & Chief Engr. Cyril W. Redbach
General Manager. Everett M. McCrary

WAUD

AUBURN—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Auburn Bcstg. Co.
Business Address. Box 350
Phone Number. 1240-1
Air Time. 6 a.m.-Midnight
News Service. AP
Transcription Service. Associated
Pres., Gen.-Station Mgr. Elmer G. Salter
Pgm., Prod., Pub. Dir. Earl Andrews
Chief Engineer. Ted Bellon

WBCO

BESSEMER—BIRMINGHAM—1950
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...The Bessemer Bcstg.
 Co., Inc.
 Business Address..1720 3rd Ave., N., Bessemer
 Phone.....Bessemer 5-5241
 Air Time.....6 a.m.-11 p.m.
 Transcription Service.....Langworth
 Pres., Gen. Mgr.....J. E. Lanier
 Prod. Director.....Bruce Payne
 Com. Mgr.....Hal Falter
 Chief Engineer.....Jack Warden

WAPI

BIRMINGHAM—1922—CBS
 Frequency: 1070 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....T. elevision Corp.
 Address.....701 Protective Life Bldg.
 Phone Number.....3-8116
 News Service.....UP
 Transcription Service.....World
 Representative.....Radio Sales (CBS)
 Membership.....NARTB, BAB
 Chairman of the Board...Edward L. Norton
 President-Gen. Mgr.....Thad Holt
 Manager of Radio Operations..Lionel F. Baxter
 Pro. Dir.....Maury J. Farrell
 Chief Engineer.....Norman S. Hurley

WBRC

BIRMINGHAM—1925—NBC
 Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By..Birmingham Bcstg. Co., Inc.
 Address.....1727½ 2nd Ave., N.
 Phone Number.....4-7741
 News Service.....INS, AP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer Co.
 President.....Eloise S. Hanna
 Gen. Manager.....G. P. Hamann
 Pgm. Dir.....Bob Tamblin
 Com. Mgr.....H. Callaway

WEDR

BIRMINGHAM—1949
 Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Magic City Bcstg. Co.
 Business Address.....1417 Fourth Ave. N.
 Phone Number.....40925
 Partner.....J. L. Doss
 Partner.....Leah L. Doss
 Gen. Mgr.....John A. Thompson
 Program Director.....Carolyn Mardis
 Chief Engineer.....John F. Cram

WILD

BIRMINGHAM—1945—MBS
 Frequency: 850 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Pilot Bcstg. Corp.
 Address.....Essex House
 Phone Number.....53-4977

President.....George A. Mattison, Jr.
 Gen., Sta., Com.....Don D. Campbell
 News Service.....UP
 Rep.....H-R Representatives
 Program Director....Charles White McGehee
 Sales Prom. Mgr.....J. B. Roberta
 Pub. Dir.....Mary Sue McWilliam
 Chief Engineer.....Ray Lowery

WLBS

BIRMINGHAM—1946
 Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WLBS, Inc.
 Address.....216½ 21st St., N.
 Phone Number.....54-2541
 President.....B. F. J. Timm
 Gen. Mgr.....Ed Rayfield
 Chief Engineer.....S. H. Strickland

WSGN

BIRMINGHAM—1926—ABS
 Frequency: 610 Kc.....Power: 5000d.; 1000 n.
 Owned-Operated.....Birmingham News Co.
 Business Address.....P. O. Box 2553
 Phone Number.....4-3434
 Newspaper Affiliation...Birmingham News
 News Service.....AP
 Transcription Service.....Thesaurus
 Air Time.....Full Time
 Representative.....John Blair & Co.
 Membership.....NARTB, BAB
 Managing Director.....Henry P. Johnston
 Manager Sta. Operations.....Ray A. Furr
 Sales Manager.....Herbert Martin
 Prom., Pub. Dir.....James Chenoweth
 Chief Engineer.....J. V. Sanderson

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 Number.....6-2924
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Radio Reps., Inc.
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Iralee W. Bennis
 Com. Sales Prom. Mgr.....William J. Brennan
 Chief Engineer.....William J. Brennan

WEBJ

BREWTON—1947—MBS-KBS
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Brewton Bcstg. Co.
 Phone Number.....1000
 News Service.....AP
 Transcription Service.....SESAC, Capitol
 Representative.....Dora-Clayton
 Pres., Gen. Mgr.....W. Emmett Brooks
 Commercial Manager.....C. E. Land
 Program Director.....Bolling Brooks
 Chief Engineer.....R. D. Craig

WRAG

CARROLLTON—1951—KBS

Frequency: 590 Kc. Power: 1000 Watts d.
Owned-Oper. By... Pickens County Bcstg. Co.
Address... Carrollton
Phone Number... 2364
News Service... UP
Transcription Service... World
Co-Owners... Roth E. Hook, W. E. Farrar
Gen., Comm. Mgr... Wilton H. Beaver
Program Director... Peggy Lowe
Chief Engineer... Herb Guthrie

WKLF

CLANTON—1947—KBS

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By... Southeastern Bcstg. Co.
Bus.-Studio Address... P. O. Box 110
Phone Number... 448
News Service... AP
Transcription Service... World
Representative... Thomas F. Clarke
Membership... BAB
President... Dr. J. Kelley Robinson
Gen.-Station-Pub. Mgr... Robert B. Taber
Program Director... Helen Parrish
Chief Engineer... Lester Carter

WFMH

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By... The Voice of Cullman
Address... 206 Second Ave. E.
Phone No... 910
News Service... AF
Transcription Service... Associated & Thesaurus
Pres., Partner, Gen. Mgr... B. C. Eddins

WKUL

CULLMAN—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Cullman Bcstg. Co.
Bus., Studio, Trans. Address... P. O. Box 211
Phone Number... 864
News Service... UP
Pres., Gen. Mgr... Hudson C. Millar, Jr.
Program Director... Ralph Mann
Chief Engineer... Arthur Bachmann

WHOS

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By... No. Alabama Bcstg. Co.
Business-Studio Address... 212 Jackson St.
Newspaper Affiliation... Decatur Daily
Phone Number... 991-992
Air Time... Sunrise-Sunset
News Service... UP

Partners... Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr... Louis C. Blizard
Pgm. Dir... Bill Williams
Prom. Mgr... Jim Fouts
Chief Eng... Alvin Millwood

WMSL

DECATUR—1935—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Tennessee Valley
Bcstg. Co.
Address... 703 Bank St.
Phone Number... 802-803
News Service... AP
Transcription Service... World
Membership... NARTB
Pres., Gen. Mgr... Frank Whisenant
Comm., Prom., Pgm. Dir... Robert E. Gleason
Chief Engineer... Garland Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Demopolis Bcstg. Co.
Business Address... P. O. Box 261
Phone Number... 400
News Service... AP
Transcription Service... Thesaurus
Pres., General Manager... W. M. Jordan
Commercial Manager... Henry J. Bley
Pgm. Dir... A. A. Caldwell
Chief Engineer... W. M. Jordan

WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By... Dothan Bcstg. Co.
Address... 204½ E. Main Street
Phone Number... 2-9100
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... World
Representative... Joseph Hershey McGillvra
Membership... NARTB
General Manager... Julian C. Smith
Comm. Mgr... Fred C. Moseley
Program Director... J. Arthur Creamer
Chief Engineer... John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Houston Bcsters.
Business-Studio Address... 107 E. Adams St.
Phone Number... 3-4100
News Service... UP
Representative... Cummings, Reiner
Pres., Gen. Mgr... Jess Swicegood
Prog. Dir... Earl Hutto
Chief Engineer... Charles Lawshe

W O O F

DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.
 Owned-Operated By...Dowlander Bcstg. Co.
 Business-Studio Address...110 So. Foster
 Phone Number2-5600
 News ServiceUP
 Transcription Service...Keystone & SESAC
 RepresentativeThomas F. Clark
 MembershipNARTB
 President.....R. A. Dowling, Jr.
 General Manager.....Agatha Gay
 Commercial Manager.....Gus Cotter
 Chief Engineer.....Sol Azar

W I R B

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...The Wiregrass Bcstg. Co.
 Business AddressEnterprise
 Phone Number30
 News ServiceAP
 Transcription ServiceWorld
 Gen. Mgr.....R. E. James
 Com. Mgr.....Fred S. Watson
 Chief Engineer.....E. E. Vinson

W U L A

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc. Power: 2500 Watts
 Owned-Oper. By...Ala.-Ga. Bcstrs., Inc.
 Business-Studio-Trans. Address...Radio Bldg.
 Phone Number745
 Air Time5 a.m.-11 p.m.
 News ServiceUP
 MembershipNARTB, BAB
 Owner.....Edward P. Fussell
 Co-Owner.....J. B. Fussell
 Station Mgr.....Charles B. Gilmore
 Chief Engineer.....Hugh G. Chastain

W W W F

FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By...Bankhead Bcstg. Co., Inc.
 AddressJasper
 Phone Number23462
 News ServiceUP
 President.....W. W. Bankhead
 General Manager.....James Reese
 Chief Engineer.....Don Moore

W J O I

FLORENCE—1946—ABC-ABS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Florence Bcstg. Co., Inc.
 Address850 S. Court St.
 Phone Number2608

Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
 Commercial Manager.....Harry Hearst
 Sales Prom. Mgr.....Virginia Grey
 Program Director.....Don E. Spry
 Publicity Director.....Tom York
 Chief Engineer.....Paul Shannon

W O W L

FLORENCE—1945—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Radio Muscle Shoals, Inc.
 Bus. Add.....Box 634
 Phone Number42
 News ServiceAP
 Air TimeFull Time
 Representative...Rambeau and Dora Clayton
 MembershipNARTB
 President, Gen. Mgr.....Richard B. Biddle
 Asst. Gen. Mgr.....James L. Garrett
 Commercial Manager.....Dora M. Biddle
 Sales Prom. Mgr.....Ruth Adams
 Program Director.....Charles Welch
 Publicity Director.....Dick Biddle
 Chief Engineer.....Lawrence Rohling

W F P A

FT. PAYNE—1950

Frequency: 1400 Kc. Power: 250 watts
 Owned-Oper. By...George Gothberg's
 Community Bdcstg. Co.
 Address.....102 So. Gault Ave.
 Phone Number850
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB
 President.....George Gothberg
 Gen. Mgr.....Jerry Carr
 Chief Engineer.....Edward Pierce

W Z O B

FT. PAYNE—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By...Glenn M. Gravitt
 Address.....P. O. Box 255
 Phone Number1096
 News ServiceUP
 Transcription ServiceThesaurus
 General Manager.....Glenn M. Gravitt
 Comm., Sales Prom. Mgr.....John B. Gravitt
 Chief Engr.....Jess R. Moore

W E T O

GADSDEN—1950

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By...Gadsden Radio Co.
 Address.....722 S. 12th St.
 Phone Number69201
 News ServiceAP
 Transcription ServiceCapitol

RepresentativeMcGillvra
 Partner, Gen. Mgr.....Edwin H. Estes
 Partner.....Cary L. Graham
 Commercial Manager.....Morton Lloyd
 Program Director.....Ray Estes
 Chief Engineer.....Calvin C. Williamson

WGAD

GADSDEN—1947—ABC—ABS

Frequency: 1350 Kc.

Power: 5000 Watts d., 1000 n.

Owned-Oper. By.....Coosa Bcstg. Co., Inc.
 Address.....Philipson Bldg.
 Phone Number.....5641, 5642
 News Service.....UP
 Membership.....NARTB, BAB
 Pres., Gen.-Comm., Sales

Prom. Mgr.....Curtis DeLamar
 Prog., Pub. Director.....June DeLamar
 Chief Engineer.....Halley D. Williams

WGWD

GADSDEN—1928—NBC

Frequency: 570 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Etowah Bdcstrs., Inc.
 Address.....Exchange Hotel Bldg.

Phone Number.....Montgomery 2-5781
 News Service.....UP

Representative.....Indie Sales
 Membership.....NARTB, BAB

President.....G. W. Covington, Jr.
 Gen. Mgr.....Hugh Smith
 Chief Engineer.....W. G. Anderson

WJBY

GADSDEN—1928—NBC

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Gadsden Bcstg. Co., Inc.
 Address.....108 Broad Street

Phone Number.....6-3381
 News Service.....INS

Representative.....Sears & Ayer
 President.....Bascom H. Hopson

Gen., Sta. Mgr., Prog. Dir.....Sterling Brewer
 Comm. Mgr.....Frank Aderholdt, Jr.
 Chief Engineer.....D. W. Bearden

WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....Greenville Bcstg. Corp.
 Business Address.....P. O. Box 227

Phone Number.....585
 Air Time.....6 a.m.-10 p.m.

News Service.....AP
 Transcription Service.....World

Gen., Sta., Comm. Mgr.....W. H. Miller, Jr.
 Chief Engineer.....Jim Bell

WGSV

GUNTSVILLE—1950—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.

Owned-Operated By....Guntersville Bcstg. Co.
 Address.....P. O. Box 32

Phone Number.....4131
 News Service.....UP

Transcription Service.....NBC, Thesaurus
 Membership.....NARTB

President.....H. E. Moore
 Gen., Sta., Comm. Mgr.....Edward Z. Carrell

Program Dir., News Dir.....Ray McClendon
 Chief Engineer.....Lavelle Jackson

WJBB

HALEYVILLE—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By....Haleyville Bcstg. Co.
 Address.....P. O. Box 191

Phone Number.....389
 Air Time.....6 a.m.-11 p.m.

News Service.....UP
 Representative.....Indie Sales

President.....W. P. Theelens
 Gen. Mgr.....C. H. Quick
 Prog., Pub. Dir.....Jack McNutt

Chief Engineer.....Paul Kelly

WERH

HAMILTON—1950

Frequency: 970 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Marion County Bcstg. Co.
 Phone Number.....3481

Air Time.....Sunrise-Sunset
 News Service.....AP

Transcription Service.....Langworth
 Station Representative.....McGillvra

Membership.....NARTB
 Pres., Gen. Mgr.....Hugh J. Fite

Sta., Comm., Prom. Mgr....Raymond L. Hardin
 Chief Engineer.....Chester A. Christensen

WJLD

HOMEWOOD—1942

Frequency: 1400 Kc.....Power: 250 Watts

Owned By.....Johnston Bcstg. Co.
 Business Address.....Box 5767, Birmingham

Phone No.....54-3466
 News Service.....AP

Pres.-Gen. Mgr.....George Johnston, Jr.
 Station Manager.....James Connolly

Comm., Sales Manager.....Bill Borthwick
 Chief Engineer.....Maurice McKinney

WBHP

HUNTSVILLE—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Wilton H. Pollard
 Bus.-Studio Address.....318 W. Clinton,

Phone Number.....313
 Air Time.....6 a.m.-11 p.m.

President, Gen. Mgr.....Wilton H. Pollard
 Prog. Dir.....Kathryn Moore
 Chief Engineer.....James Potter

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.
 Phone Number.....2424
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Sears & Ayers
 General Manager.....J. B. Falt, Jr.
 Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.....Power: 5,000 Watts
 Owned-Oper. By...The Huntsville Times Co.
 Phone Number.....2345
 Newspaper Affiliation.....Huntsville Times
 News Service.....AP
 Representative.....Henry E. Cummings,
 Gill-Keefe-Perna
 Membership.....NARTB
 President.....Henry P. Johnston
 Station Manager.....John F. Neal
 Program Director.....William Meek
 Chief Engineer.....Victor Bankowski

WPBB

JACKSON—1950—KBS

Frequency: 1290.....Power: 1000 Watts d.
 Owned-Operated By.....Jackson Bcstg. Co.
 News Service.....AP
 Representative.....Indie Sales
 Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.
 Program Director.....Charles Ballas
 Sales Prom. Mgr.....Guy R. Hester
 Chief Engineer.....John F. B. Yarns

WWWB

JASPER—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Bankhead Bcstg. Co., Inc.
 Business Studio Address.....Bankhead-Long
 Building
 Phone Number.....23461
 News Service.....UP
 President.....W. W. Bankhead
 Gen. Mgr.....James E. Ruse
 Com. Mgr.....William C. Edgemon

WRLD

LANETT—1944—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg., Inc.
 Address.....P. O. Box 312, West Point, Ga.
 Phone Number.....2-2771
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB, BAB
 President.....J. C. Henderson

General Manager.....C. Jim Murphy
 Program Director.....Aileen Love
 Chief Engineer.....Jay Lamb

WJAM

MARION—1951

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Neely Bcstg. Co.
 Address.....Marion
 Phone Number.....7111 or 4881
 Transcription Service.....Capitol
 Membership.....NARTB
 News Service.....AP
 General Manager.....L. M. Neely, Jr.
 Station Manager.....Erle W. Hanna

WABB

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By...Mobile Press Register, Inc.
 Business Address.....304 Government St.
 Phone Number.....3-1551
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham Co.
 President.....R. B. Chandler
 Executive V.P.....W. J. Hearin, Jr.
 Gen. Mgr.....Dewey H. Long
 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.
 Phone Number.....3-3756
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 President.....W. O. Pape
 Exec. Vice-Pres.....H. K. Martin
 General Manager.....W. B. Pape
 Local Commercial Manager....A. Treadway
 Program Director.....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.....Box 1306
 Phone Number.....7-6345
 Air Time.....Local sunrise-local sunset
 Transcription Service.....SESAC, Langworth
 Representative.....Forjoe, Dora Clayton
 News Service.....AP
 Membership.....NARTB
 General Manager.....Louise P. Pursley
 Sta. Mgr., Pub. Dir.....R. H. Moore

Com. Mgr. Herbert Johnson
 Sales Prom. Mgr. Jim Smiht
 Program Director. Mary L. Lemon
 Chief Engineer. Gene Miller

W K R G

MOBILE—1946—CBS

Frequency: 710 Kc. Power: 1000 Watts
 Owned-Operated By. Giddens & Rester
 Bus.-Studio-Trans. Address. Telegraph Rd.
 Phone Number 2-6789
 Air Time. Unlimited
 News Service. AP
 Transcription Service Lang-Worth
 Representative. Adam J. Young, Jr.
 Membership BAB
 Gen., Station Mgr. F. E. Busby
 Program Dir. Edward K. Chapman
 Publicity Director. Shirley Raster
 Chief Engineer. F. E. Couey

W M O Z

MOBILE—1952

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By. Edwin H. Estes and
 C. L. Graham
 Representative. John E. Pearson
 General Mgr. Edwin H. Estes

W M F C

MONROEVILLE—1952

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By. Monroe Bdcstg. Co.
 Phone Number 1220
 News Service AP
 Transcription Service World
 Co-Owners. William M. Stewart
 and Jimmy Faulkner
 Gen. Mgr. George T. Shurden

W A P X

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By. United Bcstg. Co.
 Business, Studio Address. 116 Catoma St.
 Phone Number 3-7589
 News Service AP
 Transcription Service Standard
 Representative. Walker Co.
 Pres., Gen. Mgr. Thomas E. Martin
 Station, Commercial Manager. Hoke Williford
 Sales Promotion Manager. Frank Dudley
 Program Director. Louelle Thorpe
 Publicity Director. Mary Rutherford Smith
 Chief Engineer. Owen Lehr

W C O V

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
 Owned-Oper. By. Capitol Bcstg. Co.

Business-Studio Address. Exchange Hotel
 Phone Number 2-5781
 News Service UP
 Representative. O. L. Taylor Co.
 Membership NARTB
 President. Oscar P. Covington
 General Manager. Hugh M. Smith
 Commercial Manager. Joe Petranka
 Sales Prom. Mgr. O. M. Teate
 Program Director. Walter Spiro
 Chief Engineer. W. D. Weatherly

W J J J

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
 1000 n.
 Owned-Oper. By. Southern Bcstg. Co., Inc.
 Business-Studio Address. 115½ Commerce St.
 Transcription Service Thesaurus
 Representative Weed
 President. Joseph G. Mathews
 Chief Engineer. A. Fred Wright

W M G Y

MONTGOMERY—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By. Dixie Bcstg. Co.
 Business-Studio Address. 4 S. Perry St.
 Phone 2-5245
 News Service UP
 Representative. Forjoe & Co.
 President. Dr. S. D. Suggs
 Gen.-Comm. Manager. Thomas W. Sewell
 Sales Prom. Mgr. Hugh Webb
 Program Director. Dot Conway
 Chief Engineer. John D. Lamar

W S F A

MONTGOMERY—1930—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By. Montgomery Bcstg. Co., Inc.
 Business Address. P. O. Box 1031
 Phone 8360
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Howard E. Pill
 Station Mgr. William W. Hunt
 Nat. Sales Mgr. Lee Gooch
 Publicity Director. Alice Mayfield
 Chief Engineer. Cliff Shelkofsky

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By. Muscle Shoals Bcstg. Corp.

Business Address.....P. O. Box 230, Sheffield
 News Service.....UP
 Representative.....Devney & Co.
 President.....Frank M. Farris, Jr.
 General Mgr.....W. A. Reeves, Jr.
 Program Director.....George Manush
 Chief Engineer.....Lynn V. McMoran

WNPT

NORTHPORT—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....W. Alabama Bdcstg. Co.
 Address.....P. O. Box 181, Tuscaloosa
 Phone Number.....Tuscaloosa 3311
 Transcription Service.....Lang-Worth
 News Service.....AP
 President.....W. P. Thielens
 Gen. Mgr.....T. H. Todd
 Prog. Dir.....James A. Thomson, Jr.

WCRL

ONEONTA—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blount County Bcstg. Serv.
 Phone Number.....4871
 News Service.....UP
 Transcription Service.....Capitol
 Gen. Mgr.....E. Glenn Abercrombie
 Prog. Dir.....Annette Abercrombie

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned Oper. By...Opelika-Auburn Bcstg. Co.
 Bus.-Studio-Trans. Address...1400 Auburn Rd.
 Phone Number.....712, 713
 News Service.....UP
 Transcription Service.....Thesaurus, World,
 SESAC
 Representative.....Indie Sales, Inc.
 Membership.....NARTB, BAB
 Station Manager.....John C. Cooper, Jr.
 Commercial Manager.....E. Turk
 Program Director.....Keith E. Barze
 Publicity Director.....G. E. Snyder
 Chief Engineer.....John E. Smollon
 Consulting Engineer.....Claude Gray

WPNX

PHENIX CITY—1952

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Community Bdcstg. Co.
 Address.....1900 McCann St.
 Phone Number.....8-8787
 News Service.....AP
 President.....Ray M. Greene
 Exec. V.P.....Ted Leeper
 Com. Mgr.....Lee Bullis
 Chief Engineer.....Col. Julius Vessels

WELR

ROANOKE—1949

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....J. W. Buttram
 Address.....801 N. Main St.
 Phone.....3811
 News Service.....UP
 Station Representative.....Clayton
 Pres., Sta., Comm. Mgr.....J. W. Buttram
 Program Director.....Richard Killebrew
 Chief Engineer.....Leverne Foster

WWR

RUSSELLVILLE—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Bankhead Bcstg. Co., Inc.
 Address...Bankhead-Long Bldg., Jasper, Ala.
 Phone Number.....647
 News Service.....UP
 President.....Walter W. Bankhead
 Gen. Mgr.....Hal Kirby
 Pgm. Dir., Chief Engineer...James W. Elliott

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Pat M. Courington
 Address.....Box 394
 News Service.....AP
 Transcription Service.....World
 President.....Pat M. Courington
 Gen., Comm. Mgr.....Eaton P. Govan, Jr.
 Program Director.....Jo Anne Hale
 Chief Engineer.....James G. Wallace

WGW

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dallas Broadcasters, Mc.
 Address.....P. O. Box 686
 Phone Number.....2746
 Air Time.....Full Time
 Station Representative.....Hal Holman
 Membership.....NARTB
 President.....Oscar Covington
 Gen. Mgr. & Chief Engr..John F. Townshend
 Commercial Manager.....John Frazier
 Program Director.....Mrs. J. F. Townshend

WHBB

SELMA—1935—NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Selma Bcstg., Inc.
 Business Address.....209 Washington St.
 Phone Number.....1233
 President.....B. H. Hopson
 Gen., Sta., Comm. Mgr.....Julien Smith, Jr.
 Program Director.....Mrs. Douglas Reynolds
 Chief Engineer.....W. D. Powers, Jr.

WFEB

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....P. O. Box 358
Phone Number.....2-3281
News Service.....UP
Air Time.....6 a.m.-11 p.m.
President.....E. E. Forbes, Sr.
Comm., Sta. Mgr.....George W. Carr
Chief Engineer.....Maurice Estes

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Marble City Bcstg. Co., Inc.
Business Address.....11½ W. Second St.
Phone Number.....2-4354
Air Time.....5:45 a.m.-Sunset
News Service.....AP
Representative.....Indie Sales
Pres., Gen. Manager.....Curtis O. Liles, Jr.
Commercial Manager.....Marion W. McEwen
Prog., Pub. Dir.....Robert M. Duck
Chief Engineer.....William D. Sneed

WHTB

TALLADEGA—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address.....Bemiston Highway
Phone Number.....2205
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Pres., Gen., Sta. Mgr.....R. A. Davidson
Commercial Manager.....Myron T. Snoddy
Program Director.....Elizabeth Jean Holmes
Chief Engineer.....Leon Lloyd

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address.....College Drive
Phone Number.....980-1
News Service.....AP
Transcription Service.....World
Membership.....NARTB
President.....Roy Crow
Gen. Mgr.....Jess Jordan
Commercial Mgr.....Robert Tolbert
Chief Engineer.....Joe W. Gilchrist

WJRD

TUSCALOOSA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Mrs. Wilhelmina Doss

Bus-Studio Address.....2216 Broad St.
Phone Number.....4484
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Rambeau
Membership.....NARTB
Owner.....Wilhelmina Q. Doss
Gen., Sta. Mgr.....Gene Tibbett
Comm. Mgr.....Lehman Mayer
Prog. Dir.....Roy McAllister
Chief Engineer.....Dave Livingston

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transcription Service.....World
Representative.....Sears & Ayer
General Manager.....Bert Bank

WTUS

TUSKEEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskegee, Inc.
News Service.....UP
President.....J. L. Youngblood
Gen. Mgr.....J. A. Bowers

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?

AP

ARIZONA

Pop. April 1, 1953 (Est.) 789,000 — Total Housing Units 243,000
Families April 1, 1953 (Est.) 210,000 — Stations in State 28

K SUN

BISBEE—1933—MBS
ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter Warren Rd.
Transcription Service..... World, SESAC
News Service UP
Membership BAB
Representative..... Blair & Co.
President.....Carleton W. Morris
Gen., Sta., Comm. Mgr.....Arlo Woolery
Sales Promotion Manager.....Leo Bernard
Program Publicity Director.....Ray Helgesen
Chief Engineer.....John Harris

K CLF

CLIFTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Saguaro Bdstg. Co.
Address Box 528
Phone Number 320
News Service UP
President Chet Darwin
Gen. Mgr.....Pat Goolsby
Chief Engineer.....Verne McKinley

KCKY

COOLIDGE—1948—CBS
ARIZONA NETWORK

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Air Time.....6 a.m.-M.
News Service UP
Transcription Service SESAC
Representative.....Forjoe & Co.
President.....Louis F. Long
Station Manager.....Bill Parady
Commercial Manager.....Jim Brookbank
Publicity Director.....Keith Delano
Chief Engineer.....Earl Hickman

KAWT

DOUGLAS—1946—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Carl Morris
Phone Number 173
Transcription Service Capitol
Station Representative.....Paul Raymer
Membership NAB
President.....Carleton W. Morris
General Manager.....Glenn B. Webber

Program Director.....Ann Huxtable
Chief Engineer.....Sy Winch

KCLS

FLAGSTAFF—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Saunders Bcstg. Co.
Address.....505 N. Beaver St.
Phone Number 946
Owner, Gen. Mgr.....Charles J. Saunders
Chief Engineer.....Charles McNeill

KGPH

FLAGSTAFF—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Address Weatherford Hotel
Phone Number 51 or 65
News Service AP
Transcription Service Capitol
Representative Forjoe
Membership NARTB
Pres., Comm., Sales Prom. Mgr...E. C. Phillippi
General, Station Manager.....A. S. Holm
Chief Engineer.....Alan J. Gardiner

KWJB

GLOBE—1938—NBC-ABS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Gila Bcstg. Co., Inc.
Address.....P. O. Box 2343
Phone Number.....41
News Service AP
Transcription Service Thesaurus
Representative Paul H. Raymer
President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Willard Shoecraft
Comm., Sales Prom. Manager...Eric Manola

KGAN

KINGMAN—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 1208
Phone Number Blue 462
News Service UP
President.....J. J. Glancy
Chief Engineer.....William Hinkle

KTYL

MESA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By.....Harkins Bdstg. Co.
Address.....P. O. Box 885

Phone Number5737
 News ServiceUP
 Transcription ServiceStandard
 Gen. Mgr.....Dwight Harkins
 Commercial Manager.....Lorenzo K. Lisonbee
 Program Director.....Jack Harris
 Publicity Director.....Dick Gilbert
 Chief Engineer.....Ben Smith

KNOG

NOGALES—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Border Bcstg. Co., Inc.
 AddressNogales
 Phone Number770
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeO'Connell
 PresidentRobert Marcus
 General Manager.....Samuel Marcus
 Chief Engineer.....Benny Greenhaw

KOOL

PHOENIX—1947
 CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...Maricopa Bcsters., Inc.
 Business-Studio Address.....Adams Hotel
 Phone Number.....Alpine 8-6421
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceStandard
 Representative.....George P. Hollingbery
 MembershipNARTB
 PresidentGene Autry
 Gen.-Station Mgr.....Charles H. Garland
 Commercial Manager.....William Connelly
 Sales Prom. & Asst. Mgr.....Thos. Kelland
 Program Director.....Miles Reed
 Publicity Director.....Thomas Kelland
 Chief Engineer.....Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Western Bcstg. Co.
 AddressP. O. Box 430
 Phone Number3-6155
 News ServiceUP
 Transcription ServiceSESAC
 Station Representative.....Harlan Oakes
 Pres., Gen. Mgr.....Frank P. Redfield
 Sta. Mgr., Prog. Dir.....Joe D. Alvarado
 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., P. O. Box
 2671

Phone Number4-4144
 Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJohn Bladr
 MembershipNARTB, BAB
 Pres., Comm. Mgr.....John L. Hogg
 Gen.-Station Mgr.....Albert D. Johnson
 Prog., Pub. Director.....John R. Williams
 Chief Engineer.....Clifford R. Miller

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By

Meredith Engineering Co., Inc.
 Business-Studio Address.....631 N. First Ave.
 Phone Number4-7367
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativePetry
 MembershipNARTB
 President.....E. T. Meredith, Jr.
 Commercial Manager.....Charles Schlueter
 Program Director.....Francis Murphy
 Publicity Director.....Lee Kerry
 Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Howard M. Loeb
 Address-Trans. Loc.....2345 Buckeye Rd.
 Phone Number4-8436
 Air Time6:00 a.m.-12 M.
 News ServiceUP
 Station RepresentativeBurn-Smith
 Gen., Sta. Manager.....Howard M. Loeb
 Comm., Prom. Mgr.....Sheldon Engel
 Program, Publicity Director.....Bill Lewis
 Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Arizona Inc.
 Bus.-Studio Address.....1441 N. First St.
 Phone Number2-2371
 News Service.....UP
 Transcription ServiceAssociated
 Owner, Gen. Mgr.,Allerton Cushman
 Station Manager.....Jack C. Goodsell
 Sales Manager.....Charles E. Schleuter
 Program Director.....Herman Ackerman
 Chief Engineer.....Marvin Edwards

K T A R

PHOENIX—1922—NBC-ARIZ. BCSTG.
 Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Bcstg. Co.
 Business Studio Address...711 Heard Building
 Phone Number4-4161
 Air Time.....6 a.m.-M.
 News ServiceAP
 Trans. Ser.....Thesaurus, Standard, Capitol
 Representative.....Paul H. Raymer
 MembershipNARTB
 Ch. of Bd.....John J. Louis
 Pres., Gen. Mgr.....Richard O. Lewis
 Commercial Manager.....E. W. Harvey
 Sales Promotion Mgr.....Bob Pollard
 Program Director.....Rol Laughner
 Chief Engineer.....A. C. Anderson

K Y C A

**PRESCOTT—1940
 NBC-ARIZ. BCSTG.**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Business-Studio Address.....P. O. Box 1631
 Phone Number244
 News ServiceAP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Paul H. Raymer
 Pres., Gen., Sta. Mgr.....Harold Ritter
 Program Director.....Hollis Hill
 Publicity Director.....Larry Kent
 Chief Engineer.....George Eitel

K G L U

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gla Bcstg. Co.
 Business-Studio Address.....520 Main St.
 Phone Number15
 Air Time.....Unlimited
 News ServiceAP
 Transcription Service.....World & Thesaurus
 Representative.....Paul H. Raymer
 President.....Louis F. Long
 General. Station Manager.....Paul Merrill
 Pgm., Prod. Dir.....Lester McBride
 Comm. Sales Prom. Mgr.....Edward E. Furman
 Chief Engineer.....Geoffrey A. Lapping

K C N A

TUCSON—1946—ABC

Frequency: 580 Kc.....Power: 5000 W. d.;
 500 W. n.
 Owned-Operated By.....Catalina Bcstg. Cc.
 Business-Studio Address.....Box 2348
 Phone Number2-4684
 Air Time.....5 a.m.-1 a.m.
 News ServiceAP
 Representative.....Hollingbery
 MembershipNARTB, BAB

PresidentErskine Caldwell
 Gen., Sta. Manager.....Wayne Sanders
 Sales Manager.....Harry Chambers
 Prog., Pub. Director.....William K. Rider
 Chief Engineer.....Tom Epperson

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.
 Phone Number4-0431
 Air Time.....5 a.m.-1 a.m.
 News ServiceAP
 Representative.....Forjoe & Co.
 MembershipNARTB, BAB
 President.....Harold C. Tourea
 General-Station Manager....E. S. Mittendorf
 Commercial Manager.....S. J. Kossack, Jr.
 Sales Prom. Mgr.....Paul Plunkett
 Prod. Dir.....Cliff Stillinger
 Publicity Director.....Jane Abbott
 Chief Engineer.....Vernard Cimmiyotti

K T K T

TUCSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station KTKT
 Business-Studio Transmitter Add...500 W. Elm
 Phone Number4-1777
 Air Time.....18 hours daily
 Transcription ServiceStandard
 Owner.....Thomas J. Wallace
 Chief Eng., Asst. Mgr...Thomas J. Wallace, Jr.
 Program Director.....Dona Brown

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 Number.....2-3344
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription Service.....World, SESAC,
 Associated
 Representative.....John Blair
 MembershipNARTB, BAB
 Pres. & General Manager.....Lee Little
 Business Manager.....Mac C. Matheson
 Sales Prom. Mgr.....George Bradley
 Program Director.....Pete Tufts
 Chief Engineer.....Cliff Livingston

K V O A

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By...Arizona Bcstg. Co., Inc.
 Business-Studio Address...48 E. Broadway,
 P. O. Box 2911
 Phone Number.....3-2555

Air Time.....4:55 a.m.-M.
 News ServiceAP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Paul H. Raymer
 MembershipNARTB
 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

KVNC

WINSLOW—1952

Frequency: 1010 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Gila Bdcstg. Co.
 Address.....P. O. Box 373
 News Service.....AP, INS
 Transcription Service.....Thesaurus, Standard
 Representative.....Raymer
 President.....L. F. Long
 Gen. Mgr.....O. E. Whelan
 Chief Engineer.....Layman Streeter

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Southwestern Bcstg. Co.
 Address.....P. O. Box 1430
 Phone Number3-8341
 Gen. Mgr.....James F. Cox
 Chief Engineer.....Don Peltz

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 W/atts
 Owned-Operated By.....KYMA, Inc.
 Address.....P. O. Box 671
 Phone37841
 Air Time.....6 a.m.-11 p.m. (7-11 Sun.)
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 MembershipNARTB, BAB
 Pres., Gen., Sta. Mgr.....William B. Lindsey
 Comm., Sales Prom. Mgr.....Ted Burrell
 Prog., Pub. Director.....Bov Vache
 Chief Engineer.....Richard J. Smith

KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Yuma Bcstg. Co.
 Business Address.....1901 E. 1st St.
 Phone Number3-3305
 Air Time.....5:30 a.m.-M.
 News Service.....AP, UP
 Transcription Service...Thesaurus & Standard
 Representative.....Paul H. Raymer
 MembershipNARTB
 President.....R. N. Campbell
 Gen., Sta. Manager.....Ray C. Smucker
 Commercial Manager.....Roy L. Jorgensen
 Sales Prom. Mgr.....Bob Hansen
 Program Director.....Russ Siner
 Publicity Director.....Pat Carrick
 Chief Engineer.....Leavenworth Wheeler

ARKANSAS

Pop. April 1, 1953 (Est.) 1,963,000 — Total Housing Units 580,000
Families April 1, 1953 (Est.) 522,000 — Stations in State 43

KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Arkadelphia Bcstg. Co.
 Business-Studio Address.....506 Main St.
 Phone Number789
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 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-Oper. By.....White River Valley
 Broadcasters, Inc.

Bus., Studio, Transmitter Address...Glenn St.
 & Lock & Dam Road, P. O. Box 255
 Phone1112-1113
 Air Time...5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
 Newspaper Affiliation..Batesville News Review
 News ServiceAP
 Transcription ServiceThesaurus
 President.....Jared E. Trevathan
 Vice Pres.....W. A. West
 Sec-y-Treas.....J. F. Higginbottom
 Com. Mgr.....Robert R. Blair
 Chief Eng.....J. Andrew Wright

KLCN

BLYTHEVILLE—1921

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Harold L. Sudbury
 Phone Number2093
 News ServiceAP

MembershipNARTB
 Station Representative.....John E. Pearson
 Pres., Gen., Comm. Mgr.....Harold L. Sudbury
 Sales Promotion Manager.....J. T. Sudbury
 Program Director.....Carl Frame
 Chief Engineer.....Marion Skinner

K A M D
 CAMDEN—1946—MBS-KBS
 RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Camden Radio Inc.
 Address.....P. O. Box 5859
 Phone Number.....6-5091-2
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated
 Membership.....BAB
 President.....Walter E. Hussman
 General Manager.....Frank O. Myers
 Station, Commercial Manager..Donald Cathey
 Sales Prom., Prog. Dir.....Callis Carter
 Chief Engineer.....Dorris C. Hunter

K C O N
 CONWAY—1950—KBS

Owned-Operated By.....Conway Bcstg. Co.
 Frequency: 1230 Kc.....Power: 250 Watts
 Address.....903½ Front St.
 Phone Number.....189
 Air Time.....6 a.m.-11 p.m.
 Transcription Service.....SESAC, World
 News Service.....UP
 Pres., Gen., Sta. Mgr.....James E. Clayton
 Sales Promotion Mgr.....Charles Buice
 Program Director.....Muriel Cobb
 Chief Engineer.....Herman G. Stermer

K A G H
 CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Julian Haas
 Address.....900 Main St.
 Phone Number.....750
 News Service.....AP
 General Manager.....Julian Haas
 Program Director.....Al Shirley
 Chief Engineer.....Harry Bohm

K D M S
 EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....KDMS, Inc.
 Address.....Randolph Hotel
 Phone Number.....3-9190
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Devney
 Pres., Gen. Mgr.....David M. Segal
 Station Manager.....Virgil E. Stone

Program Director.....Elizabeth P. Perdue
 Commercial Manager.....George S. Lanham
 Chief Engineer.....E. C. Gresham

K E L D
 EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Enterprises, Inc.
 Business-Studio Address..Home Finance Bldg.
 Phone Number.....3-6126
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....W. N. McKinney
 Comm., Sls. Prom. Mgr.....J. R. Duerson
 Program Director.....Mrs. D. Pondrom
 Chief Engineer.....John Long

K G R H
 FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
 Business-Studio Address....922 Leverett St.
 Phone Number.....2-2322
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....AP
 Representative.....Walker
 Membership.....NARTB
 President.....Hayden McIlroy
 Gen.-Sta.-Sls. Prom. Mgr....Fred J. Stevenson
 Commercial Mgr.....Ed. Gideon
 Program Director.....Wallie Ingalls
 Chief Engineer.....Harold Lindsey

K X J K
 FORREST CITY—1949—KBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By...Forrest City Bcstg. Co.,
 Inc.
 Address...Natl. Bank of East. Arkansas Bldg.
 Phone Number.....950
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Pres., Gen. Mgr.....William Fogg
 Commercial Manager.....James Pearson
 Program Director.....Lloyd Penny
 Publication Director.....Larry Parker
 Chief Engineer.....Walter Smith

K F P W
 FORT SMITH—1930—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tulsa Bcstg. Co.
 Business Address.....2321 N. Albert Pike Rd.
 Phone Number.....4105
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Avery-Knodel
 Membership.....NARTB

President.....John T. Griffin
 General Manager.....John Esau
 Station Manager.....James P. Walker
 Commercial Manager.....L. A. Blust
 Program Director.....H. Harlan Judkins
 Promotion Manager.....George Ketcham
 Chief Engineer.....Paul McCaslin

K F S A

FORT SMITH—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Southwestern Pub. Co.
 Business-Studio Address.....920 Rogers Ave.
 Phone Number.....29126
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 President.....Donald W. Reynolds
 Gen., Sta., Comm. Mgr.....Weldon Stamps
 Program Director.....Jerry Winner
 Chief Engineer.....Robert W. Platt

K W H N

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By...KWHN Bcstg. Co., Inc.
 Business-Studio Add...421-423 Garrison Ave.
 Phone Number.....8967
 Air Time.....Full Time
 News Service.....AP
 Representative.....Rambreau
 Secretary-Treasurer.....H. S. Nakdimen
 Sta. Dir., Comm. Mgr.....Parkman R. Feezor
 Pgm., Publ. Dir.....Glenn O'Neal
 Chief Engineer.....Bruce Dennis

K H O Z

HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Harrison Bcstg. Corp.
 Bus-Studio Address.....Radio City Addition
 Phone Number.....1240
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Roy Milum
 Gen., Sta. Mgr.....R. S. Wheeler, Jr.
 Comm., Sls. Prom. Mgr.....Mel Lynn
 Prog., Prod., Pub. Dir.....Bruce C. Washburn
 Chief Engineer.....Fred E. Ward

K F F A

HELENA—1941—KBS—MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Helena Bcstg. Co.
 Address.....215 York St.
 Phone Number.....4-2361
 News Service.....AP

Transcription Service.....World
 Representative.....Continental Radio Sales
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Sam W. Anderson
 Comm., Prom. Mgr.....Byron Kearby
 Program Director.....Marion Sherrad
 Chief Engineer.....Earl Hodges

K X A R

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hope Bcstg. Co.
 Business Address.....P. O. Box 138
 Phone Number.....7-3601
 News Service.....AP
 President.....A. H. Washburn
 Gen. Mgr., Chief Engineer.....L. B. Tooley
 Program Director.....Carroll A. Wynn

K B H S

HOT SPRINGS—1952

Frequency: 590 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Resort Bcstg. Co., Inc.
 Address.....113 Third St.
 Phone Number.....388
 News Service.....UP
 Transcription Service.....World
 President.....I. A. Cain
 Gen. Mgr.....Marvin Hull
 Chief Eng.....Clint Norman

K W F C

HOT SPRINGS—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Spa Bcstg. Co., Inc.
 Business-Studio Address...819½ Central Ave.
 Phone Number.....412-3
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Walter E. Hussman
 General, Station Manager.....Patt McDonald
 Commercial Manager.....C. J. Dickson
 Program Director.....Jack Ridgeway
 Sls. Prom. Dir.....Ernest Watson
 Publicity Director.....Joyce Cook
 Chief Engineer.....Dalton Sanders

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Regional Bcstg. Co.
 Address.....KBTM Building, Jonesboro
 Phone Number.....5597-5598
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Pres., Gen., Sta. Mgr.....Jay P. Beard

KNEA

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address.....Hotel Noble
Phone Number.....8381
News Service.....UP
Transcription Service.....Associated
Representative.....Gill-Keefe & Perna, Inc.
President.....R. H. Halbert
General, Station Manager.....Dick Crane
Commercial Manager.....Harold Gregson
Program Director.....Neal Bunn
Sales Promotion Manager.....Paul Barnett
Chief Engineer.....Wesley Bell

KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....Radio Ctr., 114 E. Capitol Ave.
Phone Number.....LD 99
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....World
Representative.....Edward Petry
Membership.....NARTB, BAB
President.....T. H. Barton

General Manager.....T. K. Barton
Sta., Mgr., Prog. Dir.....Douglas J. Ramine
Comm., Sls. Prom. Mgr.....A. C. Dowden
Publicity Director.....Arnold M. Norman
Chief Engineer.....Dan L. Winn

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc....Power: 1,000 Watts a..
500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....306 W. 3rd St.
Phone Number.....27-9166
Air Time.....Unlimited
Station Representative.....George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Barbara Amsler
Chief Engineer.....V. O. Vandusen

KLRA

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc....Power: 10,000 Watts d..
5,000 Watts n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....P. O. Box 550
Phone Number.....2-5427-8
Air Time.....Full Time



● As a boy, James Watt noted the power of steam rising from a teakettle's spout and went on to become world-famous as an inventor. The term "Watt" to indicate power derives from his name.

Nobody Yet Ever Tuned In a Watt—

We should know . . . we have 10,000 of them going out every day . . . pushing our signal all over Arkansas.

The folks in Arkansas don't know one watt from another . . . but they do know what station brings them—

- CBS Radio programs
- Johnnie Holmes, Farm Reporter
- The Barnyard Frolic and other top Western entertainers
- Merry-Go-Round and other top-rated DJ shows
- and a host of other programs

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Randy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

For the complete
KLRA story, ask
any O. L. Taylor
office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO

KLRA

LITTLE ROCK

Newspaper Affiliation.....Arkansas Gazette
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....O. L. Taylor Co.
 Membership.....NARTB, BAB
 President.....J. N. Heiskell
 General Manager.....W. V. Hutt
 Sls. Prom. Mgr.....Robert Hicks
 Prog., Prod. Dir.....Harris Owen
 Publicity Director.....Robert Nestlebush
 Chief Engineer.....Kermit F. Tracy

K T H S

LITTLE ROCK—1924

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned By..Times Pub. Co., Ltd., Shreveport, La.
 Operated By.....Radio Broadcasting, Inc.
 Business-Studio Address.....KTHS Bldg.
 Phone Number.....1160-1
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Branham
 Membership.....NARTB, BAB
 President.....W. H. Bronson
 General Manager.....B. G. Robertson
 Program Dir.....Jack Wolever
 Chief Engineer.....Cecil L. Suitt

K V L C

LITTLE ROCK—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Southwestern Bcstg. Co.
 Business-Studio
 Address...Southern Natl. Insurange Bldg...
 Phone Number.....5-5321
 News Service.....UP
 Transcription Service.....Associated
 Representative.....McGillvra
 President.....R. M. Saxon
 General Manager.....Leonard Coe
 Comm., Sta. Manager....Glen H. Robertson
 Sales Prom. Mgr.....James A. Gatens
 Program Manager.....Frederick H. Schmutz
 Publicity Director.....Ted Dobbs
 Chief Engineer.....Dale Mahurin

K X L R

LITTLE ROCK—1946

MBS-RAZORBACK

Frequency: 1150 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....2-2155
 News Service.....UP
 Transcription Service.....RCA, Thesaurus
 Representative.....Pearson
 Membership.....NARTB
 President.....John F. Wells

Gen., Sta. Manager.....Emil J. Pouzar
 Comm., Prom. Manager.....Melton Lancaster
 Prog., Publ. Director.....Roy Nichols
 Chief Engineer.....Earl H. Butler

K V M A

MAGNOLIA—1948—KBS-MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Magnolia Bcstg. Co.
 Business-Studio Address..212 N. Jefferson St.
 Phone Number.....630
 News Service.....AP
 Transcription Service.....World
 President.....Joe F. Rushton
 Gen., Sta., Comm. Mgr.....William M. Begley
 Chief Engineer.....Ray Wells

K D A S

MALVERN—1951

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Malvern Bcstg. Co.
 Address.....Young Insurance Bldg.
 Phone Number.....1584
 Transcription Service.....World
 Representative.....Devney
 Pres., Gen. Mgr.....David M. Segal
 Station Manager.....Robert Choate
 Comm. Mgr., Prog. Dir.....Ed Niehay
 Chief Engineer.....John R. Williams

K E N A

MENA—1950—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. B. Bell
 Address.....S. Rene St.
 Phone.....878
 Transcription Service.....Standard
 News Service.....UP
 Representative.....Continental
 Owner Manager.....R. B. Bell
 Chief Engineer.....O. D. Frederick

K N B Y

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Newport Bcstg. Co.
 Business Address.....Newport
 Phone Number.....749
 News Service.....UP
 President.....Harold Sudbury
 Gen., Sta. Mgr.....Ray Dexter
 Commercial Mgr.....Gene Howe
 Chief Engineer.....Anson Clark

K O S E

OSCEOLA—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Osceola Bcstg. Corp.
 Business Address.....P. O. Box 311
 Phone Number.....860

News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB
 President.....H. F. Ohlendorf
 General Manager.....Ted Woods
 Commercial Manager.....Betty G. Woods
 Program Director.....Hobson Daws
 Chief Engineer.....H. M. Jones

K D R S

PARAGOULD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Daily Press, Inc.
 Business AddressBox 491
 Phone Number627
 Air Time.....6 a.m.-10 p.m.
 News ServiceAP
 President.....Ted Rand
 General Manager.....Doayne F. Bateman
 Business Manager.....T. M. Self
 Prog., Publ. Director.....Russell Schwamb
 Chief Engineer.....Ted Porter

K C L A

PINE BLUFF—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Radio Engineering Service
 Business-Studio Address....2900 W. 28th St.
 Phone Number1900
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 General Mgr.....Kenneth Kesterson
 Commercial Manager.....Clyde Martin
 Pgm. Dir., Chief Engineer....Charles Penix

K O T N

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Universal Bcstg. Corp
 Address.....P. O. Box 957
 Phone Number721
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
 Prom. Mgr.....R. W. Etter
 Program Director.....Lois Palmer

K P O C

POCAHONTAS—1950

Frequency: 1420 Kc...Power: 1,000 Watts d.
 Owned-Operated By...Pocahontas Radio, Inc.
 Address.....P. O. Box 250
 Phone500
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 Gen. Mgr.....Adrian L. White
 Com. Mgr.....Hiram Mayo
 Prog. Dir.....Bill Nicholson
 Chief Engineer.....Ken Kennedy

K X R J

**RUSSELLVILLE—1947—MBS-KBS
 RAZORBACK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....Valley Broadcasters, Inc.
 AddressRussellville
 Phone Number299
 News ServiceAP
 Owner, Gen., Sta. Mgr.....C. R. Horne
 Commercial Manager.....L. L. Bryan
 Sales Prom. Mgr.....Don Sammons
 Pgm. Dir., Chf. Engr.....W. C. McKenney

K W C B

SEARCY—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....White County Bcstg.
 Co., Inc.
 Address.....P. O. Box 95
 Phone Number1281
 News ServiceAP
 Transcription Service.....SESAC, Thesaurus
 Representative.....Hil F. Best
 MembershipNARTB
 Pres., Gen. Mgr.....Carl N. Dodd
 Sales Prom. Manager.....Don P. Jones
 Chief Engineer.....Homer Harris

K U O A

**SILOAM SPRINGS—1923—MBS
 RAZORBACK**

Frequency: 1290 Kc.....Power: 5,000 Watts d.
 Owned-Operated By.....KUOA, Inc.
 Business-Studio Address.....Siloam Springs
 Phone Number77
 News ServiceUP
 Transcription Service.....RCA, Thesaurus
 MembershipNARTB, BAB
 President.....John E. Brown, Sr.
 Exec. Vice-Pres.....Storm Whaley
 Com. Mgr.....William George
 Program Director.....Ralph Kennedy
 Chief Engineer.....Cecil E. Smith
 (See Page 156)

K B R S

**SPRINGDALE—1949—ABC
 RAZORBACK**

Frequency: 1340 Kc...Power: 250 Watts d., n.
 Owned-Operated By.....Southwest Pub. Co.
 AddressBox 29
 Phone Number2-2011
 Air Time.....5:30 a.m.-11 p.m.
 News ServiceAP
 RepresentativePearson
 President.....Donald W. Reynolds
 Gen. Mgr.....Roy G. Bowman
 Prog. Dir., Chf. Anncr.....Jerry Bidle
 Chief Engineer.....R. L. Stocklos

THE TALE OF TOPS IN RADIO in

ARKANSAS CALIFORNIA OKLAHOMA

KGER

LONG BEACH

LONG BEACH Ranks . . .

40th in Population

30th in Home Furnishing Sales

37th in Automotive Store Sales

35th in Drug Store Sales

39th in Total Retail Sales

TOPS . . .

In Power

*Long Beach's

Most Powerful Station

TOPS . . .

In Listeners

*Most Listened to

Long Beach

Station

KOME

TULSA

POPULATION 810,000

FAMILIES 250,000

RADIO FAMILIES 225,000

RETAIL SALES \$750,000,000

SALES PER

HOUSEHOLD \$3,000.00

KUOA

SILOAM SPRINGS

POPULATION 240,000

FAMILIES 70,000

RADIO FAMILIES 60,000

RETAIL SALES \$145,000,000

FARM INCOME \$90,000,000

In Coverage

*Northwest Arkansas' Most Powerful Station

In Popularity

*Celebrating 30 Years on the Air

In Power

*Oklahoma's Most Powerful Independent Station

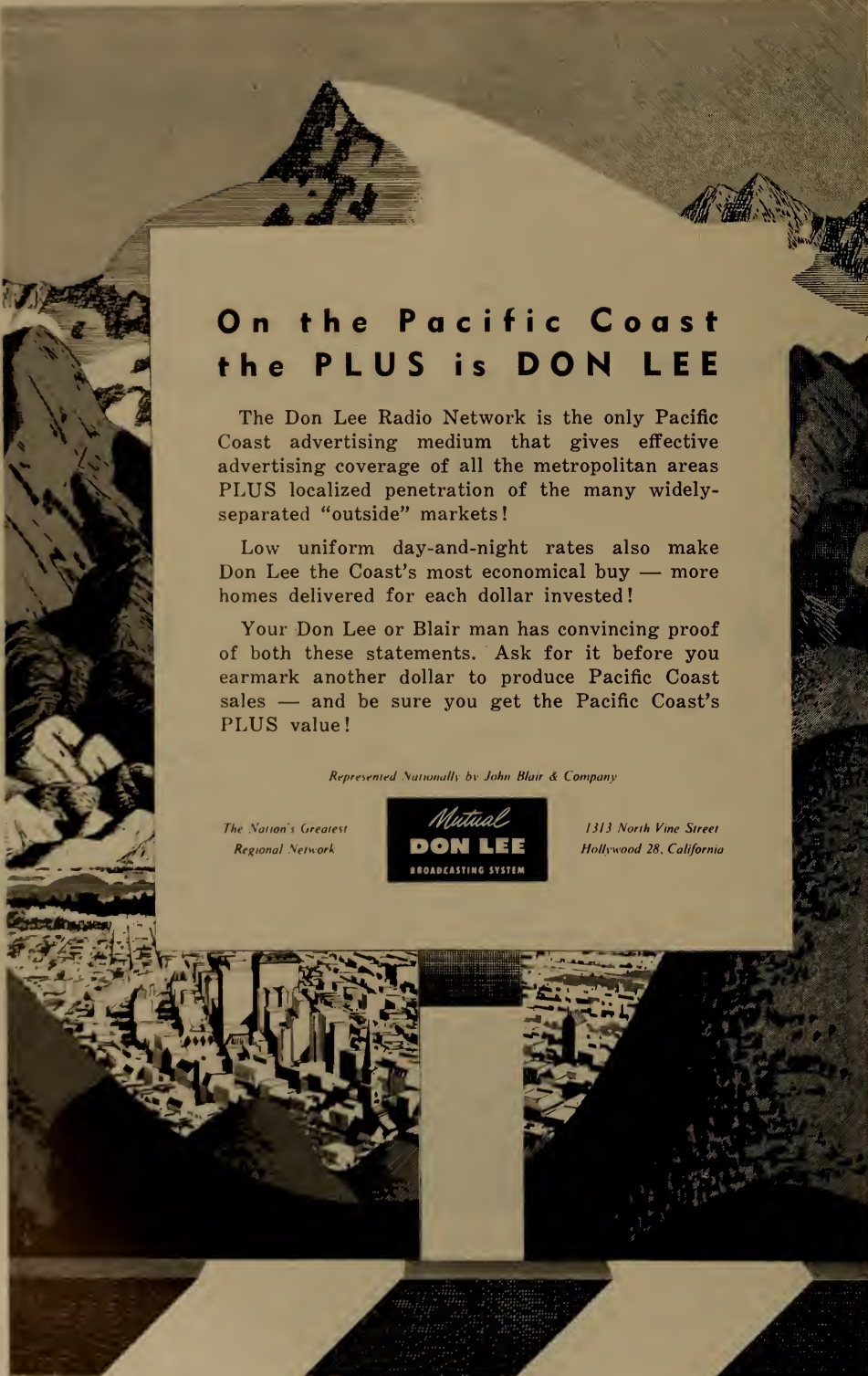
In Sports

*Tulsa Oilers
Oklahoma Sooners
University of Tulsa
Basketball

5000 WATTS EACH

Greater Coverage of Three Great Markets

THE STATIONS OF THE AMERICAN HOME



On the Pacific Coast the PLUS is DON LEE

The Don Lee Radio Network is the only Pacific Coast advertising medium that gives effective advertising coverage of all the metropolitan areas PLUS localized penetration of the many widely-separated "outside" markets!

Low uniform day-and-night rates also make Don Lee the Coast's most economical buy — more homes delivered for each dollar invested!

Your Don Lee or Blair man has convincing proof of both these statements. Ask for it before you earmark another dollar to produce Pacific Coast sales — and be sure you get the Pacific Coast's PLUS value!

Represented Nationally by John Blair & Company

*The Nation's Greatest
Regional Network*



*1313 North Vine Street
Hollywood 28, California*

K W A K

STUTT GART—1948

MBS—KBS—RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By... Stuttgart Bcstg. Corp.
 Business AddressStuttgart
 Phone Number23711
 Air Time..... Full Time
 News ServiceUP
 Transcription Service..... Standard, World
 PresidentBeloit Taylor
 Gen-Station Manager.....Melvin P. Spann
 Commercial Mgr.....Norman Biddulph
 Program Dir.....June Spann
 Chief Engineer.....Newbery
 Consulting Engineer.....John Mullaney

K O S Y

TEXARKANA—1951—MBS

Frequency: 790 Kc....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By..... Gateway Bcstg. Co.
 Address..... P. O. Box 1318
 News ServiceAP
 Transcription Service.....Thesaurus, Capitol
 Partners.....Dr. W. Decker Smith, Joe Davis
 General Manager.....Tom E. Dillahunt

Commercial Manager.....Herman Cecil
 Program Director.....Peter C. Tripp
 Chief Engineer.....Chas. Mathis

K R L W

WALNUT RIDGE—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By.. Southern Baptist College
 AddressWalnut Ridge
 Phone Number980
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeBest
 President.....Dr. H. E. Williams
 Program Director.....Bill Thornton
 Chief Engineer.....Leonard Ringle

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....KWEM Inc.
 Business-Studio Address.....229 Broadway
 Phone Number463
 News ServiceUP
 President.....William H. Keller
 Com. Mgr.....Spencer Bedsole
 Chief Engineer.....Ed Beck

CALIFORNIA

Pop. April 1, 1953 (Est.) 11,330,000 — Total Housing Units 3,627,000
 Families April 1, 1953 (Est.) 3,525,000 — Stations in State 141

K C N O

ALTURAS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....CONR Inc.
 Address.....P. O. Box 207
 Phone Number2531
 News ServiceUP
 Transcription Service.....Standard, Capitol.
 SESAC
 RepresentativeForjoe
 MembershipNARTB
 President.....Rowland H. Dow
 Comm., Prom. Mgr.....Philip N. Good
 Chief Engineer.....Wayne Powers

K D I A

AUBURN—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Diamond H. Ranch Bcstrs.
 Business Address.....P. O. Box 992
 Phone1078
 Air Time.....Full Time
 RepresentativeWilliam Hyers
 Pres., Gen. Mgr.,
 Chief Engr.....Charles E. Halstead, Jr.

K B I G

AVALON—1952

Frequency: 740 Kc.....Power: 10,000 Watts
 Owned-Operated By.....John Poole Bcstg. Co.
 Address.....6540 Sunset Blvd.
 Phone NumberHE 3205
 Air Time.....Daytime
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Robert Meeker Associates
 MembershipNARTB
 Pres., Gen., Sta. Mgr., Chf. Engr....John Poole
 Comm., Prom. Mgr.....Robert J. McAndrews
 Operations Manager.....Cliff Gill
 Program Director.....Alan Lisser

K A F Y

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By...Bakersfield Bcstg. Co.
 Business-Studio Address....2013 Chester Ave.
 Phone Number4-6421
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....W. S. Grant

MembershipNARTB, BMB
 President.....George B. Crome
 General Manager.....Sheldon Anderson
 Sta., Com. Mgr.....Naum Healy
 Sales Prom. Mgr.....Helen Smythe
 Pgm., Pub. Dir.....Jim McBride
 Chief Engineer.....Ted Froming

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Marmat Bcstg. Co.
 Studio Address.....957 Oak St.
 Phone4-6093
 Air Time.....Full Time
 Transcription ServiceAssociated
 SESAC
 News ServiceAP
 RepresentativeOakes
 MembershipNARTB, BAB
 Pres., Mgr.....Hal Brown
 Com., Sales Prom. Mgr....Franklin H. Wilbur
 Pgr., Pub. Dir.....Bob Elias
 Chief Engineer.....James L. Mattly

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...McClatchy Bdcstg. Co.
 Business-Studio Address..Elk's Club Building
 Phone Number8-8431
 Air Time.....6 a.m.-12 M.
 News ServiceAP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 MembershipNARTB, BAB
 President.....Eleanor McClatchy
 Station Manager.....Walter Bazluk
 TechnicianLuverne 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 Number44548
 News ServiceUP
 Air Time.....Full Time
 Transcription ServiceWorld
 RepresentativeAvery Knodel
 MembershipNARTB, BAB
 Pres., Gen. Mgr., Chief Engineer
 Gene De Young
 Commercial Manager.....Ed Urner
 Program Director.....Kenneth Croes
 Publicity Director.....Rod O'Hara

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Pioneer Mercantile Co.

Address.....307 E. 21st St.
 Phone Number8-8157
 News ServiceUP
 Transcription ServiceThesaurus
 Station Representative..George P. Hollingbery
 President.....F. G. R. Schamblin
 General Manager.....L. A. Schamblin
 Pgm., Dir. Comm. Mgr.....C. C. Sturm
 Prom. Mgr., News Director....P. R. Biermann
 Chief Engineer.....L. P. Jarvis

KWTC

BARSTOW—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Mojave Valley Bcstg. Co.
 Business Address.....Box 697
 Phone Number4001
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeDonald Cooke
 President.....W. T. Brown
 Sta., Com. Mgr.....Harry S. White
 Program Director.....Jim Harvey
 Chief EngineerDon 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 ServiceAP
 MembershipNARTB, BAB
 Transcription ServiceStandard
 Pres., Gen. Sta. Mgr.....Arthur Westlund
 Comm., Prom. Mgr.....Don Hambly
 Program Director.....Les Avery

KYOR

BLYTHE—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated.....Bcstg. Corp. of America
 Business-Studio AddressRiverside
 Phone Number2231
 President.....W. L. Gleeson

KROP

BRAWLEY—1946—ABC

Frequency: 1300 Kc....100Watts d., 250 n.
 Owned-Oper. By....Bcstg. Corp. of America
 Address.....Del Rio Country Club
 Phone Number1300
 RepresentativeJohn E. Pearson Co.
 General Manager.....Fred Carr
 Station Manager.....John Chandler
 Program Director.....Lynn C. Thomas
 Chief Engineer.....Drew Walker

KBLA

BURBANK—1952

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bdcstrs. of Burbank
 Address.....11516 Oxnard St.
 Phone Number.....Sunset 2-1195
 News ServiceUP
 Transcription ServiceLang-Worth
 President.....Gordon A. Rogers
 Gen. Mgr.....Robert S. Marshall
 Chief Eng.....Robert Skiles

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles R. Love
 Business Address.....P. O. Box 786
 Phone Number918
 News ServiceAP
 President.....Charles R. Love
 General Mgr.....W. A. Geddes
 Comm. Mgr.....Don Gillette
 Chief Engineer.....James Cain

KHSL

CHICO—1935—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated.....Golden Empire Bcstg. Co.
 Address336 Broadway
 Phone Number237-8
 News ServiceUP
 Representative.....W. S. Grant
 MembershipNARTB
 Pres., Gen. Mgr.....Mickey McClung
 Station Manager.....M. F. Woodling
 Commercial Manager.....J. A. Pero
 Program Director.....Ed Parker
 Chief Engineer.....Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KXOC, Inc.
 Address-Trans.....Radio Lane
 Phone Number1013
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceStandard
 RepresentativePearson, Western
 MembershipBAB
 PresidentLincoln Dellar
 Gen., Sta., Comm. Mgr.....Donald J. Quinn
 Prog., Prod., Pub. Dir.....Neil McIntyre
 Chief Engineer.....E. W. Berger

KBMX

COALINGA—1950—KBS

Frequency: 1470 Kc.....Power: 500 d.
 Owned-Oper. By.....Pleasant Valley Radio Co.

AddressBox 715
 Phone136
 Transcription ServiceSESAC
 News ServiceUP
 President.....Benjamin M. Bowman
 Gen., Sta., Comm. Mgr.....Rea B. Bowman

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned.....Radio Broadcasting, Inc.
 Business Address.....Box 368
 Phone Number1370-1-2
 Air Time.....Full Time
 News ServiceUP
 MembershipNARTB, BAB
 RepresentativeMcGillvra
 Pres., Gen. Mgr.....Elmer J. Bucknum
 Sta., Comm. Mgr.....Mary Bucknum
 Prom. Mgr., Publ. Dir.....Chuck Ferguson
 Program Director.....Cliff Miller
 Chief Engineer.....George Farmer

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Norte Bcstg. Co.
 AddressBox 248
 Phone Number3061
 News ServiceAP
 Transcription Service.....Standard, SESAC
 Pres., Gen. Mgr.....Robert E. Grey
 Business Mgr.....Peggy Burke

KCHJ

DELANO—1951

Frequency: 1010 Kc.....Power: 1000 Watts
 d.
 Owned-Oper. By.....Charles Herman Johns
 Address.....P. O. Box 262
 Phone8676
 Transcription ServiceSESAC
 News ServiceUP
 Pres., Gen. Mgr., Chief Eng.....Charles H. Johns
 Program Director.....Jean J. Johns

KRDU

DINUBA—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Dinuba Co.
 Business-Studio Address.....110 N. L. St.
 Phone Number500
 News ServiceAP
 Pres., Gen., Sta. Mgr.....Egon A. Hafer
 Program Director.....Harold Sparks
 Chief Announcer.....Jim Bailey
 Chief Engineer.....Russ Friend

K X O

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Valradio Inc.
 Business Address.....South 4th Street
 Phone Number.....1100
 Air Time.....Full Time
 News Service.....UP
 Newspaper Affiliation..Imperial Valley Pub.
 Co., Brawley News Pub. Co., Indio Date
 Palm
 Transcription Service.....Capitol, Standard,
 SESAC
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Paul A. Jenkins
 Gen., Sta. Mgr., Pub. Dir., Richard T. Sampson
 Commercial Manager.....Belle Hovey
 Prom. Mgr.....Marc Hanan
 Program Director.....Robert Weaver
 Chief Engineer.....Norm Germani

Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Representative.....Forjoe
 Owner.....Edward Mertle
 Gen. Mgr., Chief Eng.....Craig N. Smith

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 Number.....4-2966
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NARTB
 President.....Hattie Harm
 General-Station Manager....Clyde F. Coombs
 Program Director.....Ed Ropolo
 Chief Engineer.....Elbert Dean

K H U M

EUREKA—1947—ABC-CBS

Frequency: 1240 Kc..Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By.....Carroll R. Hauser
 Address.....Vance Hotel
 Phone Number.....Hillside 2-5744
 Air Time.....6 a.m.-12M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Pearson, Western Radio,
 Tracy Moore
 Pres., Gen., Sta. Mgr.....Carroll R. Hauser
 Commercial Mgr.....Frank M. Smith
 Program Director.....Verne Emmerson

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 Number.....4-5001
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB
 Pres., Owner.....Paul R. Bartlett
 Asst. Mgr., Chief Engr.....Keith L. Mealey
 Sales Manager.....Frank D. Woody
 Director of Sls. Svce.....Harry H. Buram
 Program Director.....Ed J. Frech

K I E M

EUREKA—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned Opr. By...Redwood Bdcstg. Co., Inc.
 Address.....Radio Center, E. Sixth St.
 Phone Number.....3-1621
 News Service.....UP
 Representative.....John Blair
 Membership.....NARTB, BAB
 President, Manager.....Wm. B. Smullin
 Commercial Manager.....Don Telford
 Sales Promotion Manager.....Robert Stach
 Program Director.....Paul Corbin
 Chief Engineer.....King Larry

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By...Delle Broadcasting Co.
 Address.....Farmer's Market
 Phone Number.....6-6526 and 4-5459
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Station Representative.....Forjoe & Co.
 Membership.....NARTB
 Commercial Manager.....Morris Mindel
 Program Dir.....Jeanne Backer

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mendocino Bcstg. Co.
 Address.....Box 616
 Phone Number.....5671

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 Number.....3-6277

Air Time..... Full Time
 News Service..... AP, UP
 Newspaper Affiliation McClatchy
 Transcription Service Associated
 Representative..... Paul H. Raymer
 Membership NARTB, BAB
 President Eleanor McClatchy
 Station Manager..... William J. Sanford
 Commercial Manager..... Coyle Chambers
 Program Manager..... Joe Tomes
 Sales Prom., Pub. Dir..... Ramsey Elliott
 Chief Engineer..... William N. Wallace

K Y N O

FRESNO—1947—MBS

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Radio KYNO, The Voice
 of Fresno

Address Hotel Fresno
 Phone Number 2-4163
 Air Time..... 5 a.m.-12M.
 News Service UP
 Representative Hollingbery
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Robert Schuler
 General, Sta. Manager..... L. E. Chenault
 Commercial Manager..... Leslie Daggett
 Program Director..... Leo Goldman
 Chief Engineer..... Bert Williamson

K I E V

GLENDALE—1932

Frequency: 870 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Cannon System, Ltd.
 Address..... 102 N. Glendale Ave.
 Phone Number..... Citrus 1-1133
 News Service UP
 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-Operated By..... Hanford Sentinel &
 Journal
 Business Address..... P. O. Box 620
 Phone Number 620
 Air Time..... 5 a.m.-M.
 Newspaper Affiliation..... Hanford Sentinel,
 Hanford Journal
 News Service INS, UP
 Transcription Service Standard
 Representative O'Connell
 Gen. Mgr., Chief Engr..... Don C. Reeves
 Commercial Manager..... John Haslam
 Program Director..... Lloyd Chappel

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KFWB

Leader for 28 Years in Southern California

HARRY MAIZLISH — President

KFWB

HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By...KFWB Broadcasting Corp.
 Business-Studio Add...6419 Hollywood Blvd.
 Phone Number.....HE 5151
 Air Time.....Unlimited
 News Service.....UP, INS
 Station Representative.....Branham
 Pres., Gen., Sta. Mgr.....Harry Maizlish
 Commercial Manager.....Sydney Gaynor
 Business Manager.....Donn P. Davis
 Prog., Prod. Dir.....Dan Russell
 Publicity Director.....Red Doff
 Prom. Advtg. Dir.....Sydney Yallen
 Chief Engineer.....Harry Myers

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben S. McGlashan
 Business-Studio Address.....6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 News Service.....UP
 Transcription Service.....Associated
 Owner.....Ben S. McGlashan
 General Manager.....Thelma Kirchner
 Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hudson 2-7311
 News Service.....INS, UP
 Representative.....Adam J. Young, Jr.
 Membership.....BAB
 President.....M. W. Hall
 Exec. V.P. & Sta., Gen. Mgr.....Don Fedderson
 Commercial Manager.....Dave Lundy
 Program Director.....Charles Craig
 Publicity Director.....Leo Guild
 Dir. of Engr.....R. W. Conner

KREO

INDIO—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bcstg. Corp. of America
 Address.....Riverside
 Phone Number.....6290
 Air Time.....17 hrs.
 Representative.....Scott, Young
 Membership.....NARTB
 President.....William L. Gleeson

KAVL

LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Antelope Bcstg. Co.
 Address.....P. O. Box 1192
 Phone.....1000
 Air Time.....Full Time
 Transcription Service.....World, SESAC
 News Service.....UP
 Pres., Gen. Mgr.....W. B. Carter
 Sta., Comm. Mgr.....H. L. Comstock
 Program Manager.....James Turner
 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 Number.....Lodi 8-0628
 News Service.....UP
 Transcription Service.....Standard
 Gen., Sta., Comm., Sales Prom. Mgr.
 Herbert W. Brown
 Program Director.....Marlene Faszer
 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 Number.....Long Beach 672-81
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Burn-Smith
 Pres., Gen. Mgr., Pgm. Dir.....Hal G. Nichols
 Promotion Manager.....Robert Lamb
 Comm. Mgr., Chief Engr.....L. W. McDowell

KGER

LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
 Owned By.....John Brown Schools of Calif., Inc.
 Business-Studio Address.....3745 Atlantic
 Phone Number.....40-7907
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Gill-Keefe-Perna
 Membership.....NARTB
 President.....Dr. John E. Brown
 General Manager.....Storm Whatley
 Sta., Comm. Mgr., Pgm. Dir.
 Clinton H. Fowler
 Chief Engineer.....Luther Crumbaugh

KECA

LOS ANGELES—1929

Frequency: 790 Kc.....Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By.....American Bcstg. Co., Inc.
Address..1539 N. Vine St., Hollywood 28, Cal.
Phone Number.....HUDson 2-3141
Air TimeUnlimited
News Service.....AP, INS, UP
Transcription ServiceLang-Worth
RepresentativeEdward Petry
President.....Robert E. Kintner
Gen., Comm. Mgr.....Amos T. Baron
Sales Manager.....Matthew E. Barr
Sales Prom. Mgr.....Merwyn Travis
Publicity Director.....Virginia West
Program Director.....Dresser Dahlstead
Chief Engineer.....R. G. Denechaud

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Dunkirk 4-1231
Air Time.....Full Time
News ServiceAP
Transcription Service.....Associated
RepresentativeBolling
MembershipNARTB, BMB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Program Director.....Howard Rhines
Publicity Director.....Tom Dixon

KFI

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 Number.....Dunkirk 2-2121
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative.....Henry I. Christal
MembershipNARTB
Pres., Gen. Mgr.....Earle C. Anthony
Sales Prom. Mgr.....Ronnie Manders
Commercial Manager....Charles E. Hamilton
Program Director.....Pat Kelly
Publicity Director.....Mort Cook
Co-Chief Engineers.....H. L. Blatterman,
Curtis W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.

Phone Number.....Dunkirk 8-2345
Air TimeDaytime
News Service.....AP, UP
RepresentativeMcGillvra
MembershipBAB
Pres., Gen. Mgr.....Frank Burke, Jr.
Comm., Sta. Manager.....Vern Lindblade
Pgm., Pub. Dir.....Carl Brewster
Chief Engineer.....Leonard Reeves

KHJ

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 Number.....HUDson 2-2133
Air Time.....6 a.m.-M.
News Service.....AP, UP
RepresentativeJohn Blair
MembershipNARTB, BAB
Pres., Gen. Mgr.....Willet H. Brown
Exec. Vice-Pres.....Ward D. Ingram
Vice Pres., Sales.....Norman Boggs
Sales Prom. Mgr.....H. H. Sonnenburg
Program Director.....A. J. LaFrano
Publicity Director.....Bud Coulson
Chief Engineer.....Robert Arne

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Represented by
Joseph Hershey McGillvra, Inc.

KMPC

LOS ANGELES—1927

Frequency: 710 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Oper. By.....KMPC—Station of the
Stars, Inc.
Address.....5939 Sunset Boulevard
Phone Number.....Hollywood 9-5341
Air Time.....5:00 a.m.-M.
News Service.....INS, UP
Representative.....H-R Representatives
Membership.....BAB
President.....John Patt
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon
Nat. Sales Mgr.....Charles Cowling
V.P. in Chg. of Bcsts.....Mark Haas
Dir. of Pub. Affairs.....John Baird
Chief Engineer.....L. C. Sigmon

KNX

LOS ANGELES—1924—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 Number.....Hollywood 9-1212
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Spot Sales, CBS
Membership.....BAB
General Manager.....William D. Shaw
Sales Manager.....Edwin W. Buckalew
Sales Prom. Mgr.....Sherril W. Taylor
Program Director.....Robert Sutton
Publicity Director.....Lloyd Brownfield
Chief Engineer.....Les Bowman

KPOL

LOS ANGELES—1952

Frequency: 1540 Kc. Power: 5000 Watts
Owned-Oper. By.....Coast Radio Bdcstg. Corp.
Address.....5087 Huntington Dr.
Phone Number.....Capitol 1-6101
News Service.....AP
Transcription Service.....SESAC
Membership.....NARTB
President.....Hugh R. Murchison
Gen. Mgr.....Forrest P. Wallace
Com. Mgr.....Charles T. Hughes
Chief Engineer.....Floyd Hall

KRKD

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 Number.....TUcker 7111
News Service.....AP, INS
Transcription Service.....World, SESAC
Membership.....NARTB
President.....Frank P. Doherty
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pgm. Dir.-Chief Announcer.....Charles Clifton
Chief Engineer.....Willis O. Freltag

KMYC

MARYSVILLE—1940—MBS

Frequency: 1410 Kc. Power: 1,000 Watts
Owned-Oper. Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone Number.....2-2396
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....W. S. Grant
Membership.....NARTB, BAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Comm. Sales Prom. Mgr.....C. Greenman
Program Director.....W. R. Cleveland
Publicity Director.....John Mayer
Chief Engineer.....Lloyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By.....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....1430, 1804
Air Time.....Full Time
News Service.....UP
Representative.....W. S. Grant
Membership.....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....A. J. Krislk
Sales Prom. Mgr.....Edward Blakesley
Publicity Director.....Stan Evans
Chief Engineer.....Russell Pope

KBOX

MODESTO—1951

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By.....Stanislaus County
Bcstrs. Inc.
Address.....1507 10th St.
Phone Number.....3-7756-7
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Harlan Oakes
Membership.....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr.....Milton Hibdon
Sales Prom. Mgr.....Andrew White
Program Director.....Roy J. Story
Publicity Director.....Carl Groene
Chief Engineer.....Paul Ferrelle

KMOD

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
 Transcription Service.....World
 Representative.....Meeker (N. Y.), Moore
 (L. A.), Western Radio (San Fran.)
 Pres., Gen., Sta. Mgr.....John H. Schacht
 Comm., Sls. Prom. Mgr.....Judd Sturtevant
 Pgm., Publ. Dir.....Gene D'Accardo
 News Dir.....Gene D'Accardo
 Chief Engineer.....Pete Onnigian

KTRB

MODESTO—1933

Frequency: 860 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....KTRB Bcstg. Co., Inc.
 Address.....Norwegian Ave.
 Phone Number.....3-0737
 Air Time.....4:45 a.m.-2 p.m.
 News Service.....INS, UP
 Transcription Service.....Cole, Standard
 Representative.....W. S. Grant
 Membership.....NAB
 Pres.-Gen.-Station Mgr....William H. Bates, Jr.
 Comm., Sls. Prom. Mgr.....Lee Roddy
 Prog. Dir.....Don E. Lapan
 News Director.....Charlie McEwen
 Chief Engineer.....William H. Bates, Jr.

KMBY

MONTEREY—1949

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Monterey Radio-TV Co.
 Business Address.....Hotel San Carlos
 Phone Number.....2-4541
 President.....Kenyon Brown

KXXL

MONTEREY—1952

Frequency: 600 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....S. A. Cisler
 Address.....P. O. Box 1070
 News Service.....AP
 Transcription Service...Standard, Thesaurus
 President.....S. A. Cisler
 Gen. Mgr.....James Oliver

KWSD

MT. SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Shasta Cascade Bcstg. Corp.
 Address.....E. Alma Street
 Phone Number.....2124

Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative..Western, Continental,
 (E. Coast), Tracy Moore (L. A.)
 Membership.....NARTB
 General Manager.....Arthur Adler
 Station Manager.....David H. Rees
 Program Director.....Iola Huntingdon
 Chief Engineer.....Donald F. Keys

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
 Owned-Operated By.....Napa Bcstg. Co.
 Address.....P. O. Box 427
 Phone Number.....6-2023
 Air Time.....6:45 a.m.-10:45 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Forjoe
 Pres., Gen. Mgr.....Luther E. Gibson
 Sta., Comm. Mgr.....Elmer L. Gibson
 Program Director.....Jack Daugherty
 Publicity Director.....Marion Devlin
 Chief Engineer.....Dave Wortman

KSFE

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Needles Bcstg. Co.
 Address.....P. O. Box C-2
 Phone Number.....1234
 News Service.....INS
 Transcription Service.....Thesaurus
 Partners.....B. J. Fitzpatrick and
 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...Tribune Tower
 Phone Number.....Glencourt 1-0660
 Air Time.....6 a.m.-M.
 Newspaper Affiliation...Oakland Tribune
 News Service.....AP
 Transcription Service...Standard, Thesaurus
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 President.....J. R. Knowland, Jr.
 Manager.....Milton L. Levy
 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 Number.....TWinoaks 3-9600
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Raymer
 Membership.....NARTB, BAB
 President.....Sheldon F. Sackett
 General Manager.....J. G. Paltridge
 Commercial Manager.....Jack Grant
 Program Director.....Russ Coughlan
 Publicity Director.....Don Arlett
 Chief Engineer.....Harry Bartolomei

Air Time.....Full Time
 News Service.....AP
 Representative.....Lee O'Connell
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Joseph E. Gamble
 Commercial Manager.....Ort J. Loftus
 Program Director.....James Hadlock
 Chief Engineer.....Robert Harbison

K W B R
OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By...Warner Bros. Radio, Inc.
 Business-Studio Address.....327 22nd St.
 Phone Number.....Higate 4-1212
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Forjoe
 General Manager.....S. W. Warner
 Station Manager.....F. Wellington Morse
 Program Director.....Jeane K. Fisher
 Chief Engineer.....Paul Gregg

K O C S
ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Operated By...The Daily Report Co.
 Business-Studio Address.....222 East "B" St.
 Phone Number.....627-54
 Air Time.....Local sunrise—Local sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Representative.....O'Connell, Western
 President.....Mrs. Jerene Appleby Harnish
 Sta. Mgr.....Marjorie Rogers
 Chief Eng.....R. H. Rogers

K M O R
OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oroville Bcstrs.
 Address.....P. O. Box 1032
 Phone Number.....1340
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative..Ayres (S.F.), O'Connell (L.A.)
 President.....Joy C. Fearnhead
 Gen., Comm. Mgr.....Herb D. Olson
 Sales Prom. Mgr.....Bill Talbitzer
 Chief Engineer.....George O'Brien

K C M J

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Palm Springs Bcstg. Co.
 Business Address.....Box KK
 Phone Number.....2253

K I B E

PALO ALTO—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.
 Owned-Oper. By.....James Blaine Rhodes
 Address.....488 Cowper St.
 Phone Number.....Davenport 9-1341
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Jay B. Rhodes
 Program Director.....Robert Seaman
 Chief Engineer.....Walter Coleman

K A L I

PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Consolidated Bcstg. Co.
 Business-Studio Address.....758 E. Colorado
 Phone Number.....RY 1-7149
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Harlan Oakes
 Pres., Gen. Mgr.....Henry Fritzen
 Chief Engineer.....Harvey Fritch

K W K W

PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By...Southern Calif. Bcstg. Corp.
 Address.....800 Sierra Madre Villa
 Phone Number.....Ryan 1-6744
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Forjoe
 Membership.....NARTB, BAB
 President.....Marshall S. Neal
 Gen.-Station-Comm. Mgr....William J. Beaton
 Pgm. Dir., Chief Annrc.....Bill Garr
 Chief Engineer.....Paul W. Spargo

K X L A

PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
 Owned-Operated By..Pacific Coast Bcstg. Co.
 Business Address...1401 So. Oak Knoll Ave.
 Phone Number.....RYan 1-6991
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....World
 Membership.....BAB

President-Gen. Sta. Mgr.....Loyal K. King
 Pgm. Dir.....Carl Saunders
 Publicity Dir.....Marian Atkinson
 Chief Engineer.....Jack Reader

KPRL

PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Leslie Henry Hacker
 Business Studio Address...Radio Station KPRL
 Phone Number204
 Air Time.....Full Time
 News ServiceAP
 Representative.....W. S. Grant
 Comm. Mgr., Pgm., Pub. Dir.

Bernard Schwartz
 Sales Prom. Mgr.....Dorothy Schwartz
 Gen. Mgr., Chief Engineer...Dale Schwartz

KAFP

PETALUMA—1950

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Warner Bros.
 AddressHotel Petaluma
 Phone Number2-2799
 Transcription Service.....World, Capitol
 News ServiceUP
 Co-Owners.....S. W. Warner and
 Eugene Warner

Gen. Mgr.....Wellington Morse
 Com. Mgr.....Howard Heggum
 Prog. Dir.....Jackie Lane

KECC

PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By.....KECC, Inc.
 Business Address.....235 Railroad Ave.
 Phone Number2-2964
 Air TimeUnlimited
 News Service.....UP
 Transcription Service...World, Lang-Worth
 Representative.....W. S. Grant
 General Mgr.....Mel D. Marshall
 Commercial Mgr.....John C. McFarland
 Chief Engineer.....M. R. Scott

KPMO

POMONA—1947

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Oper. By.....Valley Bdcstg. Co.
 Business-Studio Address...1240 E. Holt St.
 Phone Number.....Lycoming 2-1293
 News ServiceUP
 Partner.....Warner J. Sorenson
 Partner, Gen. Mgr. and
 Chief Eng.....Dean H. Wickstrom
 Prog. Dir.....Florence E. Wickstrom

KTIP

PORTERVILLE—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....J. F. Tighe
 Business-Studio Address...Newcomb & Grand
 Ave., P. O. Box 1312

Phone Number1450
 Air Time.....6 a.m.-10 p.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeCook, Grant
 MembershipNARTB
 Gen., Sta. Mgr.....Frank Robinson Brown
 Chief Engineer.....Allan Weaver
 News Editor.....Kenneth Clifford, Jr.

KBLF

RED BLUFF—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hal K. Shade
 AddressTremont Hotel
 Phone Number880
 Gen. Mgr.....Bill Baumgarten
 Com. Mgr.....Gary Morano
 Chief Eng.....Don Reickling

KVCV

REDDING—1936—MBS

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Oper. By...Golden Empire Bcstg. Co.
 AddressBox 717, Merced
 Phone Number1646
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....Standard
 Representative.....W. S. Grant Co.
 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

KPRO

RIVERSIDE—1941

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Broadcasting Corp. of
 America
 Business Address.....P.O. Box 987
 Phone Number.....Riverside 6290
 Studio-Transmitter.....3401 Russell St.
 News Service.....AP, INS
 Transcription Service.....World, Capitol
 RepresentativeScott, Young
 President-General Mgr.....W. L. Gleeson

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc.....Power: 5000 W. d.;
 1000 W. n.
 Owned-Oper. By.....KCRA, Inc.

Business Studio Address.....1010 11th St.
 Phone Number.....Gilbert 2-0758
 Air Time.....6 a.m.-12M.
 News ServiceUP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....BAB
 President-General Mgr.....Ewing C. Kelly
 Commercial Manager.....Jack Kehoe
 Station Mgr.....Howard J. Smiley
 Publicity Director.....Irma Davis
 Program Dir.....John Kuhlman
 Chief Engineer.....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 Number.....Gilbert 3-1745
 Air Time.....Full Time
 Newspaper Affiliation.....Sacramento Bee
 News Service.....UP, AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Eleanor McClatchy
 Gen., Sta. Mgr.....Keith B. Collins
 Comm., Sales Prom. Mgr.....Perry Nelson
 Publicity Director.....Louise Schultz
 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
 Phone Number.....Hudson 1-3133
 News Service.....AP
 Transcription Service.....Capitol
 Partners.....Irving J. Schwartz,
 William S. George and Jack F. Matranaga
 Chief Engineer.....Richard Hinz

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Business-Studio Address...Hotel Sacramento
 Phone Number.....Gilbert 3-2525
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....C. L. McCarthy
 Pgm. Dir.....John C. Ickes
 News Director.....Henry Thornley
 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 Number.....Wabash 5-2717
 News Service.....UP
 Represent.....J. E. Pearson, West. Radio Adv.
 Membership.....NARTB, BAB
 President.....Lincoln Dollar
 General Manager.....Robert W. Dumm
 Program Director.....Dean Seaton
 Chief Engineer.....Ewald Berger

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.....Capitol
 Representatives.....Burn-Smith, Western
 Membership.....NARTB, BAB
 Gen., Sta. Manager.....John C. Cohon
 Commercial Manager.....W. M. Oates
 Publicity Dir.....Neal Edmondson
 Program Director.....Don Wells
 Chief Engineer.....Fred Begley

KCSB

SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Oper. By.....Fred P. D'Angelo
 Business Address.....770 Mill St.
 Phone Number.....8-2245
 News Service.....AP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Forjoe
 Gen., Sta., Comm. Mgr.....Fred P. A'Angelo
 Sales Prom. Mgr.....Fred Holschneider
 Pgm., Pub. Dir.....Ed Mundy, Jr.
 Chief Engineer.....Jim Tracewell

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 Number.....4761
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....J. Clifford Lee
 General Manager.....Gene W. Lee
 Com., Sales Prom. Mgr.....Paul H. Martin
 Program Dir.....E. W. Lee
 Publicity Dir.....Betty Iglai
 Chief Engineer.....George Ewing

KITO

**SAN BERNARDINO—1947—ABC
PACIFIC REG.**

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KITO, Inc.
Address.....569 Fourth St.
Phone Number.....7807
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Representative.....Hollingbery
Pres., Gen., Sta. Mgr.....J. J. Flanagan
Commercial Manager.....Arnold Benum
Program Director.....Fred Reinhardt
Chief Engineer.....Richard Klitzig

KRNO

SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone Number.....8-2771
Air Time.....Full Time
News Service.....AP
Representative.....Donald Cooke-Western
Membership.....BAB
President, Comm. Mgr.....James W. Gerrard
V.P., Gen., Sta. Mgr.....Norman H. Rogers
Program Director.....Chuck Palmer
Chief Engineer.....George W. Brock

KCBQ

SAN DIEGO—1946-ABC

Frequency: 1170 Kc...Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By.....Charles E. Salik
Bus.-Studio Address.....P. O. Box 1629
Phone Number.....Jackson 4103
Air Time.....Unlimited
News Service.....UP
Transcription.....Lang-Worth
Representative.....Avery-Knodel
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Charles E. Salik
Comm., Sales Prom. Mgr.....Graham H. Moore
Publicity Manager.....Billy Tomlinson
Program Director.....Harry Mitchell
Chief Engineer.....Charles J. Sherburne

KFMB

SAN DIEGO—1941—CBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jack Wrather and
Helen Alvarez
Bus.-Studio Address.....Fifth & Ash Sts.
Phone Number.....Main 2114
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Capitol, SESAC
Representative.....The Branham Co.

Membership.....NARTB
Chairman of the Board.....John A. Kennedy
General Manager.....Howard L. Chernoff
Station Mgr.....Hobby Myers
Program Dir.....Jerry Lee Pecht
Executive Editor.....Paul W. White
Publicity Dir.....Lisle F. Shoemaker
Chief Engineer.....Thornton Chew

KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address.....U. S. Grant Hotel
Phone Number.....Franklin 6353
Air Time.....6 a.m.-M.
News Service.....INS
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....Thomas E. Sharp
Manager.....John C. Merino
Chief Engineer.....Leroy Bellwood

KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Air Time.....6 a.m.-M.
News Service.....AP, UP
Membership.....BAB
Gen. Mgr.....Marion R. Harris
Program Director.....Matt Long
Chief Engineer.....Joe Kline

KSDO

SAN DIEGO—1947

Frequency: 1130 Kc...Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By..San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Air Time.....Full Time
News Service.....AP, UP
Representative.....Pearson, Bolling, Stubbins
Commercial Manager.....Norman Kay
Program Director.....Vern Milton
Publicity Director.....Sonia Duzant
Chief Engineer.....Vern Milton

KSON

SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fred & Dorothy Rabell
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
News Service.....AP
Transcription Service.....Associated
Representative.....ForJoe

MembershipNARTB
 General Manager.....Fred Rabell
 Station Manager.....Dorothy Rabell
 Commercial Manager.....John Barrett
 Publicity Director.....Seymour Francis
 Chief Engineer.....Norman Burwell

K G I L

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 Number.....State 4-6291
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceCapitol
 Pres., Gen., Sta. Mgr.....F. J. Smalley, Jr.
 Commercial Manager.....Howard P. Gray
 Program Director.....Gene Morgan
 Chief Engineer.....Jay Rice

K C B S

SAN FRANCISCO—1924—CBS

Frequency: 740 Kc....Power: 50,000 Watts
 Owned-Operated By...CBS Radio Division Inc.
 AddressPalace Hotel
 Phone Number.....YUkon 2-7000
 News Service.....AP, UP, INS
 Transcription ServiceLang-Worth
 Representative.....CBS Radio Spot Sales
 MembershipBAB
 President (CBS).....Frank Stanton
 Vice-Pres. & Gen. Mgr.....Arthur Hull Hayes
 Promotion Mgr.....Evelyn Clark Deggenhofer
 Program Director.....Pede Worth
 Publicity Director.....William Cullenward
 Chief Engineer.....Alan Cormack

K F R C

SAN FRANCISCO—1924—MBS

Frequency: 610 Kc....Power: 5000 Watts
 Owned-Oper. By.....General Teleradio
 Business-Studio Address...1000 Van Ness Ave.
 Phone NumberProspect 6-0500
 Air Time.....Unlimited
 News ServiceAP, UP
 Transcription ServiceWorld
 Representative.....John Blair
 MembershipNARTB
 V.P.-Gen. Mgr.....William D. Pabst
 Commercial Manager.....Merwyn L. McCabe
 Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
 Program Dir.-Prod. Mgr.....Mel Venter
 Chief Engineer.....E. G. Underwood

K G O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
 Owned-Operated By.....American Bcstg. Co.
 Business Address.....420 Taylor St.

Phone Number.....Graystone 4-6565
 Air Time.....6 a.m.-M.
 News Service.....AP, INS
 Transcription Service.....Standard, Capitol
 RepresentativeEdward Petry
 MembershipNARTB
 President (ABC).....Robert E. Kintner
 General Manager.....James H. Connolly
 Station Manager.....Paul T. Scheiner
 Sales Manager.....John Hansen
 Program Director.....Victor P. Reed
 Chief Engineer.....A. E. Evans

K J B S

SAN FRANCISCO—1924

Frequency: 1100 Kc....Power: 1000 Watts d
 Owned-Operated By.....KJBS Bcstrs.
 Business Studio Address...1470 Pine St.
 Phone Number.....Ordway 3-4148
 Air Time.....5 a.m.-Local Sunset
 News Service.....UP, INS
 RepresentativeHR Representatives
 MembershipNARTB, BAB
 Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
 Comm. Mgr.....Stanley G. Breyer
 Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
 Chief Engineer.....Roger Roberts

K N B C

SAN FRANCISCO—1922—NBC

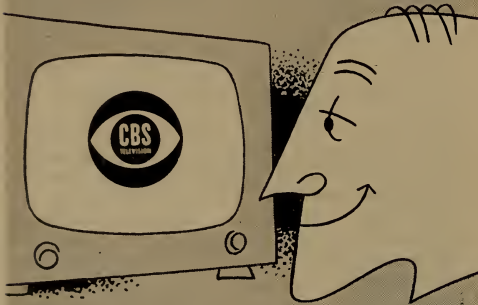
Frequency: 680 Kc....Power: 50,000 Watts
 Owned-Operated By...National Bcstg. Co.
 Address.....420 Taylor St.
 Phone Number.....Graystone 4-8700
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription ServiceThesaurus
 Representative.....NBC Spot Sales
 MembershipNARTB, BAB
 President (NBC).....Frank White
 Gen., Sta. Mgr.....Lloyd E. Yoder
 Asst. Gen. Mgr.....George Greaves
 Commercial Manager.....Alfred W. Crapsey
 Advtg., Prom. Manager.....Dean Moxley
 News, Pub. Dir.....John Thompson
 Chief Engineer.....Curtis Peck

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Oper. By...Golden Gate Bcstg. Corp.
 Business Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Air Time.....6 a.m.-M.
 News ServiceUP
 Representative.....Western Radio Sales
 MembershipNARTB
 President.....S. H. Patterson
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
 Sales Prom., Pub., Pgm. Dir...Clint Sherwood
 Chief Engineer.....Norwood Patterson

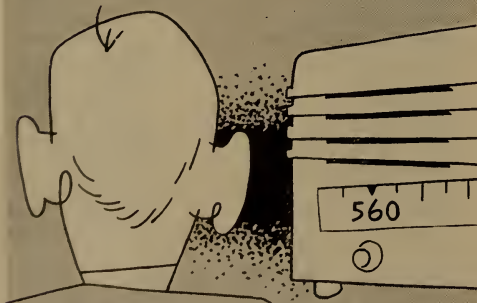
FOR THE EYES AND
EARS OF
NORTHERN CALIFORNIA...



KPIX

TELEVISION CHANNEL 5

Represented nationally by the Katz Agency
Affiliated with CBS and DuMont
Television Networks



RADIO

DIAL 560 **KSFO**

Represented nationally by
Headley-Reed Company

VAN NESS at GREENWICH
SAN FRANCISCO, CALIF.

★ ★ CALIFORNIA ★ ★

KSFO

SAN FRANCISCO—1925

Frequency: 560 Kc...Power: 5000 Watts d.,
1000 Watts n.

Owned-Oper. By...The Associated Bcstrs., Inc.
Bus.-Studio Address...Van Ness at Greenwich
Phone Number.....Prospect 6-5100
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service.....Standard; World
Representative.....Headley-Reed
Membership.....NARTB, BAB
President.....Wesley I. Dumm
Gen., Sta. Mgr.....Alan L. Torbet
Com. Mgr.....Gary Garland
Prom., Pub. Mgr.....Gene DeAlessi
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne

KYA

SAN FRANCISCO—1926

Frequency: 1260 Kc...Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated By.....KYA, Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
News Service.....UP
Representative.....George W. Clark
President.....Elroy McCaw
General Manager.....Jock Fearnhead
Commercial Manager.....Ken Hildebrandt
Chief Engineer.....Paul Beck

KSJV

SANGER—1947

Frequency: 900 Kc...Power: 1000 Watts d.

Owned-Oper. By.....John Poole Bdcstg. Co.
Business-Studio Address.....P. O. Box 247
Phone Number.....Sanger 2501
News Service.....UP
Transcription Service.....World
Representative.....Lee O'Connell
Membership.....NARTB
President.....John H. Poole
Gen., Sta. Mgr.....David C. Camp
Com. Mgr.....Dick Schunk
Prog. Dir.....Walter K. Novell
Publicity Dir.....Robert E. Ulrich
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 Number.....Cypress 4-0344
Air Time.....Full Time
News Service.....UP
Representative.....W. S. Grant
President.....George M. Mardikian

Genl. Mgr.....Floyd Farr
 Commercial Mgr.....Bob Blum
 Sales Prom. Mgr.....Liv Lanning
 Program Dir.....George Snell
 Publicity Director.....John Gardner
 Chief Engineer.....Bill Green

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 Number.....Cypress 3-3445
 News Service.....AP
 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

Frequency: 1590 Kc....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By...Santa Clara Bcstg. Co.
 Business Address.....P. O. Box 995
 Phone Number.....Cypress 3-8030
 Air Time.....Unlimited
 Newspaper Affiliation.....Les Gatos Times.
 Gilroy Dispatch
 News Service.....UP
 Transcription Service.....Standard
 National Sales Mgr.....Harold H. Hoffman
 President.....Patrick H. Peabody
 Gen., Sta. Mgr.....Charles F. Mallory
 Comm., Sales, Prom., Publ. Mgr.
 I. Earl Russell
 Pgm.-Prod. Dir.....Norman Paul
 Chief Engineer.....Edward W. Meece

K X R X
 SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
 Owned-Operated By.....San Jose Bcstg. Co.
 Address.....Box 167
 Phone Number.....Cypress 2-5080
 Studio-Transmitter.....Bayshore Hiway
 Air Time.....24 hrs.
 News Service.....UP
 Representative.....Western Radio Sales.
 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 Number.....3171
 News Service.....UP
 Representative.....Western
 Membership.....NARTB
 President.....Maynard Marquardt
 Sta., Comm. Mgr.....D. D. MacLeod
 Sales Prom. Mgr.....A. Laurent
 Program Director.....Marjorie Widman
 Publicity Director.....H. Break
 Chief Engineer.....S. G. Freshour

K V E C
 SAN LUIS OBISPO—1937
 MBS-DON LEE

Frequency: 920 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Christina M. Jacobson
 Business Address.....851 Higuera St.
 Phone Number.....1100-1
 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.....Jack Wasson
 Sales Prom., Pub. Mgr.....Robert Wilton
 Program Director.....Ted Warner
 Chief Engineer.....Oscar Wilson

K E A R
 SAN MATEO—1947

Frequency: 1550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Bay Radio, Inc.
 Business-Studio Address.....3 W. 37th Ave.
 Phone Number.....Fireside 5-4837
 News Service.....AP
 President.....Stephen A. Cisler
 General Manager.....George C. Atkinson
 Commercial Mgr.....Ray Barnett
 Program Director.....Douglas Pledger
 Chief Engineer.....Douglas F. Mariska

K V S M
 SAN MATEO—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Hugh H. Smith
 Business Studio Address.....279 Baldwin Ave.
 Phone Number.....Diamond 4-2541
 Air Time.....Local sunrise-local sunset
 News Service.....INS, UP
 Transcription Service.....Cole
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Hugh H. Smith
 General Manager.....Gilbert L. Bond
 Publicity Director.....Edith Hall
 Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By... Marin Bcstg. Co., Inc.
 Business Address..... 1117 Fifth St.
 Phone Number..... Glenwood 3-6880
 Newspaper Affiliation..... S. R. Independent
 Journal
 News Service UP
 Representative Western Radio
 President..... Roy A. Brown
 Gen. Mgr., Chief Engr..... Hugh E. Turner
 Commercial Manager..... Ralph De Wall
 Program Director..... David Bringham
 Publicity Director..... Edith Hale

KVOE

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By... The Voice of the Orange
 Empire, Inc., Ltd.
 Business Address..... 105 E. 5th St.
 Phone Number..... Kimberly 3-8321
 Air Time..... Unlimited
 News Service UP
 Transcription Service.... Capitol, MacGregor
 Representative Pearson
 Pres., Gen. Mgr..... Ernest P. Spencer
 Station Manager..... Deane S. Long
 Comm., Pub. Mgr..... Donner P. Spencer
 Sales Prom. Mgr..... Nancy Reynolds
 Program Director..... George M. Dewey
 Chief Engineer..... Stanley G. Guenther

KDB

**SANTA BARBARA—1921—MBS
 DON LEE**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Lincoln Dellar
 Business-Studio-Transmitter ... Radio Square
 Phone Number 4131
 Air Time Unlimited
 News Service UP
 Transcription Service..... Standard
 Representative Western, Pearson
 Membership BAB
 President..... Lincoln Dellar
 General Manager..... Joe W. Benes
 Program Director..... Fred Hall
 Publicity Director Fred Wade
 Chief Engineer..... Robert Carter

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Radio KIST, Inc.
 Business-Studio Address..... Balboa Bldg.
 Phone Number 3981
 Air Time..... Full Time
 News Service UP

Transcription Service Thesaurus
 Representative..... George P. Hollingbery
 Membership BAB
 Pres., Gen., Sta., Pub. Mgr... Harry C. Butcher
 Commercial Manager..... James Blomfield
 Sales Promotion Mgr..... Michael J. McKeogh
 Program Director..... Mary Ann Casey
 Chief Engineer..... Ray Kubly

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 Number 3911
 Air Time Full Time
 Newspaper Affil... Santa Barbara News-Press
 News Service AP
 Transcription Service SESAC
 Representative..... Paul H. Raymer
 President..... Thomas M. Storke
 Vice-President..... Charles A. Storke
 Gen., Comm. Mgr..... Al Albinger
 Sales Prom., Pub. Dir..... Cliff Badger
 Program Director..... Ed Sprague
 Chief Engineer..... Leo De Connick

KDON

SANTA CRUZ—1935

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By... Charles Blackwood Grant
 Business Address..... Box 1490, Salinas
 Phone Number 2-6464
 Air Time Full Time
 News Service UP
 Transcription Service.... World, Cole, Capitol
 Representative Forjoe
 Membership NARTB, BAB
 Gen. Mgr..... Charles B. Grant
 Station Mgr..... Anne Knowlton
 Sales Prom. Mgr..... James Deering
 Pgm.-Prod.-Publ. Dir..... Orel Phillips
 Chief Engineer..... Omer Wright

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 Number 1080
 News Service AP
 Membership NARTB, BAB
 Transcription Service.... Standard, Thesaurus
 Mng. Part-Sta. Mgr.-Chief Engr.
 Charles Vernon Berlin

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 Number5-2644
 Newspaper Affiliation..Santa Barbara News
 Press
 News ServiceAP
 Transcription ServiceSESAC
 Representative.....Paul H. Raymer
 Station Manager.....W. A. Cook
 Program Director.....Louise Hapgood
 Chief Engineer.....John D. Clowes, Jr.

K S M A

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hagerman, Groom
 Address.....510 W. Morrison
 Phone5-2582
 Air Time6:45 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 Partners...James M. Hagerman, John I. Groom
 Program Dir.....Anthony Kent
 Chief Eng.....Gale Brady

K O W L

SANTA MONICA—1947

Frequency: 1580 Kc...Power: 5000 Watts d.
 Owned-Operated By.....KOWL, Inc.
 Address.....Pico at Ocean
 Phone Number.....Exbrook 4-6761
 Air TimeDaytime
 News ServiceUP
 Representative.....George W. Clark
 MembershipBAB
 P es., Gen. Mgr.....Arthur H. Croghan
 Chief Engineer.....Robert Dze

K S P A

SANTA PAULA—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Santa Paula Bcstrs. Inc.
 Business-Studio Address.....Santa Paula
 Phone Number940
 Pres., Gen. Mgr., Ch. Eng....C. Harvey Haas
 Prom., Comm. Mgr.....Chas. Martin

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 Number110
 Air Time.....Full Time
 News ServiceUP
 Representative.....W. S. Grant
 MembershipNARTB
 President.....Mrs. Ruth Finley
 General-Station Manager...Charles P. Scott
 Program, Publicity Director...Al Pearson
 Chief Engineer.....Verne Hassett

K R O G

SONORA—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ken Randolph
 Business Address.....P. O. Box 996
 Phone Number.....426
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard, SESAC
 Owner, Gen. Mgr.....Ken Randolph
 Chief Engineer.....K. Jack Kreutz

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Business-Studio Address...519 E. Market St.
 Phone Number4-4551
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 President-Gen. Mgr.....E. F. Peffer
 Station-Commercial Mgr.....E. Smith
 Program Director.....M. Humphreys
 Promotion Director.....A. Stover
 Chief Engineer.....Paul Leake

K S T N

STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By...San Joaquin Bcstg. Co.
 Business Address.....Hotel Clark
 Phone Number4-7338
 Air Time.....Unlimited
 News Service.....UP, INS
 Representative.....Hollingbery
 MembershipNARTB, BAB
 General Manager.....D. M. Greene
 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 Number5-5728
 Newspaper Affiliation.....McClatchy
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceThesaurus
 Representative.....Paul H. Raymer
 MembershipNARTB, BAB
 President.....Eleanor McClatchy
 Station Manager.....Dave Harris
 Program Manager.....James E. Longe
 Chief Engineer.....Frank Nesmith

KXOB

STOCKTON—1947—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KXOB, Inc.
 Business-Studio Address.....Hotel Stockton
 Phone Number.....4-7313
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Clem J. Randau
 Sta., Comm. Mgr.....Grant Pollock
 Program Director.....Homer Van Derwerker
 Publicity Director.....Ford Warner
 Chief Engineer.....James L. Johnson

KSUE

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hollowell,
 James E. McKahan
 Phone Number.....2020
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....Tracy Moore
 Membership.....NARTB
 Gen., Sta. Mgr.....Nolan Hollowell
 Comm., Sls. Prom. Mgr.....Leslie E. McLarrin
 Program Director.....Dale M. Dwelley
 Chief Engineer.....Harold C. Houston

KTKR

TAFT—1948—KBS

Frequency: 1270 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....5-3101
 Air Time.....Day Time
 News Service.....UP
 Pres., Gen., Sta., Comm. Mgr...Kenneth Aitken
 Sls. Prom. Mgr.....Earl Greer
 Program Dir.....Rose Mary Curtis
 Chief Engineer.....Kenneth Aitken

KCOK

TULARE—1946—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866
 Air Time.....Full Time
 News Service.....UP
 Representative.....Forjoe
 Membership.....NARTB, BAB
 President.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Stan Simpson
 Sta., Sales Prom. Mgr.....J. Alan Rinehart
 Program Director.....Bob Lee
 Publicity Director.....Jean Hixson
 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
 Phone Number.....Turlock 43430, 45827
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....O'Connell
 President.....Wallace Lindskoog
 General Manager.....H. Ansell McMillen
 Program Director.....S. E. Simmons
 Chief Engineer.....Maxon Sayre

KUKI

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartley T. Sims
 Address.....P. O. Box 638
 Phone.....1400
 Air Time.....Unlimited
 Representative.....Tracy Moore
 Transcription Service.....Standard
 News Service.....AP
 Pres., Gen., Sta. Mgr.....Mrs. Bartley Sims
 Comm. Sales Prom. Mgr.....Louis DuMoulin
 Program Director.....John Olivera
 Publicity Director.....Phil Trine
 Chief Engineer.....Stanley Ryno

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Calif. Nev. Bcstg. Co.
 Business-Studio Address.....3267 Sonoma Blvd.
 Phone Number.....8-8944
 News Service.....UP
 Representative.....Western
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....Sam Pedro & Allesandro
 Phone Number.....Miller 3-8675
 News Service.....UP
 Representative.....Western
 Pres., Gen. Mgr.....Harry M. Engel
 Commercial Manager.....Sydney Held
 Program Director.....Dana Marble
 Sales Prom. Mgr.....Jack Powell
 Chief Engineer.....Donald Brown

KVVC

VENTURA—1947

Frequency: 1590 Kc.....Power 1000 Watts
 Owned-Oper. By... Voice of Ventura County

Business Address.....P.O. Box 1411
 Phone Number.....Miller 3-6185
 Air Time.....6 a.m.-M.
 Representative.....Harlan Oakes
 Membership.....BAB
 President.....Wm. H. Haupt
 Station Manager.....Karl A. Rembe
 Chief Engineer.....Charles Farmer

KONG
 VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Tulare County Bdcstg.
 Address.....P. O. Box 170
 Phone Number.....4-5811
 Air Time.....Full Time
 News Service.....AP
 Representative.....Forjoe
 Pres., Gen. Mgr.....Knox La Rue
 Program Mgr.....M. K. Starkey
 Chief Engineer.....A. C. Werner

KWSO
 WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Maple Leaf Bcstg. Co.
 Address.....P. O. Box 366
 Phone.....2145
 Air Time.....Daytime
 Transcription Service....Lang-Worth, SESAC
 News Service.....UP
 Membership.....NARTB
 President.....E. J. Peters
 Gen., Sta. Mgr.....Theodore G. Heinrichs
 Comm., Sale Prom. Mgr.....Jim Hodges
 Chief Engineer.....Bob Robertson
 Pgm., Pub. Dir.....Bob Bann

KHUB
 WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Patrick H. Peabody
 Business Address.....P. O. Box 347
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Adam Young
 Membership.....NARTB
 Gen., Sta., Comm. Mgr.....Hal E. Chase
 Program Director.....Irwin Kiel
 Chief Engineer.....Ed Pontes

KSYC
 YREKA—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By Siskiyou Cty. Bcstg. Co., Inc.
 Address.....Lawrence Lane & S. Oregon St.
 Phone Number.....624

Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Tracy Moore
 Membership.....NARTB
 President.....E. G. Millbourn
 General Manager.....D. C. Hoffinger
 Station Manager.....Jack A. Mitchell
 Commercial Manager.....Keith Vidler
 Chief Engineer.....Bill Maginnis

KUBA
 YUBA CITY—1947

Frequency: 1600 Kc...Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Peachbowl Bcstrs., Inc.
 Business Address.....Hotel Marysville
 Phone Number.....3-7309
 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.....Ray Davenport
 Pgm., Pub. Dir.....Ric Ryan
 Chief Engineer.....John J. Rolih

**WHY IS AP
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BECAUSE—**AP** has more news
 correspondents, more
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 miles of news wire
 than any other news
 service.

COLORADO

Pop. April 1, 1953 (Est.) 1,402,000 — Total Housing Units 441,000
Families April 1, 1953 (Est.) 407,000 — Stations in State 32

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address.....P. O. Box 179
Phone Number.....26
Air Time.....6 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Keystone, SESAC
President-General Mgr.....E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen
Sales Prom. Mgr.....Charles Dynes
Chief Engineer.....Bill Brokaw

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Boulder Radio KBOL, Inc.
Address.....P. O. Box 146
Air Time.....7 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....Standard, Thesaurus
Representative.....H.R. Reps.
Membership.....NARTE, BAB
President.....Herb Hollister
General Manager.....Russel Shaffer
Commercial Manager.....Gene Palm
Chief Engineer.....Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. Pr.....Royal Gorge Bcstrs., Inc.
Business-Studio Address.....1615 Central Ave.
Phone Number.....1100
Air Time.....7 a.m.-7 p.m.
News Service.....UP
Transcription Service.....Keystone, Cole
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Chief Engineer.....W. D. Wells

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Pikes Peak Bcstg. Co.
Business-Studio Address.....Alta Vista Hotel
Phone Number.....Main 1125
Air Time.....6:00 a.m.-M.
News Service.....AP
Transcription Service.....Standard, Lang-Worth
Representative.....Avery-Knodel
Membership.....NARTE
Pres., Gen. Mgr.....Joseph H. Rohre:
Station Manager.....Paul Crozier
Commercial Manager.....Harry Hoth
Program Director.....Jean Gitz
Prod. Dir., Chief Engr.....Robert Fitzmorris

KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By.....Voice of the Rockies, Inc.
Address.....800 Exchange Natl. Bank Bldg.
Phone Number.....Main 278
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Hollingbery
Membership.....NARTE, BAB
Pres., Gen., Comm. Mgr.....J. D. Russell
Sls. Prom., Prod. Mgr.....Cecil Seavey
Sta. Mgr., Prog. Dir.....Isabelle McClung
Publicity Director.....Robert Smith
Chief Engineer.....H. Cozine Strang

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.No. Western Colo. Bcstg. Co.
Business Address.....Craig
Phone Number.....707-8
Air Time.....Full Time
News Service.....UP
Transcription Service.....Capitol
Membership.....BAB
President.....Norman Winder
General Manager.....George Cory
Station Manager.....Dale G. Moore
Comm., Prom. Mgr.....Bill Finch
Program Director.....Elizabeth Conroy
Publicity Director.....Glenda Davis
Chief Engineer.....Charles Chaney

KFEL

DENVER—1923—MBS

Frequency: 950 Kc. Power: 5,000 Watts
Owned-Operated By.....Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....Alpine 4681
Air Time.....24 hrs.
News Service.....INS
Transcription Service.....Associated
Representative.....John Blair
Membership.....NARTE, BAB
General Manager.....Gene O'Fallon
Managing Director.....Frank Bishop
Commercial Mgr.....John McEniry
Prom. Mgr., Publ. Dir.....Gene O'Fallon, Jr.
Program Director.....Dale Morgan
Chief Engineer.....Rhean Cunningham

KLZ

DENVER—1922—CBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By.....Aladdin Radio & TV, Inc.
Business-Studio Address.....Shirley-Savoy Hotel

Phone Number.....MAin 4271
 Air Time.....5:30 a.m.-M.
 News Service.....AP, INS.
 Transcription Serv..Standard, Capitol, World
 Representative.....Katz
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr., Pub. Dir..Roger Rambeau
 Program Director.....Charles C. Roberts
 Chief Engineer.....Harvey E. Wehrman

KMYR

DENVER—1941—COLUMBINE
INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.
 Phone Number.....MAin 4161
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Forjoe & Co.
 Membership.....NARTB, BAB
 President.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ed Koepke
 Pgm., Prod. Dir.....Lowell Switzer

K O A

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Metropolitan TV Co., Inc.
 Business-Studio Address..1625 California St.
 Phone Number.....Main 6211
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service..Thesaurus & Associated
 Representative.....Edward Petry & Co.
 Membership.....NARTB, BAB
 President.....William W. Grant
 Gen., Sta. Mgr.....Don Searle
 Sales Promotion Manager.....C. M. Penley
 Program Director.....Earle C. Ferguson
 Publicity Director.....William R. Day
 Chief Engineer.....Robert H. Owen

KTLN

DENVER—1948

Frequency: 1150 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....Park Lane Hotel
 Phone Number.....RAce 4636
 Air Time.....4:30 a.m.-Sunset
 News Service.....AP, INS
 Transcription Service.....Capitol

KFEL's "Ray Perkins Show"

Now in its

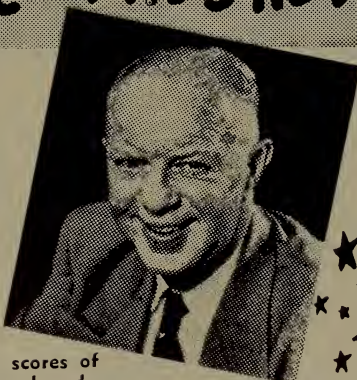
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JOHN BLAIR
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Representative.....Radio Reprs., Inc.
 Owner.....Leonard Coe
 Gen. Sta. Mgr.....John L. Buchanan
 Commercial Manager.....Dean Jarvis
 Sales Promotion Mgr.....Jim Buchanan
 Program Director.....Jack 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 Number.....Tabor 2291
 Air Time.....Full Time
 News Service.....UP
 Transcription Service...Lang-Worth, Associated
 Representative.....Free & Peters
 Membership.....NARTB
 President-Gen. Mgr.....William D. Pyle
 Station Manager.....T. C. Ekrem
 Commercial Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....Ben H. Stanton
 Chief Engineers.....W. D. Pyle, T. C. Ekrem

KIUP

DURANGO—1935—MBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...San Juan Bcstg. Co.
 Address.....P. O. Box 799
 Phone Number.....117
 News Service.....UP
 Transcription Service....SESAC, Thesaurus,
 World
 Representative.....Holman Co.
 President.....Mike Cummins
 General Manager.....R. E. O'Brien
 Commercial Manager.....Ken Gray
 Promotion Manager.....Lindsey Becker
 Program Director.....Don Husted
 Publicity Director.....Tracey Snelling
 Chief Engineer.....Henry Pollman

KGMC

ENGLEWOOD—1951

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Operated By...Radio Station KGMC
 Address.....3355 S. Broadway
 Phone Number.....Sunset 1-4481
 News Service.....UP
 Co-owner.....Grady F. Maples
 Co-owner, Prog. Dir., Prom. Mgr..R. B. McAlister
 Commercial Manager.....J. K. Brothers
 Chief Engineer.....D. F. White, Jr.

KCOL

FT. COLLINS—1947—COLUMBINE
 INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 Watts

Owned-Oper. By...Northern Colo. Bcstg. Co.
 Business-Studio Address..1600 La. Porte Ave.
 Phone Number.....2600
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 President.....Herb Hollister
 General Manager.....Ellis Atteberry
 Commercial Manager.....Bob McClary
 Program Director.....Hollis Hoff
 Chief Engineer.....Cecil Whitchurch

KFTM

FORT MORGAN—1949

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Oper. By...Morgan County Bcstg. Co.
 Address.....P. O. Box 431
 Phone Number.....1000
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 President, Manager.....Robert H. Dolph
 General Manager.....Donnell K. Smith
 Program Director.....Joyce Repp
 Chief Engineer.....Richard Oldfield

KGLN

GLENWOOD SPRINGS—1950—MBS
 WESTERN SLOPE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Western Slope Bcstg. Co.
 Address.....P. O. Box C
 Phone Number.....777
 Representative.....Holman
 News Service.....UP
 Pres., Gen. Mgr.....Rex Howell
 Sta., Comm., Prom. Mgr.....Jerry Fitch
 Pgm., Publ. Dir.....Gene Curtis
 Chief Engineer.....Rex Howell

KEXO

GRAND JUNCTION—1948
 COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Voice of Western Colo., Inc.
 Address.....2508 North Ave.
 Phone Number.....1230
 Air Time.....6 a.m.-12M.
 News Service.....INS
 Transcription Service....Capitol, Thesaurus,
 World
 Representative.....Harlan Oakes
 Membership.....NARTB, BAB
 President.....D. Spencer Grow
 Gen., Sta. Mgr.....Abbot Tessiman
 Comm., Sls. Prom. Mgr.,
 Prog. Dir.....Robert Collins
 Publicity Director.....Mildred Fuller
 Chief Engineer.....Lloyd Wilson

KFXJ

**GRAND JUNCTION—1926—MBS
WESTERN SLOPE-INTERMOUNTAIN**

Frequency: 920 Kc.....Power: 1000 Watts d;
500 Watts n.

Owned-Oper. By... Western Slope Bcstg. Co.
Business-Studio Address.....Hillcrest Manor
Phone Number1300
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceStandard
RepresentativeHal Holman
MembershipNARTB, BAB
Pres., Gen. Mgr.....Rex Howell
Sta., Comm., Sls. Prom. Mgr..E. Anson Thomas
Program Director.....Peg Thomas
Chief Engineer.....R. G. Howell

KFKA

GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.. Mid.Western Bcstg. Co., Inc.
Business-Studio Address.....620—8th Ave.
Phone Number450-1
Air Time.....Full Time
RepresentativeHal Holman
News ServiceUP
Transcription Service..Lang-Worth, Thesaurus,
SESAC
Pres., Gen. Mgr.....H. E. Green
Comm., Prom. Mgr.....William G. Stewart
Program Director.....Jack Redus
Chief Engineer.....Harry Brewer

KYOU

GREELEY—1948—KBS-COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Address.....2424 6th Avenue
Phone Number3275
Air TimeUnlimited
News ServiceAP
RepresentativeMcGillvra, Inc.
Transcription ServiceWorld
MembershipBAB
President, Gen. Mgr.....Elwood H. Meyer
Program Director.....Glenn E. Stutzman
Chief Engineer.....John T. Roscoe

KBNZ

**LA JUNTA—1937—MBS-KBS
COLUMBINE**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
AddressRadio Building
Phone42
Air Time.....6:00 a.m.-12M.
News Service.....UP

RepresentativeClark
President.....M. S. Morrison
Gen., Sta. Mgr.....R. D. Gerkin
Commercial Manager.....John C. Lee
Program Director.....F. J. Gerkin
Chief Engineer.....Charles Barclay

KLMR

LAMAR—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....SE Colorado Bcstg. Co.
AddressLamar, Colorado
Phone Number804
News ServiceAP
Transcription ServiceWorld
President.....Ralph Eaton
Gen., Sta. Mgr.....Everett Shupe
Comm., Prom. Mgr.....Dennis Behan
Program Director.....Kay Roe
Chief Engineer.....Roy Nogrady

KLVC

**LEADVILLE—1951—KBS
COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Leadville's Top of the
Nation Station, Inc.
Address.....520 W. 6th St.
Phone Number70
RepresentativeClark
President.....Vir N. James
General Manager.....Donald F. Stephens
Program Director.....Flora Stephens
Chief Engineer.....Donald G. Youmans

KLMO

LONGMONT—1949—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Phone Number1050
News ServiceUP
Transcription ServiceLang-Worth
Pres.-Gen. Mgr.....J. P. Dubberley
Comm. Mgr.....Jack Stirling
Program Director.....Richard Boyll
Chief Engineer.....Walter Robinson

KUBC

**MONTROSE—1947—KBS
COLUMBINE-INTERMOUNTAIN**

Frequency: 1260 Kc.....1000 Watts d.;
500 Watts n.
Owned-Operated By..Uncompaghe Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone Number199
Air Time.....6 a.m.-11 p.m.
News ServiceUP
Transcription ServiceCapitol
Representative.....Hil F. Best
MembershipNARTB, BAB

President.....F. J. Hartman
 Gen.-Sta. Mgr.....Geo. Cory
 Comm., Sales Prom. Mgr.....Bob Hale
 Program Director.....Laura Colliver
 Chief Engineer.....Charles Chaney

KCSJ

PUEBLO—1947—MBS-COLUMBINE INTERMOUNTAIN

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Star Bcstg. Co., Inc.
 Address.....211 W. 5th St.
 Phone Number.....8522
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB
 Pres., Gen. Mgr.....Bob Clinton
 Comm., Sls. Prom. Mgr.....Bob Clinton
 Sta. Mgr., Pgm., Publ. Dir.....Larry Gordon
 Chief Engineer.....Dale Redlingshafer

KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Pueblo Radio Co.

25 Years

of Blue Ribbon Service

KGHF

PUEBLO, COLORADO

5000 W. ABC

delivering Colorado's second
 leading market night and day

Represented by

GILL-PERNA, Inc.

Address.....3011 Elizabeth
 Phone Number.....1255
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....McGillvra
 President-Gen. Mgr.....Dee B. Crouch
 Sales Prom. Manager.....Barry Tucker
 Chief Engineer.....Jack Lundquist

KGHF

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Colorado Bcstg. Co., Inc.
 Address.....Pueblo Savings & Trust Bldg.
 Phone Number.....3877
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Gill-Perna, Inc.
 Membership.....NARTB, BAB
 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

COLUMBINE-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Vir N. James
 Phone Number.....30
 News Service.....INS
 Representative.....Clark
 Membership.....NARTB, BAB
 Pres., Gen., Comm. Mgr.....Vir N. James
 Program Dir.....Clo B. James
 Chief Engineer.....Philip Parmelee

KGEK

STERLING—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Elmer G. Beehler
 Address.....Fleming Rd.
 Phone Number.....679
 News Service.....UP
 Owner, Gen. Mgr.....Elmer G. Beehler

KCRT

TRINIDAD—1947—MBS-KBS

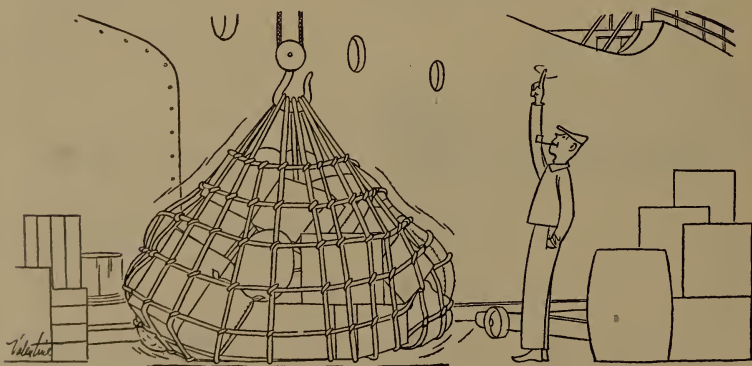
Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCRS, Inc.
 Address.....South Country Club Dr.
 Phone Number.....338
 News Service.....UP
 Transcription Service.....World
 Gen., Sta., Comm. Mgr.....Cal Perley
 Pgm., Publ. Dir.....Martin Mendine
 Chief Engineer.....Earnest M. Cooper

WHY IS **AP**
THE BEST?

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



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For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

CONNECTICUT

Pop. April 1, 1953 (Est.) 2,121,000 — Total Housing Units 617,000
 Families April 1, 1953 (Est.) 578,000 — Stations in State 25

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
 500 Watts n.

Owned-Oper. By.....Bridgeport Bcstg. Co.
 Address.....114 State St.
 Air Time.....24 hrs.
 News Service.....AP
 Phone Number.....5-4144
 Transcription Service...Associated, Thesaurus
 Representative.....Adam Young & Co.
 Pres., Gen., Sta. Mgr.....Philip Merryman
 Commercial Manager.....Manning Slater
 Sales Promotion Manager.....Jay Hoffer
 Program Director.....Bob Crane
 Chief Engineer.....Ralph Winquist

(See Page 366)

W N A B

BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WNAB, Inc.
 Business-Studio Address.....991 Broad St.
 Phone Number.....3-3112
 Air Time.....Full Time
 News Service.....UP
 Representative.....Rambeau, Bannan
 President-Chief Engineer.....Harold Thomas
 General, Sta. Manager.....Levon Thomas
 Commercial Manager.....Ray Colonari
 Program Director.....Jack Dahlby
 Publicity Director.....Grace Kaltenbach

W B I S

BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Oper. By.....The Bristol Bcstg. Corp.
 Business-Studio Address.....183 Main St.
 Phone Number.....9265
 Air Time.....Daytime
 News Service.....UP
 Representative.....McGillvra
 President.....Frederick W. Beach
 Gen., Sta., Comm. Mgr.....Cal Kolby
 Program Director.....Bob Gillespie
 Sales Promotion Manager.....Amleto Ciccarelli
 Publicity Director.....Sally Easton
 Chief Engineer.....Richard L. Ricci

W L A D

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By...Berkshire Bcstg. Corp.
 Business-Studio Address.....207 Main St.
 Phone Number.....8-3565

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Rambeau
 President.....John P. Previdi
 Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
 Program Director.....Eleanor Kemble
 Chief Engineer.....Rudolph Cehak

W C C C

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By...Greater Hartford Bcstg Corp.
 Address.....Hotel Bond
 Phone Number.....5-6648
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 President, Gen. Mgr.....William M. Savitt
 Sec't, Treas.....M. Savitt
 Sta., Comm. Mgr.....Alex Buchan
 Prod. Mgr.....B. LaCoe
 Mchdsg. Mgr.....E. Seltzer
 Traffic Mgr.....Barbara Heintz
 Chief Engineer.....John Ramelka

We Hartford's
only station
 offering
Cover music and
 news all
Central day,
 every
 day.
Connecticut

"There's T. N. T. on W C C C"
 (Time, News, Temperature, includ-
 ing weather every fifteen minutes,
 every weekday.)

1290 K. C.

LENOX JEWELERS and WICC

Present

MRS. CONNECTICUT of 1953



why

WICC

is tops

in the

RICH

BRIDGEPORT

NEW HAVEN

MARKET*

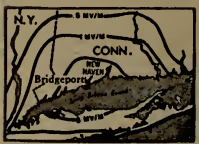
● WICC Promotion Contest produced largest movie house for '52

● WICC Merchandising Complete Sponsor Identification

● WICC Personalities Wallie Dunlap (left), area's highest-rated afternoon deejay. (2:30-5, Mon.-Fri.)

Bob Crane (right), pulls 65% share of audience.

(6-9 AM, Mon.-Sat.)



* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED
NATIONALLY BY
ADAM YOUNG, JR.

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By..The Connecticut Bcstg. Co.
 Business-Studio Address.....750 Main St.
 Phone Number7-1188
 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 O N S

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Yankee Network Div. of
 General Teleradio, Inc.
 Business-Studio Address..54 Pratt St. (WONS)
 Phone Number7-9131
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Associated
 Representative.....H-R Reps, Inc.
 President.....Thomas F. O'Neil
 Gen. Managers..Ed. Palen & Frank McGivern
 Sales Promotion Mgr.....Al Henry
 Commercial Manager.....Cy Kaplan
 Program Director.....Crean Patterson
 Chief Engineer.....Rogers Holt

W T H T

**HARTFORD—1936
 ABC-CONN. STATE**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..The Hartford Times, Inc.
 Business Address.....555 Asylum St.
 Phone Number2-0237
 Air Time.....Full Time
 News Service.....AP
 Representative.....Everett-McKinney, Bannan
 Membership.....NARTB
 General Manager.....C. Glover DeLaney
 Assistant Manager.....R. K. Blackburn
 Commercial Manager...Leonard R. Schoenfeld
 Program Director.....Mitchell Betters
 Chief Engineer.....Charles S. Masini

W T I C

HARTFORD—1925

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned-Oper. By....Travelers Bcstg. Service
 Business-Studio Address.....26 Grove St.
 Phone Number5-0801
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service...Lang-Worth SESAC

RepresentativeWeed
 Membership.....NARTB, BAB
 President.....Jesse W. Randall
 Vice Pres.-Gen. Mgr.....Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales....Walter Johnson
 Asst. Sales Mgr.....Irwin Cowper
 Program Director.....Leonard J. Patricelli
 Asst. Program Director.....Paul Lucas
 Production Dir.....George Bowe
 Director Public Relations...Bernard Mullins
 (See Page 364)

W M M W

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Silver City Crystal Co.
 Business-Studio Address.....8½ W. Main St.
 Phone Number.....5-5747
 Air Time.....Daytime
 News Service.....UP
 President.....C. A. Schultz
 General Manager.....Alex Buchan
 Commercial Manager.....G. A. Kruttschnitt
 Program Director.....Leo Finn
 Commercial Manager.....R. A. Barrett
 Chief Engineer.....John Roache

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 Number7-2565
 Managing Dir.....R. J. O'Brien, W. J. O'Brien
 General Manager.....Harold R. Nelson
 Publicity Director.....Lou Brooks
 Chief Engineer.....Kenneth A. F. Bishop

W H A Y

NEW BRITAIN—1949

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By..Central Conn. Bcstg. Co.
 Business Address.....22 Grove Hill
 Phone Number.....3-2721
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Adam Young, Bannan
 President.....Patrick Goode
 Exec. Vice-Pres.....Edward D. Taddei
 General Manager.....Aldo DeDominicis
 Station Manager.....Leo Borin
 Commercial Manager.....Thomas Meade
 Program Director.....Pete Stoner
 Chief Engineer.....Hillis W. Holt

W K N B

NEW BRITAIN—1946

Frequency: 840 Kc...Power: 1000 Watts d.
 Owned-Oper. By.....New Britain Bcstg. Co.
 Address.....213 Main St.
 Phone Number.....Baldwin 3-3603

Air Time Daytime
 Representative Bolling
 President Julian Gross
 General Manager Peter B. Kenney
 Commercial Manager David Scott
 Program Director Robert Andrews
 Publicity Director Erwin Needles
 Chief Engineer John Shipley

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WAVZ Bcstg. Corp.
 Business-Studio Address.....152 Temple St.
 Phone Number.....SPruce 7-4761
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 RepresentativeKeller
 President.....Victor W. Knauth
 V.P., Gen., Sta. Mgr.....Daniel W. Kops
 Prog. Director.....Burton Miller
 Publicity Director.....Jack Nelson
 Chief Engineer.....Ralph Carrano

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By....Conn. Radio Founda-
 tion, Inc.
 Business-Studio Address.....221 Orange St.
 Phone Number.....UNiversity 5-1133
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 PresidentH. C. Wilder
 General, Station Manager...Richard W. Davis
 Comm., Prom. Mgr.....Edwin H. Schweitzer
 Publicity Director.....Rudy Frank
 Program Director.....Charles H. Wright
 Chief Engineer.....Fred King

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number.....SP 7-3611
 Air TimeFull Time
 News ServiceAP, INS
 Transcription Service.....World
 Representative.....Katz Agency
 MembershipNARTB
 President.....Patrick J. Goode
 General Manager.....Aldo DeDominicis
 Exec. Vice-Pres.....Edward D. Taddei
 Commercial Manager.....J. Vincent Callanan
 Station Manager.....Edward C. Obrist
 Program Director.....Walter Nielson
 Prom. Mgr., Publ. Dir.....James W. Evans
 Chief Engineer.....Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS
YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Thames Bcstg. Corp.
 Business-Studio Address.....281 State St.
 Phone Number2-4365
 Air Time.....Unlimited
 RepresentativeEverett-McKinney
 News Service.....UP
 President-Gen. Sta. Mgr.....Gerald J. Morey
 Comm.-Sales Prom. Mgr.....Leo B. Keegan
 Prog., Publ. Dir.....Nelson Brown
 Chief Engineer.....Gerald J. Morey

WNLK

NORWALK—1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By..Norwalk Bcstg. Co., Inc.
 Business-Studio Address...Main & Wall Sts.
 Phone Number8-5566
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeRambeau
 Pres., Gen. Mgr.....James Stolcz
 Program Director.....John Naylor
 Production Director.....Milton Warren
 Chief Announcer.....Richard W. Bounerba

WICH

NORWICH—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Conn Bcstg. Co.
 Business-Studio Address.....P. O. Box 629
 Phone Number7-1613
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....World
 MembershipNARTB
 President-General Mgr.....John Deme
 Publicity Director.....Edward Adler
 Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941
ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....W. Conn. Bcstg. Co.
 Business-Studio Address.....270 Atlantic St.
 Phone Number4-7575
 Air Time.....6:30 a.m.-M.
 Newspaper Affiliation...Stamford Advocate
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeEverett-McKinney
 PresidentKingsley Gillespie
 Gen.-Sta. Manager.....Julian Schwartz
 Chief Engineer.....Fred Muckenhaupt

W L C R

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Litchfield Cty. Radio Corp.
 Business-Studio Address.....23 Main St
 Phone Number4174
 Air Time.....Local sunrise-local sunset
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 Pres., Gen. Mgr.....Charles O. Scott
 Sales Prom. Mgr.....Joe Storm
 Program Director.....Hugh Franklin
 Chief Engineer.....Alfred Pallokot

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 Number4181
 Air Time.....Full Time
 News ServiceAP
 RepresentativeRambeau
 Station Manager.....Edmund Waller
 Commercial Manager.....John J. Morris
 Program Director.....Richard C. Kilbourn
 Chief Engineer.....Arthur Marcus

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 Meadow St.
 Phone Number5-1121
 Air Time.....7 a.m.-M.
 News ServiceUP
 Representative.....William G. Rambeau
 MembershipNARTB
 President-Gen. Mgr.....Harold Thomas
 Sta.-Comm. Mgr.....Sam Elman
 Sales Prom. Mgr.....Wallace Gordon
 Program Director.....Wally King
 Publicity Director.....Joseph C. Callan
 Chief Engineer.....Russell Jensen

W B R Y

WATERBURY—1934—CBS

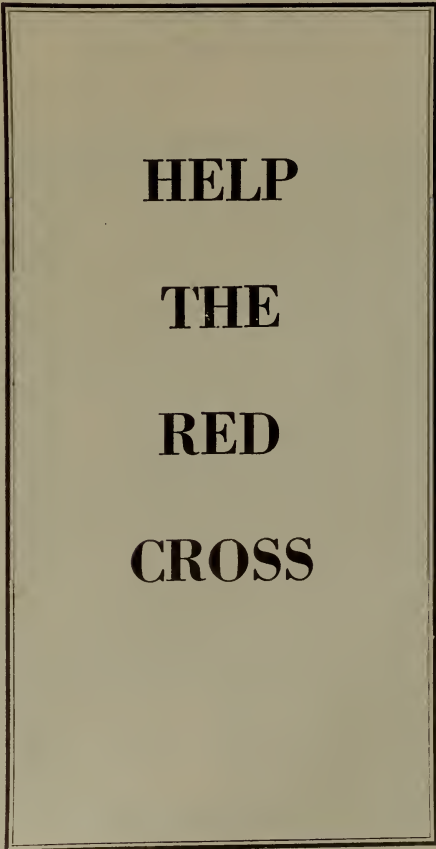
Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Oper. By...American-Republican, Inc.
 Business-Studio Address.....P. O. Box 1627
 Phone Number3-1125
 Air Time.....6:55 a.m.-12:05 a.m.
 News ServiceINS
 Transcription ServiceWorld
 RepresentativeAvery-Knodel.
 Kettel-Carter (Boston)
 MembershipNARTB, BAB

President.....William J. Pape
 General Manager.....James H. Darcy
 Commercial Manager.....Harry A. DeVorken
 Station Manager.....J. Maxim Ryder
 Program Director.....Walter O. Howard
 Prom. Mgr., Publ. Dir.....Robert S. Holczer
 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 Number4-5141
 Air Time.....Full Time
 News ServiceAP
 RepresentativeMcGillvra
 President.....William G. Wells
 Commercial Manager.....Gustave Nathan
 Program Director.....Robert C. Crager
 Chief Engineer.....Clifford Sloat



DELAWARE

Pop. April 1, 1953 (Est.) 329,000 — Total Housing Units 97,002
Families April 1, 1953 (Est.) 88,000 — Stations in State 6

W D O V

DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By...Del. State Capital
Bcstg. Corp.
Business Address..Bradford & Lockerman Sts.
Phone Number5816
Air Time.....6:30 a.m.-Sunset
News ServiceAP
RepresentativeRambeau
President.....Dr. C. F. Freed
Gen., Sta. Mgr., Pgm. Dir.....Mildred Carroll
Commercial Manager.....William S. Freed
Chief Engineer.....B. Brownell

W J W L

GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
AddressDuPont Highway
Phone Number2567
News ServiceAP
Transcription ServiceThesaurus
RepresentativePearson
President.....John W. Rollins
Vice-President.....O. Wayne Rollins
Gen., Comm. Manager.....Norman M. Glenn
Air Time.....6:00 a.m.-12:30 a.m.
Program Director.....Bill Jaeger
Chief Engineer.....Edward Marzoc

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcat.
Co., Inc.
Bus-Studio Address.....321 Delaware Ave.
Phone Number4-8882
Air Time.....6:00 a.m.-12:30 a.m.
News ServiceAP
Transcription ServiceAssociated
RepresentativeHollingberry
President.....Frank S. Carrow
General Manager.....Edwin A. McKeon
Comm. Mgr.....William S. Ewing
Publicity Director.....Don Mathewson
Program Director.....Tim Crow
Chief Engineer.....Perley Tribou

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 Number7268
Air Time.....6:00 a.m.-1 a.m.
News ServiceUP
Transcription ServiceWorld
RepresentativeRobert Meeker
MembershipNARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager...J. Robert Gullick
Program Director.....Harvey C. Smith

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 Number4-7771
Air Time.....Full Time
News ServiceUP
Transcription ServiceWorld
RepresentativeBolling Co.
MembershipNARTB, BAB
President-Gen., Sta. Mgr..Ewing B. Hawkins
Comm., Prom. 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.....1326 Market St.
Phone Number.....Wilmington 5-8821
Air Time.....Local sunrise-local sunset
News ServiceAP
Transcription ServiceThesaurus
RepresentativeForJoe
MembershipNARTB, BAB
Pres.-Sta. Mgr.....Gordon K. MacIntosh
General Mgr.....Howard Robinson
Comm. Mgr.....Julian A. Todd
Program Director.....William H. Gehlert
Publicity Director.....Justina Spagnolo
Chief Engineer.....Wayne Neuhaus

DISTRICT OF COLUMBIA

Pop. April 1, 1953 (Est.) 845,000 — Total Housing Units 236,000
 Families April 1, 1953 (Est.) 219,000 — Stations in State 7

W G M S

WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..The Good Music Station, Inc.
 Address.....1125 Vermont Ave., N.W.
 Phone Number.....Executive 3-8676
 Transcription ServiceAssociated
 News ServiceAP
 Air Time.....6:30 a.m. to Sunset
 PresidentMorris Rodman
 Gen., Comm. Mgr.....M Robert Rogers
 Program Director.....Pierson Underwood
 Chief Engineer.....Nick Chaconas

Air Time.....Full Time
 News ServiceAP
 Transcription ServiceSESAC
 Newspaper AffiliationEvening Star
 Representative.....The Katz Agency
 MembershipNARTB
 President.....S. H. Kauffmann
 V.P., General Manager.....K. H. Berkeley
 Ass't General Manager.....Charles Kelly
 Director-Sales.....Mahlon Glascock
 Radio Sales Mgr.....Harvey Glascock
 Chief Engineer.....Frank Harvey

W M A L

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Evening Star
 Bcstg. Co., Inc.
 Bus.-Studio Add..4461 Connecticut Ave., N.W.
 Phone Number.....Kellogg 7-1100

W O L

WASHINGTON, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Peoples Bcstg. Corp.
 Address.....1000 Connecticut Ave.
 PhoneMEtropolitan 8-0010
 Air Time.....Full Time
 Transcription ServiceSESAC
 News Service.....AP, UP
 MembershipNARTB

*delivering the nation's 10th market
 at the lowest cost per thousand ever!*

for availabilities check Katz or call

WMAL — *am*
fm
tv

THE EVENING STAR STATIONS

ABC IN WASHINGTON, D. C.

PresidentMurray Lincoln
 General Manager.....Herbert E. Evans
 Station Manager.....Ben E. Wilbur
 Commercial Manager.....Sid Slappey
 Program Director.....George Campbell, Jr.
 Chief Engineer.....Harold Reed

W O O K

WASHINGTON, D. C.—1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio.....8th & Eye Sts., N.W.
 Phone Number.....Republic 8000
 News Service.....Republic.....UP
 Pres., Gen., Comm. Mgr.....Richard Eaton
 Station Manager.....Arnold B. Fort
 Program Director.....Clifton D. Holland
 Editor.....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...724 14th St., N.W.
 Phone Number.....Republic 4000
 News Service.....AP, INS, UP
 Transcription Se.vice...Thesaurus, Standard
 Representative.....NBC Spot Sales
 Membership.....NARTB, BAB
 President.....(NBC) Joseph McConnell
 Vice-Pres. (Wash.).....Francis Russell
 General Manager.....Eugene Juster
 Business Manager.....George Sandefer
 Program Director.....Kenneth French
 Sales Prom. Mgr., Pub. Dir....John Ghilain
 Musical Director.....Fritz Balzer
 Chief Engineer.....Charles College

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WTOP Inc.
 Business-Studio Address.....Warner Bldg.
 Phone Number.....Metropolitan 8-3200
 Air Time.....Full Time
 News Service.....AP, UP, INS
 Representative.....CBS Radio Spot Sales
 President, Gen. Mgr.....John S. Hayes
 V.P., Comm. Mgr.....George Hartford
 V.P., Program Director.....Lloyd Dennis
 Sales Promotion Mgr.....Haywood Meeks
 Publicity Director.....Cody Pfanstiehl
 V.P., Chief Engr.....Clyde Hunt

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address.....1627 K St., N.W.
 Phone Number.....Sterling 3-3800
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service...Standard Lang-Worth,
 Thesaurus
 Representative.....Blair
 Membership.....NARTB, BAB
 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

Washington's
BEST



BUY

Ask your John Blair man for the WWDC story!

FLORIDA

Pop. April 1, 1953 (Est.) 2,884,000 — Total Housing Units 966,000
Families April 1, 1953 (Est.) 895,000 — Stations in State 78

W S W N

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 8
Phone Number.....2063
Air Time.....Daytime
News Service.....UP
Transcription Service.....Thesaurus, SESAC,
World
Membership.....NARTB
President.....Dr. R. G. Nelson
V.P., Gen. Mgr.....Mrs. Mary Foy
Sales Manager.....Marvin Smith
Program Director.....Don Day
Chief Engineer.....C. S. Clemans

W T R L

BRADENTOWN—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Trail Bcstg. Corp.
Business Address.....Memorial Pier
Phone Number.....37-561
Air Time.....Full Time
News Service.....AP
Representative.....Hil Best
Transcription Service.....World
Exec. Vice-Pres.....Howard A. Donahoe
Station Mgr.....George W. Manning
Program Manager.....Cale D. Moore
Chief Engineer.....Marlen J. Hager, Sr.

W T A N

CLEARWATER—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Clearwater Ra. Bcstrs., Inc.
Business Address.....Municipal Auditorium
Phone Number.....33084
Air Time.....6:00 a.m.-12 M.
News Service.....UP
Transcription Service.....World
Representative.....McGillvra
President.....Otis E. Pruitt
General, Station Manager.....H. D. Parker
Commercial Manager.....F. L. Parker
Program Director.....L. H. Falconnier
Chief Engineer.....John D. Callan

W K K O

COCOA—1952

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By.....Brevard Bcstg. Co.
Address.....Box 387
News Service.....UP

General Manager.....Emerson W. Browne
Program Director.....Carl G. Collins, Jr.
Chief Engineer.....Davis E. Wilson

W T T T

CORAL GABLES—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Atlantic Shores Bcstg.
Business-Studio Address.....350 Aragon Ave.
Phone Number.....83-4663
General Manager.....David H. Freedman

W V C G

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By.....Peninsular Bcstg. Corp.
Business Address.....223 Aragon Ave.
Phone Number.....48-7411
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
President-General Mgr.....George W. Thorpe
Commercial Manager.....T. Hooke McCallie
Program Director.....Robert S. Stevens
Chief Engineer.....Daniel McMillin

W C N U

CRESTVIEW—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By.....Gulfshores Bcstg. Co.
Business-Studio Address.....Box 518
Phone Number.....3511
News Service.....AP
Transcription Service.....World, SESAC
Pres. & Co-owner.....D. Grady O'Neal
Sec. & Treas., Co-owner.....H. French Brown
General Manager.....Sam F. Townsend

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number.....6491
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Transcription Service.....SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NARTB, BAB
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Program Director.....Mildred Mullin
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Operated By.....News-Journal Corp.
 Business-Studio Address...128 Orange Ave.
 Phone Number.....2-0531
 Air TimeFull Time
 News ServiceAP
 Transcription ServiceWorld
 Representative..... John H. Perry
 MembershipNARTB
 Gen.-Sta.Mgr..... Jerry Stone
 Comm., Prom. Mgr..... R. Y. Huffman
 Prog., Publ. Dir..... William R. Steadman
 Chief Engineer.....F. A. Scott

WRD

DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Daytona Beach Bcstg.
 Corp.
 Bus. Address.....Wilder Blvd. & S. Beach St.
 Phone Number.....4626
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeRambeau
 Pres.-Gen. Mgr.....E. J. Sperry

Commercial Manager.....Norman Lemstrom
 Pgm. Dir.....R. C. Fellows
 Chief Engineer.....L. M. Menard

WJBS

DELAND—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....John B. Stetson Univ.
 Address.....220 East Hubbard Ave.
 Phone Number1490
 News ServiceAP
 Transcription ServiceThesaurus
 Gen. Mgr., Prog. Dir.....C. L. Menser
 Station Manager.....Lauren Mickle
 Comm., Prom. Mgr.....Robert Walton
 Chief Engineer.....Don Hall

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Broward Bcstg. Co.
 Address.....P. O. Box 78
 Phone Number2-2563
 News ServiceUP
 Representative.....Hil F. Best
 President.....L. C. Judd
 Gen., Sta. Mgr.....Robert Standart III
 Commercial Mgr.....C. Gravett
 Chief Engineer.....Bill Latham

AP SELLS

For Stations and Sponsors—

For instance . . . WNDB

“Featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program.”

JERRY STONE,
 General Manager,
 WNDB, WNDB-FM, Daytona Beach, Fla.

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Gore Pub. Co.
 Bus.-Studio Address 7185 S.E. 15th St.
 Phone Number 3-2511
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NARTB, BAB
 President J. W. Dickey
 Gen., Sta., Comm. Mgr. R. L. Bowles
 Program Director Jack W. Swart
 Chief Engineer Richard P. Northey

WMYR

FT. MYERS—1952

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Robert Hecksher
 Address 33 East Hanson St.
 Phone Number 5-1175
 Transcription Service Lang-Worth
 News Service UP
 Commercial Manager Kenneth M. Parke

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Ft. Myers Bcstg. Co., Inc.
 Address Box 1072
 Phone Number 4-1341
 News Service AP
 Representative Donald-Cooke
 Co-Owner Arthur B. McBride
 Co-o. & V.P. Daniel Sherby
 Gen. Mgr., Prog. Dir. A. J. Bauer
 Commercial Manager Dan Harlacher
 Chief Engineer James Lacy

WIRA

FORT PIERCE—1946—MBS-NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Indian River Bcstg. Co.
 Business Address Melody Lane
 Air Time 6:30 a.m.-11:15 p.m.
 News Service UP
 Membership NARTB
 Transcription Service World
 Pres., Gen.-Sta. Mgr. Douglas Silver
 Program Director Marjorie B. Silver
 Commercial Manager J. Kingsley Butt
 Chief Engineer James Sowinski

WGGG

GAINESVILLE—1948—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Alachua County
 Broadcasting Co., Inc.

Business-Studio P. O. Box 501
 Phone Number 5791
 News Service AP
 Transcription Service World
 Representative Best
 Membership NARTB
 Pres., Gen. Mgr., Ch. Eng. R. M. Chamberlin
 Commercial Manager Leon E. Mims
 Program Director Pierre A. Bejano
 Promotion Manager Lee Shannon
 Publicity Director Stanley S. Reich

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By Univ. of Fla.
 Business-Studio Address Campus, Univ. of Fla.
 Phone Number 3261, Ext. 466-7-8
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NORTB, BAB
 General Manager Garland Powell
 Commercial Manager John Donavant
 Station Manager Ray Dantzler
 Chief Engineer Garvin Combs

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WIVY, Inc.
 Business-Studio Address Springrove Ave.
 Phone Number 4-7722
 News Service INS
 Representative Thomas F. Clark
 Membership NARTB
 Pres., Gen. Mgr. Edward J. Oberle
 Sta. Mgr., News Dir. Alexander Kiersey
 Commercial Manager Arman Reinke
 Program Director Richard Webb
 Sls. Prom. Mgr., Pub. Dir. James Atkins
 Chief Engineer James Stephens

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Jacksonville Journal Co.
 Business-Studio Address 50 OLaura St.
 Phone Number 4-7711
 Air Time 6 a.m.-12M.
 News Service AP
 Transcription Service Lang-Worth
 Representative John H. Perry Associates
 President John H. Perry, Jr.
 Gen., Sta. Mgr. Milford A. Reynolds
 Chief Engineer Beecher Hayford

W J A X

JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By...City of Jacksonville, Fla.
 Business-Studio Address.....1 Broadcast Pl.
 Phone Number4-1681
 Air Time.....Full Time
 Transcription ServiceThesaurus
 Representative. John Blair; Harry E. Cummings
 Gen., Sta. Mgr.

Chief Engr.....John T. Hopkins, III
 Publ., Pgm. Dir.....Marion D. Trowell
 Commercial Manager.....J. W. Douglass

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Florida Bcstg. Co.
 Business-Studio Address.....605 Main St. S.
 Phone Number9-4475
 Air Time.....Full Time
 News ServiceUP
 RepresentativeAvery-Knodel
 PresidentFrank King
 Comm. Mgr.....Charles M. Stone
 Program Director.....Jack Newsom
 Production Mgr.....Larry Scarborough
 Chief Engineer.....Ernest B. Vordermark

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc....Power: 1000 Watts d.
 Owned-Oper. By...So. Radio and Equipt. Co.
 Business-Studio Address.....1036 Mary St.
 Phone Number98-3411
 Air Time.....Sunrise to sunset
 Station Representative.....Forjoe
 President.....E. D. Rivers, Sr.
 General Manager.....John Bolling
 Station Manager.....Steve Hunter
 Comm., Prom. Mgr.....R. L. McQuage

W P D Q

JACKSONVILLE—1942

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jacksonville Bcstg. Corp.
 Phone Number.....4-4421
 Studio Address.....Gulf Life Bldg.
 Air Time.....5:30 a.m.-1:00 a.m.
 News ServiceUP
 Transcription ServiceCapitol
 Station Representative.....O. L. Taylor
 President.....James R. Stockton

FIRST
 IN LISTENER PREFERENCE
 IN
 FABULOUS FLORIDA'S
 FIRST
 CITY OF YEAR-ROUND SALES, AND
 FIRST
 IN COVERAGE IN NORTH FLORIDA AND
 SOUTH GEORGIA

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

4 to 1

Jacksonville's BEST BUY



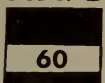
TOTAL
¼ HRS.

WMBR



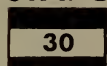
TOP RATED
¼ HRS.

STA. B



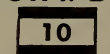
TOP RATED
¼ HRS.

STA. C



TOP RATED
¼ HRS.

STA. D



TOP RATED
¼ HRS.

The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

Jacksonville Florida

Represented by CBS Radio Spot Sales

WMBR

5,000 Watts • CBS

General-Station Manager... Robert R. Feagin
 Asst. Gen. Mgr. Kenneth F. Small
 Sales Prom. Mgr. Gordon W. Pierce
 Program Director. Charles E. Edwards
 Chief Engineer. James R. Donovan

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. WRHC, Inc.
 Address. 247 Margaret St.
 Phone. 6-0461
 Air Time. 6 a.m.-M.
 Transcription Service. Lang-Worth
 Membership. NARTB
 Pres., Prom. Mgr. Harold S. Cohn
 Gen., Comm. Mgr. William Fraker
 Program Directors. Freda Sanders,
 A. Kenneth Knight
 Chief Engineer. Frank Thies

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Jacksonville Beach Bcstg. Co.
 Phone Number. 5-3674
 Representative. Hil F. Best
 Air Time. Daytime
 Pres., Gen., Sta. Mgr. J. Lyle Williams, Jr.
 Comm. Prom. Mgr. James M. Bryant
 Program Director. Ted Booth
 Chief Engineer. Daniel M. Long

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By. John M. Spottswood
 Address. 536 Fleming St.
 Phone Number. 2-3222
 Representative. John H. Perry
 Pres., Gen. Comm., Mgr. John M. Spottswood
 Chief Engineer. Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Deep South Radioways
 Business-Studio Address. 126 No. Marlon St.
 Phone Number. 525
 News Service. UP
 Transcription Service. Associated
 General Manager. Alfred H. Temple
 Chief Engineer. Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By. Lakeland Bcstg. Corp.
 Business Address. P. O. Box 1211
 Phone Number. 2127
 Air Time. Full Time
 News Service. UP

Transcription Service. Associated
 Station Representative. John E. Pearson
 Membership. NARTB
 Pres., Gen. Mgr. S. O. Ward
 Sta. Mgr., Chief Engr. William P. Lee
 Commercial Manager. Powell Adams
 Program Director. Mary Whistle

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Coastal Bcstg. Co.
 Business Address. Lake Hunter Drive
 Phone Number. 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

WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By. Imperial Polk Bcstg.
 Corp.
 Address. P. O. Box 712
 Phone Number. 2-9831
 News Service. AP
 Transcription Service. World
 President. Sarkes Tarzian
 Gen. Mgr., Chf. Engr. G. Max Kimbrel
 Commercial Manager. Richard Marsh
 Publicity Director. John Haughee
 Program Director. Joan Kimbrel

WEAT

LAKE WORTH-W. PALM BEACH
1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. James R. Meachem
 Business Address. P. O. Box 791, Lake Worth
 Phone Number. Lake Worth 4422
 Air Time. 6:30 a.m.-12:05 a.m.
 News Service. AP
 Transcription Service. Capitol
 Representative. Walker
 General Manager. James R. Meachem
 Commercial Manager. Clifford H. Glick
 Program Director. Bill Gordon
 Chief Engineer. Andrew Keicher

WLBE

LEESBURG—1948—MBS

Frequency: 790 Kc. Power: 1,000 Watts d.
 Owned-Operated By. WLBE, Inc.
 Business-Studio Address. Box 297
 Phone Number. Leesburg 552
 Air Time. 6 a.m.-11:15 p.m.

News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB
 President.....Paul A. Husebo
 General Manager.....Wendel F. Husebo
 Program Director.....Richard R. Coleman
 Chief Engineer.....J. Allen Brimmer

WNER

LIVE OAK—1949—KBS-FLA. STATE
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....John A. Boling
 Business Address.....P. O. Box 655
 Phone Number1450
 Air Time.....Full Time
 News ServiceUP
 General Manager.....Norman Protsman
 Program Director.....Faith Protsman
 Chief Engineer.....C. S. Parker

WTYS

MARIANNA—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By. John H. Phipps Radio Stas.
 AddressTallahassee
 Phone Number650
 Air Time.....Full Time
 News ServiceAP
 President.....John H. Phipps
 General Manager.....L. H. Graves
 Station Manager.....Guy Hamilton
 Chief Engineer.....Wm. A. Snowden, Jr.

WMMB

MELBOURNE—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Melbourne Bcstg. Corp.
 Business-Studio Address.....Front St.
 Phone Numbers574-5
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....SESAC, World
 MembershipNARTB
 President.....Henry G. Dravneek
 General Manager.....Austin V. Catterton
 Commercial Manager.....Beverly Fleming
 Sales Prom. Mgr.....Victoria C. Martin
 Program Director.....Barbara W. Bancroft

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Oper. By.....David Haber
 Trans-Address.....350 N.E. 71st St.
 Phone Number89-7534
 Air Time.....Daytime
 News ServiceUP
 Gen., Comm., Prom. Mgr.....Herbert Schorr
 Sta. Mgr., Prog. Dir.....Robert Lyons
 Chief Engineer.....William Reeder

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc....Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address....199 Pierce St., Birmingham, Mich.
 Phone Number.....Midwest 4-7700
 Air Time.....Full Time
 News Service.....INS, UP
 Transcription ServiceLangworth
 Station Representative...The Katz Agency Inc.
 MembershipNARTB, BAB
 President.....George B. Storer
 Gen., Sta. Mgr.....Miller N. Babcock
 Commercial Manager.....Francis J. Riordan
 Program Director.....Ewald Kockritz
 Chief Engineer.....Edward C. Lockwood

WINZ

MIAMI—1946

Frequency: 940 Kc....Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Operated By.....Hollywood Bcstg.
 Business Address.....Biscayne Terrace Hotel
 Phone Number82-6641-3
 News Service.....AP, INS
 RepresentativePaul Raymer
 MembershipNARTB
 Pres., Gen. Mgr.....Rex Rand
 Program Director.....Denny Kirwan
 Chief Engineer.....James Sawyer

AP SELLS

For Stations and Sponsors —

For instance . . . WRUF

“I had a hard time persuading Mr. Fred Cone of the Ideal Laundry to use radio. But after he decided on AP newscasts, he had to double the size of his plant within a year.”

MAJOR GARLAND POWELL,
 Director,
 WRUF, Gainesville, Fla.

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 Number3-6444
 Air Time.....Full Time
 News ServiceAP, INS, UP
 Transcription Service.....RCA, Thesaurus
 RepresentativeHollingbery
 President.....Daniel J. Mahoney
 General Manager.....James M. LeGate
 Commercial Manager.....Robert L. Fidler
 Program Director.....Scott Bishop
 Publicity Director.....Martha Henriquez
 Chief Engineer.....M. C. Scott

WMIE

MIAMI—1948

Frequency: 1140 Kc...Power: 10,000 Watts, d.,
 5,000 Watts, n.
 Owned-Operated By...Sun Coast Bcstg. Corp.
 Business Address.....Everglades Hotel
 Phone Number.....3-5556
 Air Time.....Full Time

News ServiceAP
 Transcription ServiceAssociated
 RepresentativeForjoe
 President.....E. D. Rivers, Sr.
 Asst. to President.....Jim Macri
 Commercial Manager.....K. E. Meer
 Program Director.....Cy Russell
 Chief Engineer.....Russell Bennett

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc....Power: 5,000 Watts, d.,
 1,000 Watts, n.
 Owned-Operated By.....Miami Bcstg. Co.
 Business-Studio Address.....duPont Bldg.
 Phone Number2-6121
 News ServiceAP
 Transcription ServiceWorld
 Representative.....John Blair, Cummings
 MembershipNARTB
 President.....John S. Knight
 Gen., Sta., Comm. Mgr.....Owen F. Uridge
 Pgm., Publ. Director.....Don Fischer
 Chief Engineer.....Gene Rider

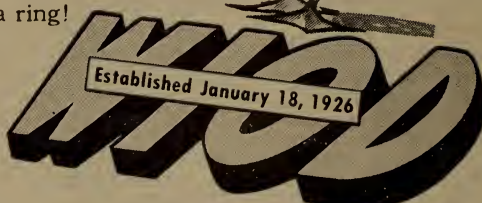
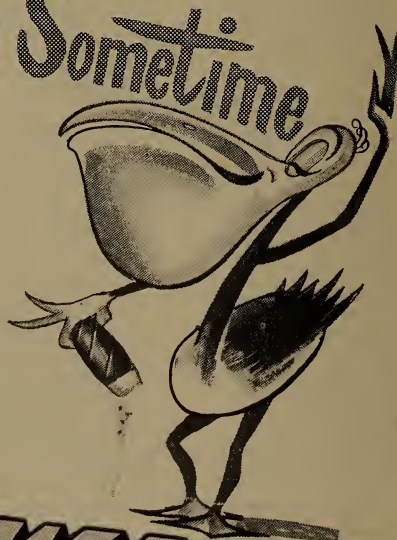
Just Call Me Up Sometime

Published figures issued by Southern Bell Telephone Company show that the Miami district *leads the South* in the number of telephones in use...both New Orleans and Atlanta now trail Miami!

And, for more than 27 years, WIOD has served this fast-growing market well ...keeping pace with "big town" demands. Your Hollingbery man will gladly bring you up-to-date on the whys and wherefores *in a big way!* Give him a ring!



James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
 National Rep., George P. Hollingbery Co.



W W P B

MIAMI—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Paul Brake
 Business-Studio Address....414 S.W. 2nd Ave.
 Phone Number3-7405
 Air Time24 hrs.
 News ServiceAP
 RepresentativeWalker
 Asst. Mgr., Pgm., Dir.....M. L. Carter
 Comm., Sls. Prom. Mgr.....Bernard Neary
 Publicity Director.....Bert Y. Johnson
 Chief Engineer.....Jack Wilson

W K A T

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WKAT, Inc.
 Trans.-Address.....1759 Bay Road
 Phone Number5-5711
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeHeadley-Reed
 President.....A. Frank Katzentine
 General Manager.....John I. Prosser
 Commercial Manager....Walter A. Callahan
 Program Director.....John I. Prosser
 Chief Engineer.....Arthur Smith

W M B M

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....R. W. Rounsaville
 Address.....c/o WQXI, Atlanta Ga.
 Phone Number.....5-5588 (M. B.)
 News ServiceUP
 RepresentativeDora-Clayton
 Transcription ServiceStandard
 Sta., Comm. Mgr.....J. E. Vaughn
 Program Director.....Jack Gibson
 Chief Engineer.....Charles A. Hartwick, Jr.

W S B B

NEW SMYRNA BEACH—1951

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....Beach Bcstg. Co.
 Address760
 News ServiceUP
 Transcription ServiceThesaurus
 Gen., Comm. Mgr.....Walter T. Slattery
 Program Director.....James D. King
 Chief Engineer.....Roland W. Jordan

W T M C

OCALA—1939—NBC

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By...Ocala Bcstng. Co. Inc
 Address14 S. Magnolia

Phone Number.....MA 2-4127
 Air Time.....Full Time
 Newspaper Affiliation....Perry Newspapers
 News ServiceAP
 Transcription ServiceLang-Worth
 President.....John H. Perry, Jr.
 Gen., Prom. Mgr.....Thomas S. Gilchrist, Jr.
 Commercial Manager.....T. S. Catalano
 Sta. Mgr.,Pgm. Dir.....James B. Smith
 Publicity Director.....Ruth Brumball
 Chief Engineer.....William P. Callahan

W D B O

ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By...Orlando Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 3707,
 30 S. Ivanhoe Blvd.
 Phone Number6181
 Air Time.....Full Time
 News ServiceAP, UP
 Transcription Service.....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

OUR 29th YEAR

W D B O

Orlando Florida

Serving all of Central Florida

* * *

First in Coverage

First in Audience Preference

(1952 Standard Audience
Measurement Service and
December 1952 Pulse)

Represented by

Nationally.....John Blair & Co.

Southeast.....H. E. Cummings
Jacksonville, Fla.

W H O O

ORLANDO—1947—ABC

Frequency: 990 Kc. Power: 10,000 Watts d.
5000 Watts n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fort Gatlin Hotel
Phone Number.....9900
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard, World
Representative.....Avery-Knodel
President.....Edward Lamb
Gen., Sta., Comm. Mgr.....Carl Hallberg
Program Director.....Dan Daniel
Sales Prom. Mgr.....Tom Sawyer
Publicity Director.....Ruth Bushman
Chief Engineer.....Don Compton

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebilt Hotel
Phone Number.....8163
Air Time.....4:55 a.m.-1:00 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....William Joe Sears
General Manager.....John Thorwald
Comm., Prom. Mgr.....Donn R. Colee
Prom. Mgr., Pub. Dir.....Jackie Loughe
Program Director.....John Hugh
Chief Engineer.....Dodd Daniel

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. Power: 1000 Watts
Owned-Oper. By.....Central Florida Bcstg. Co.
Bus.-Studio Add.....740 N. Orange Ave.
Phone Number.....2-2451
Air Time.....Full Time
News Service.....AP
Transcription Service.....Capitol
Representative.....Weed
Membership.....NARTB, BAB
President.....Naomi Murrell
Gen., Sta. Mgr.....Eugene D. Hill
Comm., Prom. Dir.....Winston L. Clark
Program Director.....Charles Hunt
Publicity Director.....Gloria McCarty
Chief Engineer.....W. R. Miller

W W P F

PALATKA—1947—ABC-KBS

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Address.....900 River St.
Phone Number.....54555

Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Gen. Sta. Mgr., Chf. Engr.....L. C. McCall
Commercial Manager.....Herb Young
Program Director.....Johnny Gillis

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....2-1515
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Perry
President, Gen. Mgr.....Charles E. Davis
Program Director.....Florence Hicks
Chief Engineer.....Clyde L. Walkden

W D L P

PANAMA CITY—1940—MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By.....Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number.....3-1777
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Perry Associates
President.....John H. Perry
General Manager.....C. B. Kelly

W P C F

PANAMA CITY—1949—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Bay County Bcstg. Co.
Trans-Address.....300 E. 15th St.
Phone Number.....6176-6177
Pres., Gen. Mgr., Prog. Dir.....E. L. DuKate

W B S R

PENSACOLA—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....WBSR Bldg.
Phone Number.....6173
News Service.....AP
Transcription Service.....World
President.....Patt McDonald
V.P., Gen. Mgr.....Don J. Lynch
Commercial Manager.....Bo Mitchell
Program Director.....Jay Reagan
Chief Engineer.....Glynn Nichols

W C O A

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Business-Studio Address.....118 E.
Intendencia St.
Phone Number.....4111

Air Time Full Time
 Newspaper Affiliation..... News-Journal
 News Service AP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry Associates
 President..... John H. Perry, Jr.
 General Manager..... J. Holliday Veal
 Commercial Manager..... Irving Welch
 Publicity Director..... Winnie Smith
 Program Director..... Russell Hirsch
 Chief Engineer..... Harold Heath

WEAR

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper By..... Gulport Bcstg. Co.
 Address..... 2nd & Hyer St.
 Phone 8-4449
 Air Time..... Full Time
 News Service AP
 Pres., Gen., Sta. Mgr..... Mel Wheeler
 Program Director..... Dick Darby
 Prom., Publ. Dir..... Eugene Sudduth
 Chief Engineer..... Jim Smith

WPLA

PLANT CITY—1949—KBS

Frequency: 1570..... Power: 250 Watts d.
 Owned-Operated By..... W. A. Smith
 Address..... P. O. Box 1588
 Phone Number 526
 Air Time Sunrise-Sunset
 News Service UP
 Station Representative Best
 President W. A. Smith
 Gen., Sta., Comm. Mgr..... George Friend
 Program Director... Miss Frankie Blackwelder
 Publicity Director..... Joseph J. Wilson
 Chief Engineer..... James L. Derrick

WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Quincy Bcstg. Corp.
 Business Address Quincy
 Phone Number 300
 News Service UP
 Transcription Service Thesaurus
 Pres., Gen., Sta. Mgr..... A. B. Letson
 Comm., Prom. Mgr..... Jerry Melvin
 Program Director..... Dewey C. Newton
 Chief Engineer..... A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Fountain of Youth
 Broadcasting Co.
 Address Magnolia Ave.
 Phone Number 1622
 Air Time..... Full Time

News Service UP
 Station Representative..... Avery-Knodel
 President..... Mrs. John C. Bell
 Gen., Sta. Mgr..... John E. Bernhard, Jr.
 Program Director..... Mrs. Frankie C. Walker
 Publicity Director..... Alberta Dillon
 Chief Eng., Farm Editor..... Ernest Raistrick

WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc..... Power: 1000 Watts
 Owned-Oper. By... Fla. W. Coast Bcstrs., Inc
 Address..... Royal Palm Hotel
 Phone Number..... Petersburg 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
 Promotion Manager..... Marjorie Blank
 Program Director..... James Carley
 Publicity Director..... Bill Wright
 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..... P. O. Box 240
 Phone Number 7-4747-8
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NARTB
 Gen., Sta. Mgr..... George D. Robinson
 Commercial Manager..... Vera New
 Pgm. Dir., Chief Engr..... Louis J. Link

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By..... Pinellas Bcstg. Co.
 Business-Studio Address..... Times Bldg.
 Phone Number 7-8108
 News Service UP
 Transcription Service..... World, Capitol
 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
 Phone Number.....999
 Air Time.....Full Time
 Representative.....Hil Best
 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.
 Business Address.....P. O. Box 2431
 Phone Number.....Ringling 66651
 Representative.....Hil Best
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 General Manager.....A. G. Fernandez
 Program Director.....Howard O. Ermisch
 Chief Engineer.....Robert L. Kohlmeier

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....City Island
 Phone.....Ringling 6-8811
 Air Time.....6:30 a.m.-12:05 a.m.
 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 Number.....81811
 Representative.....Best
 Transcription Service.....Lang-Worth
 News Service.....UP
 President.....W. K. Ulerich
 Gen. Mgr.....William J. Thomas
 Sta., Comm. Mgr.....Jonas Termin
 Program Dir.....Al Frank
 Chief Engineer.....Robert Goshorn

WTAL

TALLAHASSEE—1936—CBS

Frequency: 1270 Kc.....Power: 5000 Watts

Owned-Oper. By.....John H. Phipps Radio
 Stations
 Business Address.....Cherokee Hotel
 Phone Number.....2-1270
 News Service.....AP
 Transcription Service.....World
 Representatives.....Blair, Cummings
 President.....John H. Phipps
 General Manager.....L. Herschel Graves
 Program Director.....Joe Hosford
 Chief Engineer.....W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tallahassee Appli. Corp.
 Business-Studio Address.....Duval Hotel
 Phone Number.....2-1450
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Thomas F. Clark
 President.....Frank W. Pepper
 Gen., Sta., Comm. Mgr.....Frank W. Hazelton
 Prom., Publ. Dir.....Lawrence Skipper
 Program Dir.....Ruby S. Meigs
 Chief Engineer.....Charles Clifton

WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....W. Walter Tison tr/as
 Tampa Broadcasting Company
 Address.....401 W. Tyler St.
 Phone.....2-7921
 News Service.....AP
 Transcription Service.....Langworth
 Station Representative.....Pearson
 Pres., Gen., Sta., Comm. Mgr. W. Walter Tison
 Program Dir.....C. W. Geer
 Publicity Director.....Bob Martin
 Chief Engineer.....J. B. Tison

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tampa Times Co.
 Business Address.....P. O. Box 2409,
 114 N. Franklin St.
 Phone Number.....2-2911
 Air Time.....Full Time
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB
 President.....David E. Smiley
 Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
 Prog.-Publicity Dir.....Kenneth W. Skelton
 Chief Engineer.....William Pharr Moore

WEBK

TAMPA—1950

Frequency: 1590 Kc... Power: 1000 Watts d.
 Owned-Operated By..... Hillsboro Bcstg. Co.
 Address..... 1521 E. Broadway
 Phone Number 4-4177
 News Service INS
 Gen. Mgr., Chf. Engr..... Elmo B. Kitts
 Program Director..... James Willson

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tribune Co.
 Business Address..... P. O. Box 1410
 Phone Number 2-4747
 Air Time..... 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service..... Thesaurus, Lang-Worth
 Representative.. John Blair, Harry E. Cummings
 Membership NARTB
 Sta.-Gen. Mgr..... George W. Harvey
 President..... John C. Council
 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-Operated By.. Sulphur Springs Bcstrs.,
 Inc.
 Business Address..... 11,011 Florida Ave.
 Phone Number 37-366
 Air Time Daytime
 News Service AP
 Pres., Gen. Mgr..... Harold A. Dunlap
 Sales Prom. Mgr..... Cyrus King

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 Number 2-3638
 Air Time..... Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 President..... S. K. Russell
 Gen.-Sta. Mgr..... H. V. McMillan
 Program Director..... Vernon Crawford
 Chief Engineer..... Warren Spencer

WIRK

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc..... Power: 5000 d.;
 1000 n.
 Owned-Operated By..... Ken-Sell, Inc.
 Business Address..... 715 S. Flagler Drive
 Phone Number 2-1744
 Air Time..... Full Time
 News Service INS
 Transcription Service..... Associated
 Representative Cooke
 Pres., Gen., Sta. Mgr..... Joseph S. Field, Jr.
 Pgm. Publ. Dir..... James C. Steele, Jr.
 Chief Engineer..... William P. Heitzman

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 Number 31-313
 Air Time..... Full Time
 News Service UP
 Representative..... Devney & Co.
 President..... Frederick L. Allman
 Gen., Sta. Manager..... Larry Rollins
 Commercial Manager..... Earl Sturgeon
 Program Director..... Richard Eyrich
 Chief Engineer..... L. Orden Craig

*Serving the fast-growing
 Palm Beach County Area
 for 17 years . . .*

WJNO

"The Voice of the Palm Beaches"
 West Palm Beach, Florida

1230 Kc
 AFFILIATE OF THE
CBS RADIO NETWORK

National Representative
ROBERT MEEKER ASSOCIATES, INC.
 NEW YORK CITY CHICAGO

GEORGIA

Pop. April 1, 1953 (Est.) 3,604,000 — Total Housing Units 982,000
Families April 1, 1953 (Est.) 904,000 — Stations in State 79

W A L B

ALBANY—1941—MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By... Herald Publishing Co.
Address... 138 Pine Ave.
Phone Number... 600
News Service... AP
Transcription Service... World
Representative... Burn-Smith
Membership... NARTB, BAB
President... James H. Gray
General Manager... Tom Stillwagon
Commercial Manager... Mrs. Mildred N. Huie
Program Director... Jack Meyer
Publicity Director... Bill Bowick
Chief Engineer... Ben R. Wills

W G P C

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Bdcstg. Co.
Business-Studio Address... New Albany Hotel
Phone Number... 1370
Air Time... 6:30 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Associated
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... Redus A. Carlton

W J A Z

ALBANY—1952

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By... Southeastern Bcstg. System
Address... No. Slappy Dr.
Phone Number... 1670
News Service... UP
President... James S. Rivers
Station Manager... James O'Donald
Chief Engineer... James McGehee

W D E C

AMERICUS—1947—MBS-KBS

Frequency: 1220 Kc. Power: 250 Watts
Owned-Operated By... The Americus Bdcstg. Co.
Business-Studio Address... 109½ Windsor Ave.
Phone Number... 3681-3682
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... World
Representative... Dora-Clayton
Membership... NARTB
President... W. G. Pearlman
Gen., Sta. Mgr... Charles C. Smith
Chief Engineer... John Rivard

W G A U

ATHENS—1938—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... J. K. Patrick & Company
Business-Studio Address... Bobbin Mill Road
Phone Number... 1741-2
Newspaper Affiliation... Banner-Herald
Air Time... Full Time
News Service... AP
President... C. A. Rowland, Sr.
Gen., Sta. Mgr... R. Lewis Doster
Commercial Manager... Burl Womack
Program Dir... Mary L Betts
Chief Engineer... Bill Evans

W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Operated By... Radio Athens, Inc.
Business-Studio Add... 279½ N. Lumpkin St.
Phone Number... 446-7
Air Time... Full Time
News Service... UP
Transcription Service... Associated
Representative... Clayton Agency (Southeast)
Membership... BAB
Pres., Gen., Sta. Mgr... L. H. Christian
Comm., Sales Prom. Mgr... Charles A. McClure
Program Director... Mary Anne Martin
Publicity Director... Ed Thilenius
Chief Engineer... L. D. Drewry

W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By... Storer Bcstg. Co.
Bus.-Studio Address... 1018 W. Peachtree St.
Phone Number... Vernon 3553
Air Time... Unlimited
News Service... AP
Transcription Service... Thesaurus
Representative... Katz
Membership... NARTB, BAB
President... George B. Storer, Sr.
V.P., Managing Director... G. C. Jackson
Commercial Manager... Claude H. Frazier
Promotion Manager... Para Lee Brook
Program Director... Don Naylor
Merchandising Manager... David Mayo
Chief Engineer... Hugh Bondy

W A T L

ATLANTA—1931

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By... Atlanta Bcstg. Co.

Business Address.....Henry Grady Bldg.,
 Phone Number.....Alpine 1515
 Air Time.....Full Time
 News Service.....UP
 Representative.....Walker
 President.....J. W. Woodruff, Sr.
 General Manager.....J. W. Woodruff, Jr.
 Sta., Comm., Sis. Prom. Mgr.,
 Prog. Dir.....J. O. Hardin, Jr.
 Chief Engineer.....G. C. Livingston, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....General Bcstg. Co.
 Bus.-Studio Address...Georgian Terrace Hotel
 Phone Number.....Vernon 1194
 Air Time.....Full Time
 News Service.....AP
 Representative.....Indie Sales
 Membership.....BAB
 President.....Robert N. Pinkerton
 Commercial Manager.....Frank A. Browne
 Station Manager.....H. S. Langham
 Chief Engineer.....Howard J. Parrish

WERD

ATLANTA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Atlanta, Inc.
 Business-Studio Add...274½ Auburn Ave., NE
 Phone Number.....Lamar 0666-7-9
 Representative.....Interstate
 Membership.....NARTB, BAB
 President.....J. B. Blayton, Sr.
 Gen. & Sta. Mgr.....J. B. Blayton, Jr.
 Program Dir.....A. Kenneth Knight
 Chief Engineer.....William F. Kennedy

WGST

ATLANTA—1923—MBS-ABC

Frequency: 920 Kc.....Power: 5000 Watts d.;
 1000 n.
 Owned-Operated By...Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology
 Business-Studio Address.....Forsyth Bldg.,
 Phone Number.....Walnut 8441
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP
 Representative.....Blair; Ayres (Southeast)



YOU GET ALL 3
ON WGST

MR.
ATLANTA

C—assures coverage of the 36 counties in Atlanta's retail trade zone.

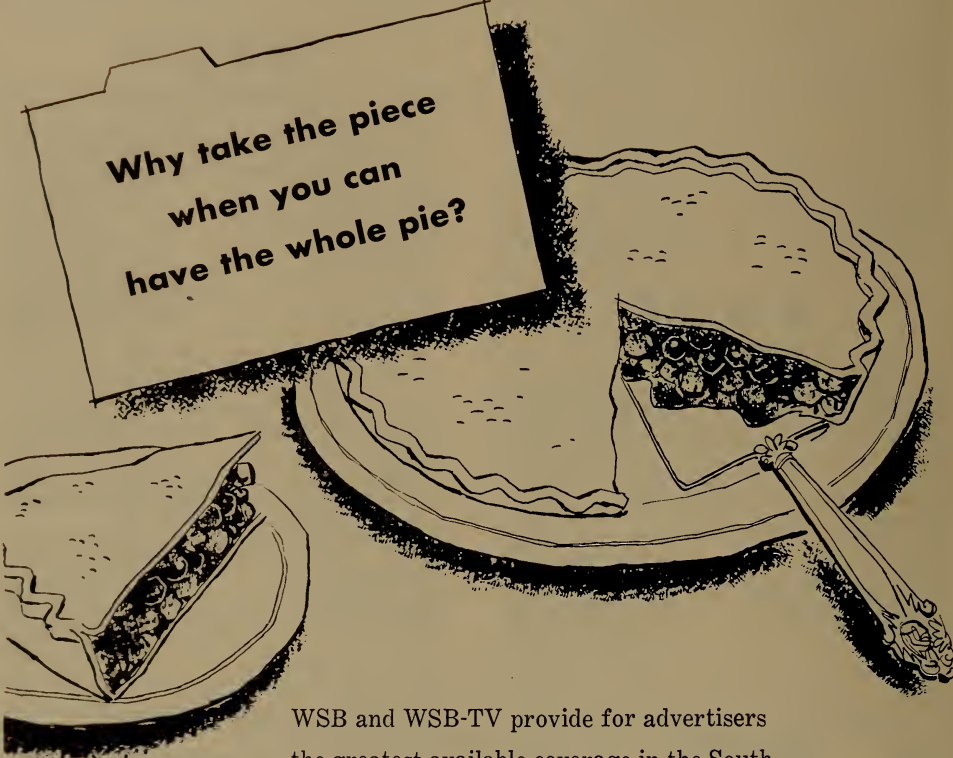
P—means the best in locally produced and net programs from ABC. Shows geared to the likes of Atlanta listeners.

M—guarantees top drawer merchandising support to jobbers, chain and independent retail outlets.

ABC...ATLANTA
5,000 Wtts. 920 Kc.

WGST

National Rep.
JOHN BLAIR
in Southeast
JAMES S. AYERS



Why take the piece
when you can
have the whole pie?

WSB and WSB-TV provide for advertisers the greatest available coverage in the South. In every survey ever made in Atlanta by any recognized authority these stations have been dominant firsts. In this booming Southland prodigious sales appetites are being satisfied. If you are interested in big portions your effort warrants the strongest advertising support you can obtain.

wsb | **wsb-tv**

The Voice of the South

50,000 Watts, Channel 2

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

Chairman Bd. of Regents.....F. M. Spratlin
 General Manager.....John Fulton
 Asst. Mgr., Chief Engr.....Ben Ackerman
 Sales Promotion Manager.....Paul Sanford
 Pgm., Prod. Dir.....Jack Kelly
 Publicity Director.....Charles Orr

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
 Owned-Oper. By.....WEAS, Inc.
 Address.....217 W. Ponce de Leon Ave.
 Phone Number.....Dearborn 2521
 News Service.....INS
 Representative.....Forjoe, Stars, Inc.
 Membership.....BAB
 President.....W. H. Keller, Jr.
 Station Manager.....Warren Roberts
 Publicity Director.....Imogene Jones
 Program Director.....Ned Lukens
 Chief Engineer.....Les Gradick

WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....R. W. Rounsaville
 Business-Studio Address.....Peachtree St.
 Phone Number.....CHerokee 2196
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Station Representative.....Hollingbery
 Membership.....NARTB
 General Manager.....R. W. Rounsaville
 Station, Comm. Mgr.....Don Mitchell
 Program Dir.....Bob Corley
 Chief Engineer.....Paul Cram

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Atlanta Newspapers, Inc.
 Business-Studio Address.....10 Forsyth St.
 Phone Number.....ELgin 6711
 Newspaper Affiliation...Journal, Constitution
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service...Associated, Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....George Biggers, Sr.
 General Manager.....John M. Outler, Jr.
 Station Manager.....Frank Gaither
 Sales Promotion Manager...Vincent C. Piano
 Program Director.....Elmo Ellis
 Publicity Director.....Wayne L. Anderson
 Chief Engineer.....C. F. Daugherty

WAUG

AUGUSTA—1952—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By...Garden City Bcstg. Co.
 Address.....Bon Air Hotel
 Phone Number.....3-4441
 News Service.....AP
 Representative.....Augusta Sales
 Station Manager.....T. L. Morgan
 Commercial Mgr.....Gordon Anderson
 Chief Engineer.....J. W. Faulkner

WBBQ

AUGUSTA—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owner.....Savannah Valley Bdcstg. Co.
 Address.....515 Jefferson Davis Avenue
 Phone Number.....4-5441
 Air Time.....Full Time
 News Service.....AP
 Representative.....Walker
 Membership.....BAB
 President.....George G. Weiss
 Gen., Sta., Comm. Mgr.....John W. Watkins
 Sales Prom. Mgr.....John G. Lyon
 Program Director.....Edward H. Dunbar
 Chief Engineer.....Marvin Tarpley

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...The Twin States Bcstg. Co.
 Business-Studio Address.....664 Broad St.
 Phone Number.....2-2692
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....RCA
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....A. D. Willard, Jr.
 Station Mgr.....Donald MacDonald
 Comm. Mgr. (Local).....Martin E. White
 Program Dir.....Warren Hites
 Chief Engineer.....John Jopling

WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.
 Address.....WJBF Bldg.
 Phone Number.....4-2421
 Air Time.....Full Time
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....J. B. Fuqua
 Station Mgr.....D. M. Kelly, Jr.
 Comm., Sales Prom. Mgr...Steve Manderson
 Chief Engineer.....Ernest Swint

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By Radio Augusta, Inc.
 Business-Studio Address Masonic Bldg.
 Phone Number 2-8805
 News Service AP
 Representative McGilvra
 Transcription Service World
 General Manager Hugh K. Tollison
 President Headley-Reed
 Commercial Manager John Lane
 Program Director John Harmon
 Chief Engineer Marvin Massay
 Chief Engineer Herman Lange

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Decatur Bcstg. Co.
 Address Thomasville H'way
 Phone Number 777
 Transcription Service World
 General Station Manager Thomas R. Hanssen
 Prom. Pub. Manager Charles W. Dowdy
 Program Director Joe Hill
 Chief Engineer Thomas R. Hanssen

WGIG

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 McGilvra
 General Manager Hugh K. Tollison
 Commercial Manager John Lane
 Program Director John Harmon
 Publicity Director Marvin Massay
 Chief Engineer Herman Lange

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Coastal Bcstg. Co., Inc.
 Address P. O. Box 572
 Phone Number 1500
 Transcription Service Lang-Worth
 President Alma W. King

WGRA

CAIRO—1950—ABC-KBS-GALS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Grady Mitchell Bcstg. Co.



AUGUSTA, GA.

Covers

GEORGIA'S 2ND MARKET

(Nation's 92nd!)

★ 208,200 population

★ \$137,813,000

RETAIL SALES

All Figures From Sales Management May 10, 1952

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station . . . WRDW.

The Augusta Market is Growing!

It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:

| | |
|----------------------------|---------------|
| Population | 208,200 |
| Bank Deposits | \$341,821,278 |
| Retail Sales | 137,813,000 |
| Food | 32,312,000 |
| Gen'l. Mdse. | 21,450,000 |
| Automotive | 25,975,000 |
| Home Furnishings | 7,106,000 |
| Drug | 3,689,000 |

Represented by Headley-Reed Co.



CBS Radio

5000 Watts

AddressBainbridge Rd.
 Phone Number439
 Transcription ServiceStandard
 News ServiceUP
 PresidentEd Stevens
 General Manager.....Jim Honey
 Program Director.....Sara Crew
 Chief Engineer.....Ilmar Strang

W L B B

CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Carroll Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 116
 Phone Number980
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....Thomas K. Vassy
 Comm., Sales Prom. Mgr.....Hiram Bray
 Program Director.....Chuck Angley
 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 Number1200

News ServiceUP
 Transcription ServiceThesaurus
 President, General Manager...W. Ryan Frier
 Program Director.....Martha Sullins
 Chief Engineer.....H. E. Bridges

W G A A

CEDARTOWN—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Timm Inc.
 Business-Studio Address.....P. O. Box 807
 Phone Number.....Cedartown 777
 News Service.....AP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 President.....B. F. J. Timm
 Gen., Sta., Comm. Mgr.....G. J. Lund
 Program Director.....Fred Webb
 Chief Engineer.....Ken McNaron

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 Number.....5447
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World

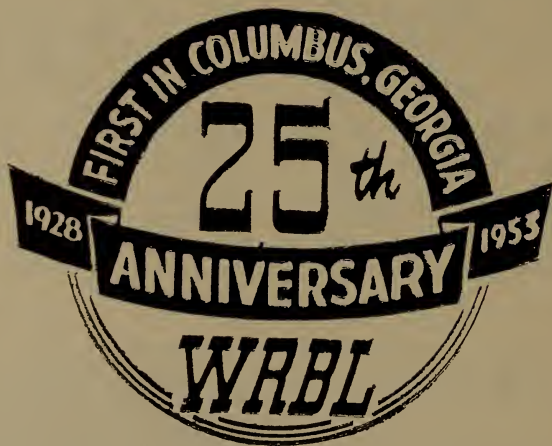
AP SELLS

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HARBEN DANIEL,
 President and General Manager,
 WSAV, Savannah, Georgia



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HOLLYWOOD

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SAN FRANCISCO

ATLANTA

Station Representative.....Headley Reed
 MembershipNARTB, BAB
 President-General Manager.. Allen M. Woodall
 Sta., Sales Prom. Mgr.....Miles H. Ferguson
 Commercial Manager.....William Massie
 Program, Publicity Director.....Joe Byars
 Chief Engineer.....Max F. Harper

W G B A

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By....Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address...1213½ Broadway
 Phone Number.....3-3603
 Newspaper Affiliation.....Page Papers
 Air TimeUnlimited
 News ServiceUP
 Transcription Service.....Lang-Worth, RCA
 RepresentativeBranham
 MembershipNARTB
 President.....A. H. Chapman
 General Manager.....Walter M. Windsor
 Commercial Manager.....A. H. Haack, Jr.
 Program Director.....W. L. Gramer
 Chief Engineer.....William R. Atkinson

W R B L

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By....Columbus Bdcstg. Co.
 Business-Studio Address.....1350 - 13th St.
 Phone Number.....2-0601
 Air TimeFull Time
 News Service.....INS, UP
 Transcription ServiceAssociated
 RepresentativeGeorge P. Hollingbery
 MembershipNARTB, BAB
 Executive Manager.....J. W. Woodruff, Jr.
 Station Manager.....G. A. Gingell
 Commercial Manager.....B. Ed Johnson
 Pro., Pub. Director.....Ridley Bell
 Chief Engineer.....J. A. Gamble

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..Southeastern Bcstg. System
 Business-Studio Address...20th Ave. & B St.
 Phone Number666
 News ServiceUP
 President.....James S. Rivers
 General Mgr.....William E. Blizzard, Jr.
 Sales Prom. Manager.....O. Grady Cooper
 Program Dir.....Bryant Lane
 Chief Engineer.....Bruce Smith

W M O C

COVINGTON—1946

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.The Covington News Inc.
 Business Address.....Monticello St.
 Phone Number2275

Newspaper Affiliation“News”
 News Service.....UP
 President.....Belmont Dennis
 Gen. Mgr., Pub. Dir.....W. Thomas Hay
 Station Manager.....Glenn A. Weber
 Commercial Manager.....Cliff Jenkins
 Program Director.....Jerry Keane
 Chief Engineer.....Allan Mills

W B L J

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Dalton Bdcstg. Corp.
 Business-Studio Address...111 South Pentz St.
 Phone Number1180
 Air Time6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription ServiceThesaurus
 MembershipNARTB, BAB
 President.....H. C. Kenemer
 Gen. Sta. Mgr.....William B. Davies
 Commercial Manager.....Olin H. Kenemer
 Chief Engineer.....John S. Andrews

W D W D

DAWSON—1948—ABC-KBS

Frequency: 990 Kc.....Power: 1000 Watts D.
 Owned-Operated By....Dawson Bdcstg. Co.
 Trans.-Bus.-Studio Address.....Parrott Road
 Phone Number416
 News ServiceUP
 RepresentativeIndie Sales
 President.....Ed Stevens
 General Manager.....W. C. Woodall, Jr.
 Program Director.....O. W. Parnacott
 Chief Engineer.....Joe Stephens

W G L S

DECATUR—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....DeKalb Bcstg. Co.
 Business-Studio Add....546 N. McDonough St.
 Phone NumberCrescent 6471
 Newspaper Affiliation.....“New Era”
 News ServiceUP
 Transcription ServiceStandard
 President.....Guy W. Rutland, Sr.
 Gen., Sta. Mgr.....Sam W. Kane
 Comm. Sales Prom. Mgr.....Al Ciraldo
 Chief Engineer.....Sam Dilliard

W D M G

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
 Owned-Operated By.....WDMG, Inc.
 Business-Studio Address...620 E. Ward St
 Phone Number.....564
 Air TimeSunrise-sunset
 News Service.....UP
 Transcription ServiceSESAC
 RepresentativeDora-Clayton
 MembershipNARTB, BAB

President.....B. F. J. Timm
 General Mgr.....Mary Jarrard
 Program Director.....Edw. Lund
 Chief Engineer.....Stanley H. Strickland

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Dublin Bdcstg. Co.
 Business Address.....Franklin St.
 Phone Number.....871
 News Service.....AP
 Transcription Service.....World
 Representative.....Continental Radio Sales
 President.....George T. Morris
 General Manager.....W. Newton Morris
 Program Director.....W. C. Courson
 Chief Engineer.....Lawrence L. Henry

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southeastern Bcstg. Sys., Inc.
 Address.....Dodson Drive
 Phone Number.....Franklin 1473
 News Service.....UP
 President.....James S. Rivers
 Commercial Manager.....R. V. Rogers
 Gen. Mgr., Chief Engineer.....Wm. J. Hill, 3rd

WSGC

ELBERTON—1946—MBS-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.....Ban Hill Bdcstg. Corp.
 Address.....601 Roanoke Dr.
 Phone Number.....2077-8
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Capitol
 President.....Otto Oriner
 Gen. Sta., Comm. Mgr.....Al H. Evans
 Prog., Prod., Pub. Dir.....Armine H. Wood
 Prog. Dir., Chief Engr.....Charles E. Player

WFPM

FORT VALLEY—1951—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Peach Belt Bcstg. Co.
 Address.....Roberta Rd.
 Phone Number.....84
 News Service.....UP
 Representative.....Indie Sales
 President.....Ed Stevens

General Manager.....Jim Honey
 Station Manager.....Hugh Birdsong
 Commercial Manager.....Kenneth Flynt
 Program Director.....Connie Hall
 Chief Engineer.....Charlie Parish

WDUN

GAINESVILLE—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northeast Ga. Bdcstg. Co.
 Business-Studio Address.....217½ S. Main St.
 Phone Number.....2341
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Indie Sales
 Membership.....BAB
 Pres., Gen. Manager.....John W. Jacobs, Jr.
 Station Manager.....Jay Still
 Commercial Manager.....Doris Smith
 Program Director.....Joe Franklin
 Chief Engineer.....Les Brooks

WGG A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Blue Ridge Bdcstg. Co.
 Business Address.....P. O. Box 654
 Phone Number.....1800
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Dora Dodson Agency
 Pres., Gen. Mgr.....Charles A. Smithgall
 Commercial Manager.....James E. Bailey
 Program Director.....Billy Kinsey
 Musical Dir.....James A. Hartley
 Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WKEU, Inc.
 Address.....P. O. Box 155
 Phone Number.....5507
 News Service.....AP
 Transcription Service.....Lang-Worth
 President, General Mgr.....A. W. Marshall, Jr.
 Com. Mgr., Pgm. Dir.....G. H. Whitley, Jr.
 Chief Engineer.....W. F. Westmoreland

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. Pfaender
 Asst. Mgr., Prom. Mgr., Pgm. Dir.....Joe Wilder
 Chief Engineer.....Broadus McLane

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 Number 2444
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Representative Dora-Clayton
 Pres., General Manager W. G. Thomas
 Sta., Comm. Mgr. George Thompson
 Prog., Pub. Dir. Dennis N. Brown
 Chief Engineer Arthur L. Manning

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.
 Phone Number 3505
 Newspaper Affiliation "Daily News"
 Air Time 6 am.-M.
 News Service UP
 Transcription Service World
 Representative Indie Sales
 Membership NARTB, BAB
 President Roy C. Swank
 General-Station-Commercial
 Manager Edwin Mullinax
 Sales Prom. Mgr. Faye Scarborough
 Program Director John Boguess
 Publicity Director Tom MacRae
 Chief Engineer James McKay

W B M L

MACON—1940—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Middle Georgia Bdcstg. Co.
 Business-Studio Address 230 Second St.
 Phone Number 3-5454
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President E. G. McKenzie
 General Manager E. F. MacLeod
 Commercial Manager George W. Patton
 Program Director Dick Wiethan
 Chief Engineer H. S. Goodrich

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 Number 2-2505
 Air Time Daytime
 News Service UP
 Representative Walker

Membership BAB
 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 Number 2-7373
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Katz
 Pres., Chief Engineer George P. Rankin
 Gen., Sta. Mgr. Wilton E. Cobb
 Sales Prom., Comm. Mgr. Frank Crowther
 Publicity Director Ed Pendleton
 Chief Engineer James D. Lawhon

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 Number 5-3301
 Newspaper Affiliation "Telegraph & News"
 Air Time 5:45 a.m.-12:35 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Branham
 President Ed Lowe
 General-Station Manager Alfred Lowe
 Business Manager Emory G. Stroberg
 Commercial Manager Marion Bragg
 Program Director Mrs. Billie Edwards
 Publicity Director Robert R. Savage
 Chief Engineer Charles A. Walker

W F O M

MARIETTA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By F. Wilson & A. Jones
 Address P. O. Box 131
 Phone Number 8-3396
 News Service UP
 General Manager Albert L. Jones
 Program Director Alice Bliss
 Chief Engineer 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 P. O. Box 307
 Phone Number 250
 Newspaper Affiliation "Union Recorder"
 Air Time Full Time
 News Service UP
 Transcription Service Capitol
 Representative Irene Griffith
 Membership NARTB

President (Owner).....Jere N. Moore
 Gen., Sta., Comm. Mgr.....Michael T. Landy
 Program Director.....Josephine Ragsdale
 Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....John F. Pidcock
 Business-Studio Address.....Tifton Highway
 Phone Number.....999
 Air Time.....Full Time
 News Service.....UP
 Representative.....McKinney, Ayres
 Owner.....John F. Pidcock
 Station, Comm. Mgr.....Roy F. Zess
 Program Director.....Spence Raulerson
 Chief Engineer.....Homer Sloan

WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Newnan Bcstg. Co.
 Business-Studio Address.....11 Court Sq.
 Phone Number.....1400
 News Service.....AP
 Transcription Service.....World
 President.....D. T. Manget
 Gen., Comm. Mgr.....J. O. Hardin
 Chief Engineer.....Walter O. Welch

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
 Transcription Service.....World
 Membership.....NARTB
 President.....Mrs. B. H. Mooney, Sr.
 Gen., Sta., Sales Prom. Mgr.....Lee Mowry, Jr.
 Commercial Manager.....Martha Daniel
 Program Director.....Elizabeth Hardin
 Publicity Director.....William Morris
 Chief Engineer.....Dan Scott

WRGA

ROME—1930—MBS-KBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Bus.-Studio Address.....501 Broad St.
 Phone Number.....2-2411
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 Membership.....NARTB
 Pres. and Gen. Mgr.....Mather Payne
 Secretary-treasurer.....Charles Smithgall
 Commercial Manager.....Pinkie Talley

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.....121 Broad St.
 Phone Number.....2-0833
 Air Time.....Sunrise-sunset
 News Service.....AP
 Representative.....Dora-Clayton
 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
 Phone Number.....2-4182
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Sta., Comm. Mgr.....Weldon Herrin
 Sales Prom. Mgr.....Charles Lipton
 Program Director.....Charles Beresford
 Publicity Director.....Al Jennings
 Chief Engineer.....William Moats

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number.....3-8807
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB-BAB
 Pres., Gen. Mgr.....H. Blair Minick
 Commercial Manager.....H. J. Reimers
 Program Director.....James Partain
 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 Number.....3-9642
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....McKinney-Ayres
 Pres., Gen. Sta. Mgr., Pgm. Dir., John F. Pidcock
 Comm., Sls. Prom., Pub. Mgr.....John Williams
 Chief Engineer, News Dir.....James M. Wilder

WJIV

SAVANNAH—1950

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....WJIV, Inc.
 Bus. Address.....128 W. Taylor St.
 Phone.....4-7264
 News Service.....AP
 Representative.....Forje
 President.....W. H. Keller, Jr.
 Commercial Manager.....Abe Eisenman
 General Manager.....J. L. Woods
 Sls. Prom. Mgr.....Frank Freeman
 Chief Engineer.....Robert Rivers

WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSAV, Inc.
 Bus.-Studio Address...Liberty Natl. Bank Bldg.
 Phone Number.....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.....Robert Shipley
 Publicity Director.....Susan Perry

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By...Savannah Bcstg. Co.
 Business-Studio Address...516 Abercorn St.
 Phone Number.....2-0127
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 Membership.....NARTB
 Pres., Gen., Sta. Mgr..William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Sales Promotion Manager.....Sally B. Myer
 Program Director.....Dwight J. Bruce
 Publicity Director.....Ben Quick
 Chief Engineer.....Kyle E. Goodman

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Statesboro Bcstg. System
 P. O. Box 146
 Phone Number.....502
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen. Mgr.....R. H. Thompson
 Sta., Comm. Mgr.....Jim Watson
 Chief Engineer.....Ernie Golieb

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....Box 213
 Phone Number.....295
 News Service.....UP
 Transcription Service.....Capitol
 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.....P. O. Box 371
 Phone Number.....2011
 Transcription Service...Lang-Worth, Capitol
 News Service.....UP
 General Manager.....Jack A. Thompson
 Sta. Mgr., Chief Engr...John H. (Jack) Wiseley
 Program Director.....Sal Beaumont

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 Number.....2187
 Newspaper Affiliation....."Times" and
 "Free Press"
 Air Time.....Daytime
 Transcription Service.....World
 News Service.....AP
 Membership.....BAB
 President.....J. B. Hardy
 General, Station Manager.....S. J. Corswell
 Comm., Sales Prom. Mgr.....C. T. Thomas
 Program Director.....Bill Heule
 Chief Engineer.....R. D. Wharton

WKTG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Southern Bcstg. System, Inc.
 Address.....Bank of Thomas County Bldg.
 Phone Number.....1501
 News Service.....AP
 Air Time.....Daytime
 Transcription Service.....World, Thesaurus
 Representative.....Clark, Clayton
 Pres., Gen. Mgr.....W. F. Scott, Jr.
 Sta., Comm. Manager.....L. T. Porter
 Chief Engineer.....Bruce E. Singleton

WPAX

THOMASVILLE—1922

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Business-Studio Address...117 Remington Ave.

Phone Number909
 News ServiceUP
 Transcription ServiceCapitol
 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.....215 Lumpkin St.
 Phone Number777
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 President.....Edgar H. Kobak
 Chief Engineer.....Edward W. Williams, Jr.

W W G S

TIFTON—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tifton Bcstg. Corp.
 Address.....Graham Bldg.
 Phone Number.....921
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Thomas F. Clark
 President.....W. A. Graham
 Gen., Comm. Mgr.....James E. Graham
 Program Director.....Carl Wendell
 Chief Engineer.....John Gilmore

WLET

TOCCOA—1941—MBS

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....B. G. Letourneau
 Address.....423 Prather Bridge Rd.
 Phone Number544
 Air Time.....6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Thomas F. Clark
 MembershipNARTB
 President.....R. G. Letourneau
 Sta. Mgr., Prog. Dir.....Virgle E. Craig
 Comm., Sls. Prom. Mgr.....Roy Gaines
 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 Number910
 News ServiceAP
 Transcription ServiceThesaurus
 Representative.....John E. Pearson
 Pres., Gen. Mgr.....George B. Cook
 Publicity Director.....Betty McCraney
 Chief Engineer.....N. V. Pleler

WGOV

VALDOSTA—1941—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WGOV, Inc.
 Address.....Daniel Ashby Hotel
 Phone Number1420
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 RepresentativeForjoe
 President.....Wm. H. Keller, Jr.
 General Mgr.....A. B. Smith
 Program Director.....Jack Jackson
 Sales Prom. Mgr.....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, Mt. Vernon Rd.
 Phone Numbers.....327, 693
 Air Time.....Daytime
 News ServiceUP
 Transcription Service.....World, Cole
 MembershipNARTB
 Business Manager.....Howard C. Gilreath
 Prog. Dir., Prom. Mgr.....Robert Smith
 Publicity Director.....R. E. Ledford
 Chief Engineer.....H. L. Dorough

WACL

WAYCROSS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Teletronics Inc.
 Address.....Memorial Drive
 Phone Number3068
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipBAB
 Pres., Gen. Mgr.....James S. Rivers
 Station Manager.....Robert C. Lay
 Commercial Manager.....J. Lamar Goldwire
 Chief Engineer.....Lloyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Business-Studio Address...1600 Carswell Ave.
 Phone Number965
 Newspaper Affiliation“Journal-Herald”
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription Service.....World, Capitol
 RepresentativeHal Holman
 MembershipNARTB
 President.....Jack Williams
 Sta., Comm. Mgr.....John J. Tobola
 Sales Prom. Mgr.....Tommy Edwards
 Chief Engineer.....Curtis Frazier

W R L D

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Valley Bcstg. Co., Inc.
 Business Address.....P. O. Box 310
 Phone Number.....2-2771
 Newspaper Affiliation.....Valley Daily
 Times News
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Joseph H. McGillvra
 Membership.....BAB
 Pres., Gen. Mgr.....J. C. Henderson
 Publicity Director.....Dorothy Forester

Sta., Comm. Mgr.....Jim Murphy
 Program Director.....Aileen Love
 Chief Engineer.....Jay H. Lamb

W I M O

WINDER—1952

Frequency: 1300 Kc....Power: 1000 Watts d.
 Owned-Operated By...Winder-Monroe Bcstg.
 Phone Number.....4831
 News Service.....UP
 President.....W. C. Woodall, Jr.
 Gen., Comm. Mgr.....C. H. Grider
 Prog. Dir., Prom. Mgr.....R. A. Jones
 Chief Engineer.....W. R. Powell

IDAHO

*Pop. April 1, 1953 (Est.) 617,000 — Total Housing Units 191,000
 Families April 1, 1953 (Est.) 174,000 — Stations in State 23*

K B L I

BLACKFOOT—1951

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....William I. Palmer
 Address.....Yellowstone Ave.
 Phone Number.....780
 Comm., Sta. Manager.....Carl Winther
 Program Director.....Vannie Winther
 Chief Engineer.....Myron "Mike" May

President.....Frank C. Carman
 Gen., Sta. Mgr.....Milo J. Petersen
 Commercial Manager.....Lou Clemens
 Program Director.....Del Lundbom
 Chief Engineer.....Le Roy O'Loughlin

K I D O

BOISE—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....KIDO, Inc.
 Business-Studio Add...Chamber of Comm. Bldg.
 Phone Number.....2-4611
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....Georgia M. Davidson
 General Mgr.....Walter E. Wagstaff
 Commercial Mgr.....Hugh Shelley
 Program Dir.....Jack Link
 Chief Engineer.....Harold W. Toedemeler

K D S H

BOISE—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By...Boise Valley Bcstrs., Inc.
 Business-Studio Address.....311 N. 10th St.
 Phone Number.....780
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Free & Peters
 Membership.....BAB
 Pres., Gen. Mgr.....H. Westerman Whillock
 Sta., Comm. Mgr.....Earl Glade Jr.
 Local Sales Mgr.....George Ganz Jr.
 Chief Engineer.....James Johtz Jr.

K B I O

**BURLEY—1947
 ABC-ROCKY MT. NET**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIO, Inc.
 Business-Studio Address.....P. O. Box 461
 Phone Number.....10
 News Service.....UP
 Transcription Service.....World
 Representative.....Donald S. Cooke
 President.....Jessica L. Longston
 Commercial Manager.....George MacDonald
 Gen., Sta. Mgr.....K. Clark
 Program Director.....Roy Lamont
 Chief Engineer.....Donald Lockwood

K G E M

BOISE—1946—ABC

Frequency: 1140 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
 Business-Studio Address.....5601 Cassia
 Phone Number.....4-3511
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....George P. Hollingsbery
 Membership.....NARTB

KCID

CALDWELL—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Caldwell Bcstg. Co.
 Business-Studio Address.....P. O. Box 1052
 Phone Number.....9-7444
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....UP
 Transcription Service.....World
 Pres., Comm. Mgr.....Clair B. Hull
 Sta., Gen. Mgr., Prog. Dir.....F. H. Booton
 Chief Engineer.....Richard Lewis

KVNI

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Coeur d'Alene Bcstg. Co.
 Business-Studio Address.....Blackwell Island
 Phone Number.....900
 Newspaper Affiliation.....The Press
 Air Time.....6 a.m.-11 p.m.
 Transcription Service.....Capitol
 President.....Burl C. Hagadone
 Gen., Sta., Comm., Prom. Mgr. Wayne E. Olsen
 Pgm., Pub. Dir.....Bernard V. Merriman
 Chief Engineer.....Don Schafer

KID

IDAHO FALLS—1928—CBS

Frequency: 590 Kc.....Power: 5000 Watts d.,
 1000 Watts n.

Owned-Operated By.....Idaho Radio Corp.
 Business-Studio Address.....Park & C St.
 Phone Number.....4
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....A. W. Schweider
 General-Station Manager.....C. N. Layne
 Commercial Manager.....Leonard Wasden
 Program Director.....Roy Southwick
 Chief Engineer.....Carrol Secrist

KIFI

IDAHO FALLS—1946—ABC-MBS
 INTERMOUNTAIN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Idaho Bcstg. &
 Television Co.

Bus.-Studio Address...No. Yellowstone Hiway
 Phone Number.....1054
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NARTB
 Pres., Gen. Mgr.....J. M. Brady
 Station Manager.....John R. Taylor
 Program Director.....Hal Simmons
 Publicity Director.....Wayne Davis
 Chief Engineer.....George Stone

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....H. E. Studebaker
 Business-Studio Address...Lewis-Clark Hotel
 Phone Number.....3-1551
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed and Company
 Membership.....NARTB, BAB
 General Manager.....H. E. Studebaker
 Station Manager.....Donald Thomas
 Commercial Manager.....Thomas Decker
 Program Director.....Bill Dodel
 Chief Engineer.....Gene Wilson

KRPL

MOSCOW—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Interstate Radio, Inc.
 Business Address.....P. O. Box 396
 Phone Number.....Moscow 2283
 News Service.....AP
 Transcription Service.....SESAC
 Representative..Walter Biddick (Pacific Coast)
 Membership.....NARTB
 President.....Ted R. Farrier
 Gen., Sta. Mgr., Pgm. Dir.Bert McAllister
 Comm., Sales Prom. Mgr.....J. V. Cooney
 Chief Engineer.....Herbert D. Young

KFXD

NAMPA—1930—MBS
 INTERMOUNTAIN

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Frank E. Hurt & Son
 Business Address.....Box 891
 Phone Number.....6-4611
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Avery-Knodel
 President.....Edward P. Hurt
 General Manager.....Doyle Cain
 Program Director.....Shirl Black
 Chief Engineer.....G. M. Rose

KWAL

OSBURN—1938—MBS

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....Silver Bcstg. Co.
 Business-Studio Address.....Osburn
 Phone Number.....8-2111
 Transcription Service.....World
 Representative.....Hal Holman
 Membership.....NARTB
 President.....Dr. J. R. Binyon
 Gen., Sta., Comm. Manager.....R. G. Binyon
 Program Director.....George Shreve
 Publicity Director.....Jane Cantrell
 Chief Engineer.....G. Turner Dreher

KJRL

POCATELLO—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio & Telev. Corp. of Idaho
 Address.....1140 Yellowstone Ave.
 Phone Number.....1240
 Newspaper Affiliation.....Idaho State Journal
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....CBS Radio Spot Sales
 Membership.....NAB
 Pres., Gen. Mgr.....Burl C. Hagadone
 Gen., Comm. Mgr.....Louis F. Haller
 Prog., Pub. Dir.....Dick Wright
 Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Service Corp.
 Business-Studio Address.....Hotel Whitman
 Phone Number.....4000
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription, Standard, Lang-Worth, Thesaurus
 Representative.....Weed and Co.
 Membership.....NARTB, BAB
 President.....O. P. Soule
 Gen., Comm. Mgr.....Henry H. Fletcher
 Publicity Dir.....Olive M. Leeney
 Program Director.....Ruth A. Fletcher
 Chief Engineer.....Ellis W. Call

KWIK

POCATELLO—1946—ABC-MBS
INTERMOUNTAIN

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned By.....Eastern Idaho Bcstg. & TV Co.
 Business-Studio Address.....Hotel Bannock
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....James M. Brady
 Gen., Sta. Mgr.....Charles Crabtree
 Commercial Manager.....Don W. Burden
 Program Director.....Earl Bingham
 Chief Engineer.....Delbert Williams

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Voice of The Rockies, Inc.
 Business-Studio Address.....Box 192
 Phone Number.....600
 Transcription Service.....Associated
 President.....Leon Smith

Gen., Sta. Mgr.....Rulon Dunn
 Commercial Mgr.....M. S. Stocking
 Chief Engineer.....D. A. Nash, Jr.

KRXK

REXBURG—1951

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Snake River Radio & TV Co., Inc.
 Address.....Box 301
 Phone Number.....700, 701
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 President.....Dr. M. F. Rigby
 Gen. Mgr., Chf. Engr.....Howard R. Chapman
 Program Director.....James G. Clawson

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bauer Bcstg. Co.
 Business Address.....Dover Rd.
 Phone Number.....555
 News Service.....UP
 Transcription Service.....Standard
 Pres., Gen. Mgr.....Norman Bauer
 Program Director.....Bill Banks
 Chief Engineer.....William Frey

KEEP

TWIN FALLS—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Sales Corp.
 Business Address.....Blue Lakes Blvd.
 Phone Number.....3002
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Membership.....BAB
 President.....D. Spencer Grow
 Station Manager.....Dewain Silvester
 Program Director.....Paul Droubay

KLIX

TWIN FALLS—1946—MBS-ABC

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern Idaho Bcstg. & Television Co.
 Business-Studio Address.....Elizabeth Blvd.
 Phone Number.....2820
 Air Time.....4:30 a.m.-1:00 a.m.
 News Service.....AP
 Transcription Service.....Capitol, MacGregor, Associated
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 V.P., Gen. Sta. Mgr.....Frank C. McIntyre
 Commercial Mgr.....Juneau H. Shinn
 Program Director.....Don Allen
 Sales Promotion Manager.....Bob Weggeland
 Chief Engineer.....Lloyd James

It's a fact...

Radio reaches and sells more people at far lower cost than any other medium.



It's also a fact...

WGN reaches more homes per week than any other Chicago station*... one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

*BMB... Study No. 2



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

K T F I

TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Business-Studio Address....241 Main Ave. W.
 Phone Number2400
 Air Time.....6 a.m.-12M.
 News ServiceUP
 Transcription Service...Standard, Lang-Worth
 RepresentativeWeed
 MembershipNARTB, BAB
 President.....O. P. Soule
 Gen.-Station-Comm. Manager...F. M. Gardner
 Sales Prom. Mgr.....K. W. Montgomery
 Program Director.....Jack Farrar
 Chief Engineer.....Marvin Hartley

K W E I

WEISER—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcst. Co.
 Business-Studio Address.....Box 791
 Phone Number700
 News ServiceAP
 Transcription ServiceCapitol
 MembershipBAB
 President.....M. V. Ling
 Commercial Manager.....S. B. Hale
 Sales Prom. Mgr., Ch. Eng....Edwin C. Miller
 Program Director.....Robert Riqler

ILLINOIS

Pop. April 1, 1953 (Est.) 9,214,000 — Total Housing Units 2,593,000
Families April 1, 1953 (Est.) 2,579,000 — Stations in State 78

W O K Z

ALTON—1948—KBS

Frequency: 1570 Kc.Power 1000 Watts
 Owned-Operated ByWOKZ, Inc.
 AddressHotel Stratford
 Phone Number3-5506
 Air Time.....Daytime
 News ServiceUP
 Transcription ServiceStandard
 Station Representative.....Sears & Ayer
 MembershipBAB
 President.....Edward A. Wheeler
 Gen. Sta., Comm. Mgr.....William R. Tedrick
 Prom. Mgr., Publ. Dir.....Allan Riehl
 Program Director.....Clyde Wiseman
 Chief Engineer.....C. L. Kennedy

News ServiceUP
 Transcription ServiceSESAC
 Co-o., Gen., Comm. Mgr...Leonard M. Johnson
 Co-o., Program Director...Leonard F. Johnson
 Chief Engineer.....Julian Emlen

W I B V

BELLEVILLE—1947

Frequency: 1060 Kc....Power: 250 Watts, d.
 Owned-Operated By.....Belleville Bcstg. Co.
 Bus.-Studio-Transmitter Address..2100 W. Main
 Phone Number5000
 News ServiceAP
 RepresentativeIndie Sales
 MembershipBAB
 President.....John W. Lewis
 Gen. Mgr., Pgm. Dir.....Paul O. Godt
 Comm., Prom. Mgr., Pub. Dir...Clarence Keller
 Chief Engineer.....Marvin Mollering

W M R O

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Martin R. O'Brien
 Business-Studio Address.....184 S. River
 Phone Number4215
 News ServiceINS
 Transcription ServiceLang-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

W J B C

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Bloomington Bcstg. Corp.
 Address.....209 E. Washington
 Phone Number5281
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....Thesaurus, World
 RepresentativeRambeau
 MembershipNARTB, BAB
 President.....Loring C. Merwin
 General Sta., Manager...Warner C. Tidemann
 Commercial Manager.....Harry Swift
 Program Director.....Gus Grebe
 News Director.....Keith Bright
 Chief Engineer.....Fred L. Bailey

W A V A

AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Johnson & Johnson
 Address.....P. O. Box 18
 Phone Number3311

WCFL

LOWEST COST PER THOUSAND
OF ANY 50,000 WATT STATION
IN CHICAGO

FOR DETAILS
CONTACT

PEGGY STONE
Radio-TV Representatives, Inc.
480 Lexington Ave.
New York City

MARTY HOGAN
WCFL
Chicago, Ill.

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number.....1490
Air Time.....Full Time
News Service.....UP
Representative.....John E. Pearson
Membership.....NARTB, BAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier

WBYS

CANTON—1947—KBS

Frequency: 1560 Kc....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Lynn Limits
Phone Number.....1877
Air Time.....Sunrise-Sunset
News Service.....AP
Transcription Service.....World
President.....H. R. Winsor

WCIL

CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address....219 W. Main St.
Phone Number.....167
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NARTB, BAB
Gen., Sta. Mgr., Chf. Engr....Paul F. McRoy
Commercial Manager.....Walter Schafar

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc.Power: 1000 Watts
Owned-Oper. ByCarmi Bdcstg Co.
Address101 South Walnut Street
Phone Number4161
News ServiceUP
Transcription Service....Lang-Worth, SESAC
RepresentativeSears & Ayer, Inc.
MembershipNARTB, BAB
PresidentRoy Clippinger
General Manager.....R. W. Cartier
Commercial Manager.....Jack Wiedemann
Program Director.....William Baker
Chief Engineer.....Gene McLin

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Superlor Bcstg. Service, Inc.
Business-Studio Address....502 Wabash Ave.
Phone Number.....520
Air Time.....Daytime
President.....Zola Compton

WCNT

CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Southern Illinois
Broadcasting Corp.
Business-Studio-Transmitter.....Centralia
Phone Number.....5151
News Service.....UP
Transcription Service.....Standard
President.....C. W. Rodgers
Gen., Sta., Comm. Mgr.....Merle G. Rogers
Program Director.....Ken Scott
Chief Engineer.....Dwight North

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner...The Champaign News Gazette, Inc.
Business Address.....48 Main St.
Phone Number.....6-1855
Air Time.....7 a.m. M.
News Service.....UP
Transcription Service.....World
Representative...Robert Meeker & Associates
Membership.....NARTB
President.....Mrs. Helen M. Stevick
General Manager.....J. A. McDermott
Station Manager.....Marc Howard
Chief Engineer.....Robert Schenke

WAFF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Phone Number.....Randolph 6-1932
News Service.....UP
Transcription Service.....Standard
Representative.....Burn-Smith Co., Inc.
President.....Ward A. Neff
Vice-President.....W. E. Hutchinson
Sta., Comm., Prom. Mgr.....Thomas L. Davis
Prog., Publ. Director.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of
Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....Radio-TV Reps., Inc.
Pres., Gen. Mgr.....Arthur F. Harre
Commercial Mgr.....Marty Hogan
Program Director.....Robert A. Platt
Chief Engineer.....Charles E. Willett

WAIT

CHICAGO—1941

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By. Radio Station WAIT
 Bus.-Studio Address. 75 E. Wacker Dr.
 Phone Number. Franklin 2-0660
 News Service. UP
 Transcription Service. Standard
 Representative. Young
 President. Gene T. Dyer
 General Manager. Earl Withrow
 Program Director. Rosemary Pitru
 Chief Engineer. Edward W. Jacker

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.
 Phone Number. Whitehall 4-6000
 Air Time. Full Time
 News Service. AP, UP
 Transcription Service. Associated
 Representative. CBS Radio Spot Sales
 President. Frank Stanton
 Vice-Pres., Gen. Mgr. H. Leslie Atlass
 Asst. Gen. Mgr. Kenneth B. Craig
 Commercial Manager. C. G. Johnston
 Program Director. Al Bland
 Sales Prom. Mgr. C. W. Doebler
 Chief Engineer. J. F. Hovy

WCBD

CHICAGO-ZION—1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By. Michael J. Mintern
 Business Address. 2714 Enoch Ave., Zion
 Phone Number. 521
 Managing Director. Michael J. Mintern
 Commercial Manager. Carl Q. Lee

WCRW

CHICAGO—1926

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By. Clinton R. White
 Address. 2756 Pine Grove Ave.
 Phone Number. EAstgate 7-6860
 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 Number. 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
 Chief Engineer. John R. Rimicci

WENR

CHICAGO—1924—ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Operated By. American Bcstg. Co.
 Business-Studio Address. 20 N. Wacker Dr.
 Phone Number. ANdover 3-0800
 News Service. AP, UP
 Representative. ABC Spot Sales
 President (ABC). Robert E. Kitner
 Vice Pres. Gen. Div. ABC. John H. Norton, Jr.
 Station Manager. Edward Lynch
 Promotion Manager. Jim Duffy
 Program Director. Burr E. Lee
 Chief Engineer. Ed Horstman

WGES

CHICAGO—1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By. Radio Station WGES
 Business-Studio Address. 2708 Wash. Blvd.
 Phone Number. SAcramento 2-1700
 News Service. UP
 Transcription Service. Associated
 General, Station Manager. John A. Dyer
 Commercial Mgr. Elizabeth M. Hinzman
 Sales Promotion Manager. K. P. Freda
 Program Director. Herbert Rudolph
 Chief Engineer. William Shunk

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By. WGN, Inc.
 Bus.-Studio Address. 441 N. Michigan Ave.
 Phone Number. SU 7-0100
 Newspaper Affiliation. The Chicago Tribune
 Air Time. Full Time
 News Service. AP, INS, UP
 Transcription Service. Standard
 Representative. Hollingberry
 Membership. NARTB, BAB
 President. Col. Robert R. McCormick
 General Sta. Manager. Frank P. Schreiber
 Commercial Manager. William A. McGuineas
 Sales Promotion Manager. Charles A. Wilson
 Program Director. Bruce Dennis
 Publicity Director. James Hanlon
 Dir. of Engineering. Carl J. Meyers

(See Page 402)

WHFC

CHICAGO—1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. WHFC, Inc.
 Address. 3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone Numbers. Cliffside 4-7411,
 Townhall 3-6305
 Air Time. Full Time
 News Service. AP
 Pres.-Gen. Mgr. Richard W. Hoffman

*The Purpose of Advertising
is to get*

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers — and that midwest people *buy* the products they hear about on WLS.

Listener loyalty produces advertising results.

| | | | | | |
|-----------------------|---------|-------------------------|---------|------------------------|---------|
| Bristol-Myers | 9 yrs. | Pioneer Hibred Co. | 16 yrs. | Colgate-Palmolive-Peet | 10 yrs. |
| Ralston-Purina | 12 yrs. | Chrysler Corp. | 8 yrs. | Vick Chemical Co. | 14 yrs. |
| Allied Mills | 14 yrs. | Oshkosh Overall Co. | 16 yrs. | Murphy Products Co. | 21 yrs. |
| Block Drugs | 9 yrs. | Procter & Gamble | 16 yrs. | Groves Laboratories | 10 yrs. |
| Campbell Cereal Co. | 23 yrs. | Carter Medicine Co. | 15 yrs. | Sterling Drug | 9 yrs. |
| Consolidated Products | 12 yrs. | Flex-O-Glass | 16 yrs. | Keystone Steel & | |
| Phillips Petroleum | 9 yrs. | Lever Bros. | 8 yrs. | Wire Co. | 21 yrs. |
| General Foods | 9 yrs. | Hulman & Co | 13 yrs. | Metropolitan Life Ins. | 8 yrs. |
| Standard Brands | 7 yrs. | Little Crow Milling Co. | 14 yrs. | | |

50,000 WATTS
CLEAR CHANNEL



ABC NETWORK
890 KILOCYCLES

The
PRAIRIE
FARMER
STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

Station Manager.....Marie E. Clifford
 Comm., Prom. Mgr.....Flo Summers
 Program Director.....R. Kennedy
 Chief Engineer.....Elmer P. Hayes

WIND
 CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio Corp.
 Bus.-Studio Address.....400 N. Michigan Blvd.
 Phone Number.....Whitehall 4-2170
 Transcription Service.....Standard
 Air Time.....Unlimited
 News Service.....AP, UP
 Representative.....AM Radio Sales
 President, General Manager...Ralph L. Atlass
 Commercial Manager.....John T. Carey
 Program Director.....H. Leslie Atlass, Jr.
 Sales Promotion Manager...Walter Rubens, Jr.
 Publicity Director.....Geraldine Hanson
 Chief Engineer.....Kenneth C. Shirk

WJJD
 CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Operated By....Field Enterprises, Inc.
 Bus.-Studio Address...230 N. Michigan Ave.
 Phone Number.....State 2-5466
 Air Time.....4 a.m.-sundown
 News Service.....UP
 Transcription Service....Standard, Capitol, Thesaurus, World
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Marshall Field
 General, Station Manager..Frederick G. Harm
 Comm., Prom. Mgr.....Robert W. Ward
 Program Director.....Peter G. Moon
 Publicity Director.....Dick McNeeley
 Chief Engineer.....Walter F. Myers

WLS
 CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Operated By...Agricultural Bcstg. Co.
 Business Address...1230 Washington Blvd.
 Phone Number.....MO 6-9700
 Air Time...Mon. thru Fri: 10 hrs., Sat., 19 hrs.
 News Service.....AP, UP, Overseas N.
 Transcription Service.....Standard
 Representative.....John Blair
 Membership.....NARTB
 President.....James E. Edwards
 Gen., Sta. Mgr.....Glenn Synder
 Commercial Manager...Charles M. Freeman
 Sales, Prom. Mgr.Warren W. Middleton
 Program Director.....Harold Safford
 Publicity Director.....John Drake
 Chief Engineer.....Thomas Rowe

(See Page 407)

WMAQ
 CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
 Owned-Operated By..National Bcstg. Co., Inc.
 Business-Studio Address....Merchandise Mart
 Phone Number.....SUperior 7-8300
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC
 Membership.....NARTB
 President.....Joseph McConnell
 V.P.-General Manager.....Harry Kopf
 Commercial Manager.....Rudi Neubauer
 Sales Promotion Manager.....John Keys
 Program Director.....Homer Heck
 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 Number.....MONroe 6-9060
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Forjoe
 Gen. Mgr., Pgm. Dir.....Robert O. Miller
 Commercial Manager.....Julius Miller

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Cornbelt Bcstg. Co.
 Business Address.....401½ S. Side Sq.
 Phone Number.....305
 Representative.....Holman
 President.....J. R. Livesay
 V.P., Gen., Sta. Mgr.....Rolland O. Looper
 Comm., Prom. Manager.....James Williams
 Prog., Publ. Director.....Frank C. Jennings
 Chief Engineer.....R. O. Looper

WDAN
 DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Northwestern Pub. Co.
 Address.....17 W. North St.
 Phone Number.....1700
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Everett-McKinney, Inc.
 Membership.....NARTB, BAB
 Gen., Sta., Comm., Prom. Mgr. Robert J. Burow
 Program, Publicity Dir....Honore E. Ronan
 Chief Engineer.....T. G. Magin

W D Z

DECATUR—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WDZ Bcstg. Co.
 Business-Studio Address 265 S. Park St
 Phone Number 3-9744
 News Service UP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President Charles C. Caley
 Gen., Sta. Mgr. Frank C. Schroeder, Jr.
 Commercial Manager Howard G. Bill
 Program Director William F. Miller

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Illinois Bcstg. Co.
 Address Rt. 48 at N. Jasper St.
 Phone Number 5371
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Weed
 Membership NARTB, BAB
 President Frederick W. Schaub
 General Manager Merrill Lindsay
 Prom., Comm. Mgr. Charles F. Bruce
 Program Director Jay Giles
 Chief Engineer Allan Doyle

W L B K

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. .DeKalb Radio Studios, Inc.
 Business-Studio Address 153 N. Third St.
 Phone Number 2677
 News Service AP
 Transcription Service Capitol
 President George Spitz
 General Manager R. C. Brown
 Commercial Manager L. M. Still
 Program Director William Beauchamp
 Chief Engineer Robert Senne

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By On the Air, Inc.
 Business-Studio Address 5th & Broadway
 Phone Number Upton 4-4390
 News Service UP
 Transcription Service SESAC
 Representative Sears & Ayer
 General Manager Frank J. Prendergast
 Asst. Manager Elmer Willrich
 Program Director Dan Stengel
 Chief Engineer Erle E. White

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By Effingham Bcstg. Co.
 Business-Studio Address 110 N. Banker St.
 Phone Number 1090
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Membership NARTB
 President Joseph E. McNaughton
 General Manager Jack Armel
 Chief Engineer G. S. Kregotis

W R M N

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By The Elgin Bcstg Co.
 Address Fox Hotel
 Phone Number 7700-1
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey MvGillvra
 President Joseph E. McNaughton
 Gen., Sta., Comm. Mgr. Dick Sutter
 Prog. Dir., Chf. Engr. George J. Merker

W N M P

EVANSTON—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Evanston Bcstg. Co.
 Business-Studio-Transmitter... 2201 Oakton St.
 Phone Number Greenleaf 5-1590
 Air Time Sunrise-sunset
 News Service INS
 Transcription Service Capitol, Standard
 Membership NARTB, BAB
 President Fred S. Newton
 Gen., Sta., Comm. Mgr. Angus D. Pfaff
 Production Director Lee P. Mehlig
 Chief Engineer Albert Griffin

W F R L

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Freeport Bcstg. Co., Inc.
 Business-Studio Address 9 N. Chicago Ave.
 Phone Number State 436
 News Service AP
 Representative Sears & Ayer
 Pres., Gen. Mgr., Ch. Engr. . Vincent S. Barker
 Commercial Manager Dave Taylor
 Program Director Ralph Reynolds

W G I L

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. . Galesburg Bcstg. Co., Inc.
 Business Address 312 Hill Arcade
 Phone Number 4626
 Newspaper Affiliation. "Daily Register Mail"

Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWm. G. Rambeau
 PresidentMrs. O. N. Custer
 Sta., Gen. Mgr.Robert W. Frudeger
 Commercial Mgr.Roger L. Hoffman
 Program Director.....G. F. Thoma
 Chief Engineer.....H. H. Frederick

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter...100 E. Poplar St.
 Phone Number28
 Air Time.....Full Time
 News ServiceUP
 MembershipNARTB, BAB
 Gen.-Station-Comm. Mgr.....Inglls M. Taylor
 Sales Prom. Mgr.....Ken Hamilton
 Program Director.....Dorice Turner
 Publicity Director.....Eddie Wise
 Chief Engineer.....Elmer L. Gladson

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business-Studio Address.....P. O. Box 179
 Phone Number382
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceLana-Worth
 Representative.....John E. Pearson
 MembershipNARTB, BAB
 President.....Orville W. Lyerla
 General Manager.....Charles R. Cook
 Sales Promotion Manager.....Fred Simmons
 Chief Engineer.....Ben Orf

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Jacksonville Radio &
 TV B'csting Corp.
 Business-Studio.....Fox-Illinois Theater Bldg.
 Phone Number1180
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription ServiceWorld
 Newspaper Affiliation“Journal-Courier”
 RepresentativeHal Holman
 MembershipNARTB, BAB
 President.....Robert A. Fay
 V.-P., Gen., Sta. Mgr.....R. Karl Baker
 Program Director.....T. J. Fairburn
 Chief Engineer.....G. J. Cassens

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter...601 Walnut St.
 Phone Number4761
 Air Time.....7 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeHolman
 MembershipBAB
 PresidentCalvin Wilson
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
 Promotion Manager.....Marion Warner
 Program Director.....Eileen Caron
 Chief Engineer.....Lester DeCosta

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Kankakee Daily Journal Co.
 Business-Studio Address...183 N. Schuyler Ave.
 Phone Number3-6633
 Air Time.....Daytime
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeHal Holman
 MembershipNARTB
 President.....Leslie C. Small
 General ManagerBurrell Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Robert Hawkins
 Program Director.....Orren Alain
 Chief Engineer.....Richard Eckels

WKEL

KEWANEE—1952

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Kee Bcstg. Co.
 Address.....207 Baker Bldg.
 Phone Number4471
 News ServiceAP
 Transcription ServiceLang-Worth
 Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By....The La Grange Bcstg. Co.
 AddressBox 408
 Phone Number928-W
 Air TimeDaytime
 Gen., Sta. Mgr., Chief Engr.....Russ Salter
 Commercial Manager.....Ralph Faucher

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 Number3100
 Air TimeDaytime
 News ServiceAP
 Transcription Service.....RCA, Thesaurus
 MembershipNARTB, BAB
 PresidentPeter Miller
 General-Commercial Mgr.....William Holm
 Program Director.....Donald Frost
 Pub., News Director.....Laverne Waltman
 Chief Engineer.....Lawrence McCann

W P R C

LINCOLN—1947—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Prairie Radio Corp.
 Address.....P. O. Box 37
 Phone Number1370
 Air TimeDaytime
 News ServiceAP
 Transcription Service.....Lang-Worth
 RepresentativeRambeau
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Ray F. Knochel
 Commercial Manager.....Saunders Devine
 Sales Prom. Mgr.....Earle Layman
 Program Director.....William H. Brady
 Publicity Director.....J. Evans Crowell
 Chief Engineer.....Donald Thompson

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.
 Address.....Box 72
 Phone Number100
 News ServiceAP
 Air TimeDaytime
 MembershipBAB
 Pres., Gen. Mgr.....Hayward L. Talley
 Chief Engineer.....Ralph T. Day, Jr.

W K A I

MACOMB—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Macomb Bcstg. Co.
 Business-Studio Address...113 E. Carroll St.
 Phone Number1350
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....Lang-Worth
 MembershipNARTB
 Pres., Gen. Mgr.....Wm. E. Schons
 Sta., Comm. Mgr.....Gene Larsen
 Sales Prom. Mgr.....Wayne Kennedy
 Program Director.....Marvin Schulz
 Chief Engineer.....Victor Anderson

W G G H

MARION—1944

Frequency: 1150 Kc.....Power: 500 Watts d.

Owned-Operated By.....George W. Dodds
 Business Address.....P. O. Box 228
 Phone Number824
 News ServiceAP
 Transcription Service.....Associated
 Representative.....Sears & Ayer
 MembershipBAB
 Pres., Gen. Manager.....George W. Dodds
 Commercial Manager.....Raymond L. Hatley
 Prog. Dir., Sta. Mgr.....James W. Duncan
 Chief Engineer.....Orville D. Jackson

W L B H

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Mattoon Bcstg. Co.
 Bus.-Studio Address...17th & Broadway Ave.
 Phone Number6464
 Air TimeLocal sunrise-local sunset
 News ServiceAP
 Transcription Service.....Standard
 RepresentativeHolman
 MembershipNARTB, BAB
 President, Gen.-Station Mgr.....J. R. Livesay
 Commercial Manager.....Ken Wooddell
 Sales Promotion Manager.....Dwain Bower
 Program Director.....Robert Gwess
 Chief Engineer.....Ray Livesay

W M O K

METROPOLIS—1951—KBS

Frequency: 920 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Fort Massac Bcstg. Co.
 Address.....P. O. Box 721
 Phone Numbers2106
 Transcription Service.....Thesaurus
 News ServiceUP
 Representative.....Indie Sales, Inc.
 MembershipNARTB, BAB
 Gen., Sta., Comm. Mgr.....James H. Firmin
 Program Director.....J. R. Wetherington
 Chief Engineer.....Carlos Steel

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Quad-City Bcstg. Corporation
 Address.....Radio Center
 Phone Number4-6727
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Capitol
 Representative.....Geo. P. Hollingberry Co.
 President.....Dalton A. LeMasurier
 Gen., Comm. Mgr.....G. LaVerne Flambo
 Promotion Manager.....Louise Murphy
 Program Director.....Benne Alter
 Chief Engineer.....Harold Higby

WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. J. R. Brewer & S. P. Bellinger
 Address. P. O. Box 184
 Phone Number 1360
 Air Time Daytime
 News Service UP
 Co-owner James R. Brewer
 Co-owner & Gen. Mgr. Stephen P. Bellinger
 Asst. Manager. Vernon Nunn
 Program Director. Gil Wallace
 Chief Engineer. Eugene D. Garrett

WMIX

MT. VERNON—1946

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mt. Vernon Radio & Tel. Co.
 Address. 121½ N. 9th St.
 Phone Number 3500
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General, Commercial Manager. James E. Muse
 Program Director. Willard J. Purser
 Sales Promotion Manager. Claude E. Schoen
 Chief Engineer. Alva Hulbert

WOPA

OAK PARK—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Village Bcstg. Co.
 Address. 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 President. William L. Klein
 General Manager. Egmont Sonderling
 Program Director. Martin Bouhan
 Chief Engineer. Sidney Schneider

WVLN

OLNEY—1947—KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By. Olney Bcstg. Co.
 Business-Studio Address Olney
 Phone Number 935
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Pres., Gen., Sta. Mgr. Marshall H. Poole
 Prom. Mgr., Prog. Dir. Bert DeBarr
 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 Number 551
 News Service UP
 Transcription Service SESAC
 Representative. Sears & Ayer
 Pres., Gen. Mgr. Carl H. Meyer

WPRS

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By. Paris Bcstg. Corp.
 Address. 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 Pres., Gen., Sta., Comm. Mgr.
 Adlai C. Ferguson Jr.
 Program Director. Carl E. Sunkel
 Chief Engineer. William Hunt

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By. Pekin Bcstg. Co., Inc.
 Business-Studio Address. 15 S. Capitol St.
 Phone Numbers 3400-01
 Air Time Daytime
 News Service AP
 Representative Hal Holman
 Membership NARTB, BAB
 Pres., Gen. Mgr. W. Kenneth Patterson
 Commercial Manager. James T. Butler
 Publicity Director. George Udry
 Program Director. Robert R. Snow
 Chief Engineer. W. K. Patterson

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By. West Central Bcstg. Co.
 Address. Commercial Natl. Bank Bldg.
 Phone Number 3-3688
 Air Time. 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President. Sen. Robert S. Kerr
 Gen. Mgr. Fred C. Mueller
 Program Director. Robert Fransen
 Publicity Director. 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 Number 4-9239
 Air Time..... Full Time
 News Service UP
 Transcription Service Associated
 Representative Avery-Knodel
 President..... Timothy W. Swain
 General, Station Manager..... Tom Gavin
 Commercial Manager..... Joe Faulkner
 Prom., Publ. Dir..... Lloyd Harvey
 Prog. Dir..... Paul C. Brines
 Chief Engineer..... Rudolph Luukinen

WMBD

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By..... Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Air Time..... Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Charles C. Caley
 Commercial Manager..... Harold V. Phillips
 Prom. Mgr., Pub. Dir..... Robert M. Riley, Jr.
 Program Director..... Marvin H. Hult
 Chief Engineer..... A. James Ebel

WP EO

PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... WP EO, Inc.
 Address..... 225 Main St.
 News Service UP
 Membership NARTB, BAB
 President William Ware
 Gen., Sta., Prom., Comm. Mgr.
 John R. Livingston
 Prog., Pub. Dir..... Gordon Joyner
 Chief Engineer..... Virgil Taylor

WTVH

PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By..... Hilltop Bcstg. Co.
 Address..... 410 Fayette St.
 Phone Number 6-8771
 Air Time..... Full Time
 News Service INS
 Transcription Service Cole
 Representative..... Sears & Fyer
 Pres., Gen. Mgr..... Hugh R. Norman

Sta., Comm. Mgr..... O. H. Duewall
 Sales Prom. Mgr..... Dorris Duewall
 Prog., Publ. Dir..... George B. Norman
 Chief Engineer..... Walter F. Keam

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By..... Quincy Bcstg. Co.
 Business-Studio Address..... Hotel Quincy
 Phone Number 6840
 Air Time..... Full Time
 Newspaper Affiliation... Quincy Herald Whig
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President..... T. C. Oakley
 General Manager..... Joseph S. Bonansinga
 Program Dir..... Paul McClelland
 Chief Engineer Edmund Derhake

WTAD

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 5000 d.;
 1000 n.
 Owned-Operated By..... Lee Bcstg., Inc.
 Business-Studio Address..... W.C.U. Bldg.
 Phone Number 6200
 Air Time..... Full Time
 News Service..... AP, UP
 Representative..... Weed & Co.
 Membership NARTB, BAB
 President..... Lee P. Loomis
 General Manager..... Walter Rothschild
 Commercial Manager Lloyd Loers
 Sales Prom. Mgr..... John Phillips
 Program Dir..... Merritt Milligan
 Chief Engineer..... Urlin Whitman

WROK

ROCKFORD—1929—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Winnebago
 Newspapers, Inc.
 Bus-Studio Address..... Rockford Newstower
 Phone Number 2-6621
 Air Time..... Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Headley-Reed
 President..... E. K. Todd
 General Manager..... Walter M. Koessler
 Commercial Manager..... John J. Dixon
 Publicity Dir..... Betty L. Thro
 Program Director..... Maurice P. Owens
 Chief Engineer..... Morey Nelson

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By...Rock Island Bcstg. Co.
 Business-Studio Address321 18th St.
 Phone Number6-5441
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....Standard, World
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 President.....Ben H. Potter
 Gen. Sta. Mgr.....Leslie C. Johnson
 Comm., Prom. Mgr.....Maurice Corken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett

W C V S

SPRINGFIELD—1926—ABC-MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Phone Number9855

Air Time.....Full Time
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipBAB
 President.....H. L. Dewing
 Comm., Prom., Gen. Mgr.....C. W. Neeld
 Program Director.....John Gell
 Chief Engineer.....R. Ashenfelter

W M A Y

SPRINGFIELD—1950—NBC

Frequency: 970 Kc....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Lincoln Bcstg. Corp.
 Address.....711 Myers Bldg.
 Phone Number6963
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....John E. Pearson
 MembershipNARTB
 Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
 Program Director.....Syl Binkin
 Prom., Publ. Dir.....Mel Kempe
 Chief Engineer.....Melvin Feldman

THESE FACTUAL DATA* WILL HELP YOU BUY
 THE QUAD-CITY MARKET

A PREFERRED MARKET
 AMONG THE 162 STANDARD
 METROPOLITAN AREAS

| | |
|------------------|---------------------------------------|
| 82 ND | IN POPULATION |
| 74 TH | IN RETAIL SALES |
| 67 TH | IN BUYING POWER |
| 11 TH | IN EFFECTIVE BUYING INCOME per CAPITA |

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas —on a recognized reliable basis —Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio and Television.

* Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite

WHBF

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery Knodel Inc

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: WTAX, Inc.
 Address: Route 66 & E. Cook St.
 Phone Number: 2-4441
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed
 Membership: NARTB, BAB
 Pres., Gen. 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.
 Phone Number: Main 3400
 News Service: UP
 Transcription Service: Capitol, Lang-Worth
 Membership: NARTB
 Pres., Gen. Mgr.: Sam Bartlett
 Comm. Mgr.: Lillian Bartlett
 Program Director: John Rohwer
 Chief Engineer: Ed Fisher

WTIM

TAYLORVILLE—1951

Frequency: 1410 Kc. Power: 1000 Watts d
 Owned-Operated By: Moyer Bcstg. Co.
 Phone Number: 1410
 Transcription Service: Standard, Thesaurus
 Representative: Sears & Ayer
 Co-Owners: Russell Armentrout, Roger Moyer
 Gen., Prom., Comm. Mgr.: Keith Moyer
 Program Director: James C. Hilderbrand
 Chief Engineer: Tom Mathis

WKID

URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By: Sterling Bcstg. Co.
 Address: P. O. Box 192
 Phone Number: 75431
 Air Time: Daytime
 News Service: UP
 Representative: Joseph Hershey Malgivrva
 Ptnr., Comm., Prom. Mgr.: R. E. J. Snyder
 Ptnr., Prog. Publ. Dir., Chf. Engr.

G. W. Phillippe

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By: News-Sun Bcstg. Co.
 Business Address: P. O. Box 500
 Phone Number: Delta 6-7900
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: McGillvra
 President: Frank H. Just
 Gen., Comm. Mgr.: Joseph B. Kirby
 Sales Prom. Mgr.: Charles E. Wilson
 Chief Engineer: Stanley G. Chadwick

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Pyramid Radio Bcstg. & TV Co.
 Address: S. Logan St.
 Phone Number: 1300
 News Service: UP
 Transcription Service: Thesaurus
 Station Manager: Robert O. Veach
 Program Director: Robert Peal
 Chief Engineer: Everett Kennedy

WHY IS AP
THE BEST?

BECAUSE—AP is faster,
 more complete,
 more accurate
 than any other
 news service.

INDIANA

Pop. April 1, 1953 (Est.) 4,050,000 — Total Housing Units 1,239,000
Families April 1, 1953 (Est.) 1,165,000 — Stations in State 46

WCBC

ANDERSON—1947

Frequency: 1470 Kc.Power: 1000 Watts d.
Owned-Operated ByCivic Bdcstg Corp.
Address204 Tower Bldg.
Phone Number3-5321
News ServiceAP
Transcription ServiceWorld, M. M. Cole
MembershipNARTB
PresidentPaul E. Billheimer
Sta., Comm. Mgr.Mel H. Krehbiel
Program DirectorCedric Harger
Chief EngineerCurtis Gordon

WHBU

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio640 Citizens Bank Bldg.
Phone Number7791
Air TimeFull Time
News ServiceAP
Transcription ServiceNBC Thesaurus
RepresentativeBolling Co.
MembershipNARTB
PresidentC. Bruce McConnell
General ManagerJohn R. Atkinson

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated By...Radio Bedford, Inc.
AddressRadio Farm, P. O. Box 169
Phone Number4421-4422
Air TimeFull Time
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeW. S. Grant
Pres., Gen. Mgr.William C. Smith, Jr.
Sta., Comm. Mgr.Louis E. Gaines
Program DirectorClaude Parsons
Chief EngineerCarl J. Finger

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc.Power 5000 Watts d.;
500 Watts n.
Owned-Oper. BySarkes Tarzian, Inc.
Business-Studio Address537 S. Walnut St.
Phone Number2-3366
Air TimeFull Time
News ServiceAP
Transcription ServiceWorld
RepresentativeRobert Meecker Associates
MembershipNARTB, BAB
PresidentSarkes Tarzian

General Mgr.Glenn Van Horn
Comm., Sales Prom. Mgr.Ray Bartlett
Program DirectorGeorge Fleetwood
Chief EngineerGerald Dyer

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc.Power: 250 Watts d.
Owned-Oper. ByBoonville Bcstg. Co.
AddressLynville Rd.
Phone Number980
News ServiceUP
Transcription ServiceCole
Co-O., Gen., Comm. Mgr., Chi. Engr.
H. C. Sanders

Co-O., Asst. Mgr., Pgm. Dir.Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc.Power: 250 Watts d.
Owned-Oper. BySyndicate Theatres, Inc.
Address427 Third St.
Phone Number3397
Transcription Service...Associated, Thesaurus
News ServiceAP
PresidentJoseph Fineran
General ManagerDick Jewell
Program DirectorErnie Kerns
Publicity DirectorBob Doll
Chief EngineerPhil Hurlbut

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc.Power: 250 Watts d.
Owned-Operated ByNews Examiner Co.
Business-Studio Address406 Central Ave.
Phone Number1950
News ServiceUP
Transcription ServiceWorld
RepresentativeGill-Keefe & Perna
SecretaryG. S. Tatman
General ManagerE. M. Jackson
Program DirectorRalph T. Underwood
Chief EngineerJames C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc.Power: 250 Watts
Owner-Oper. ByTruth Publishing Corp.
Business-Studio Address116 S. Second St.
Phone Number3-1960
Newspaper AffiliationTruth
Air Time6 a.m.-M.
News ServiceUP
RepresentativeJohn E. Pearson Co.
MembershipNARTB

Gen., Sta. Mgr.....Donald McFall
 Commercial Mgr.....Don Freed
 Program Director.....Jerry Maloney
 Chief Engineer.....Lester Zellmer

W E O A

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address.....24 N.W. 3rd St.
 Phone Number4-9215
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr...Don Menke
 Sales Prom. Mgr., Prog., Pub. Dir...Wm. R. Fall
 Chief Engineer.....William Schultz

W G B F

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....On The Air, Inc.
 Business-Studio Ad.1001 Diamond Ave.
 Phone Number21171
 Representative.....Weed & Co.
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB
 President.....Alvin Q. Eades
 General, Station Manager....Martin L. Leich
 Sales Prom. Manager.....Guy R. Crecelius
 Publicity Director.....Del Greenwood
 Program Director.....Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoeny

W I K Y

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Address.....P. O. Box 148
 Phone Number4-8284
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....John E. Pearson Co.
 Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
 Chief Engineer.....George F. Stoltz

W J P S

EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WJPS, Inc.
 Business-Studio Address.....206 Main St.
 Phone Number5-2221
 Air Time.....Unlimited
 News Service.....AP

Transcription Service.....Standard, World
 Representative.....George P. Hollingbery
 President.....Robert S. Davis
 Gen., Sta. Mgr.....Robert J. McIntosh
 Commercial Manager.....Jack McLean
 Sales Prom. Mgr., Pub. Dir.....Bob Wynn
 Program Director.....Verne Paul
 Chief Engineer.....James Jared

W A N E

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 Number.....Anthony 6212
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Boiling
 President.....C. Bruce McConnell
 General Manager.....Robert McConnell
 Station Manager.....Charles E. Kennedy
 Local Commercial Manager....Merlin Smith
 Program Director.....Robert Hill
 Comm. Mgr., Pub. Dir.....Glenn Elliot
 Chief Engineer.....William Wallace Warren

W G L

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 NumberEastbrook 3366
 Air Time.....Full Time
 Newspaper Affiliation.....News-Sentinel
 News Service.....UP
 Transcription Service.....Lang-worth
 Representative.....Headley-Reed
 President.....Helen R. Foellinger
 General Manager.....Pierre Boucheron
 Commercial Mgr.....Merrill C. Johnson
 Prom. Mgr., Pub. Dir.Richard M. Katt
 Program Director.....Norman Widenhofer
 Chief Engineer.....Don Holzapfel

W K J G

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
 Owner...Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add.220 E. Jefferson St.
 Phone NumberAnthony 2295
 News Service.....UP
 Transcription Service.....World
 Representative.....Raymer
 President.....Clarence L. Schust
 General Manager.....Edward G. Thoms
 Asst. to Mgr.....Hilliard Gates
 Commercial Manager.....Carl B. Evans
 Program Dir.....Calo O. Mahlock

W O W O

FT. WAYNE—1925—NBC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owner Westinghouse Radio Stations, Inc.
 Bus. Studio Address. 124 W. Washington Blvd.
 Phone Number Anthony 2136
 Air Time Unlimited
 News Service UP
 Transcription Service RCA Thesaurus
 Representative Free & Peters
 Membership BAB
 President E. V. Huggins
 General Manager J. E. Baudino
 Commercial Manager Paul E. Mills
 Sales Prom. Mgr. Jess L. Hadsell
 Sales Service Director. Hilda C. Wohrmeyer
 Sta. Mgr. Carl Vandagriff
 Program Director Guy Harris
 Chief Engineer Bruce H. Ratts

W G R Y

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By WGRY, Inc.
 Address Lake Hotel
 Phone Number 5-5151
 News Service UP
 Transcription Service SESAC
 Representative Indie Sales
 Pres., Chief Engineer. George Whitney
 Gen., Comm., Prom. Mgr. Bob Ross Smith
 Program Director Dan McHugh

W W C A

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By .. Lake Bdcstg Co., Inc.
 Address Hotel Gary
 Phone Number 9171
 Air Time Unlimited
 News Service AP
 Membership BAB
 Pres., Gen., Sta. Mgr. Dee O. Coe
 Comm., Sl., Prom. Mgr. Joe Fife
 Program, Publicity Director. Todd Branson
 Chief Engineer Victor Voss

W J O B

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By South Shore Bcstg. Corp.
 Business-Studio Address. 449 State St.
 Phone Number Sheffield 8400
 News Service UP
 Representative Joseph Hershey McGillvra
 Pres., Gen. Mgr. R. C. Adair
 Commercial Manager Ed Rozhon
 Program Director Bill Wobus
 Chief Engineer Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By WFMB, Inc.
 Business-Studio Address. 1330 N. Meridian St.
 Phone Number Lincoln 8506
 News Service AP, INS
 Representative Katz
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.
 Commercial Manager William F. Kiley
 Prom. Mgr., Pub. Dir. David F. Milligan
 Program Dir. Frank O. Sharp
 Chief Engineer Harold Holland

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By WIBC, Inc.
 Business-Studio Address. 30 W. Washington St.
 Phone Number Lincoln 2305
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus, SESAC,
 Cole
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Mgr. Richard M. Fairbanks
 Asst. Gen. Mgr. R. J. Myers
 Commercial Manager Gilbert I. Berry
 Program Director William L. Dean
 Chief Engineer Robert W. Minton

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By Indianapolis Bcstg., Inc.
 Business-Studio Add. 307 N. Pennsylvania St.
 Phone Number Plaza 1541
 Newspaper Affiliation. Central Newspaper
 News Service AP, UP
 Transcription Service World
 Representative Free & Peters
 Membership BAB
 President Eugene C. Pulliam
 V.P., Gen. Mgr. Willard C. Worcester
 Commercial Manager Daniel C. Park
 Prom. Mgr., Pub. Dir. Ward C. Glenn
 Program Director M. Wayland Fullington
 Chief Engineer Eugene E. Alden

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5000 Watts .d;
 1000 n.
 Owned-Oper. By Universal Bcstg. Co., Inc.
 Business-Studio Address. 1440 N. Meridian St.

Phone Number.....Plaza 4595
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Bolling
 Membership.....NARTB
 President.....C. Bruce McConnell
 General Manager.....Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir.....Reid Chapman
 Station Manager.....William H. Spencer
 Program Director.....William E. Frosch
 Chief Engineer.....Stokes Gresham, Jr.

WXLW
 INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Indianapolis, Inc.
 Phone Number.....Hickory 6494
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....John Pearson Co.
 President.....Lyman S. Ayres
 General Manager.....Robert D. Enoch
 Program Director.....G. A. Smith, Jr.
 Chief Engineer.....Bert Goetzinger

WITZ
 JASPER—1948

Frequency: 990 Kc.Power: 1000 Watts d.
 Owned-Operated By ..Jasper on the Air Inc.
 Address.....P. O. Box 167
 Phone Number.....Jasper 678
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World
 President.....Dr. Gilbert E. Metzger
 General, Sta. Manager.....F. A. Higgins
 Commercial Manager.....Dennis J. Keller
 Sales Prom. Mgr.....Joe Salvi
 Publicity Director.....Vita Siefert
 Program Director.....Pat Bohnert
 Chief Engineer.....Jim Young

WIOU
 KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owner.....North Central Indiana Bcstg. Corp.
 Business-Studio Address...212½ No. Main St.
 Phone Number.....6194
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....Richard Blackledge
 V.P., Gen., Sta. Mgr.....John Carl Jeffrey
 Program Director.....William R. Cox
 Publicity Director.....Robert Bruner
 Chief Engineer.....Chester Rector

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc.....Power: 250 watts
 Owned-Operated By.....WFAM, Inc.
 Business-Studio Address.....McCarty Lane
 Phone Number.....Lafayette 2-4300
 Air Time.....Full Time
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Membership.....NARTB, BAB
 President.....O. E. Richardson
 General Manager.....E. R. Herkner
 Program Director.....Richard W. Long
 Chief Engineer.....Harry Garba

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....La Porte Bcstg. Co.
 Business-Studio Address.....Rumely Hotel
 Phone Number.....3734
 News Service.....AP
 Transcription Service.....Capitol
 President, Sta. Mgr.....Hoyt H. Scott

WSAL

LOGANSPORT—1949—MBS
 KEYSTONE

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By ..Logansport Bdg. Corp.
 Address.....P. O. Box 399
 Phone Number.....4261
 Air Time.....6 a.m.-M.
 News Service.....AP
 Membership.....NARTB, BAB
 General Manager.....Raymond W. Baker
 Program Director.....Ira McCormack
 Chief Engineer.....Earl Nelson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By Marion Radio Corp.
 Business-Studio Address...303½ S. Adams St.
 Phone Number.....5500
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Rambeau
 Membership.....NARTB
 President.....John Ramp
 Station Manager.....William Fowler
 Comm. Mgr.....George McRae
 Chief Engineer.....Charles F. Stinson

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc. Power: 1000 Watts d.;
500 n.
Owned-Oper. By . . . Northern Indiana Bcsters.,
Inc.
Business-Studio Address 415 Franklin St.
Phone Number 5-5245
News Service UP
Station Representative Wm. G. Rambeau
Pres., Gen., Sta. Mgr. William N. Udell
Commercial Managers . . . Al Halus, Robert Beel
Sales Prom. Mgr. Jean R. La Grange
Program Director Richard Olson
Chief Engineer Robert J. Schilling

WLB C

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By . . Tri City Radio Corp.
Business Address P. O. Box 271
Phone Number 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 W. F. Crain
Program Director Lee Allerton
Chief Engineer M. M. Crain

WLR P

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By . . Ohio Valley Bcstg., Inc.
Address Box 285
Phone Number 4-2235
Air Time Sunrise-Sunset
News Service UP
Transcription Service Lang-Worth
Pres., Gen., Sta. Mgr. Roy L. Hickox
Comm., Sales Prom. Mgr. Milton Lamm
Program Director Keith Reising
Publicity Director Joe Gillum
Chief Engineer Eugene A. Fischer

WPGW

PORTLAND—1951

Frequency: 1440 Kc. Power: 500 Watts
Owned-Oper. By Glenn West
Address R.R. No. 2
Phone Number 1094
Transcription Service SESAC
Membership NARTB, BAB
Owner, Gen. Mgr. Glenn West
Consulting Engineer Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By M. R. Lankford
Address Outer West Broadway
Phone Number 1250
News Service AP
Transcription Service Lang-Worth
Station Representative Indie Sales
President M. R. Lankford
Gen., Comm., Mgr., Chf. Engr.,
Prog. Dir. Bryan Davidson
Publicity Director Peggy Cutright

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By . . . Central Bcstg. Corp.
Bus.-Studio-Transmitter Address . . 25 S. Ninth St
Phone Number 2-1156
Air Time 5:45 a.m.-M.
News Service UP
Transcription Service Thesaurus, SESAC
Representative Robert Meeker
Membership NARTB, BAB
President Allen McCrea
Gen., Sta. Mgr. Lester G. Spencer
Comm., Sls. Prom. Mgr. Roland L. Nusbaum
Program Director Charles L. Mitchell
Chief Engineer L. J. Duning

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Operated By Dr. Azra C. Baker
Address 1534 Ewing St. Rd.
Phone Number 1212
News Service AP
Air Time Daytime
Transcription Service World, Capitol
General Manager Azra C. Baker
Commercial Manager Robert E. Shippee
Program Director Roger W. Bradley
Chief Engineer Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address . . St. Joseph &
Monroe Sts.
Phone Number 7-1566
Air Time Full Time
News Service AP
Transcription Service Associated
Representative Bolling
Membership NARTB, BAB
President C. Bruce McConnell
General Manager Robert B. McConnell
Station Manager Frank Crosiar
Commercial Manager C. J. Pajakowski
Program Director Jack Douglas
Chief Engineer Ira D. Kealy

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By. St. Joseph Valley Bdsg. Corp.
 Address 206 So. Main St., Misawaka, Ind.
 Phone Number 5-8620
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr. F. R. Householder
 Comm., Sales Prom. Mgr. Charlie Sharpless
 Program Director Vince Doyle
 Chief Engineer Francis J. Bock

W S B T

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address Tribune Bldg.
 Phone Number 3-6161
 Newspaper Affiliation South Bend Tribune
 News Service UP
 Transcrip. Serv. RCA Thesaurus, Standard
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 General Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Publicity Director Walter A. Sweitzer
 Program Director Robert J. Drain
 Chief Engineer Arthur R. O'Neil

W T C J

TELL CITY—1948

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address Tell City
 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.
 Phone Number Crawford 5034
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Bob Rhoads
 Program Director Harry Frey
 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 120 South 7th Street
 Phone Number Crawford 9481
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representation Bolling Co., Inc.
 Membership NARTB, BAB
 President Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 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
 Phone Number 787

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

| | |
|-----------------------------------------------------------------|----------------------------------------------------|
| Terre Haute's strongest and only Home-Owned station | Represented Nationally by The Bolling Co. |
|-----------------------------------------------------------------|----------------------------------------------------|

WTHI "CBS Radio"

News ServiceUP
 Transcription ServiceWorld
 Representative.....Free & Peters
 President.....Eugene C. Pulliam
 Gen., Comm. Mgr.....Tom Peden
 Program DirectorDick Shaughnessy
 Chief Technician.....Ralph Baldwin
 Prom. Mgr.....Roy Stanley

W K A M
WARSAW—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By...Kosciusko Bcstg. Corp.
 AddressRR #1
 Phone Number65
 News ServiceAP
 Transcription ServiceCole
 RepresentativeHal Holman Co.

President.....J. W. Autenrieth, Jr.
 Chief Engineer.....Howard Wheelock

W R S W
WARSAW—1952

Frequency: 1480 Kc.....Power: 500 Watts
 Owned-Oper. By...Reub Williams & Sons, Inc.
 AddressTimes Building
 Phone Number155
 News ServiceUP
 Trans. Service...Capitol, Lang-Worth, World
 RepresentativeHoosier
 President.....Raymond B. Williams
 General Manager.....C. Reuben Williams
 Comm., Bus. Mgr.....William Mollenhour
 Program Dir.....Robert Richmond
 Prom. Mgr.....Jack Essenberg
 Chief Engineer.....Fred Gresso

IOWA

*Pop. April 1, 1953 (Est.) 2,732,000 — Total Housing Units 819,000
 Families April 1, 1953 (Est.) 770,000 — Stations in State 50*

K A S I

AMES—1948—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Ames Bcstg. Co.
 Business-Studio Address.....328½ Main St.
 Phone Number3460
 Air TimeDaytime
 Newspaper Affiliation...Ames Daily Tribune
 News ServiceUP
 Transcription ServiceThesaurus
 President.....W. S. Rupe
 Gen., Comm. Mgr.....Arthur A. Skinner
 Program Director.....R. B. Tillerson
 Chief Engineer.....Doyle D. Kelso

K J A N

ATLANTIC—1950—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By...George Basil Anderson
 Phone Number849
 Address17 West 4th St.
 RepresentativeContinental
 News ServiceAP
 Transcription Service.....World, SESAC
 Pres., Gen. Mgr.....George Basil Anderson
 Station Manager.....Ken Stobaugh
 Commercial Manager.....Frank Miller
 Chief Engineer.....Bob Falk

K W B G

BOONE—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Boone Bcstg. Co.

Address.....P. O. Box 36
 Phone Number1590
 Transcription Service.....World, Thesaurus
 News Service.....UP, INS
 Representative.....John E. Pearsson
 MembershipNARTB, BAB
 President.....Harold L. Fisher
 Gen., Sta. Mgr.....Paul E. Millen
 Commercial Manager.....Robert Erickson
 Program Director.....Marilyn Doran
 Chief Engineer.....Dan Garretson

K B U R

BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
 Owned-Operated By...Burlington Bcstg. Co.
 Business-Studio Address...National Bank Bldg.
 Phone Number.....680
 Air TimeFull Time
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeTaylor
 MembershipBAB
 Pres., Gen., Sta. Mgr.....Gerard B. McDermott
 Prom., Comm. Mgr.....David H. Steinle
 Program Director.....Richard Mosena
 Chief Engineer.....John Gallino

K C I M

CARROLL—1950

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Carroll Broadcasting Co.
 Address.....520 N. Adams St.
 Phone Number3586
 Transcription Service...Lang-Worth, Thesaurus
 News Service.....AP, INS

Representative Pearson
 Membership NARTB
 General Manager Lynn Bickett
 Commercial Manager Warren Stout
 Program Director Howard Campbell
 Chief Engineer Eugene Reiff

K C R G

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
 Owned-Operated By The Gazette Co.
 Business-Studio Address 104 First St., SW
 Phone Number 4-4194
 Newspaper Affiliation Cedar Rapids Gazette
 News Service AP, INS
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Secretary, Vice-President Joseph F. Hladky
 Sta., Comm. Mgr. Fred W. Wagenvoord
 Sales Prom., Pub. Dir. Edna A. Herbst
 Program Director Ralph Willey
 Chief Engineer Zack Tranmer

K P I G

CEDAR RAPIDS—1950—TALL CORN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cedar Rapids Bcstg.
 Business Address Cedar Rapids
 Phone Number 3-8265
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 Vice Pres. Allen H. Embury
 Commercial Manager Gene Carson
 Program Director Jordan Jacks
 Chief Engineer James Duryed

W M T

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg.
 Stations, Inc.
 Business-Studio Address 807 Barr Bldg.
 Phone Number District 2717
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service RCA, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 Co-Owner (Mrs.) Helen S. Mark
 Co-Owner & Exec. V.P. William B. Dolph
 General Manager William B. Quarton
 Commercial Manager Lew Van Nostrand
 Prom., Pub. Dir. Leo F. Cole
 Program Director Douglas B. Grant
 Chief Engineer George Hixenbaugh

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc. Power: 100 Watts

Owned-Operated By Centerville Bdcstg Co.
 Address 1910 South Main St.
 Phone Number 131, 407
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NARTB
 President R. K. Beck
 Gen., Sta., Comm. Mgr. A. M. Farber
 Program Director Margaret Ashby
 Chief Engineer Robert K. Reimers

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Inland Bcstg. Corp.
 Business Address Charles City
 Phone Number 787
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative McGillvra
 President Dean Hollingsworth
 General Manager C. E. Wright
 Program Director Doris La Bounty
 Chief Engineer Loren Koesling

K C H E

CHEROKEE—1952

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Cherokee Bcstg. Co.
 Address 219½ W. Main St.
 Phone Number 51
 News Service AP
 Transcription Service Thesaurus
 Gen., Comm. Mgr. Russell A. Hickmon
 Prom. Mgr., Prog. Dir. Charles Resnikov
 Chief Engineer Sterling H. Heil

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Bdcstg Corp.
 Address 246 Fifth Avenue South
 Phone Number 448
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President W. S. Jacobsen
 Gen., Sta. Mgr. B. M. Jacobson
 Comm., Prom. Manager Darline Gordon
 Prog., Pub. Dir. Ralph Stoeckel
 Chief Engineer Gerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By Nonpareil Bdcstg. Co.
 Address Nonpariel Bldg.

Phone Number.....Co. Bluffs 4041
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated, RCA
 Membership.....NARTB
 Pres., Gen. Mgr.....Robert R. O'Brien
 Station Manager.....Harold Hughes
 Commercial Manager.....Harold Abramson
 Sales Promotion Manager.....Royal S. Krause
 Program Director.....R. M. Hallgren
 Publicity Director.....Marge Morris
 Chief Engineer.....Harry Hamilton

K S I B

CRESTON—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Southwest Iowa Bcstg. Co.
 Address.....Creston
 Phone Number.....55
 News Service.....INS
 Transcription Service.....Thesaurus
 Membership.....NARTB
 Representative.....Pearson
 President.....Arthur Horning
 Gen., Comm. Mgr.....E. M. Horning
 Commercial, Promotion Manager.....Paul Ranson
 Program, Publicity Director.....Jack Mills
 Chief Engineer.....William Zollman

K F M A

DAVENPORT—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KFMA Bcstg. Co.
 Address.....415 Perry St.
 Phone Number.....6-4407
 News Service.....UP
 Transcription Service.....Capitol
 Pres., Gen. Mgr.....A. D. Pierce
 Commercial Mgr.....Frank Frost
 Promotion Mgr.....Doris Hanner
 Chief Engineer.....L. W. Andrews

K S T T

DAVENPORT—1946—MBS

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By...Davenport Bcstg. Co. Inc.
 Business-Studio Address.....324 Main St.
 Phone Number.....6-2541
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Sears & Ayer
 President.....Hugh R. Norman
 Station Mgr.....Jerry Dunphy
 Commercial Mgr.....Neil Conklin
 Production Director.....Warren Anderson
 Chief Engineer.....A. M. McGregor

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.Power: 5000 Watts

Owned-Operated ByTri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representatives.....Free & Peters, Inc.
 Membership.....NARTB, BAB
 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.....Charles Freburg
 Asst. Mgr.....Fred A. Reed
 Publicity Director.....Paul Ives
 Chief Engineer.....Paul Arvidson

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By.....Scenic Bcstg. Co.
 Business-Studio Address.....State Road
 Phone Number.....1240
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB
 Pres., Gen. Co-Mgr.....Verne Koenig
 Gen. Co-Mgr., Comm. Mgr.....Kenneth Bjerke
 Sales Prom. Mgr.....John Hansen
 Chief Engineer.....Arnie Zaruba

K C B C

DES MOINES—1946

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Majestic Bcstg. Co.
 Business-Studio Address.....2323 Grand Ave.
 Phone Number4-3151
 News Service.....UP
 Representative.....Forjoe
 President.....Karl Peters
 General Manager.....Rollo H. Bergeson
 Chief Engineer.....Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc.Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By ...Independent Bdcstg. Co.
 Address.....10th & Mulberry
 Phone Number2-9191
 Air Time6 a.m.-12 M.
 News Service.....INS, UP
 Transcription Service.....World
 Representative.....A. M. Radio Sales Co.
 President.....Ralph L. Atlass
 General Manager.....Harold W. Cassill
 Program DirectorLee L. Harris
 Chief EngineerLloyd R. Amoo

K R N T

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Business-Studio Address.....715 Locust St.
 Phone Number.....3-2111
 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
 Sales Prom. Mgr., Pub. Dir.Joe Hudgens
 Program Director.....Dick Covey
 Chief Engineer.....Charles Quentin

K S O

DES MOINES—1922—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Murphy Bcstg. Co.
 Business-Studio Address.....800 Farm Bldg.
 Phone Number.....3-0571
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Petry & Co.
 Membership.....NARTB
 President.....Kingsley H. Murphy
 Gen., Comm. Mgr.S. H. McGovern
 Pub., Pgm. Dir.B. C. Baldwin
 Chief Engineer.....F. E. Bartlett

K W D M

DES MOINES—1948

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By..Des Moines Bcstg. Corp.
 Business-Studio Address.....407 Fifth Ave.
 Phone Number.....2-8363
 Air Time.....Full Time
 News Service.....INS, UP
 Transcription Service.Cole, SESAC, Associated
 Pres., Comm. Mgr.....George W. Webber
 General Manager.....Robert L. Webber
 Program Director.....Edith D. Webber
 Sales Prom. Mgr.....Joe LaCava
 Chief Engineer.....Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Central Bcsta. Co.
 Business-Studio Address.....914 Walnut St.
 Phone Number.....3-7147
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC

Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Gfeller
 News Bureau Manager... ..Jack D. Shelley
 Chief Engineer.....Reed E. Snyder

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address... ..Eighth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Newspaper Affiliation... ..Dubuque Telegraph-
 Herald
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Sales Prom. Mgr.....Wm. Croker
 Program Director.....Arnie Stierman
 Publicity Director.....Gerald McAleece
 Chief Engineer.....Robert I. Hancock

W D B Q

DUBUQUE—1933—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Robert Meeker
 Membership.....NARTB
 Exec. V.P., Gen. Sta. Mgr.. James D. Carpenter
 Commercial Mgr.Harry Hatzenbuehler
 Program-Production Dir.....Gleason Kistler
 Prom., Pub. Director.....R. E. Carpenter
 Chief Engineer.....Barker-Heim

KLIL

ESTERVILLE—1952

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Esterville Bcstg. Co.
 Address.....Box 173
 News Service.....AP
 Transcription Service....Lang-Worth, SESAC
 Pres., Gen. Mgr.....Wm. E. Schons
 Commercial Mgr.....Robert Sterenberg
 Prom. Mgr., Prog. Dir.....Marvin Shuly
 Chief Engineer.....Gene Randolph

KVFD

FT. DODGE—1939—MBS
TALL CORN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northwest Bcstg. Co.
 Business-Studio Address Warden Bldg.
 Phone Number Walnut 3761
 Air Time Full Time
 News Service UP, INS
 Transcription Service Lang-Worth
 Representative Pearson
 Membership NARTB, BAB
 President, General Manager Edward Breen
 Commercial Manager Lester Person
 Program Director Drexel Peterson
 Chief Engineer David G. Sinclair

KXGI

FT. MADISON—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By KXGI
 Business-Studio Address Marquette Bldg.
 Phone Number 1360
 Air Time Sunrise to sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative George W. Clark, Inc.
 President W. E. Walker
 Gen., Sta. Mgr. Greg Rouleau
 Comm., Sales, Prom. Mgr. R. M. Moore
 Program Director Richard Lawrence
 Chief Engineer Wallace Werz

KXIC

IOWA CITY—1948

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, UP
 Transcription Service World
 Representative Wm. G. Rambeau
 Membership BAB
 President A. James Ebel
 Gen., Comm. Mgr. Gene Claussen
 Program Director F. M. Broeders
 Chief Engineer Elliott Full

KOKX

KEOKUK—1948

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Keokuk Bdcstg. Co.
 Address 4 So. 5th St.
 Phone Number 235
 Air Time Unlimited
 News Service AP
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President H. W. Stadler
 Gen., Comm., Prom. Mgr. Herb Nel
 Program Director Virgil Fortner
 Chief Engineer James L. Mott

KFJB

MARSHALLTOWN—1923—MBS
TALL CORN

Frequency: 1230 Kc. Power: 250 Watts
 Operated By Marshall Electric Co.
 Business-Studio Address 133 E. Main St.
 Phone Number 3361
 Air Time Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President John W. Norris
 General Manager William P. White
 Commercial Manager William C. Doll
 Prom. Mgr., Prog. Dir. Allan N. Schrock
 Chief Engineer Herbert G. Anderson

KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Lee Radio, Inc.
 Business-Studio Address 12½ 2nd St., N.E.
 Phone Number 2800
 Air Time 5:30 a.m.-12 M.
 News Service AP, UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President Lee P. Loomis
 Exec. V.P., Gen. Mgr. Herbert R. Ohrt
 Comm. Mgr. C. D. Hilton
 Sales Promotion Manager Donald Harter
 Program Director William G. Suter
 Prod. Dir., Chief Anncr. Robert Clausen
 Publicity Director Ann Good
 Chief Engineer Roger E. Sawyer

KRIB

MASON CITY—1948—MBS
TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mason City Bcstg. Co.
 Address 5 Second St., S.W.
 Phone Number 5400
 Representative Pearson
 Transcription Service World
 News Service AP
 Partners Louis Abbott, George &
 William Wolf
 Gen., Comm. Manager Paul E. Millen
 News Director Bob Cavanaugh
 Chief Engineer Richard J. Kelley

KSMN

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
 Owned-Operated By Mohawk Bcstg. Co.
 Business-Studio Address Welr Bldg.
 Phone Number 5420

Air Time Sunrise-Sunset
News Service **UP**
Membership **NARTB**
Transcription Service **Associated**
Pres., General-Station Mgr.... **Robert M. Carson**
Comm., Prom. Manager.... **Norman W. Rice**
Prog., Pub. Dir...... **Milton H. Cohen**
Chief Engineer..... **Hubert J. Marshall**

KWPC

MUSCATINE—1947—KBS

Frequency: 860 Kc.....**Power:** 250 Watts d.
Owned-Operated By..... **Muscatine Bcstg. Co.**
Phone Number **860**
Air Time **Sunrise-sunset**
News Service **UP**
Transcription Service **World**
Representative **Pearson**
Membership **NARTB, BAB**
Comm., Gen., Sta. Mgr..... **George J. Volger**
Program Director..... **Marion Templeman**
Chief Engineer..... **Earl Lewis**

KOEL

OELWEIN—1950—TALL CORN

Frequency: 950 Kc.....**Power:** 500 Watts
Owned-Oper. By.. **Northeast Iowa Radio Corp.**
Address..... **4½ W. Charles St.**
Phone Number **120-1**
Air Time **6 a.m.-M.**
Representative **Pearson**
Transcription Service.. **Thesaurus. Lang-Worth,**
SESAC
News Service..... **INS, UP**
Membership **NARTB, BAB**
President..... **A. E. Schneider**
Gen., Sta. Mgr...... **W. J. Teich**
Comm. Mgr...... **Donald McKee**
Sales Prom. Mgr...... **Len Pajella**
Prog. Dir...... **Ed Jenkins**
Publicity Dir...... **Chrystal B. Julien**
Chief Engineer..... **Burt Murphy**

KBOE

OSKALOOSA—1950

Frequency: 740 Kc.....**Power:** 250 Watts d.
Owned-Oper. By..... **Oskaloosa Bcstg. Co.**
Address..... **P. O. Box 273**
Phone Number **301**
Transcription Service **Thesaurus**
News Service **AP**
Representative **McGillvra**
Membership **NARTB, BAB**
President..... **E. W. Wenrick**
General, Sta. Manager..... **Ken Kilmer**
Chief Engineer..... **Robert W. Moore**

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Operated By..... **KBIZ, Inc.**
Address..... **2513 N. Court Rd.**
Phone Number **5600**
News Service **AP**
Transcription Service..... **World**
President, General Mgr.... **James J. Conroy**
Station Manager..... **Alice E. Fisher**
Program Director..... **Larry Shepard**
Chief Engineer..... **Lloyd Hanson**

KFNF

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....**Power:** 1000 Watts d.;
500 Watts n.
Owned-Operated By..... **Capital Bcstg. Co.**
Address **Shenandoah**
Phone Number **1302**
News Service..... **AP, INS**
Transcription Service..... **World, SESAC**
Representative **Pearson**
Membership **NARTB, BAB**
President..... **C. J. Abbott**
Gen., Comm. Manager..... **C. Earl Williams**
Program Director..... **Earl Blakesley**
Chief Engineer..... **Franz Cherny**

KMA

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....**Power:** 5000 Watts
Owned-Operated By..... **May Bcstg. Co.**
Address..... **Lcwell and Elm**
Phone Number..... **192**
Air Time..... **Unlimited**
News Service..... **AP, UP**
Transcription Service **Capitol**
Representative..... **Avery-Knodel, Inc.**
Membership **NARTB**
President..... **Edward W. May**
General Manager..... **Owen Saddler**
Station Manager..... **Anthony Koelker**
Comm. Mgr...... **H. O. Peterson**
Sales Prom. Mgr...... **H. B. Arkoff**
Program Director..... **Warren Nielson**
Publicity Dir...... **Allen R. Johnston**
Chief Engineer..... **R. J. Schroeder**

KCOM

SIoux CITY—1949

Frequency: 620 Kc.....**Power:** 1000 Watts
Owned-Operated By..... **KCOM Bcstg. Co.**
Address..... **620 Insurance Exchange Bldg.**
Phone Number **8-0628**
Air Time **Unlimited**
News Service **UP**
Transcription Service **Standard**
Representative **Pearson**
President & Manager..... **Dietrich Dirks**
Comm., Prom. Mgr...... **Sheldon Singer**
Prog. Dir., Chief Eng...... **E. P. Bouchier**

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
SESAC

Representative George P. Hollingbery
Membership NARTB
President W. R. Perkins
Station-Commercial Mgr. E. T. Flaherty
Program Director Elizabeth Sammons
Publicity Director Jean Harraday
Chief Engineer Ernest Kruger

K T R I

SIoux CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By Sioux City Bcstg. Co.
Business-Studio Address Commerce Bldg.
Phone Number 8-0165
News Service UP
Transcription Service Thesaurus
Representative O. L. Taylor Co.
President John C. Kelly
Gen., Sta., Comm. Mgr. James Mitchell
Sales Prom. Dir. Lennon Kelly
Program Director Bob Hansen
Chief Engineer Glenn Larson

K I C D

SPENCER—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Iowa Great Lakes Bcstg. Co.
Address Box 631
Phone Number 1240
News Service AP, UP
Transcription Service .. Standard, Associated
Representative Pearson
Membership NARTB
Pres., Gen., Comm. Mgr. Ben B. Sanders
Program Director Mason Dixon
Chief Engineer Eldon Kanago

K A Y L

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Operated By Cornbelt Bcstg. Co.
Phone Number 1490
News Service AP
Transcription Service World, Capitol,
Standard
Membership NARTB, BAB
President O. J. Grau
Gen., Sta., Comm. Mgr. James J. McCord
Program Director P. R. Benson
Chief Engineer Howard L. Carlson

K B O K

WATERLOO—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By Waterloo Bcstg. Co.
Address 620½ Lafayette St.
Phone Number 6851
Representative McGillvra
News Service UP
General Manager John M. Printup
Chief Engineer Archie Erickson

K W W L

WATERLOO—1947—MBS

Frequency: 1330 Kc. ... Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By .. Black Hawk Bdcstg Co.
Address Hotel Russell Lamson
Phone Number 4405
News Service AP
Representative Headley-Reed
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Ralph J. McElroy
Commercial Manager Donald E. Inman
Sales Prom. Mgr. Virgil D. Clark
Program Mgr. Warren Mead
Publicity Dir. Raymond C. Starr
Chief Engineer Leon H. Braun

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KEN KILMER,
Manager,
KBOE, Oskaloosa, Iowa

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By Josh Higgins Bcstg. Co.
 Address Highway 20 East
 Phone Number 3-3371, 3-3372
 News Service **INS**
 Transcription Service **SESAC**
 Representative Avery-Knodel
 Membership **NARTB**
 President, Gen.-Station Manager . . . Joe DuMond
 Comm., Sales Prom. Mgr. A. J. DuMond
 Program Dir. Emlyn Owen
 Chief Engineer Don Kassner

KJFJ

WEBSTER CITY—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Land O'Corn Bcstg. Co.
 Address East Hiway 20
 Phone Number 1500
 Newspaper Affiliation "Freeman-Journal"
 News Service **AP**
 Transcription Service Thesaurus, Capitol
 Membership **NARTB**
 President Charles V. Warren
 Gen. Mgr. Wayne J. Hatchett
 Comm. Mgr. Cleve Foster
 Pgm. Dir. G. D. Warland
 Chief Engineer Wayne Olsen

KANSAS

Pop. April 1, 1953 (Est.) 2,010,000 — Total Housing Units 629,000
Families April 1, 1953 (Est.) 580,000 — Stations in State 37

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The KSOK Bcstg. Co.
 Phone Number 2666
 News Service **AP**
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager S. C. Thompson
 Program Director George Carroll
 News Director Arlan Young
 Chief Engineer Edward H. Howe

Gen. Mgr., Chf. Engr. Jerrell Henry
 Sales Manager Les Brecht
 Program Director Dorothy Henry

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By . . . The Midwest Bcstg. Co., Inc.
 Business-Studio Address 8th & Elm
 Phone Number 1843-4
 Air Time 6 a.m.-12 M.
 News Service **AP**
 Transcription Service World
 Representative Weed
 Membership **NARTB**
 Pres., Gen. Mgr. Richard M. Seaton
 Sales Prom., Sta. Mgr.,
 Pub. Dir. Robert L. Pratt
 Commercial Manager E. B. Spoonamore
 Program Dir. Richard S. Embody
 Chief Engineer J. S. Jaminet

KARE

ATCHISON-ST. JOSEPH—1939

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Griffith-Buenning Bdstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone Number 2447 Atchison
 Air Time 5:45 a.m.-12 M.
 News Service **AP**
 Transcription Service Standard
 Partners J. M. Griffith & P. H. Buenning
 Comm. Mgr. Robert Nelson
 Publicity Director Edna Shelly
 Sales Prom. Mgr. Paul H. Buenning
 Chief Engineer L. H. Winegardner

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Oper. By . . . Western Plains Bcstg. Co.
 Address 380 W. 4th St.
 Phone Number 790
 Air Time Daytime
 News Service **UP**
 Transcription Service **SESAC**, Thesaurus
 Representative Headley-Reed
 President Don Searle
 V.P., Mgr. Ed Mason
 Commercial Mgr. William A. Martin
 Promotion Mgr. Quint McCredie
 Chief Engineer V. L. Lynch

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Cecil W. Roberts
 Address Plummer & Beech Sts.
 Phone Number 434
 News Service **UP**
 Representative Conwell
 Owner Cecil W. Roberts

K G N O

DODGE CITY—1930

Frequency: 1370 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Phone Number.....1370
Air Time.....6 a.m.-11 p.m.
Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Transcription Service.....World
Representative.....Art Hagg
Membership.....NARTB, BAB
President.....J. C. Denious
General Manager.....W. Elliott
Program Director.....Herschel Holland
Chief Engineer.....Frank Miller
Sales Prom. Mgr.....Ruth Peterson

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business Address.....Broadview Hotel
Phone Number.....3450
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus
President.....Robert Reed
V.P., Gen. Mgr.....Max B. Bicknell
Secretary.....Vic Hiatt
Commercial Manager.....John Wilks
Program Director.....Jim Deay
Publicity Director.....Wilma Slattery
Chief Engineer.....Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....Box 878
Phone Number.....3041
News Service.....UP
Transcription Service.....Associated
Representative.....Hal Holman Co.
Membership.....NARTB
President.....Dr. H. C. Sartorius
General Manager.....Dale E. Kern
Program Director.....Marjorie Nickung
Chief Engineer.....Robert Breeding

K I U L

GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.Telegram Publishing Co., Inc.
Business-Studio Address.....Garden City
Phone Number.....3251
Newspaper Affiliation....."Daily Telegram"
News Service.....AP
Transcription Service.....World

President.....Robert B. Reed
Gen., Sta. Manager.....Robert Wells
Commercial Manager.....Doug Hough
Program Director.....Tony Jewell
Publicity Director.....Ann Conrad
Chief Engineer.....Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By.....James E. Blair
Business-Studio Address.....Goodland
Phone Number.....331
News Service.....UP
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Chief Engineer.....Lyle Fick

K V G B

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....2103 Forest
Phone Number.....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
Sales Manager.....Bill J. Jarvis
Program Director.....Ray H. Beals
Chief Engineer.....Chester A. Wallack

K A Y S

HAYS—1948—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone Number.....4-2578
Address.....2450 Hall St.
Air Time.....Full Time
Newspaper Affiliation.....Hays Daily News
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Membership.....NARTB, BAB
President.....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Jim Ayres
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By... Nation's Center Bcstg. Co.
 Business-Studio Address... Box 1026
 Phone Number... 24486
 Air Time... Full Time
 News Service... AP
 Transcription Service... World
 Representative... Walker
 Membership... NARTB
 President... Bess Marsh Wyse
 General Manager... Harold E. King
 Commercial Manager... Kainor Carson
 Program Director... Jack Fallon
 Publicity Director... Bob Evans
 Chief Engineer... James Riley

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc... Power: 1000 Watts d.;
 500 n.

Owned-Operated By... KWHK Bcstg. Co., Inc.
 Business-Studio Address... 18 W. 5th St.
 Phone Number... 3-100
 Air Time... Full Time
 News Service... AP
 Representative... Everett-McKinney
 President... James E. Murray
 Gen., Comm. Mgr... Vern Minor
 Program Director... Jim Murray, Jr.
 Chief Engineer... Millard Clary

KIND

INDEPENDENCE—1947

Frequency: 1010 Kc... Power: 250 Watts d.
 Owned-Operated By... Central Bcstg., Inc.
 Bus.-Studio-Transmitter... Professional Bldg.
 Phone Number... 1010
 News Service... AP
 Membership... BAB
 Pres., Gen. Mgr... J. Nelson Rupard
 Chief Engineer... James Teats

KJCK

JUNCTION CITY—1949—KBS

Frequency: 1420 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Ralph L. Weir, Jr.
 Address... 724 No. Washington St.
 Phone Number... Junction City 1477
 Air Time... Daytime
 News Service... UP
 Transcription Service... World
 Membership... NARTB, BAB
 Owner, Gen. Mgr... R. L. Weir, Jr.
 Comm., Sls. Prom. Mgr... James Platt
 Program Director... Ken Thomas
 Chief Engineer... John Webb

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... KCKN Bcstg. Co.
 Business Address... 300 Waltower Bldg.

Phone Number... Victor 3864
 Air Time... Full Time
 Newspaper Affiliation... The Kansan
 News Service... AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative... Capper Publications
 Membership... NARTB
 President... W. A. Bailey
 General Manager... Ben Ludy
 Sta., Comm., Prom. Mgr... Joe Story
 Program Director... George Stump
 Chief Engineer... Lewis Dickensheets

KLWN

LAWRENCE—1951

Frequency: 1320 Kc... Power: 500 Watts d.
 Owned-Operated By... Lawrence Bcstrs. Inc.
 Address... Lawrence
 Phone Number... 3431
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... W. S. Grant
 Membership... NARTB, BAB
 Gen., Sta. Mgr... Arden Booth
 Program Director... Ed Hundley
 Chief Engineer... Hal Carlson

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc... Power: 500 Watts d.
 Owned-Oper. By... Midwest Bcstg. Sys.
 Address... 418 Cherokee
 Phone Number... 3620—3621
 Air Time... Day Time
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Hil F. Best
 President... Cecil W. Roberts
 Gen., Sta., Comm. Mgr... William C. Whitlock
 Sales Prom. Mgr... Bob Buis
 Program Director... Chester Kozak
 Chief Engineer... David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Seward County Bcstg. Co.
 Business Address... P. O. Box 311
 Phone Number... 3891
 Air Time... Day Time
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Hil F. Best
 Membership... NARTB, BAB
 President... Alf M. Landon
 General Manager... Leon S. Salathiel
 Commercial Manager... Roy Pearce
 Program Director... Larry Filkins
 Chief Engineer... Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc. . . . Power: 500 Watts d.
 Owned-Oper. By. . . . Manhattan Bcstg. Co.
 Address.114 No. 4th St.
 Phone Number4451
 Transcription Library. . . . Thesaurus, SESAC
 Newspaper Affil. . . . "Daily Mercury-Chronicle"
 News ServiceAP
 President.Fred A. Seaton
 Gen., Sta. Manager. . . . Warren L. Mowder
 Comm., Prom. Manager. . . . Marvin W. Houtz
 Program Director.Sam Blessing
 Chief Engineer.Herbert P. Lavin

KNEX

McPHERSON—1949—LBS

Frequency: 1540 Kc. . . . Power: 250 Watts d.
 Owned-Operated By. . . . McPherson Bcstg. Co.
 Address.P. O. Box 186
 Phone Number1540
 News ServiceAP
 Transcription Service SESAC
 PresidentEwart Mills
 General ManagerHenry Dais
 Commercial Mgr.Vance Archer
 Chief Engineer.Claude Hughes
 Consulting Engineer. . . . Ted Heithecker

KOFO

OTTAWA—1949

Frequency: 1220 Kc. . . . Power: 250 Watts d.
 Owned-Operated By. . . . Ottawa Bcstg. Co.
 Transmitter Address. . . . P. O. Box 46
 Phone Number1045
 Air TimeDaytime
 News ServiceUP
 Transcription Service. . . . Capitol, Lang-Worth
 Pres., Gen. Mgr.J. N. Jobes
 Sta. Mgr., Pub. Dir.Herbert M. Jobes
 Prom., Comm. Mgr.Thomas F. Ruble
 Prog. Dir., Chief Eng. . . . Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc. . . . Power: 250 Watts d.
 Owned-Oper. By. . . . Community Bcstg. Co.
 Business-Studio Address. . . . 1904 Broadway
 Phone Number4050
 Air TimeSunrise-Sunset
 Newspaper Affiliation. . . . The Sun
 News ServiceAP
 Transcription Service Thesaurus
 PresidentClyde M. Reed, Jr.
 General Manager.Raeburn D. Drenner
 Chief Engineer.Clomer Warford

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. . . . Power: 10,000 Watts d.
 5,000 n.
 Owned-Oper. By. . . The Pittsburg Bcstg. Co., Inc.
 Business Address.P. O. Box 603
 Phone Number2165
 Air Time5:45 a.m.-M.
 News ServiceAP
 Representative.John E. Pearson
 MembershipNARTB
 President.E. V. Baxter
 Gen., Sta., Comm. Mgr. . . . R. E. Wade
 Chief Engineer.Leo Stafford

KSEK

PITTSBURG—1947

Frequency: 1340 Kc. . . . Power: 250 Watts
 Owned-Oper. By. . . . KSEK Bcstg. Co., Inc.
 Business-Studio Address. . . . Box 610
 Phone Number742
 Air Time.Full Time
 News ServiceAP
 Newspaper Affiliation. . . . Headlight & Sun
 Transcription Service Thesaurus
 RepresentativeCooke
 MembershipBAB
 President.O. S. Stauffer
 General Manager.Thad M. Sandstrom
 Commercial Manager. . . . Dale S. Helmers
 Chief Engineer.Paul A. Winders

KWSK

PRATT—1952

Frequency: 1570 Kc. . . . Power: 250 Watts d.
 Owned-Operated By. . . . Pratt Bcstg. Co.
 Address.P. O. Box 385

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. . . . Power: 5000 Watts
 Owned-Operated By. . . . KSAL, Inc.
 Bus.-Studio Address.201 W. Iron Ave.
 Phone Number3701
 Air TimeUnlimited
 News ServiceAP
 Transcription Service. . . . Lang-Worth, Standard
 Representative.John E. Pearson
 MembershipNARTB, BAB
 President.R. J. Laubengayer
 Station Mgr.R. V. Jensen
 Prom. Mgr., Publ. Dir.C. R. Lamer
 Program Director.Al Thompson
 Chief Engineer.Donald Engelhardt

KJAY

TOPEKA—1949

Frequency: 1440 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Air Time Full Time
 News Service INS
 Representative Forjoe
 President S. H. Patterson
 Station Director Norwood J. Patterson
 General Manager Wilber Upchurch
 Program Director Roy Vernon
 Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles B. Axton
 Address Topeka
 Phone Number 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 Allan Curnutt
 Asst. Manager Marie M. McKinney
 Program Director Jack Warren Ostrode
 Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Blvd.
 Phone Number 3-2377
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 President H. S. Blake
 General-Station Manager Ben Ludy
 Commercial Manager Hilton Hodges
 Program Director Maude Carlson
 Chief Engineer Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WREN, Bcstg. Co., Inc.
 Business-Studio Address 411 W. 10th St.
 Phone Number 2-0505
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Weed

Membership NARTB, BAB
 President Alf M. Landon
 Business Manager Fred L. Conger
 Sales Promotion Manager Gerald K. Barker
 Program Director Max Falkenstein
 Technical Spvsr. Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Bus.-Studio Address 420 W. Douglas Ave.
 Phone Number 4-9369
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 V.P., General Manager Jack Todd
 Commercial Manager Martin Bass
 Program Director Graeme Fletcher
 Chief Engineer Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Taylor Radio & TV
 Business-Studio Address 1015 N. Broadway
 Phone Number 4-2387
 Air Time Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative O. L. Taylor Co.
 Membership NARTB
 President O. L. Ted Taylor
 General Manager Archie J. Taylor
 Commercial Manager Dudley Tichenor
 Sales Promotion Manager Russel L. Lowe
 Program Director Justin Bradshaw
 Chief Engineer Max Miller

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.,
 1000 Watts n.
 Owned-Operated By KFBI, Inc.
 Business-Studio Address 200 E. First St.
 Phone Number 2-1447
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Howard Lane
 Gen., Sta. Mgr. Hale Bondurant
 Promotion Manager Clarence Sewell
 Program Dir. George Wells
 Publicity Director Marie MacDonald
 Chief Engineer K. W. Pyle

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station KFH Co.
 Business-Studio Address.....KFH Bldg.
 Phone Number2-4491
 Air Time.....Full Time
 Newspaper Affiliation“Eagle”
 News Service.....UP, AP
 Transcription Service.....Lang-Worth, Capitol
 RepresentativeEdward Petry
 MembershipNARTB, BAB
 PresidentJohn Rigby
 V.P., Gen. Mgr.....Frank V. Webb
 Sales Promotion Manager.....Beulah Roth
 Program Director.....Thomas Bashaw
 Publicity Director.....Marjory Bassett
 Chief Engineer.....Virgil Hinshaw

K W B B

WICHITA—1950

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By...Wichita Beacon Bcstg. Co.
 Address.....2829 Salina Ave.
 Phone Number7-1265
 Air Time.....6 a.m.-M.
 Transcription Service.....Capitol, Thesaurus
 News ServiceAP
 RepresentativePearson
 MembershipNARTB, BAB
 PresidentLouis Levand
 General Manager.....J. Milton Hall
 Comm. Mgrs.....John Merrell, Dale E. Kern
 Program Director.....Chick Martin
 Chief Engineer.....Ralph McClellan

KENTUCKY

*Pop. April 1, 1953 (Est.) 3,117,000 — Total Housing Units 825,000
 Families April 1, 1953 (Est.) 765,000 — Stations in State 46*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By ...Ashland Bdcstg. Co., Inc.
 Address120 20th Street
 Phone Number3010
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Trans. Service.....World, Thesaurus, SESAC
 RepresentativeJohn E. Pearson
 MembershipNARTB, BAB
 PresidentGilmore N. Nunn
 Sta., Prom. Mgr., Pub. Dir.....W. R. Martin
 Comm., Gen. Mgr.....Charles C. Warren
 Program Director.....George Marshall
 Chief EngineerClarence W. Weaver

W K C T

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. ...Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By ...Daily News Bdcstg. Co.
 AddressBox 727
 Phone Number4325
 Air Time.....5:30 a.m.-12 M.
 News ServiceUP
 Newspaper Affiliation Park City Daily News
 Transcription Service.....Thesaurus
 RepresentativeJ. H. McGillvra Inc.
 PresidentJ. Ray Gaines
 Sta., Gen. Mgr.....Al Temple
 Comm., Prom. Mgr.. James H. Topmiller, Jr.
 Program Director.....Jack Eversole
 Publicity Direc'or.....Nada Cherry
 Chief Engineer.....Haro Durham

W L B J

BOWLING GREEN—1938—MBS

Frequency: 1410 Kc...Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...Bowling Green Bcstg. Co.
 Address901 Lehman
 Phone Number3212
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Ken D. Given
 Commercial Manager.....Robert Proctor
 Sales Prom. Mgr.....Georgia Bates
 Publicity Director.....William Kuznitsof
 Program Director.....Helen Given
 Chief Engineer.....Rondal L. Miller

W L C K

CAMPBELLSVILLE—1951

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Taylor Bcstg. Co.
 Address.....P. O. Box 248
 Phone Number380
 News ServiceUP
 Transcription Service.....Lang-Worth, Cole
 Pres., Gen. Mgr.....Redman Turner
 Commercial Manager.....Lindsey Harden
 Program Director.....Dean Harden
 Asst. Mgr., Chf. Engr.....James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By. South Central Kentucky
Bcstg. Co., Inc.
Business-Studio Address. 203 E. Main St.
Phone Number 250
Air Time Daytime
News Service UP
Transcription Service World, SESAC
President. H. T. Parrott
Gen., Sta. Mgr., Prog. Dir. James Shacklette
Sales Promotion Mgr. Frank Hayden
Chief Engineer. Harvey Kingsbury

WAIN

COLUMBIA—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By. Tri-County Bcstg. Corp.
Address. Columbia
Phone Number 4111
News Service UP
Trans. Ser. MacGregor, Thesaurus
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. S. C. Bybee
Comm., Prom. 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.
Business Address. Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Air Time 6 a.m.-M.
News Service AP
Transcription Service World, Keystone
President. J. Springer Robinson
General Manager. John L. Crawford
Station Manager. Kenneth Turner
Commercial Manager. S. G. Hembree
Chief Engineer. Russell Henson

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By. WZIP, Inc.
Bus.-Studio Address. Sixth & Madison Aves.
Phone Number. Juniper 5300
Air Time Daytime
News Service AP
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. Arthur L. Eilerman
Program Director. E. C. Toleman
Publicity Director. Walter Rehbaum
Chief Engineers. H. DeArmond, E. C. Toleman

WCPM

CUMBERLAND—1951—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Blanfox Radio Co.
Address. S. Main St.
President. R. B. Helms
Sta., Comm. Mgr. Murray Woroner
Program Director. Jean Estep
Chief Engineer. J. Francke Fox

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Commonwealth Bcstg. Corp.
Address P. O. Box 234
Phone Number Danville 1230
Air Time Full Time
News Service UP
Transcription Service World
Representative. Hal Holman Co.
Membership NARTB, BAB
Pres., Comm. Mgr. W. T. Isaac
V.P., Pgm. Dir. David B. Highbaugh
Chief Engineer. Henry C. Lovell

WIEL

ELIZABETHTOWN—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Elizabethtown Bcstg. Co.
Address P. O. Box 347
Phone Number 5151
Air Time. Full Time
Transcription Service Associated
News Service UP
Membership NARTB, BAB
President. J. W. Hodges
Gen., Sta. Mgr. Walter T. Gaines
Chief Engineer. Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Frankfort Bcstg. Co., Inc.
Phone Number 48281
Air Time. 5 a.m.-11 p.m.
News Service UP
Representative Burn-Smith
Pres., Gen. Mgr. Ken Hart
Sales Prom. Mgr., Prog. Dir. Robert Beasley
Publicity Director. Mary Flynn
Chief Engineer. Dick Goddard

WFUL

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By. Ken-Tenn Bcstg. Corp.
Address. P. O. Box 482
Phone Number 1270
News Service UP
Transcription Service Thesaurus
President. Dr. R. W. Bushart
Gen. Mgr., Pgm. Dir. Jack A. Dill
Chief Engineer. Eugene Moore

WKAY

GLASGOW—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Glasgow Bcstg. Co., Inc.
 Phone Number 2141
 News Service UP
 Transcription Service SESAC
 President Gordon E. Brown
 Gen., Sta. Mgr. C. H. Hulse
 Commercial Manager J. M. Barrick
 Sales Prom. Mgr. Freeman Cherry
 Program Director Caroline Biggers
 Chief Engineer C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Blainfox Radio Co., Inc.
 Address S. Main St.
 Phone Number 625
 Air Time Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Burn-Smith
 Membership NARTB, BAB
 President, Gen. Mgr. R. B. Helms
 Program Director Nell Bradford
 Comm., Sta. Mgr. J. T. Morgan
 Chief Engineer J. Francke Fox, Jr.

WKIC

HAZARD—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By BMG Bcstg. Corp.
 Address Peoples Bank Building
 Phone Number Main 720
 Air Time Full Time
 News Service AP
 Newspaper Affiliation Hazard Herald
 Transcription Service World
 Representative Hil F. Best
 President Fred B. Bullard
 Gen., Sta. Manager Richard H. Goodlette
 Chief Engineer Marvin E. Young
 Program Director Charles W. Metcalf
 Comm., Prom. Manager Bob Mansfield

WSON

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By Henderson Bcstg. Co., Inc.
 Bus.-Studio Address Zion Rd.
 Phone Number 3923
 News Service UP
 Transcription Service World
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Hecht S. Lackey
 Sales Prom. Mgr. Ewing Graham
 Program Director Martin E. Schaeffer
 Chief Engineer Bob Cleveland

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkinsville Bcstg. Co., Inc.
 Phone Number 1025
 Studio-Transmitter Location Cadiz Rd.
 Air Time 5 a.m.-11:05 p.m.
 News Service UP
 Transcription Service RCA
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. F. E. Lackey
 Commercial Manager Katherine Peden
 Sales Prom. Mgr., Prog. Dir. Margaret Wyatt
 Chief Engineer Leo Y. Wilson

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address Radio Bldg.
 Phone Number 3-2727
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB, BAB
 President Gilmore N. Nunn
 V.P.-General Manager J. E. Willis
 Program Director Henry Allin
 Publicity Director Joe DeLong
 Chief Engineer Henry C. Locklar

WLEX

LEXINGTON—1946—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Central Ky. Bcstg. Co.
 Business Address Campbell House
 Phone Number 3-0433
 Air Time Unlimited
 Trans. Service Lang-Worth, MacGregor
 Representative Forje
 News Service AP
 President J. D. Gay, Jr.
 Secy.-Treas. Guthrie Bell
 Gen., Com. Mgr. J. L. Brownell, Sr.
 Chief Engineer William Yount

WVLK

LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Bluegrass Bcstg. Co., Inc.
 Address Phoenix Hotel
 Phone Number 2-7177
 News Service AP
 Transcription Service Thesaurus
 Representative Burn-Smith
 President Garvice D. Kincaid
 V.P., Gen. Mgr. Donald J. Horton

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

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WAVE, Inc.
 Business Address.....334 E. Broadway
 Phone Number.....Wabash 2201
 Air Time.....Unlimited
 Transcription Service.....Thesaurus, Standard
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....George W. Norton, Jr.
 General-Station Manager.....Nathan Lord
 Commercial Manager.....La Velle Waltman
 Sales Prom. Mgr.....Charles Hill
 Program Director.....James Caldwell
 Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—1936—MBS

Frequency: 790 Kc. .Power: 5000 d. 1000 n.
 Owned-Operated By...Northside Bcstg. Corp.
 Bus.-Studio Address...Ky. Home Life Bcstg.
 Phone Number.....Wabash 8871
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 Membership.....NARTB
 Pres., Comm. Mgr.....J. Porter Smith
 Gen. Mgr.....Charles L. Harris
 Pgm. Dir.....Ward Hatcher
 Chief Engineer.....W. J. Morrison

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. .Power: 50,000 Watts
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 Phone Number.....WAbash 2211
 Air Time.....Full Time
 News Service.....AP
 Newspaper Affil.....Courier-Journal, "Times"
 Transcription Service.....Lang-Worth
 Representative.....Henry I. Christal Co.
 President.....Barry Bingham
 Director.....Victor A. Sholis
 Asst. Director.....Neil D. Cline
 Sales Director.....John M. Fouts
 Sales Prom. Mgr.....William Loader
 Chief Engineer.....Orrin W. Towner
 Program Director.....Sam Gifford

WINN

LOUISVILLE—1940

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
 Bus.-Studio Address.....Earle Hotel
 Phone Number.....WAbash 5148
 Air Time.....7 a.m.-M.
 News Service.....UP
 Trans. Service.....World, MacGregor
 Representative.....The Taylor Co.
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Harry McTigue
 Commercial Manager...Chas. A. Schacht, Jr.
 Program Director.....George Partridge
 Sales Prom. Mgr.....Helen E. Roberts
 Chief Engineer.....Melvin Scarsdale

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc....Power: 1000 Watts d.
 Owned-Operated By...Robert W. Rounsaville
 Business-Studio Address.....2549 S. Third St.
 Phone Number.....Calhoun 3680
 Air Time.....Daytime
 News Service.....AP
 Representative.....Pearson
 President, Gen. Mgr.....R. W. Rounsaville
 Station Mgr.....William R. Wagner
 Prom., Comm. Mgr.....Lee Smith
 Program Director.....Johnny Martin
 Chief Engineer.....Steve Dawson

**A \$152 MILLION DOLLAR
 NEGRO MARKET**

IS INEXPENSIVELY YOURS . . . WHEN
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 NEGRO-PROGRAMMED SOUTHERN
 STATIONS!

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160,000 Negroes, with a buying
 power of \$52 million plus, make
 up a powerful market you can't
 afford to overlook! Buy it indi-
 vidualy, or in combination with
 WMBM at special package rates!

LOUISVILLE, KENTUCKY

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 dous audience in the Bahamas
 and along the North Cuban coast
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 market of Miami's Negro Inde-
 pendent. Write for special pack-
 age rates now!

MIAMI BEACH, FLORIDA

National Representative:
FORJOE AND COMPANY

Southern Representative:
DORA-CLAYTON AGENCY, INC.

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By... Mid-America Bcstg. Corp.
Business-Studio Address... Henry Clay Hotel
Phone Number... Clay 4441
Air Time... Full Time
Representative... John Blair & Co.
News Service... UP
Transcription Service... Associated
President... Emanuel Levi
Sta., Gen. Mgr... Joe Eaton
Commercial Manager... Russell J. Pirkey
Program Director... Mary Louise Moore
Chief Engineer... D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... Radio Kentucky, Inc.
Bus.-Studio Address... 431 W. Jefferson St.
Phone Number... Clay 4811
Air Time... Daytime
News Service... AP
Transcription Service... Standard, Capitol
Representative... Burn-Smith
President... F. Eugene Sandford
Gen., Sta. Manager... Edwin E. S. Weldon
Commercial Manager... H. Parker Smith
Program Director... Harry Lockhart
Chief Engineer... Clovis Sadler

WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address... Box 387
Phone Number... 1885
Air Time... Sunrise-Sunset
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

WKTM

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By... Mayfield Bcstg. Co.
Phone Number... 46
Studio Address... Mayfield Hotel

Air Time... Sunrise-sunset
News Service... UP
Transcription Service... Thesaurus
Representative... Sears & Ayer
Membership... NARTB
President... Frank O. Evens
Gen., Sta., Comm. Mgr... Wayne Morgan
Program Director... Joe MacNeilly
Publicity Director... Frances Finks
Chief Engineer... Joseph M. Hargrove

WNGO

MAYFIELD—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By... West Ky. Bcstg. Co., Inc.
Phone Number... 1597
Air Time... Full Time
News Service... AP
Transcription Service... Capitol
Membership... NARTB, BAB
President... H. M. Suthard
General Mgr... T. E. Brewer
Commercial Mgr... Carl Leigh
Program Director... O. L. Davis
Promotion Mgr... Bob Lee
Chief Engineer... Ben Dixon

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Standard Tobacco Co., Inc.
Bus. Address... 626 Forest Ave.
Phone Number... 1400
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World
Membership... NARTB, BAB
President... Charles P. Clarke
General Mgr... John W. Betts
Commercial Mgr... Horace Simpson
Program Director... Gene Waters
Chief Engineer... Harvey Cross

WMIK

MIDDLEBORO—1948—KBS

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By... Cumberland Gap Bcstg.
Phone Number... 980
Air Time... Day Time
Representative... Holman
Transcription Service... RCA
News Service... UP
Membership... BAB
President... Dr. U. G. Brummett
General Mgr... H. Webster Taylor
Comm., Prom. Mgr... Maurice K. Henry
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 Number.....1340
 News Service.....AP
 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 Number.....Juniper 7100-1
 Air Time.....Sunrise-sunset
 News Service.....UP
 President, Comm. Mgr.....James G. Lang
 Station Manager.....Ann Rolles Lang
 Program Director.....Doug Nunn
 Chief Engineer.....Joshua Burtz

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Owensboro Bcstg. Co., Inc.
 Business Address.....Livermore & Byers
 Phone Number.....3-1558
 Air Time.....6 a.m.-M.
 News Service.....AP
 Newspaper Affiliations...Messenger, Inquirer
 Transcription Service.....Thesaurus
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 President.....Lawrence W. Hager
 Gen.-Sta. Mgr.....Hugh O. Potter
 Program Director.....Mrs. Cliffordean Potter
 Chief Engineer.....Harold I. Peters

WVJS

OWENSBORO—1946

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Oper. By...Owensboro On The Air, Inc.
 Business-Studio Address.....324 Allen St.
 Phone Number.....3-3521
 News Service.....UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 Membership.....NARTB
 President.....V. J. Steele
 General Manager.....Malcolm Greep
 Commercial Manager.....John T. Rutledge
 Sales Prom. Mgr.....Leola C. Hayden
 Program Director.....Larry Adams
 Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—1946—NBC

Frequency 570 Kc. ...Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By.....WKYB, Inc.
 Business-Studio Address....504 Kentucky Ave.
 Phone Number.....2-1678
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....E. J. Paxton, Jr.
 Commercial Manager.....S. Livingston
 Program Dir.....Joe P. Knight
 Chief Engineer.....C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By . . .Paducah Bdcstg. Co., Inc.
 Address.....4th & Bway—Taylor Bldg.
 Phone Number.....2-8231
 Air Time.....5 a.m.-12 M.
 News Service.....UP
 Trans. Serv.Lang-Worth
 Representative.....Meeker
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Pierce E. Lackey
 Prog., Pub. Dir.....Ray Mofield
 Chief Engineer.....U. C. Morris

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ptnrs.: T. A. Silvert,
 E. Chandler.
 Address.....Meade Bldg.
 Phone Number.....1196
 News Service.....UP
 Transcription Service.....Thesaurus
 Gen., Sta. Manager.....Ted Arnold Silvert
 Chief Engineer.....Eugene Baldrige

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cumberland Pub. Co.
 Address.....Pikeville
 Phone Number.....456
 Air Time.....Day Time
 Newspaper Affiliation.....Daily News
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer.....Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByE. Ky. Bdcstg. Corp.
 Phone Number 1280
 News Service AP
 Transcription Service SESAC
 Representative Continental
 President..... Clyde Childers Jr.
 Program Director..... Al Kahn
 Comm. Gen. Mgr..... Edward Damron
 Chief Engineer..... Edwin Meek

WPRT

PRESTONBURG—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. ByKentucky Mt. Bcstg. Co.
 News Service UP
 Transcription Service MacGregar
 President..... D. C. Stephens
 Gen., Prom. Mgr..... Rex Osborne
 Chief Engineer..... Edwin P. Healy

WPKY

PRINCETON—1950—MBS-KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Princeton Bcstg. Co.
 Address..... U. S. Highway 62
 Phone2072
 News Service AP
 Owner, Gen. Mgr..... Leslie Goodaker

Program Dir.....Mrs. Leslie Goodaker
 Commercial Manager.....James H. Johnson
 Chief Engineer.....Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By....Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Phone Number 1240-41
 Air Time..... Full Time
 News Service UP
 Transcription Service World
 Representative Colton
 Pres., Gen., Sta. Mgr..... Mike Layman
 Commercial Manager Donald Orwin
 Program Director..... John A. Hartnett
 Chief Engineer Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Kentucky Mt. Holiness Assn.
 Bus.-Studio Address Vancleve
 Phone Number... Vancleve 3 (Jackson exch.)
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President..... Dr. Lela G. McConnell
 General-Station-Comm. Mgr..... Wilfred Fisher
 Program Director..... Violet Person
 Chief Engineer..... Kenneth Amspaugh

LOUISIANA

*Pop. April 1, 1953 (Est.) 2,819,000 — Total Housing Units 784,000
 Families April 1, 1953 (Est.) 715,000 — Stations in State 45*

KROF

ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
 Business Address P. O. Box 620
 Phone Number 960
 Transcription Service World
 Membership NARTB
 Secy.-Treas. Gen. Mgr..... George P. Martin
 Program Director..... Ebba Lou Martin
 Chief Engineer George P. Martin

Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
 Address..... 6th and Johnston
 Phone Number 3-2543
 News Service AP, UP
 Trans. Serv. World, McGregor
 Representative Weed & Co.
 Membership NARTB, BAB
 President Walter H. Allen
 Gen. Mgr..... Willard L. Cobb
 Commercial Manager Walter D. Melson
 Prom. Mgr., Publ. Dir..... Vivian Close
 Prog. Dir..... Alex Marchand
 Chief Engineer Jesse R. Sexton

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ...Power: 5,000 Watts d.,
 1,000 Watts n.

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By KSYL, Inc.

Address.....Hway 71 at Bolton Ave.
 Phone Number6611-12
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Everett-McKinney
 Membership.....NARTB, BAB
 Pres., Comm. Mgr.....Milton Fox
 General Manager.....Virgil G. Evans
 Program Director.....Bruce Rainey
 Prom. Mgr.....Terrie Shute Raye
 Chief Engineer.....Thomas Marhefka

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Morehouse Bcstg. Co.
 Bus.-Studio Address.....217 S. Washington St.
 Phone Number1400
 News Service.....UP
 Transcription Service.....World, Associated
 General Manager.....Bill Davis
 Commercial Manager.....G. I. Johnson
 Chief Engineer.....S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Modern Bcstg. Co.
 Address.....929 Government St.
 Phone Number4-8571
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Adam Young
 Membership.....NARTB, BAB
 President.....Louis J. Prejean
 V.P., Gen. Mgr.....T. E. Gibbons
 Commercial Manager.....Ron Liffertal
 Prog. Director.....John Ferguson
 Chief Engineer.....Donald K. Allan

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Community Bcstg. Co.
 Address.....P. O. Box 1226
 Phone Number49493
 News Service.....UP
 Trans. Serv.....Lang-Worth & Standard
 Representative.....Walker
 Gen. Mgr.....Robert Earle
 Commercial Manager.....Roger Davison
 Chief Engineer.....E. E. Case

WJBO

BATON ROUGE—1934
NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address.....444 Florida St.
 Phone Number2-5271
 Air Time.....Unlimited
 News. Affil....State Times, Morning Advocate
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....BAB
 President.....Douglas L. Manship
 V.P., General Mgr.....J. Roy Dabadie
 Sales Manager.....Charles C. Garvey
 Pgm., Pub. Director.....Ralph H. Sims
 Chief Engineer.....Pat Weathersby

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Air Waves, Inc.
 Business Address.....204 North St.
 Phone Number24411
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....Wm. G. Rambeau
 Membership.....NARTB, BAB
 President.....R. F. Cangelosi
 General Manager.....Earl Smith
 Commercial Manager.....Lamar Simmons
 Prog. Dir.....Herman Nelson
 Publ. Dir.....Mark O'Brien
 Chief Engineer.....Edward Van Valkenburg

WIKC

BOGALUSA—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Enterprise Publishing Co.
 Business Address.....Rio Grande St.
 Phone Number36
 News Service.....AP
 Transcription Service.....World
 President.....William C. Moss
 General Manager.....Curt Siegelin
 Commercial Manager.....John H. Knight
 Prog. Dir.....Bernie Behrendt
 Chief Engineer.....Donald Quave

KSIG

CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Acadia Bcstg. Co.
 Bus.-Studio Address.....101 N. Parkerson Ave.
 Phone Number1450-1
 Newspaper Affiliation....."Daily Signal"
 News Service.....AP
 Membership.....NARTB
 President.....Max Thomas
 Gen. Mgr., Chief Eng....B. Hillman Bailey, Jr.
 Station Mgr.....Mary Grace St. John
 Commercial Manager.....Edmond M. Klein
 Chief Engineer.....G. L. Newman, Jr.

KDLA

DeRIDDER—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 Air Time Daytime
 News Service UP
 Transcription Service MacGregor
 Co-Owners Cyril W. Reddoch,
 John B. McCrary
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson
 Publ. Dir. Ed Jones
 Chief Engineer Klien Evans

KEUN

EUNICE—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tri-Parish Bcstg. Co.
 Address Box 789
 Phone Number 3041
 News Service AP
 Transcription Service World
 President Vincent Riehl
 General Manager John A. Chauvin
 Commercial Manager Chris Duplechain
 Program Director Roger Duhon
 Chief Engineer Billy Bland

WIHL

HAMMOND—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Cefalu Radio Station
 Bus-Studio Add. 205 E. Thomas St.
 Phone Number 960
 News Service AP
 Owners Nicholas Cefalu, A. V. Cefalu
 Gen. Sta. Comm., Prom. Mgr. J. K. Ferris
 Program Director George Bonnell
 Chief Engineer J. R. Webb

KCIL

HOUMA—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address Baton Rouge, La.
 News Service AP
 Transcription Service World, SESAC
 Membership NARTB, BAB
 Owner Charles W. Lamar Jr.
 General Manager Frank E. King, Jr.
 Comm., Sls. Prom. Mgr. Raymond A. Saadi
 Prog. Dir. Sam Eaton
 Chief Engineer Lee E. Emmons

KJEF

JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.

Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address 1521 Lake Arthur Ave.
 Phone Number 1155
 News Service UP
 Membership NARTB
 President Maxwell I. Thomas
 Gen. Mgr. Clovis L. Bailey
 Sta. Mgr. Jacqueline Todd Bertrand
 Comm. Mgr. Gerald Dugas
 Sales Prom. Mgr. Mildred Rhodriguez
 Prog. Dir. Albert W. Viquerie
 Chief Engineer Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—MBS

Frequency: 1420 Kc. Power: 250 Watts d.
 500 W. n.
 Owned-Oper. By Camellia Bcstg. Co.
 Address P. O. Box 367
 Phone Number 8-9494-5
 Transcription Service World, Capitol
 News Service UP
 Membership NARTB, BAB
 President Paul H. De Clonet
 General Manager William A. Patton
 Program Director John H. Selleck
 Prom., Pub. Dir. Sid Crocker
 Chief Engineer William H. Bland, Jr.

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 1070
 Phone Number 5-6426-7
 Newspaper Affiliation "Daily Advertiser"
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Meeker
 Membership NARTB, BAB
 General Manager George H. Thomas
 Sta. Mgr. Evan H. Hughes
 Commercial Manager Thomas G. Pears
 Prog. Dir. Don Metz
 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 Number 6-7541
 News Service UP
 Transcription Service Associated
 Representative For Joe
 President Jules J. Paglin
 Co-Mgr., Prom. Mgr. Tom Gresham
 Co-Mgr., Prog. Dir. Roy Rhodes
 Station Director Stanley W. Ray, Jr.
 Chief Engineer Levanca Carson

KLOU

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.
 Phone Number.....6-7277
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Pres., Gen. Manager.....John L. Vath
 Managing Dir.....Sara M. Anderson
 Publicity Dir.....Josephine Moss
 Program Director.....Sid Morse
 Chief Engineer.....Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Business Address.....P. O. Box 1521
 Phone Number.....2713
 Air Time.....5:30 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Weed
 President.....T. B. Lanford
 Gen., Sta. Mgr.....David Wilson
 Commercial Manager.....P. E. Mills, Jr.
 Sales Promotion Manager.....R. M. White
 Program Director.....A. B. Craft, Jr.
 Publicity Director.....Margaret Kunzweiler
 Chief Engineer.....A. B. Craft

KAPK

MINDEN—1952

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Parish Bcstg. Co.
 Address.....Lakeshore Dr.
 Phone Number.....1985
 News Service.....UP
 General Manager.....Van F. Marshall
 Commercial Mgr.....Paul Howard
 Prom. Mgr., Prog. Dir.....Laura Dial
 Chief Engineer.....Joel E. Wharton

KLIC

MONROE—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dr. Frank Cerniglia
 Address.....Strauss Bldg
 Phone Number.....3-4617
 News Service.....UP
 Pres., Sta. Mgr.....Dr. Frank Cerniglia
 Comm., Prom. Mgr.....(Mrs.) Marian A. Baker
 Program Director.....John Lacy

KMLB

MONROE—1931

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.

Owned-Oper. By....Liner's Bcstg. Station, Inc.
 Business Address.....Hotel Frances
 Phone Number.....25
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....O. L. Taylor
 Gen., Sta. Mgr.....Charles Price
 Comm., Prog. Mgr.....James Plaisance
 Prom., Pub. Dir.....I. Elliget
 Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....James A. Noe
 Business-Studio Address.....Bernhardt Bldg.
 Phone Number.....8155
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 President.....James A. Noe
 Gen., Sta. Mgr.....Paul H. Goldman
 Commercial Manager.....Earl Morin
 Program Director.....Irving Zeidman
 Chief Engineer.....Jack Ratliff

KWCJ

NATCHITOCHEs—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Natchitoches Bcstg. Co.
 Business-Studio Address.....Box 232
 Phone Number.....2353
 President.....Dr. William H. Pierson

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...New Iberia Bcstg. Co.
 Address.....Box 383
 Phone Number.....2-6726
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....BAB
 General Manager.....George H. Thomas
 Station Manager.....Dierrell Hamm
 Commercial Manager.....A. Hall Allen
 Program Director.....Donald Bonin
 Chief Engineer.....Merle Case

KVIM

NEW IBERIA—1950

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Queen City Bcstg. Co.
 Address.....P. O. Box 50
 Phone Number.....2121
 Transcription Service.....Associated
 Membership.....NARTB, BAB
 President.....P. M. Cochran
 Gen., Sta. Mgr.....John H. Coco

WDSU-NBC
*Gateway to
 Greater Sales
 In New Orleans!*



★ ★ LOUISIANA ★ ★

Program Director.....Alice Lee
 Sales Prom. Mgr.....Jay Burnett
 Chief Engineer.....William H. Bland

W B O K

NEW ORLEANS—1950

Frequency: 800 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....WBOK, Inc.
 Address.....505 Baronne St.
 Phone Number.....Tulane 5363
 News Service.....UP
 Representative.....ForJoe
 President.....Jules J. Paglin
 Gen., Sta. Mgr.....Stanley W. Ray, Jr.
 Comm. Mgr.....Fred Schwarz
 Program Director.....Earl Davis
 Chief Engineer.....John Rhodes

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDSU Bcstg. Corp.
 Business-Studio Address.....520 Royal St.
 Phone Number.....Tulane 4371
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol, World
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr.....Robert Swezey
 V.P. & Comm. Mgr.....Louis Read
 Program Dir.....William Ellwell
 Prom. Dir.....Marion Annenberg
 Chief Engineer.....Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Louise C. Carlson
 Business-Studio Address.....Cigali Bldg.
 Phone Number.....Ma. 3488
 Air Time.....Unlimited
 News Service.....AP
 Representative.....W. G. Rambeau
 Membership.....NARTB
 Pres., Gen. Mgr.....Louise C. Carlson
 Sta., Comm. Manager.....Ed. Carlson
 Prom. Mgr.....George Stimmel
 Program Dir.....Jim Landry
 Chief Engineer.....Frank J. Recely
 Publicity Dir.....Jesse Lee Cave

W J M R

NEW ORLEANS—1945

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Supreme Bcstg Co., Inc.
 Address.....Jung Hotel, 1500 Canal Street
 Phone Number.....Canal 0356-0357
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Representative.....Bolling

WDSU
 New Orleans



President Chester Owens
 Exec. V.P. George A. Mayoral
 V.P. & Gen. Mgr. James E. Gordon
 Comm., Prom. Mgr. Patrick J. Shannon
 Program Dir. Tom Abbott
 Publicity Dir. Bonnie Kroll
 Chief Engineer Max Mipro

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 2107 Dryades St.
 Phone Number Tulane 4841
 Representative Gill-Keefe-Perna
 News Service UP
 Membership NARTB
 President Lester Kamin
 General Manager Mort Silverman
 Program Dir. Larry McKinley
 Chief Engineer Samuel Perkins

W N O E

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 Number Express 2173
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC
 Representative H-R
 Membership NARTB, BAB
 Owner James A. Noe
 Gen., Sta. Mgr., Prom. Dir. Benton Paschall
 Comm. Mgr. Paul Berille
 Prog. Dir. Eldon Durand
 Publicity Dir. Bill Elliott
 Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By WSMB, Inc.
 Business-Studio Address Maison Blanche Bldg.
 Phone Number Magnolia 5921
 President N. L. Carter
 General Manager Jack O'Meallie

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Royal Bcstg. Corp.
 Address 624 Canal St.
 Phone Number CA 7250
 Air Time Full Time
 News Service UP
 Membership NARTB
 President General Hufft
 Gen., Sta. Mgr. William Ellwell

Commercial Manager A. J. Hollander
 Sales Prom. Mgr. Edna May Ellwell
 Program Director Marilyn Barnett
 Chief Engineer Morris Jones

W T P S

NEW ORLEANS—1948

Frequency: 940 Kc. Power: 1000 d.; 500 n.
 Owned-Oper. By The Times Picayune
 Business Address 615 Howard Ave.
 Phone Number Canal 5561
 Transcription Service Associated
 Representative Branham
 President John F. Tims
 General Mgr. H. F. Wehrmann
 Prog. Dir. Robert Smith
 Prom. Mgr. Martin Burke
 Chief Engineer George DeBlieux

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By WWEZ Radio Inc.
 Bus.-Studio Address Hotel New Orleans
 Phone Number Canal 3521
 News Service UP
 Representative Hollingbery
 President A. J. Chilton
 General Manager Joe A. Oswald
 Program Dir. Ken Elliott
 Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. Power: 50,000 Watts
 Owned-Operated By Loyola University
 Address Roosevelt Hotel
 Phone Number Raymond 2194
 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
 Publicity Manager Ray Liuzza
 Program Director E. M. Hoerner
 Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KSLO Bcstg. Co.
 Studio Address KSLO Bldg.
 Phone Number 2633
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Sears & Ayer

Membership NARTB, BAB
 Pres., Gen. Mgr. W. Eugene Jones
 Commercial Manager J. R. Womack
 Sales Prom. Mgr. Stanley G. Young
 Program Director Wandell Allegood
 Chief Anncr., News Dir. Floyd Cormier
 Chief Engineer Richard M. Cole

KRUS

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Ruston Bcstg. Co.
 Bus.-Studio Address... 105 E. N. Railroad Ave.
 Phone Number 1490
 Air Time Full Time
 News Service UP
 Newspaper Affiliation "Daily Leader"
 Owner, Gen. Mgr. C. E. Faulk, Jr.
 Station Manager Kenneth L. Whitaker
 Program Director Bill Carter
 Chief Engineer James L. Span

KCIJ

SHREVEPORT—1950

Frequency: 980 Kc. Power: 5000 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 205 Milam St.
 Representative Young
 President Lester Kamin
 Gen., Comm. Mgr. John H. Pace
 Chief Engineer N. L. Keys

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Frank H. Ford
 Business-Studio Address 311 Milam Bldg.
 Phone Number 3-3681
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Frank H. Ford
 Commercial Manager Frank H. Ford, Jr
 Prom., Pub. Dir. Bill Monroe

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KRMD
 Bus.-Studio Address New Jefferson Hotel
 Representative Weed
 Manager G. V. Wilson
 Station Director W. L. Switzer
 Program Director Elizabeth V. Alford
 Chief Engineer Carl W. Goulden

KTBS

SHREVEPORT—1922—NBC

Frequency: 710 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Radio Station KTBS, Inc.
 Address 312 East Kings Hwy
 Phone Number 7-3644
 Air Time 5 a.m.-12 M.
 News Service AP, UP
 Representative Petry
 Transcription Service Associated
 Membership NARTB
 Pres., Gen. Mgr. E. Newton Wray
 Comm. Mgr. Alex Chesley
 Pub., Sales Prom. Mgr. Carol Vinson
 Prog. Dir. Cecil E. Bland, Jr.
 Chief Engineer C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By International Bcstg. Corp.
 Business-Studio Address... Commercial Bldg.
 Phone Number 2-8711
 Newspaper Affiliation Shreveport Times
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 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 W. E. Antony

MAINE

Pop. April 1, 1953 (Est.) 963,000 — Total Housing Units 314,000
 Families April 1, 1953 (Est.) 285,000 — Stations in State 15

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Twin City Bcstg. Co., Inc.

Address 160 Bangor St.
 Phone Number 3-3838
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard, World
 Representative Forjee

PresidentFaust Couture
 Gen., Sta. Mgr.....Norman G. Gallant
 Comm. Mgr.....Harry Simons
 Sales Prom. Mgr.....Lynn Chase
 Program Director.....Richard Norton
 Publicity Director.....Louise Ware Patterson
 Chief Engineer.....Paul Grave

WRDO

AUGUSTA—1932—NBC-MAINE
 NERN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. ByWRDO, Inc.
 Address175 Water Street
 Phone Number3-4735
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWeed, Bannan
 MembershipNARTB, BAB
 PresidentAdeline B. Rines
 Gen., Sta., Prom. Mgr.....Jack S. Atwood
 Commercial ManagerDonald K. Powers
 Publ. Pgm. Dir.....Leslie R. Hubley
 Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—1924—ABC-MBS

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By...Community Bcstg. Service
 Business-Studio Address.....57 State St.
 Phone Number6446
 Air Time.....Full Time
 News ServiceAP
 RepresentativeEverett-McKinney, Kettell-
 Carter
 Co-O., President.....Horace E. Hildreth
 Co-O., Gen. Mgr.....Murray Carpenter
 Comm. Mgr.....Lee Gorman
 Program Dir.....Richard Bronson
 Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 KcPower: 250 Watts
 Owned-Oper. By..Guy Gannett Bcstg. System
 Address.....P. O. Box 722
 Phone Number7354
 Air Time.....6:30 a.m.-12 M.
 News ServiceUP
 RepresentativeAvery-Knodel
 President.....Guy P. Gannett
 General Manager.....Creighton E. Gatchell
 Station Manager.....Samuel G. Henderson, Jr.
 Program Director.....Clifton E. Reynolds
 Chief Engineer.....Roger W. Hodgkins

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc.....Power: 5000 Watts

Owned-Operated By.....Maine Bcstg. Co.
 Business-Studio Address.....100 Main St.
 Phone Number.....Bangor 6023
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Weed, Bertha Bannan
 MembershipNARTB, BAB
 PresidentAdeline Rines
 General Manager.....Edward E. Guernsey
 Program Director.....Irving S. Hunter
 Promotion Manager.....George Chapman
 Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By ...Biddeford Bdcstg. Corp.
 Address234 Main St.
 Phone Number4-4566
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....World
 MembershipNARTB
 Pres., Gen. Mgr.....Arthur Deters
 Station Manager.....Chris Drivas
 Chief EngineerArthur Deters



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 . . . During the spring and summer months the population increases enormously because 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 Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
 President and Gen. Mgr.

W A B M

HOULTON—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. ByAroostook Bdcstg. Corp.
Phone Number2257
Air TimeFull Time
News ServiceAP
Transcription ServiceThesaurus
PresidentHarry E. Umphrey
General ManagerHarold D. Glidden
Sta., Comm. Mgr.....Ted Coffin
Chief EngineerRobert 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 Number.....4-6921
Air Time.....6 a.m.-M.
News ServiceAP
Transcription Serv...Standard, SESAC, World
RepresentativeForJoe
PresidentFaust Couture
General-Station Mgr.....John C. Libby
Comm. Mgr.....Oscar J. Normand
Pgm., Pub. Dir.....Herb Fontaine
Chief Engineer.....Herbert Wiles

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.
Phone Number4-5401
Air Time6 a.m.-12 M.
News ServiceAP
Transcription ServiceThesaurus
RepresentativeEverett-McKinney
President, Station Mgr.....Elden H. Shute, Jr.
General Mgr.-Treas.....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Prog., Pub. Dir.....F. Parker Hoy
Chief Engineer.....Leslie R. Hall

W C S H

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By...Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number2-0181
Air TimeUnlimited
News Service.....AP, UP
Transcription ServiceThesaurus
Representative.....Weed, Bertha Bannan
MembershipNARTB, BAB
President.....Adeline B. Rines

If you want sales in Maine
Buy LEWISTON-AUBURN

1st IN PAYROLLS . . . 1951 RETAIL SALES . . . \$70,597,000

BUY 5000 WATT
W L A M

ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE
OF AUDIENCE



MORNINGS
8:00 a.m. to 12 Noon
43.1%

AFTERNOONS
12 Noon to 6:00 p.m.
43.0%

EVENINGS
6:00 p.m. to 8:00 p.m.
40.9%

Represented Nationally
by Everett-McKinney, Inc.

G. E. HOOPER, INC. Survey
LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented
in New England by
Kettell-Carter



General Manager William H. Rines
 Station Manager.....Linwood T. Pitman
 Commercial Manager.....Albert W. Smith
 Prog. Dir.....Arthur Owens
 Chief EngineerDaniel B. 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.,
 Phone Number2-7423
 Air Time6 a.m.-12:05 a.m.
 News Service.....AP, UP
 RepresentativeAvery-Knodel
 MembershipNARTB
 President.....Guy P. Gannett
 General Manager....Creighton E. Gatchell
 Commercial Manager.....Richard E. Bates
 Pgm., Pub. Dir.Francis H. Farnum, Jr.
 Chief Engineer.....Roger W. Hodgkins

W P O R

PORTLAND—1946—ABC-YANKEE
MBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Oliver Bcstg. Corp.
 Business-Studio Address.....Chapman Bldg.
 Phone Number3-8111
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeEverett-McKinney
 Louis J. Borgatti
 Pres., Sta., Gen. Mgr.Harold H. Meyer
 Commercial Manager.....William J. Mullen
 Sales Prom. Mgr.....I. McAdoo
 Program Director.....Raymond Mercier
 Chief Engineer.....Roger S. Perry

W A G M

PRESQUE ISLE—1931—MBS
YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Aroostook Bcstg. Corp.
 Business-Studio Address.....180 State St.
 Phone Number8821
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceThesaurus
 PresidentHarry Umphrey

American Broadcasting Company

Yankee Network

Mutual Broadcasting System



*Portland's
 favorite
 station . . .*

*. . . ask
 anyone!*

Rep. Everett-McKinney, Inc.
Boston—L. J. Borgatti

Hal Meyer, President

General Manager.....Harold D. Glidden
 Commercial Manager.....Forrest Craig
 Pgm. Dir.....Richard B. Marshall
 Chief Engineer.....Lester E. Hughes

Commercial Manager.....A. Sherman Rutter
 Chief Engineer.....Donald S. Winslow

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.
 Address.....496 Main St.
 Phone Number.....74 K
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Standard
 Reprs.....Everett-McKinney, Kettell-Carter
 President.....Carleton D. Brown
 Station Manager.....Paul R. Huber
 Commercial Mgr.....A. Sherman Butter

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone Number.....2700-1
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership.....NARTB, BAB
 Pres., Gen.-Station Mgr.....Carleton D. Brown
 Commercial Manager.....Harold I. Vigue
 Program Dir.....Alvo Martin
 Chief Engineer.....Don Sutherland

MARYLAND

*Pop. April 1, 1953 (Est.) 2,466,000—Total Housing Units 694,000
 Families April 1, 1953 (Est.) 639,000—Stations in State 23*

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Annapolis Bcstg. Corp.
 Business-Studio Address.....25 School St.
 Phone Number.....Annapolis 2500
 Air Time.....Local sunrise-local sunset
 President, General Mgr.....Morris H. Blum
 Chief Engineer.....Arthur P. Dietz

Transcription Service.....Capitol, Thesaurus
 Representative.....McGillvra
 President.....Albert H. MacCarthy
 Sta., Gen. Mgr.....Earle L. Boyles
 Comm., Prom. Mgr.....Norman Bergholm
 Prog. Dir.....John Hanly
 Publicity Dir.....Frank D. Grosser
 Chief Engineer.....Arnold Seltzer

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Chesapeake Radio Corp.
 Business Address.....P. O. Box 1551
 Phone Number.....9211
 News Service.....AP
 Transcription Service.....World
 Membership.....BAB
 Pres., Gen. Mgr.....Robert L. Blalock
 Comm., Prom. Manager.....Patrick W. Larkin
 Program Director.....M. E. Blalock
 Publicity Director.....John Drew
 Chief Engineer.....Joseph H. Griscom, Jr.

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Hearst Corp. (Radio & TV
 Div.)
 Address.....2610 North Charles St.
 Phone Number.....Hopkins 3000
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry & Co., Inc.
 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.....J. M. Kennedy
 Pub. Mgr.....Thomas J. White, Jr.
 Chief Engineer.....William C. Bareham

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Capital Bcstg. Co.
 Address.....P. O. Box 829, Admiral Hgts.
 Phone Number.....2639
 Air Time.....6 a.m.-12 M.
 News Service.....AP

WBMD

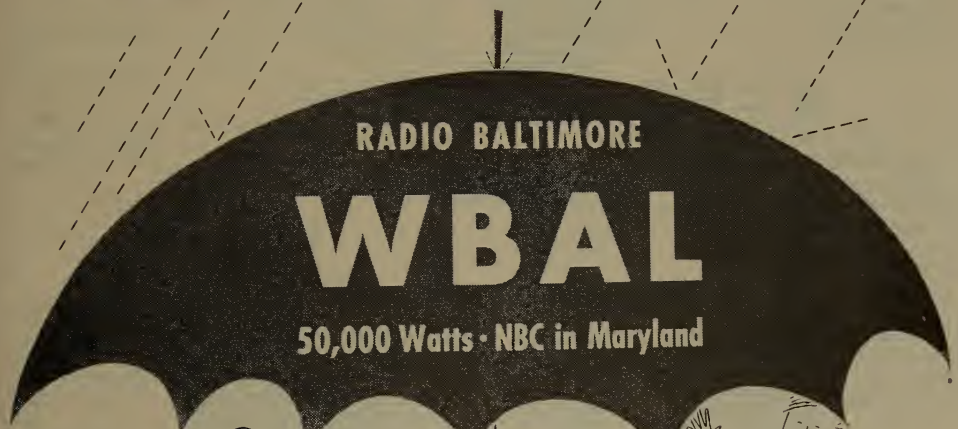
BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.

YOU GET MORE COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY



Nationally Represented by
EDWARD PETRY & CO.

KRMSS

Owned-Operated By.....Key Bcstg. Corp.
 Business-Studio Address.....879 Park Ave.
 Phone Number.....Mulberry 7095
 News Service.....AP
 Representative.....Joseph Hershey McGillvra
 President.....George E. Hull
 General Mgr.....H. Shelton Earp, Jr.
 Program Director.....Tom O'Connor
 Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Monumental Radio Co.
 Business-Studio Address...1102 N. Charles St.
 Phone Number.....Mulberry 0600-1-2-3-4
 Air Time.....Unlimited
 News Service.....AP
 Transcription 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 Number.....Belmont 8400
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service.....Lang-Worth
 Representative.....Taylor
 Membership.....NARTB
 President, Comm. Manager.....John Elmer
 Gen., Sta., Comm. Mgr.....G. H. 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 Number.....Mulberry 1300
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....John Blair & Co.
 Membership.....NARTB
 President.....Robert S. Maslin
 V.P., Gen. Mgr.....John E. Surrick
 V.P. & Treasurer.....J. H. L. Trautfelter
 V.P. Charge of Adv.....Robert S. Maslin, Jr.
 Dir. of Sales, Comm. Mgr.....Wm. S. Pirie, Jr.
 Program Dir.....Bert Hanauer
 Chief Engineer.....William Q. Rant

WITH BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Bcstg. Corp.
 Business-Studio Address...7 E. Lexington St.
 Phone Number.....Lexington 7808
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Forjoe
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Chief Engineer.....James S. Duff

WSID

BALTIMORE—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address...912 N. Charles St.
 Phone Number.....Saratoga 8250
 News Service.....UP
 President.....Richard Eaton
 Gen., Sta., Comm.,
 Prom. Mgr.....Albert R. Lamphear
 Prog., Publ. Dir.....Helen Wherley
 Chief Engineer.....Leroy Reckling

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Belvedere Bcstg. Co.
 Address.....5740 Reistertown Rd.
 Phone Number.....Mohawk 4400
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Indie Sales
 President.....Thomas F. McNulty
 Gen. Mgr.....Lenore Feldman
 Program Director.....Chester Kiser
 Chief Engineer.....Joseph Sporney

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Broadcast Management, Inc.
 Address.....1348 You St., Wash., D. C.
 Phone Number.....HO 0011
 News Service.....UP
 Transcription Service.....Quality
 P-ess., Gen. Mgr.....Harold F. Sheffers
 Comm., Prom., Pub. Mgr.....Leslie W. Smith
 Chief Engineer.....Richard Reagan

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....The Shore Bcstg Co.
 Phone Number.....1580
 News Service.....AP
 Transcription Service.....World
 President.....John W. Downing
 Gen. Mgr.....Charles J. Truitt
 Sta. Mgr. Pub. Dir.....Thomas H. Maguire, Jr.
 Comm., Prom. Mgr.....Anna Flowers
 Prog. Dir.....Bette B. Robbins
 Chief Engineer.....Jerold P. Merritt

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Tower Realty Co.
 Address.....P. O. Box 360
 Phone Number.....5400-1
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Forjoe
 President.....Karl F. Steinmann
 Station Manager.....M. Campbell, Jr.
 Commercial Manager.....Roy S. Knotts
 Sales Prom. Mgr.....Eldred Steinman
 Chief Engineer.....Paul E. Custer

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Md. Bcstng.
 Address.....450 Byrd Avenue
 Phone Number.....5001
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Representative...Radio Representatives, Inc.
 President.....Richard A. Raese
 Sta., Mgr., Prog. Dir.....James M. Martinson
 Commercial Manager.....Floyd V. Cozad
 Prom. Mgr., Publ. Dir.....Robert Calvert
 Chief Engineer.....George Sokol, Jr.

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Maryland Radio Corp.
 Address.....Commercial Bank Bldg.
 Phone Number.....299
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham

Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Charles E. Smith
 Comm., Sales Prom. Mgr.....Ray Miller
 Pgm. Dir.....Michael Hurst
 Pub. Dir.....Robert Rosamond
 Chief Engineer.....Phil Malone

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Monocacy Bcstg. Co.
 Business-Studio Address.....Winchester Hall
 Phone Number.....MONument 3-6104, 5
 Air Time.....5 a.m.-M.
 News Service.....AP
 President.....Laurence Leonard
 General Manager.....Alan W. Long
 Program Director.....Evelyn Leonard
 Sales Prom., Pub. Mgr.....Amelia Weinberg
 Chief Engineer.....Howard Fisher

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...United Bcstg. Co., Inc.
 Business-Studio Address...128 S. Prospect St.
 Phone Number.....4500
 Air Time.....6 a.m.-M.
 News Service.....UP
 Membership.....NARTB
 President.....Richard Eaton
 Managing Director.....Albert R. Lanphear
 General Manager.....Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor.....Hunter Reams
 Publicity Director.....Betty Bupp
 Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
 Business-Studio Address.....Franklin Court
 Phone Number.....2323
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Grover C. Crilley
 Sta., Prom., Mgr.....William H. Paulsgrove
 Commercial Mgr.....Clarence Myers
 Pgm. Dir.....Robert Leshe
 Publicity Director.....Marie Hobson
 Chief Engineer.....George McIntire

WASA

HAVRE DE GRACE—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Address P. O. Box 97
 Phone Number 800
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Pgm., Pub. Dir. W. E. Baekey, Jr.
 Chief Engineer. Charles E. Veazie

WINX

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.
 Address Route 240, Rockville
 Phone Number Rockville 4357
 Air Time Sunrise-Sunset
 News Service UP
 President Richard Eaton
 Gen., Sta. Mgr. Bruce Collier
 Promotion Manager Phyllis Johnson
 Prog. Dir. Bob Cossman
 Chief Engineer 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 Number 6131
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 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—MET. NET

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-Suburban Bcstg. Corp.
 Business Address 11306 Kemp Mill Rd.
 Phone Number Shep. 1050
 Air Time Daytime
 News Service AP
 Representative Forjoe, Indie Sales
 Membership NARTB, BAB
 President John W. Kluge
 Gen.-Sta. Mgr. Joseph L. Brechner
 Comm., Sls., Prom. Mgr. James E. Crismond
 Pub., Pgm. Dir. Ernest Tannen
 Chief Engineer Arthur McDougall

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:



At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
 (Mon. thru Fri. Average)
 Source: J. A. Ward, Inc.
 9 AM - 12 Noon 69.5%
 12 Noon - 6 PM 71.6%
 6 PM - 10 PM 72.0%



MARKET DATA
 Source: Sales Management
 Population 301,700
 Radio Homes 82,500
 Retail Sales \$333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
 Charles J. Truitt, Gen. Mgr.

National Representatives:
 Burn-Smith Co., Inc.

MASSACHUSETTS

*Pop. April 1, 1953 (Est.) 4,928,000—Total Housing Units 1,416,000
Families April 1, 1953 (Est.) 1,315,000—Stations in State 51*

WARA

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....Bronson Bldg.
Phone Number.....1320
Air Time.....Full Time
Representative.....Bannan
Transcription Service.....Thesaurus
News Service.....UP
President.....Howard H. Sweet
General Manager.....J. Ottmar
Station Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Charles Lynch

WBMS

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Shelton
Phone Number.....Copley 7-3005
Air Time.....Sunrise-sunset
News Service.....UP
Representative.....Forjoe & Co.
President.....John Laux
General Manager.....Norman Furman
Commercial Mgr.....Zangwil Lasker
Sales Prom. Mgr.....Irving Vermont
Program Director.....Ken Malden
Publicity Director.....Gerald McCarthy
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-Oper. By... Westinghouse Radio Sta-
tions, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....AP, UP, INS
Transcription Service.....Thesaurus
Membership.....BAB
Representative.....Free & Peters
President.....E. V. Huggins
V.P., Gen. Mgr.....J. E. Baudino
Station Manager.....W. C. Swartley
Sales Manager.....C. M. Meehan
Promotion Manager.....John Stilli
Program Manager.....Avner Rakov
Ch'ef Engineer.....W. H. Hauser
Publicity Director.....Joseph Cullinane

WCOP

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCOP Bdcstg. Co.
Business-Studio Address.....485 Boylston St.
Phone Number.....Copley 7-0123
Air Time.....Full Time
News Service.....AP, INS
Gen., Sta. Mgr.....Roy V. Whisnand
Natl. Sales Mgr.....A. N. Armstrong
Program Director.....Irvin E. Dierdorff, Jr.
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 Number.....HUBbard 2-2323
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
Membership.....BAB
General Manager.....Harvey J. Struthers
Commercial Mgr.....Emmett J. Heerd, Jr.
Sales Promotion Mgr.....Charles B. H. Vail
Program Director.....Raymond G. Girardin
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Matheson Radio Co.
Bus-Studio Address.....6 St. James Ave.
Phone Number.....HANcock 6-5500
Newspaper Affiliation.....Herald-Traveler Corp.
Air Time.....Full Time
News Service.....AP
Representative.....John Blair
Membership.....NARTE, BAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
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 Number.....Commonwealth 6-3900

Air Time.....Full Time
 News Service.....INS
 Transcription Service.....Lang-Worth, SESAC
 Pres., Prog. Dir.....John E. Reilly
 General, Station Manager.....William S. Pote
 Commercial Manager.....Lawrence Flynn
 Sales Promotion Manager.....Marie Mason
 Publicity Director.....Mary Saunders
 Chief Engineer.....William Ferruzzi

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By...Yankee Net. Div., General
 Teleradio, Inc.
 Bus-Studio Address.....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 News Service.....Reuters, INS, UP
 Representative.....H.R. Reps.
 President.....Tom O'Neil
 Exec. V.P., Gen. Mgr.....Linus Travers
 Vice President.....George Steffy
 Commercial Manager.....Tom Bateson
 Sales Prom. Mgr.....George Nallberg
 Program Director.....Dove Cox
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....I. B. Robinson

WORL

BOSTON—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Pilgrim Bcstg. Co.
 Address.....92 State St.
 Phone Number.....Lafayette 3-4000
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Representative.....Bolling Co.
 President.....Joseph A. Dunn
 Gen., Sta., Comm. Mgr.....Arthur E. Haley
 Program Director.....Norm Prescott
 Publicity Director.....Polly Haddad
 Chief Engineer.....John Parker

WVOM

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Boston Bcstg. Corp.
 Address.....1 Harvard Street
 Phone Number.....Beacon 2-5650
 Air Time.....Full Time
 Representative.....McGillvra
 News Service.....UP
 General Manager.....Benjamin Bartzoff
 Commercial Manager.....Ken Strong
 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 Number.....Brockton 7062
 News Service.....AP
 Representative.....Bannan, Colton
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Charles A. Fuller
 Commercial Mgr.....Earle G. Clement
 Program Director.....Kenneth A. Wheeler
 Technical Dir.....Mark L. MacAdam

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
 Air Time.....Day Time
 News Service.....AP
 Representative.....Indie Sales
 President.....Frank J. Lyman, Jr.
 General Manager.....F. C. Bailey
 Program Dir.....Edward Penney
 Chief Engineer.....Norman J. Graham

WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Regional Bcstg. Co.
 Business Address.....Hotel Bridgeway
 Phone Number.....Springfield 6-1323
 Air Time.....Sunrise-sunset
 News Service.....AP
 Representative.....Indie Sales
 Membership.....NARTB, BAB
 President.....David Hayes
 Sta., Comm., Gen. Mgr.....Ralph J. Robinson
 Program Dir.....Charles J. O'Malley
 Chief Engineer.....H. R. Glinka

WALE

FALL RIVER—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Narraqansett Bcstg. Co.
 Address.....374 Central St.
 Phone Number.....4-1400
 News Service.....UP
 Representative.....Walker, Kettell-Carter
 Pres., Gen. Mgr.....George L. Sisson, Jr.
 Chief Engineer.....Ro'and Berube

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By...Fall River Bcstg. Co., Inc.
 Business-Studio Address.....Academy Bldg.
 Phone Number.....7-9477
 Newspaper Affilitaion...Herald News, Inc.
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus

Representative. Headley-Reed, Bertha Bannan
 Membership NARTB
 President. Frank W. Miller
 Treas., Gen. Mgr. Melvin Lahr
 Commercial Manager Neil Sullivan
 Publicity Director John Crowley
 Program Dir. Angus Bailey
 Chief Engineer. John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By. WEIM, Fitchburg, Inc.
 Business-Studio Address. 717 Main St.
 Phone Number 3-3766
 Air Time Unimited
 News Service AP
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Henry G. Molina, Jr.
 Commercial Mgr. James W. Chalmers
 Program Dir. David Rodman
 Chief Engineer. Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Wachusett Bcstg. Co.
 Address. 455 Main St.
 Phone Number 3-4897
 Representative Devney, Bannan
 News Service INS
 Membership NARTB, BAB
 Pres., Gen. Mgr. Ansel E. Gridley
 Program Director. Tal Hood
 Chief Engineer. Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By. WKOX, Inc.
 Bus.-Studio Address. Mt. Wayte Ave.
 Phone Number Framingham 7409
 News Service UP
 Transcription Service World
 Representative Kettell-Carter
 General Manager. Richard E. Adams
 Commercial Manager. Lewis F. Sargent
 Program Director. William B. Sherman
 Chief Engineer Francis Bartol

WHOB

GARDNER—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Gardner Bcstg. Corp.
 Business Number. Green St., Gardner
 Phone Number 1490
 Air Time Full Time
 News Service AP
 Representative Borgatti, Inc.

President. W. J. Barkley
 General Manager. Wm. Rust
 Station Manager. Al Marffe
 Chief Engineer. Melvin Miller

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 Number 4301-2
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative. Bertha Bannan, Walker
 Membership 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. Haverhill Gazette Co.
 Business-Studio Address. 30 How St.
 Phone Number 4-4733
 Air Time Full Time
 Newspaper Affiliation. Haverhill Gazette Co.
 News Service UP
 Representative Kettell-Carter
 Membership BAB
 Pres., Gen. Mgr. John T. Russ
 Station Manager. Robert L. Kimel
 Commercial Mgr. John J. Kirby
 Program Director. Kenneth Ash
 Chief Engineer. David Cate

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Oper. By. Hampden—Hamshire Corp.
 Address. 180 High St.
 Phone Number. Holyoke 8238
 Newspaper Affiliation. Transcript-Telegram
 News Service UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 Sta., Gen. Mgr. Charles N. DeRose
 Commercial Manager. Patrick J. Montague
 Chief Engineer. Alexander Paley

W R E B

HOLYOKE—1950—KBS

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By. Valley Bcstg. Corp.
 Address. 323 High St.
 Phone Number 2-3296

Transcription Service.....Associated, SESAC
 News ServiceAP
 MembershipBAB
 PresidentSigward Holmes
 Gen., Sta., Comm. Mgr.....John J. Broderick
 Pgm. Dir., Prom. Mgr.....Gerald Loughman
 Publicity Director.....Larry Therrien
 Chief Engineer.....Arthur P. Beaton

WCCM

LAWRENCE—1947

Frequency: 800 Kc.Power: 1000 Watts d.
 Owned-Oper. ByLawrence Bdcstg. Co.
 Address.....278 Essex Street
 Phone Number.....Lawrence 3-7171-2
 Air TimeSunrise-Sunset
 News ServiceAP
 RepresentativeBannan, Indie Sales
 Pres., Gen., Sta. Mgr.....Geo. H. Jaspert
 Comm., Sales Prom. Mgr.....Daniel Ruggles, III
 Prog. Dir.....Ernest La Branche
 Chief Engineer.....John David Bodel

WLAW

LAWRENCE—1937—ABC

Frequency: 680 Kc.Power: 50,000 Watts
 Owned-Oper. By.....Hildreth & Rogers Co.
 Business-Studio Address.....Essex St.
 Phone Number.....Lawrence 4171
 Newspaper AffiliationEagle-Tribune
 Air Time6 a.m.-12:05 a.m.
 News Service.....UP, INS
 Transcription ServiceThesaurus
 Representative.....O. L. Taylor Co.
 MembershipNARTB
 President.....Irving E. Rogers
 Gen., Sta. Mgr.....Lambert B. Beeuwkes
 Commercial Manager.....Nona Kirby
 Program Dir.....Frederick P. Laffey
 Sales Prom. Mgr.....Kerby Cushing
 Publicity Director.....Fred A. Sullivan
 Chief Engineer.....George A. Hinckley

WCAP

LOWELL—1951

Frequency: 980 Kc.Power: 1000 Watts d.
 Owned-Operated By.....Northeast Radio Inc.
 Address.....243 Central St.
 Phone Number4-0404
 News ServiceUP
 PresidentIsrael Cohen
 Gen., Sta. Mgr.....William J. Warren
 Program Director.....Ugo San Antonio
 Chief Engineer.....Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByMerrimac Bdcstg. Co.

Phone Number8715, Lawrence 2-2146
 Air Time.....6:00 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceAssociated
 PresidentGerald Harrison
 V. P.Carl S. Wheeler
 Sta. Mgr.....Dana W. Fitzgerald
 Program Director.....Tom Clayton
 Commercial ManagerHaskell Bloomberg
 Chief EngineerAnthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....Puritan Bcst. Service, Inc.
 Business-Studio Address.....7 Willow St.
 Phone Number.....LY. 5-6200
 Air Time6:00 a.m.-Sunset
 News ServiceUP
 Pres., Gen. Mgr.....Theodore Feinstein
 Sta., Comm. Mgr., Prog. Dir.....Hank Forbes
 Chief Engineer.....Russell Bassett

WHIL

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 ServiceUP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Sherwood J. Tarlow
 Commercial Mgr.....Joseph Kruger
 Program Director.....Dave Maynard
 Chief Engineer.....Sal Fulchino

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Oper. By.....Bay State Bcstg. Co.
 AddressPope's Island
 Phone Number3-1767
 RepresentativeThe Bolling Co.
 MembershipNARTB
 News ServiceUP
 President.....Joseph P. Duchaine
 General Manager.....Otto F. A. Arnold
 Commercial Manager.....Richard C. Evans
 Program Director.....Chris Clark
 Chief Engineer.....Brownell Brightman

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByE. Anthony & Sons, Inc.
 Business-Studio Address.....432 County Sts.
 Phone Number8-5228
 Air TimeFull Time
 News ServiceAP
 Newspaper affiliation.....Standard-Times
 Representative.....Walker Co., Bertha Bannan

Station Manager J Thomas Mathers
 Commercial Manager Arnold Briden
 Program Director James Gleason
 Chief Engineer David Dodd

W M N B

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. . . Northern Berkshire Bcstg. Co.
 Bus.-Studio-Transmitter Address. . . 466 Curran
 Phone Number 1230
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Pres., Gen. Mgr. J. Gordon Keyworth
 Program Manager Larry Truesdale
 Chief Engineer J. Gordon Keyworth

W N A W

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Cecil F. Clifton
 Address 20 State Street
 Phone Number 860
 News Service UP
 Transcription Service Associated, Cole
 Owner Mrs. Cecil F. Clifton
 Program Director Carman S. Tubby
 Chief Engineer Calvin Curtis

W H M P

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. . . Pioneer Valley Bcstg. Co.
 Address 78 Main St.
 Air Time Full Time
 News Service AP
 Representative Louis Borgatti
 President John H. Williams
 Gen., Sta., Comm.,
 Prom. Mgr. Alexander W. Milne
 Program Director Joseph T. Fennessey
 Chief Engineer Harold Schumacher

W B E C

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. . . Western Mass. Bcstg. Co.
 Business-Studio Address 30 Eagle St.
 Phone Number 8292
 Air Time Full Time
 News Service AP
 Transcription Service Capitol
 Representative Everett-McKinney, Kettell-
 Carter

Newspaper Affil. . . Berkshire Evening Eagle
 Membership NARTB
 President L. K. Miller
 Gen., Sta., Comm.,
 Prom. Mgr. W. Wendell Budrow
 Pgm., Publ., Dir. Robert Henabery
 Chief Engineer Walton Ayer

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Greylock Bcstg. Co.
 Business-Studio Address 8 Bank Row
 Phone Number 2-1553
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Walker, Morgatti
 Membership NARTB, BAB
 President Leon Podolsky
 Sta., Gen. Mgr. John T. Parsons
 Commercial Manager Norman T. Simpson
 Sales Promotion Manager Robert H. Burbank
 Pub., Pgm. Dir. Richard Bolender
 Chief Engineer Leonard Lavendol

W J D A

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By. . . South Shore Bcstg. Co., Inc.
 Business-Studio Address Box 373
 Phone Number Mayflower 9-1300
 News Service AP
 Transcription Service World
 Pres., Gen., Sta., Comm., Prom. Mgr.,
 Chf. Engr. James D. Asher
 Program Director Charles Glass

W E S X

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. . . North Shore Bcstg. Co.
 Business-Studio Address Salem
 Phone Number 5670
 Transcription Service World
 President Joseph H. Tobin
 Gen., Sta. Mgr. William C. Asher
 Comm., Sales Prom. Mgr. Tom Lester
 Prog., Pub. Dir. Duane Hatch
 Chief Engineer Philip Campbell

W B Z A - W B Z

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN
 (See Boston Listing)

WJKO

SPRINGFIELD—1948

Frequency: 1600 Kc. 5 KW d.
 Owned-Oper. By Springfield Bdcstg. Co.
 Address 137 State St.
 Phone Number 2-7487
 Air Time Day Time
 News Service UP
 Representative Gill-Keefe & Perna
 President Gerson Askinas
 Gen. Mgr., Pgm. Dir. C. M. Manitsas
 Sales Manager E. G. Hewinson, Sr.

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WMAS, Inc.
 Business-Studio Address 101 West St.
 Phone Number Springfield 7-1414
 News Service UP
 Transcription Service Associated
 Representative Edward Petry
 Membership NARTB
 President Gerald Harrison
 Station Manager Robert Donahue
 Commercial Manager Robert Feldman
 Sales Prom. Mgr. Paul Peltier
 Chief Engineer John Michnovcz

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By WSPR, Inc.
 Business Address 63 Chestnut St.
 Phone Number 6-2757
 Air Time Full Time
 News Service AP
 Representative George P. Hollingbery
 Membership NARTB
 Pres., Gen. Mgr. Alan C. Tindal
 Commercial Manager J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir. Howard S. Keefe
 Program Director Wayne H. Latham
 Chief Engineer George Townsend

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Phone Number 9-4768
 Air Time 6:40 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Oper.. Mgr., Chief Engr. J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 74 Broadway
 Phone Number 4-7528
 Air Time Day Time
 Transcription Service Lang-Worth
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Sta. Mgr., Prog. Dir. Joseph G. Quill
 Commercial Manager Edwin Stawniak
 Chief Engineer Lawrence Prado

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charles River Bcstg. Co.
 Business-Studio Address 834 Main St.
 Phone Number W 5-7080
 Air Time Daytime
 News Service UP
 Representative Bannan
 President, Gen. Mgr. Theodore Jones
 Program Director David B. Tucker
 Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Central Bdcstg. Co.
 Business-Studio Address Ware
 Phone Number 1250
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Borgatti, Radio Repls.
 Gen., Sta. Mgr. T. M. Colton
 Commercial Mgr. Howard L. Chase
 Chief Engineer Joseph Bigda

WOCB

WEST YARMOUTH—1940

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Phone Number Hyannis 502
 Address South Sea Avenue
 Air Time 7 a.m.-11:30 p.m.
 Representative Walker, Bertha Bannan
 President Basil Brewer
 General Manager Dan B. Gaylord
 Station Manager Paul Stiles
 Program Director Joyce Johnson
 Chief Engineer Frank L. Lynch

The
busiest
stations in
America's
automotive
center



Today there are
1 1/2-million radio
homes and 1/2-mil-
lion auto radios in

the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. *At lowest cost, too!* WWJ costs less than the average cost-per-thousand for radio time in Detroit . . . *14.5% less according to Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.



Shortest distance between your visual sales message and the 800,000 TV sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate

AM-960 KC
5000 WATTS

FM-97.1 MC

CHANNEL 4

W A A B

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned by WAAB, Inc.
 Business-Studio Address 34 Mechanic St.
 Phone Number 2-5611
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Bannan
 Membership NARTB
 President George F. Wilson
 Commercial Mgr. George J. Kapel
 Program Dir. Don Stevens
 Chief Engineer Felix Bonvouloir

W N E B

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Address 405 Main St.
 Phone Number 6-4672
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Bolling
 President Paul C. Lytle
 Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 Chief Engineer Vernon P. Wilson

W O R C

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Radio Worcester
 Business-Studio Address 4 Walnut St.
 Phone Number 5-3101
 Air Time 7 a.m.-M.
 News Service AP
 Representative Headley-Reed
 President C. George Taylor
 Gen., Sta., Mgr. Kenneth M. Cooper
 Comm. Mgr. Thomas M. Donlin
 Chief Engineer Carroll Philbrook

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 Number 5-4321
 Air Time 6 a.m.-12:05 a.m.
 Newspaper A³ffiliation Telegram & Evening Gazette
 News Service AP
 Transcription Service World, Associated
 Representative Paul H. Raymer
 Membership NARTB, BAB
 Vice-Pres., Gen. Mgr. Robert W. Booth
 Station Manager Herbert L. Krueger
 Commercial Manager Robert J. Brown
 Sales Promotion Manager Bernard J. La Plante
 Prod., Pgm. Dir. A. J. Brissette
 Publicity Director A. C. Fuller
 Chief Engineer E. A. Browning

MICHIGAN

*Pop. April 1, 1953 (Est.) 1,669,000—Total Housing Units 1,990,000
 Families April 1, 1953 (Est.) 1,834,000—Stations in State 68*

W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Oper. By James Gerity, Jr.
 Address Treat Rd.
 Phone Number 9000
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Membership NARTB, BAB
 Owner James Gerity, Jr.
 General Manager O. Wm. Myers
 Commercial Manager David L. Norton
 News, Pgm. Dir. Larry Payne
 Chief Engineer Elwood Brown

Owned-Oper. By Calhoun Bcstg. Co.
 Address Hawes Bldg.
 Phone Number 6120
 President J. C. Bedient
 General Manager M. H. Wirth
 Program Director Lewis Shroyer
 Chief Engineer Clare Brown

W F Y C

ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By WFYC, Inc.
 Address 408½ Gratiot Ave.
 Phone Number 95
 News Service UP
 Trans. Service Lang-Worth, World
 President L. R. Kamperman
 V.P., Gen. Mgr. Robert W. Cessna
 Chief Engineer Harold Frisbee

W A L M

ALBION—1952

Frequency: 1540 Kc. Power: 250 Watts d.

WATZ**ALPENA—1946—MBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Business Address.....Alpena
 Phone Number.....1049
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Representative.....Hal Holman
 President.....Les Biederman
 General Manager.....Drew McCloy
 Chief Engineer.....William Kiker

WHRV**ANN ARBOR—1947—ABC**

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Huron Valley Bcstrs., Inc.
 Business Address.....4230 Packard Rd.
 Phone Number.....2-4573
 News Service.....AP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....J. F. Hopkins
 General Manager.....Steve Filipiak
 Com. Mgr.....James H. Hopkins
 Chief Engineer.....James Allen

WPAG**ANN ARBOR—1945**

Frequency: 1050 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....Washtenaw Bcstg. Co.
 Bus.-Studio Address.....3rd Floor, Hutzl Bldg.
 Phone Number.....2-5517
 News Service.....AP
 Transcription Service.....Standard
 Representative.....McGillvra
 Membership.....NARTB
 President.....Arthur E. Greene
 Gen. Sta. Manager.....Edward F. Baughn
 Commercial Manager.....Kenneth MacDonald
 Program Director.....Roger A. Shepard
 Chief Engineer.....D. N. Bowdish

WLEW**BAD AXE—1950**

Frequency: 1540 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Port Huron Bdcstg. Co.
 Address.....932 Military St., Port Huron
 Phone Number.....2-8536
 Representative.....Gill-Keefe-Penna
 Transcription Service.....Standard
 News Service.....UP
 Membership.....NARTB
 Gen. Mgr.....John Wismer
 Sta., Com. Mgr.....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 Number.....3-5555
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 P es., General Manager.....Robert H. Holmes
 Commercial Manager.....F. K. Doyle
 Program Director.....E. F. Cahill
 Chief Engineer.....Robert Willbur

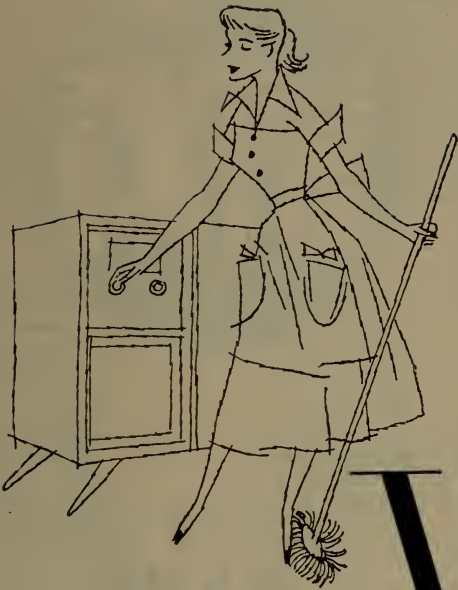
WELL**BATTLE CREEK—1925—ABC**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Federated Publications, Inc.
 Bus.-Studio-Transmitter Address.....Michigan
 National Bank Bldg.
 Phone Number.....7173
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB, BAB

WELL**BATTLE CREEK***Battle Creek's top-rated
station**and the best buy
because . . .*

- 26 years of making friends—
and sales
- Covers retail trading area of
198,299
- Affiliated with American Bcstg.
Company

*Represented nationally by
JOS. HERSHEY McGILLVRA***250W • 1400 WELL**



W

J

R

the
GREAT VOICE
of the
GREAT
LAKES



General Manager.....Dan E. Jayne
 Commercial Manager.....E. P. Mills, Jr.
 Program Director.....Forrest F. Owen
 Chief Engineer.....Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;
 500 Watts n.

Owned-Operated By.....Bay Bcstg. Co., Inc.
 Business-Studio Address.....Wenonah Hotel
 Phone Number.....7551-2
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....BAB
 President.....Harley D. Peet
 Gen.-Station-Comm. Mgr.....Hugh A Giesel
 Program Director.....Charles E. Anthony
 Chief Engineer.....Ralph H. Carpenter

W G R O

BAY CITY—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Griner-Dillon Bcstg. Co.

Phone Number.....3-1260
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....BAB
 President.....James Gerity, Jr.
 Vice-Pres.....O. William Myers
 Station Manager.....Harley West
 Program Director.....Phil Sanford
 Chief Engineer.....Edward Dillon

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....Palladium Publ. Co.

Address.....Fairplain Ave.
 Phone Number.....5-2113
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....RCA, World
 Representative.....Hal Holman
 Membership.....NARTB, BAB
 President.....Stanley R. Banyon
 Vice-Pres.....W. J. Banyon
 Gen., Sta. Mgr.....J. P. Scherer
 Commercial Manager.....Ted Vernasco
 Sales Prom. Mgr.....Dwight Edmunds
 Program Director.....John Pershing Chase
 Chief Engineer.....Munson Robinson

W A T T

CADILLAC—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Bcstg. Co.

Business-Studio Address..P.O. Box 219, Cadillac
 Phone Number.....1270
 News Service.....AP
 Transcription Service.....SESAC, KBS
 Representative.....Hal Holman
 Pres., Gen. Mgr.....Les Biederman
 Station Manager.....Art Nyhus
 Commercial Manager.....M. L. Chandler
 Chief Engineer.....Bill Kikel

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
 Air Time.....Full Time
 News Service.....AP
 Trans. Service.....World, Associated, Cole
 Representative.....McGillivra
 Membership.....BAB
 President.....George Hosek
 Gen., Stat. Mgr., Chief Eng..E. Harold Munn, Jr.
 Program Director.....James C. Macklem

W K M H

DEARBORN—1946

Frequency: 1310 Kc.....Power 5000 Watts d.,
 1000 n.

Owned-Operated By.....WKMH, Inc.
 Address.....15001 Michigan Ave.
 Phone Number.....Tiffany 6-8500
 Transmitter.....Willow Run Express Hwy.
 News Service.....INS, UP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 Pres., Sta., Gen. Mgr.....Fred A. Knorr
 Comm., Prom. Mgr.....George M. Miller
 Program Director.....Verna Borsodi
 Production Director.....Clare Linn
 Chief Engineer.....Jerrold Martin

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.
 Phone Number.....Woodward 1-7200
 Air Time.....24 Hrs.
 News Service.....INS, UP
 Transcription Service.....World, Thesaurus
 Representative.....All Canada Facilities,
 Adam J. Young, Jr.
 Membership.....NARTB
 President, General Mgr.....J. E. Campeau
 Sta. Mgr., Chief Engr.....W. J. Carter
 Commercial Manager.....E. Wilson Wardell
 Sales Prom. Mgr.....S. C. Ritchie
 Publicity Director.....Art Gloster

MUTUAL

CKLW

**LOWEST COST
MAJOR
STATION BUY
IN THE
DETROIT AREA**

COMPARE the Coverage
with the Cost and you'll discover why
this greater "dollar distance" buy
is ringing more cash registers
than ever before for
advertisers.

CKLW covers a
17,000,000 population
area in five important
states!

**50,000
WATTS
800 KC.**

Adam J. Young Jr., Inc.
National Representative

Guardian Building

Detroit 26, Mich.

J. E. Campeau, Pres.

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 Number.....TEmpLe 3-7900
 Air Time24 Hours
 News ServiceINS
 RepresentativeKatz Agency
 MembershipNARTB, BAB
 President.....George B. Storer
 Vice-Pres., Managing Dir.....Gayle V. Grubb
 Commercial Manager.....Harry Lipson
 Sales Promotion Manager.....Peter Storer
 Program Director.....Richard Fischer
 Publicity Director.....Beverly Holden
 Chief EngineerPaul O. Frincke

W J L B

DETROIT—1926

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By ..Booth Radio & TV Stas.
 Business AddressBuhl Bldg.
 Phone NumberWOodward 5-2000
 News ServiceAP
 MembershipBAB
 RepresentativeForJoe
 Pres., Gen. Mgr.John L. Booth
 Station Manager.....Eric V. Hay
 Sales Prom. Mgr.....Edwin E. Nyy
 Chief Engineer.....Edward H. Clark

W J R

DETROIT—1927—CBS

Frequency: 760 Kc....Power: 50,000 Watts
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.
 AddressFisher Bldg.
 Phone NumberTrinity 5-4440
 Air Time24 Hours
 News ServiceAP, INS, UP
 Trans. ServiceThesaurus, World
 MembershipNARTB, BAB
 PresidentJohn F. Patt
 V.P., & Gen. Mgr.Worth Kramer
 Sec'y-Treas.....William G. Siebert
 Advt. & Pub. Rel. Dir.....James Quello
 Sales Manager.....Elmer O. Wayne
 Program DirectorFranklin Mitchell
 Production DirectorNorman White
 V.P. in charge of News.....George Cushing
 V.P. in chge of Engr.George Leydorf
 (See Pages 264, 465)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By ...The Evening News Assn.
 Address615 W. Lafayette
 Phone NumberWOodward 2-2000

Newspaper Affiliation....."Detroit News"
 Air Time24 Hours
 News ServiceAP, UP
 Trans. Serv.Lang-Worth & Thesaurus
 Representative ...George P. Hollingberry Co.
 MembershipNARTB
 General Manager.....Edwin K. Wheeler
 Station ManagerDon DeGroot
 General Program Mgr.M. C. Wissman
 General Engr. Mgr.E. J. Love
 Public Affairs ManagerJames Eberle
 Pgm. & Prod. Mgr.....Charles Penman
 Chief Engineer.....Carl Wessler
 Promotion Manager.....Jack Albert
 (See Page 462)

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....WVYZ, Inc.
 Business Address1700 Mutual Bldg.
 Phone NumberWOodward 3-8321
 Air Time6:30 a.m.-1 a.m.
 News Service.....AP, INS
 RepresentativeJohn Blair
 President.....James G. Riddell
 Commercial Manager.....Harold Christian
 Sales Prom. Mgr.....William Morgan
 Chief EngineerCharles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Bcstg. Co.
 Business-Studio Address.....P. O. Box 419
 Phone Number3190-1
 Air Time6:30 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWalker
 Gen., Comm. Mgr.....George D. Lindenthal
 Sta., Mgr., Pgm. Dir.....Robert Wagner
 Production Director.....John Hagerman
 Chief Engineer.....Jack W. Foster

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 Number.....Detroit, Woodward 2-0220;
 Flint, 9-8886
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipBAB
 President.....John Lord Booth
 General Manager.....W. Gerald Schroeder
 Chief Engineer.....G. Elwood Ryan

WCLC

FLINT—1952

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Adelaide L. Carrell
 Address.....1623 Utica Ave.
 Phone Number.....43381
 News Service.....AP
 Transcription Service.....World
 Man. Dir., Comm. Mgr.....Adelaide L. Carrell

WFDF

FLINT—1922—ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Trebit Corp.
 Address.....Garland at First Ave.
 Phone Number.....2-7158
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....Harry M. Bitner, Sr.
 Gen., Sta. Mgr.....Lester W. Lindow
 Sales Prom. Mgr.....Marvin Levey
 Program Director.....Elmer A. Knopf
 Publicity Director.....Donald Wyant
 Chief Engineer.....Gerald Wolpert

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Methodist Radio Parish, Inc.
 Address.....3217 Lapeer St.
 Phone Number.....3-5112
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Best
 President.....Victor Longfield
 Gen., Sta. Mgr.....William H. Morford
 Commercial Manager.....Richard Carter
 Chief Engineer.....Homer Blumerich

WTAC

FLINT—1946—NBC

Frequency: 900 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address.....740 S. Saginaw St.
 Phone Number.....Flint 2-1136
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 President.....George W. Trendle
 General Mgr.....H. Allen Campbell
 Sta., Comm. Mgr.....J. R. McKinley
 Pogram Dir.....Laurence Arnold
 Chief Engineer.....Frank Folsom

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Address.....Paul Bunyan Bldg., Traverse City
 Phone Number.....Traverse City 2700
 Representative.....Holman
 Transcription Service.....Standard
 News Service.....AP
 President.....Les Biederman
 General Manager.....Mitch Gordon
 Commercial Manager.....Gerald Crittenden
 Program Director.....Ken Haven
 Chief Engineer.....William Kiker

WGHN

GRAND HAVEN—1951

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Grand Haven Bcstg. Co.
 Address.....Grand Haven

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Furniture City Bcstg. Corp.
 Address.....430 Federal Square Bldg.
 Phone Number.....GL 6-9541
 Trans. Loca.....501 Garfield Ave., N.W.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Hil F. Best
 Pres., Gen., Sta. Mgr.....William Kuiper
 Commercial Manager.....H. J. Swierenga
 Program Director.....Henry Bosch
 Chief Engineer.....Jack Timmer

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 Number.....9-4111
 Air Time.....6 a.m.-local sunset
 News Service.....AP
 Representative.....Gill-Keefe-Perna
 Pres., Gen., Sta. Mgr.....Paul F. Eichhorn
 Program Director.....John Speer
 Publicity Dir.....Frederick Stove-
 Chief Engineer.....Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fetzer Bcstg. Co.
 Address.....Pantlind Hotel
 Phone Number.....Glendale 6-8512
 Air Time.....6:30 a.m.-12:05 M.
 News Service.....AP

Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. John E. Fetzner
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Station Manager Martin Giaimo
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Versluis Radio &
 Television, Inc.
 Address 6 Fountain St., N.E.
 Phone Number Glendale 6-5461
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BAB
 President Leonard A. Versluis
 Vice-Pres. & Gen. Mgr. Hy M. Steed
 Program Director Bob Kirby
 Chief Engineer Lee Stevens

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bcstg. Co.
 Address .. 1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4125
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Katz Agency
 Membership NARTB, BAB
 President H. M. Bitner, Sr.
 Gen., S.a., Comm. Mgr. Willard Schroeder
 Program Director Frank Sisson
 Publicity Director David Hoyle
 Chief Engineer Louis Bergenroth

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 9482
 Air Time Full Time
 News Service AP
 Trans. Serv. World, Lang-Worth, Thesaurus
 Representative Best
 Membership NARTB
 President W. A. Butler
 Comm., Gen., Sta. Mgr. Sandy Meek
 Program Director Larry Collins
 Publicity Director William Young
 Chief Engineer John Klungle

W H D F

HOUGHTON—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By ... Upper Michigan Bcstg. Co.
 Address Douglass Hotel
 Phone Number Houghton 1
 Air Time 7 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Program Director Earl Norden
 Chief Engineer George L. Burgan

W M I Q

IRON MOUNTAIN—1947 ABC-NORTHERN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address .. 211 E. Ludington St.
 Phone Number 2031
 News Service UP
 Transcription Service Thesaurus
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Commercial Manager William C. Johnson
 Chief Engineer Paul F. Anick

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Operated By Upper Mich.-Wisc. Bcstg. Co.
 Phone Number 102-3
 Air Time 6:55 a.m.?1:55 p.m.
 Transcription Service Thesaurus
 Representative Walker
 President H. H. Frailing
 General Manager James F. Kauper
 Prod., Pgm. Dir. Bob Serenson
 Chief Engineer Eugene Kaari

W J M S

IRONWOOD—1931—MBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By .. Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address .. 124 E. McLeod Ave.
 Phone Number 20
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 President William L. Johnson
 Station Manager Donald R. Hoover
 Program Director Laura Johnson
 Chief Engineer Arne Dahlbacka

WJPD

ISHPEMING—1947—PBN-GOEBEL
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Ishpeming Bcstg. Co.
Business-Studio Address...Jenks Block
Phone Number...1892
Air Time...7 a.m.-11:00 p.m.
News Service...AP
Transcription Service...World
Pres., Gen., Sta. Mgr...J. P. Deegan
Publicity Director...Carl B. Tupala
Program Director...Paul C. Crowley
Chief Engineer...Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned By...WIBM, Inc.
Address...2511 Kibby Road
Phone Number...6121
Air Time...6:30 a.m.-M.
News Service...AP
Representative...Forjoe
Transcription Service...Thesaurus, Lang-Worth
President...Roy Radner
Station Manager...William Cizek
Prog. Dir., Chief Announcer...Jack Underwood
Chief Engineer...Charles Wirtanen

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By...Jackson Bcstg. & Tele.
Corp.
Address...441 Wildwood
Phone...4-7181
Air Time...6 a.m.-1 a.m.
News Service...UP
Transcription Service...World
Representative...Headley-Reed
Pres., Gen. Mgr...Fred A. Knorr
Managing Director...Walter Patterson
Sales Prom. Mgr...Marcus Sharpe
Program Director...Robert Thaw
Chief Engineer...Paul Wright

WGFG

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By...Radio Station WGFG
Business-Studio Address...State Theatre Bldg.
Phone Number...4-0111
News Service...UP
Representative...H.R. Reprs., Inc.
Gen., Comm. Manager...Howard D. Steere
Sta. Mgr., Prog. Dir...Emil J. Popke, Jr.
Chief Engineer...Carl Stephens

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By...Fetzer Bcstg. Co.
Business Address...124 W. Michigan Ave.
Phone Number...3-1223
Air Time...6 a.m.-12:05 a.m.
News Service...AP
Transcription Service...Thesaurus
Representative...Avery-Knodel
Membership...NARTB, BAB
President, Gen. Mgr...John E. Fetzer
Sales Service Director...John W. O'Harrow
Program Director...Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
Chief Engineer...Francis L. Morse

WILS

LANSING—1946

Frequency: 1320 Kc. Power: 5000 Watts d-
1000 Watts n.
Owned-Operated By...Lansing Bcstg. Co.
Bus.-Studio Address...407 N. Washington
Phone Number...2-1655
Air Time...6 a.m.-1 a.m.
News Service...AP
Transcription Service...Lang-Worth, Capitol
Representative...O. L. Taylor
Pres., Gen. Mgr...W. A. Pomeroy
Asst. Mgr., Chief Eng...John C. Pomeroy
Commercial Manager...Walter L. Dennis
Sales Prom. Mgr., Publ. Dir...Walter Braeger
Pgm., Prod. Dir...Alex Dillingham

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By...WJIM, Inc.
Bus.-Studio Address...Bank of Lansing Bldg.
Phone Number...2-1333
Air Time...Full Time
News Service...UP
Transcription Service...World, Standard
Representative...H.R. Reprs., Inc.
Membership...NARTB
Pres., Gen. Mgr...Harold F. Gross
Station Manager...Howard K. Finch
Commercial Manager...Roger S. Underhill
Program Director...Irene Ginther
Chief Engineer...C. E. Wallace

WKLA

LUDINGTON—1944—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By...Raymond A. Plank
Address...204 East Ludington Ave.
Phone Number...1450

Air Time Unlimited
 Transcription Service AP
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Raymond A. Plank
 Comm., Sls. Prom. Mgr. Jerry Breen
 Program Director Tom Matthews
 Publicity Director Don Hack
 Chief Engineer Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Manistee Radio Corp.
 Address Radio Road
 Phone Number 1340
 News Service AP
 Transcription Service Lang-Worth
 Representative Best
 V.P., Gen. Mgr. E. J. Powell
 Commercial Manager Edward Owens
 Program Director John Sullivan
 Chief Engineer Tony Carroll

W S D C

MARINE CITY—1950

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Clair, Inc.
 Address 5300 Marine City Hwy.
 Phone Number 3471
 News Service INS
 President Jerry Coughlin
 General Manager John S. Bell
 Commercial Manager Harry Coughlin
 Chief Engineer Robert Burr

W D M J

MARQUETTE—1931—MBS
 KBS—NORTHERN

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.
 Business-Studio Address 4th & Wash. St.
 Phone Number 616
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 General Manager Leo G. Brott
 Station Manager E. W. Wallace
 Commercial Manager Robert Luke
 Chief Engineer Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Rich Publ. House, Inc.
 Transmitter Address 298 S. Sweede Rd.
 Phone Number 4000
 Newspaper Affiliation Midland Daily News
 Air Time 6 a.m.-M.
 News Service AP

Transcription Service Lang-Worth, Thesaurus
 President Phillip T. Rich
 Gen., Sta., Comm. Mgr. J. A. Sturgeon
 Program Director Louis Sexton
 Chief Engineer Peter A. Wolfe

W C E N

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Paul A. Brandt
 Address 112½ E. Bway
 Phone Number 33-171, 21-501
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. SESAC, Standard
 President Paul A. Brandt
 General Manager Bob Clayton
 Program Director Jim Bailey
 Chief Engineer Gilbert Roberts

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacher Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. Thesaurus
 Representative Meeke
 Membership NARTB
 Pres., Gen. Mgr. Arch Shawd
 Program Director Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By Nicholas W. Kuris
 Address Federal Square
 Phone Number 32126
 News Service UP
 Representative Best
 Pres., Gen. Mgr. Nicholas W. Kuris
 Program Director Evelyn Johnson
 Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 517 W. Giles Rd.
 Phone Number 4-1672
 Air Time Daytime
 News Service UP
 Representative Hal Holman
 President R. Bunker Rogoski

Gen., Sta., Comm. Mgr. Dalton C. Hille
 Prog., Pub. Dir. William J. Merchant
 Chief Engineer. Sam Lombardi

W O A P

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Oper. By. Owosso Bcstg. Co.
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative. Joseph Hershey McGillvra
 President. J. E. Campbell
 General Manager. M. H. Wirth
 Sta., Comm. Prog. Mgr. Merrill Walker
 Chief Engineer. M. Carson

W M B N

PETOSKEY—1946 MBS-KBS-BUNYAN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager. Ralph Pierson
 Commercial Manager. Merten Carpenter
 Program Director. Ken Haven
 Chief Engineer. William Kiker

W C A R

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
 Owned-Operated By. WCAR, Inc.
 Address. 2146 S. Telegraph Rd.
 Phone Number Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Transcription Service Associated
 Representative John E. Pearson
 Pres., Gen. Mgr. H. Y. Levinson
 Commercial Manager. William G. Lenhard
 Program Director. Frank E. Firmschild
 Chief Engineer. Wayne N. Cook

W H L S

PORT HURON—1938—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World, Standard
 Representative Gill-Perna
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Comm., Prom., Publ. Mgr. John L. Shepard
 Program Director. Ernest O. Ferriby
 Chief Engineer. George Carroll

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By. The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Newspaper Affiliation "Times-Herald"
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager. F. Granger Weil
 Commercial Manager. Gaylord H. Forbes
 Assistant Manager. Alice Anderson
 Program Director. Dick Sommerville
 Chief Engineers. Walter Parry, Kenneth Kunze

W H A K

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By. Rogers City Bcstg. Co.
 Address Molke Dr.
 Phone Number 7751
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Best
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director. H. E. Brege

W E X L

ROYAL OAK—1926

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Manager. Ernest Holder
 Chief Engineer. Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Air Time Sunrise-Sunset
 News Service UP
 Representative Gill-Perna
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards

Vice-President.....Alvin M. Bentley
 Secy.-Treas., Sta. Mgr.....Howard H. Wolfe
 Sales, Prom., Pub. Director.....Henry Scott
 Program Director.....Robert Dyer
 Chief Engineer.....Max W. Thomas

WSAM

SAGINAW—1935—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Saginaw Bdcstg. Co.
 Address.....Radio Building
 Phone Number.....2-8161
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Milton L. Greenebaum
 Asst. to Mgr.....Raymond G. Ulbrich
 Production Director.....Richard Hallwood
 Publicity Director.....James Rockwell
 Chief Engineer.....Harold McCullen

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts

Owned-Oper. By...Booth Radio & TV Stations
 Address.....Mason Bldg.
 Phone Number.....3-4456
 Representative.....Pearson
 Transcription Service.....NBC Thesaurus
 News Service.....AP
 Pres., Mngng. 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-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By..Hiawathaland Bcstg. Co.
 Business-Studio Address.....208 Ashmun St.
 Phone Number.....3000
 News Service.....AP
 Transcription Service.....Thesaurus, SESAC
 President, General Manager..Stanley R. Pratt
 Sta., Comm. Mgr.....Richard Y. Burnett
 Program Director.....Ed Krieger
 Publicity Director.....Bruce Martyn
 Chief Engineer.....William F. Morris

WSTR

STURGIS—1951—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Operated By.....WSTR, Inc.
 Address.....P. O. Box 67
 Phone Number.....1199
 News Service.....AP
 Transcription Service.....Thesaurus, World
 Representative.....McGillvra
 President.....Dr. Clarence H. Snyder
 General Manager.....E. Harold Munn Jr.
 Sta., Comm. Manager..Charles R. Palmquist Jr.
 Program Director.....Charles L. Jones
 Chief Engineer.....Paul M. Winchester

WTCM

TRAVERSE CITY—1941
 MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bdcstg. Co.
 Address.....Paul Bunyan Bldg.
 Phone Number.....2700-1
 Representative.....Hal Holman Co.
 General Manager.....Les Biederman
 Commercial Manager.....R. E. Detwiler
 Program Director.....Ken Haven
 Chief Engineer.....W. H. Kiker

IN ANSWER TO THE QUESTION:
 "WHAT RADIO STATION
 DO YOU LISTEN TO MOST
 AT YOUR HOUSE"?

MORE PEOPLE IN
 SAGINAW - BAY CITY

SAID "WSAM"
 THAN ANY OTHER STATION!

FOR THE BEST PROGRAMS
 WITH THE MOST LISTENERS
 AT THE LEAST COST

CHOOSE

A.M. **WSAM** F.M.
 RADIO BLDG.

*SAGINAW MICHIGAN
 DETAILS OF THIS SURVEY, BY A DETROIT
 AGENCY, AVAILABLE UPON REQUEST

MINNESOTA

Pop. April 1, 1953 (Est.) 3,148,000—Total Housing Units 926,000
Families April 1, 1953 (Est.) 836,000—Stations in State 46

K A S M

ALBANY—1950

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.
Phone Number 1150
Transcription Service Lang-Worth
News Service UP
President William Blatner
General, Sta. Manager Urban J. Keppers
Comm. Mgr. Rolland Lawnsbury
Chief Engineer Clyde A. Weivoda

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 Number 2338
News Service UP
Transcription Service Thesaurus
Representative Meeker
Membership NARTB
President Bennett O. Knudson
General Manager Anson Van Alstyne
Program Director Marie Prosser
Chief Engineer Robert Holt

K X R A

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alexandria Bcstg. Co.
Address Alexandria
Phone Number 1000
News Service UP
Transcription Service Lang-Worth
Representative Lawson
Pres., Gen. Mgr. R. C. Brown
Commercial Manager Everette Q. Walters
Program Director Kenneth Bechtel
Chief Engineer Kenneth Olson

K A U S

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 Number 8836
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative Pearson
Membership NARTB
President Harry Smith
Gen., Sta. Mgr. L. L. McCurnin
Pgm., Pub. Director Tom Steensland
Sales Prom. Mgr. Ken Soderberg
Chief Engineer Glen Klein

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Butler Bcstg. Co., Inc.
Business-Studio Address 419½ Beltrami Ave.
Phone Number 1900
Air Time 7 a.m.-11:30 p.m.
News Service UP
Transcription Service SESAC
Representative Lawson
Membership BAB
Pres., Gen., Sta. Mgr. Edward W. Butler
Pgm., Prod. Dir. Gwentyth Butler
Chief Engineer Delwyn Grage

K L I Z

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address 2700 E. Oak St.
Phone Number 2853
Air Time Unlimited
News Service AP
Transcription Service Capitol
Representative Walker
Membership NARTB, BAB
President, General Manager E. T. O'Brien
Program Director Lucille Grosse
Sta., Comm., Prom. Mgr. Earl R. Johnsen
Publicity Director Miriam Hylland
Chief Engineer James Peterson

W K L K

CLOQUET—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Cloquet Bcstg. Co.
Address 124½ Ave. C.
Phone Number 1450
News Service UP
Transcription Service Lang-Worth
Representative Continental
General Manager Dale R. Peterson
Commercial Manager Richard A. Rall
Sales Promotion Manager Beverly Norgren
Chief Engineer Darrel Gander

K R O X

CROOKSTON—1948

Frequency: 1260 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.
Phone Number 1050
News Service UP

Transcription Service.....Thesaurus, World
 Representatives ..Donald Cook, Gene Grant,
 Lawson & Assoc.
 President.....D. A. McKenzie
 Gen. Mgr., Chf. Engr.....William J. Kiewel

K D L M

DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Detroit Lakes Bcstg. Corp.
 Address.....1360 Richwood Rd.
 Phone Number1100
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeLawson
 President.....R. C. Brown
 General Manager.....Gordon Hutton
 Commercial Manager.....Phil Solberg
 Program Director.....Pat Banta
 Chief Engineer.....Sumner Rasmussen

K D A L

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By...Red River Bcstg. Co., Inc.
 Business-Studio Address...218 Bradley Bldg.
 Phone NumberMelrose 2-2628
 Air Time24 Hours
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 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

W E B C

DULUTH—1924
NBC-ARROWHEAD

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By ..Head of the Lakes Bcstg. Co.
 Business-Studio Address.....WECB Bldg.
 Phone NumberMelrose 2-2873
 News ServiceUP
 Transcription Service.....SESAC, World
 RepresentativeHollingbery
 President.....Morgan Murphy
 General Manager.....W. C. Bridges
 Commercial Manager.....Clifford J. Lue
 Program Director.....Earl Henton
 Chief Engineer.....Norman Gill

W R E X

DULUTH—1948—MBS

Frequency: 1080 Kc....Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By....Lake Superior Bcstg. Co.
 Business-Studio Address....213 E. Superior St.

Phone Number7-2911
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeWeed
 MembershipNARTB
 General Manager.....Robert J. Rich
 Program Director.....Dennis Murphy
 Chief Engineer.....Cliff Erkilla

W E V E

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carl Bloomquist
 AddressWEVE Building
 Phone Number1340
 Air TimeUnlimited
 Transcription ServiceStandard
 RepresentativeOrville Lawson
 MembershipNARTB
 PresidentCarl Bloomquist
 General ManagerArthur F. Nelson
 Program Director.....Robert Daniels
 Chief Engineer.....Joe Cerar

K D H L

FARIBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KDHL Bdcstg. Co.
 Business-Studio Address...213 Central Ave.
 Phone Number2312
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeLawson
 General Mgr.....Herbert H. Lee
 Commercial Mgr.....Palmer Dragsten
 Women's Director...Mera Ballis Freydenlund
 Sta. Mgr., Chief Engineer....John E. Hyde, Jr.

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. ByFairmont Bdcstg. Co.
 Address306 North Park St.
 Phone Number1370
 Air Time5:30 a.m.-12 M.
 News ServiceAP
 RepresentativeRambeau Lawson
 Trans. Serv.Thesaurus
 MembershipNARTB, BAB
 PresidentLeo J. Seifert
 General ManagerFrank Endersbe
 Program Director.....Robert Colburn
 Chief Engineer.....Lawrence Lawson

K G D E

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1250 Kc.....Power: 1000 Watts

Owned-Operated By.....Fergus Radio Corp.
 Business-Studio Address.....Fergus Falls
 Phone Number3986
 Air Time.....6 a.m.-M.
 News ServiceAP
 RepresentativeWalker
 MembershipNARTB
 Secy-Treas., Exec. Dir.....Harold L. Dell
 Station ManagerDon L. Albertson
 Asst. Mgr.....Frederic T. Dell
 Chief Engineer.....Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Itasca Bcstg. Co.
 Phone Number198
 Air Time.....6:30 a.m.-11 p.m.
 MembershipNARTB
 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.
 Business-Studio Address.....5th & Howard
 Phone Number3-7531
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceUP
 Transcription Service.....World, SESAC
 Representative.....George P. Hollingbery
 MembershipNARTB, BAB
 PresidentMorgan Murphy
 General Manager.....W. C. Bridges
 Sta., Commercial Mgr.....Oscar H. Peterson
 Pgm., Prod., Pub. Dir.....Ruth E. Coe
 Chief Engineer.....Norman Gill

KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Little Falls Bcstg. Co.
 Address.....105½ Broadway E.
 Phone Number367
 News ServiceUP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr.....John H. Lemme
 Sta., Prom. Manager.....Wayne L. King
 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.
 Phone Number4537
 News ServiceUP
 RepresentativePearson
 President.....H. W. Linder

Gen., Sta. Manager.....D. O. Linder
 Commercial Manager.....Willard Smith
 Program Director.....Wayne Will
 Chief Engineer.....Steve Wolf

KYSM

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....F. B. Clements & Co.
 Business-Studio Address...101 N. Second St.
 Phone Number4673
 Air Time.....6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service.....Thesaurus
 RepresentativeMeeker
 MembershipNARTE, BAB
 Gen.-Station-Comm. Mgr.....John F. Meagher
 Sales Promotion Manager.....Bob DeHaven
 Prom. Pgm. Dir.....Bob Gardner
 Publicity Director.....Phil Harding
 Chief Engineer.....James Houts

KMHL

MARSHALL—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 Phone Number2282
 Air Time.....6 a.m.-M.
 News ServiceUP
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth
 Program Director.....Bill Farrell
 Chief Engineer.....Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc....Power: 5000 Watts d.
 Owned-Operated By.....Family Bcstg. Corp.
 Business-Studio Address.....15 N. Ninth St.
 Phone Number.....Lincoln 8451
 Air Time.....6 a.m.-Sundown
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Rambeau
 MembershipNARTB, BAB
 President.....Henry Klages
 Sta., Gen. Mgr.....Lee L. Whiting
 Commercial Manager.....Ray Tenpenny
 Production Director.....Harry Zimmerman
 Chief Engineer.....Harvey V. Headen

WCCO

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 Number.....Main 1202
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....Lang-Worth
 Representative.....CBS Radio Spot Sales
 Sta., Gen. Mgr.....Eugene Wilkey
 Membership.....BAB
 Sta., Gen. Mgr.....Larry Haeg
 Commercial Manager.....Phil Lewis
 Sales Prom., Mgr.....C. H. Smith
 Program Director.....Bob McKinsey
 Publicity Director.....Fred Heywood
 Chief Engineer.....J. J. Beloungy

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc...Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By....Twin Cities Bcstg. Corp.
 Business-Studio Address.....Hotel Nicollet
 Phone Number.....Bridgeport 2271
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NARTB
 Pres., Gen., Sta. Mgr....Clarence T. Hagman
 Commercial Manager.....Samuel N. Nemer
 Program Director.....Don O'Brien
 Chief Engineers.....Kenneth Olson,
 Kenneth Larson

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...Independent Bcdstg. Co.
 Business-Studio Address...1730 Hennepin Ave.
 Phone Number...Atlantic 0406, Midway 4043
 Air Time.....Unlimited
 News Service.....UP
 Representative.....A. M. Radio Sales
 President.....Ralph L. Atlass
 Gen., Sta. Mgr.....Marvin L. Rosene
 Commercial Manager...Wayne "Red" Williams
 Prom., Pgm. Director.....Boyd W. Lawlor
 Publicity Director.....Kay Runyon
 Studio Engineer.....Gene Brautigam
 Transmitter Engineer.....Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc...Power: 500 Watts d.
 Owned-Oper. By.....People's Bcdstg. Co.
 Address.....1133 Stinson Blvd
 Phone Number...Granville 4356, Prior 3181
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer, Inc.
 Pres., Gen., Sta. Mgr.....W. V. Stewart

Commercial Manager.....Merle Forland
 Pgm., Prod., Pub. Dir....Becky Ann Stewart
 Chief Engineer.....Leroy Myri

W T C N

MINNEAPOLIS-ST. PAUL—1934
 ABC

Frequency: 1280 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Minnesota Television
 Public Service Corp.
 Business-Studio Address.....50 S. Ninth St.
 Phone Number.....Lincoln 0552
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Robert Butler
 Gen., Sta. Manager.....Edward G. Smith
 Commercial Manager.....Kendall M. Light
 Program Director.....Judy Bryson
 Publicity Director.....Nancy Siebel
 Chief Engineer.....Myron N. Fleming

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By....Midwest Bcstg. Corp.
 Address.....West Hwy. 212
 Phone.....125
 Air Time.....Unlimited
 Representative.....Pearson
 Pres., Gen. Mgr.....H. Willard Linder
 Chief Engineer.....Richard Berkman

K V O X

MOORHEAD—1937
 MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KVOX Bcstg. Co.
 Bus.-Studio Address.....403 Center Ave.
 Phone Number.....3-1522
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker, Lawson
 Membership.....NARTB
 President.....E. J. McKellar
 General-Station Manager.....M. M. Marget
 Comm., Sls. Prom. Mgr.....Robert L. Owens
 Program Director.....Dewey Bergquist
 Chief Engineer.....Don Geiken

K N U J

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KNUJ, Inc.
 Address.....304½ N. Minn. St.
 Phone Number.....905
 Air Time.....Daytime

News Service AP
 Transcription Service Lang-Worth, World.
 Membership BAB
 President W. K. Mickelson
 Gen. Mgr., Chief Engr. Jack H. Duncan

K O B K

OWATONNA—1950—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Operated By Owatonna Bcstg. Co.
 Address 307 Vesterby
 Phone Number 2359
 News Service UP
 Transcription Service Lang-Worth
 Membership BAB
 Pres., Comm. Mgr., Pub. Dir. Myles H. Johns
 U. P., Sta. Mgr., Prog. Dir. Ted Nelson
 Chief Engineer James Neill

K A A A

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Red Wing Bdcstg. Co.
 Address Red Wing
 Phone Number 3512
 Air Time 6 a.m.-Local Sunset
 News Service AP
 Transcription Service World, Capitol
 President Fred C. Clarke
 Gen. Sta. Mgr. Maxine Jacobs
 Comm. Mgr. James Bailey
 Prod., Pgm. Dir. Peter Lyman
 Publicity Director John Williams
 News Director Donald Willie

K R O C

**ROCHESTER—1935
NBC-NORTHWEST**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Southern Minnesota
 Bcstg. Co.
 Business-Studio Address ... 100 1st Ave. Bldg.
 Phone Number 3924
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, BAB
 President Mrs. G. P. Gentling
 General Manager G. David Gentling
 Sta. Mgr., Pgm. Dir. Cal Smith
 Commercial Manager Warren Miller
 Sales Promotion Director ... Willard Lampman
 Chief Engineer Bob Cross

K F A M

ST. CLOUD—1937—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Times Publ. Co.
 Address Weber Bldg.

Phone Number 3330, 3331
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. Frederick C. Schilplin
 Commercial Manager John F. Green
 Program Director Betty May
 Chief Engineer Robert Witschen

W J O N

ST. CLOUD—1950—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Granite City Bcstg. Co.
 Address St. Cloud Hotel
 Phone Number 1240
 Representative Rambeau
 Transcription Service World
 News Service UP
 President Max H. Lavine
 General Station Manager W. C. Porsow
 Commercial Manager Paul T. Zaborik
 Program Director Wallace MacBriar
 Prom., Pub. Director Herm Schneider
 Chief Engineer Carl Wilford

W M I N

ST. PAUL—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WMIN Bcstg. Co.
 Business-Studio Address ... 538 Hamm Bldg.
 Phone Number Garfield 1361
 Air Time Unlimited
 News Service AP
 Representative Forjoe
 Pres., Com. Mgr. N. L. Bentson
 General Manager Frank M. Devaney
 Program Director Norman Page
 Publicity Director Harry Seltengren
 Chief Engineer Warren B. Fritze

K S T P

**ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST**

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned By KSTP, Inc.
 Bus.-Studio Address 3415 University Ave.
 Phone Number Prior 2717
 Air Time 6 a.m.-1 a.m.
 News Service AP, UP
 Transcription Service Thesaurus, World,
 Lang-Worth, Cole
 Representative Edward Petry
 Membership NARTB
 President, Gen. Mgr. Stanley E. Hubbard
 Nat. Sales Mgr. Karl A. Plain
 Exec. V.P., Treas. K. M. Hance
 Program Director C. Brooks Henderson
 Promotion-Publicity Director Joe Cook
 Acting Chief Engineer Joseph Kahnke

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....South St. Paul Bcstg. Co.
 Address.....WCOW Radio Bldg.
 Phone Number.....LaSalle 1371
 News Service.....AP, UP
 Membership.....NARTB
 Transcription Service.....SESAC
 Exec. Director.....Antonio Tedesco
 General Manager.....Albert S. Tedesco
 Station Manager.....John MacKnight
 Commercial Manager.....Victor Tedesco
 Program Director.....Donald S. Doty
 Chief Engineer.....Robert Muchlo

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....126 S. Main St.
 Phone Number.....46, 47
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cook, Inc.
 President.....William F. Johns, Jr.
 Gen., Sta. Mgr.....Richard Power
 Commercial Manager.....James McLaughlin
 Publicity Director.....Anita E. Albrecht
 Chief Engineer.....Elmer Christianson

KTRF

THIEF RIVER FALLS—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Henry K. Arneson
 Address.....1313 North Main Ave.
 Phone Number.....13, 14
 Air Time.....6 a.m.-12 M.
 Transcription Service.....World
 Representative.....Bulmer & Johnson, Inc.
 Station Manager.....Don Olson
 Program Director.....Alverda Noel
 Sales Promotion Manager.....Glenn Simpson
 Chief Engineer.....Henry J. Bothman

WHLB

VIRGINIA—1936—NBC
ARROWHEAD, NORTHWEST

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Head of the Lakes Bcstg.
 Address.....17th St., N.
 Phone Number.....Virginia 2000
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Hollingbery, Bulmer & Johnson
 President.....J. Morgan Murphy
 General Manager.....Walter Bridges

Sta., Comm., Sls. Prom. Mgr.....H. J. Parise
 Publicity Director.....Alys Mae McBride
 Chief Engineer.....Norman Gill

KWAD

WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Associated Bcstrs., Inc.
 Bus.-Studio Address.....First Natl. Bank Bldg.
 Phone Number.....920-1
 Air Time.....6 a.m.-12 M.
 Transcription.....World
 Representatives.....Bulmer & Johnson
 President.....C. V. Phillips
 General Manager.....Carl E. Holt
 Program Director.....Jim Buchan
 Chief Engineer.....Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lakeland Bcstg. Co.
 Business-Studio Address.....1340 N. 7th St.
 Phone Number.....1340
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Cole
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President, Gen. Mgr.....H. W. Linder
 Commercial Manager.....Jack Lynch
 Program Director.....Joe Martinson
 Chief Engineer.....Francois Peterson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Winona Radio Service
 Business-Studio Address.....216 Center St.
 Phone Number.....3314
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....John E. Pearson
 Membership.....NARTB
 President.....M. H. White
 General Manager.....Ken Marsh
 Commercial Manager.....H. Rod Hurd
 Chief Engineer.....Lewis Denes

KWOA

WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Worthington Bcstg. Co., Inc.
 Address.....Hotel Thompson
 Air Time.....Sunrise-sunset
 Representative.....Bulmer & Johnson
 Membership.....NARTB
 President.....R. W. Olson
 General Manager.....R. E. Shepard
 Commercial Manager.....Arne Karhu

MISSISSIPPI

Pop. April 1, 1953 (Est.) 2,210,000—Total Housing Units 613,000
Families April 1, 1953 (Est.) 579,000—Stations in State 45

WMPA

ABERDEEN—1952

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Prairie Bdcstg. Co.
Address. P. O. Box 402
Phone Number 1050
News Service UP
Representative Stars, Inc.
Transcription Service Lang-Worth
President. T. A. Richardson
General Manager. Hal Benson
Program Director. J. M. Verges
Promotion Director. Matty Brescia

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. WLOX Bcstg. Co.
Address. Buena Vista Hotel
Phone Number 5581-2
Air Time 24 hrs.
News Service UP
Representative. William G. Rambeau
Membership NARTB, BAB
President. James S. Love, Jr.
Gen.-Station Mgr. Ray Butterfield
Commercial Manager. Thomas B. Majure
Program Director. Hugh Smith
Chief Engineer. T. B. Majure

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Associates
Address. P. O. Box 152
Phone Number 6961
Air Time Daytime
Representatives. Natl. Time Sales, Dora Clayton
Transcription Service. Thesaurus, Lang-Worth
News Service UP
Pres., Gen., Mgr. Odes E. Robinson
Station Manager. Gene Tibbett
Commercial Manager. Albert J. Thompson
Prog., Pub. Director. Robert Campbell
Chief Engineer. Robert Ware

WBIP

BOONEVILLE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Booneville Bcstg. Co.
Address. Highway No. 45-S
Phone Number 678
Air Time 5:30 a.m.-10:00 p.m.
Newspaper Affiliation. The Independent
News Service UP

Representative. Continenta Radio Sales
President, Gen. Mgr. E. O. Roden
Sta. Comm., Sales Prom. Mgr. V. K. Wroten
Program Director. Wynze Wroten
Publicity Director. Jack Gardner

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Brookhaven Bcstg. Co.
Address. W. Chicksaw St.
Phone Number 1298
News Service AP
Air Time 6 a.m.-11 p.m.
Transcription Service World
Membership NARTB, BAB
Pres., Sta., Gen. Mgr. Tullius Brady
Chief Engineer. Larry Young

WGLC

CENTREVILLE—1952—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By. Southern Bdcstg. Co.
News Service UP
Transcription Service Capitol
Phone Number 4001
Pres., Gen. Mgr. A. Sansing
Comm. Mgr., Prog. Dir. P. Simpkins
Chief Engineer. Aubrey Felder

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Birney Imes, Jr.
Address. Columbus, Miss.
Air Time Full Time
News Service AP
Transcription Service. RCA Thesaurus
General Manager. Bob McRaney
Pgm. Dir., Chief Anncr. Jack Cristil
Station Manager. P. B. Hinman
Chief Engineer. C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Cleveland Bcstg. Co., Inc.
Address Trans. Highway 61
Phone Number 990
News Service AP
Station Representative. McGillvra
President. Lowry Tims
General Manager. Fred Rand
Program Director. Ray A. Curtis
Chief Engineer. Richard Bullock

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lester Williams, WCJU, Inc.
 Address P. O. Box 472
 Phone Number 755
 Air Time Full Time
 Newspaper Affiliation The Progress
 News Service AP
 Transcription Service World
 Pres., Gen. Manager Lester Williams
 Station Manager Charles E. Newman, Jr.
 Program Director Bill Barrett
 Chief Engineer Ray Tolar

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Miss. Bcstg. Co.
 Address WACR Bldg.
 Phone 768
 Transmitter Location 1800 14th Ave. N.
 Air Time Sunrise-Sunset
 Transcription Service Standard
 News Service UP
 Pres., Gen. Mgr. Withers Gavin

WCBI

COLUMBUS—1940
 MBS—KBS-MID SOUTH

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Business-Studio Address Columbus
 Phone Number 1430
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 President Birney Imes, Jr.
 Gen., Sales Prom. Mgr. Bob McRaney
 Station Manager James Eatherton
 Program Director Martha Puckett
 Chief Engineer Thomas McFerrin

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Corinth Bcstg. Co., Inc.
 Business-Studio Address Ray Bldg.
 Phone Number 5575
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB
 President Dr. Frank M. Davis
 General Manager Aaron B. Robinson
 Sta., Pub. Manager John E. Bell
 Program Director Tom Weaver
 Commercial Manager Joe P. Van Dyke
 Chief Engineer James D. Anderson

WGVM

GREENVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Cotton Belt Casting Co.
 Bus-Studio Address 118 So. B'way
 Phone Number 4559
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Devney, Melville
 Pres., General Manager David M. Segal
 Comm. Sta. Mgr. Edward M. Guss
 Program Director Wallace D. Hoy
 Prod., Pub. Dir., Chief Anncr. Jack Baruth
 Sales Prom. Mgr., Pub. Dir. Jack Stull
 Chief Engineer Welton H. Jetton

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Radio Services Co.
 Business-Studio Address 107 So. Poplar St.
 Phone Number 9040-9049
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Gen. Sta. Mgr. Emmett H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Thomas Tiller
 Chief Engineer Percy L. Kuhn

WABG

GREENWOOD—1950

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Greenwood Bcstg. Co.
 Address P. O. Box 414
 Phone 3010
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Cy Bahakel
 Commercial Manager Tom Reardon
 Chief Engineer Wayne A. Oliver

WGRM

GREENWOOD—1937
 NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
 Operated By P. K. Ewing
 Phone Number 1900-1
 Studio-Transmitter Location Walnut St.
 Air Time 6 a.m.-12 M.
 News Service UP
 President P. K. Ewing
 General Manager F. C. Ewing
 Commercial Manager Don Neil
 Chief Engineer Louis Pierce

W N A G

**GRENADA—1949—MBS-KBS
MID-SOUTH**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Phone Number1400
Air TimeFull Time
RepresentativeMid-South Network
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr.Monroe Looney
Chief Engineer.....Barney Loebe

W G C M

**GULFPORT—1929—ABC
AND KEYSTONE**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
AddressHewes-Martin Bldg.
Phone Number1110
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
Station Representative.....Sears & Ayer, Inc.
Owner & Gen. Mgr.....Hugh O. Jones
Station Manager.....C. Edwin Vann
Commercial Manager.....Mrs. O. L. Owens
Publicity Director.....Jack Starr
Chief Engineer.....Charles T. Hook

W F O R

**HATTIESBURG—1925
NBC-KBS-REBEL**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address302 Hemphill St.
Phone Number1866
Air Time5:30 a.m.-11:05 p.m.
News ServiceUP
Transcription ServiceWorld
Station Rep.....George P. Hollingbery Co.
President.....C. J. Wright, Sr.
General, Station Manager....C. J. Wright, Jr.
Program Director.....David L. Waite
Sales Prom. Mgr.....E. M. Jenkins
Publicity Director.....F. M. Smith
Chief Engineer.....B. B. McLemore

W H S Y

HATTIESBURG—1948—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Highway 11 North
Phone Number3180
News ServiceAP
Station Representative.....Wm. G. Rambeau
MembershipNARTB, BAB
President, Gen. Mgr.....Charles W. Holt
Sales Promotion Manager.....Bob Robinson

Station Manager.....Connie Holt
Commercial Manager.....William R. England
Program Director.....Bob Pattillo
Publicity Director.....Olga Hagler
Chief Engineer.....Charles Sharpling

W J D X

JACKSON—1929—NBC

Frequency: 1300 Kc....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone Number2-1183
Air TimeUnlimited
News ServiceUP
Transcription Service..Thesaurus, MacGregor,
Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
MembershipNARTB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Cengler
Program Director.....Howard Langflitt
Chief Engineer.....Percy G. Root

W J Q S

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number3-9681
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceStandard
President, General Manager...Withers Gavin

W J X N

JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Jackson Bcstg. Co.
Address.....Radio Ranch, Box 786
Phone Number2-6673
News ServiceAP
Air TimeFull Time
RepresentativesForjoe, Clayton
Pres., Gen. Mgr.....James T. Ownby

W R B C

JACKSON—1946—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar
Phone Number5-1562
Air TimeFull Time
News ServiceAP
Transcription ServiceAssociated
RepresentativeBranham
MembershipNARTB
Gen., Comm. Mgr.....J. W. Carlier
Program Director.....Forrest Cox
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 Number... 3-2788
 Air Time... 5:30 a.m.-12 M.
 News Service... AP
 Transcription Service... World
 Representative... Weed
 Membership... NARTB, BAB
 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

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Cy N. Bahakel
 Business Address... P. O. Box 392
 Phone Number... 782
 Air Time... Full Time
 News Service... AP
 Transcription Service... World
 President, General Manager... Cy N. Bahakel
 Program Director... Erlene Leach
 Comm. Mgr., Prog. Dir... Mims Boswell, Jr.
 Chief Engineer... Wayne A. Oliver

WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... New Laurel Radio Station
 Business-Studio Address... P. O. Box 950
 Phone Number... 5601
 News Service... AP
 Transcription Service... World
 Representative... George P. Hollingbery
 Membership... NARTB, BAB
 President... Harold Matison
 Gen., Prom. Manager... Granville Walters
 Commercial Manager... M. M. Caver
 Program Director... Stanley Walters
 Chief Engineer... Clyde Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Southland Bcstg. Co.
 Phone Number... 7227-8
 Air Time... Full Time
 News Service... UP
 Representative... McGillvra
 Membership... BAB
 President... C. T. McCallum
 Gen., Sta. Mgr... Norma H. Leggett
 Commercial Manager... Teck Jones
 Sales Prom. Mgr... J. L. Collins
 Program Director... David Kane
 Chief Engineer... Jimmy Hilburn

WMBC

MACON—1947—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Mississippi Bcstg. Co., Inc.
 Address... WMBC Bldg.
 Phone Number... 310
 Air Time... 6 a.m.-M.
 News Service... UP
 President, General Manager... Withers Gavin

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By... S. W. Bcstg. Co. of Miss.
 Address... Pike Hotel, Box 604
 Phone Number... 1884
 News Service... UP
 Transcription Service... Lang-Worth
 Pres., Gen. Mgr... Louis Alford
 Commercial Manager... Bill Tyler
 Sales Promotion Manager... Mack Smith
 Program Director... Carl Austin
 Publicity Director... Bonnie Sanders
 Chief Engineer, Sta. Mgr... Phillip Brady

WSKB

McCOMB—1939

Frequency: 1250 Kc. Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By... Lester Williams
 Address... P. O. Box 111
 Phone Number... 2080
 News Service... AP
 Transcription Service... Capitol
 Representative... Dora Clayton, Rambeau
 General Manager... Lester Williams
 Station Manager... Jack Sanders
 Commercial Manager... Wayne Walker
 Program Director... Herbert Taylor
 Chief Engineer... Robert L. Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By... Mississippi Bcstg. Co., Inc.
 Business-Studio Address... Threefoot Bldg.
 Phone Number... 7714
 Air Time... 5:50 a.m.-12:10 a.m.
 News Service... UP
 Transcription Service... Standard
 President, General Manager... Withers Gavin

WMOX

MERIDIAN—1946
 MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Birney Imes, Jr.

Phone Number2-0171
 News ServiceAP
 RepresentativeMid-South Network
 President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Joseph W. Carson
 Commercial Mgr.....Eddie Holladay
 Chief Engineer.....Robert K. Wall

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Meridian Bcstg. Co.
 Address.....Citizens Nat'l Bank Bldg.
 Phone Number3-1441
 Air Time.....Full Time
 News ServiceINS
 Transcription ServiceSESAC
 RepresentativeHeadley-Reed Co.
 Pres., Gen., Sta. Mgr.....Robert F. Wright
 Comm., Sales Prom. Mgr....William B. Crooks
 Program Director.....Cecil Germany
 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.
 Business-Studio Address.....Box 330
 Phone Number8211
 Air Time.....Full Time
 News ServiceUP
 MembershipNARTB
 President.....P. K. Ewing
 Gen., Sta. Manager.....P. K. Ewing, Jr.
 Sales Prom., Comm. Mgr.....Ervin Parks
 Program Director.....H. J. Jennings
 Publicity Director.....Oak Duke
 Chief Engineer.....George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Old South Bcstg. Co.
 Phone Number4621
 News ServiceUP
 President.....Mrs. Laurie G. Ratcliffe
 General Manager.....Paul Schilling
 Commercial Manager.....Bill Hess
 Chief Engineer.....Jack Thornhill

WPMP

PASCAGOULA—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Crest Bcstg. Co., Inc.
 Address.....P. O. Box 348
 Phone Number83
 News ServiceUP
 Transcription ServiceWorld

Pres., Gen. Mgr.....William R. Guest, Jr.
 Sta., Comm. Mgr.....Felix Adams, Jr.
 Program Director.....Lee Smith
 Chief Engineer.....Donovan Murphy

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....William Howard Cole
 Address.....P. O. Box 26
 Phone Number740
 News ServiceUP
 Transcription ServiceCapitol
 Gen., Comm. Mgr.....William Howard Cole
 Program Director.....Mrs. Wm. H. Cole
 Publicity Director.....Mrs. Kate Hemphill

WRJW

PICAYUNE—1949—KBS

Frequency: 1320 Kc.....Power: 5000 d.
 Owned-Operated By.....Mosely Brothers
 Address.....Picayune
 Phone Number510
 Air TimeDaytime
 News ServiceAP
 General Manager.....Jimmie Willson
 Prog. Dir., Chief Eng.....Archie Rushing, Jr.

WSSO

STARKVILLE—1948—KBS

MID SOUTH

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Starkville Bcstg. Co.
 Business-Studio AddressStarkville
 Phone Number1230
 News ServiceAP
 Transcription ServiceCapitol
 Pres., Gen., Comm. Mgr.....Joe Phillips
 Program Director.....Martha L. Pearson

WELO

TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Tupelo Bcstg. Co.
 Business-Studio Address.....Welo Bldg.
 Phone Number1400
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Capitol, Thesaurus
 Station Manager.....Bob Evans
 Commercial Manager.....E. L. Bowen, Jr.
 Chief Engineer.....LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By...Delta Bcstg. Co., Inc.
 Business-Studio Address.....Post-Herald Bldg.

Phone Number312
 Newspaper Affiliation.....Post, Herald
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....Sears & Ayer
 MembershipNARTB
 President.....L. P. Cashman
 General-Station Mgr.....Mary-Van Cashman
 Commercial Manager.....L. L. Miller
 Program Director.....Charlotte Kahn
 Chief Engineer.....Waverley Conway

Sales Prom. Mgr.....Frank Haines
 Chief Engineer.....Harold Townsend

W R O B
WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Bob McRaney, Sr.
 Studio AddressWROB Bldg.
 Transmitter AddressForrest St.
 Phone Number807

W V I M
VICKSBERG—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Miss., Inc.
 Business-Studio Address.....Box 76
 Phone Number1920
 Air Time.....Full Time
 Transcription ServiceThesaurus
 Representative.....Indie Sales, Inc.
 President.....James T. Ownby
 Sta., Gen. Mgr.....Frank Holifield
 Commercial Manager.....Virginia Harrell

W A Z F
YAZOO CITY—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WAZF, Inc.
 Phone Number1300-1
 Air Time.....5:55 a.m.-10:15 p.m.
 News ServiceUP
 Pres., Gen. Sta. Mgr.....Guy Corley
 Commercial Manager.....Al Lyons
 Prod. Program Director.....Fred Rand
 Chief Engineer.....D. A. Flinspach

MISSOURI

Pop. April 1, 1953 (Est.) 4,184,000—Total Housing Units 1,276,000
Families April 1, 1953 (Est.) 1,109,000—Stations in State 54

K F V S

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Hirsch Bcstg. Co.
 Business-Studio Address.....324 Broadway
 Phone Number5-5511
 Air Time.....Full Time
 News ServiceUP
 Representative.....John E. Pearson
 President.....Oscar C. Hirsch
 Station Manager.....Ralph L. Hirsch

Owned-Oper. By.....Carthage Bcstg. Co.
 Address.....1201 E. Chestnut
 Phone Number.....2648, 2623
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeMcGillvra
 MembershipNARTB
 Station Manager.....L. C. McKenney
 Commercial Manager.....J. I. Dalv
 Sales Promotion Manager.....Edith Snyder
 Program Director.....Leon Crocker
 Chief Engineer.....George Province

K G M O

CAPE GIRARDEAU—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Cape County Bcstg. Co.
 Address.....46 N. Henderson
 Phone Number3843
 General Manager.....Richard C. Brandt
 Program Director.....William C. Brandt
 Commercial Manager.....Robert L. Schultz
 Chief Engineer.....William M. Bryan

K C R V

CARTHAGESVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Pemiscol Bcstg. Co.
 Address.....106 W. 3rd St.
 Phone Number965
 Transcription Service.....Thesaurus, World
 News ServiceUP
 President.....J. E. Taylor
 Gen., Sta. Mgr.....Robert L. Harrison
 Commercial Manager.....A. Simmons
 Program Director.....Harry A. Moreland
 Chief Engineer.....Earl Neal, Jr.

K D M O

CARTHAGE—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By: Cecil W. Roberts
 Address: Farmington, Mo.
 Phone Number: 710
 News Service: UP
 Representative: Hil F. Best
 President: Cecil W. Roberts
 General Station Manager: Howard G. Rion
 Commercial Mgr., Pgm. Dir.: R. Wayne Cox
 Chief Engineer: Donald P. O'Brien

KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By: Clinton Bcstg. Co., Inc.
 Address: P. O. Box 113
 Phone Number: 233
 News Service: UP
 Transcription Service: World
 Representative: Devney
 Pres., Gen. Mgr.: David M. Segal
 Commercial Manager: Bill E. Brown
 Chief Engineer: Marvin Landon

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KFRU, Inc.
 Business Address: U. S. 40 at U. S. 63
 Phone Number: 4141
 Air Time: 6:30 a.m.-M.
 News Service: AP
 Transcription Service: Lang-Worth, World
 Membership: NARTB, BAB
 President: H. J. Waters, Jr.
 General Manager: Mahlon R. Aldridge, Jr.
 Comm., Sales Prom. Mgr.: F. J. LeGrand
 Program Director: Shirley Bauderer
 Chief Engineer: Robert Haigh

KREI

FARMINGTON—1947

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cecil W. Roberts
 Phone Number: 710
 Studio: Burks Rd. & Webster St.
 Air Time: Sunrise-sunset
 News Service: UP
 President: Cecil W. Roberts
 General Manager: F. P. (Ted) Graves
 Chief Engineer: Bill Westbrook

KJCF

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By: Jefferson County Radio & TV Co.

News Service: UP
 General Manager: Donald M. Donze
 Chief Engineer: Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS

GRIESEDECK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Lead Belt Bcstg. Corp.
 Business-Studio Address: Flat River
 Phone Number: 1000
 Air Time: Full Time
 News Service: UP
 Representative: John E. Pearson
 Membership: BAB
 President, General Manager: Oscar C. Hirsch
 Station-Comm. Mgr.: James F. Collins
 Program, Publicity Director: Virginia Collins
 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 Number: 1400
 News Service: UP
 Transcription Service: Standard
 Membership: NARTB, BAB
 General Manager: Robert W. Nickles
 Comm., Prom. Mgr.: L. Reed Holt
 Program Director: Roger P. Fox
 Chief Engineer: J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By: Courier-Post Publishing Co.
 Business-Studio Address: 102½ S. Main St.
 Phone Number: 3450
 Air Time: 5:30 a.m.-12 M.
 News Service: AP
 Transcription Service: RCA Thesaurus
 Representative: John E. Pearson
 Membership: NARTB, BAB
 Gen.-Sta.-Sales Prom. Mgr.: Wayne W. Cribb
 Commercial Manager: P. H. Cunningham
 Program, Pub. Dir.: Gene Hoenes
 Chief Engineer: Ben Parrish

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Oper. By: The Blue Valley Co.
 Business-Studio Address: 310 N. Osage
 Phone Number: CL. 9815
 Air Time: Daytime
 Newspaper Affiliation: Independence Daily
 News, Pictorial Shopper

News ServiceAP
 MembershipNARTB
 General Manager.....Craig Siegfried
 Sta., Comm., Pgm. Mgr.....Harry L. Becker
 Sales Prom. Mgr.....Robert Dawson
 Publicity Director.....Harold Ensley
 Chief Engineer.....Eldon Ryan

K W O S

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address.....210-212 Monroe St.
 Phone Number6-3137
 Air Time.....Full Time
 Newspaper Affiliation.....News Tribune Co.
 News ServiceAP
 Transcription Service.....Thesaurus
 President.....R. C. Goshorn
 Gen., Sta. Comm. Mgr.....Catherine Roer
 Program Director.....Ralph L. Rose
 Chief Engineer.....Leroy S. Hackmann

K F S B

JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Four States Bcsters, Inc.
 Business-Studio Address.....1027 Main
 Phone Number1310
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeMeeker
 MembershipNARTB
 President.....Harry Easley
 V.P., Gen. Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Ralph Meador

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Address1928 W. 13 St.
 Phone Number7260
 News ServiceUP
 Transcription ServiceWorld
 Representative.....William G. Rambeau
 MembershipNARTB
 Pres., Gen. Mgr., Chf. Engr.
 Austin A. Harrison
 Sta. Mgr., Pgm. Dir.....Ronald Robson
 Comm., Prom. Mgr.....John D. Whitt

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone Number330
 Air Time.....Full Time

News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....D. J. Poynor
 Comm. Mgr.....M. E. Dunn
 Sales Prom. Mgr.....David Gregg
 Program Director.....Golda Shauince
 Chief Engineer.....Jack Langford

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg., Inc.
 Business-Studio Address..300 Waltower Bldg.
 Phone NumberVictor 3864
 News Service.....AP, UP
 Transcription Service...Langworth, Standard
 Representative.....Capper Publications, Inc.
 President.....W. A. Bailey
 General Manager.....Ben Ludy
 Commercial Manager.....Joe Story
 Program Director.....George Stump
 Chief Engineer.....Lewis Dickensheets

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 Phone Number.....Jefferson 6789
 Air Time.....Full Time
 News Service.....AP
 Transcription Service...Thesaurus, Associated
 Representative.....Katz
 MembershipNARTB, BAB
 President.....Tom L. Evans
 General Manager.....E. K. Hartenbower
 Asst. Manager.....C. E. Breazeal
 Commercial Manager.....R. W. Evans
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
 Program Director.....S. B. Tremble
 Chief Engineer.....Carl Troeglen

K F R M

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Midland Bcstg. Co.
 Business-Studio Address.....222 W. 11th St.
 Phone Number.....HA. 2650
 Air Time.....Daytime
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 MembershipNARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Dir.....George J. Higgins
 Sales Promotion Manager...Harold W. Storm
 Program Director.....Rod B. Cupp
 Chief Engineer.....Ray Moler

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Bcstg. Co.
 Address.....222 W. 11th St.
 Phone Number.....Harrison 2650
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Director.....George J. Higgins
 Sales Promotion Mgr.....Harold W. Storm
 Program Director.....Rod Cupp
 Chief Engineer.....Ray Moler

K P R S

KANSAS CITY—1952

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Twin City Adv. Agency
 Address.....2814 E. 23rd St.
 Phone Number.....Humbolt 3100
 News Service.....AP
 General Manager.....Edward H. Pate
 Commercial Manager.....Richard Pitts
 Program Director.....Eugenia Pate
 Chief Engineer.....Andrew R. Carter

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.....3030 Summitt St.
 Phone Number.....Harrison 1200
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....H. I. Christal
 President.....Roy A. Roberts
 General Manager.....H. Dean Fitzer
 Station Manager.....V. S. Batton
 Commercial Manager.....Manne Russo
 Prom., Pgm., Publ. Dir.....Harry J. Kaufmann
 Chief Engineer.....J. A. Flaherty

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc....Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By.....WHB Bcstg. Co.
 Business-Studio Address.....Scarritt Bldg.
 Phone Number.....Harrison 1161
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair & Co.
 Pres., Comm. Mgr.....Donald Dwight Davis
 Gen., Sta. Mgr.....John T. Schilling
 Promotion Manager.....Dwight Davis
 Program Director.....Richard Smith
 Chief Engineer.....Henry Goldenberg

K B O A

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business-Studio.....Kennett
 Phone Number.....8-4616
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NARTB
 President, General Manager.....Paul C. Jones
 Station Manager.....C. H. Harrison
 Commercial Manager.....Joe Bankhead
 Program Director.....John T. Reeder
 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.....Kirksville
 Phone Number.....5-3781
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Gen., Sta., Comm. Prom. Mgr.....Samuel A. Burk
 Program Director.....Warren Hewitt
 Chief Engineer.....Charles Porter

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Lebanon Bcstg. Co.
 Bus.-Studio Address.....221 E. Commercial St.
 Phone Number.....1015
 Air Time.....6a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Robert C. Fields
 General Manager.....O. R. Wright
 Commercial Manager.....Jack A. Sellers
 Program Director.....Thomas H. Miller
 Chief Engineer.....E. L. Hendry

K M M O

MARSHALL—1949

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Operated By.....KMMO, Inc.
 Address.....Marshall
 Phone Number.....40
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 General Manager.....J. M. Silvey
 Sta., Comm., Prom. Mgr.....Harold Douglas
 Pgm., Publ. Dir.....Fred Linder
 Chief Engineer.....Bill Williams

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Audrain Bcstg. Corp.
 Phone Number 2340-1
 Address Box 260
 Air Time 6:00 a.m.-12 M.
 News Service AP
 Representative John E. Pearson
 Membership NARTB, BAB
 President John Badaracco
 Gen., Sta. Mgr. W. Earl Dougherty
 Sales Promotion Manager. Bob Sharon
 Chief Engineer Bob Bruner

K N C M

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Moberly Bcstg. Co.
 Phone Number 1600
 Representative Conwell
 Transcription Service. Lang-Worth, Thesaurus
 News Service AP
 Owner, Gen. Mgr. Jerrell A. Shepherd
 Commercial Manager. John Conwell
 Program Director. James Lipsey
 Chief Engineer T. J. Carr

K R M O

MONETT—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By. Carthage Bcstg. Co.
 Address 1201 E. Chestnut
 Phone Number 990
 Transcription Service Capitol
 News Service AP
 Representative McGillvra
 Sta. Mgr., Pgm. Dir. Floyd Stewart
 Comm., Prom. Mgr. Marion Pilant
 Chief Engineer George Province

K N E M

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Cecil W. Roberts
 Address Farmington, Mo.
 Air Time Full Time
 News Service UP
 Transcription Service SESAC
 Representative Hal Best
 President. Cecil W. Roberts
 Gen., Sta., Comm. Mgr. Duane W. Hoisington
 Chief Engineer. Bob McKune

K R M S

OSAGE BEACH—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owner, President. Robert M. Smith
 News Service AP

Transcription Service Lang-Worth
 General Manager. Ed Gardiner
 Program Director. M. T. Gardiner
 Chief Engineer. Wally Clark

K W O C

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By. Poplar Bluff Bcstg. Co., Inc.
 Transmitter Address KWOC Bldg.
 Phone Number 3922
 Air Time 6:00 a.m.-10 p.m.
 News Service UP
 Transcription Service. SESAC, World
 Representative John E. Pearson
 President, General Manager. A. L. McCarthy
 Gen. Mgr., Prod. Dir. Jerry J. Higley
 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 Number 380
 Air Time. 5:30 a.m.-M.
 News Service AP
 Transcription Service World
 Pres., Gen., Sta. Mgr. Luther W. Martin
 Pgm., Pub. Dir. Wilson C. Burkhead
 Sales Prom. Mgr. Mel Lee
 Chief Engineer Martin M. Mitlum

K F E Q

ST. JOSEPH—1923—MBS

Frequency: 880 Kc. Power: 5000 Watts
 Owned-Operated By. KFEQ, Inc.
 Business-Studio KFEQ Bldg.
 Phone Number 3-2528
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Pres., Gen., Sta. Mgr. Barton Pitts
 Commercial Manager. Glenn G. Griswold
 Prom. Mgr., Pub. Dir. J. Ted Branson
 Program Director. E. C. Schlrmer
 Chief Engineer. J. Wesley Koch

K R E S

ST. JOSEPH—1946

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By. Missouri Valley Bcstg. Corp.
 Business-Studio Address. 113 S. 7th St.
 Phone Number 4-8348
 Air Time 8 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative ForJoe
 Membership NARTB, BAB

President Basil L. Kaufmann
Gen., Sta., Comm. Mgr. Robert S. Hix
Program Director..... William A. Vaughan
Publicity Director..... Frank Smith
Chief Engineer..... Harry L. Teegarden

K M O X

ST. LOUIS—1925—CBS-RADIO

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 Number..... Central 8240
Air Time..... Full Time
News Service..... AP, UP
Transcription Service..... Associated,
Lang-Worth, Muzak

Representative..... CBS Radio Spot Sales
Membership..... BAB
President..... Adrian Murphy
Gen., Sta. Mgr..... Gene Wilkey
Commercial Manager..... Robert Hyland, Jr.
Sales Prom. Mgr..... John T. Curry
Program Director..... Mark Russell
Publicity Director..... P. S. Anderson
Chief Engineer..... Harry Harvey

K S T L

ST. LOUIS—1948

Frequency: 690 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Radio St. Louis, Inc.
Address..... 6 N. 7th St.
Phone Number..... MAin 0600
Air Time..... Daytime
News Service..... UP
Representative..... Forjoe
Membership..... NARTB, BAB
Pres., Gen. Mgr..... William E. Ware
Asst. Manager..... Dick J. Kasten
Commercial Manager..... William A. Knight
Program Director..... Tony Glenn
Sales Prom. Mgr..... James D. Neiswander
Publicity Director..... Dolores J. Ryan
Chief Engineer..... Edward B. Bench, Jr.

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc..... Power: 5000 Watts
Owned-Operated By..... KWK, Inc.
Bus.-Studio Address..... 12th & Cole St.
Phone Number..... Main 9100
Air Time..... 5:30 a.m.-M.
Newspaper Affiliation..... St. Louis Globe-
Democrat

News Service..... AP
Representative..... Krtz
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



WHY IS AP
THE BEST?

BECAUSE—AP

is faster,

more complete,

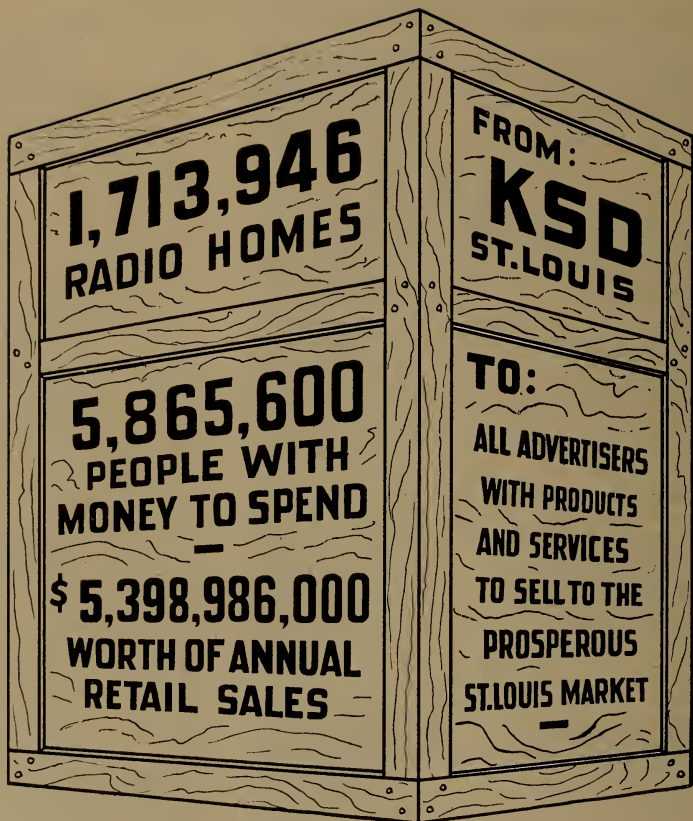
more accurate

than any other

news service.



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PACKAGE
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MARKET**



**KSD has the LARGEST daytime
half-millivolt coverage area of
any radio station in ST. LOUIS!*

KSD

**5000 WATTS ON 550 KC
DAY AND NIGHT**

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

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 Number.....Main 1111
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Arthur J. Casey
 Program Director.....Harold Grams
 Commercial Manager.....Edward W. Hamlin
 Promotion Manager.....David Pasternak
 Chief Engineer.....J. E. Risk

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...St. Louis County Bcstg. Co.
 Bus.-Studio Address.....8135 Forsythe Blvd.
 Phone Number.....Delmar 1320
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Bolling
 Membership.....NARTB, BAB
 President.....John W. Kluge
 General Manager.....Les Ware
 Commercial Manager.....Edward W. Pape
 Program Director.....George Wood
 Chief Engineer.....Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KKOX, Inc.
 Business-Studio Address.....12th & Delmar
 Phone Number.....CHestnut 6000
 News Service.....AP, UP
 Transcription Service...Associated, Standard
 Representative.....John Blair
 Membership.....NARTB
 President.....Elzey Roberts
 General Manager.....C. L. Thomas
 Asst. to Gen. Mgr.....Bruce Barrington
 Sales Manager.....V. N. Springgate
 Sales Promotion Manager...Foster H. Brown
 Program Director.....Elmer Muschany
 Publicity Director.....Mary Williamson
 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 Number.....FRanklin 5665
 News Service.....UP
 Transcription Service.....Lang-Worth

Representative.....Gill-Keefe & Perna
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.

General Manager.....Geo. A. Volz
 Commercial Manager.....Ray Korpowicz
 Program Director.....Lambert Kaimen
 Chief Engineer.....Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By....Missouri Bcstg. Corp.
 Business-Studio Address.....Hotel Chase
 Phone Number.....Rosedale 6200
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Pres., Gen. Mgr.....L. A. Benson
 Station Manager.....R. M. Hetherington
 Commercial Manager.....Nick Pagliara
 Program Director.....Edward M. Galloway
 Publicity Director.....Marilyn Rohan
 Sales Prom. Mgr.....Le Chapman
 Chief Engineer.....L. A. Benson

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc.....Power: 500 Watts
 Owned-Oper. By.....Donze Enterprises, nc.
 Bus.-Studio Address.....410 Merchant St.
 Phone Number.....580
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 President, General Manager...Elmer L. Donze
 Chief Engineer.....Murel L. Rose

KDRO

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Milton J. Hinlein
 Bus.-Studio Address.....2100 W. Broadway
 Phone Number.....4004
 Representative.....Forjoe
 President.....Milton J. Hinlein
 General Manager.....Herbert W. Brandes
 Commercial Manager.....James F. Glenn
 Chief Engineer.....Robert J. Smith

KSIM

SIKESTON—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owner-Oper....Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address..Hwy. 60 W.
 Phone Number.....1
 News Service.....AP
 Transcription Service.....Standard
 President.....Lyman R. Bowman, Jr.
 Sta., Comm., Prom. Mgr..Richard L. Watkins, Jr.
 Commercial Manager.....John W. Shain
 Chief Engineer.....Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Springfield Bcstg. Co.
 Bus.-Studio Address.....605 Boonville Ave.
 Phone Number.....4-2822
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NARTB
 President.....T. W. Duvall
 Gen., Sta. Mgr.....J. Gordon Wardell
 Commercial Manager.....Homer Tindle
 Program Director.....Carl Fox
 Pub., Prom. Dir.....Dudley Morris
 Chief Engineer.....E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
 Address.....610 College St.
 Phone Number.....4-1561
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....McGillivra
 Membership.....BAB
 President.....Floyd W. Jones
 General Manager.....L. C. McKenney
 Commercial Manager.....Richard Bradley
 Asst. Mgr., Pgm. Dir.....Welcome Stanton
 Sales Prom. Mgr.....Robert Vinyard
 Publicity Director.....Richard Hainline
 Chief Engineer.....Charles Grayston

KTT 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 Number.....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

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ozarks Bcstg. Co.
 Business-Studio Address.....606 St. Louis St.
 Phone Number.....2-4422
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NARTB
 Pres., Gen. Mgr.....Ralph D. Foster
 Asst. Gen. Mgr.....Leslie L. Kennon
 Commercial Manager...Raymond M. Keltner
 Program Director.....Lou Black
 Publicity Director.....Bill Bailey
 Chief Engineer.....Fritz Bauer

KWRE

WARRENTON—1949—KBS

Frequency: 730 Kc.....Power: 500 Watts d.
 Owned-Operated By.....W. T. Zimmerman
 Address.....Warrenton
 Phone Number.....398
 News Service.....UP
 Transcription Service.....RCA
 Representative.....Continental, Conwell Co.
 Pres., Gen. Mgr.....W. T. Zimmerman
 Commercial Manager.....Leo Waters
 Chief Engineer.....Bob Roberts

KWPM

WEST PLAINS—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Robert F. Neathery
 Address.....E. Abe Taylor Blvd.
 Phone Number.....700
 News Service.....AP
 Transcription Service.....Standard
 General Manager.....Robert F. Neathery
 Commercial Manager...Fritze Williams Dixon
 Program Director.....John Billingsley
 Consulting Engineer.....Fred Grimwood

GIVE to the RED CROSS

MONTANA

Pop. April 1, 1953 (Est.) 630,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 180,000—Stations in State 25

KANA

ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Business Address.....Box 1470, Missoula
Phone Number.....Missoula 7668
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....BAB
President.....A. J. Mosby
Program Director.....Helen M. Ryan
Comm. Mgr., Ch. Engr.....E. G. Rinn

KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number.....3-3838
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Associated, Lang-Worth
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Rockwood Brown
Gen., Sta. Mgr.....Ken Nybo
Comm., Sales, Prom. Mgr.....LeRoy Swecker
Pgm., Pub. Dir.....Charles Du Bois
Chief Engineer.....Theodore Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northwestern Auto Supply
Co.
Business-Studio Address.....5th & N. B'way
Phone Number.....2-2222
News Service.....UP
Trans. Serv.....World, Standard, SESAC
Representative.....Katz
Membership.....BAB
President.....Col. Walter E. Schott
Gen., Comm. Mgr.....Edward Yocum
Station Manager.....V. Braunberger
Sls. Prom. Mgr.....Ward Crowley
Program Director.....Harry Turner
Publicity Director.....Warren Marshall
Chief Engineer.....Jeff A. Kilchli

KOOK

BILLINGS—1951—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1712
Phone Number.....9-5970
News Service.....AP

Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NARTB
President.....C. I. Crist
Station Manager.....V. V. "Bud" Clark
Commercial Manager.....Jerry Moen
Program Director.....Ed Peiss
Chief Engineer.....Grant French

KBMN

BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Penn Engrg. Co.
Address.....Box 691
Phone Number.....2105
Transcription Service.....Associated
News Service.....UP
Membership.....NARTB
President.....Mrs. Lura B. Penwell
General Manager.....G. Norman Penwell
Commercial Manager.....Dan Snyder
Pub., News Dir.....Ralph Evans
Chief Engineer.....Ed Kolman

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcstors, Inc.
Business Address.....Bozeman
Phone Number.....1420
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Walker
Pres., General Mgr.....Ernest A. Neath
Commercial Manager.....T. H. Peterson
Program Director.....Beverly Coulston
Publicity Director.....James M. Gidley
Chief Engineer.....James G. Rufus

KBOW

BUTTE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone Number.....7429
President.....Frank Reardon

KOPR

BUTTE—1948—ABC-MBS

INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number.....6546
Air Time.....6 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodell

President.....Frank C. Carman
 General Manager.....Ed Cooney
 Commercial Manager.....G. W. Chance
 Program Director.....Jim Harrold
 Chief Engineer.....Jim Foster

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGR, Inc.
 Address.....Box 1956
 Phone Number.....2-2344
 News Service.....AP, UP
 Transcription Service.....MacGregor
 Representative.....Walker; Pacific No. West
 Pres., Gen. Mgr.....E. B. Craney
 Station, Comm. Mgr.....Arne E. Anzjon
 Promotion Manager.....Frank Field
 Publicity Director.....Vern Totten
 Chief Engineer.....W. J. Provis

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lewis Wiles Moore
 Address.....314 McDougal
 Phone Number.....537-J
 Transmitter Location.....S. Pearson Ave.
 News Service.....AP
 Transcription Service.....Capitol
 Owner.....Lewis Wiles Moore
 General Manager.....Daniel C. Palen
 Commercial Manager.....M. M. Schlasner
 Program Director.....Jaqueline Bartram
 Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Buttrey Bcst., Inc.
 Bus. Studio Address..607 First Natl. Bank Bldg.
 Phone Number.....4377
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....J. P. Wilkins
 Commercial Manager.....W. C. Blanchette
 Chief Engineer.....Wilbur L. Myhre

KMON

GREAT FALLS—1948—MBS
 ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Montana Farmer Bcstg. Co.
 Business Address.....Tribune Bldg.
 Phone Number.....4382
 Air Time.....Unlimited
 News Service.....AP

Transcription Service.....Lang-Worth
 Representative.....Avery-Knodel
 President.....Lester Cole
 Gen., Prom. Mgr.....Robert H. Warner
 Commercial Manager.....Frank W. Kaull
 Program Director.....Mel Hallock
 Chief Engineer.....Eugene B. Bunker

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Great Falls Bcstg. Co.
 Bus. Studio-Transmitter Address..Smelter Ave.
 Phone Number.....2-2453
 Representative.....Walker
 President.....Barclay Craighead
 General Manager.....T. L. Frayling
 Chief Engineer.....Eugene Kirkkola

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc.....Power: 1000 Watts d.
 Owned-Operated By..No. Montana Bcstg. Co.
 Business-Studio Address.....Box 70
 Phone Number.....1096-7
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol
 Representative....Cooke, Inc., Avery-Knodel
 President.....O. R. Rubie
 General, Sta. Mgr.....Charlotte H. Brader
 Commercial Manager.....Lyle Leeds
 Program Director.....James R. Saenger
 Publicity Director.....Carl Lawrence
 Chief Engineer.....George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..Lewis & Clark Bcstg. Corp.
 Address.....1705 Jerome Pl.
 Phone Number.....4030
 News Service.....UP
 President.....E. P. Maronick
 General Manager.....K. O. MacPherson
 Commercial Manager.....C. E. Sullivan
 Chief Engineer.....Dean Mack

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Peoples Forum of the Air
 Address.....P. O. Box 797
 Phone Number.....1240
 News Service.....UP
 President.....A. T. Hibbard
 General Manager.....Barclay Craighead
 Commercial Manager.....Carl Argaabrite
 Program Director.....Gene Hogan
 Chief Engineer.....Ralph Gassler

KGEZ

KALISPELL—1927

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Donald C. Treloar
 Business-Studio Address: 7 Main St.
 Phone Number: 331-2
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, SESAC, Standard
 Membership: NARTB, BAB
 Pres., Gen. Sta. Mgr.: Donald C. Treloar
 Sales Prom. Mgr.: Robert Bennett
 Prog., Prod. Dir.: Norm Fisher
 Chief Engineer: Paul Johnston
 Consulting Engineer: Al Sparling

KXLO

**LEWISTOWN—1947—MBS
 INTERMTN. NET**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: W. G. Kelly
 Bus.-Studio-Transmitter Address: E. Main St.
 Phone Number: 1210
 News Service: UP
 Transcription Service: World
 President: William G. Kelly
 General Manager: Marlin T. Obie
 Chief Engineer: David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Lincoln County Bcstrs. Inc.
 Address: P. O. Box 636
 General Manager: O. G. Coburn
 Commercial Manager: Mary Elizabeth Coburn
 Chief Engineer: William R. McCoy

KPRK

**LIVINGSTON—1947—MBS
 INTERMTN.**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Yellowstone Amuse. Co.
 Business Address: Box 691
 Transcription Service: World
 Pres., Gen. Mgr.: Paul B. McAdam
 Commercial Manager: Jack Hinman
 Program Director: Gerald Tyo
 Chief Engineer: Edwin Woods

KRJF

**MILES CITY—1941—KBS
 MBS-INTERMOUNTAIN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Star Printing Co.
 Business Address: 15 N. Sixth St.
 Phone Number: 1340
 Newspaper Affiliation: "Daily Star"
 News Service: UP

President: Sarah Scanlan
 Membership: NARTB, BAB
 President: Sarah Scanlan
 Gen., Sta. Mgr.: Ian A. Elliot
 Commercial Manager: Fred B. Hunnes
 Sales Prom. Mgr.: James G. Backlin
 Program Director: Earl L. Dahlstrom
 Publicity Director: Thomas Biedrzycki
 Chief Engineer: Edwin Olmstead

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: Mosby's, Inc.
 Bus.-Studio Address: Radio Central Bldg.
 Phone Number: 2155
 Air Time: 6 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill-Keefe-Perna
 Membership: NARTB, BAB
 Pres., Gen.-Sta. Mgr.: A. J. Mosby
 Commercial Manager: Roy Vance
 Program Director: Don Bradley

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Western Montana Assoc.
 Business Address: Box 1503
 Phone Number: 4114
 Air Time: 6 a.m.-M.
 News Service: AP, UP
 Representative: Walker
 Pres., Gen., Sta. Mgr.: Pat M. Goodover
 Commercial Mgr.: Bob Gillis
 Program Director: Bill Strothman
 Chief Engineer: Bruce Hamilton

KIYI

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Tri County Radio Corp.
 Phone Number: 560
 News Service: UP
 Representative: Cooke
 Membership: NARTB
 President: John J. Hurley
 General Manager: John Lyon
 Chief Engineer: George Potter

KGCX

SIDNEY—1926—MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By: E. E. Krebsbach
 Phone Number: 408
 News Service: AP, UP
 Transcription Service: Capitol, Associated
 Representative: Lawson
 Pres., Gen. Mgr.: E. E. Krebsbach
 Station Manager: Keith Krebsbach
 Chief Engineer: O. H. Halvorson

NEBRASKA

Pop. April 1, 1953 (Est.) 1,412,000—Total Housing Units 419,000
Families April 1, 1953 (Est.) 381,000—Stations in State 24

K C O W

ALLIANCE—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Trans. Address... 1030 W. 3rd St.
Phone Number... 1300
Air Time... 6:30 a.m.-10:30 p.m.
News Service... UP
Transcription Service... World
Representative... McGillvra
Membership... NARTB
President... Hansford Jagers
General Manager... Gene Ackerley
Program Director... Erv Jensen

K W B E

BEATRICE—1949—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Blue Valley Bcstg. Co.
Address... 112½ North 6th St.
Phone Number... 1245
News Service... AP
Transcription Service... Cole
Thesaurus
Representative... Gill-Keefe-Perna
Membership... NARTB
Comm., Sales Prom. Mgr... Bud Pentz
Program Director... Larry Prybyl
Publicity Director... Marge McGavren
Chief Engineer... Wilbur R. Emerson

K C N I

BROKEN BOW—1949

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By... Custer County Bcstg. Co.
Address... Box 581
Air Time... Unlimited
Mgr., Chief Engr... Bud Crawford
Commercial Manager... Georgia A. Crawford

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 Number... 5154
Air Time... Sunrise-sunset
News Service... AP
Representative... Biddick, Continental
Transcription Service... World, SESAC,
Thesaurus
Pres., Gen. Sta. Mgr... George Basil Anderson
Commercial Manager... Milo Kincaid
Program Director... Florence L. Anderson
Chief Engineer... Max Reeves

K F G T

FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By... Walker Newspapers, Inc.
Business-Studio Address... 118 E. 5 St.
Phone Number... 1060
Membership... NARTB, BAB
Pres., Gen. Mgr... Lester A. Walker
Station Manager... James D. Milliken, Jr.

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 Number... 703-4
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Thesaurus
Representative... H-R
President... Don Searle
V.P. & General Manager... Bill Martin
V.P. & Regional Sales Mgr... Rex Lathen
Program Director... Ed. Meyer
Sales Promotion Manager... Quintin McCredie
Chief Engineer... U. L. Lynch

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Nebraska Bcstg. Co.
Trans. Address... Tribune Bldg.
Phone Number... 2-5101
Air Time... 6 a.m.-12 M.
News Service... INS
Transcription Service... Thesaurus
Membership... NARTB
President... Fred A. Seaton
Gen., Sta. Mgr... Duane L. Watts
Commercial Manager... Raymond Bartlett
Pub., Prod., 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.
Business-Studio Address... Federal Annex Bldg.
Phone Number... Business, 2-3541
News Service... UP
Transcription Service... World
Representative... Hal Holman
Pres., Sta. Mgr... John W. Yeager, Jr.
Sales Prom. Mgr... Lyle Richardson
Program Director... Elen Selah
Chief Engineer... Jack Lewis

KRVN

LEXINGTON—1950

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By.....Nebraska Rural Radio
 Address.....104 W. 8th St.
 Phone Number.....716
 Transcription Service.....Standard
 News Service.....AP
 Membership.....NARTB
 President.....Jay A. Person
 General Manager.....Max Brown
 Commercial Manager.....Dan Bellus
 Program Director.....Gary Schroeder
 Chief Engineer.....Robert Bitner

KFOR

LINCOLN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Cornbelt Bcstg. Corp.
 Business-Studio Address.....Sixth Fl., Stuart Bldg.
 Phone Number.....2-6965
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....James Stuart
 Gen., Sta. Mgr.....George X. Smith
 Commercial Manager.....Robert Methany
 Prom., Pub. Dir.....Ken Greenwood

Program Director.....Avrun Bondarin
 Chief Engineer.....Charles W. Winkler

KLMS

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By.....Lincoln Bcstg. Corp.
 Address.....130 N. 16th St.
 Phone Number.....2-7579
 President.....Howard A. Shuman
 General Manager.....J. Russell Joynt

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Cornhusker Radio &
 Television Corp.
 Business-Studio Address.....212 Federal
 Securities Bldg.
 Phone Number.....2-7218
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 President.....E. M. O'Shea
 V.P., Gen. Mgr.....Harold E. Anderson
 Comm., Sales Prom. Mgr.....Otis H. Seegler
 Program Director.....William L. Lucas
 Publicity Director.....Twila Walker
 Chief Engineer.....M. J. Korinek

*A "pitch" that hits "home"
 everytime*

Hits the Farm and City Home
 in the Rich Blue Valley...

MUTUAL BROADCASTING SYSTEM
 1450 ON EVERYBODY'S DIAL...

NATIONAL REPRESENTATIVE—
 GILL - KEEFE AND PERNA
 654 MADISON AVE., NEW YORK, N. Y.

KWBE

BEATRICE,
 NEBRASKA...

KBRL

McCOOK—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....The McCook Bcstg. Co.
 Bus.-Transmitter Address...Hwy. 83 & "J" St.
 Phone Number.....1450
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....McGillvra
 Membership.....NARTB, BAB
 Pres., Gen. Mgr. and Chief Engineer
 Le Roy W. Lenwell
 Program Director.....Gilbert Mitchell

WJAG

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Huse Publ. Co.
 Bus.-Studio Address.....527 Norfolk Ave.
 Phone Number.....20
 Newspaper Affiliation....."Daily News"
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....E. F. Huse
 Station Manager.....Bob Thomas
 Commercial Manager.....Vernon Stedry
 Program Director.....Glen Hixson
 Prom. Mgr., Pub. Dir.....Evans Meier
 Chief Engineer.....Frank Wiedenbach

KNBR

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....John Townsend
 Address.....212 N. Jeffers St.
 Phone Number.....174
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Indie Sales
 Owner.....John Townsend
 General Manager.....Emil Odean

KODY

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 Number.....382
 Air Time.....6 a.m.-12 M.
 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

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcstg. Co.
 Business-Studio Add.....676 World Ins. Bldg.
 Phone Number.....Jackson 8282
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB
 Pres., Gen. Mgr., Chief Eng.... Paul R. Fry
 Station Manager.....Richard E. Welna
 Commercial Manager.....Ernest S. Priesman

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KFAB Bcstg. Co.
 Business-Studio Address.....620 Farnam Bldg.
 Phone Number.....Ja. 3420
 Newspaper Affiliation....."Journal & Star"
 (Lincoln)
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Free & Peters
 Membership.....NARTB
 Chairman of Board.....Joe W. Seacrest
 President.....Fred S. Sidles
 Gen., Sta. Mgr.....Harry Burke
 Commercial Mgr.....Harold Soderlund
 Prom., Pub. Mgr.....Don Shoemaker
 Program Director.....Lyell Bremser
 Chief Engineer.....Art Stewart
 News Director.....Carl Uhlarik
 Musical Director.....Alene McKinney
 Transmitter Engineer.....Art Stewart
 Farm Editor.....W. E. Macdonald
 Consulting Engineer.....George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By...Central States Bcstg. Co.
 Business-Studio Address.....511 So. 17th St.
 Phone Number.....Jackson 7626
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service.....Capitol, Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....James Stuart
 Gen., Sta., Comm. Mgr.....Arden E. Swisher
 Sales Promotion Manager.....Jack Keiner
 Pgm., Pub. Dir.....Bill Talbot
 Chief Engineer.....Charles W. Winkler

AP SELLS

For Stations and Sponsors—

For instance . . . KFOR

“AP newscasts are consistent Hooper leaders in our market. We consider them most important in gaining and holding our listening audience. And AP newscasts stay sold; they are seldom available to a new sponsor. We have a waiting list for AP news—the news that sells in this metropolitan market!”

GEORGE X. SMITH,
Vice-President and Manager,
KFOR, Lincoln, Nebraska

K O W H

OMAHA—1922

Frequency: 660 Kc. Power: 500 Watts d.
 Owned-Oper. By... Mid-Continent Bcastg. Co.
 Business-Studio Address... 15th & Farnam
 Phone Number... Atlantic 2228
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Bolling
 Membership... NARTB
 President... Robert H. Storz
 Sta., Gen. Manager... Todd Storz
 Sales Promotion... G. William Armstrong
 Program Director... Virgil Sharpe
 Publicity Director... J. F. O'Niell
 Chief Engineer... Dale Moudy

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 Number... Webster 3400
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Standard, World, SESAC
 Representative... John Blatr
 Membership... NARTB
 Chariman of Board... Fred Mohen
 President... E. T. Meredith, Jr.
 General Manager... Frank P. Fogarty
 Sales Manager... Bill Wiseman
 Program Director... Ray Olson
 Chief Engineer... William J. Kotera

K N E B

SCOTTSBLUFF—1948—MBS
INTERMOUNTAIN

Frequency: 970 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Oper. By... Platte Valley Bcastg. Corp.
 Business-Studio Address... Golden Rule Bldg.
 Phone Number... 1620
 Air Time... 5:30 a.m.-12:30 a.m.
 News Service... AP
 Transcription Service... Capitol, Lang-Worth
 Representative... Hal Holman
 Membership... NARTB
 President... John R. Jrdon
 General-Station Mgr... Russ M. Stewart
 Comm., Prom. Manager... Byron Joachim
 Program Director... Duke Whitfield
 Publicity Director... Jim Kithcart
 Chief Engineer... Leslie A. Proctor

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... The Hilliard Co.
 Address... 1517½ Bway
 Phone Number... 856
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Representative... Gill-Keefe-Perna
 Membership... NARTB, BAB
 Pres., Gen.-Sta. Mgr... L. L. Hilliard
 Commercial Manager... Tony Kehl
 Program Director... Viril Davis
 Chief Engineer... Harland A. Morrison

K S I D

SIDNEY—1952—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Sidney Bcastg. Co.
 Address... Legion Park
 Phone Number... 5503
 News Service... UP
 Representative... McGillvra
 Pres., Chief Eng... W. C. Grove
 Gen., Com. Mgr... Max Young
 Program Director... Marilyn Harper

NEVADA

*Pop. April 1, 1953 (Est.) 173,000—Total Housing Units 58,000
 Families April 1, 1953 (Est.) 51,000—Stations in State 10*

K E L K

ELKO—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Elko Bcastg. Co.
 Address... P. O. Box 790
 Phone Number... 280
 Ar Time... Full Time
 News Service... UP
 President... Chris Sheerin
 General Manager... John J. Gammlick
 Program Director... Bob Vizina
 Chief Engineer... Roy Gallagher

K E L Y

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... White Pine Bcastg. Co.
 Address... Box 1088
 Phone Number... 2077
 Transcription Service... World
 News Service... INS
 Co-Mgr., Chief Engr... D. I. Hansen
 Co-Manager... D. V. Bradley

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Nevada Bcstg. Co.
 Business Address.....Box 1310
 Phone Number.....1400
 Air Time.....5 a.m.-1:30 a.m.
 News Service.....INS
 Representative.....W. S. Grant
 Pres., Gen.-Sta. Manager.....Maxwell Kelch
 Commercial Mgr.....Thompson Magowan
 Prog., Prod., 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 Bctrs., Inc.
 Address.....Desert Inn, P. O. Box 1510
 Phone Number.....4646
 Air Time.....Full Time
 Representative.....Weed & Co.
 Membership.....BAB
 Pres., Gen. Mgr.....Fred Stoye
 Commercial Manager.....Carl Paige
 Sales Promotion Manager.....Maxine Lunt
 Program Director.....John Ryken
 Publicity Director.....Jewel Woods
 Chief Engineer.....Gregg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Vegas Valley Bcstg. Co.
 Address.....Hotel Thunderbird
 Phone Number.....6500
 News Service.....UP
 Representative.....Geo. P. Hollingsbery
 President.....David McKay
 Station Manager.....Roland B. Vaile
 Chief Engineer.....Bill Binford

KRAM

LAS VEGAS—1946—MBS-KBS
 INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Boulder City Bcstg. Co.
 Address.....P. O. Box 1712
 Phone Number.....920
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Station Representative.....Avery-Knodel
 President.....Edward J. Jansen
 Commercial Manager.....Lester Seiffer
 Program Director.....Martin Black
 Publicity Director.....Patricia Healy
 Chief Engineer.....Fred Young

KATO

RENO—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Sierra Bcstg. Co.
 Business-Studio Address.....Box 2231,
 Mapes Hotel
 Phone Number.....2-4501
 Air Time.....Full Time
 Representative.....John E. Pearson, Western
 Transcription Service.....MacGregor
 Membership.....NARTB, BAB
 Pres., Chief Engr.....R. K. Wittenberg
 Sta., Gen. Mgr.....Robert L. Stoddard
 Commercial Manager.....Robert S. Hughes

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts d.,
 1000 n.
 Owner.....McClatchy Bcstg. Co.
 Business-Studio Address.....143 Stevenson St.
 Phone Number.....3-5106
 Air Time.....Day Time
 News Service.....UP
 Newspaper Affiliation.....McClatchy Papers
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 President.....Eleanor McClatchy
 Station 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 Number.....2-4516
 Air Time.....8 a.m.-M.
 News Service.....UP
 Representative.....George P. Hollingsbery
 Membership.....NARTB, BAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Commercial Manager.....Howard Doyle, Jr.
 Sales Prom. Mgr.....Gene McKenna
 Program Director.....William Ruff
 Publicity Director.....Marjorie Newton
 Chief Engineer.....Merle Peterson

KWRN

RENO—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KWRN, Inc.
 Business-Studio Address.....Box 76
 Phone Number.....3-6156
 Air Time.....Full Time
 News Service.....UP
 Membership.....BAB
 Pres., Gen. Mgr.....Franz J. Robischon
 Commercial Manager.....Frank McLaurin
 Chief Engineer.....Walt Rees

NEW HAMPSHIRE

Pop. April 1, 1953 (Est.) 567,000—Total Housing Units 193,000
Families April 1, 1953 (Est.) 158,000—Stations in State 12

W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....White Mtns., Bcstng. Co.
Address.....40 Main Street
Phone Number.....1797-8
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Kettell-Carter, Radio Reprs.
Membership.....NARTB, BAB
President.....John W. Guider
General Manager.....Wendell C. MacKenzie
Chief Engineer.....Herschel M. Howe

W T S V

CLAREMONT—1948—ABC
GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Trans. Address.....155 Front St., Manchester
Phone Number.....4-4075
News Service.....UP
Representative.....Borgotti
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Comm., Sta. Mgr.....F. Richard Hill
Program Director.....J. V. Shaw
Chief Engineer.....A. Davis

W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....Eagle Hotel
Phone Number.....4180
Air Time.....Full Time
News Service.....AP
Representative.....Adam Young, Kettel-Carter
President.....Henry R. Silver
Station Manager.....Tom Frank
Commercial Manager.....William C. Engel
Sales Prom. Mgr.....Harold Learned
Chief Engineer.....Robert Wright

W T S L

HANOVER-LEBANON—1950
GRANITE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co., Inc.
Address.....155 Front St.
Phone Number.....1040
Representative.....Bolling
News Service.....UP
President.....William J. Barkley
General Manager.....Henry Lewis
Chief Engineer.....William Helser

W K N E

KEENE—1926—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone Number.....2080
Air Time.....Full Time
News Service.....UP
Transcription Service.....World
Representative.....Meeker, Kettell-Carter
Membership.....NARTB, BAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sales Prom. Mgr., Pub. Dir.....Ted B. Sawyer
Program Director.....Howard E. Wheelock
Chief Engineer.....Ernest Robarge

W L N H

LACONIA—1922—MBS-KBS
YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....635 Main St.
Phone Number.....2-300
Air Time.....Unlimited
News Service.....AP
Representative.....Kettell-Carter, Grant
President.....Genevieve Wingate
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clarke
Program Director.....Irving W. Kaiser
Chief Engineer.....Walter Avery

W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Bcstg., Inc.
Business-Studio Address.....286 Franklin St.
Phone Number.....5-5491
Air Time.....Full Time
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Adam J. Young, Jr.,
Kettell-Carter
President.....Morris Silver
Gen., Sta. Mgr.....Warren H. Journey
Commercial Manager.....Saul Gross
Program Director.....Francis Finning
Chief Engineer.....Reginald Schow

W K B R

MANCHESTER—1946
GRANITE STATE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg., Inc.
Address.....155 Front St.

Phone Number44075
 Air Time.....6 a.m.-11:30 p.m.
 President.....W. J. Barkley
 Program Director.....William Carlisle
 Chief Engineer.....Royston Phillips

Publicity Director.....Al Carter
 Chief Engineer.....Harry Hanfield

W H E B

PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WHEB, Inc.
 Phone Number4080
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeKettel-Carter, Walker
 Pres., Gen. Mgr.....Charles M. Dale
 Commercial Manager.....Jack Kane
 Sales Promotion.....Walt Emery
 Program Dir.....Lucien Dumont
 Chief Engineer.....Anthony Vaccaro

W M U R

MANCHESTER—1941—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....The Radio Voice of
 New Hampshire, Inc.
 Business-Studio Address.....1819 Elm St.
 Phone Number5-5788
 News ServiceUP
 Air Time.....6 a.m.-M.
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipNARTB, BAB
 President.....Hon. Francis P. Murphy
 Sta., Comm., Gen. Mgr.....Hervey Carter
 Program Director.....Bernie Mack
 Chief Engineer.....Vincent Chandler

W W N H

ROCHESTER—1948
 GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Strafford Bcstg. Corp.
 Address.....Rochester Hill Rd.
 Phone Number1400-1
 Air TimeSunrise-Sunset
 News ServiceUP
 RepresentativeBorgatti
 MembershipNAB
 Pres., Gen. Mgr.....A. J. K. Malin
 Commercial Mgr.....M. C. Ball
 Program Dir.....George Michael
 Station Manager.....H. Martin
 Commercial Manager.....M. Chester Ball
 Program Director.....Alan Jasper
 Chief Engineer.....F. De Falco

W O T W

NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location....Lund Rd.
 Phone Number5000
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBertha Bannan, Walker
 Pres., Gen. Mgr.....Arthur A. Newcomb
 Pres., Pgm. Dir.....Paul Keefe

NEW JERSEY

*Pop. April 1, 1953 (Est.) 5,113,000—Total Housing Units 1,517,000
 Families April 1, 1953 (Est.) 1,392,000—Stations in State 19*

W J L K

ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
 Owned-Operated By..Asbury Park Press, Inc.
 AddressPress Plaza
 Phone Number.....Asbury Park 2-3000
 Air Time.....6:30 a.m.-11:30 p.m.
 News ServiceAP
 Transcription ServiceAssociated
 MembershipNARTB, BAB
 President.....Wayne D. McMurray
 General Manager.....Ernest W. Lass
 Station Manager.....Thomas B. Tighe
 Commercial Manager.....Margaret Curtis
 Program Director.....Everett Rudloff
 Chief Engineer.....Frank Huber

W M I D

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
 Business-Studio Address.....Senator Hotel
 Phone Number4-1340
 Air Time.....7 a.m.-2 a.m.
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeForJoe
 President.....Richard Endicott
 Gen., Sta. Mgr.....David H. Freedman
 Program Director.....Vincent Lindne
 Publicity Director.....Louis Neigut
 Chief Engineer.....Earl Godfrey

W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Neptune Bcstg. Corp.
 Business Address.....Steel Pier
 Phone Number5-2188
 News ServiceUP
 Representative.....John E. Pearson
 PresidentFred Weber
 General Manager.....Blair Thron
 Commercial Mgr.....R. E. Truex
 Sales Prom. Mgr.....Jessie Morris
 Program Dir.....Ed Davis
 Publicity Director.....Brad Sherman
 Chief Engineer.....Earl Godfrey

W O N D

(Full Listing on Page 510)

W S N J

BRIDGETON—1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Eastern States Bcstg. Corp.
 AddressCarll's Corner
 Phone Number2930
 Transcription ServiceThesaurus
 President.....Russell S. Henderson
 Vice-Pres., Gen. Mgr.....Paul Alger

Commercial Manager.....Jerry Alden
 Pgm., Pub. Dir.....Joe McCulley
 Chief Engineer.....Ed Bold

W K D N

CAMDEN—1926

Frequency: 1310 Kc.....Power: 250 Watts
 Owned-Operated By....City of Camden, Inc.
 Business-Studio Address.....City Hall
 Phone Number.....Emerson 5-5600
 Air Time.....6 a.m.-M.
 Transcription ServiceStandard
 RepresentativeKennedy Co.
 MembershipNARTB
 Director.....Willard C. Schriver
 Gen. Comm. Mgr.....John Cleary
 Sales Prom. Mgr.....Joseph Hale
 Program Director.....Jack LaMar
 Publicity Director.....Jack Silin
 Chief Engineer.....John Zander

W C A M

CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....So. Jersey Bcstg. Co.

New Jersey's Complete
 Broadcasting Facility . . .

WFPG TV CHANNEL 46 NBC CBS ABC DU MONT

FIRST in program operation with RCA's first factory-built UHF transmitter. 38 national advertisers placed their network and film shows on WFPG-TV in the first two months.

WFPG AM 1450 FM CBS

More network programs, more public service, more baseball, more news . . . from the tallest structure in New Jersey, south of Newark—our 458-foot tower.

WFPG *Atlantic City*

There's no

SHORT-CUT

to AMERICA'S



5th MARKET

North Jerseyans spend
 4 Billion \$\$ yearly at home.
 Sell them at
 home on

WNJR
 RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME Market 3-2700
 91 Halsey St., Newark 2, N. J. ORtlandt 7-8070

TOPS IN MUSIC, NEWS, SPORTS

Business Address.....Radio Park
 Phone Number.....EM 5-7200
 Air TimeDaytime
 Transcription ServiceAssociated
 MembershipNARTB
 Pres., Gen. Mgr.....Ranulf Compton
 Station Manager.....Gordon Giffen
 Program Director.....Jerry Williams
 Publicity Director.....Jim Eadline
 Chief Engineer.....Robert L. Easley

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
 Owned-Operated By....Morristown Bcstg. Co.
 Address.....10 Park Place
 Phone Number.....MO 4-5700
 Transcription ServiceAssociated
 MembershipNARTB
 President.....George S. Croy
 Station Mgr.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 Chief Engineer.....Rudolph C. Prow

W A A T

NEWARK—1921

Frequency: 970 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Bremer Bcstg. Corp.
 Business-Studio Address...Television Center
 Phone..Mitchell 2-6400; BARclay 7-3260 (N. Y.)
 Air Time.....7 a.m.-1 a.m.
 News ServiceAP
 RepresentativeWeed
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., National Sales.....E. S. Lennon
 Program Director.....George Green
 Publicity Director.....Roland Trenchard
 V.P., Engineering.....Frank V. Bremer

W N J R

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By..North Jersey Radio, Inc.
 Business-Studio Address.....91 Halsey St.
 Phone Number.....MARket 3-2700
 Newspaper Affiliation.....Newark News
 Air Time.....7 a.m.-M.
 News ServiceUP
 Transcription ServiceStandard
 President.....Edward W. Scudder, Jr.
 Gen., Sta., Comm. Mgr....Harry D. Goodwin
 Pub. Dir., Sales Prom. Mgr....Arnold Snyder
 Program Director.....Steven Van Gluck
 Chief Engineer.....Peter Testan

W V N J

NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....Newark Bcstg. Corp.

W

V

N

J

620 on your dial

The most for your

dollar in the

metropolitan area

NEWARK, N. J.

STRONG LOCAL NEWS
and good music keep local
listeners tuned to

WCTC



WCTC SIGNAL COVERAGE AREA

Population — 371,000

Retail Sales — \$359 Million
(1952-53 Consumer Markets)

SOMERVILLE
PLAINFIELD
BOUND BROOK
S. PLAINFIELD
PERTH AMBOY
METUCHEN

HIGHLAND PARK
NEW BRUNSWICK
SAYREVILLE
SOUTH RIVER
SOUTH AMBOY
PRINCETON

**You'll miss most of this Central
Jersey Population unless your
message is on WCTC.**

New Brunswick
'Phone Charter 7-1450

★ ★ NEW JERSEY ★ ★

Business-Studio Address.....45 Central Ave.
Phone Number.....Mitchell 3-7600
News Service.....UP
Transcription Service.....World
V.P., Gen.-Comm Mgr.....Ivon B. Newman
Program Director.....Helen Sutton
Chief Engineer.....Bernard Kellom

W H B I

NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.;
1000 Watts n.

Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Air Time.....Unlimited
Pres., Gen. Mgr.....James L. Shearer
Sta., Comm. Mgr.....William Masi
Publicity Director.....Marie E. Masi
Chief Engineer.....Harold Michaels

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.

AP SELLS

For Stations and Sponsors—

For instance... WJLK

“We feature AP news every hour. It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!”

THOMAS B. TIGHE,
Station Manager,
WJLK, Asbury Park, N. J.

Phone Number.....Charter 7-1450
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 President.....James L. Howe
 Station Manager.....Robert Williams
 Commercial Manager.....Kenneth Leslie
 Program Director.....Barbara M. Bauer
 Chief Engineer.....Victor Takack

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.)
 Newspaper Affiliation...Passaic Daily News
 Air Time.....24 Hrs.
 News Service.....AP, UP
 Transcription Service..Associated, Thesaurus
 Lang-Worth
 President.....Richard Drukker
 General Manager.....D. J. Wright
 Business Manager.....Charles W. Parker
 Nat. Sales Mgr.....Roy H. Holmes
 Pub. Rel. Dir.....Charles Scully
 Chief Engineer.....Earl F. Lucas

ESTIMATED
 FAMILIES
 FOR
 1953
 SEE PAGE 298

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

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstrs., Inc.
 Address Old Turnpike
 Phone Number 3971
 Transcription Service Standard, Thesaurus
 News Service AP
 President Charles Rupp
 General Manager John Struckell
 Chief Engineer Milton Thurlow

WBUD

TRENTON—1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By Morrisville Bcstg. Co.
 Address 108 N. Broad St.
 Phone Number 4-7191
 News Service AP
 Transcription Service World
 Membership BAB
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Chief Engineer William A. Brewer

WTNJ

TRENTON—1928

Frequency: 1300 Kc. Power: 250 Watts d.
 Owned-Operated By WOAX, Inc.
 Address 416 Bellevue Ave.
 Phone Number 8149
 President Erling C. Olsen

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By Peoples Bcst. Corp.
 Business-Studio Address 541 E. State St.
 Phone Number 5-8515-6-7-8
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Representative For Joe
 Membership NARTB, BAB
 President M. D. Lincoln
 General Manager F. L. Bernstein
 Publicity Director Fred Walker
 Chief Engineer Theodore P. Kilmer

In ATLANTIC CITY

it's the

WONDerful music station

for sensational

RESULTS

9 out of 10 families* in Atlantic County

listen to

WOND

It's listener loyalty to top personalities 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.

New York Sales Office
 1564 Broadway — JUdson 6-5547
 Don Rich, Rep.

*Advertest Research

WWBZ

VINELAND—1946

Frequency: 1630 Kc. Power: 1000 Watts
 Owned-Operated By Community Bcstg. Serv.
 Address 633 Wood St.
 Phone Number Vineland 7-1360
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Kennedy, Gill-Keefe-Perna
 President Joseph M. Bullock
 Gen., Sta., Prom. Mgr. Fred M. Wood
 Commercial Manager John Serra
 Program Director Dorothy H. Carlson
 Chief Engineer Charles Hughes

WC MC

WILDWOOD—1951

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By Francis J. Matrangola
 Phone Number 2-7751
 Owner Francis J. Matrangola

NEW MEXICO

Pop. April 1, 1953 (Est.) 726,000—Total Housing Units 201,000
Families April 1, 1953 (Est.) 182,000—Stations in State 27

KALG

ALAMOGORDO—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By William Wayne Phelps
Address Box 268
Phone Number 211
Air Time Full Time
News Service UP
Membership NARTB, BAB
Gen., Sta. Mgr. Wayne Phelps
Chief Engineer Harry Albers

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business Address Kimo Bldg.
Phone Number 3-4543
Air Time 5:30 a.m.—12 M.
News Service UP, AP
Transcription Service World
Representative Weed & Co.
President A. R. Hebenstreit
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Alvarado Bcstg. Co., Inc.
Business-Studio Address 122 S. Tulane
Phone Number 5-7501
Air Time 19½ hrs.
News Service UP
Trans. Service Associated, Lang-Worth
Representative Rambeau
President Herbert W. Wimberly
General Manager A. M. Caldwell
Chief Engineer Donald Delaney

KOB

ALBUQUERQUE—1920—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.
25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address 234 Fifth St., S.W.
Phone Number 3-4411
Air Time Full Time
News Service AP, INS
Transcription Service SESAC
Representative Branham
Membership BAB
Pres., Gen. Mgr. Wayne Coy
General Manager J. I. Myerson
Commercial Manager Rolf Nielson
Sales Prom. Mgr. A. E. Mickel

Program Director Michael Dillon
Chief Engineer George S. Johnson

KVER

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KVER Bcstg. Co.
Address 317 N. Broadway, Box 1388
Phone Number 3-1744
Air Time 5 a.m.—M.
Transcription Service Thesaurus
News Service AP
Representative Avery Knodel
Membership NARTB, BAB
President Helen A. Price
V.P., Sta. Mgr. Bert Arnold
Commercial Manager Morton L. Payne
Program Director Lowell Christison
Publicity Director Sue Little
Chief Engineer Wilfred Smith

KSVP

ARTESIA—1946—KBS-MBS
INTERMOUNTAIN

Frequency: 990 Kc. Power: 1000 Watts d.
250 n.
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 38
Phone Number 650
Air Time 6 a.m.—11 p.m.
News Service UP
Transcription Service Standard
Representative Avery Knodel
Membership NARTB
President Martin Yates III
Gen., Sta. Mgr. David M. Button
Commercial Manager Bob Hess
Chief Engineer Ronald Austin

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carlsbad Bcstg. Corp.
Business-Studio Address 601 No. Canal St.
Phone Number 5-4101
Air Time 6 a.m.—M.
News Service AP
Representative Taylor Co.
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 Nilong

K P B M

CARLSBAD—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Coronado Bcstg. Co.
 Address.....313 W. Mermod
 Phone Number.....5-5373
 Transcription Service.....Lang-Worth
 News Service.....AP
 Representative.....McGillvra
 Pres., Gen. Mgr.....Maurice F. McEvoy
 Commercial Manager.....Darrell A. Swayze
 Program Director.....Tom Collins
 Chief Engineer.....Vic Daley

K L M X

CLAYTON—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper By.....Ari-Ne-Mix Bcstg.
 Address.....Box 7, Fair Grounds
 Phone Number.....616
 Transcription Service.....Thesaurus
 News Service.....UP
 President.....Arthur Jernigan
 Gen., Sta. Mgr., Pgm. Dir.....Frank Vale
 Commercial Manager.....James Morris
 Chief Engineer.....Robert Waters

K C L V

CLOVIS—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....New-Tex Bdcstg.
 Address.....2112 Thornton St.
 Phone Number.....4401
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Pearson
 Pres., Gen. Mgr.....Wallace Simpson
 Commercial Manager.....Joe Collins
 Chief Engineer.....Clayton Fuchs

K I C A

CLOVIS—1931—MBS

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By: Hugh DeWitt Landis &
 R. B. McAllister
 Address.....520 Pile St.
 Phone Number.....5511
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated, World
 Station Representative.....Hal Holman
 Membership.....BAB
 Gen., Sta. Mgr.....DeWitt Landis
 Commercial Manager.....C. O. Kendrick
 Pgm., Pub. Dir.....Harold Cook
 Chief Engineer.....Vernon Hughes

K V B C

FARMINGTON—1951—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Address.....Box 1117
 Phone Number.....789
 News Service.....UP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr., Chf. Engr..Marvin E. Bowles
 Commercial Manager.....G. H. McKinnon
 Chief Engineer.....Harold Furstenberg

K G A K

GALLUP—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Thunderbird Bcstg. Co.
 Address.....P. O. Box 1150
 Phone Number.....1300
 News Service.....UP
 Transcription Service.....Lang-Worth
 Station Representative.....McGillvra
 Pres., Gen. Mgr., Pgm. Dir.....Merle H. Tucker
 Chief Engineer.....Robert Adamson

K W E W

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KWEW, Inc.
 Business-Studio Address.....P. O. Box 787
 Phone Number.....Hobbs 3-3137
 News Service.....UP
 Transcription Service..MacGregor, Lang-Worth
 Representative.....Taylor
 President.....Mrs. Theresa Whitmore
 General Manager.....Harry McAdams
 Commercial Manager.....Phil McGee
 Chief Engineer.....Roy Evans

K O B E

LAS CRUCES—1947—MBS
INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.
 Bus-Studio Address.....902 N. Main St.
 Phone Number.....1121
 News Service.....UP
 President.....M. B. Thompson
 General Manager.....L. S. Sleppy
 Chief Engineer.....Howard L. Maudlin

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Bcsters, Inc.

Business Address.....Box 710
 Phone Number.....12
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 Pres., Gen.-Station Mgr.....Ernest N. Thwaites
 Chief Engineer.....A. F. Schultz

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Alvarado Bcstg. Co.
 Address.....Community Center
 Phone Number.....2-4422
 Air Time.....Full Time
 Representative.....William Rambeau
 Transcription Service.....Associated
 News Service.....UP
 President.....H. W. Wimberly
 General Manager.....A. M. Cadwell
 Sta., Comm. Mgr.....Bob Porton
 Pgm. Dir., Sls. Prom. Mgr.....William Spaek, Jr.
 Publicity Director.....John F. McCormick
 Chief Engineer.....John L. Lockhart

KLEA

LOVINGTON—1952—KBS

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Oper. By.....Prosperity Land Bcstg. Co.
 Address.....P. O. Box 1286
 Phone Number.....8911
 Air Time.....Day Time
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Clyde Melville
 President.....David R. Worley
 Commercial Manager.....Gilbert Haugen
 Publicity Director.....Bobby Stone
 Chief Engineer.....John Fuselier

KENM

PORTALES—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Plains Bcstg. Co.
 Address.....Box 1019, Roswell
 Phone Number.....600
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 President.....Theresa Whitmore
 General Manager.....G. F. Roberts
 Commercial Manager.....Ed Fitzpatrick
 Chief Engineer.....William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Bcsters, Inc.
 Business Address.....Box 767
 Phone Number.....875

Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 Pres., Gen. Manager.....Ernest N. Thwaites
 Station Manager.....Stanley K. Brown
 Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.
 Business-Studio Address.....Box 1019
 Phone Number.....2000
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, World, MacGregor
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....Mrs. Theresa Whitmore
 Sec'y-Treas.....W. E. Whitmore, Jr.
 Commercial Manager.....G. F. Roberts
 Chief Engineer.....E. C. Rader

KSWS

ROSWELL—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McEvoy Bcstg. Co.
 Bus.-Studio Address.....401 N. Richardson
 Phone Number.....2400
 News Service.....AP
 Transcription Service.....Associated
 Representative.....McGillvra
 Pres., Gen. Mgr.....Paul B. McEvoy
 Commercial Manager.....Jack Schafer
 Program Director.....Mary L. Jones
 Chief Engineer.....Ray R. Summersgill

KTRC

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio de Santa Fe
 Address.....210 E. Marcy St.
 Phone Number.....3-6335
 News Service.....UP
 Transcription Service.....Associated
 Pres., Gen. Mgr.....J. Gibbs Spring
 Sta., Comm. Mg.....Hugh M. Gray
 Chief Engineer.....Acton Tillery

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sante Fe Bcstg. Co.
 Business-Studio Address.....759 Cerrillos Rd.
 Phone Number.....3-7319
 Representative.....Weed
 President.....A. R. Hebenstreit
 Gen., Comm. Mgr.....Ivan R. Head
 Chief Engineer.....E. J. Vanderwood

KSIL

SILVER CITY—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By S. W. N. Mex Bcstng.
 Bus. Studio-Transmitter Address .. 17th & Cactus
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Representative Taylor
 Pres., Gen., Comm. Mgr. A. Carl Dunbar
 V.P., Sta., Prom. Mgr., Dir. James H. Duncan
 Chief Engineer H. H. Smith

KCHS

TRUTH OR CONSEQUENCES—1946
KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By .. O. L. and Gladyce P. Dennis

Address Box 351
 Phone Number 161
 News Service UP
 Representative Continental Radio Sales
 General Manager O. L. Dennis
 Station Manager Gladyce P. Dennis
 Chief Engineer Sam Bradley

KTNM

TUCUMCARI—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By .. Quay County Bcstg. Co.
 Business Address Box 668
 Phone Number 100
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Gen., Sta. Mgr. Lloyd Hawkins
 Comm., Prom. Mgr. Richard S. Fox
 Program Director Richard Dale Wood

NEW YORK

*Pop. April 1, 1953 (Est.) 15,725,000—Total Housing Units 4,675,000
 Families April 1, 1953 (Est.) 4,354,000—Stations in State 98*

WABY

ALBANY—1933

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern N. Y. Bcstng.
 Business-Studio 80 Braintree St.
 Phone Number 2-3353
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Representative Rambeau
 President David Kyle
 Gen., Sta. Mgr. Edward L. Trudeau
 Comm., Sales Prom. Mgr. Alix Blake
 Program Director Toni Brady
 Chief Engineer Tom Stapleton

Owned-Oper. By ... Patroon Brcdstg. Co., Inc.
 Address Hotel Ten Eyck
 Phone Number 5-3345
 News Service AP, INS
 Transcr. Service Associated, SESAC
 Station Representative Weed and Co.
 Membership NARTB, BAB
 President J. Myer Schine
 General Manager O. R. J. Bellamy
 Commercial Manager Jack Charles
 Program Director Howard W. Maschmeier
 Chief Engineer Dwelle S. Hoag

WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Gov. Dongan Bcstg. Corp.
 Business-Studio Address 136 State St.
 Phone Number 3-6638
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Representative McGillvra
 President, General Mgr. James T. Healey
 Commercial Manager J. I. Walsh
 Program Director Frank Panny
 Chief Engineer Al Sardi

WROW

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5,000 Watts d.;
 1,000 Watts n.
 Owned-Oper. By .. Hudson Valley Br. Co., Inc.
 Address 248 State Street
 Phone Number 3-2225
 Air Time 6 a.m.-M.
 News Service INS, UP
 Transcription Service Thesaurus
 Station Representative The Bolling Co.
 Membership NARTB, BAB
 General Manager Harry L. Goldman
 Sta. Mgr., Pgm., Pub. Dir. Johnny Lee
 Comm., Sales Prom. Mgr. Harry Littler
 Chief Engineer Charles Heisler

WPTR

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts
 Owned-Oper. By....Champlain Valley Bcstg.
 Business-Studio Address.....444 Broadway
 Phone Number6-7676
 Air Time.....6:00 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeKatz
 President, Gen. Mgr.....Stephen R. Rintoul
 Station Manager.....George Wetmore
 Commercial Manager.....Eugene Fitzpatrick
 Sales Prom. Mgr.....Walter J. Maxwell
 Program Director.....Walter C. Neals
 Chief Engineer.....Paul Krutz

W C S S

AMSTERDAM—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By....Community Service Bcst.
 Bus.-Studio-Transmitter Address..Upper Locust
 Phone Number4000
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeMcGillvra
 PresidentTed Aber
 General Manager.....Alex Sherwood
 Commercial Manager.....Ray Mahoney
 Program Director.....Raymond J. Cheney
 Chief Engineer.....Guy Rauer

W M B O

AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....WMBO, Inc.
 Business-Studio Address.....141 Genesee St.
 Phone Number2-3511
 Newspaper Affiliation“Advertiser”
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, SESAC
 Representative.....Thomas F. Clark
 MembershipNARTB, BAB
 President.....William O. Dapping
 General Manager.....Frederick L. Keesee
 Program Director.....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.....90 Main St.
 Phone Number715
 Air Time.....6:30 a.m.-M.
 News ServiceAP

Transcription Service.....Lang-Worth, World
 Pres., Gen.-Station Mgr.....Edmund R. Gamble
 Commercial Manager.....Charles L. Snow
 Program Director.....Bud Mason
 Publicity Director.....William Stokes
 Chief Engineer.....Fred Callendar

W I N R

BINGHAMTON—1946—NBC

Frequency: 680 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By..Southern Tier Radio Service
 Business-Studio Address..Court House Square
 Phone Number4-4318
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....George P. Hollingbery
 MembershipNARTB
 PresidentDonald Kramer
 General Manager.....George J. O'Connor
 Commercial Manager.....H. R. Nicholson
 Pgm., Pub. Dir.....Charles Bishara
 Chief Engineer.....A. A. Kelley

W K O P

BINGHAMTON—1947—MBS

Frequency: 1360 Kc....Power: 100 Watts d.,
 500 n.
 Owned-Oper. By..The Binghamton Bcstrs., Inc.
 Business-Studio Address.....34 Chenango St.
 Phone Number2-3437
 Air Time.....5:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB, BAB
 Pres., Gen.-Sta. Mgr.....Andrew Jarema
 Prom., Comm. Manager.....Jay Hانشaw
 Program Director.....Wally Buman
 Chief Engineer.....Charles Hallinan

W N B F

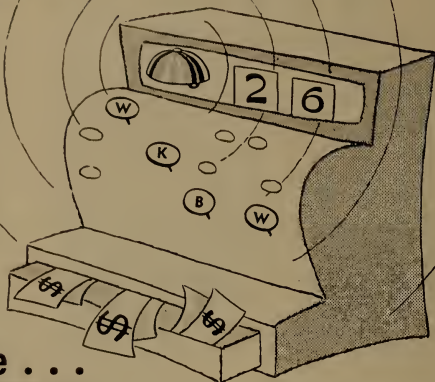
BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By....Clark Associates, Inc.
 Business Address.....P. O. Box 48
 Phone NumberBinghamton 2-3461
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeBolling
 MembershipNARTB, BAB
 President.....John C. Clark
 General Manager.....Cecil D. Mastin
 Treasurer.....L. L. Rogers
 Commercial Manager.....S. N. Heslop
 Sales Prom. Mgr., Pub. Dir....E. R. McCloskey
 Prog., Prod. Dir.....E. M. Scala
 Chief Engineer.....L. H. Stantz

SATURATION

SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

BUT 26 TIMES A WEEK!

adjacent to newscasts

WKBW offers alert advertisers 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. Call Avery-Knodel or WKBW.

WKBW offers you MORE THAN TWICE AS MANY LISTENERS FOR YOUR 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 about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, Inc.
National Representatives

WKBW

BUFFALO'S MOST POWERFUL STATION

WKBW

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

WENE

BINGHAMTON—ENDICOTT—1947
ABC

Frequency: 1430 Kc.....Power 5000 Watts
Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
Phone Number.....5-3351
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
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 Prom., Comm. Mgr.....Norman F. Flynn
Pgm., Pub. Dir.....Harold E. Graves
Chief Engineer.....Sheldon W. Weyland

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address.....Hotel Statler
Phone Number.....MOhawK 0930
Newspaper Affiliation....."Evening News"
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, 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
Asst. Radio Sales Mgr.....Robert J. Conway
Program Director.....William R. Rich
Publicity Director.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Mohawk 1400
News Service.....AP, UP
President.....Roy L. Albertson
General Manager.....Howard Schellenberg
Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....Lincoln 7133

Newspaper Affiliation....."Courier-Express"
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, INS, UP
Transcription Service.....Associated
Representative.....Katz
Membership.....NARTB, BAB
President.....William J. Conners, III
General Manager.....William Doerr
Commercial Manager.....Carl J. Kirchhofer
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Air Time.....5:50 a.m.-1:05 a.m.
News Service.....UP
Representative.....Free & Peters
Membership.....NARTB, BAB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen. Mgr.....I. R. Lounsbury
Comm. Mgr. (National spot).....F. R. Greene
Commercial Manager (Local).....Nat Cohen
Sales Promotion Manager.....R. McPherson
Program Director.....Robert Strigl
Chief Engineer.....K. B. Hoffman

WWOL

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Greater Erie Broad. Co.
Address.....315 Main St.
Phone Number.....MO 1200
News Service.....INS, UP
Representative.....ForJoe
Owner.....Leon Wyszatycki
General Manager.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield
Program Director.....Joe A. Rico
Chief Engineer.....Frank Sai

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.....Radio Center, 1430 Main St.
Phone Number.....Grant 5101
Air Time.....5:30 a.m.-2 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Clinton H. Churchill
Sta., Comm. Mgr.....Roger M. Baker
Sales Promotion.....Alfred E. Anscombe
Program Director.....James McGrath
Chief Engineer.....Leroy Fiedler

WXRA

BUFFALO—KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By: W. New York Broad. Co.
 Address: 1515 Niagara Falls Blvd., Amherst
 Phone Number: AMherst 1160
 News Service: AP, UP
 Transcription Service: Associated
 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-Operated By
 Wellsboro Corning Broad. Adv. Inc.
 Address: Pine St.
 Phone Number: 65451
 News Service: UP, World
 Representative: McGillvra, Inc.
 Pres., Gen. Mgr.: Paul L. Carpenter
 Program Director: Robert J. Vrzal

WCLI

CORNING—1950—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Oper. By: Elmira-Corning Bcstg.
 Address: 114 Walnut St.
 Phone Number: 6-4651
 Transcription Service: Thesaurus
 Representative: Meeker
 News Service: AP
 President: E. S. Underhill, Jr.
 General Manager: Walter Valerius
 Sta., Comm. Mgr.: Gordon Jenkins
 Program Director: George P. Droelle, Jr.
 Publicity Director: Robert Shaddock
 Chief Engineer: Allen N. Bell

WKRT

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By: Radio Cortland, Inc.
 Business Studio Address: 27 N. Main St.
 Phone Number: 2990
 Air Time: 6 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill-Keefe-Perna
 Membership: BAB
 President: Leighton A. Hope
 General Manager: William L. Thompson
 Program Dir.: William J. Griffiths
 Chief Engineer: William Barron

WFCB

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By: Dunkirk Broad. Corp.
 Address: 316 Main St.
 Phone Number: 7756-7-8
 Air Time: 6:00 a.m.-1:00 a.m.
 News Service: UP
 Transcription Serv.: Thesaurus, Lang-Worth,
 World
 Membership: NARTB, BAB
 Pres., Gen. Mgr., Sta. Mgr.: Alois A. Schmidt
 Commercial Manager: B. F. Goodrich
 Program Director: Robert Gifford
 Chief Engineer: J. T. Grace

WELM

ELMIRA—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owner: Elmira Corning Bcstg. Corp.
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB
 President: E. S. Underhill, Jr.
 Sta. Gen. Manager: Walter Valerius
 Commercial Manager: Ross Beatty
 Program Director: Kenneth C. Powell
 Chief Engineer: Allen Bell

WENY

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Star-Gazette, Inc.
 Bus.-Studio Address: Mark Twain Hotel
 Phone Number: 5181
 Transmitter Location: Milton St.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Everett & McKinney
 Membership: NARTB, BAB
 General Manager: Dale L. Taylor
 Scales Manager: Phil Cameron
 Production Director: Ted Hodge
 Chief Engineer: Thurlow A. Greene

WGBB

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Harry H. Carman
 Business-Studio Address: 44 So. Grove St.
 Phone Number: Freeport 9-1400

Air Time.....7 a.m.-12 m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Pres., Gen., Sta. Mgr. & Chief Engineer
 Harry H. Carman
 Commercial Manager.....Murray C. Evans
 Program Director.....A. Cheesman
 Publicity Director.....Herbert Clock

W O S C
 FULTON—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Cassill Radio Corp.
 Address.....Pontiac Hotel, Oswego
 Phone NumberFulton 2-2255
 Air Time.....Sunrise to Sunset only
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNARTB
 Station RepresentativeDevney
 Pres., Gen. Mgr.....A. L. Richardson
 Station Manager.....Jack Burgess
 Program Director.....Edward Reich
 Chief Engineer.....Robert N. Blair

W G V A
 GENEVA—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Address.....Geneva Federal Savings Bldg.
 Phone Number6691
 Air Time.....Full Time
 News ServiceAP
 RepresentativeCooke
 Transcription ServiceLang-Worth
 President.....M. R. Forman
 V.P., Gen. Mgr.....Thomas L. Brown
 Program Director.....Alex Lamutis
 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 Number2-6518
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceThesaurus
 Station Representative.....Rambeau
 MembershipNARTB, BAB
 Pres., Gen., Sta. Mgr.....Martin R. Karig
 Sales Prom., Pub. Mgr.....Robert Krieger
 Program Director.....Carl W. Mattinson
 Chief Engineer.....Joseph Thomas

FOR
 IMPORTANT
 TELEPHONE
 NUMBERS
 IN
 NEW YORK,
 LOS ANGELES,
 CHICAGO,
 WASHINGTON
 SEE PAGE
 100

the **WHLI** *ong island story*

*One Station — **WHLI** — dominates
L. I.'s rich growing NASSAU COUNTY*

| | POPULATION | RETAIL SALES | AUDIENCE SHARE (daytime) |
|------------|------------|---------------|---------------------------------|
| 1948 | 525,000 | \$602,000,000 | 14.9 |
| 1952 | 950,000 | \$794,860,000 | 27.5 |
| % increase | 80% | 32% | 84 ⁰ / ₁₀ |

WHLI has a larger audience, daytime, in the Major Long Island Market, than any network station or combination of independent stations.

Big Bonus Coverage

(Nassau, parts of Queens, Suffolk and Brooklyn)

Population—2,304,567

Net Income—over \$4 billion

Retail Sales—over \$2 billion

DATA SOURCES: Sales Management — 1952;
Conlan Survey — 1952.

REPRESENTED BY RAMBEAU

WHLI

**A M 1100
FM 98.3**

**HEMPSTEAD
LONG ISLAND, N. Y.**

PAUL GODOFSKY, President

*the voice of
long island*

WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By. FM Bcstg. Corp.
 Business-Studio Address. 245 Baldwin Rd.
 Phone Number. Hempstead 2-8000
 News Service UP
 Transcription Service. Associated, World,
 Thesaurus
 Representative Rambeau
 Membership BAB
 Pres., Gen. Mgr. Paul Godofsky
 V.P., Sales. Joseph A. Lenn
 Publicity Director. George Ball
 V.P., Chief Engineer. Frank E. Knaack

WLEA

HORNELL—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Hornell Bcstng. Corp.
 Business-Studio Address. P. O. Box 60
 Phone Number 1420
 News Service UP
 Transcription Service Capitol
 Representative Gill-Keefe-Perna
 Membership NARTB
 Pres., Gen. Mgr. Maxwell V. McCarthy
 Comm., Sales Prom. Mgr. Louis A. Perrone
 Publicity Director. Blanche Stuart Scott
 Chief Engineer. George W. Stidstone

WWHG

HORNELL—1946

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By. W. H. Greenhow Co.
 Address 85 Canisteo St.
 News Service AP
 Transcription Service World, Associated
 Representative McGillvra
 General Manager Louis G. Buisch
 Station Manager. Donald J. Curran
 Commercial Manager. Sheffield Davis
 Chief Engineer. Howard Huff

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Colgren Bcstg. Co.
 Address Union Turnpike
 Phone Number 8-3341
 News Service UP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 General Manager. John Kearney
 Commercial Manager. Robert Strakos
 Prog., Prod. Director. James P. Cranna
 Chief Engineer. Charles Weiler

WGSM

HUNTINGTON—1951

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Huntington-Montauk Bcstg.
 Co., Inc.
 Address. 237 New York Ave.
 Phone Number 46740
 News Service UP
 Transcription Service. Thesaurus, World
 Membership BAB
 President. Byron T. Sammis
 Gen., Comm. Mgr. Edward J. Fitzgerald
 Program Director. Walter Neiman
 Publicity Director. Don MacLachlan
 Chief Engineer. William Naramore

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By. Cornell University
 Business-Studio Address. Savings Bank Bldg.
 Phone Number. Ithaca 4-6301
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated
 Membership NARTB, BAB
 General Manager. Michael R. Hanna
 Comm., Prom. Mgr. Earl S. Cobey
 Program Director. Joseph A. Short
 Publicity Director. Sam Woodside
 Chief Engineer. True McLean

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Operated By. Air Waves, Inc.
 Trans.-Bus-Studio Address. 415 W. Fourth St.
 Phone Number 5-108
 Air Time 5:55 a.m.-12 M.
 News Service AP
 Representative Gill-Keefe-Perna
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Harold P. Kane
 Program Director. William Winn,
 Commercial Manager. Richard F. Rose
 Chief Engineer. Burton O. Waterman

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. James Bcstg. Co., Inc.
 Bus-Studio Address. Hotel Jamestown
 Phone Number 7-151
 Air Time. 6 a.m.-M.
 News Service UP
 Transcription Service. Associated, McGregor
 Representative. William G. Rambeau
 Membership NARTB, BAB
 President. Jay E. Mason

Gen.-Sta.-Comm. Simon Goldman
 Program Director George Pfeleeger
 Publicity Dir. Jess Price
 Chief Engineer Harold J. Kratzert

WENT

JOHNSTOWN—GLOVERSVILLE
 1944—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sacandaga Bcstg. Corp.
 Business-Studio Address 8 W. Fulton St.
 Phone Number 4-7175
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Gill-Keefe-Perna
 President George Bissell
 General Manager Dale Robertson
 Commercial Manager Jack Charles
 Program Director Robert Dingman
 Chief Engineer Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Kingston Bcstg. Corp.
 Business-Studio Address 601 Broadway
 Phone Number Kingston 4500
 Transmitter Plainfield St., Ulster Township
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Meeker
 President Joseph K. Close
 General. Station Mgr. Robert M. Peebles
 Program Director Robert L. Sabin
 Publicity Director Richard McCarthy
 Chief Engineer E. T. Robarge

WVOS

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Business Address P. O. Box 158
 Phone Number 1680-1
 Air Time 6:58 a.m.-12 M.
 News Service UP
 Pres., Gen. Mgr., Prog. Dir. S. D. Lubin
 Commercial Manager, Prog. Dir. H. G. Borwick
 Chief Engineer K. Foster

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Union-Sun & Journal, Inc.
 Trans.-Address 320 Michigan St.

Phone Number 3-5944
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Newspaper Affil. "Union Sun & Journal"
 Representative Joseph H. McGillvra, Inc.
 Membership NARTB
 President Egbert D. Corson
 General Manager Jack Gelzer
 Program Director Tom Jolls
 Chief Engineer William Renaud

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By North Country Bcstg. Co.
 Trans.-Address 65 Woodward St.
 Phone Number 187
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Indie Co.
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley
 Commercial Manager Alice M. Tackley
 Prom., Pgm., Pub. Dir. Donald J. Paye
 Chief Engineer Adolf F. Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Brockway Co.
 Business Address Central Bldg.
 Phone Number 990
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NARTB, BAB
 President John B. Johnson
 General Manager Louis Salff, Jr.
 Station-Comm. Mgr. Thomas R. McHugh
 Program Director James H. Nash
 Chief Engineer Michael Tarkullch

WALL

MIDDLETOWN—1942

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Community Bcstg. Corp.
 Business-Studio Address 62 North St.
 Phone Number 3119
 Air Time 6:45 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Comm. Mgr. James M. Patt
 Program Director Jerry Wax
 Chief Engineer Charles B. Lissner

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . WGNV Bcstg. Co., Inc.
 Business-Studio Address 161 Broadway
 Phone Number 4600
 News Service AP
 Membership BAB
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager Joseph Rake
 Sls. Prom., Pgm. Mgr. John J. Kuhn
 Chief Engineer Marvin S. Seimes

W G N R

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By . . New Rochelle Bcstg. Service
 Address 524 North Ave.
 Phone Number 6-1460
 Transcription Service Lang-Werth
 News Service UP
 Pres., Gen. Mgr. Julian H. Gins

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By . . . American Bcstg. Co., Inc.
 Business Address 30 Rockefeller Plaza
 Phone Number SU 7-5000
 Air Time 24 hours
 News Service AP, INS, UP
 Representative Edward Petry & Co.
 President Robert E. Kintner
 Station Manager Hartley Samuels
 Commercial Manager Mike Renault
 Publicity Director Phillip Bernstein
 Program Manager William Berns
 Sales Prom. Mgr. Willis Parsons
 Chief Engineer William Trevarthen

W B N X

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 Number MELrose 5-0333
 News Service AP
 Transcription Service SESAC
 Representative King
 President A. L. Haskell
 V.P., Sta.-Gen. Manager William I. Moore
 Program Director Edward Ervin
 Production Director Frank Johnson

W C B S

NEW YORK—1924—CBS RADIO

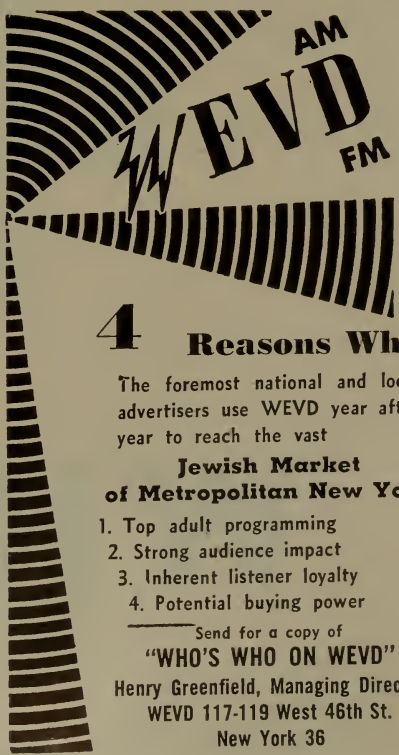
Frequency: 880 Kc. Power: 50,000 Watts

Owned By Columbia Bcstg. System, Inc.
 Operated By CBS Radio Division
 General Studio Address 485 Madison Ave.
 Phone Number PLaza 1-2345
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Capitol
 Representative CBS Radio Spot Sales
 Membership BAB
 President of CBS Frank Stanton
 General Manager Carl Ward
 Sales Manager Bill Miller
 Commercial Manager Mike Campbell
 Sales Prom. Mgr. Don Foley
 Program Director Sam Slate
 Production Director D. Gordon Graham
 Publicity Director Bob Blake

W E V D

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



4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
 "WHO'S WHO ON WEVD"
 Henry Greenfield, Managing Director
 WEVD 117-119 West 46th St.
 New York 36

WHOM

AM. FM

*Effectively Reaches New York's
Specialized Markets with Millions
of Impressions at a Few Pennies
a Thousand!!! Result-Getting
Economical Buys in Hundreds of
Thousands of Italian, Spanish,
German, Polish, and Negro Homes!!!*

WHOM

AM. FM

136 W. 52nd Street

New York 19, N. Y.

Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program-Publicity Dir.....George Field
Chief Engineer.....Charles Brown

Business Address.....136 W. 52nd St.
Phone Number.....Circle 6-3900
Newspaper Affiliation.....Il Progresso Italo-
Americano
News Service UP
Air Time.....6 a.m.-2 a.m.
President Fortune Pope
V.P., Chge. Sales.....Charles Baltin
Program Director Ralph Constantino
Chief Engineer.....George Steiger

WHOM

NEW YORK—1930

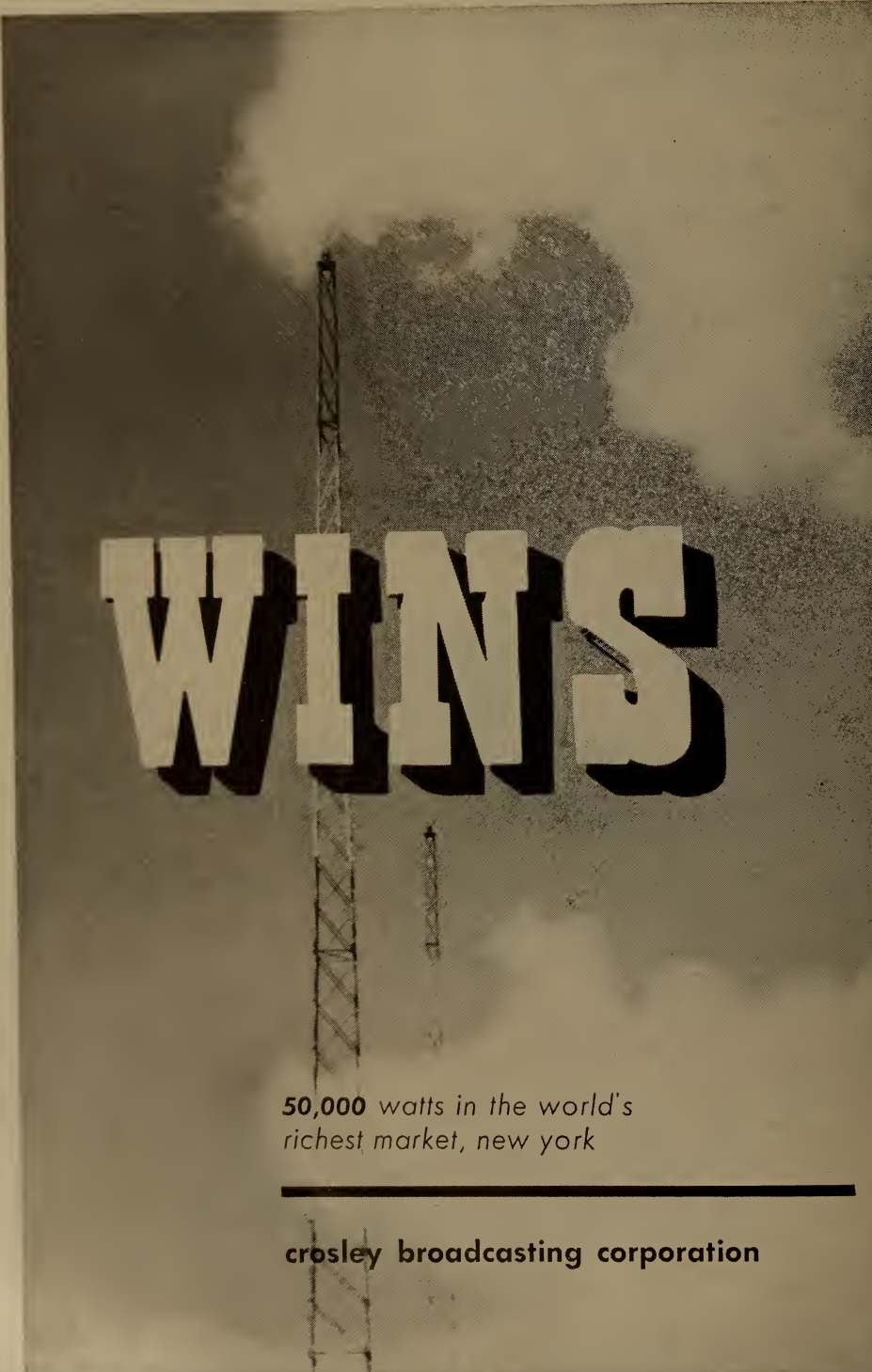
Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Il Progresso Italo-
Americano Publishing Co.

The Red Cross Needs



Your Unstinting Assistance

GIVE!



WINS

*50,000 watts in the world's
richest market, new york*

crosley broadcasting corporation

WINS

NEW YORK—1932

Frequency: 1010 Kc.....Power: 50,000 Wtts
 Owned-Operated By.....Crosley Bcstg. Corp.
 Address.....28 W. 44th St.
 Phone Number.....BRyant 9-6000
 Air TimeUnlimited
 News Service.....INS, UP
 Representative.....WLW Crosley Sales
 Transcription ServiceAssociated
 MembershipNARTB
 President.....Robert E. Dunville
 General Manager.....Harry Folts
 Business Manager.....Harry G. Kirwan
 Publicity Director.....Joseph G. Besch
 Program Director.....Robert Ciar
 Chief Engineer.....Paul von Kunitz

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Business-Studio Address.....1657 Broadway
 Phone Number.....Circle 6-2200
 Air Time6 a.m.-3 a.m.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....AM Radio Sales
 PresidentNathan Straus
 General Manager.....M. M. Fleischl
 Program Director.....Leon Goldstein
 Prom., Pub. Dir.....William H. Youry II
 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 Number.....MUrray Hill 8-1000
 Air Time.....Full Time
 News ServiceUP
 RepresentativeRadio Reps.
 Director.....Bertram Lehar, Jr.
 General Manager.....Frank Roehrenbeck
 Sales Manager.....Arthur M. Tolchin
 Program Director.....Raymond Katz
 Publicity Director.....Jo Ranson
 Chief Engineer.....Paul Fuelling

WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
 Owned-Oper. By. National Bcstg. Co., Inc.
 Bus.-Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Transmitter Location.....Port Washington

News Service.....AP, INS, UP
 Transcription ServiceThesaurus
 Representative.....NBC Spot Sales
 MembershipNARTB, BAB
 PresidentFrank White
 General, Station Manager.....Ted Cott
 Commercial Manager.....Robert Leder
 Promotion Manager.....Jay Smolin
 Program Director.....Steve White
 Publicity Director.....Phil Dean
 Chief Engineer.....John M. Flynn

NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?
 AP

WLIB

1000 WATTS

1190 ON THE DIAL

*"the Only Station
with Studios in Harlem*

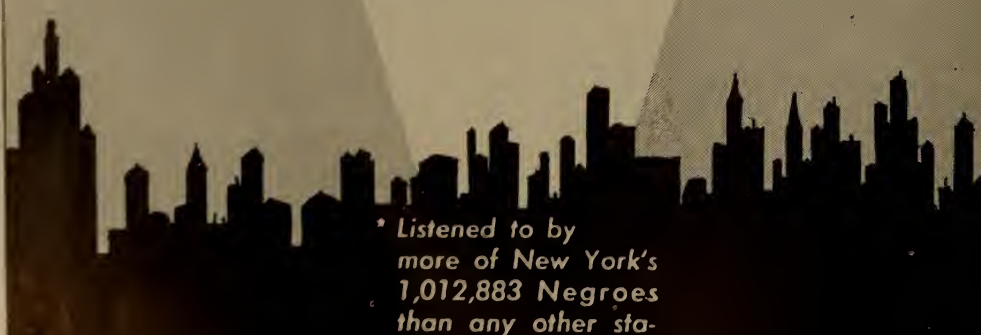
New York's No. 1 Station in the
Metropolitan Negro Market*

Originates the Walter White Show
now nationally syndicated

Also serving 700,000 English-Speaking
Jewish Families

You can reach 2,000,000 people for
as little as 7½ cents per 1000
listeners—**PULSE**

Write or wire for availabilities



* Listened to by
more of New York's
1,012,883 Negroes
than any other sta-
tion—**PULSE**

WLIB

207 East 30th St.
New York 16, N. Y.
Oregon 9-2720

HARRY MOVIK — General Manager

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....New Bcstg. Co., Inc.
 Business-Studio Address.....207 E. 30th St.
 Phone Number.....ORegion 9-2720
 Air Time.....Sunrise-sunset
 News Service.....AP
 Representative.....For Joe
 President.....Morris S. Novik
 Gen., Sta. Mgr.....Harry Novik
 Program Director.....Nat Rudich
 Publicity Director.....Mike Jablons
 Chief Engineer.....John J. Bubbers

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....General Teleradio, Inc.
 Business-Studio Address.....1440 Broadway
 Phone Number.....LOnqacre 4-8000
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....H-R Reps.
 Membership.....NARTB, BAB
 President.....Thomas F. O'Neil
 General Manager.....Wm. H. Fineshriber, Jr.
 V.P. in Chg. Pgms.....Julius F. Seebach, Jr.
 Commercial Mgr.....William Crawford
 Sales Prom. Mgr.....James Tyler
 Publicity Director.....Francis X. Zuzulo
 Engineering V.P.....Earl Johnson

(See Page 300)

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

More than ever...
Greater New York's
favorite station
for MUSIC and NEWS

The call letters 'WNEW' are rendered in a large, bold, three-dimensional block font. Each letter is a thick, rectangular prism with a black front face and a light gray back face, creating a strong sense of depth and shadow. The letters are arranged in a slightly staggered, overlapping manner.

50,000 Watts day

10,000 Watts night

1130 | ON YOUR DIAL

24 HOURS A DAY

W N E W

NEW YORK—1934

Frequency: 1130 Kc...Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....WNEW, Inc.
 Business-Studio Address.....565 Fifth Ave.
 Phone Number.....PLaza 3-3300
 Air Time24 Hours

Transcription ServiceLang-Worth
 RepresentativeJohn Blair
 President.....William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr.....Bernice Judis
 V.P., Sales Director.....Ira Herbert
 Promotion Manager.....Kenneth Klein
 Program Director.....William Kaland
 Publicity Director.....Alan E. Brandt
 Co-ordinator of Operations.....John Jaeger
 Chief Engineer.....Max Welner

FOR THE
 WHLI Story
 AND
 PERSONNEL ROSTER
 SEE
 PAGES 520-521

The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativeness continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.



Originators of
Audited
Audiences
WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

Gown by FONTANA, Rome

W O V

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....Wodaam Corp.
 Business-Studio Address.....730 Fifth Ave.
 Phone Number.....Circle 5-7979
 Air Time21 hrs.
 News ServiceAP

Transcription Service Standard....MacGregor
 RepresentativePearson
 President.....Richard E. O'Dea
 General Manager.....Ralph N. Weil
 Commercial Manager.....Joseph N. Curl
 Sales Promotion Mgr.....Carroll Forbes
 Program Director.....Arnold Hartley
 Publicity Director.....Ruth Thompson
 Chief Engineer.....Emile Hill

COMPLETE EDITORIAL INDEX

STARTS ON

PAGE 5



COMPLETE ADVERTISING INDEX

STARTS ON

PAGE 25

we want to blow our own horn and yours too

1 . . . WQXR is America's leading good music station.

2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.

3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.

4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.

There's more to brag about—let us tell you how WQXR can blow your horn, too.

WQXR *1560 on AM Dial—96.3 on FM Dial*
The Radio Station of The New York Times

"always the best in music"

229 West 43rd Street • New York 36, New York • LAckawanna 4-1100



W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By. Interstate Bcstg. Co.
 Business-Studio Address. 229 W. 43rd St.
 Phone Number LA. 4-1100
 Air Time 6:30 a.m.-1 a.m.
 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
 Station Mgr. James Kovach
 Sales Prom. Dir. Mary Rice Anderson
 Program Director Eleanor N. Sanger
 Publicity Director Eleanor "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. The Niagara Falls Gazette
 Publishing Co.
 Business-Studio Address. Hotel Niagara
 Phone Number 8421
 News Service UP
 Transcription Service Associated, Standard
 Representative Headley-Reed
 Membership NARTB
 V.P., Gen.-Station Mgr. Earl C. Hull
 Commercial Manager Richard G. Robbins
 Program Director Tony Allen
 Chief Engineer Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By John J. Laux
 Phone Number 5286
 Air Time Day Time
 News Service UP
 Transcription Service SESAC
 Representative Pearson
 President John J. Laux
 Gen., Comm. Mgr. Tom W. Talbot
 Program Director Skip Letcher
 Chief Engineer Gustav Czaplak

W C H N

NORWICH—1952

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By Radio Norwich, Inc.
 Address 14 S. Broad St.
 Phone Number 4-2218
 News Service UP
 Pres., Gen. Mgr. William J. Hall
 Chief Engineer William A. Bush

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. St. Lawrence Bcstg. Corp.
 Address Ogdensburg
 Phone Number 500
 Studio-Transmitter Location 2315 Knox St.
 News Service UP
 President Joseph R. Brandy
 General Manager Harold J. Frank
 Program Director Hal Gilman
 Chief Engineer Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WHDL Inc.
 Address 3219 State St.
 Phone Number 4149
 Air Time Full Time
 Newspaper Affiliation Times Herald
 News Service AP
 Transcription Service Associated
 Representative Everett & McKinney
 Membership NARTB, BAB
 President E. B. Fitzpatrick
 General-Station Mgr. John R. Hensel
 Commercial Manager James F. Hastings
 Program Director Donald W. Merriman
 Chief Engineer Otis Atherton

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 Number 2470
 Air Time 6 a.m.-M.
 News Service AP
 Newspaper Affiliation Daily Star
 Transcription Service Associated
 Representative Radio Reps.
 Membership BAB
 President James H. Ottaway
 General Manager Eugene J. Brown
 Managing Director Francis H. Brinkley
 Station Manager Ernest F. Oliver
 Program Director Howard Atwell
 Publicity Director Lee Hickling
 Chief Engineer Wiley Bates

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
 Owned-Oper. By Key Bdcstg. System Inc.
 Phone Number Oyster Bay 6-2500
 News Service UP
 Transcription Service MacGregor
 Pres., Gen. Mgr., Chief Engr.
 R. Lee Hollingsworth

WALK

PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Suffolk Bcstg. Corp.
 Address.....P. O. Box 230
 Phone Number.....408
 News Service.....AP
 Newspaper Affiliation.....Suffolk Cons. Press
 Transcription Service.....Associated, Capitol
 Membership.....NARTB
 Pres., Gen. Mgr.....Nils E. Segerdahl
 Commercial Manager.....W. K. Macy, Jr.
 Program Director.....Jack Ellsworth
 Publicity Director.....Valborg Segerdahl
 Chief Engineer.....George Chandler

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Patchogue Bcstg. Co.
 Address.....2 E. Main St.
 Phone Number.....3-4600
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen. Mgr.....Lee Morrison
 Sta., Comm. Mgr.....Herbert Morrison
 Sales Prom. Mgr.....Don Lombardy
 Program Director.....Stan Allan
 Publicity Director.....Dick Hodkin
 Chief Engineer.....Morton Morrison

WLNA

PEEKSKILL—1947

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Highland Bcstg. Corp.
 Trans. Address.....Radio Terrace
 Phone Number.....7-2454
 News Service.....UP
 Transcription Service.....SESAC, World
 Membership.....NARTB, BAB
 President.....Peter C. Housekeeper
 General Manager.....Irving E. Cottrell
 Sales Promotion 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 Number.....1600
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Gill-Perna
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....George F. Bissell
 Asst. Sta. Mgr.....Jan King
 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 Number.....2800
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....W. S. Grant Co., Inc.
 Membership.....NARTB, BAB
 Pres., Gen., Comm. Mgr.....Joel H. Scheier
 Sales Prom. Mgr.....Martin D. Mannix
 Program Director.....Betty Kraus
 Chief Engineer.....John M. Nazak

WEEK

POUGHKEEPSIE—1949

Frequency: 1390 Kc. Power: 1000 Watts, d.
 Owned-Operated By.....Mid-Hudson Bcsts. Inc.
 Business-Studio Address.....385 Main St.
 Phone Number.....8300
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Everett-McKinney

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

Membership NARTB, BAB
 Pres., Gen. Mgr. Arthur J. Bary, Jr.
 Commercial Manager Don Kynaston
 Program Director Richard Crans
 Chief Engineer John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dutchess County
 Broadcasting Corp.

Business-Studio Address Nelson House
 Phone Number 6800
 Air Time Full Time
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager Richard A. Dwelley
 Program Director John Kuhn
 Chief Engineer Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By WARC, Inc.
 Bus.-Studio Address Sheraton Hotel
 Phone Number Hamilton 8920
 Air Time Full Time
 News Service AP
 Representative Raymer
 President, Gen. Mgr. S. W. Townsend
 Sta., Comm. Mgr. Ralph Wallace
 Prog. Dir., Sls. Prom. Mgr. Edward Merritt, Jr.
 Publicity Director Bebe Grau
 Chief Engineer Robert Emch

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 201 Humboldt St.
 Phone Number Culver 7240
 Air Time 5:15 a.m.-12:30 a.m.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB
 V.P., Gen. Mgr. William Fay
 Commercial Manager John W. Kennedy, Jr.
 Program Director Charles W. Siverson
 Publicity Director A'min N. Bende-
 Chief Engineer Kenneth Gardner

(See Page 538)

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By WHEC, Inc.
 Business-Studio Address 40 Franklin St.

Phone Number Baker 6740
 News Service AP
 Transcription Service SESAC
 Representative Everett McKinney
 Membership NARTB, BAB
 President Frank E. Gannett
 Executive V.P. Clarence Wheeler
 General Manager Gunnar O. Wiig
 Commercial Manager Le Moine C. Wheeler
 Program Director William J. Adams
 Chief Engineer Bern C. O'Brien

WRNY

ROCHESTER—1946

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By Rocheste: Bcstg. Co., Inc.
 Business-Studio Address 191 East Ave.
 Phone Number Hamilton 9775
 News Service AP
 Transcription Service Associated
 President S. J. Bachman
 Gen., Sta. Mgr. W. Eccles Huff
 Program Director Russell A. Browne
 Commercial Manager Robert A. Kelley
 Chief Engineer Leo Halpin

WSAY

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By Federal Bcstg. System, Inc.
 Business-Studio Address 328 Main St. E.
 Phone Number Baker 4870
 Air Time Unlimited
 News Service INS
 Representative Walker
 Pres., Gen. Mgr. Gordon P. Brown
 Station Director John Hill
 Commercial Manager Russell K. Schmidt

WVET

ROCHESTER—1947—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By Veterans Bdcstg. Inc.
 Address 17 Clinton Ave So.
 Phone Number Hamilton 4820
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative The Bolling Co., Inc.
 Pres., Gen. Mgr., Chf. Engr. Ervin F. Lyke
 Commercial Manager Elmer J. Walz
 Sales Prom. Manager Arthur Murrellwright
 Program Director Paul C. Louthier

WKAL

ROME—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Bcstg. Corp.
 Business-Studio Address Capitol Theatre Bldg.
 Phone Number 3616-7

ROCHESTER, N. Y.

is not just a city...

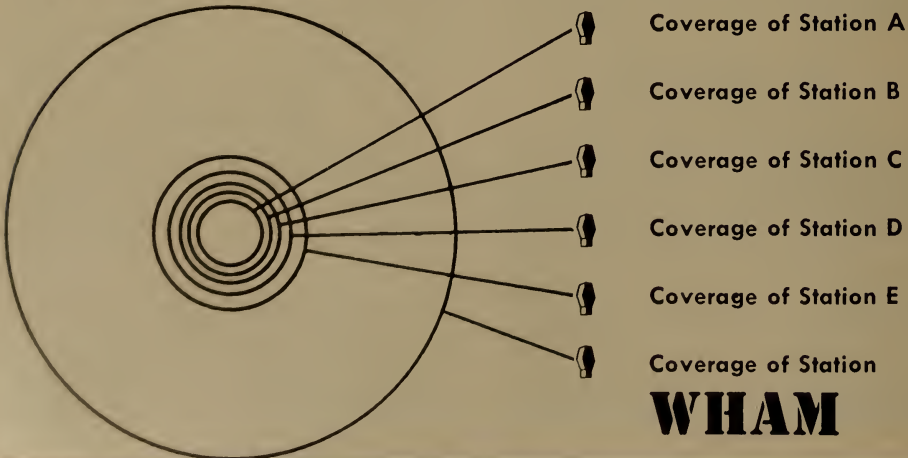
It's a trading area
of 2,114,948



and only **WHAM** covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira,

Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!



WHAM



WHAM ★ ROCHESTER RADIO CITY
"The Stromberg-Carlson Station"

AM — FM — TV

N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

Air Time6:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeDonald Cooke, Inc.
 President.....Myron J. Kallet
 General Manager.....Charles King
 Commercial Manager.....Joseph Trela
 Program Director.....Louis Barile
 Sales Prom. Mgr.....George Bolton
 Chief Engineer.....James Delaney

WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Upstate Bcstg. Corp.
 Business-Studio Address.....88 Main St.
 Phone Number1320
 Air Time7:30 a.m.-11:15 p.m.
 News ServiceAP
 Transcription ServiceLangworth
 Representative.....Wm. G. Rambeau
 Membership.....NARTB
 Pres., Gen. Mgr.....Jacques DeMattos
 Chief Engineer.....H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.....1 River Rd.
 Phone Number7-2261
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Henry I. Christal
 Membership.....NARTB, BAB
 Mgr. of Bcstg.....R. B. Hanna, Jr.
 Station Operations Mgr.....R. W. Welpott
 Supervisor of Sales.....Robert F. Reid
 Supervisor of Prod.....B. S. Krause
 Spvr. Prom., Pub.....George L. Peck
 Spvr. of Programs.....A. G. Zink
 Mgr. of Engineering.....W. J. Purcell
 Chief Engineer.....A. C. Knapp

(See Page 540)

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Gateway Bcstg.
 Business-Studio Address.....619 State St.
 Phone Number3-3622
 Air TimeUnlimited
 News Service.....AP
 Transcription ServiceLang-Worth
 Membership.....BAB
 President, Gen. Mgr.....Winslow Leighton
 Comm., Sls. Prom. Mgr.....Thomas Seeley
 Chief Engineer.....Irving P. Beck

WAGE

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WAGE, Inc.
 Business-Studio Address.....Loew Bldg.
 Phone Number2-0277
 Air Time.....Full Time
 News ServiceAP
 Representative.....O. L. Taylor
 President.....Frank G. Revoir
 General Manager.....Doug Johnson
 Program Director.....George Drisko
 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 Number2-1147
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceCole
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Oscar F. Soule
 Gen., Sta. Mgr.....Samuel Woodworth
 Commercial Mgr.....Charles Phillips
 Sales Prom. Mgr.....Robert G. Soule
 Sls. Prom. Mgr., Pub. Dir.....Hendrick Soule
 Program Manager.....Raymond Gantter
 Chief Engineer.....James Kelly

WNDR

SYRACUSE—1947

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Syracuse Bcstg. Corp.
 Address.....306 So. Salina St.
 Phone Number2-6101
 V.P., Comm. Mgr.....Franklin H. Small

WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Bus.-Studio Address.....Kirkpatrick & Van
 Rensselaer Sts.
 Phone Number2-7211
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceStandard
 Representative.....Walker
 President, General Mgr.....T. Sherman Marshall
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
 Chief Engineer.....Don Mulr

ONLY ONE STATION

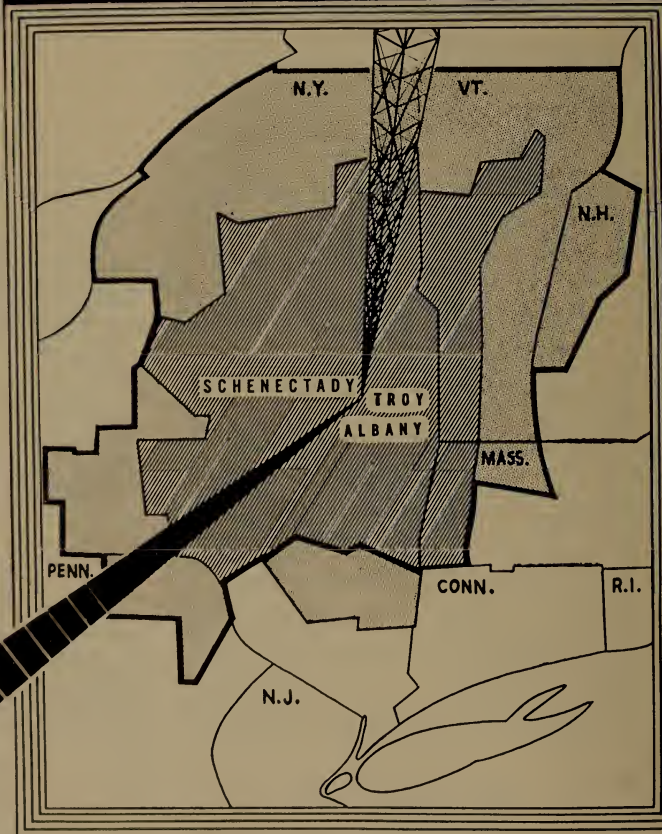
COVERS



The SEVENTEENTH STATE*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 BAR



*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states.

WGYY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRIST
NEW YORK — CHICAGO — SAN FRANCISCO

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Phone Number3-7111
 Bus.-Studio Address.....224 Harrison St.
 Air Time.....5 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Director of Sales.....W. R. Alford, Jr.
 Sales Promotion Manager....Caley Augustine
 V.P., Pgm. Dir.....Bill Rothrum
 V.P., Chief Engineer.....Armand Bell Isle
 (See Page 542)

WTRY

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....Troy Bcstg. Co., Inc.
 Business-Studio Address.....92 Fourth St.
 Phone No.Albany 4-2500, Ashley 4-1100
 Air Time.....6 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 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

WGAT

UTICA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Central Bcstg. Co.
 Phone Number2-9231
 Bus.-Studio Add., Trans. Loc.....Kellogg Rd.,
 New Hartford
 Air Time.....Full Time
 News ServiceAP
 RepresentativeMeeker
 Pres., Gen. Mgr.....J. Eric Williams
 Promotion Manager.....Lloyd P. Walsh
 Publicity Director.....C. D. Williams
 Program Director.....N. W. Bush
 Chief Engineer.....Elbert T. Bailey

WIBX

UTICA—1925—CBS

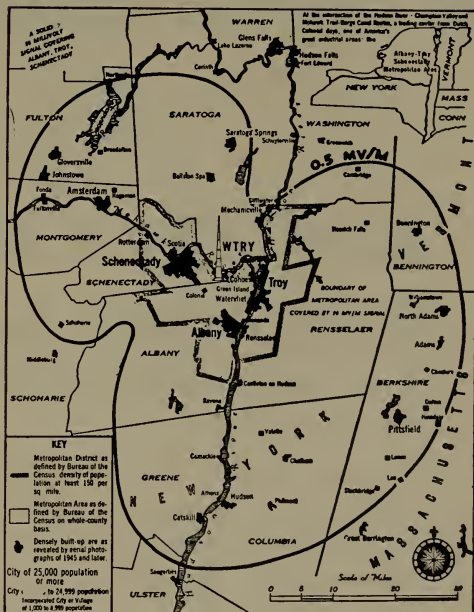
Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. ByWIBX, Inc.
 AddressFirst Bank Bldg.
 Phone Number2-2101
 Air TimeUnlimited

WTRY

*wraps up and
 delivers...*

the

**ALBANY-TROY
 SCHENECTADY
 market**



WTRY keeps the lead on the 1952 Pulse.

WTRY'S rates are half the No. 2 station's.

WTRY is a spectacular "best buy".

CBS

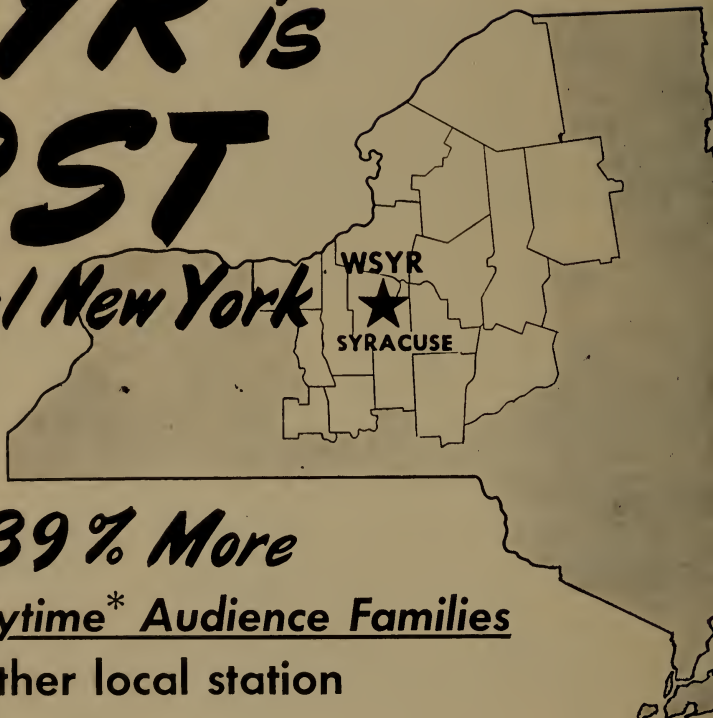
5000 WATTS
 980 KC

Represented by Headley-Reed Co.

Any way you look at it...

WSYR is FIRST

in Central New York



Up to 239% More
Weekly Daytime* Audience Families
than any other local station

According to SAMS 1952

29.8% more than Station A
72.7% more than Station B
194.4% more than Station C
239.1% more than Station D

According to Nielsen 1952

47.0% more than Station A
55.0% more than Station B
157.5% more than Station C
212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues.
WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
570 KC

**WSYR-AM-FM-TV — the Only Complete Broadcast Institution
in Central New York. NBC Affiliate**

News ServiceUP
 Transcription ServiceWorld
 Reprs.....Colton, Bannan, Biddick, Clark
 MembershipNARTB, BAB
 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., SecretaryGladys P. Moore
 Chief EngineerJohn T. Dowdell

WRUN

UTICA-ROME—1947—ABC

Frequency: 1150 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....The Rome Sentinel Co.
 Business-Studio Address.....158 Genesee St.
 Phone Number2-5111
 Air Time.....6:30 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeAvery-Knodel
 President.....Bradley C. Barnard
 General Manager.....Fritz S. Updike
 Program Director.....Edward M. Stemmler
 Sta., Comm. Mgr.....Richard A. Clark
 Publicity Manager.....Margaret Barnard
 Transmitter Supervisor.....George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Delaware County Bcstg.
 Corp.
 AddressRoute 206
 Phone Number1270
 News ServiceUP
 President.....E. Ogden Bush
 General Manager.....Arthur C. Kyle, Jr.
 Commercial Manager.....Ernest C. Winkler
 Program Director.....H. C. Fisher
 Chief Engineer.....Gene Robinson

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Watertown Bcstg. Corp.
 Bus.-Studio Location....118 Washington St.
 Phone Number2424
 Air Time.....7 a.m.-12:15 a.m.
 News ServiceAP
 Transcription ServiceStandard
 MembershipNARTB
 Pres., Gen. Mgr.....G. Harry Righter



NOW THAT

YOU CAN

HAVE THE

BEST,

WHY BE

SATISFIED WITH

LESS?

AP



W W N Y

WATERTOWN—1941

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway Co.
 Business-Studio Address.....Hotel Woodruff
 Phone Number4120
 News ServiceUP
 Transcription Service.....World, Associated
 RepresentativeWeed
 MembershipNARTB, BAB
 President.....John B. Johnson
 General-Comm. Mgr.....Louis Saiff, Jr.
 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.....8 Church St.
 Phone Number.....White Plains 9-6400
 Air TimeUnlimited
 News ServiceAP

Trans. Service....Associated, Capitol, SESAC
 RepresentativeHeadley-Reed
 MembershipNARTB
 President.....Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
 Sales Prom. Mgr.....John H. Hade
 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 Number.....Newtown 9-3300
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceAssociated
 President.....W. H. Reuman
 Station Manager.....Edith Dick
 Sales Prom. Mgr.....Selvin Donneson
 Program Director.....Fred Barr
 Publicity Director.....Walt Kaner
 Chief Engineer.....Benton R. Bartlett

**YEAR by YEAR
 MORE Business
 MORE Listeners**

On this pioneer station in the quality music field . . . available to serve you in Westchester's \$¾ billion market.

Ask for a copy of our current Conlan!

WFAS and WFAS-FM

8 Church Street
 White Plains, N. Y.

Represented by
Headley-Reed Company

New York, N. Y.

WWRL

**New York
 5,000 WATTS**

**Powerfully Selling America's Greatest
 Market at the Lowest Cost**



**TOPS in New York
 for**

**Spanish—German
 Czechoslovakian
 and the
 NEGRO MARKET**



1600 Kc NEWTOWN 9-3300

NORTH CAROLINA

Pop. April 1, 1953 (Est.) 4,277,000—Total Housing Units 1,064,000
Families April 1, 1953 (Est.) 1,025,000—Stations in State 100

WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By. Roanoke-Chowan Bcstg. Co., Inc.
Business Address. P. O. Box 89
Phone Number. 333
News Service. UP
Transcription Service. World
President. Charles H. Jenkins
Gen., Comm. Mgr. P. G. Sewell
Program Director. Johnny Palmer
Chief Engineer. John M. Sherwood

WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WABZ, Inc.
Business-Studio Address. No. 2nd St.
Phone Number. 1100
News Service. AP
Representative. Dodson
President. S. R. Williams
General Manager. W. J. Page
Commercial Manager. J. T. Newman
Program Director. L. W. Kinard
Chief Engineer. J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Asheboro Bcstg. Co., Inc.
Business-Studio Address. 303 E. Salisbury St.
Phone Number. 2187
Air Time. 5 a.m.-sunset
News Service. UP
Transcription Service. Associated
President. Roy Cox
Gen., Sta., Comm., Prom. Mgr. J. R. Marlowe
Pgmn., Publ. Dir. A. B. Brown

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.
1000 n.
Owned-Operated By. Radio Station WISE, Inc.
Address. 100 College St.
Phone Number. 3-5381-3
Air Time. Unlimited
News Service. AP
Representative. Bolling Co.
Membership. NARTB
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Sales Prom. Manager. Floye Bowers

Program Director. Art Borgesen
Publicity Dir. Skeeter Moore
Chief Engineer. John Randolph

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By. Skyway Bcstg. Co.
Business-Studio Address. Battery Park Hotel
Phone Number. 2-2431
Air Time. Full Time
News Service. UP
Transcription Service. World
Representative. Taylor Co.
Executive Vice President. Charles B. Britt
Station Manager. Charles E. Newcomb
Commercial Manager. George Roesler
Prom., Publ. Dir. Margaret Hall
Program Director. William L. Robertson
Chief Engineer. William M. Chambers

WSKY

ASHEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Asheville, Inc.
Business-Studio Address. 12 Church St.
Phone Number. 3-4451
Air Time. 6:30 a.m.-M.
News Service. AP
Representative. Rambeau
President. Carl R. Bamford
Gen.-Sta. Mgr. Zeb Lee
Commercial Manager. Hal Edwards
Sls. Prom. Mgr., Pub. Dir. J. W. Young
Program Director. Frank Messer
Chief Engineer. Bill Clements

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By. Asheville Citizen-Times Co.
Business-Studio Address. 14 O'Henry Ave.
Phone Number. 5611
Air Time. Full Time
Newspaper Affiliation. Asheville Citizen-Times
News Service. AP, UP
Transcription Service. Associated
Representative. Headley-Reed
Membership. NARTB, BAB
President. Don S. Elias
General Manager. Cecil B. Hoskins
Commercial Manager. James A. Haagan
Program Director. William F. Melia
Chief Engineer. William H. Hamrick

WATA

BOONE—1950—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Wilkes Bcstg. Co.
 Address Box 72
 Phone Number 467
 Air Time Full Time
 News Service AP
 President Doris B. Brown
 General Manager Ralph Tugman
 Commercial Manager Betty Jo Miller
 Sales Prom. Mgr. Roland B. Potter
 Program Director William R. Craig
 Publicity Director Jay Corrington
 Chief Engineer Bill K. Phillips

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Pisgah Bcstg. Co., Inc.
 Phone Number 3-2611
 News Service AP
 News, Affil. "Transylvania Times"
 Representative Continental Radio Sls.
 President Ed M. Anderson
 Gen., Comm. Mgr. Jack Hammette
 Sales Prom. Mgr. Dave Sherrill
 Chief Engineer William Pascal

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc. Power: 5000 Watts d.
 Owned-Operated By. Alamance Bcsta. Co., Inc.
 Business-Studio Address 318½ S. Main St.
 Phone Number 6-6376
 News Service AP
 Transcription Service Associated
 Representative Joseph Hershey McGillvra
 Membership NARTB
 General Manager E. Z. Jones
 Commercial Manager Robert Ray
 Program Director Ed Brooks
 Sales Prom. Mgr. Roy Springer
 Production Director Robert Thompson
 Publicity Director Doris Rickard
 Chief Engineer Berry Tysor

WFNS

BURLINGTON—1946

Frequency: 1150 Power: 1000 Watts d.
 Owned-Oper. By Burlington-Graham Bcstg Co.
 Address 113 W. Andrews St.
 Phone Number 4261
 News Service UP
 Transcription Service World
 Representatives Sears & Ayer, Clayton
 Membership NARTB
 President L. E. Neese
 Gen., Sta. Mgr. G. C. Starnes

Commercial Manager Wally Mack
 Sales Promotion Mgr. Joe Sansone
 Pgm., Publ. Dir. Bob Neimyer
 Chief Engineer Charles D. Chandler

WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Inter-City Advertising Co.
 Business-Studio Address 120 E. Third St.
 Phone Number 3-7173
 Air Time Unlimited
 News Service UP
 Representative Bolling Co.
 Membership NARTB
 President George W. Dowdy
 Gen., Sta. Mgr. J. P. Poston
 Program Director J. B. Clark
 Commercial Manager E. T. Bemont
 Sales Prom. Mgr. Ken McClure
 Chief Engineer B. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By Jefferson Standard Bdcstg.
 Address Wilder Building
 Phone Number 3-8833
 Air Time Full Time
 News Service AP, UP
 Transcription Service Associated, World
 Representative CBS Radio Spot Sales
 Membership NARTB
 President J. M. Bryan
 General Manager Charles H. Crutchfield
 Asst. Gen. Mgr. Larry Walker
 Commercial Manager Keith S. Byerly
 Sales Prom. Mgr. Robert Covington
 Program Director Robert L. Rierson
 Publicity Director Nelson Benton
 Chief Engineer M. J. Minor

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charlotte Radio & TV Corp.
 Business Address 2520 Toomey Ave.
 Phone Number 2-6669, 5-4829
 Air Time Daytime
 News Service AP
 Representative ForJoe
 Membership NARTB, BAB
 Pres., Gen. Mr. Francis M. Fitzgerald
 Promotion Manager Eric C. Dehlin
 Commercial Manager John G. Surratt
 Program Director C. E. Friar
 Station Manager Henry G. Grad
 Sales Promotion Mgr. James Fokes
 Publicity Director Julian Barber
 Chief Engineer S. K. Lineberger

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By. Bcstg. Co. of South
 Address. Liberty Life Bldg.
 Phone Number 6-3511
 News Service AP
 Transcription Service Thesaurus
 Representative Free & Peters
 President B. C. Hipp
 General Manager G. R. Shafto
 Managing Director Guy Vaughan
 Program Director Fred Vinroot
 Chief Engineer John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WSOC, Inc.
 Address. 1925 N. Tryon St.
 Phone Number 2-7138
 News Service AP
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. John Dunnagan
 Program Director Armand F. Bodie
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg.
 Phone Number 2354
 President W. R. Roberson, Sr.

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owne-Oper. By Cabarrus Bdstg. Co.
 Business-Studio Address P. O. 527
 Phone Number 2-6000
 News Service AP
 Transcription Service Thesaurus
 President A. W. Huckle
 General Manager Elizabeth Huckle
 Pgm., Comm., Prom. Dir. Howard McCurry
 Chief Engineer James M. Wise

WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By. No. Car. Cent. Bcstrs.
 Business Address Box 431
 Phone Number 3133-4
 Air Time Daytime
 News Service UP

Transcription Service Lang-Worth
 Membership BAB
 President Lefton A. Tart, Sr.
 Sta., Gen. Mgr. A. Lincoln Faulk
 Commercial Manager Carl Lamm
 Sales Prom. Mgr. Hershell Barbour
 Program Director E. L. Burwell
 Publicity Director Alan Compton
 Chief Engineer Joseph Kotlas

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. The Durham Radio Corp.
 Bus.-Studio Address. 138½ E. Chapel Hill St.
 Phone Number 6155
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NARTB
 President C. C. Council
 V.P., Gen. Comm. Mgr. J. Frank Jarman
 Office Manager Sue Germino
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer G. W. Bartlett

AP SELLS

For Stations and Sponsors —

For instance . . . WCPS

“Our success is due largely to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!”

J. T. SNOWDEN, JR.,
 General Manager,
 WCPS, Tarboro, N. C.

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. ByPublic Information Corp.
 Address.....211 Rigsbee Ave.
 Phone Number6919-6910
 Air Time6 a.m.-12 M.
 News ServiceINS
 Transcription ServiceCapitol
 PresidentTom Sawyer
 General Manager.....Thomas O. McCaffrey
 Commercial Manager.....William R. Kirby, Jr.
 Program DirectorEd Coles
 Chief EngineerEdward Norman

WTIK

DURHAM—1946—ABC

Frequency: 1310 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. ByDurham Bcstg Enter., Inc.
 Address.....205½ W. Main St.
 Phone Number6101
 News ServiceAP
 Transcription Service.....World, Capitol
 RepresentativePearson
 General Manager.....Floyd Fletcher
 Commercial Manager.....Tom Mitchell
 Program Director.....Charlie Cash
 Chief Engineer.....Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByAlbemarle Bcstg. Co., Inc.
 Address.....E. Colonial Ave.
 Phone Number4370
 President.....Joseph A. Gill

WGAI

ELIZABETH CITY—1947

Frequency: 560 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated ByWGAI Radio Co., Inc.
 Business-Studio Address.....Kramer Bldg.
 Phone Number4371-2
 Air Time6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceWorld
 PresidentHerbert Peele
 Gen., Sta. Mgr.....C. Alden Baker
 Comm. Mgr., Pgm. Dir.....Bob Thomas

WIFM

ELKIN—1951—MBS

Frequency: 1540 Kc.....Power: 250 Watts d.
 Owned-Oper. ByYadkin Valley Bcstg. Co.
 Address.....1141 Elk Spur St.
 Phone Number739
 Air TimeDaytime

News ServiceUP
 Transcription ServiceCapitol
 RepresentativeContinental
 Sta. Mgr., Chief Engr.....John A. Hinshaw
 Commercial Manager.....Claude White
 Program Director.....Joe Foster

WFAI

FAYETTEVILLE—1951—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByRollins Bcstg., Inc.
 Bus.-Studio Add.....Huske Bldg.
 Phone Number2-8131
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....RCA Thesaurus
 President.....John W. Rollins
 Vice President.....O. Wayne Rollins
 Gen., Sta. Mgr.....James H. Mayes, Jr.
 Prom., Publ. Dir.....Covey Yarborough
 Program Director.....Ted Austin
 Chief Engineer.....Bill Erickson

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. ByFayetteville Bcstrs., Inc.
 Phone Number2-7136
 Air Time5:30 a.m.-M.
 News ServiceAP
 RepresentativeBurn-Smith
 General Manager.....L. W. Allen
 Commercial Manager.....C. M. Gaylord
 Program Director.....W. H. Farrior, Jr.
 Chief Engineer.....W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Frequency: 1390 Kc.....Power: 5000 W. d.,
 1000 W. n.
 Owned-Oper. ByCape Fear Bcstg. Co.
 Business-Studio Address.....114 Anderson St.
 Phone Number2-4848
 Air Time.....Full Time
 News ServiceUP
 RepresentativeWalker
 President.....T. K. Weyher
 Gen., Sta. Manager.....Victor W. Dawson
 Commercial Manager.....Tom Harrell
 Program Director.....Mac Stamps
 Chief EngineerJohn Ikner

WBBO

FOREST CITY—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. ByRutherford County Radio
 Co., Inc.
 AddressForest City
 Phone Number3205
 News ServiceAP

Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Ed M. Anderson
 Sta., Comm. Mgr.....Fred Blanton
 Sales Prom. Mgr., Prog. Dir.....Jane Smith
 News Dir., Farm Editor.....Lu Kampe
 Chief Engineer.....Merton Iwerks

W F V G

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc.Power: 1000 Watts a.
 Owned-Oper. ByWFVG Bdcstg. Co.
 Address.....P. O. Box 416
 Phone Number333
 News ServiceAP
 PresidentJ. M. Stephenson
 General Manager.....Marshall T. Pack
 Commercial Manager.....Auburn C. Hayes
 Program Director.....Walter Pearson
 Chief Engineer.....Harry Stephenson

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By...Catherine T. McSwain
 Bus-Studio Address.....Dallas Rd.
 Phone Number8501
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Continental Radio Sales
 Owner.....Catherine T. McSwain
 General Manager.....Pat McSwain
 Commercial Manager.....F. C. Abernathy
 Program Director.....Fred Gray
 Chief Engineer.....W. C. Groves, Jr.

W L T C

GASTONIA—1948

Frequency: 1370 Kc.Power: 1000 Watts d.
 Owned-Oper. By...Gastonia Bcstg. Serv., Inc.
 Address.....P. O. Box 1010
 Phone Number5-1079
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Thomas F. Clark
 Pres., Gen. Mgr.....James B. Petty
 Commercial Manager.....Boyce C. Morrow
 Program Director.....E. Holder
 Chief Engineer.....W. C. Groves

W F M C

GOLDSBORO—1951—KBS

Frequency: 730 Kc.Power: 1000 Watts d.
 Owned-Oper. By...Southern Radio & TV Corp.
 Address117 Bypass
 Phone Number963
 News ServiceUP
 PresidentHayden Stuart
 General Manager.....William R. Murray
 Program Director.....Charles S. Carter
 Chief Engineer.....William W. Bridges

W G B R

GOLDSBORO—1939—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
 AddressP. O. Box 1024
 Phone Number3730
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Thesaurus
 PresidentA. T. Hawkins
 General ManagerV. Gerald Balkum
 Chief Engineer.....Daniel B. Trueblood
 Commercial Manager.....Nat Royster
 Program Director...Norman D. Satterthwaite

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By...North Carolina Bcstg. Co.
 Phone Number6125
 Studio Address.....O. Henry Hotel Bldg.
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 Pres., Gen. Sta. Mgr.....Allen Wannamaker
 Commercial Mgr.....William P. Mitchell
 Prom., Publ. Dir.....Virginia Neese
 Program Director.....Dan Griffin
 Chief Engineer.....Jim Miller

W C O G

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 Number3-6925
 Air Time.....Full Time
 News ServiceUP
 Representative.....The Bolling Co.
 MembershipNARTB, BAB
 President.....George W. Dowdy
 General Manager.....Virgil V. Evans
 Commercial Manager...B. George Barber, Jr.
 Program Director.....Robert W. Stroh
 Publicity Director.....Jeri Gore
 Chief Engineer.....Ernest Pate, Jr.

W G B G

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Greensboro Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 2280
 Phone Number3-3631
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeBurn-Smith
 MembershipNARTB

Pres., Gen., Sta., Comm. Mgr. Ralph M. Lambeth
 Prom., Publ. Dir. Earl O. Sullivan
 Program Director Marie Craven
 Chief Engineer Fred S. Smith

WGTC
 GREENVILLE—1940
 TOBACCO—MBS

Frequency: 1590 Kc. . . Power, 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Carolina Bdcstg. Sys., Inc.
 Address P. O. Box 898
 Phone Number 3182
 Air Time Full Time
 News Service UP
 Transcription Service World,
 Capitol Associated
 Representative John E. Pearson Co.
 Membership NARTB
 President Earl McD. Westbrook
 Gen., Sta. Mgr. A. Hartwell Campbell
 Sales Prom. Mgr. Carl McKinney
 Commercial Manager John G. Clark, Jr.
 Program Director Tom I. Moore, Jr.
 Publicity Director Ruth Webb
 Chief Engineer Hank Tribley

WBID
 HENDERSON—1952

Frequency: 1450 Kc. . . Power: 250 Watts
 Owner-Operator Nathan Frank
 Address 219 South Williams St.
 Phone Number 4091
 President, Gen. Mgr. Nathan Frank
 Program Director Allen McCellan

WHNC
 HENDERSON—1945—MBS

Frequency: 890 Kc. . . Power: 1000 Watts d.
 Owned-Oper. By Henderson Radio Corp.
 Bus. Studio Address Norlina Road
 Phone Number 7137
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus, Cole,
 Lang-Worth, Keystone, Capitol
 President S. S. Stevenson
 Gen., Sta., Comm. Mgr. Nathan Frank
 Program Director Tommy Powell
 Publicity Director Bob Harrison
 Chief Engineer James Mayo

WHKP
 HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. . . Power: 250 Watts
 Owned-Oper. By Radio Hendersonville, Inc.

Phone Number 9062
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service McGroger
 Representative Donald Cooke
 President Beverly Middleston
 Station Manager Kermit Edney
 Commercial Manager Robert Smith
 Chief Engineer Charles Renfrow

WHKY
 HICKORY—1939—ABC

Frequency: 1290 Kc. . . Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Catawba Valley Bcstg. Co.
 Address Radio Bldg.
 Phone Number 2294
 Representative Walker
 Transcription Service World
 News. Affil. "Daily Record"
 Membership NARTB
 News Service UP
 President Carl V. Cline
 Gen., Sta. Mgr., Ch. Eng. Edmund S. Long
 Commercial Manager James K. Willis
 Prog., Pub. Director Stowe W. Hoyle

WIRC
 HICKORY—1948

Frequency: 630 Kc. . . Power: 1000 Watts d.
 Owned-Oper. By Foothills Bdcstg., Inc.
 Address 329 1st Ave.
 Phone Number 2124
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 President Margaret A. Smith
 Gen., Sta. Mgr. E. H. Smith, Jr.
 Commercial Manager Lee Douglas
 Prom., Publ. Dir. Dorothea Chisholm
 Program Director Mattie I. Padgett
 Chief Engineer Elmer H. Troutman

WHPE
 HIGH POINT—1947—KBS

Frequency: 1070 Kc. . . Power: 1000 Watts d.
 Owned-Oper. By High Point Enterprise, Inc.
 Business-Studio Address 307 N. Main St.
 Phone Number 3466
 Air Time Daytime
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 Co-Owner R. B. Terry
 Co-Owner D. A. Rawley
 Sta., Comm. Mgr. Walter Hester
 Program Director Nick Lawrence
 Chief Engineer Yancy Cecil

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 Number4593
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeBurn-Smith
 MembershipNARTB, BAB
 Pres., Gen.-Station Mgr.....Frank S. Lambeth
 Commercial Manager.....Frank Smith
 Prom., Publ. Dir.....Gerald D. Sullivan
 Program Director.....Gary Davis
 Chief Engineer.....Robert Moore

W J N C

JACKSONVILLE—1945

MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByLester L. Gould
 AddressBox "E"
 Phone Number707-708
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativePearson
 MembershipNARTB, BAB
 Pres., Gen., Sta. Mgr.....Lester L. Gould
 Commercial Manager.....Rodric L. Jones
 Sales Prom. Mgr.....H. N. Fisher
 Chief Engineer.....Rod O. Dorsey

W G T L

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fred H. Whitley, Inc.
 AddressBox 997
 PhoneKannapolis 2255
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 MembershipNARTB
 Pres., Gen. Mgr.....Fred H. Whitley
 Chief Engineer.....Foy Hinson

W E L S

KINSTON—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Farmers Bstg. Service, Inc.
 Address.....1400 W. Vernon St.
 Phone Number5151
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeDevney
 President.....E. L. Scott

Gen., Prom. Mgr.....Jack P. Hankins
 Commercial Manager.....Leland Nelson
 Program Director.....Robert Mongold
 Chief Engineer.....Ed Landry

W F T C

KINSTON—1937—ABC-CBS

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Kinston Bcstg. Co.
 Address.....204 East King St.
 Phone Number4111
 Air Time.....Full Time
 News ServiceUP, AP
 Transcription ServiceLang-Worth
 RepresentativeBurn-Smith
 MembershipBAB
 Pres., Gen., Sta. Mgr.....William S. Page
 Commercial Mgr.....J. Harold Vester
 Program Director.....Catherine Cooke
 Publicity Director.....Carl B. Caudill, Jr.
 Chief Engineer.....David E. Hardison

W E W O

LAURINBURG—1947—KBS

TOBACCO

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Scotland Bcstg. Co
 Bus.-Studio AddressState Bank Bldg.
 Phone Number770
 News Service.....AP, UP
 Transcription ServiceThesaurus
 MembershipNARTB, BAB
 PresidentEdwin Pate
 General Manager.....J. R. Dalrymple, Jr.
 Commercial Manager.....W. S. Brown
 Program Director.....Paul Wynn
 Chief Engineer.....Truman N. Brock

W L O E

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Douglas L. Craddock
 Address.....Box L, Blvd. St.
 Phone Number701-2
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB
 Pres., Gen., Sta. Mgr...Douglas L. Craddock
 Program Director.....J. K. Thomas
 Chief Engineer.....Eldred Winn

W J R I

LENOIR—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByJohn P. Rabb
 Address.....107 West Ave.
 Phone Number4-5361
 Air Time6 a.m.-12 M.
 News ServiceUP

Transcription Service Lang-Worth
 Pres., Gen. Mgr. John P. Rabb
 Commercial Manager F. Kent Alwater
 Program Director K. Rabb
 Chief Engineer Joe Graybeal

WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Davidson County Bcstg. Co.
 Business Address P. O. Box 359
 Phone Number 2716
 Air Time Full Time
 News Service AP
 Membership NARTB
 Partners Greely N. & Omar G. Hilton
 Station Manager C. Robert Ray
 Commercial Mgr. Robert Raker
 Program Director
 Chief Engineer Fred Honeycutt

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 Number 6055
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 General Manager James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By. Lake City Bcstg. Corp.
 Address 13½ W. Court St.
 Phone Number 7221
 News Service UP
 Pres., Gen. Mgr. W. P. Erwin
 Commercial Mgr. J. C. Pleasant
 Program Director J. L. Reynolds, Jr.
 Chief Engineer Hubert C. Martin

WMAP

MONROE—1947—KBS

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By. Union Bcstg. Corp.
 Business Address P. O. Box 382
 Phone Number 1060
 News Service UP
 Transcription Service World
 President Dick Marable
 Chief Engineer Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By. Wayne M. Nelson

Address Mooresville, N. C.
 Phone Number 3-4301
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Manager Wayne M. Nelson
 Chief Engineer E. M. Stanton, Jr.
 Consulting Engineer George C. Davis

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Carteret Bcstg. Co., Inc.
 Address Box 740
 Phone Number 6-3188
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Grover C. Munden
 Sales Prom. Mgr. Charles Markey
 Commercial Manager Jimmy Wallace
 Prog. Dir., Chf. Engr. Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Nathan J. Cooper
 Phone Number 1100
 Air Time 6 a.m.-M.
 News Service AP
 Pres., Gen. Mgr. Nathan J. Cooper
 Com. Mgr., Chf. Eng. 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
 Phone Number 1400-1
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Thomas Clark
 Membership NARTB
 Pres., Gen.-Sta. Mgr. Ralph D. Epperson
 Commercial Manager Lucy Bowman
 Sales Prom. Mgr. Bill Belton
 Program Director Ruby Wray
 Publicity Director Joe Johnson
 Chief Engineer Arnold Bruce Flemming

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Mount Airy Bcstrs., Inc.
 Address P. O. Box 216

Phone Number581
 Pres., Gen. Mgr., Chief Engineer
 Robert H. Epperson
 Commercial Manager.....Erastus F. Poore
 Program Director.....Jim Harrelson

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT
 AddressUS Hwy 17 So.
 Phone Number4450-4024
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeJohn E. Pearson
 OwnerHarmon L. Duncan
 Gen.-Sta.-Comm. Mgr.Ray D. Williams
 Sales Prom. Mgr.George Nelson
 Chief Engineer.....Stuart Hall

W N N C

NEWTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Newton Conover Bcstg. Co.
 Business Address.....West A St.
 Phone Number930
 Transcription ServiceSESAC
 MembershipNARTB
 News ServiceUP
 President (Owner).....Charles Turner
 Gen., Sta. Mgr.....George C. Yarbrough
 Comm., Prom. Mgr.James W. Batts
 Program Director.....Moe Fox
 Chief Engineer.....Dennis Long

W K B C

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Phone Number633
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Program Director.....Claude Raney
 Chief Engineer.....Walter Harrold

W O X F

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oxford Bcstg. Corp.
 AddressP. O. Box 1111
 Phone Number4167
 Transcription ServiceCapitol
 News ServiceAP
 President.....Frank W. Hancock
 General Manager.James F. Flanagan
 Commercial Manager.....Mike Hight
 Promotion Manager.....Bob Smith
 Chief Engineer.....Howard Harrell

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc....Power: 10,000 Watts d.
 5000 Watts n.
 Owned-Oper. By...News & Observer Pub. Co.
 Address219 So. McDowell St.
 Phone Number2-0321
 Air Time.....Full Time
 News ServiceUP
 News. Affil.....News & Observer Publ. Co.
 Transcription ServiceWorld
 RepresentativeWeed & Co.
 PresidentJosephus Daniels, Jr.
 General ManagerFrank Daniels
 Station Manager.....G. F. Albright
 Commercial Manager.....Guy Zwahlen
 Program Director.....Audrey Schroy
 Publicity Director.....Hal Stanley
 Chief Engineer.....E. J. Reopelle

W P T F

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPFT Radio Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number8311
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription ServiceLang-Worth
 Representative.....Free & Peters
 MembershipNARTB
 President.....S. B. Coley
 V.P., Gen. Sta. Mgr.....Richard H. Mason
 Sales Manager.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Dir. of Adv. & Prom.....Henry T. Vaden
 Chief Engineer.....Henry Hulick, Jr.

W R A L

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capitol Bcstg. Co., Inc.
 Bus.-Studio Address.....130 S. Salisbury St.
 Phone Number6411
 Air Time.....Full Time
 News ServiceAP
 Representative.....Forjoe & Co.
 Membership.....NARTB, BAB
 President.....A. J. Fletcher
 General Manager.....Fred Fletcher
 Comm., Prom. Mgr.....Herb Pearson
 Program Director.....George Hall
 Chief Engineer.....Virgil D. Duncan

W F R C

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By...Piedmont Carolina Bcstg.
 Business-Studio Address....Box 990, Gilmer St.

News ServiceAP
 RepresentativeBurn-Smith
 MembershipNARTB
 President.....Bryce P. Beard, Sr.
 Gen., Sta., Prom. Mgr.....Alex P. Beard
 Pgm., Publicity Dir.....Russ McIntire
 Comm. Mgr.....Katherine F. Murphy
 Chief Engineer.....Carl B. Watson

WEYE

SANFORD—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Waldo W. Primm
 Address.....519 Cross St.
 Phone Number1269
 News ServiceAP
 Transcription Service.....Associated, SESAC
 General Manager.....W. W. Primm
 Program Director.....W. M. Primm

WWGP

SANFORD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sandhills Bcstg. Corp.
 Address.....137 So. Steele, Box 651
 Phone Number860
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceWorld
 President.....J. C. McIver
 Gen., Sta., Prom., Pub. Mgr.

Harry C. Barfield

Comm., Pgm. Mgr.....Del Carly
 Chief Engr.....Edward O. Koprivcr

WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Carolina Radio
 Business Address.....Box 1401, Shelby
 Phone Number6313
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceSESAC
 MembershipNARTB
 President, Gen. Mgr.....Robert M. Wallace
 Commercial Mgr.....Max P. Butler
 Program Director.....Hugh Dover
 Chief Engineer.....Edwin Patterson

WNCA

SILER CITY—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Chatam Bdcstg. Co.
 Address.....P. O. Box 212
 Phone Number617
 News ServiceUP
 Transcription Service.....Lang-Worth, SESAC
 General Manager.....H. Tom Morris
 Commercial Manager.....Bob Bullington

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Selma-Smithfield Bcstg. Co.
 AddressBuffalo Rd.
 Phone Number2434
 News ServiceUP
 Transcription ServiceCapitol
 Co-own., Gen. Mgr.....John S. Townsend
 Co-OwnerJ. Fred Horton
 Commercial Manager.....C. I. Parrish

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...The Sandhill Community
 Bcstrs., Inc.
 Business Address.....113-115 E. Broad St.
 Phone Numbers.....2-2942, 2-8171
 News ServiceAP
 Transcription ServiceAssociated
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Jack S. Younts
 Comm., Prom. Mgr.....Joe A. Warren
 Program Director.....Elizabeth M. Younts
 Chief Engineer.....Melvin Kushner

WSIC

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Statesville Bcstg. Co.
 AddressBox 1189
 Phone Number9078
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeContinental Radio Sales
 MembershipNARTB, BAB
 President.....Dr. James W. Davis
 Gen., Sta., Comm. Mgr....Charles D. Melton
 Pgm., Pub. Dir.....Tom Lawrence
 Chief EngineerT. K. Abernethy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc.....Power: 1000 Watts d.
 Owned-Oper....Coastal Plains Bcstg. Co., Inc.
 Bus. Studio Address...Edgecombe Bank Bldg.
 Phone Number2191-2
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeDora-Clayton
 MembershipNARTB
 President.....V. E. Fountain
 Gen., Sta. Mgr.....J. T. Snowden, Jr.
 Commercial Manager.....J. Porter MacNair
 Production Director.....Alfred Vickers
 Publicity Director.....Sybil Spain
 Chief Engineer.....G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned By.....The Thomasville Bcastg. Co.
 Address.....P. O. Box 750
 Phone Number.....2701
 News Service.....UP
 Transcription Service.....SESAC
 President.....George W. Lyles, Sr.
 Gen., Sta., Comm. Mgr.....Harold Harrison
 Chief Engineer.....James McAden

WADE

WADESBORO—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....R. P. Lyon & Son
 Bus.-Studio Address.....Radio Bldg.
 Phone Number.....620
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Walker
 President.....R. P. Lyon
 General Mgr.....J. A. Ballard
 Commercial Mgr.....James E. Ward

Program Director.....Peggy L. Mitchell
 Publicity Dir.....W. A. Kiker
 Chief Engineer.....Kenneth Read

WHED

WASHINGTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Beaufort Bcastg. Co.
 Phone Number.....278
 Air Time.....17¼ Hrs.
 Transcription Service.....Lang-Worth
 Representative.....Continental
 Membership.....NARTB
 President.....Lee B. Wynne
 Sta. Manager.....William R. Abeyounis
 Program Director.....Charlie Yates
 Chief Engineer.....John Wilroy

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By..Tar Heel Bcastg. System, Inc.
 Bus.-Studio Add.....Bank of Washington Bldg.
 Phone Number.....403
 Air Time.....6 a.m.-1:15 p.m.

AP SELLS

For Stations and Sponsors—

For instance . . . WENC

“We hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M. AP newscast! And the advertisers who sponsor AP news tell us it’s their best business-getter.”

WARD A. COLEMAN,
 General Manager,
 WENC, Whiteville, N. C.

News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeWalker
 MembershipNARTB
 PresidentW. R. Roberson, Jr.
 Gen. Sta. Manager.....T. H. Patterson
 Comm., Prog. Mgr.....Merrill Daniels
 Sales Prom. Mgr.....Bob West
 Chief Engineer.....L. E. Hiland

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByWHCC, Inc.
 Business-Studio Address.....Main St.
 Phone Number680
 Gen., Comm. Mgr.....James B. Childress
 Chief Engineer.....Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Whiteville Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 700
 Phone Number120
 RepresentativeClark
 PresidentJosiah Maulsby
 General Manager.....Ward A. Coleman
 Commercial Manager.....Jerry Honeycutt
 Chief Engineer.....Steve Hart

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Martin Co. Bcstg.
 Address.....110 S. Smithwick St.
 Phone Number2478
 News ServiceUP
 Co-owner.....James Gray, Sr.
 Co-owner.....Charles Gray
 Gen., Prom., Comm. Mgr.....R. B. Armstrong
 Program Director.....Carl B. Armstrong
 Chief Engineer.....James E. Kitchengs

WGNI

**WILMINGTON—1946—MBS
 TOBACCO**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...New Hanover Bcstg. Corp.
 Business Address.....211 N. 2nd St
 Phone Number2-2493
 Air Time6:30 a.m.-12 M.
 News ServiceUP
 RepresentativePearson
 President.....J. S. Brody
 General Manager.....Allen B. Jones
 Commercial Manager.....Tommy Thompson
 Program Director.....Paul Parker
 Chief Engineer.....Arthur L. Madeley

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By.....R. A. Dunlea
 Phone Number4840
 Address.....P. O. Box 696
 Air TimeUnlimited
 News ServiceUP
 RepresentativeBurn-Smlth
 MembershipNARTB, BAB
 Pres., Gen.-Sta. Mgr.R. A. Dunlea
 Commercial Manager.....C. O'Shields
 Program Director.....Bruce Buchanan
 Sls. Prom. Mgr., Pub. Dir....R. A. Dunlea, Jr.
 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.
 Phone Number2188-9
 Air Time5:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWalker
 MembershipNARTB, BAB
 President.....Penn Thomas Watson
 General Manager.....Henry Sullivan
 Program Director.....Bill Bunn
 Chief Engineer.....W. H. Malone

WVOT

WILSON—1948—MBS-TOBACCO

Frequency: 1420 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Wilson Radio Co., Inc.
 AddressWilson
 Phone Number5157
 News ServiceAP
 President.....H. W. Anderson
 Gen., Sta. Mgr.....Harry Severance
 Commercial Mgr.....P. O. Barnes
 Sales Prom. Mgr.....Lynda Thomas
 Program DirectorJoel Lawhon
 Chief EngineerDan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Community Bcstg.
 Service, Inc.
 AddressAtlantic Bldg.
 Phone Number2-4121
 President.....Roger Page, Jr.

IN NORTH
CAROLINA

WSJS
DELIVERS

A 15-COUNTY MARKET

with

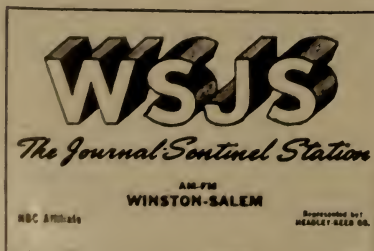
\$580,950,000*

Retail Sales

* Sales Management 1952
Survey of Buying Power

MORE VALUE for your

ADVERTISING DOLLAR



★ NORTH CAROLINA ★

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number2-1133
Air Time.....6 a.m.-12:15 p.m.
News ServiceAP
Transcription Service.....World, Capitol
RepresentativeWalker
MembershipNARTB, BAB
Pres., Gen. Mgr.....George D. Walker
Station Mgr.....Jack Weldon
Comm., Prom. Mgr.....Pat Taylor
Pub. Dir.....Lawrence Patrick
Program Director.....Joan Williams
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 Number5-2311
Air TimeUnlimited
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeHeadley-Reed
MembershipNARTB, BAB
PresidentGordon Gray
V.P., Managing Dir.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Publicity Director.....Jean Eisenhower
Chief Engineer.....Phil Hedrick

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....P. O. Box 2798
Phone Number34353
Air Time5:30 a.m.-1 a.m.
News ServiceAP
Transcription ServiceThesaurus
RepresentativeThe Taylor Co.
PresidentJames W. Coan
Gen.-Comm. ManagerJohn G. Johnson
Sales Prom. ManagerCharles Brunt
Program Director.....Owen Spann
Publicity Director.....Jack Wiggins
Chief Engineer.....Ben Vogler

NORTH DAKOTA

Pop. April 1, 1953 (Est.) 627,000—Total Housing Units 178,000
Families April 1, 1953 (Est.) 161,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 202½ Fourth St.
Phone Number 468
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NARTB, BAB
President Etta H. Meyer
Exec. V.P., Station Mgr. F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Program Director Cal Culver
Publicity Director Jack Swenson
Chief Engineer Ivar Nelson

(See Page 560)

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.
Phone Number 1090
Air Time Unlimited
News Service UP
Transcription Service World, SESAC
Representative Lawson
President, General Manager Bert Wick
Commercial Manager 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.
Phone Number 4113
Air Time 6 a.m.-M.
News Service AP
Trans. Service Standard, SESAC, World
Membership NARTB, BAB
President Dr. P. J. Weir
Gen.-Sta. Mgr. Orville F. Burda
Commercial Manager E. A. Spear
Program Director Lauren D. Haacke
Sales Prom. Manager William C. Mason
Publicity Director Dick Severson
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 421½ N.P. Avenue
Phone Number Fargo 2-3291
News Service AP
Transcription Service Standard
Representative Bolling, Inland
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Program Director Albert F. Horriqan
Publicity Director Charles G. Burke
Chief Engineer Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NARTB, BAB
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 Heland
Chief Engineer Juline Savold

KILO

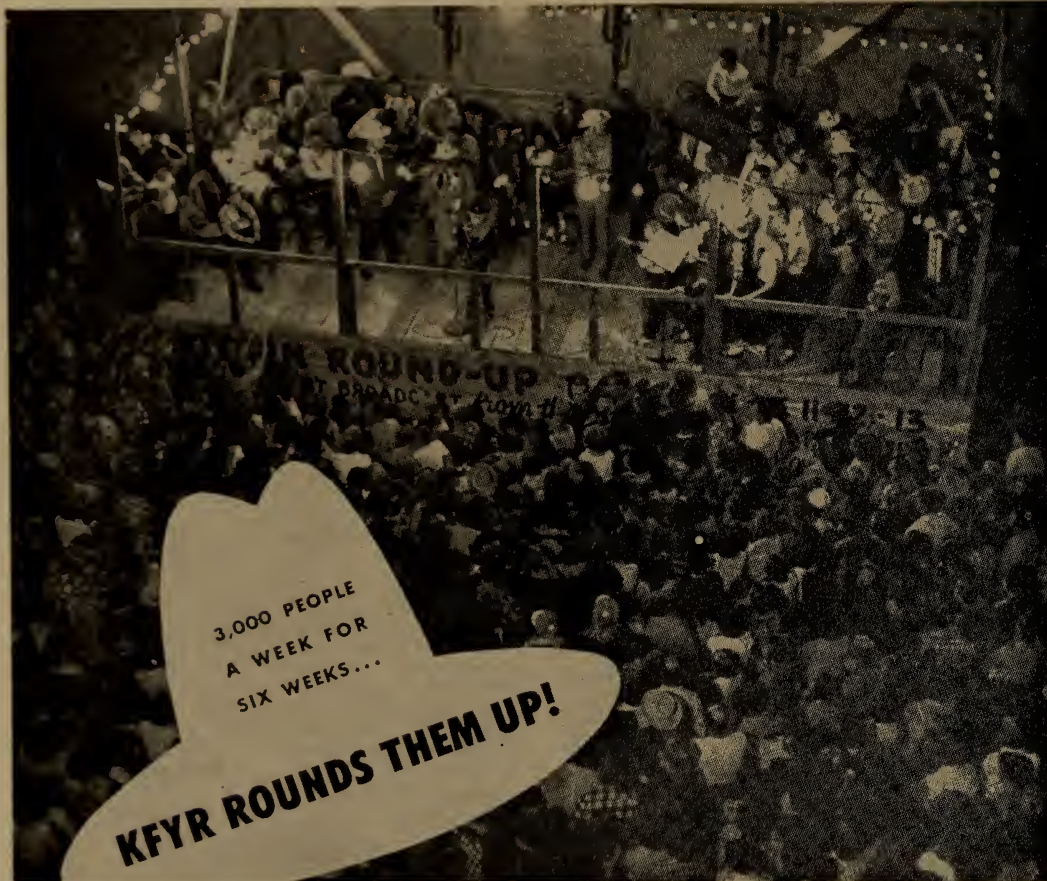
GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus.-Studio Address First Natl. Bank Bldg.
Phone Number 4-5321
Air Time Unlimited
News Service AP
Newspaper Affiliation "Herald"
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB
Pres., Gen. Mgr. M. M. Opegard
Commercial Manager Herman Livingston
Program Director M. C. Gorham
Chief Engineer A. F. Petrich

KNOX

**GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts
Owned By Community Radio Corp.
Address Grand Forks
Phone Number 4-4611
News Service UP
Transcription Service World
Representative Natl. Time Sales



Out Where the West Begins . . .

KFYR...

★ . . . pays off extra dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

★ . . . gives you the nation's largest area coverage in the heart of the rich Northwest farm market.

★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

Radio Has No Competition!

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

**KEYD
KFYR**

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR

President.....Carroll E. Day
 General Manager.....Elmer Hanson
 Program Director.....Robert Whyte
 Promotion Manager.....Jack French
 Chief Engineer.....Clifford Thomfords

K S J B

JAMESTOWN—1939—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
 Address.....Jamestown
 Phone Number.....1600
 News Service.....UP
 Representative.....Weed & Co.
 Pres., Gen. Manager.....John W. Boler
 Sta., Comm. Manager.....William L. Hurley
 Sales Prom. Mgr.....Jud Milton
 Program Director.....Donald Kingsley
 Chief Engineer.....Robert E. Ridgway

K G C U

MANDAN—1925—MBS

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
 Owned-Oper. By.....Mandan Radio Assn.
 Bus.-Studio Address.....Mandan
 Phone Number.....561
 Air Time.....6 a.m.-12 p.m.
 News Service.....AP
 Transcription Service...Lang-Worth, Associated
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....W. S. Russell
 Gen., Sta., Comm. Mgr.....Paul C. Gussner
 Program Director.....Merritt Bushee
 Chief Engineer.....Ray Barnett

K C J B

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....No. Dakota Bcstg. Co.
 Address.....15-A West Central Ave.
 Phone Number.....51-161
 Representative.....Weed
 News Service.....UP
 Pres., Gen. Mgr.....John W. Boler
 Commercial Manager.....G. H. McKinnon
 Sales Prom. Mgr.....Charles L. Hinshaw
 Program Director.....Hal Kennedy
 Chief Engineer.....Joseph Main

K L P M

**MINOT—1929—ABC
 GREAT NORTHERN**

Frequency: 1390 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Minot Bcstg. Co.
 Business-Studio Address.....118-A So. Main

Phone Number.....41-148
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Walker, Lawson
 President, Gen. Mgr.....John B. Cooley
 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.....Valley City
 Phone Number.....408-W
 Air Time.....Full Time
 News Service.....UP
 Pres., Gen., Comm. Mgr...Robert E. Ingstad
 Program Director.....Russ Kaber
 Publicity Director.....Bob Jensen
 Chief Engineer.....Charles Sjostrom

K B M W

**WAHPETON-BRECKENRIDGE—1948
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Interstate Bdcstg. Corp.
 Address.....519 Dakota Ave., Wahpeton
 Phone Number.....2-5567-8
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB
 President.....Kline E. Bower
 General Manager.....R. L. Owens
 Station Manager.....R. H. Printup
 Commercial Manager.....Geo. Kaufman
 Program Director.....Clayton Kulseth
 Chief Engineer.....Harold Grant

K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KWBM Bcstg. Co.
 Address.....Box 198, Williston
 Phone Number.....35-371
 News Service.....UP
 Transcription Service.....World
 General Manager.....Charles L. Scofield
 Commercial Manager.....James C. Carson
 Sales Promotion Manager....R. F. Skumavc
 Chief Engineer.....W. A. Sebastian

OHIO

Pop. April 1, 1953 (Est.) 8,400,000—Total Housing Units 2,428,000
Families April 1, 1953 (Est.) 2,352,000—Stations in State 74

WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Allen T. Simmons
Bus. Studio Address: WADC Bldg.
Phone Number: Jefferson 6165
Air Time: 5:30 a.m.-1:05 a.m.
News Service: UP
Transcription Service: Standard, World
Representative: George P. Hollingsbery
Owner-Operator: Allen T. Simmons
Assistant Manager: Robert B. Wilson
Sales Prom. Mgr.: Secret Williams
Program Director: Harold H. Hageman
Publicity Director: Doc Williams
Chief Engineer: Lawrence Hennigan

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By: Summit Radio Corp.
Operated By: WAKR
Bus. Studio Address: First Natl. Tower
Phone Number: Hemlock 6151
Newspaper Affiliation: Beacon Journal
Air Time: Full Time
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NARTB
President, Gen. Mgr.: S. Bernard Berk
Station Manager: Roger G. Berk
Comm.-Sales Prom. Mgr.: Keith Baldwin
Pgm., Pub. Dir.: A. R. Cooper
Chief Engineer: Irwin L. Knopp

WCUE

AKRON—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: Akron Bcstg. Corp.
Address: Palace Theatre Arcade
Phone Number: Fr. 7114
Representative: ForJoe
News Service: UP
Transcription Service: Associated
Membership: BAB
President, Gen. Mgr.: Tim Elliot
Sales Prom. Mgr.: Lou Gorbach
Program Director: Jack Clifton
Publicity Director: Jim Smith
Chief Engineer: George V. Paul

WHKK

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts
Owned-Oper. By: WHKK Bcstg. Co.

Business-Studio Address: 51 W. State St.
Phone Number: Bl. 7101
Air Time: 6 a.m.-sunset
News Service: AP
Transcription Service: Thesaurus, SESAC
Representative: Meeker Assoc.
President, Co-Mgr.: Philip R. Herbert
V.P., Co-Mgr.: Jackson B. Maurer
Comm.-Sales Manager: Cecil Green
Program Dir.: B. R. Blake
Chief Engineer: B. V. Berg

WATG

ASHLAND—1947—MBS-BUCKEYE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Ashland-Mansfield Rd.
Phone Number: 2-1573
Transcription Service: Thesaurus
News Service: AP
Co-Owners: Robert Beer, Edgar Koehl
President: J. Cherpack
General Manager: C. Green
Program Director: Richard Leidy
Chief Engineer: Richard Matthes

WICA

ASHTABULA—1937

Frequency: 970 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: WICA, Inc.
Business-Studio Address: 221 Center St.
Phone Number: 26-221, 27-181
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: McGillvra
President, Gen. Mgr.: D. C. Rowley
Station Manager: W. W. Walrath
Commercial Manager: D. W. Fassett
Program Director: John C. Sirasen
Chief Engineer: F. N. Bernato

WATH

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By: Andrew Kovlan & James
Sinyard
Address: P. O. Box 502
Phone Number: 3-1369
News Service: UP
Gen. Mgr., Chief Engr.: Andrew Kovlan
Comm., Sls. Prom. Mgr.: J. D. Sinyard
Program Director: Vernon Covert

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.

Owned-Operated By...The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address...The Skyline
 Phone Number1515
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeWalker
 MembershipNARTB, BAB
 PresidentThomas Bloch
 V.P., Gen. Manager.....Robert W. Ferguson
 Commercial Manager.....Albert T. Fisher
 Program Director.....Frank Curtis
 Sales Prom. Mgr., Publ. Dir.....Helen Gaynor
 Chief Engineer.....Howard Daubenmeyer

W O H P

BELLEFONTAINE—1952

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Lake Erie Radio & TV Corp.
 Address.....P. O. Box 344
 Phone Number6681
 General ManagerPatrick Shannon
 Program Director.....R. J. Klemme
 Chief Engineer.....M. J. Lamb

W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc.....Power: 1000 Watts a.
 Owned-Oper. By...Land O'Lakes Bcstg. Corp.
 Business-Studio Address.....917 Beatty Ave.
 Phone Number4-5605
 Air Time.....6:30 a.m.-local sunset
 News ServiceAP
 Transcription ServiceWorld
 President.....H. D. McClelland
 V.P., Gen. Mgr.....Howard A. Donahoe
 Comm. Mgr.....Bruce Meighen
 Program Director.....David C. Lorimer
 Chief Engineer.....A. G. Engel

W A N D

CANTON—1947—KBS

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Operated By...Magic Wand Bdcstg. Co.
 Address106 High Ave. N.W.
 Phone Number68396
 Representative.....Hil F. Best
 President.....P. C. Wilson
 General Manager.....J. Wilson

W C M W

CANTON—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Bus.-Studio Address.....Hills & Dales Rd.
 Phone Number5-9475
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 MembershipBAB

Pres., Gen. Mgr.....S. L. Huffman
 Station Manager.....Clark L. Dozer
 Commercial Manager.....Ronald Stranathan
 Chief Engineer.....W. Waecht

W H B C

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address.....550 S. Market St.
 Phone Number6-7166
 Air Time.....6 a.m.-1 a.m.
 News ServiceAP
 Newspaper AffiliationBrush-Moore
 Newspapers
 Transcription ServiceAssociated
 RepresentativeTaylor Co.
 MembershipNARTB, BAB
 President.....Roy D. Moore
 General Manager.....Gordon G. Strong
 Director of Radio.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Paul E. Gilmor
 Sales Prom. Mgr., Pub. Dir.....Joseph Gilmore
 Program Director.....Robert Breen
 Chief Engineer.....Kenneth L. Sliker

W B E X

CHILICOTHE—1947—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Shawnee Bcstg. Co.
 Business-Studio Address.....27 E. Second St.
 Phone Number3-2244
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceWorld
 Representative.....W. S. Grant
 MembershipNARTB
 President.....John Halliday
 General Manager.....Truman Morris
 Sta., Sales Prom. Mgr.....William R. Mnich
 Program Director.....James W. Tidd
 Chief Engineer.....H. W. Dornhuber

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 NumberCherry 6565
 Transmitter Location...near Crescent Springs,
 Ky.
 Air Time.....24 Hrs.
 News ServiceINS
 Transcription Service...Standard, Associated
 RepresentativeThomas Welstead
 MembershipBAB
 President, General Manager.....L. B. Wilson
 Sta.-Comm. Manager, Chief
 Engineer.....C. H. Topmiller
 Sales Prom. Mgr., Pub. Dir.....Bob Fleming

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Phone Number.....Capitol 0777
 Studio Address.....2345 Symmes St.
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Branham
 Membership.....NARTB
 President.....Jack R. Howard
 General Manager.....M. C. Watters
 Station Director.....W. Earl Corbett
 Publicity Director.....Nancy John
 Chief Engineer.....Paul Adams

WSAI

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Buckeye Bcstg. Co.
 Bus-Studio Address.....115 E. Fourth St.
 Phone Number.....Main 1068
 Air Time.....6 a.m.-M.
 News Service.....UP, AP
 Transcription Service.....Lang-Worth
 Representative.....Avery-Knodel
 President.....George B. Storer
 Managing Dir.....J. Robert Kerns
 Commercial Mgr.....Robert H. Boulware
 Program Director.....Charles Black
 Publicity Director.....Vonne Monsell
 Chief Engineer.....Jonas Heiser

WKRC

CINCINNATI—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Address-Trans.....Hotel Alms
 Phone Number.....Woodburn 0550
 News Service.....AP
 Newspaper Affiliation.....Times-Star
 Transcription Service.....Lang-Worth
 Representative.....Katz
 Membership.....NARTB
 President.....Hulbert Taft, Jr.
 General Manager.....David Taft
 Sales Prom. Mgr., Pub. Dir.....W. B. Hines
 Commercial Manager.....Hubbard Hood
 National Sales Mgr.....Kenneth W. Church
 Program Director.....Paul Shumate
 Chief Engineer.....George Wilson

WDOK

CLEVELAND—1950

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Civic Bcstrs., Inc.
 Address.....1515 Euclid Ave.
 Phone Number.....Main 1-3370
 Air Time.....Full Time
 News Service.....UP, INS
 Representative.....McGillvra
 Transcription Service.....SESAC, World
 Pres., Gen. Mgr.....R. Morris Pierce
 General Manager.....Harry Camp
 Commercial Manager.....Albert Narosny
 Sales Prom. Mgr.....Wayne Mack
 Program Director.....Charles Hoover
 Chief Engineer.....Ralph Quay

WERE

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts d.
 5000 Watts n.
 Owned-Operated By....Cleveland Bcstg. Inc.
 Address.....1501 Euclid Ave.
 Phone Number.....Superior 1-9600
 Air Time.....5:30 a.m.-1:00 a.m.
 News Service.....AP, INS
 Transcription Service.....Lang-Worth, World
 Membership.....NARTB
 President.....Ray T. Miller
 Gen., Comm. Mgr.....Richard M. Klaus
 Program Director.....Ed Stevens
 Sales Promotion Manager.....W. T. Aspell
 Chief Engineer.....Harry Dennis

WLW

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Subs. of Avco Mfg.
 Address.....140 W. Ninth St.
 Phone Number.....Cherry 1822
 Air Time.....Full Time
 News Service.....INS, UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Chairman of Board.....James D. Shouse
 Pres., General Mgr.....R. E. Dunville
 V.P. in Charge Sales.....Harry Mason Smith
 Dir. Client Service.....Fred Gregg
 Program Director.....William P. Robinson
 Publicity Director.....Gilbert Kingsbury
 Chief Engineer.....R. J. Rockwell

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WGAR Bcstg. Co.
 Address.....Hotel Statler
 Phone Number.....Prospect 1-0200
 Air Time.....6:00 a.m.-1:10 a.m.

News Service.....INS, UP
Transcription ServiceWorld
Representative....Christal, Radio Time Sales
MembershipNARTB, BAB
President.....John F. Patt
General Manager.....Carl E. George
Sect.-Treas.Elmer Krause
Commercial Manager.....John Garfield
Sales Promotion Manager.....Julius Glass
Program Director.....Reg Merridew
Publicity Director.....Robert Smith
Chief Engineer.....Bob Fox

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 Number.....Express 1-5000
Air TimeUnlimited
News ServiceAP
Transcription ServiceAssociated
RepresentativeHeadley-Reed
MembershipNARTB
PresidentSterling Graham
General Manager.....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....C. M. Hunter
Publicity Director.....William Gannon
Chief Engineer.....R. H. DeLany

W J M O

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Friendly Bcstg. Co.
Address.....2157 Euclid Ave.
Phone NumberSuperior 1-4424
News ServiceUP
Transcription ServiceLang-Worth
PresidentRichard Eaton
General Manager.....A. Lanphear
Chief Engineer.....C. C. Courtney

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone NumberSuperior 1-0101
Air Time.....Full Time
News ServiceUP
Transcription ServiceAssociated
RepresentativeH-R Representatives, Inc.
President.....William M. O'Neil
Vice-PresidentLawrence Webb
General Manager.....William Lemmon
Commercial Manager....Harold W. Waddell
Program Director.....Bruce MacDonald
Chief Engineer.....Gerald G. Roberts

AP SELLS

For Stations and Sponsors —

For instance . . . WING

“Due to the tremendous success of AP news at WING, we brought our station WIZE in Springfield, Ohio, into AP membership so it could get AP service.”

ADNA H. KARNs,
Vice-President and General Manager,
WING, Dayton, Ohio



WSRS

CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WSRS, Inc.
 Bus.-Studio-Transmitter Address. 2156 Lee Rd.
 Phone Number.....ER12005
 Air Time.....24 hrs.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe & Co.
 Membership.....NARTB, BAB
 Pres., Gen. Sta. Mgr., Pgm. Dir.....S. R. Sague
 Commercial Mgr.....Jack D. Kelly
 Sales Promotion Manager....Will Dougherty

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus.-Studio Address.....815 Superior Ave.
 Phone Number.....CHerry 1-0942
 Transmitter Location.....Brecksville
 Air Time.....5:30 a.m.-2:00 a.m.
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....NBC Spot Sales

Membership.....NARTB
 President (NBC).....Frank White
 General Manager.....Hamilton Shea
 Program Director.....Norman Cloutier
 Sales Manager.....Wm. P. Dix, Jr.
 Adv. & Prom. Mgr.....Clement G. Scerback
 Dir. Pub. Affairs.....J. E. Hines
 Engineer-in-Charge.....S. E. Leonard

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....Radiohio, Inc.
 Business-Studio Address.....33 N. High St.
 Phone Number.....Ad. 9265
 Air Time.....Full Time
 News Service.....AP
 Representative.....John Blair
 Membership.....NARTB, BAB
 General Manager.....Richard A. Borel
 Commercial Manager.....W. I. Orr
 Sales Prom. Director.....Jim Yerman
 Program Director.....Geer Parkinson
 Publicity Director.....Marge Ruddock
 Chief Engineer.....Lester H. Nafzger

LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?

IN THE CLEVELAND MARKET

WSRS

The Family Station!!

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!

W C O L

COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Trails, Inc.
 Business-Studio Address..E. Broad & Young St.
 Phone Number.....MAin 4581
 Transmitter Location.....555 W. Goodale St.
 News Service.....AP
 Transcription Service.....World
 Representative.....H-R Reprs., Inc.
 Membership.....NARTB, BAB
 President.....Charles Sawyer
 Exec. V.P.....J. P. Williams
 General Manager.....Adna H. Karns
 Station Manager.....Neal A. Smith
 Program Director.....William L. Belaney
 Commercial Manager.....John Doty
 Publicity Director.....Martha Hoskins
 Chief Engineer.....Harold E. Beard

W H K C

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....5000 Euclid
 Phone Number.....Express 1-5000
 Air Time.....6 a.m.-1 a.m.
 Newspaper Affiliation....."Plain Dealer"
 News Service.....INS, UP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Sterling Graham
 Gen., Sta. Mgr.....Carl M. Everson
 Comm.-Sales Prom. Mgr.....H. H. Hoessly
 Program Director.....John B. Moses
 Publicity Director.....Ann Duffy
 Chief Engineer.....William C. Minor

W V K O

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sky Way Bcstg. Corp.
 Address.....274 S. 3rd St.
 Phone Number.....Main 5247
 News Service.....UP
 Transcription Service.....Associated, Capitol
 Membership.....NARTB
 Representative.....Forjoe
 President.....Gustav Hirsch
 Gen., Sta. Manager.....Bert Charles
 Comm., Sales Prom. Mgr...Charles W. Arthurs
 Program Director.....Bert Charles
 Publicity Director.....Rita Bender
 Chief Engineer.....William Hammett

W T N S

COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coshocton Bcstg. Co.

Business-Studio Address.....114 N. 6th St.
 Phone Number.....1560, 2140
 Air Time.....Sunrise-sunset
 News Service.....UP
 Membership.....NARTB
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Bruce Wallace
 Comm. Mgr., Pub. Dir.....James Sigman
 Program Director.....Stanley Robinson
 Chief Engineer.....Eugene Wiggins

W H I O

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business-Studio Address.....45 S. Ludlow St.
 Phone Number.....Adams 2261
 News Service.....AP, INS, UP
 Newspaper Affiliation....."Daily News"
 Representative.....Hollingbery
 Membership.....NARTB
 President.....James M. Cox, Jr.
 General Manager.....Robert H. Moody
 Sls. Prom. Mgr.....W. E. Wolaver
 Program Director.....Wade H. Alley
 Publicity Director.....Chuck Gay
 Chief Engineer.....Ernest L. Adams

AP SELLS

For Stations and Sponsors —

For instance . . . WHK

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. MAURER,
 Sales Manager,
 WHK, Cleveland, Ohio

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 Number.....HEmlock 3773
 Transmitter Location.....E. David Rd.
 Air Time.....5 a.m.-1:30 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....H. R. Representative, Inc.
 President.....Charles Sawyer
 Exec. V.P.....John Pattison Williams
 General Manager.....Adna Karns
 Program Director.....Charles G. Reeder
 Chief Engineer.....Howard Ryan

WONE

DAYTON—1949

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Skyland Bcstg. Corp.
 Address.....5 S. Jefferson St.
 Phone Number.....Michigan 6501
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Ronald B. Woodyard
 Station Manager.....C. J. Thornquest
 Commercial Manager.....Louis G. Froelich

WONW

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....U. S. Route 24
 Phone Number.....32226
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Devney
 President.....Richard W. Crowell
 General Manager.....Glenn R. Thayer
 Program Director.....Paul R. Murphy

WJER

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dover Bcstg. Co., Inc.
 Address.....210 Blvd.
 Phone Number.....42-126
 Transcription Service.....World, Thesaurus
 News Service.....UP
 President.....Agnes J. Reeves Greer
 Station Manager.....W. B. Steis
 Commercial Manager.....John C. Needs
 Program Director.....Ed Paulin
 Chief Engineer.....Don Graff

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pottery Bcstg. Co.
 Address.....6th and Walnut
 Phone Number.....Main 5190
 Air Time.....7 a.m.-sunset
 News Service.....AP
 Representative.....Schepp-Reiner
 Membership.....NARTE, BAB
 President.....Earl D. Eisenhower
 General, Comm. Manager...Paul B. Saliner
 Associate Prog. Dir.....H. Fryar, R. Keith
 Chief Engineer.....George T. Kelly

WOHI

EAST LIVERPOOL—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....East Liverpool Bcstg. Co.
 Address.....516 Market St.
 Phone Number.....Main 1490
 News Service.....AP
 Transcription Service.....World
 Representative.....W. S. Grant Co., Inc.
 President, Gen. Manager...Richard V. Beatty
 Comm., Prom. Mgr.....George T. Farrall
 Sta. Mgr., Prog. Dir.....Bob Metcalfe
 Chief Engineer.....Mike Battle

WEOL

ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
 Address.....Elyria Savings and Trust Bldg.
 Phone Number.....2255
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 President.....Roy W. Ammel
 Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
 Sales Prom. Manager.....Douglas Lillico
 Program Director.....Donald C. Kirk
 Publicity Director.....Jack O'Brien
 Chief Engineer.....Gerald McCasland

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....The Findlay Publ. Co.
 Bus.-Studio Address.....101½ W. Sandusky St.
 Phone Number.....1330
 News Service.....INS, UP, AP
 Transcription Service.....Thesaurus
 Newspaper Affil....."Republican-Courier"
 Membership.....NARTE, BAB
 Representative.....McGillvra
 President.....R. L. Heminger
 Gen., Sta., Comm. Mgr...Harold H. Heminger
 Sls. Prom. Mgr.....Allen P. Dudley
 Program Director.....Allen P. Dudley
 Chief Engineer.....Edgar C. Smith

WFOB

FOSTORIA—1952

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Seneca Radio Corp.
 Address.....P. O. Box 589
 Phone Number.....5665
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 President.....Andrew Emerine
 General Manager.....Mel Murray
 Commercial Manager.....Roger Wise
 Chief Engineer.....Farrell Elsea

WFRO

FREMONT—1950

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wolfe Bcstg. Corp.
 Address.....905 W. State St.
 Phone Number.....Main 3401
 Transcription Service.....Thesaurus, Standard
 Representative.....Hil F. Best
 News Service.....UP
 Membership.....NARTB, BAB
 President.....Robert F. Wolfe
 Commercial Manager.....J. Weddell Kerr
 Program Director.....Frank Swartz
 Chief Engineer.....Allen Kauble

WJEH

GALLIPOLIS—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Ohio Valley on the Air, Inc.
 Address.....Box 244
 Phone Number.....1160-1
 News Service.....UP
 Transcription Service.....World
 Representative.....Grant
 Membership.....NARTB
 President.....John E. Halliday
 General Manager.....Truman A. Morris
 Promotion Manager.....Marianne Campbell
 Sls. Prom. Mgr.....D. P. Robinson
 Program Director.....William Watterson, Jr.
 Chief Engineer.....Charles Husson

WMOH

HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fort Hamilton Bcstg. Co.
 Bus-Studio Address.....Second Natl. Bank Bldg.
 Phone Number.....Hamilton 4-6543
 Air Time.....6:00 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....W. S. Grant
 Membership.....NARTB
 President.....Robert J. Briede
 General Manager.....Robert L. Odson
 Program Director.....Norm Keller

Publicity Director.....Lu Bassett
 Commercial Manager.....Ray Motley
 Chief Engineer.....Girard Caine

WIRO

IRONTON—1951—NBC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owner.....Iron City Bcstg. Co.
 Address.....Radio Plaza
 Phone Number.....360
 Air Time.....Full Time
 Transcription Service.....SESAC
 Representative.....McGillvra
 Membership.....NARTB
 President.....T. M. Nelson
 Gen., Sta. Mgr.....C. E. McElroy
 Commercial Manager.....Patrick Shannon
 Chief Engineer.....C. A. Baker

WHOK

LANCASTER—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Hocking Valley Bcstg. Corp.
 Address-Trans. Loc.....Memorial Dr.
 Phone Number.....4500
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Pres., Gen. Mgr.....Dr. Nelson Embrey
 Sta., Comm. Mgr.....Donald W. White
 Program Director.....Roy Stingley
 Publicity Director.....Don W. White
 Chief Engineer.....Richard Roundhouse

WIMA

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 Number.....32660
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 President.....G. E. Hamilton
 General Sta. Mgr.....R. W. Mack
 Commercial Mgr.....C. B. Heller
 Program Dir.....Easter Straker
 Chief Engineer.....A. J. F. Smith

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLOK, Inc.
 Business Address.....Nat'l Bank Bldg.
 Phone Number.....6-3411
 Transcription Service.....World
 Membership.....NARTB
 News Service.....UP
 Representative.....H-R Reprs., Inc.

President.....L. A. Pixley
 Gen. Sta. Mgr.....Robert O. Runnerstrom
 Program Director.....Lee Lemon
 Commercial Manager.....Lyle Lee
 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 Number.....4235-6
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
 Sales Prom. Manager.....Carl Kindt
 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 Number.....1690
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....McGillvra
 Membership.....NARTB
 President.....William G. Wells
 General Manager.....R. Sanford Guyer
 Commercial Manager.....Fred Reynolds
 Program Director.....Tom Butscher
 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 Number.....2-6666-7
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Horace Stovin, Canada
 Membership.....NARTB, BAB
 Pres., Gen.-Sta. Mgr.....Robert T. Mason
 Commercial Manager.....R. T. Mason, Jr.
 Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
 Chief Engineer.....Francis Joseph Peters

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d.
 100 Watts n.
 Owned-Operated By.....Paul F. Braden

Address-Trans. Loc.....Lebanon-Coles Rd.
 Phone Number.....2-3625
 Air Time.....5:00 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Paul F. Braden
 Commercial Manager.....Ranny Daly
 Pro., Pub. Dir.....Jack Kistler
 Chief Engineer.....Larry Beckwith

W C L T

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By...Advocate Printing Co.
 Address.....Newark, Ohio
 Phone Number.....4007
 Air Time.....6:45 a.m.-Sunset
 News Service.....AP
 Newspaper Affiliation.....The Advocate
 Transcription Service.....Thesaurus
 Representative.....Meeker Associates
 Membership.....NARTB, BAB
 President.....Frank W. Spencer
 Station Manager.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Program Director.....Richard Welsbacher
 Chief Engineer.....Benjamin Windle

W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper...Miami County Bcstg. Co., Inc.
 Address-Trans.....1625 W. Covington Ave.
 Phone Number.....1420-1
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World
 Pres., Gen., Comm., Sta. Mgr.. Richard E. Hunt
 Sls. Prom. Mgr., Pub., Prog. Dir.. Robert Bulp
 Chief Engineer.....Bob Blaney

W N X T

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By...Portsmouth Bcstg. Co.
 Address.....Masonic Temple Bldg.
 Phone Number.....2-1961
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director.....Dean Sturm
 Publicity Director.....Thelma Henderson
 Chief Engineer.....Russell Newman

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....The Scioto Bcstg. Co.
 Bus.-Studio-Trans. Address...1009 Gallia St.
 Phone Number3-2111
 Air Time.....6 a.m.-12 M.
 News ServiceAP
 Newspaper Affiliation.....The Times
 Transcription ServiceAssociated
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 President.....Roy D. Moore
 Station Mgr.....Gerald F. Boyd
 Commercial Manager.....Floyd M. Jackson
 Program Director.....E. G. Sheridan
 Publicity Director.....Ruth Stewart
 Chief Engineer.....Maurice L. Myers

W L E C

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Lake Erie Bcstg. Co.
 Address.....Cleveland Rd. & Huntington
 Phone Number5170
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription Service.....World, Thesaurus
 Representative.....Hal Holman
 Membership.....NARTB, BAB
 Pres., General-Station Mgr.....Jay Wagner
 Commercial Manager.....Ralph S. Silver, Jr.
 Program Director.....Robert Hinners
 Sales Prom. Mgr.....Kathryn Heiser
 Chief Engineer.....Jay Leibach

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Radio Voice of Springfield
 Trans.-Address117 W. High St.
 Phone Number3-4955
 News ServiceAP
 Transcription ServiceWorld
 Representative.....H. R. Representative, Inc.
 President.....Charles Sawyer
 Sta., Comm. Manager.....Arthur L. Martin
 Pro., Pub. Dir.....John McEnaney
 Chief Engineer.....Victor L. Bushong

W J E L

SPRINGFIELD—1947

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Champion City Bcstg. Co.
 Business Address.....120 S. Limestone
 Phone Number3-4676
 News ServiceINS
 Representative.....McGillvra
 Transcription ServiceThesaurus
 President.....George R. Walker
 Gen., Sta. Mgr.....Chester R. Hinkle
 Commercial Manager.....Vince Shannon
 Sales Prom. Mgr., Pro. Dir.....Bob Jenkins
 Publicity Director.....Velma Owens
 Chief Engineer.....Fred Eckardt

W W S O

SPRINGFIELD—1947—KBS

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Radio Springfield, Inc.
 Address.....Chamber of Commerce Bldg.
 Phone Number3-6488
 News ServiceAP
 Air Time.....Sunrise-Sunset
 Representative.....Gill-Keefe & Perna
 Transcription ServiceM. M. Cole
 President.....Bradley Kincaid
 V.P., Gen. Mgr.....R. K. Wood
 Program Director.....Ford Rush, Jr.
 Chief Engineer.....Vernon B. Yeich

W S T V

STEBENVILLE—1940—MBS—
OHIO NET

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WSTV, Inc.
 Bus.-Studio Address...Exchange Realty Bldg.
 Phone Number2-6265-6-7
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Pearson
 President.....Jack N. Berkman
 Gen.-Comm.-Sta. Mgr.....John J. Laux
 Sales Prom. Mgr.....Joseph M. Troesch
 Pgm., Pub. Dir.....Roy Briscoe
 Chief Engineer.....Charles S. Shepherd

W S P D

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Storer Broadcasting Co.
 Bus.-Studio Address.....136 Huron St.
 Phone Number.....Adams 3175
 Air Time.....Full Time
 News Service.....INS, UP
 Membership.....NARTB, BAB
 Transcription Service.....World, Lang-Worth
 Representative.....Katz
 President.....George B. Storer
 Gen., Sta. Mgr.....Allen L. Haid
 Comm. Mgr.....Westford F. Shannon
 Program Director.....Emerson Kimble
 Sales Prom. Mgr., Pub. Dir.....Richard Gourley
 Chief Engineer.....William M. Stringfellow

W T O D

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Unity Corp.
 Business-Studio Address.....515 Madison Ave.
 Phone Number.....Garfield 5551
 Air Time.....Day Time

News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNARTB
 PresidentEdward Lamb
 Gen., Sta., Prom., Comm. Mgr....Sunne Miller
 Program Director.....Richard Rice
 Chief Engineer.....Robert Sowers

W T O L

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Community Bcstg. Co.
 Trans.-AddressBell Bldg.
 Phone NumberAdams 3291
 Air Time.....Full Time
 News Service.....AP, UP
 Representative.....Paul H. Raymer
 MembershipNARTB
 PresidentFrazier Reams
 Gen.-Station Mgr.....Thomas S. Bretherton
 Commercial Manager.....Morton Neipp
 Sales Prom. Mgr., Pub. Dir.....Bob Krieghoff
 Program Director.....Karl R. Nelson
 Chief Engineer.....Harold Holmes

W H H H

WARREN—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Warren Tribune Radio
 Station, Inc.
 Business-Studio Address.....108 Main St.
 Phone Number2212-9
 Newspaper Affiliation.....The Tribune Co.
 Air Time.....6:45 a.m.-M.
 News ServiceAP
 Transcription ServiceAssociated, SESAC
 President.....Helen Hart Hurlbert
 General Manager.....Carl I. Raymond
 Publicity Director.....Lewis W. Sirigas
 Chief Engineer.....Robert E. Hardy

W C H O

**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 Number5-6211
 News ServiceAP
 Transcription Service.....Thesaurus, SESAC

AP SELLS

For Stations and Sponsors—

For instance . . . WHK

“For reliability, I stick with AP—especially on the tough stories that break fast. And salutes to AP’s Cleveland Bureau for fast action on our requests and questions!”

WAYNE SKAKEL,
 News Editor,
 WHK, Cleveland, Ohio

Pres., Gen. Mgr.....L. Morse Weimer
 Program Director.....Art Layne
 Station Manager.....Robert Mayer
 Chief Engineer.....Carl Ebbert

WKOV

WELLSTON—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....S. H. Kovalan
 Address.....P. O. Box 190
 Phone Number.....546
 News Service.....UP
 General Manager.....Stephen H. Kovalan
 Comm., Prom. Mgr.....Jack R. Daniels
 Program Director.....Stan Ridge
 Chief Engineer.....J. J. Rupert

WWST

WOOSTER—1947

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Wooster Republican Ptg. Co.
 Phone Number.....760-1
 News Service.....AP
 Transcription Service.....Capitol, World
 Membership.....BAB
 General Manager.....Quentin W. Wotty
 Program Director.....R. E. 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 Number.....Fletcher 4711
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Geo. W. Clark, Inc.
 President.....M. D. Lincoln
 General Manager.....Herbert E. Evans
 Commercial Manager.....Harry Bruce
 Sales Prom. Mgr., Pub. Dir....Phil Sheridan
 Program Director.....Bob Geis
 Chief Engineer.....Harold Schaff

WBBW

YOUNGSTOWN—1949

Frequency: 1240 Kc.....Power: 250 Watts
 Owner.....Mahoning Valley Bcstg. Corp.
 Address.....Warner Theatre Bldg.
 Phone Number.....Riverside 44421
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Station Representative.....Forjoe & Co.
 Membership.....NARTB

WRFD Reaches "R.F.D. Ohio" At Much Less Cost!

It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.

WRFD

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.



NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

IRON and STEEL

turn into

GOLD

IN YOUNGSTOWN, OHIO

by advertising on

WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY

★

**YOUNGSTOWN STEEL MILLS ARE
OPERATING AT 106%**

★

*America's 3rd Largest Steel Center
America's 30th Population Area*

★

Day and Night
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FEET
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ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

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

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFMJ Bcstg. Co.
 Business-Studio Address...101 W. Boardman
 Phone Number3-4121
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP, UP
 Transcription Service....Thesaurus, Standard
 RepresentativeHeadley-Reed
 MembershipNARTB
 Pres., Gen., Sta. Mgr...William F. Maag, Jr.
 Comm., Sales Prom. Mgr...Leonard E. Nasman
 Program DirectorRonald W. Richards
 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 Number2-1145
 Air Time.....Full Time
 Address.....3930 Sunset Blvd.
 News Service.....UP, AP
 Newspaper Affiliation.....Plain Dealer
 Transcription Service....World, Lang-Worth
 RepresentativePaul H. Raymer
 MembershipNARTB, BAB
 Pres., Gen. Mgr....Warren P. Williamson, Jr.
 Station Manager.....J. Lothair Bowden
 Promotion Mgr.....Howard Rempes
 Program Director.....Don Brice
 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 Number2-5431
 Newspaper Affiliation...Zanesville Publ. Co.
 News Service.....AP, UP
 Transcription ServiceStandard
 Representative.....John E. Pearson
 MembershipNARTB, BAB
 PresidentClay Littick
 Sales Prom. Mgr., Pub. Dir.....Bill Eberle
 Gen., Station Manager.....Vernon A. Nolte
 Dir. of Sales.....Nate Milder
 Chief Engineer.....William A. Hunt

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JOSEPH A. BERES,
 Account Executive,
 WHK, Cleveland, Ohio



OKLAHOMA

Pop. April 1, 1953 (Est.) 2,264,000—Total Housing Units 719,000
Families April 1, 1953 (Est.) 626,000—Stations in State 45

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 Number.....12-3
Address.....No. Broadway
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morria
Prod. Music Dir.....Zelma Dean Woods
Program Director.....Nadine Mullinax
News Director.....Charles Seybert
Chief Engineer.....George Miller

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Altus Bcstg. Co., Inc.
Business Address.....205 N. Main
Phone Number.....1405
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Representative.....Hil F. Best
Newspaper Affiliation....."Times-Democrat"
Membership.....NARTB
Pres., Gen. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

K V S O

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number.....3030
Air Time.....Full Time
News Service.....AP
Newspaper Affiliation.....Daily Ardmoreite
Transcription Service.....World, SESAC
Representative.....The Taylor Co.
General Manager.....Albert Riesen
Comm. Mgr.....J. E. Riesen
Program Director.....Dolly Dutton
Publicity Director.....Galy Varnell
Chief Engineer.....William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Bartlesville Bcstg. Co.
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number.....1400
Air Time.....Full Time
News Service.....AP
President, Gen., Sta. Mgr.....J. Fred Case
Comm., Prom. Mgr.....John Collins
Chief Engineer.....Roger Billings

K B W L

BLACKWELL—1952

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By...Star Bcstg. Co., Inc.
Phone Number.....309
News Service.....AP
Transcription Service.....Thesaurus
General Manager.....R. L. McCarrell
Chief Engineer.....Charles Hobbs

K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By...Washita Valley Bcstg. Corp.
Address.....KWCO Bldg.
Phone Number.....2899
Air Time.....Full Time
News Service.....UP
Co-own., Gen. Mgr., President...P. D. Jackson
Commercial Manager.....Hoyt Caldwell
Program Director.....Lorine Null
Sls. Prom. Mgr.....Lorine Null
Chief Engineer.....Neal M. Allen

K W O E

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By...Western Okla. Bcstg. Co.
Address.....Box 706
Phone Number.....617
News Service.....UP
Transcription Service.....SESAC
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Manager.....Leo Trembly
Prom. Mgr., Prog. Dir.....Lew Preston
Chief Engineer.....Hubert Gaston

K W H P

CUSHING—1952

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By...W. H. Payne
Address.....203 N. Harrison
Phone Number.....922
News Service.....AP
Transcription Service.....Thesaurus

General Manager..... William H. Payne
 Commercial Manager..... Jerry Watson
 Program Director..... DeWitt Waites
 Promotion Manager..... LoRena Payne
 Chief Engineer..... Charles F. Hebard

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d.
 100 n.
 Owned-Operated By..... Duncan Bcstg. Co.
 Address..... Box 1192
 Phone Number..... 1350
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World
 Membership..... NARTB
 President..... R. H. Drury
 Gen., Sta., Comm. Mgr..... Leo Morris
 Sales Prom. Mgr..... Bill Brubaker
 Pgm. Dir..... Henry Mattison
 Publicity Dir..... John Moen
 Chief Engineer..... Dale Bishop

K S E O

DURANT—1947—KBS

Frequency: 750 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Democrat Printing Co.
 Address..... Democrat Bldg.
 Phone Number..... 2200
 News Service..... AP
 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

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..... Southwest Bcstg. Co.
 Address..... North Randall St.
 Phone Number..... 731
 Manager..... Lonnie J. Preston
 Program Director..... Alice Howenstine
 Chief Engineer..... G. K. Fenter

K C R C

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Enid Radiophone Co.
 Bus-Studio Address..... Broadway Tower
 Phone Number..... 447
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... World
 News, Afil. "Morning News," "Daily Eagle"
 Representative..... O. L. Taylor Co.
 Membership..... NARTB
 President..... Milton B. Garber

General Manager..... Guy B. Farnsworth
 Commercial Mgr..... H. P. Hale
 Program Director..... B. Napier
 Publicity Director..... Cecil E. Hill
 Chief Engineer..... Murray D. Coleman

K G W A

ENID—1949—MBS

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Public Bcstg. Service, Inc.
 Address..... 115½ E. Broadway
 Phone Number..... 4230
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Rambeau
 President..... George Hutchison
 Gen., Sta., Prom. Mgr..... H. J. Godschalk
 Comm. Mgr., Pgm., Publ. Dir..... Tom Belcher
 Chief Engineer..... William Teitzel Jr.

K T A T

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Frederick Bcstg. Co.
 Address..... Main & Grand
 Phone Number..... 1010
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Hil F. Best
 General Manager (Ptrn.)..... J. D. Jones, Jr.
 Program Director..... Mary Wheeler
 Comm. Mgr., Pub. Dir..... Evelyn Jones
 Chief Engineer..... J. D. Jones, Jr.

K G Y N

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Plains Bcstg. Co.
 Business-Studio Address..... P. O. Box 38
 Phone Number..... 888
 News Service..... UP
 Transcription Service..... World, Thesaurus
 Membership..... NARTB, BAB
 Representative..... Hil F. Best
 President, Gen. Mgr..... T. M. Raburn, Jr.
 Commercial Manager..... Ed Slater
 Chief Engineer..... Herbert L. Noyes

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned-Operated By..... T. J. Shriner
 Address..... 315 E. 11th St.
 Phone Number..... 1070
 News Service..... AP
 President, Ch. Eng..... T. J. Shriner
 Program Director..... Mary Jo Shriner

KIHN
HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Little Dixie Bcstg. Co.
Address P. O. Box 248
Phone Number 1140
News Service AP
Transcription Service SESAC
President George Malone
Gen., St. Mgr. Elzie B. Parker
Chief Engineer Dalton E. Jones

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 Number 1380
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative The Taylor Co.
Membership NARTB, BAB
President R. H. Drewry
General, Sta. Manager Allan Page
Commercial Mgr. Neil Ashlock
Sales Prom. Mgr., Pub. Dir. Bill McReynolds
Program Director Morgan Roberts
Chief Engineer Bill Buford

KNED
McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By Pittsburg Bcstg. Co., Inc.
Address Aldridge Hotel
Phone Number 1460
News Service UP
Transcription Service Capitol, Thesaurus
Pres., Gen. Mgr. Ray Van Hooser
Commercial Manager Phil Reed
Program Director Juanita Van Hooser
Chief Engineer Dexter Ferry

KTMC
McALESTER—1946—ABC-OKLA.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By McAlester Bcstg. Co.
Business-Studio Address Box 157
Phone Number 2411
News Service AP
Representative The Taylor Co.
President William Young
Commercial Manager Bob Baggett
General Manager James O. Wilson, Jr.
Chief Engineer Harold Duncan

KGLC
MIAMI—1948—KBS-WESTERN

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By Miami Bcstg. Co.
Address Box 511
Phone Number 3303
Air Time Full Time
News Service UP
Transcription Service Standard, Lang-Worth
Representative Adam Young
Membership NARTB, BAB
President M. K. Huitts
General Manager Charles L. Unger, Jr.
Program Director Bill York
Chief Engineer Louis Stone

KBIX
MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Okla. Press Pub. Co.
Address 214-216 Wall St.
Phone Number 74
Air Time 6 a.m.-12 M.
News Service UP
Newspaper Affiliation Daily Phoenix, Times
Democrat
Transcription Service Thesaurus
Representative The Taylor Co.
President Tams Bixby, Jr.
Station Manager Walter W. Weber
Commercial Manager Paul Perry
Program Director Howard Whitely
Chief Engineer Eugene Edwards

KMUS
MUSKOGEE—1948—MBS
GRASS ROOTS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Eastern Okla. Bcstg. Corp.
Business-Studio Address 412½ Court St.
Phone Number 656
News Service UP
Transcription Service World, Standard
Representative Pearson
President R. M. Mountcastle
Gen., Station Mgr. Jimmie Barry
Program Director George Overton
Chief Engineer James Keitel

KNOR
NORMAN—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Cleveland County
Bcstg. Co.
Address P. O. Box 542
Phone Number 474
News Service UP

Transcription ServiceWorld
 Gen. Mgr. (Ptnr.).....William S. Morgan
 Comm. Mgr.....Tol Dickenson
 Program Director.....Gene Stansberry
 Chief Engineer.....Gene Morris

K B Y E

OKLAHOMA CITY—1946

Frequency: 890 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....State Bcstg. Co.
 Bus.-Studio Address.....9th & Broadway
 Phone Number3-2323
 PresidentKenyon Brown

K L P R

OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Byrne Ross
 Business Address....128½ W. Commerce St.
 Phone Number3-6358
 News ServiceAP
 MembershipNARTB, BAB
 Owner, Pres., Gen. Mgr.....Byrne Ross
 Prom. Comm. Mgr.....Fred Farha
 Program Director.....Mrs. Kathleen Burkett
 Chief Engineer.....Jay Davis

K O C Y

OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Plaza Court Bcstg. Co.
 Business-Studio Address...Plaza Court Bldg.
 Phone Number.....Forest 5-4333
 Air Time.....6 a.m.-M.
 News ServiceAP
 RepresentativePearson
 MembershipNARTB
 Pres., Gen. Mgr.....M. H. Bonebrake
 Sta. Comm Manager.....George Collision
 Program Director.....John D. Harrison
 Chief Engineer.....Howard Hollars

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.
 Phone Number.....Victor 3-6641
 Air Time.....5:30 a.m.-12:30 a.m.
 News ServiceAP
 Transcription Service...Standard, Lang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB

President.....John Toole Griffin
 General-Station Mgr.....J. J. Bernard
 Sales Prom. Mgr.....Ben H. Holmes
 Commercial Manager.....Raymond Ruff
 Program Director.....Mack Fuller
 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 Number3-8352
 Air Time.....6 a.m.-M.
 News ServiceAP, UP
 Transcription ServiceWorld
 Representative.....O. L. Taylor Co.
 PresidentWendell Mayes
 General Manager.....E. L. Colbourn
 Program Director.....Dick Kirchner
 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 Number2-6367
 News ServiceAP
 RepresentativeRambeau
 MembershipNARTB
 PresidentRalph Ball
 Gen., Sta. Mgr.....Rex M. Lester, Jr.
 Commercial. Sales Prom. Mgr....Ross Baker
 Pgm.. Pub. Dir.....Bill Bryan
 Chief Engineer.....John Witt

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WKY Radiophone Co.
 Bus.-Studio Address.....500 E. Britton Rd.
 Phone Number.....TRinity 8-2161
 Air TimeUnlimited
 News ServiceAP, UP
 Newspaper Affiliation...Oklahoman, Times
 Transcription ServiceStandard
 RepresentativeKatz
 MembershipNARTB
 President.....E. K. Gaylord
 Manager.....P. A. Sugg
 Commercial Manager.....Robert E. Chapman
 Program Director.....Paul Brawner
 Public Rel. Mgr.....Ray Scales
 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 114½ East 7th St.
 Phone Number 3646
 News Service AP
 Representative Pearson
 Membership NARTB
 President Don Reynolds
 Gen. Sta. Mgr. John R. Trotter
 Program Director Gladys LeGrand
 Chief Engineer John Brenneman

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
 Phone Number 1470
 Air Time Day Time
 News Service UP
 Transcription Service Capitol
 Representative Hil F. Best
 President James T. Jackson
 General Manager Phil Crenshaw
 Sales Prom. Mgr. J. J. Gray
 Chief Engineer George Rountree

W B B Z

PONCA CITY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Ponca City Publ. Co.
 Address 1801 E. Oklahoma
 Phone Number 6607-8
 Air Time Full Time
 Newspaper Affiliation The News
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President Clyde E. Muchmore
 Sta. Gen. Mgr. Cy Casper
 Commercial Mgr. M. E. Sheld
 Pgm. Dir. William G. Maugans
 Publicity Director Gareth Muchmore
 Chief Engineer W. Carroll Blewster

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 Sts.
 Phone Number 1263
 Transcription Service SESAC
 News Service AP
 Gen. Sta. Mgr. L. L. Gaffaney

Commercial Manager Mrs. L. L. Gaffaney
 Program Director Merle Caldwell
 Chief Engineers R. L. Padgett, Tom Graves

K G F F

SHAWNEE—1930

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KGFF Bcstg. Co., Inc.
 Address Hotel Aldridge
 Phone Number 4390
 Air Time Unlimited
 News Service AP
 Newspaper Affiliation Stauffer Publ., Inc.
 Transcription Service World
 President Oscar S. Stauffer
 Gen. Sta. Manager Wilford C. Dickson
 Commercial Manager Fred Davis
 Program Director Jerry Ziegler
 Chief Engineer Delbert Grady

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
 Phone Number 311
 Air Time Sunrise-sunset
 News Service UP
 Newspaper Affiliation News-Press
 Transcription Service World
 Representative Thomas Clark
 President C. R. Bellatti
 General Manager L. F. Bellatti
 Program Director J. R. Bellatti
 Chief Engineer Paul McCollum

K A K C

TULSA—1946

Frequency: 970 Kc. Power: 1000 Watts d.
 500 n.
 Owned-Oper. By Public Radio Corp.
 Bus.-Studio Address 412 E. Fifth St.
 Phone Number 4-2401
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President-Treas. S. E. Avey
 V.P., General Manager James L. Neal
 Sales Promotion Manager Rusty Kirk
 Program Director John B. Wheeler
 Chief Engineer M. M. Donley

K F M J

TULSA—1946—MBS

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address 1242 S. Boston

Phone Number5-5555
 News ServiceUP
 RepresentativeIndie Sales
 MembershipNARTB, BAB
 PresidentFred Jones
 General Manager.....Lawson Taylor

K O M E
 TULSA—1398

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
 Owned-Oper. By.....Oil Capital Sales Corp.
 Business-Studio Address.....Kome Bldg.
 Phone Number3-4121
 News ServiceAP
 Transcription ServiceWorld
 RepresentativePearson
 President.....John E. Brown Jr.
 Exec. Vice-Pres.....Storm Whaley
 General Manager.....Riley R. Gibson
 Chief Engineer.....Roy Brown

K R M G

TULSA—1949—ABC

Frequency: 740 Kc....Power: 50,000 Watts d.,
 25,000 n.
 Owned-Operated By..All Oklahoma Bcstg. Co.
 Business-Studio Address..311 So. Denver Ave.
 Phone Number5-3291
 Transcription ServiceCapitol
 Air TimeFull Time
 RepresentativeJohn Blair
 News ServiceAP
 MembershipNARTB
 President.....Robert S. Kerr
 General Manager.....Robert B. Jones, Jr.
 Sta., Comm. Mgr.....Frank S. Lane
 Sales Prom. Mgr.....Ann Fellows
 Program Director.....David E. Wilson
 Chief Engineer.....William H. Bradley

K T U L

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Bcstg. Co.
 Business AddressBoulder-on-the-Park
 Phone Number2-3191
 Air Time5:30 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 President.....John T. Griffin
 V.P. & Gen. Mgr.....John Esau
 Commercial Mgr.....L. A. Blust, Jr.
 Sales Prom. Mgr.....George Ketcham
 Program Director.....Karl Janssen
 Chief Engineer.....Robert Snider

K V O O

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By....Southwestern Sales Corp.
 Bus.-Studio Address.....Philtower Bldg.
 Phone Number2-3281
 Air Time.....24 hrs.
 News ServiceUP, INS
 Transcription Service.....Standard, World
 RepresentativeEdward Petry
 President.....W. G. Skelly
 V.P., General Mgr.....William B. Way
 Commercial Manager...Gustav K. Brandborg
 Sales Prom. Mgr.....N. T. McClarin
 Program Director.....Joe O'Neill
 Production Director.....John Henry
 Chief Engineer.....Watt Stinson

K W S H

WEWAKA—1951—ABC-KBS

Frequency: 1260 Kc.....Power: 1,000 Watts
 Owned-Operated By..Tri Cities Bcstg. Co., Inc.
 AddressBox 1260
 Phone Number1260-1261
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeTaylor
 MembershipNARTB
 President.....Dr. C. C. Morris
 General Manager.....Bill Hoover
 Station Manager.....Pat Murphy
 Commercial Manager.....Roy Judge
 Program Director.....Don Owen
 Publicity Director.....Romane Bailes
 Chief Engineer.....Warren W. Abbott

K S I W

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woodward Bcstg. Co.
 Address Trans. Loc.....22 & Cedar Sts.
 Phone Number1450
 Air Time.....6 a.m.-10:15 p.m.
 News ServiceAP
 Transcription Service.....Capitol, Thesaurus
 RepresentativeContinental
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Edward A. Ryan
 Sales Prom. Mgr.....Paul F. Kelly
 Program Director.....Lenora W. Ryan
 Chief Engineer.....George Archer
 Chief Announcer.....Mark Gaston

OREGON

Pop. April 1, 1953 (Est.) 1,601,000—Total Housing Units 529,000
Families April 1, 1953 (Est.) 506,000—Stations in State 47

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone Number1234-5
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceWorld
Newspaper Affiliation....."Democrat Herald"
RepresentativeJohn Keating
MembershipNARTB, BAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Publicity Director.....Ken McCoy
Commercial Manager.....Johnny Birrel
Station Manager.....Warren Stoffer
Sales Prom. Mgr.....Mal Waltman
Program Director.....LeRoy Jolley
Publicity Director.....Ken McCoy
Chief Engineer, Farm Editor. Herbert Davidson

Phone Number41
RepresentativeMoore
Transcription ServiceWorld
News ServiceUP
MembershipNARTB
President.....L. E. Parsons

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....2030 Auburn Sts.
Phone Number140
News ServiceUP
Transcription ServiceWorld
MembershipNARTB
President.....Lee W. Jacobs
Gen., Comm. Mgr.....Kenneth B. Lockwood
Program Dir.....Kenneth Holden
Chief Engineer.....Walt Bobisud

KWIN

ASHLAND—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
Phone Number2-1351
Air Time6:30 a.m.-11 p.m.
Trustee.....H. R. Morris

KBND

BEND—1938—MBS

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone Number848
Air Time.....6 a.m.-11 p.m.
News ServiceUP
Transcription ServiceWorld
Representative.....W. S. Grant
MembershipNARTB
Gen., Sta. Mgr....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Pg.m. Dir.....Kessler Cannon
Publicity Director.....Jack Thornton
Chief Engineer.....Robert Dickinson

KAST

ASTORIA—1936—MBS-KBS
DON LEE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....1006 Taylor Ave.
Phone Number95
News ServiceAP
Transcription ServiceStandard
RepresentativeArt Moore
MembershipBAB
President.....Robert B. Chessman
Gen., Sta. Mgr.....R. D. Holmes
Program Director.....Mrs. Mary Ristola
Commercial Manager.....Irving Steinbock
Chief Engineer.....Jay Bruce Whitwell

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address.....505 Hall Bldg.
Phone Number4321-4331
Air Time.....Day Time
News Service.....UP, AP
Newspaper AffiliationTimes
Reps.Keating, Forjoe
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Phil Waters
Program Director.....John Tasnady
Chief Engineer.....Nate Olson

KVAS

ASTORIA—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Clatsop Video Bcstrs.
Address.....612 Commercial St.

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KWRO, Inc.
 Address: P. O. Box 396
 Phone Number: 3961
 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol, World
 Representative: Keating
 Sect.-Treas.: W. E. Walsh
 Manager: George Stratton
 Commercial Manager: Lynn C. Thomas
 Chief Engineer: Floyd Nichols

KRUL

CORVALLIS—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Pacific States Radio Co.
 Address Trans. Lot: 1221 So. 15th St.
 Phone Number: 3-3322
 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol
 Representative: Keating
 President: J. C. Haley
 Gen., Sta. Mgr., Pub. Dir.: Loyal H. Vickers
 Comm., Sales Prom. Mgr.: Jack Gallant
 Program Director: John Hodge
 Chief Engineer: Bob Cowart

KODL

THE DALLES—1900—KBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By: Western Radio Corp.
 Trans. Address: Scenic Dr. nr. Sosis Pk.
 Phone Number: 2300
 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Pres., General Manager: V. B. Kenworthy
 Station Manager: Paul E. Walden
 Program Director: Monte DeVon
 Chief Engineer: Doug'as Whipple

KASH

EUGENE—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Air Ways, Inc.
 Address: P. O. Box 1600
 Phone Number: 5-3357
 Air Time: 5:30 a.m.-12:30 a.m.
 News Service: UP
 Transcription Service: Capitol, SESAC
 Representative: Donald Cooke
 Pres., Gen., Sta. 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 Number: 5-4304
 Air Time: 6 a.m.-M.
 News Service: AP
 Newspaper Affiliation: "Register-Guard"
 Transcription Service: Standard
 Representative: Weed & Co.
 Membership: NARTB, BAB
 President: Alton F. Baker
 Gen., Sta. Mgr.: L. W. Trommlitz
 Commercial Manager: Herb Michael
 Publicity Director: Jack Craig
 Prom. Mgr., Prog. Dir.: 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 Number: 4-4214
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: World
 Representative: Everett-McKinney
 Membership: NARTB
 Director: Glenn McCormick
 General Mgr.: Lee Bishop
 Commercial Mgr.: Virgil Parker
 Program-Production Dir.: Robert Eubanks
 Publicity Dir.: Virgil Parker
 Chief Engineer: Floyd Vikea

KUGN

EUGENE—1946—NBC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By: KUGN, Inc.
 Business Address: P. O. Box 590
 Phone Number: 4-6216
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: McHugh, Meeker
 Membership: NARTB
 President: C. H. Fisher
 Sta. Manager: S. W. McCready
 Commercial Manager: E. W. Karl
 Program Director: Reg Roos
 Sales Prom. Mgr.: Robert Hilyer
 Chief Engineer: George Hathaway

K F G R

FOREST GROVE—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Irving G. Schmidtke
 Address: Rt. 2, Box 245
 Phone Number: 6091
 Transcription Service: Standard, SESAC
 News Service: AP
 Pres., Gen., Sta. Mgr.: Irving V. Schmidtke
 Commercial Manager: John L. Elder
 Prog., Pub. Dir.: Allen E. Hoffard

K U I N

GRANTS PASS—1939—MBS
DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Southern Oregon Bcstg. Co.
 Business Address: P. O. Box 148
 Phone Number: 4477
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World, McGregor
 Representative: W. S. Grant
 Membership: NARTB, BAB
 President: A. E. Voorhies
 General Manager: E. A. Malone
 Commercial Mgr.: M. K. Ball
 Program Director: Dave Allen
 Chief Engineer: N. L. Williams

K I H R

HOOD RIVER—1950

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Ore-Wash. Bcstrs.
 Address: P. O. Box 207
 Phone Number: 8561
 General Mgr., Ptnr.: C. H. Fisher
 Partner: C. O. Fisher
 Station Manager: Don McCutcheon
 Chief Engineer: James H. Platz

K F J I

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 Number: 22551
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: W. S. Grant, Keating
 Membership: NARTB
 President: W. D. Miller
 Gen., Sta., Comm. Mgr.: Dick Maguire
 Prog., Pub. Dir.: Bob McVay
 Chief Engineer: William P. Grimes

K F L W

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: 6 a.m.-M.
 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: Gilbert Walter

K L B M

LA GRANDE—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Inland Radio, Inc.
 Address: Old Oregon Trail
 Phone Number: 2201
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NARTB, BAB
 President: Lee Jacobs
 Gen., Comm. Manager: Ken Lillard
 Chief Engineer: Danny Bridges

K G A L

LEBANON—1950—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Linn County Bcstrs., Inc.
 Address: P. O. Box 341
 Phone Number: 8631
 News Service: AP
 President, Gen. Mgr.: W. Gordon Allen
 Station Manager: Nate Bridges
 Commercial Manager: Robert M. Bruce
 Program Director: Madeline Allen
 Chief Engineer: Danny Bridges

K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By: Yamhill Bcstrs.
 Address: P. O. Box 207
 Phone Number: 3811
 Transcription Service: Lang-Worth
 News Service: AP
 President: Jack B. Bladine
 General Manager: Louis F. Gillett
 Commercial Manager: Glasco Branson
 Chief Engineer: Milt Muir

K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.,
 1000 Watts n.

Owned-Operated By.....Radio Medford, Inc.
 Address.....P. O. Box 1306
 Phone Number.....2-4000
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus, MacGregor
 Station Representative.....Meeker Assoc.
 President.....Vern Robinson
 General, Sta. Manager.....Jennings Pierce
 Commercial Manager.....Bill Hansen
 Sls. Prom. Mgr., Publ. Dir.....Norm Oberst
 Program Director.....Russ Jamison
 Chief Engineer.....Ray Johnson

KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Medford Printing Co.
 Trans. Address.....Barnett Rd.
 Phone Number.....2-5277
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Newspaper Affiliation.....Mail Tribune
 Representative.....Grant
 President.....Robert W. Ruhl
 Gen., Sta. Mgr.....Jimmy Dunlevy
 Comm., Sales Prom. Mgr.....Tom MacLeod
 Pgm. Dir.....John Ahern
 Publicity Director.....Betty Brugman
 Chief Engineer.....Dick Woods

KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Yaquina Radio, Inc.
 Business Address.....Box 276
 Phone Number.....560
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. A. Ayres
 President, Station Manager.....Tom R. Becker
 Commercial Manager.....Dan Kirch
 Sales Prom. Mgr., Prog. Dir.....Ed Warmoth
 Chief Engineer.....Tony Bryan

KFIR

NORTH BEND—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bay Bcstg. Co.
 Address.....1937 Union Ave.
 Phone Number.....5-7361
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....W. S. Grant & Co.
 Pres., Gen. Mgr.....Josephine Bjornson
 Commercial Manager.....William Kraus
 Station Manager.....Glenn Nickell
 Sales Prom. Mgr.....Wallace Cooper
 Chief Engineer.....Arthur Schuld

KSRV

ONTARIO—1946

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....Box 540
 Phone Number.....212
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Oregon Trail
 Transcription Service.....World, Standard
 Membership.....NARTB
 President.....Lee W. Jacobs
 V.P., Gen. Mgr.....Gordon L. Capps
 Commercial Manager.....Robert Humphreys
 Program Director.....Ned Leibman
 Chief Engineer.....Charles E. Harland

KGON

OREGON CITY-PORTLAND—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clackamas Bcstrs.
 Business Address.....Box 391
 Phone Number.....1-5475
 Air Time.....24 hrs.
 Studio-Transmitter.....Super Hiway, N.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Robt. Meeker
 Membership.....NARTB, BAB
 President.....Dr. John H. Fitzgibbon
 Comm., Prom., Gen. Mgr.....Irwin S. Adams
 Program Director.....Sonora Hoffman
 Chief Engineer.....Edward G. Saxe

KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Radio Corp.
 Business Address.....P. O. Box 178
 Phone Number.....1425
 News Service.....UP
 Pres., Gen. Mgr.....V. B. Kenworthy
 Station Manager.....Ted A. Smith
 Program Director.....Denman Dayton
 Chief Engineer.....Larry Lester

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mercury Bcstg. Co.
 Bus.-Studio Address...3908 N.E. Sandy Blvd.
 Phone Number.....MU 1290
 Representative.....Forjoe
 News Service.....UP
 Pres., Gen. Mgr.....Thomas Kelly
 Commercial Manager.....Charles D. Wheeler
 V.P., Program Director.....Ric Thomas
 Chief Engineer.....James Strickland

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
 Owned-Operated By: Westinghouse Radio
 Address: 1230 SW Main St.
 Phone Number: Capital 1881
 Air Time: 5:30 a.m.-2:00 a.m.
 News Service: UP, INS
 Transcription Service: Associated
 Membership: BAB
 Station Representative: Free & Peters Inc.
 President: E. V. Huggins
 General Manager: Joseph E. Baudino
 Station Manager: J. B. Conley
 Commercial Manager: Robert H. Prigmore
 Sales Promotion Manager: Charles L. Burrow
 Program Director: Mel Bailey
 Chief Engineer: Tom Ely

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: Mt. Hood Radio-TV Bcstg.
 Corp.
 Business Address: P. O. Box 1031
 Phone Number: ATwater 3333
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: C. Howard Lane
 Gen. Mgr.: Harry H. Buckendahl
 Promotion Director: George Wann
 Program Manager: Ted W. Cooke
 Nat'l Adv. Mgr.: J. L. Palmer
 Dir. of Engineering: Louis S. Bookwalter

KPAM

PORTLAND—1951

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By: Bcstrs. Oregon Ltd.
 Address: P. O. Box 1230
 Phone Number: ATwater 0106
 News Service: AP
 Transcription Service: Associated, World
 Pres., Comm., Gen. Mgr.: Stanley M. Goard
 Program Director: Douglas Ducklow
 Chief Engineer: Charles K. Dickson

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper.: Pioneer Bcstrs. Inc.
 Bus.-Studio Address: 1320 S.W. Broadway
 Phone Number: BEacon 6364
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Lang-Worth, World
 Representative: Edward Petry
 Membership: NARTB

Pres., Sta. Mgr.: H. Quanton Cox
 General Manager: S. I. Newhouse, Jr.
 Commercial Manager: J. N. Wasson
 Program Director: Donald Whitman
 Chief Engineer: Harold C. Singleton

KLIQ

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mercury Bdcstg. Co.
 Address: 3908 N.E. Sandy Blvd.
 Phone Number: Webster 1290
 Pres., Gen. Mgr.: Gordon E. Bambrick
 Prog. Dir.: Gordon E. Bambrick

KPDQ

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. Davis
 Bus.-Studio-Trans. Address: 1008 S.W. 6th Ave.
 Phone Number: CA 9209
 News Service: AP
 Transcription Service: Associated
 Pres., Gen. Mgr.: John W. Davis
 Commercial Manager: Dave Jack
 Program Director: Bob Beattie
 Chief Engineer: Jack Adkins

KPOJ

PORTLAND—1932—MBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publ. Co.
 Phone Number: Broadway 3484
 Studio Address: 1019 S.W. 10th
 Air Time: 6 a.m.-M.
 News Service: UP
 Newspaper Affiliation: Oregon Journal
 Transcription Service: Thesaurus
 Representative: John Blair
 Membership: NARTB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Commercial Manager: Robert C. La Bonte
 Sales Prom. Mgr., Publ. Dir.: Isabell Hoyt
 Program Director: Jack Moys
 Publicity Director: Robert Whitely
 Chief Engineer: Richard R. Pooley

KWJJ

PORTLAND—1927

Frequency: 1080 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co.
 Bus.-Studio Address: 1011 S.W. 6th Ave.
 Phone Number: ATwater 4393
 Air Time: 6 a.m.-M.
 News Service: UP
 Representative: Weed & Co.
 Pres., Gen., Sta. Mgr.: Rod F. Johnson
 Prog. Dir.: Jerry Speerstra
 Prom. Mgr., Pub. Dir.: Ben Crosby
 Chief Engineer: Les Windes

KXL

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Orpheum Bldg.
 Phone Number.....BR. 6451
 News Service.....UP, AP
 Transcription Service.....Associated
 Representative.....Walker
 Pres., Gen., Comm. Mgr.....H. S. Jacobson
 Program Director.....George Anthony
 Chief Engineer.....Ralph Mifflin

KRCO

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Central Oregon
 Address.....P. O. Box 188
 Phone Number.....6-239
 Representative.....Gene Grant
 Membership.....NARTB, BAB
 News Service.....UP
 Pres., Gen. Mgr.....Norbert A. Mikscho
 Sta. Mgr., Ch. Eng.....C. R. Matheny
 Commercial Manager.....Hal Newhouse

KSGA

REDMOND—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Redmond Bcstg. Co.
 Address.....P. O. Box 1240
 Representative.....ForJoe
 General Manager.....F. G. Lieser
 Sales Prom. Mgr., Prog. Dir.....Jack Leutjen
 Chief Engineer.....Al Horton

KRNR

ROSEBURG—1935—DON LEE-CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....News Review Co.
 Address.....211 N. Main St.
 Phone Number.....3-5551
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Newspaper Affiliation.....News Review Co.
 Representatives.....Keating, Grant
 Membership.....NARTB, BAB
 President.....Frank Jenkins
 Station Manager.....Leroy Hiatt
 Commercial Mgr.....Warren Ward
 Program Director.....Lyle Fenner
 Chief Engineer.....Max Dick

KRXL

ROSEBURG—1950

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Umpqua Bcstrs., Inc.

Address.....P. O. Box 847
 Phone Number.....3-4464
 President.....Donn Radabaugh
 Gen., Sta. Manager.....Iris Rice Helliwell
 Commercial Manager.....Lon D. Hunt
 Chief Engineer.....G. A. Oliver

KGAE

SALEM—1952

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KGAE, Inc.
 Address.....Box 768
 News Service.....AP
 Pres., Gen. Mgr.....W. Gordon Allen
 Program Director.....Jack Till
 Chief Engineer.....John Truhan

KOCO

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Loring Schmidt
 Address Trans. Loca.1426 Edgewater St.
 Phone Number.....3-3109
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol, Associated.
 Representative.....William G. Rambeau
 General Manager.....Loring Schmidt
 Program Director.....Carl Ritchie
 Commercial Manager.....S. P. Smith
 Chief Engineer.....Robert Suing

KSLM

SALEM—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....P. O. Box 631
 Phone Number.....3-4831
 Representative.....Everett, McKinney
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Membership.....NARTB, BAB
 President, Gen. Mgr.....Glenn McCormick
 Sales Prom., Sta. Mgr.....Dave Hoss
 Commercial Manager.....Bill Ross
 Publicity Director.....Herb Smith
 Chief Engineer.....Clyde Carlton

KTIL

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tillamook Bcstg. Co., Inc.
 Business Address.....Star Route W.
 Phone Number.....1122
 Representative.....Continental
 President.....F. H. Guyton
 Manager.....Tom Hoover
 Chief Engineer.....Larry Brunas

PENNSYLVANIA

Pop. April 1953 (Est.) 11,072,000—Total Housing Units 3,060,000
Families April 1, 1953 (Est.) 2,853,000—Stations in State 113

W A E B

ALLENTOWN—1949—ABC
QUAKER

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By: WAEB, Inc.
Address Center Square
Phone Number 4-9364
Air Time 6 a.m.-1 a.m.
News Service UP
Representative George P. Hollingsbery Co.
President Howard Wasserman
General Manager Milton Laughlin
Program Director Thomas A. Earley
Chief Engineer William Gottshall

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Allentown Bcstg. Corp.
Phone Number Allentown 4-4801
Air Time 7 a.m.-M.
News Service UP
Transcription Thesaurus
Representative Robert Meeker
Membership NARTB, BAB
President Charles G. Helwig
Sta. Mgr., Pgm. Dir. J. F. Chambers
Publicity Dir. Marten Musket
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 Number Hemlock 3-3166
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated
Representative Weed
President N. Joe Rahall
Sta., Gen. Mgr. O. R. Davies
Program Director Marshall Cleaver
Chief Engineer C. Frank Cordaro

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lehigh Valley Bcstg. Co.
Bus.-Studio Address 39-41 N. Tenth St.
Phone Number 4-9511
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative Headley Reed

General Manager B. Bryan Musselman
Comm. Mgr. Olivia P. Musselman
Dir. of Programs George Y. Snyder
Chief Engineer Reuel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Gable Bcstg. Co.
Address 1320 11th Ave.
Phone Number 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
Chief Engineer George Burgoon

W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Thompson Bcstg. Co.



W H O L

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich parents 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 1951 amounted to more than \$350,000,000 . . . 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.

CHAS. G. HELWIG, Esq.
President

Rep. ROBERT MEEKER

Address.....1421 12th Ave.
 Phone Number6646
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeRobert Meeker
 MembershipNARTB
 Pres., Gen. Sta. Mgr.....Roy F. Thompson
 Comm., Prom. Mgr.....William Clear
 Program Director.....Dorothy M. Thompsons
 Publicity Dir.....S. Carlton Ayers
 Chief Engineer.....George R. Burgoon

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....General Bcstg. Corp.
 AddressBox 151
 Phone Number8127
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeWeed & Co.
 MembershipNARTB
 PresidentEmanuel S. Leopold
 Gen., Sta., Prog. Manager....Robert G. Walter
 Comm., Prom. Mgr.Will Union
 Chief Engineer.....Irvin Metzger



WHLM BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to \$147,346,000. Add to this \$21,847,900 of farming dollars and you get a pretty fair idea 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.

HARRY L. MAGEE
 Owner and Operator

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
 Owned-Oper. By.....Tri-Borough Bcstg. Co.
 Air TimeDaytime
 News ServiceUP
 General ManagerCecil F. Clifton
 Chief Engineer.....H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....No. Cambria Bcstrs.
 Phone Number1010
 Transcription Service.....Thesaurus, World
 News ServiceUP
 Pres., Pub. Mgr.....Harris G. Breth
 General Manager.....W. J. Thomas
 Sta., Comm., Prom. Mgr....William R. Raihall
 Prog. Dir.....Lee Stauffer
 Chief Engineer.....Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WBVP, Inc.
 Business-Studio Address...1216 Seventh Ave.
 Phone Number4100
 Air TimeUnlimited
 News Service.....UP, AP
 Transcription Service.....Standard, World
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Frank R. Smith, Jr.
 Sta., Comm. Prom. Mgr.....Thomas B. Price
 Program Director.....Charles H. Wilson
 Chief Engineer.....Gerald Cushing

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Bethlehems' Globe
 Bus.-Studio Address.....426 Brodhead Ave.
 Phone Number.....University 6-8074-5
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....Capitol, Thesaurus
 MembershipNARTB, BAB
 General Manager.....Ellis Service
 Station ManagerArthur C. McCracken
 Comm., Sales Prom. Mgr.....Frank Collie
 Prod., Pgm. Dir.....Stefan George
 Chief Engineer.....Edwin L. Rybak

WHLM

BLOOMSBURG—1951

Frequency: 690 kc.....Power: 1000 Watts a.
 Owned-Operated By.....Bloom Radio

AddressHotel Magee
 Phone Number1800-1
 Air TimeSunrise-Sunset
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 MembershipNARTB
 PresidentHarry Magee
 Sta. Mgr.....Robert R. Williams
 Comm. Mgr.....L. J. Campbell
 Sales Prom. Mgr.....Fran Saunders
 Prog. Dir.....James K. Stock
 Publicity Dir.....Ray Calabrese
 Chief Engineer.....Anthony Hogg

WBUT

BUTLER—1948

Frequency: 1580 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Eagle Printing Co.
 Phone Number75-778
 Transcription ServiceThesaurus
 News ServiceAP
 President.....John L. Wise
 Sta., Comm. Mgr.....Philip B. Hirsch
 Sales Prom. Mgr.....Vernon L. Wise, Jr.
 Program Director.....Joseph Laconi
 Chief Engineer.....Gerald L. Coleman

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address38 W. Main St.
 Phone Number1700
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceAssociated
 MembershipNARTB
 President.....Robert R. Eyerly
 Gen. Mgr.....Ed Darlington
 Chief Engineer.....Robert Fulton

WISR

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc.....Power: 250 Watts d.
 Owned-Oper. By ..The Butler Bcstg. Co., Inc.
 Business-Studio Address.....357 N. Main St.
 Phone Number4701-2
 Transmitter LocationMcKinley Ave. Ext.
 Air Time6:30 a.m.-Sunset
 News ServiceUP
 MembershipNARTB, BAB
 President.....Joel W. Rosenblum
 News Dir., Sta. Mgr.Robert Kaufman
 Program Director.....Warren Ihlenfeld
 Chief Engineer.....Paul Rex

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Matta Bcstg. Co.
 Business-Studio Address...1233 Braddock Ave.
 Phone Number.....Electric 1-1100
 News ServiceUP
 MembershipNARTB
 President, Gen. Mgr.....William G. Matta
 Commercial Manager.....George Matta
 Sales Prom. Mgr.....Anna C. Weber
 Program Dir.....Russell Linhart
 Publicity Dir.....Ann Popovich
 Chief Engineer.....Elmer L. Heess

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By Carbondale Bdcstg., Co., Inc.
 Address.....127 Salem Rd.
 Phone Number.....Carbon. 1230
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceSESAC, World
 RepresentativeDonald Cooke, Inc.
 MembershipNARTB
 PresidentWilliam H. Ware
 Gen., Sta. Mgr.....John R. Kreiger
 Comm. Mgr.....Frank T. Bailey
 Program Director.....Anthony P. Perry
 Chief Engineer.....Robert G. Adams

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. ByWESB
 Business Address43 Main St.
 Phone Number3173
 Air Time7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB
 Gen. Mgr., Sls. Prom., Pub. Dir.....J. M. Cleary
 Commercial Manager.....James Ponder
 Program Dir.....Lloyd P. Gordon
 Chief Engineer.....Dean Merry

WHYL

CARLISLE—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Richard Field Lewis, Jr.
 Business Address.....Holly Pike
 Phone Number.....Carlisle 1785
 News ServiceUP
 General Mgr.....Winslow T. Porter
 Program Dir.....Clinton H. Morse
 Chief Engineer.....Jack Simmons

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Chambersburg Bcstg. Co.
 Bus.-Studio Address Craft Press Bldg.
 Phone Number 1110
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Capitol, Standard
 Representative Forjoe
 Membership NARTB
 Pres., Gen. Manager John S. Booth
 Commercial Manager Earl P. Strine
 Program Director Allen Saunders
 Chief Engineer James McCurdy

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Clearfield Bdcsters, Inc.
 Address 215 Church St.
 Phone Number 5-5541
 Air Time Sunrise-Sunset
 Newspaper Affiliation Clearfield Progress
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Membership NARTB, BAB
 President W. K. Ulerich
 Gen., Prom. Mgr. W. J. Thomas
 Sta., Comm. Mgr. Joseph Milsop
 Program Dir. Margaret Nemeth
 Chief Engineer Lewellyn Duck

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Monongahela Valley Bcstg.
 Business-Studio Address Fifth St.
 Phone Number 3-6551
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President Dr. A. S. Sickman
 Gen. Mgr. C. R. Duvall
 Program Dir. George Gailey
 Chief Engineer Silvio Garafalo

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chester Co. Bcstg. Co.
 Address 703 E. Chestnut St.
 Phone Number 2100
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr. William S. Halpern
 Promotion Manager Donald Kimes
 Program Dir. Del Shook
 Secy., Chief Engr. Louis N. Seltzer

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Lou Poller
 Business Address Chester
 Phone Number 4-4321
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Gen., Sta. Mgr. Lou Poller
 Commercial Manager Cy Swingle
 Program Director Jeff Scott
 Sales Prom. Mgr. Mort Rosenman
 Publicity Director Rhona Lloyd
 Chief Engineer Harry Simmington

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Connellsville Bcstrs., Inc.
 Bus.-Studio Address 124 W. Crawford Ave.
 Phone Number Connellsville 2700
 Air Time 7 a.m.-12 M.
 News Service UP
 Transcription Service SESAC, World
 Membership NARTB, BAB
 President Raymond Galiardi
 Gen., Sta. Mgr. Jack Craddock
 Chief Engineer Paul Queer

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Charles M. Meredith
 Business-Studio Address 203 Juniper St.
 Phone Number Quakertown 517
 Newspaper Affiliation "Free Press"
 News Service AP
 Transcription Service World
 Representative Indie Sales, Inc.
 Membership BAB
 Gen., Sta., Comm. Mgr. William A. Lynch
 Sales Prom. Mgr. Raymond J. Ritz
 Program Director Robert Fretz
 Chief Engineer Paul Fireman

WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By James M. Tisdale
 Bus.-Studio Address Wolf Bldg., Market Sq.
 Phone Number Chester 2-8861
 Air Time Sunrise-sunset
 News Service UP
 Pres., Gen., Comm. Mgr. James M. Tisdale
 Program Director Robert A. Hibbert, Jr.
 Chief Engineer James M. Tisdale

W C E D

DUBOIS—1940—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Tri-County Bcstg. Co.
 Business-Studio Address. 80 N. Park Pl.
 Phone Number 1700
 Newspaper Affiliation. "Courier-Express"
 News Service UP
 Transcription Service SESAC
 Representative McGillvra
 President Harold Gray
 General Mgr. Jason S. Gray
 Commercial Manager. George Williams
 Pgm. Dir. Ed Paul
 Prom., Pub. Manager. Ken Johnston
 Chief Engineer. Bernard Gurewich

W E S T

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Associated Bcstrs., Inc.
 Bus-Studio Address. 516 Northampton St.
 Phone Number 6131
 Air Time. Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker

5000 WATTS
 DAY
 AND
 NIGHT

WERC

NBC
 AFFILIATE
 1260 KC

ERIE'S LEADING
 REGIONAL STATION

PROOF CHECK THE SURVEYS
 FOR BEST \$ VALUE

ASK WEED & COMPANY
 Phone: 46367

Membership NARTB
 Station Executive. Clair R. McCollough
 Station Manager. Elwood C. Anderson
 Natl. Sales Manager. J. Robert Gulick
 Program Director. Eugene Bethman
 Technical Director. J. E. Mathiot

W E R C

ERIE—1941—NBC-QUAKER

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By. Presque Isle Bcstg. Co.
 Bus-Studio Address. 121 W. 10 St.
 Phone Number 46367
 Air Time. Full Time
 News Service UP
 Transcription Service Capitol
 Representative Weed
 President. Jacob A. Young
 General Manager. Charles E. Denny
 Commercial Manager. Arthur M. Ingram
 Program Director. C. Roy Ward
 Chief Engineer. Ken Hestor

W I K K

ERIE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By. Community Service Bcstg.
 Bus-Studio Address. 1021 State St.
 Phone Number 23-248
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 President Edward Lamb
 Gen., Sta. Mgr. Charles R. Kinney
 Comm. Mgr. Edward Smith
 Prom., Pub. Dir. Jack Shumaker
 Program Dir. Raymond Burke
 Chief Engineer. Gene Liggett

W J E T

ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By. Jet Bcstg. Co.
 Address. 1635 Ash St.
 Phone Number 4-6013
 News Service AP
 Pres., Gen. Mgr. Myron Jones
 Commercial Manager. Lou Skelly
 Prog. Dir. Shirley Hatfield
 Chief Engineer. Harvey Shellito

W L E U

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Commodore Perry
 Bcstg. Service
 Bus-Studio-Trans. Add. Commerce Bldg.
 Phone Number. 23-327, 22-129
 Air Time Unlimited
 News Service AP

President.....Dr. P. B. Cook
 Program Director.....Robert Eaton
 Chief Engineer.....Hoyt H. Stout

WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Times & News Pub. Co.
 Address.....Harrisburg Rd.
 Phone Number.....850
 Air Time.....6 a.m. 12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 Gen., Sta., Comm. Mgr.

Murray L. Goldsborough

Program Director.....C. W. Baker, III
 Chief Engineer.....Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Business-Studio Address...128 N. Penn Ave.
 Phone Number.....Greensburg 3740
 Air Time.....7 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....Glen Grayson
 Chief Engineer.....L. L. Allen

WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Radio Hanover, Inc.
 Address.....Hanover Trust Bldg.
 Phone Number.....3831
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Kennedy Co.
 Pres., Sta. Gen. Mgr.....John D. Bare
 Comm., Prom. Mgr.....H. Vernon Ferster
 Prog., Pub. Dir.....Mack Edwards
 Chief Engineer.....Philip Rohrbaugh

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Bcstg. Co.
 Bus.-Studio Address.....708 Hazleton Nail
 Bank Bldg.

Phone Number.....5400-1
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Victor C. Diehm
 Sales Prom. Mgr.....Thomas Tito
 Program Director.....Bill Graham
 Publicity Dir.....Betty Mulligan
 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 Number.....HO 1-0172
 Air Time.....Sunrise-sunset
 News Service.....UP
 Representative.....Interstate
 President.....Anthony S. Ortale
 General-Comm. Mgr.....Roy Ferree
 Station Mgr.....Leonard Walk
 Publicity Dir.....Sid Dickler
 Chief Engineer.....James Herbert



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. Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

VICTOR C. DIEHM
 President and Gen. Mgr.
 Rep. ROBERT MEEKER

MARCH 1952
HARRISBURG, PA.
HOOPER STATION LISTENING INDEX

TO TIMEBUYERS-
A 1953 Reminder
of 1952's Top Operated
Station in Harrisburg



| TIME | WHP | STATION A | STATION B | STATION C |
|-------------------------------------|------|-----------|-----------|-----------|
| 8:00 AM-12:00 NOON | 60.2 | 11.3 | 18.9 | 7.3 |
| MON. THRU FRI. 12:00 NOON-6:00 PM | 65.3 | 12.4 | 10.8 | 7.2 |
| SUNDAY 12:00 NOON-6:00 PM | 43.7 | 15.6 | 15.3 | 18.2 |
| SUN. THRU SAT. EVE 6:00 PM-10:30 PM | 57.3 | 20.0 | 15.7 | 14.7 |
| TOTAL RATED TIME PERIODS | 59.6 | 15.7 | 14.7 | 7.1 |

It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. Get 'em today through Bolling!

WHP
HARRISBURG, PA.

THE KEY STATION
 OF THE KEYSTONE STATE
 5000 W 580 KC
 Represented by BOLLING
 CBS RADIO NETWORK

W H G B

HARRISBURG—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Kendrick Bcstg. Co., Inc.
 Bus.-Studio-Trans. Address... 112 Market St.
 Phone Number 4-4988
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Weed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Herbert Kendrick
 Station Manager..... Jack Hooper
 Pub. Dir. Red McCarthy
 Chief Engineer..... William Kuntz

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By..... WHP, Inc.
 Business-Studio Address..... 216 Locust St.
 Phone Number 4-3211
 Air Time Unlimited
 News Service AP, UP
 Transcription Service... Standard, Associated
 Representative The Bolling Co.
 Membership NARTB
 Gen.-Sta.-Comm. Mgr..... A. K. Redmond
 Sales Prom. Mgr..... Beatrice Potteiger
 Program Director..... Dick Redmond
 Publicity Dir. John Price
 Chief Engineer..... E. Daniel Leibensperger

W K B O

HARRISBURG—1922—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Keystone Bcstg. Corp.
 Bus.-Studio Address..... 31 N. Second St.
 Phone Number 4-0191
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB, BAB
 Station Executive..... Clair R. McCollough
 Station Manager..... Henry M. Trough
 Natl. Sales Mgr..... J. Robert Gulick
 Program Director..... Don Wear
 Technical Director..... J. E. Mathiot

W H U N

HUNTINGDON—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Joseph F. Biddle Publ. Co.
 Bus.-Studio Address..... 400 Washington St.
 Phone Number 1291
 Newspaper Affiliation..... "Daily News"
 News Service UP
 Transcription Service..... SESAC, World
 Representative Indie Sales
 President..... John H. Biddle

General Manager..... William E. Germann
 Progra Dir..... Darleen Frazer
 Chief Engineer..... Ernest A. Craig

W D A D

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Indiana Broadcast Inc.
 Address Indiana Theatre Bldg.
 Phone Number 5-5511
 Air Time..... 6:30 a.m.-12:05 a.m.
 News Service UP
 Representative McGillvra
 Pres., Gen. Mgr. T. K. Cassel
 Station Manager..... Winsor Brown
 Comm. Mgr. Tony Rand
 Chief Engineer..... Stanley Graziadio

W A R D

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Central Bcstg. Co., Inc.
 Business-Studio Address..... Porch Bldg.
 Phone Number 81-216
 Transmitter Location..... Prospect Hill
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB
 President Paul Short
 General Manager..... George D. Gartland
 Station Manager..... Robert R. Nelson
 Chief Engineer..... Millard C. Coleman

W C R O

JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Century Bcstg. Corp.
 Bus.-Studio Address..... Fort Stanwix Hotel
 Phone Number 9-8583
 Air Time..... 6 a.m.-1 a.m.
 News Service INS
 Representative Radio Reps
 President..... John J. Keel
 General Manager..... Stewart W. Phillips
 Sales Prom. Mgr..... Ray Lehman
 Chief Engineer..... Arthur Vrooman

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 Number 4-1267
 Newspaper Affiliation Tribune-Democrat
 News Service AP
 Transcription Service Lang-Worth
 Representative Young
 Membership NARTB
 President..... W. W. Krebs

Station Manager.....John P. Foster
 Comm. Mgr.....Park Claycomb
 Publicity Director.....Edward T. Bunn
 Chief Engineer.....Theodore E. Campbell

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 Number43-1381
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeRambeau
 MembershipNARTB, BAB
 PresidentJ. B. Moore
 General Manager.....Edward J. Hirshberg
 Station Manager.....Clyde W. Cranmer
 Commercial Manager.....Jack W. Stull
 Program Dir.....Charles N. Moyer
 Chief Engineer.....Joseph Pelletier

W G A L

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WGAL, Inc.
 Business-Studio Address.....8 W. King St.
 Phone Number5251
 Air Time6:30 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeRobert Meeker
 MembershipNARTB
 PresidentClair 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—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Peoples Bcstg. Co.
 Bus.-Studio Address.....252 N. Queen St.
 Phone Number7261
 Air Time6 a.m.-12:35 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth, Capitol
 RepresentativeHeadley-Reed
 MembershipNARTB
 Pres., Gen., Comm. Mgr. Frank H. Altdorffer
 Prom., Pub. Mgr.....John F. Rineman
 Program Dir.....Ted Pollack
 Chief Engineer.....Raomn T. Sherman

W L S H

LANSFORD—1952

Frequency: 1401 Kc....Power: 1000 Watts d.
 Owned-Oper. By...Miners Bcstg. Service, Inc.
 Address.....P. O. Box D
 Phone Number1440
 News ServiceUP
 Transcription ServiceAssociated
 President.....Joseph L. Maguire
 Station Manager.....John W. Angst
 Commercial Manager.....J. C. Lindway
 Chief Engineer.....Milton W. Seltzer

W A K U

LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Clearfield Bcstrs. Inc.
 AddressDepot St.
 Phone Number2348
 Transcription Service.....Thesaurus, World
 President.....W. K. Ulenick
 General Manager.....W. J. Thomas
 Chief Engineer.....Bernard Guidos

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 Number2-7651
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB
 President.....H. Raymond Stadiem
 General Manager.....Lester P. Etter
 Station Manager.....Julian F. Skinnell
 Comm. Mgr.....Philip J. Reilly
 Prog. Dir.....Henry Homan
 Chief Engineer.....M. Leonard Savage

W C M B

LEMOYNE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Rossmoyne Corp.
 Bus.-Studio Address...Lemoyme Theater Bldg.
 Phone Number.....Harrisburg 4-3005
 Air TimeFull Time
 News ServiceAP
 Transcription Service.....Thesaurus
 RepresentativeDonald Cooke
 MembershipNARTB
 President.....Edgar T. Shepard, Jr.
 Gen., Sta. Manager.....Ed K. Smith
 Commercial Manager.....Rudy O. Marcoux
 Sales Prom. Mgr.....Gilbert Brown
 Program Director.....John Archer
 Publicity Director.....Pete Wambach
 Chief Engineer.....J. Howard Bair

WKVA

LEWISTOWN—1949—ABC

Frequency: 920 Kc.....Power: 1000 Watts a.
 Owned-Operated By....Central Pa. Bcstg. Co.
 Address.....7 N. Wayne St.
 Phone Number6771
 Air TimeDaylight
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeGill-Keefe-Perna
 PresidentRandall Leopold
 Sta., Gen. Mgr.Robert L. Wilson
 Comm. Mgr.....Don Raffensberger
 Pgm. Dir.....Lynn Bloom
 Publicity DirectorRead Gray
 Sales Prom. Mgr.....Robert Hyle
 Chief Engineer.....Robert Steltzer

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Lewistown Bcstg. Co.
 Business-Studio Address....Monument Square
 Phone Number6757
 Air Time.....6 a.m.-M.

News ServiceAP
 Transcription ServiceStandard
 RepresentativeBurn-Smith
 MembershipNARTB
 PresidentJ. S. Woods
 Gen., Sta. Manager.....T. W. Metzger
 Commercial Manager.....Ralph Parker
 Prom., Pub. Director.....James Keyes
 Chief Engineer.....Kenneth Callahan

WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....Lock Haven Bcstg. Corp.
 Bus.-Studio Address.....132½ E. Main St.
 Phone Number4038
 Air TimeFull Time
 News ServiceAP
 Transcription Service.....Thesaurus, World
 Representative....Joseph Hershey McGillvra
 MembershipNARTB, BAB
 PresidentDonald C. Welch
 General-Station Manager.....Harris Lipetz
 Comm., Prom. Mgr.....John Wynne
 Prog., Publ. Director.....Dave King
 Chief Engineer.....Kenneth C. Caum

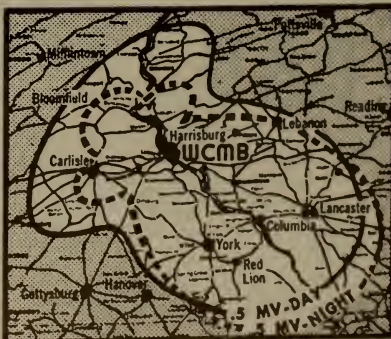
HARRISBURG

means

WCMB

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- ★ **BIG PROGRAMS**, Top Local Shows and News, Big League Sports and MBS Shows.
- ★ **BIG PROMOTION**, Permanent Window Displays, Theater Screens, Etc.
- ★ **BIG BUSINESS**, Sales Are Climbing Up and Up.



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24-hours Daily

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WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address Box 810
 Phone Number McKeesport 4-7167,
 Homestead 1-3113
 Air Time Local sunrise-local sunset
 News Service AP
 Trans. Service Thesaurus
 Pres., Gen. Mgr. Edward J. Hirschberg
 Sta. Mgr. Robert E. Badger
 Chief Engineer Wilkes E. Hurley

W M C K

McKEESPORT—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Mon-Yough Bcstg. Co.
 Business-Studio Address 516 Market St.
 Phone Number 8-8888
 Air Time Full Time
 News Service UP
 Representative McGillvra
 Transcription Service Lang-Worth, World
 President Robert M. Cox
 Gen., Comm. Mgr. Gene Kline
 Pgm. Dir. Pat Haley
 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 Number 46-723
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President H. C. Winslow
 Gen., Sta. Manager Robert Trace
 Commercial Manager Fran Richmond
 Program Director Evelyn Anderson
 Chief Engineer Jack Harvey

W B U D

MORRISVILLE—1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By Morrisville Bcstg. Co.
 Business Address 108 N. Broad St.
 Phone Number 4-7191
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Commercial Manager William Garry
 Program Director William F. Hildenbrand
 Promotion Manager Nan Rednor
 Chief Engineer William A. Brewer

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 Number Nanticoke 1332
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 President Henry W. Lark
 General Manager Jones Evans

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.
 Phone Number 5501
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Meeker
 President, General Mgr. S. W. Townsend
 Sta., Comm. Mgr. A. W. Graham
 Sales Prom. Mgr. William Sommer
 Program Dir. Harry Reith
 Publicity Dir. Al Francis
 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.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3588
 News Service UP
 Transcription Serv. Lang-Worth, MacGregor,
 SESAC, M. M. Cole
 Representative Continental Radio Sales
 President C. R. Cooper
 Gen. Mgr., Pgm. Dir. E. J. Kroen
 Commercial Manager Melvin Goldberg
 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 Number Norristown 8-7600
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service SESAC
 Representative Walker
 Membership NARTB
 President Farris E. Rahall
 Gen. Mgr. Ogden R. Davies
 Nat. Sales Mgr. John M. Banzhoff
 Loc. Sales Mgr. Joseph A. Pace
 Chief Engineer Julius Kosik

AIR TIME WITH AN ECHO

Throughout the important Philadelphia Retail Trading Area—the scene of American industry's greatest expansion in recent years—the WFIL stations give a power boost to your consumer impressions via the most complete promotion-merchandising plan in town.

Check the services offered—and weigh the important difference.

Air time with an ECHO can make your product the star of the stores.

The WFIL echo can be amplified to suit you best.

- Air Announcements
- Newspaper Advertising
- Direct Mail
- Transportation Cards
- Billboards
- Magazine Advertising
- Publicity Service

plus

- Actual Product Displays in 41 Food Fair Supermarkets
- Actual Product Displays in 167 A & P Stores
- Exclusive Merchandising Cooperation with more than 1800 Drug Stores represented by the Philadelphia Association of Retail Druggists and Affiliated Groups.

ABC AFFILIATE
Represented by
THE KATZ AGENCY

WFIL
WFIL-TV
The Philadelphia Inquirer Stations

WKRZ

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: WKRZ, Inc.
 Business-Studio Address: 201 Fair Bldg.
 Phone Number: 4-1269
 News Service: UP
 Transcription Service: World
 Pres., Gen. Mgr.: Kenneth E. Rennekamp
 Sta., Comm. Mgr.: Catherine McLaughlin
 Promotion Manager: Olivia T. Rennekamp
 Program Director: Gilbert McQuiston
 Chief Engineer: Gene Robinson
 Publicity Director: Patrick Nuhfer

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By: Westinghouse Radio Stations, Inc.
 Business-Studio Address: 1619 Walnut St.
 Phone Number: LOcust 4-3700
 Air Time: Full Time
 News Service: INS, UP
 Transcription Service: Thesaurus
 Representative: Free & Peters
 Membership: BAB
 President: E. V. Higgins
 General Manager: Joe Baudino
 Station Manager: Franklin A. Tooke
 Commercial Manager: R. H. Teter
 Prom. Mgr., Publ. Dir.: Paul I. Woodland
 Program Director: Gordon Davis
 Chief Engineer: I. N. Eney

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By: The Philadelphia Bulletin
 Address: City & Monument Ave.
 Phone Number: Greenwood 7-8300
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: Lang-Worth
 Representative: CBS Radio Spot Sales
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Donald W. Thornburgh
 V.P., Asst. Gen. Mgr.: Jos. L. Tinney
 Commercial 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
 (See Page 598)

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Max M. Leon, Inc.
 Business-Studio Address: 223 Arch St.
 Phone Number: MArket 7-8484
 News Service: AP

Representative: Forjoe
 President: Max M. Leon
 Gen., Comm. Mgr.: Robert A. Klein
 Program Director: Fred H. Greene
 Prom. Mgr.: Louis Palens
 Publicity Dir.: M. Leonard Matt
 Chief Engineer: Frank W. Unterberger

WFIL

**PHILADELPHIA—1922
 ABC-QUAKER**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By: Philadelphia Inquirer Div. of Triangle Publications, Inc.
 Business-Studio Address: 46th & Market
 Phone Number: EVergreen 2-4700
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Associated
 Representative: Katz
 Membership: NARTB, BAB
 General Manager: Roger W. Clipp
 Operations Asst. to Gen. Mgr.: John D. Scheuer, Jr.
 Comm. Mgr.: George A. Koehler
 Promotion Mgr.: Joe Zimmermann
 Program Dir.: Felix Meyer
 Publicity Dir.: John J. Hyland
 Chief Engineer: Henry Rhea

NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?
 AP

Here's the reason why
more top National Advertisers
than ever before
used WIP in Philadelphia
last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM

WIP

5000 WATTS

610
on dial

PHILADELPHIA'S PIONEER VOICE

National Representatives
EDWARD PETRY & CO., INC.

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Seaboard Radio Bcstg.
 Corp.

Business-Studio Address 1425 Walnut St.
 Phone Number Rittenhouse 6-2300
 Air Time Full Time
 News Service UP
 Representative Radio Reprs.
 President Paul F. Harron
 Vice-Pres. Joseph Lang
 Gen.-Sta.-Comm. Mgr. Edward D. Clery
 Sales Prom., Publ. Dir. Rupe Werling
 Program Director Doug 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 Number WALnut 2-6800
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry

Membership BAB
 Pres., Gen., Sta. Mgr. Benedict Gimbel, Jr.
 Dir. of Sales Ralph Brent
 Loc. Sales Mgr. Clyde Spitzner
 Program Director Murray Arnold
 Prom. Mgr., Pub. Dir. Edward Wallis
 Technical Director Clifford C. Harris

WTEL

PHILADELPHIA—1925

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By Foulkrod Radio Engineering
 Co.

Business-Studio Address 4312 N. Broad St.
 Phone Number GLadstone 5-1310
 Pres., Pgm. Dir. E. Douglass Hibbs
 Station Manager Henry N. Cocker
 Chief Engineer John Field

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Independence Bcstg. Co.
 Business-Studio Address 1505 Walnut St.
 Phone Number RITtenhouse 6-2058
 Air Time 7 a.m.-1:30 a.m.
 News Service AP

WIBG

PHILADELPHIA

CARRIED MORE NATIONAL SPOT BUSINESS IN THE PAST YEAR THAN EVER BEFORE IN OUR HISTORY — AND WE STARTED BACK IN '25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC

Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oromaner
 Chief Engineer Arnold Goldman

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address 2043 Locust St.
 Phone Number LOcust 4-2300
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Gen., Sta. Mgr. Patrick J. Stanton
 Comm., Prom. Manager Charles Stahl
 Publicity Director Jo Oris
 Prog. Dir. Michael Deegan
 Chief Engineer Alec Felton Iles

W PEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By William Penn Bcstg. Co.
 Business-Studio Address 2212 Walnut St.
 Phone Number LOcust 4-6000
 Air Time 24 hrs.
 News Service AP, UP
 Representative Gill-Keefe-Perna
 Membership BAB
 President William Sylk
 Gen., Sta., Comm. Mgr. William B. Caskey
 Program Director Jules Rind
 Prom. Mgr., Publicity Dir. Sam Elber
 Chief Engineer Charles W. Burtis

K D K A

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Radio
 Stations, Inc.
 Business-Studio Address Grant Bldg.
 Phone Number Grant 1-4200
 Air Time Unlimited
 News Service AP, UP
 Representative Free & Peters
 Membership BAB
 President E. V. Higgins
 V.P., General Manager Joseph E. Baudino
 Station Manager L. R. Rawlins
 Commercial Manager George D. Tons
 Promotion Manager David N. Lewis
 Program Manager Robert E. White
 Publicity Manager Lee Curran
 Chief Engineer Theodore C. Kenney

K Q V

PITTSBURGH—1919—MBS

CBS (As of June, 1953)

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By Allegheny Bcstg. Corp.

Bus.-Studio Address 800 Chamber of
 Commerce Bldg.
 Phone Number Atlantic 1-9100
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 President Earl F. Reed
 Gen., Sta. Mgr. J. F. Murray
 Comm. Mgr. Chris Salmon
 Prom., Pub. Dir. Owen Simon
 Program Dir. John Gibbs
 Chief Engineer James J. Schultz

W C A E

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Bus.-Studio Address Carlton House
 Phone Number Atlantic 1-6900
 Air Time 5:45 a.m.-1 a.m.
 News Service INS
 Representative Katz
 Membership NARTE, BAB
 Pres., General Manager Leonard Kapner
 Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Edward Brown
 Chief Engineer James Greenwood

W J A S

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Pittsburgh Radio Supply
 House, Inc.
 Bus.-Studio Address 411 Seventh Ave.
 Phone Number Grant 1-4860
 Air Time 6 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Hollingbery
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Publicity Director Cal T. Mara
 Chief Engineer Walter W. McCoy

W P G H

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address 220 N. Highland Ave.
 Phone Number EMerson 1-5000
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 President George M. Harton
 Station Manager Christian Kenfield
 Commercial Manager Howard Lazarus
 Chief Engineer Ralph L. Ketterer

WPIT

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By: WPIT, Inc.
 Bus.-Studio Address: 211 Smithfield St.
 Phone Number: Atlantic 1-1900
 Air Time: Sunrise-sunset
 News Service: UP
 Representative: For Joe
 President: John J. Laux
 V.P., Gen., Sta., Comm. Mgr.: Don Ioset
 Chief Engineer: Mike Komichak

WWSW

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: WWSW, Inc.
 Bus.-Studio Address: Sheraton Hotel
 Phone Number: GRant 1-5200
 Air Time: Full Time
 News Service: UP
 Representative: John Blair
 Membership: NARTB
 President, Gen. Manager: O. M. Schloss
 Station Manager: Ben W. Muros
 Prom. Mgr., Publ. Dir.: Harold J. Goldstein
 Chief Engineer: Henry R. Kaiser

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By: Pottstown Bcstg. Co.
 Address: 247 High St.
 Phone Number: 5000
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Rambeau
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: Herbert Scott
 Commercial Manager: Clifford M. Chafey
 Sales Prom. Mgr.: David M. Platt
 Publicity Dir.: Lynn George
 Chief Engineer: Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS
QUAKER

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Miners Bcstg. Serv., Inc.
 Bus.-Studio Address: 106 S. Centre St.
 Phone Number: Pottsville 5050
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Everett-McKinney
 President: Joseph L. Maguire
 General Mgr.: Louis H. Murray
 Comm. Mgr.: Frank L. Tamulonis
 Promotion Mgr.: John C. Gallagher
 Program Dir.: Lou Murray
 Chief Engineer: Milton Seltzer

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By: Pottsville Bcstg. Co.
 Bus.-Studio Address: 8 So. Second St.
 Phone Number: Pottsville 1744
 News Service: AP
 Transcription Service: World
 Membership: NARTB
 Owner, Gen. Mgr.: A. V. Tidmore
 Commercial Manager: Ralph L. Price, Jr.
 Program Director: Edward Romance
 Chief Engineer: A. V. Tidmore

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc. Power: 1000 Watts
 Owned By: Reading Eagle Co.
 Business-Studio Address: 431 Penn St.
 Phone Number: 6-7335
 Air Time: 6:15 a.m.-12 M.
 Newspaper Affiliation: "Eagle Times"
 News Service: UP
 Transcription Service: Associated
 Representative: Headley-Reed
 Membership: NARTB, BAB
 President: Hawley Quier
 Gen., Sta. Mgr.: Thomas Martin
 Comm., Prom. Manager: K. Richard Creitz
 Prog., Pub. Dir.: George Carroll
 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
 Phone Number: Reading 4-4805
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Representative: H-R Reprs.
 Membership: BAB
 Pres., Gen., Sta. Mgr.: Humboldt J. Greig
 Vice-President: Richard G. Fichthorn
 Sales Mgr.: Dick Paisley
 Prom. Mgr.: Art Heim
 Program Director: Alan Lane
 Chief Engineer: Joseph McCormack
 Consulting Engineer: A. Earl Cullum, Jr.

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Reading Bcstg. Co., Inc.
 Business-Studio Address: 19 N. Fifth St.
 Phone Number: Reading 7173
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP

Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Frank J. Voss
 Natl. Sales Mgr. J. Robert Gulick
 Progra Director Ben Vernon
 Technical Director J. E. Mathlot

W G C B
RED LION—1950

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By Rev. John M. Norris
 Phone Number 3-3471
 Transcription Service SESAC
 News Service UP
 Representative Kennedy
 Membership NARTB
 President Rev. John M. Norris
 General Manager John H. Norris
 Station Manager Vincent A. Freeman
 Program Director Stanley D. Deppen
 Chief Engineer Gary Russel

W K B I

ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elk Cameron Bcstg. Co.
 Address 41 Erie Ave.
 Phone Number 2321
 Transcription Service Standard
 News Service AP
 Membership NARTB, BAB
 General Manager C. H. Simpson
 Commercial Manager R. H. Knouse
 Program Director John A. Fay
 Promotion Manager Vesta B. Smith
 Chief Engineer Kenneth H. Bowers
 Publicity Director Herbie Martin

W A T S

SAYRE—1950—KBS

Frequency: 1470 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
 News Service UP
 Owner T. K. Cassel
 General Manager Shaun F. Murphy
 Commercial Mgr. Walter D. Knowles
 Program Director Gene Edwards
 Chief Engineer Benjamin A. Franklin

W A R M

SCRANTON—1940—ABC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Union Bdcst. Co.
 Address Bowman Bldg.
 Phone Number 4-1148

Air Time 6 a.m.-1 a.m.
 News Service UP
 Representative Hollingbery Co.
 Transcription Service Thesaurus
 President Martin F. Memolo
 Gen., Sta. Manager William M. Dawson
 Sales Prom. Mgr., Pub. Dir. Mary Lynott
 Program Director Joseph H. Salsburg
 Chief Engineer Roswell J. Parker

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyoming Ave.
 Phone Number 2-0296
 Air Time 6 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President Mrs. M. E. Megargee
 Vice-President Mrs. Douglas Holcomb
 Gen., Comm., Sales Prom. Mgr.
 George D. Coleman
 Station Manager Robert E. McDowell
 Program Director Frank Monaghan
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn. Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Transcription Service Standard
 Representative The Bolling Co.
 Membership NARTB, BAB
 Gen., Sta., Prom. Mgr. Cecil Woodland
 Comm. Mgr. Frank McCaffery
 Program Director Robert R. Flanagan
 Publicity Dir. William Pierce
 Chief Engineer Gino Ricciardelli

W S C R

SCRANTON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 7-3388
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Pres., Gen., Comm. Mgr. David M. Baltimore
 Prom. Mgr., Prog., Publ. Dir. Barry Sherman
 Chief Engineer Willard Shimski

WISL

SHAMOKIN—1948—MBS
QUAKER

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus. Studio Address Rock & Sunbury Sts.
 Phone Number 8-6831
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NARTB
 President Henry W. Lark
 General Manager Charles R. Petrie
 Comm. Mgr. Stanley Binkowski
 Program Director Dick Owen
 Publicity Dir. Kenne Barber
 Chief Engineer Ray Williard

WPIC

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 News Service UP
 Transcription Service Associated. World
 Representative Adam I. Young, Jr.
 Pres., Gen. Mgr. John Fahline, Jr.
 Program Director Marc McCulloch

Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

WVSC

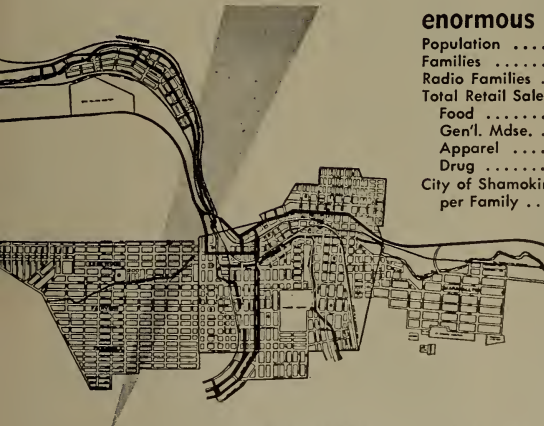
SOMERSET—1951—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Somerset Bcstg. Co.
 Address P. O. Box 231
 Phone Number 4186
 News Service UP
 Transcription Service Standard
 Representative Indie Sales
 Membership NARTB, BAB
 Gen., Comm. Mgr. T. H. Oppegarid
 Station Mgr. Carl R. Lee
 Program Director Ernest E. Mark
 Chief Engr., Sta. Mgr. Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstgs., Inc.
 Bus. Studio Address P. O. Box 888
 News Service AP
 Transcription Service World
 Co-Owner R. J. Kennard
 Co-Owner W. K. Ulerich
 Commercial Manager Mirlam Krebs
 Program Director W. J. Morris
 Chief Engineer Douglas Bemam



THERE ARE PLENTY OF RETAIL SALES
TO BE MADE IN

SHAMOKIN, PENNSYLVANIA

AND 4 RICH PENNSYLVANIA COUNTIES*
 WITHIN WISL'S PRIMARY COVERAGE AREA.
 REPRESENTED BY: FORJEO & CO.

1951-'52 Consumer Markets Estimates of WISL's enormous market:

| | | |
|------------------------------------------------|---------------|---------------------------------------------|
| Population | 259,800 | Active Industries in Shamokin and Vicinity: |
| Families | 75,900 | sheet metal products.....brewing |
| Radio Families | 71,540 | meat packing.....drug products |
| Total Retail Sales | \$161,194,000 | paper products.....hosiery mills |
| Food | 42,984,000 | dress and shirt factories.....cellulose |
| Gen'l. Mdse. | 15,628,000 | silk and cloth weaving..railroad shops |
| Apparel | 12,611,000 | mining...drugs...building materials |
| Drug | 4,085,000 | dyeing and processing.....furniture |
| City of Shamokin Retail Sales per Family | \$4,963 | |

ONE STREET in SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania—(Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Chair Co. (furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woollens; Pur-O-Lator, to name a few.

The eastern quarter of WISL's coverage is mainly anthracite mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces Results.

A QUALITY STATION IN A QUALITY MARKET
 SHAMOKIN, Pennsylvania
 A RETAIL OUTLET OF 1000 WATTS
 A MILLION RETAIL TRADE INCREASE
 SHOWN IN WISL'S PRIMARY AREA

W V P O

STROUDSBURG—1948

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By: Pocono Bcstg., Inc.
 Business-Studio Address: 578 Main St.
 Phone Number: Stroudsburg 1102
 Newspaper Affiliation: "Daily Record"
 Air Time: Sunrise-Sunset
 News Service: UP
 Transcription Service: Associated
 Representative: Radio Reps.
 President: James H. Ottaway
 General Manager: Merle C. Ostrom
 Comm. Mgr.: Chester S. Miller
 Station Manager: Elton Hall
 Managing Director: Francis H. Brinkley
 Program Director: Joseph Webster
 Chief Engineer: Ernest Transue

W K O K

SUNBURY—1933—ABC
QUAKER

Frequency: 1240 Kc. Power: 250 W_{ATT}
 Owned-Operated By: Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter: 1150 N. Front St.
 Phone Number: Sunbury 1325-6
 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
 Prom., Pub. Director: Nelson Futch
 Chief Engineer: John W. Keller

W M B S

UNIONTOWN—1937
CBS—QUAKER

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Fayette Bdcstg. Corp.
 Address: F. T. & T. Bldg.
 Phone Number: 8-3900, 8-3909
 Air Time: 7 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: SESAC
 Representative: Meeker Asso., Inc.
 Pres., Gen. Mgr.: J. C. Burwell
 Sta., Comm. Mgr.: H. C. Burwell
 Sales Promotion Manager: Ed Hamlyn
 Program Dir.: C. H. Underwood
 Publicity Dir.: James Gismondi
 Chief Engineer: William Henzly

W N A E

WARREN—1946—QUAKER

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By: N. Allegheny Bdcstg. Co.

Address: Warren
 Phone Number: 3033
 Air Time: Sunrise-Sunset
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: David Potter
 Commercial Manager: James W. Potter
 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
 Membership: NARTB
 President: William S. Yard
 Gen., Prom. Manager: John L. Merdian
 Commercial Mgr.: Peter Stanton
 Managing Director: A. Boyd Siegel
 Program Director: Richard C. Stephens, Jr.
 Publicity Director: James Saxon
 Chief Engineer: Chris E. Langhurst

W B A X

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: John H. Stenger, Jr.
 Business-Studio Address: 85 W. Union St.
 Phone Number: 3-0196
 Air Time: 6:45 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Burn-Smith
 President: John H. Stenger, Jr.
 General Manager: John H. Stenger, III
 Program Director: Ed Kuzma
 Chief Engineer: John H. Stenger, Jr.
 Asst. Chief Engr.: Milan J. 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.
 Phone Number: 3-3101
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: World
 Representative: Headley-Reed
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Louis G. Baltimore
 Station Mgr.: David M. Baltimore
 Commercial Mgr.: A. C. Baltimore
 Program Director: Franklin D. Coslett
 Chief Engineer: Charles Sakoski, Sr.

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By.. Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number4-4666
Air Time.....Full Time
News Service.....AP
Transcription Service..Lang-Worth, Thesaurus
RepresentativeAvery-Knodel
MembershipNARTB, BAB
President.....Dr. I. C. Morgan
Exec. V.P., Gen. Mgr.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Commercial Manager.....Jerry Butler
Program Director.....Hal Berg
Promotion Manager.....Malcolm Dale
Chief Engineer.....Theodore French
Publicity Director.....Dorothy Albee

WLYC

WILLIAMSPORT—1951

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Lycoming Bcstg. Co.

Address.....331 Pine St.
Phone Number24676
News ServiceAP
Transcription ServiceThesaurus
Representative.....Donald Cooke, Inc.
Gen., Sta. Mgr.....James H. Fitzpatrick
Commercial Manager.....Royal Worth
Program Director.....Morris F. Doty
Promotion Manager.....George R. Long
Publicity Director.....Curt E. Beyer

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. ByWRAK, Inc.
Address244 West 4th St.
Phone Number2-6116
Air Time.....6:30 a.m.-12:05 a.m.
News ServiceAP
Transcription ServiceAssociated
RepresentativeEverett McKinney
MembershipNARTB, BAB
Pres., Gen. Mgr.....George E. Joy
Comm. Mgr.....J. Wright Mackey
Pgm. Mgr.....Leon E. Kelly
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman

IN NORTH CENTRAL PENNA.

The right combination for a
REAL selling campaign in the
Williamsport market.

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK · CHICAGO
LOS ANGELES



Since 1930, The Pioneer Broadcasters in Williamsport

* * *

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

* * *

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs —programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

* * *

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

to reach the
most buyers,

BUY BASIC..



.. **WPRO** AM
& FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Williamsport Radio Bcstg.
 Assoc., Inc.
 Address.....330 Government Pl.
 Phone Number.....7119
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 President.....Harry J. W. Klessling
 Gen. Sta. Manager.....Woodrow W. Ott
 Program Director.....Louis C. Cate
 Sales Prom. Mgr.....Phil Lane
 Publicity Dir.....John B. Willman
 Chief Engineer.....Carl Steinbacher

Chief Engineer.....Willis N. Weaver
 Publicity Director.....J. Edward Schwalm

W O R K

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 Number.....6629
 News Service.....UP
 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

W N O W

YORK—1948—KBS

Frequency: 1250 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Helm Coal Co.
 Business-Studio Address.....25 S. Duke St.
 Phone Number.....8-2911, 8-2952
 Air Time.....6 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Robert S. Keller, Inc.
 Membership.....NARTB, BAB
 General Manager.....Lowell W. Williams
 Commercial Manager.....John O. Border
 Program Director.....H. E. Daugherty
 Sales Promotion Manager.....Edwin L. Jay

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By ..Susquehanna Bdctsg. Co.
 Address.....53 N. Duke St.
 Phone Number.....82676 - 81308
 Air Time.....5:55 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Radio Reps. Inc.
 Membership.....NARTB, BAB
 President.....Louis J. Appell
 General Manager.....Walter J. Rothensies
 Comm., Sales Prom. Mgr.Philip K. Eberly
 Program Director.....Fred Shaffer
 Chief Engineer.....Llewellyn Jones

RHODE ISLAND

*Pop. April 1, 1953 (Est.) 833,000—Total Housing Units 246,000
 Families April 1, 1953 (Est.) 222,000—Stations in State 11*

W R J M

NEWPORT—1948—KBS

Frequency: 1540 Kc....Power: 1000 Watts d.
 Owned-Oper. By..The Aquidneck Bcstg. Corp.
 Business-Studio Address...217 Reservoir Rd.
 Phone Number.....4673
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Deveny & Co.
 President.....Columbus O'Donnell
 V.P., Gen., Comm. Mgr.....Wallace A. Walker
 Chief Engineer.....Jos. Britto

W P A W

PAWTUCKET—1949—KBS

Frequency: 1380 Kc....Power: 1000 Watts d.
 Owned-Oper. By....Roger Williams Bcstg. Co.
 Address.....34 N. Union St.
 Phone Number.....5-9000
 Transcription Service.....MacGregor
 News Service.....UP
 President.....Dominick Hysko
 Gen., Comm. Mgr.....Allen Jones
 Program Director.....Charles Stevens
 Chief Engineer.....John Costa

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address Crown Hotel
 Phone Number Temple 1-0800
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative H.R. Reps.
 President William O'Neil
 Gen., Sta. Mgr. Mowry Lowe
 Program Director Nancy Hogan
 Publicity Director John Regan
 Chief Engineer Harry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Oper. By Intercity Bcstg. Co.
 Business-Studio Address 144 Westminister St.
 Phone Number Union 1-4211
 Air Time 6 a.m.-6 p.m.
 News Service AP
 Representative Headley-Reed
 President, Gen.-Sta. Mgr. Robert T. Engles
 Program Director C. George Taylor
 Chief Engineer Carroll Philbrook

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Narragansett Bay B. Co.
 Address 1111 N. Main St.
 Phone Number Jackson 1-6565
 Air Time Sunrise-Sunset
 News Service UP
 Representative Rambeau
 President Louis A. R. Pieri
 Gen., Sta. Mgr. Sumner Pearl
 Sales Prom., Comm. Mgr. James Keough
 Publicity Director George Patrick Duffy
 Chief Engineer Oliver R. Adams

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By The Outlet Co.
 Business-Studio Address 176 Weybosset St.
 Phone Number Gaspee 1-8521
 Air Time Full Time
 Transcription Service World
 News Service AP
 Representative Weed, Bannan
 Membership NARTB
 Vice Pres., Treas. George O. Griffith
 General Mgr. John J. Boyle
 Sales, Program Director Sothern Abbott
 Chief Engineer Thomas C. J. Prior

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned Providence Journal Co.
 Address 75 Fountain St.
 Phone Number Dexter 1-0600
 Air Time 6 a.m.-M.
 News Service AP, UP
 Newspaper Affiliation The Journal Co.
 Transcription Service World
 Station Representative Taylor, Borgatti
 Membership NARTB
 President George P. Metcalf
 General Manager H. William Koster
 Sales Promotion Manager Arthur E. Lathrop
 Program Director Harmon H. Hyde
 Chief Engineer George W. Sharpe

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 Number Plantations 1-9776
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NARTB
 President William S. Cherry, Jr.
 General-Comm Mgr. Arnold F. Schoen, Jr.
 Program Director John A. Owen
 Chief Engineer John V. Ferri

(See Page 610)

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. I. Bcstg. Co.
 Bus-Studio Address Narragansett Hotel
 Phone Number Union 1-4512
 Air Time Sunrise-local sunset
 News Service UP
 Transcription Service Associated
 Representative Forjoe
 President Frank Rao
 General Manager Nicholas Ruggieri
 Program Director Don Rogers
 Chief Engineer Fred Weiss

WERI

WESTERLY—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned Oper. By Radio Westerly, Inc.
 Address 34 Main St.
 Phone Number 2263
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth.

Representative Walker, Bannon
 President Richard G. Moore
 Gen., Sta., Comm. Mgr. Warren M. Greenwood
 Prog., Publ. Director..... Brud Warren
 Promotion Manager..... Vin Collie

W W O N

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. ByWoonsocket Bcstg. Co.
 Business-Studio Address.....99 Main St.
 Phone Number1240
 News ServiceAP
 Transcription ServiceWorld
 President.....Mrs. Andrew P. Palmer
 General Manager.....Mitchell F. Stanley
 Chief Engineer.....Harold Belknap

SOUTH CAROLINA

*Pop. April 1, 1953 (Est.) 2,213,000—Total Housing Units 562,000
 Families April 1, 1953 (Est.) 525,000—Stations in State 46*

W A K N

AIKEN—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 Address.....Old Augusta Hwy.
 Phone Number.....Graniteville 187
 News ServiceAP
 Transcription Service.....World, Capitol
 MembershipNARTB
 President.....B. T. Whitmire
 General Manager.....John Mare
 Vice-Pres.....J. P. Williamson
 Sta. Mgr., Prog. Dir.....Randy Davidson
 Chief Engineer.....J. C. Atkinson

W A I M

ANDERSON—1935—CBS
 PALMETTO NET

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Address-Trans. Loca.1 Martin St.
 Phone Number3800-1-2
 Air Time.....Full Time
 News ServiceINS
 Newspaper Affiliation...Independent, Daily
 Mail
 Transcription Service....World, Lang-Worth
 Representative ...Burn-Smith, Dora—Clayton
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Gen., Comm. Mgr.....G. P. Browne
 Sales Prom. Mgr.....V. Barath
 Program DirectorRay Barath
 Chief Engineer.....John Willis

W A N S

ANDERSON—1949—MBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carolina Bcstrs.
 AddressBox 211
 Phone Number3262
 Transcription ServiceStandard
 RepresentativeDevney, Ayers
 MembershipNARTB

News ServiceUP
 President.....C. B. Johnson
 General Manager.....R. E. Liverance
 Commercial Manager.....Robert S. Fant
 Sales Promotion ManagerRobert Fant
 Program Director.....Carroll Lee
 Chief Engineer.....Alfred W. Pratt

W B S C

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc...Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By.....Bennettsville Bcstg. Co.
 Business-Studio AddressBox 639
 Phone Number1080
 Air Time.....Full Time
 News ServiceAP
 Representative....Joseph Hershey McGillvra
 PresidentJohn W. Orvin
 Gen., Comm. Mgr.....Malcolm A. Young
 Prog., Publ. Director.....Neil Terrell
 Chief Engineer.....John Gronert

W A C A

CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Camden Bcstg. Co.
 AddressCamden
 Phone Number80
 News ServiceUP
 Transcription ServiceWorld
 President.....Haygood S. Bowden
 General Manager.....Tom Richards
 Commercial Manager.....Chuck Ballard
 Chief Engineer.....Joe Toher

W C S C

CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. ByWCSC, Inc.
 AddressFrancis Marion Hotel
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld

Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Program Director Russell Long
 Publicity Director Alma D. Davis
 Chief Engineer Wilbur Albee

WHAN

CHARLESTON—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address 152 Market St.
 Phone Number 3-1643
 News Service UP
 Transcription Service Capitol
 Representative Burn-Smith
 General Manager E. H. Keown
 Commercial Manager G. R. Connor
 Chief Engineer William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palmetto Bdcstrs., Inc.
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Representative Forjoe, Dora-Clayton
 Membership NARTB
 President George G. Weiss
 General Manager Laurens Moore
 Sta., Comm. Mgr. Bob Chrystie
 Sales Prom. Mgr. Walt Hanna
 Program Director Louise Withrock
 Publicity Director R. Schwartz
 Chief Engineer A. H. Messer

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone Number 2-2981
 Air Time Full Time
 News Service AP
 News Affil. Evening Post, News & Courier
 Transcription Service Associated
 Representative John Blair
 Membership NARTB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Program Director Newton S. Smyth
 Chief Engineer Gordon Knight

WUSN

CHARLESTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Address Box 154

Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-M.
 Representative Radio Reps.
 Pres., Gen., Sta., Comm. Mgr.

J. Drayton Hastie
 Promotion Manager Ben Hutto
 Program Director Henry Hoppe
 Publicity Director Clayton Schutt
 Chief Engineer Walter Nelson

WGCD

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bdcstg. Co.
 Address 138 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 President A. B. Craig
 General Mgr. M. J. Craig
 Com. Mgr., Pgm. Dir. Arthur Cornwall
 Promotion Director James Kennedy

WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Address Cornel Arms Bldg.
 Phone Number 2-2177
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles W. Pittman
 Commercial Manager Law Epps
 Program Director Stewart Spencer
 Chief Engineer Robert D. Lambert, Jr.

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Air Time Full Time
 News Service AP
 Transcription Service SESAC, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun Hipp
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig
 Local Sales Mgr. W. Miller Montgomery
 Program Director Frank Harden
 Chief Engineer Herbert G. Eldson, Jr.

WMSC

COLUMBIA—1945—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Marsec Co. Corp.
 Business-Studio Address.....1127 Lady St.
 Phone Number2-8659
 News ServiceUP
 Transcription Service.....Lang-Worth, Associated
 RepresentativeH-R Representatives
 MembershipNARTB, BAB
 Pres., Gen., Sta., Comm. Mgr.....
 C. Wallace Martin
 Publicity Director.....Don Clark
 Program Director.....Grenville Seibels
 Chief Engineer.....John C. Cosby

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Palmetto Radio Corp.
 Address.....1811 Main St., Box 5307
 Phone Number39401
 News ServiceAP
 RepresentativeRaymer
 MembershipNARTB, BAB
 General Manager.....H. Moody McElveen
 Sales Prom. Mgr.....Pat Conder
 Commercial ManagerW. C. Bochman
 Program Director.....David Campbell
 Publicity Director.....Roy O. Darby
 Chief EngineerDon Willoughby

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Coastal Bcstg. Co.
 Business-Studio Address.....P. O. Box 497
 Phone Number340
 Representative.....Joseph Hershey McGillvra

WDSC

DILLON—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Border Bcstg. Co., Inc.
 AddressBox 231
 Phone Number470-1
 Air TimeSunrise-Sunset
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNARTB, BAB
 Pres., Gen. Sta. Mgr.....Joseph Martin
 Commercial Manager ...Adelaide C. Monroe
 Sales Prom. Mgr.....Lee Lumpkin
 Program Director.....J. E. Murff, Jr.
 Publicity Director.....Ella Rauch
 Chief Engineer.....Ray Allen

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc....Power: 1000 Watts d.
 Owned-Operated By.Pickens County Bcstg. Co.
 AddressBox 522
 Phone Number9388
 Transcription ServiceCapitol
 News ServiceAP
 RepresentativeIndie Sales
 MembershipBAB
 President.....J. Lake Williams
 General Manager.....Robert O. Moran
 Commercial Manager.....Cleatus Brazzell
 Chief Engineer.....H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
 Business Address.....P. O. Box 1211
 Phone Number6351
 Air TimeFull Time
 News ServiceUP
 Transcription Service.....World, Thesaurus
 RepresentativeWalker
 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 Number3271-2
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....Joseph Hershey McGillvra
 MembershipNARTB
 Pres., Gen. Mgr.....Melvin Purvis
 Station Manager.....A. P. Skinner
 Commercial Manager.....Dick Jones
 Chief Engineer.....W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By ...Cherokee Radio Co., Inc.
 AddressP. O. Box 759
 Phone Number4795-6
 News ServiceUP
 Transcription Service.....Lang-Worth, SESAC
 PresidentA. Ray Godshall
 Gen., Sta. Mgr.....Morton E. Green
 Comm., Prom. Manager.....Mrs. E. Stacy
 Program Director.....V. Gertz
 Publicity Director.....J. Hambright
 Chief Engineer.....J. E. Parker

Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's **NEW*** proof

WFBC

With a daytime audience of 122,520 homes

Leads

Station "B" by 70%

Station "C" by 111%

Station "D" by 319%

Station "E" by 503%

WFBC

. . . And with a nighttime audience of 86,670 homes

Leads

Station "B" by 79%

Station "C" by 230%

(Stations "D" and "E" do not broadcast at night)

WFBC

In audience growth from 1949 to 1952

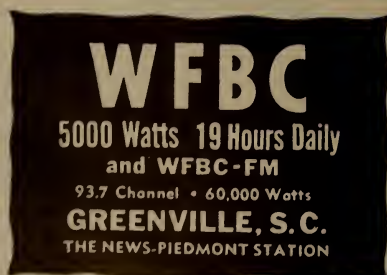
Is Up

In Daytime 26.4%

In Nighttime 24.2%

**Full NBC Service For the Greenville,
Spartanburg and Anderson Markets**

* New data given here is from the 1952
nation-wide Survey by A. C. Nielsen Co.
Figures for 1949 were from BMB. Detailed
information will be given gladly on request.



Represented Nationally by **AVERY-KNODEL, INC.**

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Georgetown Bcstg. Co.
 Address, Trans. Loc.216 Fraser St.
 Phone Number3-3421
 Pres., Gen. Manager.....J. B. Delzell
 Commercial Manager.....Al Webster
 Chief Engineer.....A. O. Nix

WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Piedmont Bcstg. Co., Inc.
 Address.....400 Mayberry St.
 Phone Number5-7406
 Air Time.....Full Time
 News ServiceINS
 Transcription ServiceAssociated
 RepresentativePearson
 President.....V. D. Ramseur
 Gen. Mgr., Prog. Dir.....J. F. McDonough
 Publicity Director.....Inez Anders
 Chief Engineer.....H. A. Morris

WESC

GREENVILLE—1947

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By....Greenville Bcstg. Co.
 Business-Studio Address.....1 College St.
 Phone Number2-8241
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeRambeau
 MembershipNARTB
 President.....(Mrs.) Scott Russell
 General Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Goodyear
 Program Director.....David Moss
 Chief EngineerF. B. Bailey

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By...Greenville News Piedmont
 Business-Studio Address.....Poinsett Hotel
 Phone Number2-7616-7
 Air Time.....Full Time
 Newspaper Affiliation....News-Piedmont Co.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeAvery-Knodel
 President.....B. H. Peace, Jr.
 General Manager.....B. T. Whitmire
 Commercial Mgr.....R. Q. Glass, Jr.
 Sales Prom. Mgr., Pub. Dir....P. H. Chapman
 Program Director.....Norvin Duncan
 Chief Engineer.....William Garrison

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By.....Textile Bcstg. Co.
 Bus.-Studio Address.....Prevost Bldg.
 Phone Number3-2751
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed & Co.
 MembershipNARTB
 President.....R. A. Jolley, Sr.
 Gen., Sta., Comm. Mgr.....Ken Beachboard
 Program Director.....William T. Arrington
 Publicity Director.....Lidie Walters
 Chief Engineer.....George D. Tate

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Bob Jones Univ.
 AddressGreenville
 Phone Number2-6711
 Air TimeDay Time
 News Service.....AP, INS
 Transcription ServiceSESAC, Associated
 MembershipBAB
 PresidentDr. Bob Jones, Jr.
 General Manager.....R. K. Johnson
 Station Manager.....Jim Ryerson
 Commercial Manager.....Glen Schunk
 Sales Prom. Mgrs.....K. Ouellette, J. Baehe
 Program Director.....Paul Schultz
 Publicity Director.....Bob Osterberg
 Chief Engineer.....Paul Matthew

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 Address.....P. O. Box 868
 Phone Number4300
 News ServiceAP
 Transcription Service..Thesaurus, Associated
 RepresentativeThomas Clark
 President.....Douglas Featherstone
 Gen. Mgr., Prog. Dir.....Dan Crosland
 Commercial Manager.....Ralph Norman
 Chief Engineer.....Charlie Sparks

WEAB

GREER—1949—KBS

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Greer Bcstg. Co.
 Address.....P. O. Box 151
 Phone Number1057-8
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceLang-Worth
 Co.-O., Gen., Comm. Mgr.....E. A. Burch

Co-Owner.....W. Ryan Frier
Program Director.....Betty Beers
Chief Engineer.....Joe Cole

WHSC

HARTSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Hartsville Bcstg. Co., Inc.
Business-Studio Address.....College Ave.
Phone Number.....1450
Air Time.....Full Time
News Service.....AP
Representative.....McGillvra
Transcription Service.....Capitol
President.....Charles H. Campbell
General Manager.....Raymond Caddell
Commercial Manager.....Gerald Quick
Chief Engineer.....Donald A. Brien

WDKD

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address.....Kingstree
Phone Number.....6761
News Service.....AP
Transcription Service.....World
General Manager.....E. G. Robinson, Jr.
Program Director.....T. J. Robinson
Chief Engineer.....D. H. I. Owens

WLCM

LANCASTER—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
Phone Number.....1406
Air Time.....Full Time
News Service.....AP
Transcription Service.....Thesaurus, World
Pres., Gen. Mr.....Milton D. Scarboro
Comm., Sales Prom. Mgr.....D. C. Phillips
Program Director.....Joann McManus
Publicity Director.....Claudine Watson
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 Number.....2-2331
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service.....World
President.....James C. Todd
General Manager.....Richards Todd
Program Director.....Carroll Sexton
Sls. Prom. Mgr.....Steve Stevenson
Chief Engineer.....Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mullins & Marion Bcstg. Co.
Phone Number.....390 (Marion, 3901 (Mullins)
Air Time.....Daytime
News Service.....UP
Transcription Service.....Langworth
President.....W. G. Smith
Gen., Sta., Comm. Mgr.....James F. Ramsey
Pgm., Pro. Dir.....Kenneth Gasque
Chief Engineer.....George Magera

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabeth Evans
Address.....Ocean Forest Hotel
Phone Number.....5061
Air Time.....Full Time
Pres., Gen. Mgr.....Elizabeth Evans
Commercial Manager.....S. W. Monroe
Program Director.....Crosby Brunson
Chief Engineer.....W. C. Evans
Promotion Manager.....Tom Garner

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr., Box 211
Phone Number.....143
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Thesaurus
Pres., Gen., Sta. Mgr.....James F. Coggins
Comm., Sales Prom. Mgr.....Emory Bedenbaugh
Publ. Dir.....Marcia Coggins
Chief Engineer.....Ray Gilliam

WRNO

ORANGEBURG—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Bus. Addr.-Trans. Loc.....Orangeburg, S. C.
Phone Number.....1420
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Membership.....BAB
President.....Charles S. Henery
Gen., Sta. Mgr., Prog. Dir.....Frank B. Best, Jr.
Commercial Mgr.....Norman M. Mathews
Chief Engineer.....Gus Browning

WTND

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WTND, Inc.

Phone Number1600
 Air TimeDaytime
 News ServiceINS
 Transcription ServiceWorld
 RepresentativeThos. F. Clark
 Gen., Sta. Mgr., Pres.J. I. Sims
 Program DirectorRichard R. Rhame
 Commercial Manager.....Ed Paulling
 Chief EngineersLarry 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 No....2085, 2077 (Studio); 5767 (Trans.)
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeMcGillvra
 MembershipNARTB
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.Wm. C. Beaty
 Commercial ManagerHarper S. Gault

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-County Bcstg. Co.
 Bus-Studio Address....Robert Marshall Hotel
 Phone Number3175
 Air TimeDaytime

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
 AddressSeneca
 Phone Number8234
 News ServiceUP
 Transcription ServiceLang-Worth, World
 Pres., Gen. Mgr.....J. A. Gallimore
 Program Director.....Mrs. J. A. Gallimore
 Commercial Manager.....Charles Gwynn
 Chief Engineer.....Herbert Hosea

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By..The Spartan Radiocstg. Co.
 Business-Studio Address.....291 E. Main St.
 Phone Number3-2711
 Air Time.....Full Time
 News ServiceAP
 RepresentativeHollingbery
 MembershipNARTB, BAB
 PresidentWalter J. Brown
 General ManagerJohn W. Kirkpatrick
 Commercial Manager....John C. Carrington
 Program Director.....Ben Greer
 Chief Engineer.....Clyde J. Burdette

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By..Beasting. Co. of the So.
 Business-Studio Address.....224 E. Main St.
 Phone Number33621
 News ServiceUP
 Air Time.....Full Time
 Transcription ServiceStandard
 RepresentativeBlair, Cummings
 MembershipNARTB
 Managing Director.....Roger A. Shaffer
 Commercial Manager.....Ross M. Holmes
 Program Director.....Ed McGrath
 Publicity Director.....Jane Dalton
 Chief Engineer.....H. R. Beckholt

WFIG

SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WFIG, Inc.
 Business-Studio Address...Radio Center Bldg.
 Phone Number1340
 News ServiceAP
 Transcription ServiceWorld
 Representative....Joseph Hershey McGillvra
 Pres., Comm. Mgr.....Fulton B. Creech
 General Manager.....T. Doug Youngblood
 Commercial Mgr.....William H. Moore, Jr.
 Program Director.....Paul Reidy
 Chief Engineer.....Richard Elam

WBCU

UNION—1949—ABC

Frequency: 1460 Kc....Power: 1000 Watts
 Owned-Oper. By...Union-Carolina Brcstg. Co.
 Address210 East Main St.
 Phone Number1200
 Air Time.....6:00 a.m. to 12:00 M.
 News ServiceUP
 Transcription ServiceThesaurus
 Station Repr.Continental
 President.....E. H. Hughes
 General Manager....Edward L. B. Osborne
 Program Director.....Ethel Lancaster
 Chief EngineerT. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walterboro Bcstg. Co.
 Studio Address.....Box 12
 Phone Number3861
 News ServiceAP
 President.....R. M. Jefferies
 Gen. Mgr., Chf. Engr.....Louis M. Neale, Jr.
 Program Director.....Louise Long

SOUTH DAKOTA

Pop. April 1, 1953 (Est.) 675,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 178,000—Stations in State 13

K A B R

ABERDEEN—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By....Aberdeen Bcstg. Svc.
Address.....Hwy. No. 281 N.
Phone.....2686
News Service.....UP
Pres., Gen. Mgr., Chief Eng.....D. T. Hunt

K S D N

ABERDEEN—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone Number.....4573
Air Time.....6 a.m.-12 M.
News Service.....AP
Representative.....Weed
President.....Henry J. Schmitt
Sta., Gen. Manager.....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

K D S J

DEADWOOD—1947—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By...John, Eli & Harry Daniels
Address.....P. O. Box 462
Phone Number.....186
Transcription Service.....World
News Service.....UP
Membership.....NARTB
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial Manager.....Harry Daniels
Program Director.....Bonnie Laughlin
Chief Announcer.....Bill Lynn

K I J V

HURON—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota Ave., S.
Phone Number.....765
Transcription Service.....Thesaurus
Membership.....NARTB
Pres., Gen. Mgr., Chief Eng....Max F. Staley
Comm. Mgr.....Dwight Coursey
Program Dir.....Dale Larson

K O R N

MITCHELL—1947—MBS
GOLDEN PHEASANT

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Michell Bcstg. Assn.

Bus.-Studio Address.....217-219 N. Main
Phone Number.....621
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NARTB
Pres., Gen., Sta. Mgr.....Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Chief Engineer.....J. R. Doherty

K G F X

PIERRE—1936—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Air Time.....9:30 a.m.-Sunset
Phone Number.....2351
Air Time.....9:30 a.m.-sunset
News Service.....UP
Representative.....Lawson
President.....Ida A. McNeil
Chief Engineer.....Selwyn Ronning

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 Number.....2000
Air Time.....Full Time
News Service.....UP
Representative.....Headley-Reed, Bulmer &
Johnson
Transcription Service.....World, Capitol
Membership.....NARTB, BAB
President.....Robert J. Dean
Gen., Sta., Comm. Mgr.....Abner H. George
Chief Engineer.....A. E. Griffiths

K E L O

SIoux FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Address.....Kelo Bldg.
Phone Number.....4-5841
Air Time.....5:45 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Capitol, Standard
Representative.....Taylor
Membership.....NARTB, BAB
President, Gen. Mgr.....Joe Floyd
Station Manager.....Evans Nord
Pgm., Prod. Dir.....Jim Burt
Publicity Director.....Dave Dedrick
Chief Engineer.....Lester Froke

KIHO

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By... Big Sioux Bcstg. Co., Inc.
 Address 218 South Main Ave.
 Phone Number 4-7736
 News Service UP
 Representative Paul H. Raymer Co.
 President Dr. J. D. Conner
 General Manager David J. Kempkes
 Commercial Manager Richard C. Morenus
 Program Director Fred W. Schweikher

KISD

SIOUX FALLS—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KISD, Inc.
 Bus.-Studio Address 311 S. Phillips Ave.
 Phone Number 4-5571
 Transmitter Location W. 12th St.
 News Service AP
 President H. R. Alton
 Gen. Mgr., Prog. Dir. Verl Thomson
 Commercial Manager Gabe Caffrey
 Sales Prom. Mgr. Helen Achatz
 Publicity Dir. Bud Bird
 Chief Engineer Duane Decker

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By... Sioux Falls Bcstg. Asso., Inc.
 Address 317 S. Phillips Ave.
 Phone Number 4-7545
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP
 Transcr. Service RCA, Thesaurus
 Station Representative Avery-Knodel, Inc.
 Membership NARTB
 President Morton Henkin

Vice President George R. Hahn
 Station Manager George "Bill" Rohn
 Commercial Manager Rollie R. Williams
 Program Director Ray Loftness
 Sales Prom. Mgr. E. C. Stangland
 Chief Engineer Max Pierce

KWAT

WATERTOWN—1926—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By... Midland Natl. Life Ins. Co.
 Address Watertown
 Phone Number 777
 Air Time Full Time
 News Service UP
 Transcr. Service Standard
 Representative Orville Lawson, Walker
 Membership NARTB, BAB
 President John Ehrstrom
 Gen. Mgr., Publ. Dir. Thomas L. Young
 Comm., Sales Prom. Mgr. Ross Case
 Program Dir. Doug Marlow
 Chief Engineer Francis Alwin

WNAX

YANKTON—1923—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Bus.-Studio Address WNAX Bldg.
 Phone Number 442
 Air Time 5:30 a.m.-M.
 Newspaper Affiliation... Des Moines Register
 and Tribune
 News Service AP, UP
 Transcription Service Capitol
 Representative Katz
 Membership NARTB, BAB
 President Gardner Cowles, Jr.
 Gen., Sta. Manager Robert R. Tincher
 Commercial Manager Donald D. Sullivan
 Prom., Pub. Mgr. Richard T. Harris
 Program Director Herb Howard
 News Director Arthur J. Smith
 Chief Engineer Clifton M. Todd

TENNESSEE

*Pop. April 1, 1953 (Est.) 3,415,000—Total Housing Units 930,000
 Families April 1, 1953 (Est.) 875,000—Stations in State 60*

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Athens Bcstg. Co.
 Business-Studio Address N. Jackson St.
 Phone Number 1450
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 President Lowell F. Arterburn

General Manager Buell J. Charles
 Program Director John Redwine
 Commercial Manager Leonard Dawson
 Chief Engineer J. W. Turner

WOPI

BRISTOL—1929—NBC

(See Also Bristol, Va.)
 Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By... Radiophone Bcstg. Station.
WOPI, Inc.
Business-Studio Address..... 310 State St.
Phone Number South 3730
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Comm., Prom. Mgr..... James C. Wilson
Publicity Director Walsa McQueen
Chief Engineer George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone Number 7-1128
Air Time 5:55 a.m. to 12 M.
News Service AP
Transcription Service Langworth
Station Repr. Rambeau
General Manager Vann Campbell
Comm. Mgr..... Cliff Bowers
Program Director Marie Schlieff
Chief Engineer George McMurtrie

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc..... Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By..... WAPO Bcstg. Service
Business-Studio Address..... Read House
Phone Number 6-6141
Air Time 5:00 a.m.-12M.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
Pres., Gen., Sta. Mgr..... R. G. Patterson
Comm. Mgr..... B. J. Bush
Program Director Frances Harley
Sales Prom. Mgr..... R. N. Krepps
Publicity Dir..... Helen Patterson
Chief Engineer..... B. B. Barnes

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc..... Power: 5000 Watts
Owned-Oper. By WDEF Bcstg. Co.
Bus. Studio Address 420 Volunteer Bldg.
Phone Number 6-5664
Air Time..... 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
Membership NARTB

President..... Carter M. Parham
Gen., Sta., Comm. Mgr..... Ken Flenniken
Program Director..... Morrie Quave
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 Number 6-5117
Air Time 5:30 a.m.-12:30 a.m.
News Service..... AP, UP
Transcription Service Standard, World
Representative Paul H. Raymer
Membership NARTB
Pres., Gen., Sta. Mgr..... Earl W. Winger
Commercial Manager.... Norman A. Thomas
Publicity Dir..... Gene Allen Carr
Program Director..... Frank A. Hubbs
Chief Engineer W. Roy Owens

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... WDXB, Inc.
Address Dome Bldg.
Phone Number 6-1114
Representative Forjoe
News Service AP
President Joseph Bloom
Vice-President..... David E. Cohen
General Manager..... J. M. Brown
Chief Engineer..... Byron E. Fincher

W M F S

CHATTANOOGA—1951

Frequency: 1260 Kc..... Power: 1000 Watts d.
Owned-Operated By..... WMFS, Inc.
Address..... 215 W. Ninth St.
Phone Number 6-4146
News Service INS
Representative Pearson
President Brody Timm
Gen., Sta. Mgr..... Russell E. Olfhaus
Comm., Prom. Mgr..... Dale Smith
Publicity Dir..... Mrs. Evelyn Cato
Chief Engineer..... Glenn Channells

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 Number 6414
News Service AP
Transcription Service Capitol
Membership NARTB, BAB
Pres., Gen.-Sta. Mgr..... E. T. Campbell

Commercial ManagerParry Sheftall
 Prom. Mgr., Pgm. Dir.....Clay Cline, Jr.
 Publicity Dir.....David J. Muhlstein
 Chief EngineerJohn Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Robert W. Rounsaville
 Business-Studio Address.....Box 677
 Phone Number62
 Air Time6:00 a.m.-10:30 p.m.
 News ServiceUP
 General Manager.....R. W. Rounsaville
 Station Manager.....Thad F. Fitch
 Program Director.....Mike Dodd
 Chief Engineer.....William D. Stuart

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Middle Tennessee
 Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address..P. O. Box 71
 Phone Number1340
 Air Time5 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr..R. M. McKay, Jr.
 Sales Prom. Mgr.....Mel Dugger
 Publ., Pgm. Dir.....Al Knott
 Chief EngineerCameron McKay

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Bus.-Studio Address.....315 E. Spring St.
 Phone Number789
 Transmitter Location.....807 Hickory St.
 News ServiceUP
 Representative.....Continental Radio Sales
 MembershipNARTB, BAB
 General Manager.....M. L. Medley
 Station Director.....Joe Mabry
 Publicity Director.....Stacey Mott
 Chief Engineer.....G. W. Daughtery

W D S G

**DYERSBURG—1946
 MBS-KBS-MID-SOUTH**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..State Gazette Bcstg. Co., Inc.
 AddressBox 58
 Phone Number77
 Air Time.....6 a.m.-11 p.m.
 Transcription ServiceWorld
 News ServiceAP
 President.....Russel M. D. Bruce
 General Manager.....Frank Armstrong

Commercial Manager.....Tom Armistead
 Program Dir.....Bill Ward
 Publicity Dir.....Shirley Jones
 Chief Engineer.....Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Robert Rounsaville &
 George Clark
 Business-Studio Address.....Elk Ave.
 Phone Number2-1241
 News ServiceUP
 Senior Partner & Mgr.....R. W. Rounsaville
 Comm., Sta. Manager.....Frazier Cochran
 Comptroller.....S. A. Wade
 Program Dir.....Art Selley
 Publicity Dir.....John H. Mullaney
 Chief Engineer.....Condon Bowers, Jr.

W E K R

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstg. Co.
 Business-Studio Address.....Box 625
 Phone Number1240
 President.....John R. Crowder
 General Manager.....James Porter Clark
 Station Manager.....Jim Tate
 Program Director.....Teddy Barnes
 Chief Engineer.....Ernest Tucker

W H I N

GALLATIN—1948

Frequency: 1010 Kc....Power: 1000 Watts d.
 Owned-Oper. By....Sumner County Bcstg. Co.
 AddressGallatin
 Phone Number1010
 Transmitter Location.....Highway 109
 News ServiceUP
 Representative.....Indie Sales, Inc.
 MembershipNARTB, BAB
 President.....A. B. Perkins
 Gen., Sta., Prog. Mgr.....J. B. Thomas
 Commercial Manager.....Charles Brewer
 Chief Engineer.....Maxwell R. Bennett

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Greeneville, Inc.
 AddressRadio Bldg.
 Phone Number4147
 News ServiceUP
 Transcription ServiceCapitol
 Pres., Gen. Mgr.....Paul Metcalfe
 Commercial Manager.....Hugh Pickel
 Program Director.....Lynn Peters
 Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... The Harriman Bcstg. Co., Inc.
 Bus.-Studio Address Harriman
 Phone Number 661
 Air Time..... 6:15 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World
 Representative Continental
 Membership BAB
 Owner, Gen. Mgr..... F. L. Crowder
 Comm., Sales Prom. Mgr... Walter Scarbrough
 Pgm. Dir., Chief Ann..... Carl Williams
 Chief Engineer..... Gene Davidson

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.
 Phone Number 740
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President J. F. Warmath
 Gen., Sta. Mr..... Howard E. Byrum
 Comm. Mgr..... Carroll Wilson
 Chief Engineer..... Gerald Hicks

WDXI

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By..... Dixie Bcstg. Co.
 Business-Studio Address..... Williams Bldg.
 Phone Number 7-9611
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Aaron B. Robinson
 Comm., Sta. Manager..... Bill Winsett
 Sales Prom. Mgr..... Jack Murphy
 Program Director..... James W. Hoppers
 Publicity Director..... Lawrence Dunne
 Chief Engineer..... James S. Thomas

WPLI

JACKSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... George Arthur Smith
 Address..... 201½ N. Market St.

Phone Number 7-8541
 Air Time..... Full Time
 News Service UP
 Transcription Service Capitol
 Representative McGillvra
 President George Arthur Smith
 Prog. Dir., Gen. Mgr..... H. O. Parish, Jr.
 Chief Engineer..... Dave Jordan

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By... The Sun Publishing Co.
 Bus.-Studio Address Jackson
 Phone Number 7-3316
 Air Time..... 5 a.m.-M.
 News Service AP
 Transcription Service..... World, Thesaurus
 Representative Branham
 Membership NARTB, BAB
 Exec. V.-P..... A. A. Stone
 Station Manager..... Frank S. Proctor
 Publicity Dir..... Peggy McKinnie
 Studio Director..... Sam D. Lollar
 Chief Engineer..... Robert M. Gordon

WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... WJHL, Inc.
 Business-Studio Address..... 145 W. Main St.
 Phone Number 2780
 Air Time..... 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative..... John E. Pearson
 Membership NARTB
 President..... W. H. Lancaster
 Gen., Sta., Comm. Mrg.. Hanes Lancaster, Jr.
 Sales Prom. Mgr., Pub. Dir.... Ken Matthews
 Program Dir..... Robert Walker
 Chief Engineer..... O. K. Garland

WETB

JOHNSON CITY—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By... E. Tennessee Bcstg. Co.
 Business Address..... Press Bldg.
 Phone Number 2993
 Air Time..... 6 a.m.-sunset
 Newspaper Affiliation..... "Press Chronicle"
 News Service AP
 Representative McGillvra
 Transcription Service World
 Membership NARTB, BAB
 President..... Carl A. Jones
 Station Manager..... Bud Kelsey
 Prog., Pub. Director..... Bernard Burleson
 Chief Engineer..... E. B. Jones

WKIN

KINGSPORT—1951—KBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cy N. Bahakel
Address.....338 E. Center St.
Pres., Gen. Mgr.....Cy N. Bahakel

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address...222 Commerce St.
Phone Number2870
Transcription ServiceThesaurus, World
RepresentativeDonald Cooke
MembershipNARTB, BAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
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 Number4-3321
Air Time.....5:30 a.m.-M.
Transcription ServiceThesaurus
RepresentativeBolling
MembershipNARTB, BAB
President.....Gilmore N. Nunn
Gen., Sta., Com. Mgr.....John P. Hart
Program Director.....Neal Branch
Chief Engineer.....J. Rex Horton

WKGN

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Bcstg. Co.
Bus.-Studio Address...Park Natl. Bank Bldg.
Phone Number4-0766
Air Time.....6 a.m.-M.
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeForjoe
MembershipNARTB
Pres., Gen., Sta. Mgr.....Clarence Beaman
Comm. Mgr.....Guy L. Smith
Publicity Director.....R. C. Wolfe
Chief Engineer.....Milton L. Jones

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By...Scripps-Howard Radio, Inc.

Business-Studio Address...110-112 S. Gay St.
Phone Number3-3171
Air Time.....5 a.m.-1:05 a.m.
Newspaper Affiliation....."News Sentinel"
News ServiceUP
Transcription ServiceStandard
RepresentativeBranham
President.....Jack R. Howard
Gen.-Station Mgr.....R. B. Westergaard
Comm.-Sales Prom. Mgr.....O. L. Smith
Program 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 Number2-7111
Transmitter Location.....Holston Hills
Air Time.....20 hrs.
News ServiceUP
Transcription ServiceWorld
RepresentativeAvery-Knodel
MembershipNARTB, BAB
President.....Paul Mountcastle
Gen., Sta. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....J. H. Reese
Prom., Pub. Director.....Wayne Hudson
Chief Engineer.....Fred Andrews

WDXE

**LAWRENCEBURG—1951—MBS
KEYSTONE**

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By....Lawrenceburg Bcstg. Co.
AddressLocke Bldg.
Phone Number4411
News ServiceUP
Transcription Service.....SESAC, World
RepresentativeBurn-Smith
President.....Aaron B. Robinson
General Manager.....George Eubanks
Program Director.....Ken Marston
Publicity Dir.....Frances Baxter
Promotion Manager.....Bud Sawyer
Chief Engineer.....Noble G. Morgan

WCOR

LEBANON—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
AddressCumberland Ave.
Phone Number1540
News ServiceUP
Station Manager.....Theo. F. Ezell, Jr.
Comm. Mgr.....Michael R. Freeland
Program Director.....Jack Hendrickson
Chief Engineer.....William Johnston

WLIL

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Oper. By: Arthur Wilkerson Lumber Co.
 Address: 406 E. Broadway
 Phone Number: 1095
 Transcription Service: SESAC
 News Service: UP
 Owner, Gen. Mgr.: Arthur Wilkerson

WJJM

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Estate of James J. Murray
 Address: East Hill
 Phone Number: 780
 News Service: AP
 Comm., Gen. Mgr.: Louis D. Lingner
 Chief Engineer: J. E. Sowell

WGAP

MARYVILLE—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: Aluminum Cttles Bcstg. Co.
 Address: 503 Blount Natl. Bank Bldg.
 Phone Number: 2490-1
 Membership: NARTB
 Air Time: 5 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus
 Co-owners: F. H. Corbett, H. C. Weaver
 Gen., Sta. Mgr.: F. H. Corbett
 Commercial Manager: Walter Moore
 Program Dir.: Joe F. Wheeler
 Chief Engineer: Curtis Lamarr

WMMT

McMINNVILLE—1947—MBS
 KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: McMinnville Bldg. Co., Inc.
 Address: McMinnville
 Phone Number: 401
 President: Dr. Sam J. Albritton

WDIA

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By: Bluff City Bcstg. Co.
 Operated By: John Pepper, Bert Ferguson
 Business-Studio Address: 2074 Union Ave.
 Phone Number: 36-2703
 Air Time: Daytime
 News Service: UP
 Representative: Pearson, Dora-Clayton
 Membership: NARTB, BAB
 Gen. Mgr.: Bert Ferguson
 Commercial Manager: Harold F. Walker

Program Director: Christine Spindel
 Publicity Dir.: Henry N. Fones
 News Dir.: Marie Watthen

WFAK

MEMPHIS—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Chickasaw Bcstg. Co.
 Address: 215 Madison Ave.
 Phone: 37-8833
 Transcription Service: SESAC, Lang-Worth
 News Service: INS
 President: E. C. Krausnick, Jr.
 V.P., Gen. Mgr.: Charles DeVois
 Commercial Manager: Dick Palmere
 Program Director: Ted Roney
 Chief Engineer: Ben Enochs

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By: Harding College,
 Searcy, Ark.
 Bus-Studio Address: Hotel Chisca
 Phone Number: 8-6868
 Air Time: Full Time
 News Service: UP
 Transcription Service: Associated
 Representative: Weed & Co.
 Membership: NARTB, BAB
 Gen., Sta. Mgr.: John Cleghorn
 Comm. Mgr.: Bill Grumbles
 Pgm., Dir.: Gordon Lawhead
 Sales Prom. Mgr.: Frank Willis
 Publicity Dir.: Mark Forrester
 Chief Engineer: Welton Roy
 Consulting Engr.: McIntosh & Englis

WHHM

MEMPHIS—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Mid-South Bcstg. Corp.
 Business-Studio Address: Sterick Bldg.
 Phone Number: 37-4422
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Representative: Forjoe
 Membership: NARTB
 President: P. E. Furlow
 Gen., Sta. Mgr.: C. K. Beaver
 Commercial Manager: Alan Avery
 Program Dir.: Jay Black
 Chief Engineer: William Marsh

WMC

MEMPHIS—1923—NBC
 SOUTHCENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By: Memphis Publishing Co.
 Bus-Studio Address: Goodwyn Institute Bldg.

Phone Number 8-7464
 Air Time Unlimited
 News Service UP
 Transcription Service... Thesaurus, Lang-Worth
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen., Sta. Mgr. H. W. Slavick
 Commercial Mgr. Earl Moreland
 Program Director Wilson Mount
 Production Director Ott Roush
 Publicity Director Walter E. Frase
 Chief Engineer E. C. Frase, Jr.

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By WMPS, Inc.
 Business-Studio Address Radio Center
 Phone Number 5-2663
 Air Time 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB
 Pres., Gen. Mgr. Harold R. Krelstein
 Station Mgr. George B. Faulder
 Sales Prom. Mgr. W. B. Rudner
 Program Dir. W. E. Crump
 Publicity Dir. Virginia Waters
 Chief Engineer J. E. 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
 Phone Number 5-1313
 News Service UP
 Transcription World, Lang-Worth, SESAC
 Representative Katz
 Owner, General Manager... Hoyt B. Wooten
 Commercial Manager Hollis R. Wooten
 Program Director Roy Wooten
 Chief Engineer Wilson Raney

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address... Brown Ave.
 Phone Number 1450
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President Herbert S. Walters
 Gen., Comm. Mgr. Howell Ashford
 Program Director John Frank McCrary
 Chief Engineer James R. Redden

W G N S

MURFREESBORO—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WGNS, Inc.
 Address P. O. Box 456
 Phone Number 1450
 News Service AP
 Representative Holman
 Transcription Service World
 News Service UP
 Membership NAB
 Pres., Gen. Mgr. Cecil Elrod, Jr.
 Program Director John D. Hood
 Chief Engineer Will Dunn

W K D A

NASHVILLE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Capitol Bcstg. Co.
 Bus.-Studio Address... 1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Standard
 Representative Bolling
 Membership NARTB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager T. B. Baker, Jr.
 Program Director Alfred G. Kengott, Jr.
 Chief Engineer Oscar C. Griffin, Jr.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By Life & Casualty Insurance
 Co. of Tennessee
 Bus.-Studio Address... Third Natl. Bank Bldg.
 Phone Number 6-0161
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Katz
 Membership NARTB, BAB
 Gen. Mgr. F. C. Sowell
 Commercial Manager E. G. Blackman
 Promotion Manager Frank Gonzales
 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
 Phone Number 4-3411
 Transmitter Location Hydes Ferry Rd.

Air Time.....5 a.m.-12 M.
 President.....Frank W. Mayborn
 Gen. Sta. Mgr.....George B. Faulder
 Sales Prom. Mgr.....Clarence L. Waggoner
 Chief Engineer.....Charles W. Stokely

W N A H

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc...Power: 1000 Watts d.
 Owned-Oper. By.....Hermitage Bcstg. Corp.
 Address.....James Robertson Hotel
 Phone Number.....4-7611
 Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
 Program Director.....Donn C. McInturff
 Chief Engineer.....Harold Motlow

W S I X

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By Jack and Louis R. Draughon
 Address.....Nashville Trust Building
 Phone Number.....5-5431
 Air Time.....6:00 a.m. to 12:00 M.
 News Service.....AP
 Transcription Service.....World
 Station Representative..George P. Hollingbery
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Louis R. Draughon
 Comm., Prom. Manager.....E. S. Tanner
 Prog., Pub. Dir.....Jim McKinney
 Chief Engineer.....Charles R. Duke

W S M

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 Number.....6-7181
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 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

W S O K

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Nashville Bcstg. Co.
 Address.....419 Fourth Ave. N.
 Phone Number.....42-0489
 Representative.....Forjoe
 Pres., Gen., Sta. Mgr.....H. C. Young, Jr.
 Com., Prom. Mgr.....Norman Stewart
 Program Director.....Bill Fields
 Chief Engineer.....Arthur Visches

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WATO, Inc.
 Address.....Municipal Market Bldg.
 Phone Number.....Oak Ridge 5-3536
 Air Time.....Unlimited
 News Service.....AP
 Membership.....NARTB
 President.....Marshall H. Pengra
 Gen., Sta. Mgr.....Samuel P. Thrower, Jr.
 Program Dir.....Lionel Schwan
 Chief Engineer.....Marvin Paul

W T P R

PARIS—1947—KBS-DIXIE

Frequency: 710 Kc.....Power: 250 Watts d.
 Owner.....Paris Bcstg. Co.
 Address.....Poplar St.
 Phone Number.....1700
 General Manager.....J. M. Cecil
 Commercial Manager.....B. C. Kilgore
 Chief Engineer.....Don Somerville

W K S R

PULASKI—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Richland Bdcstg. Co.
 Address.....Jones Bldg.
 Phone No.....1066-67
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World, SESAC
 Membership.....NARTB, BAB
 President.....W. K. Jones
 Comm., Sales Prom. Mgr...Wallace Beecham
 Pgm. Dir., Chief Anncr.....George Martin
 Chief Engineer.....N. G. Morgan

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Shelbyville Bcstg. Co., Inc.
 Phone Number.....1400
 News Service.....UP
 V.P., Gen. Mgr.....Charles Christian
 Chief Engineer.....Tim Marsh

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 Number.....1287
 Transcription Service.....World
 News Service.....UP
 Gen., Sta. Mgr.....Walter A. Duke
 Comm. Mgr.....Howard M. Peters
 Program Di.....Lester Ketchersid
 Chief Engineer.....Ann Duke

WJIG

TULLAHOMA—1948

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Raymond L. Prescott, Jr.
 Business Address.....West End Drive
 Phone Number.....2607-8
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World
 Pres., Gen. Mgr....Col. Raymond L. Prescott, Jr.
 Comm. Mgr....Mrs. Raymond L. Prescott, Jr.
 Program Dir.....Gene Bennett
 Chief Engineer.....William C. Spraggins

WENK

UNION CITY—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Union City Bcstg. Co.
 Phone Number.....1240-1
 Air Time.....5 a.m.-11 p.m.

News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith, Keller
 President.....Aaron B. Robinson
 Sta. Mgr., Pub. Dir.....Louis C. Wrather
 Sales Prom., Comm. Mgr. Edwin A. Kallenberg
 Program Director.....Mrs. Lee Smith
 Chief Engineer.....Charles Holland

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Arthur D. Smith, Jr.
 Address.....Box 1103
 Phone Number.....2201
 Air Time.....Full Time
 News Service.....UP
 Pres., Gen., Prom. Mgr....Arthur D. Smith, Jr.
 Commercial Manager.....Harry W. Sullivan
 Program Director.....Jack Jones
 Chief Engineer.....Frank Spencer

TEXAS

*Pop. April 1, 1953 (Est.) 8,157,000—Total Housing Units 2,410,000
 Families April 1, 1953 (Est.) 2,161,000—Stations in State 183*

KRBC

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Reporter Bcstg. Co.
 Business Address.....Windsor Hotel
 Phone Number.....4-6255
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John E. Pearson
 President.....Mrs. Eva M. Hanks
 General-Station Mgr.....Howard Barrett
 Commercial Manager.....John Mingus
 Sales Prom. Manager.....Forest Lane
 Chief Engineer.....Troy Mallon

Program Director.....Leonard Johnson
 Chief Engineer.....Forest Tipton

KBKI

ALICE—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts
 Owned-Operated By.....Alice Bcstg. Co.
 Business Address.....Box 731
 Phone Number.....2070
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 President.....E. G. Lloyd, Jr.
 Gen., Sta. Mgr.....A. C. Lloyd, Jr.
 Commercial Manager.....Bob Grimes
 Sales Prom. Mgr.....Irma Salas
 Program Dir.....J. Allen Frye
 Publicity Director.....Gloria Sanchez
 Chief Engineer.....S. L. Spencer

KWKC

ABILENE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Citizens Bcstg. Co.
 Bus.-Studio Address.....25th & Butternut Sts.
 Phone Number.....4-7236
 Air Time.....18 hrs.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Taylor
 Membership.....NARTB
 President.....W. P. Wright
 Gen., Sta. Mgr.....A. C. Etter
 Commercial Manager.....Tyler Stewart

KVLF

ALPINE—1947—MBS-KBS-CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Big Bend Bcstrs.
 Business Address.....P. O. Box 779
 Phone Number.....37
 News Service.....UP
 Representative.....Hil F. Best
 Transcription Service.....Thesaurus

President.....Barney H. Hubbs
 General Manager.....Jack Hawkins
 Station Manager.....Gene Hendryx
 Program Director.....Bill Hubbs
 Chief Engineer.....Earl McCall

KAMQ

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Top of Texas Bcstg. Co.
 Address.....1301 Polk St.
 Phone Number.....2-6543
 Representative.....Forjoe
 Transcription Service.....Thesaurus
 News Service.....AP
 Gen., Sta. Mgr.....R. D. Houck
 Commercial Manager.....Jess Richardson
 Program Director.....Webb Smith
 Publicity Director.....Johnny Hathcock
 Chief Engineer.....Stewart Parsons

KFDA

AMARILLO—1939—ABC

Frequency: 1440 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
 Business-Studio Address.....Box 1400
 Phone Number.....6-5343
 News Service.....UP
 Transcription Service.....World
 Representative.....Branhan Co.
 Membership.....NARTB
 President.....Wendall Mayes
 Sec.-Treas.....Charles B. Jordan
 Sta., Comm. Mgr.....Leslie E. Smith
 Program Director.....Bill Fairley
 Publicity Director.....Ruth Halt
 Chief Engineer.....W. B. Spiller

KGNC

AMARILLO—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts
 Owned-Oper. By...Plains Radio Bdcstg. Co.
 Address.....P. O. Box 751
 Phone Number.....3-4242
 Air Time.....Full Time
 News Service.....UP, AP
 Transcription Service.....Lang-Worth, M. M. Cole
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....B. E. Walker
 Gen., Sta. Mgr.....Tom Kritser
 Sales Promotion Mgr.....Beverly Smith
 Comm. Mgr., Prog. Dir.....Bob Watson
 Publicity Director.....Marianne Johnson
 Chief Engineer.....W. H. Torrey

KLYN

AMARILLO—1949—CBS

Frequency: 940 Kc.....Power: 1000 Watts
 Owned-Oper. By....Plains Empire Bdcstg. Co.
 Address.....1014 West Seventh
 Phone Number.....2-6773
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NARTB, BAB
 President.....R. G. Hughes
 Gen., Comm. Mgr.....Howard Roberson
 Publicity Director.....Mae Dorsey
 Chief Engineer.....Gene Fennimore

KBUD

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Henderson County Bcstg. Co.
 Business Address.....Box 309
 Phone Number.....2277
 Transmitter Location.....Highway 19
 Air Time.....Daytime
 News Service.....UP
 Sta., Gen. Mgr.....J. B. McNutt, Jr.
 Consulting Engr.....Merl Saxon

KALT

ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
 Phone Number.....681
 Transcription Service.....Capitol
 News Service.....UP
 President.....Herman H. Wommack, Jr.
 Gen., Sta. Mgr.....David A. Wommack
 Commercial Manager.....A. N. Dowd
 Program Director.....Norm Bale
 Chief Engr.....James L. Waites

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address...520 Capital Natl. Bank
 Bldg.
 Phone Number.....2-6213
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Pearson
 Membership.....NARTB
 President.....Wendell W. Mayes
 Station Manager.....Louis R. Cook
 Program Director.....Norwood McLendon
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—1939—CBS

Frequency: 590 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 717
Phone Number.....2-2424
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....World
Representative.....Taylor Co.
President.....Claudia T. Johnson
Gen., Sta. Mgr.....J. C. Kellam
Sales Manager.....Sam Plyler
Sales Prom. Mgr.....Harry Voelker
Program Director.....Richard S. Pryor
Chief Engineer.....A. B. Hearn

K T X N

AUSTIN

Frequency 1370 Kc. ...Power: 1000 Watts d.,
Owned-Oper. By.....Radio KTXN, Inc.
Address.....P. O. Box 1102
Phone Number.....74476
Representative.....Harlan G. Oakes
President.....Ed C. James
Gen., Sta. Mgr.....Frank Stewart
Commercial Manager.....Harry O'Connor
Sales Promotion Manager.....Larry Jones
Program Director.....Lilia Guzman
Chief Engineer.....Paul Lindhorn

K V E T

AUSTIN—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co.
Business-Studio Address.....113 West 8th
Phone Number.....8-8521
Air Time.....Full Time
Transmitter Location.....Bull Creek Rd.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Forjoe
Membership.....NARTB
President.....John B. Connally
General Manager.....Willard Deason
Commercial Manager.....Charles Howell
Pub., Pgm. Dir.....Dave Smith
Chief Engineer.....Willis Morter

K R U N

BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address.....Zappe Bldg.
Phone Number.....3151
Air Time.....Full Time
News Service.....AP
Representative.....Best
President.....Walter G. Russell
Gen., Comm. Mgr.....R. F. McGarvey
Program Director.....Helen Hampton
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 Number.....4642-3
Air Time.....Full Time
News Service.....UP
Transcription Service.....World
President.....J. G. Long
General Manager.....Bryan Powell
Station Manager.....Vernon Townsend
Commercial Manager.....Boyd Porter
Program Director.....Bob French
Chief Engineer.....Van Parr

K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address.....Box 629
Phone Number.....8251
News Service.....AP
President.....W. B. Bates
Gen. Mgr., Chf. Engr.....Neil K. Mallory

K R E L

BAYTOWN—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....P. O. Box 419
Phone Number.....8211-2
News Service.....UP
Transcription Service.....World
Representative.....Richard O'Connell
President.....Robert Matherne
Gen. Mgr.....William M. Lightfoot
Commercial Manager.....Ford Robertson
Sales Prom. Mgr.....R. D. Hendon
Program Director.....Mary Lightfoot
Chief Engineer.....Mack S. Malpee

K F D M

BEAUMONT—1924—ABC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. ByBeaumont Bdcstg. Corp.
 Address ... P. O. Box 2950, 1420 Calder Ave.
 Phone Number2-7758
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeFree & Peters, Inc.
 MembershipNARTB
 PresidentD. A. Cannan
 Gen., Sta., Comm. Mgr.C. B. Locke
 Pub. Dir., Sales Prom. Mgr.....H. F. Caldwell
 Chief EngineerHarold W. Bartlett

K P B X

BEAUMONT—1947

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KPBX Bcstg., Inc.
 Address.....2295 Calder Ave.
 Phone Number2-0201
 RepresentativeForjoe
 News ServiceAP
 Transcription ServiceCapitol
 TrusteeJoe B. Carrigan

Sta., Comm., Prom. Mgr.....Les Ryder
 Program Director.....Virginia W. Ryder
 Chief Engineer.....Fred Reiner

K R I C

BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Enterprise Co.
 Bus.-Studio-Trans. Address. 3130 Blanchette St.
 Phone Number4-9421
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 Newspaper Affiliation.. "Enterprise & Journal"
 RepresentativeBranham
 President.....O. Eugene Davis
 Vice-Pres., Gen. Mgr.....E. C. Davis
 Station Manager.....Charles Baskerville
 Commercial Manager.....John Edwin Henry
 Program Director.....Karl Von Leuwen
 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.

Hit Three Great Markets
 with One Effort

KFDM

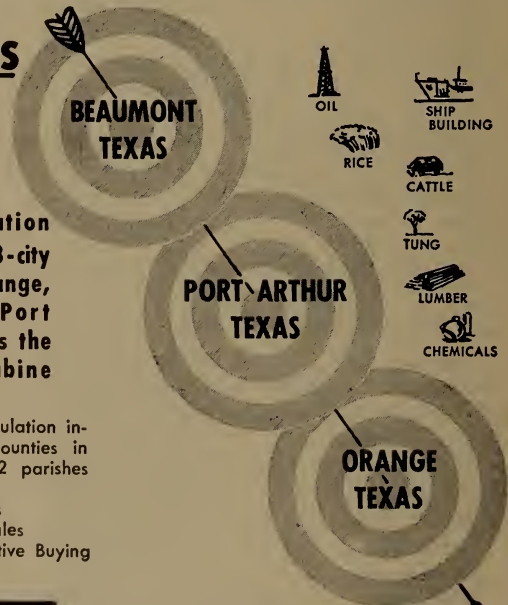
BEAUMONT, TEXAS

... ONE station
 delivering a 3-city
 market—Orange,
 Beaumont, Port
 Arthur—plus the
 fabulous Sabine
 area.

- ★ 886,900—combined population including 12 counties in Texas and 12 parishes in Louisiana.
- ★ 243,000—Radio Families
- ★ \$705,076,000—Retail Sales
- ★ 916,671,000—Net Effective Buying Income

5000 watts · 560 kilocycles

Source: 1952-53 Consumer Markets and 1952 Survey of Buying Power



AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS



Phone Number2-8478
 Air Time.....5 a.m.-12:30 a.m.
 News Service UP
 Transcription Service World
 Representative Adam Young
 Membership NARTB
 Pres., Gen.-Sta. Mgr..... Jack Neil
 Comm., Prom. Manager..... Bill McRae
 Program Director..... Roy Shotts
 Chief Engineer..... Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. ... Power: 250 Watts d.
 250 Watts n.
 Owned-Oper. By Bee Bdcstg. Co.
 Address P. O. Box 650
 Phone Number 1490
 Air Time..... Full Time
 News Service AP
 Transcription Service Thesaurus
 General Manager..... John D. Rossi
 Program Director..... Bill Bennett
 Chief Engineer..... Harry W. Wardell

KBST

BIG SPRING—1936—ABC
 TEXAS STATE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By Big Spring Bcstg. Co.
 Bus.-Studio Address..... 702 Johnson St.
 Phone Number 1500
 Air Time..... Full Time
 News Service AP
 Transcription Service Standard
 Representative..... Pearson, Assoc. Radio Sta.
 Pres., Gen., Sta. Mgr..... William J. Wallace
 Commercial Manager William L. Cox
 Pub., Pgm. Dir..... J. N. Young, Jr.
 Sales Prom. Mgr..... Jack Wallace
 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 Number 3300
 Air Time..... Full Time
 Transcription Service World
 News Service UP
 Representative Hil F. Best
 Pres., Gen. Mgr..... V. T. Anderson

KFYN

BONHAM—1948

Frequency: 1420 Kc..... Power: 250 Watts d.
 Owned-Operated By Bonham Publ. Co.
 Bus.-Studio Address..... 903 E. 9th St.
 Phone Number 915
 Air Time Sunrise-sunset

News Service UP
 Transcription Service World
 President..... T. Frank Stewart
 Commercial Manager..... Lee Dacus
 Program Director..... Faye Thornton
 Promotion Manager..... Ed Tolson
 Chief Engineer..... Tommy Tomlinson

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By KHUZ, Inc.
 Business Address Box 110
 Phone Number 1600
 Air Time..... 6:30 a.m.-11 p.m.
 News Service UP
 Trans. Serv..... World, SESAC
 Membership NARTB
 President..... R. G. Hughes
 Manager Jack Roberts
 Commercial Manager..... Louis Roberts
 Chief Engineer..... Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By G. L. Burns
 Business-Studio Address Brady
 Phone Number 7777
 Air Time..... Full Time
 News Service AP
 Representative..... Hil F. Best
 Pres., Gen. Manager..... G. L. Burns
 Commercial Manager..... J. S. Sloane
 Program Director..... Gene Burns
 Chief Engineer..... Cecil Nelson

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address Miller Bldg.
 Phone Number 1430
 News Service AP
 Transcription Service Lang-Worth
 Representative Best, Melville
 Pres., Gen. Mgr..... R. W. Chapman
 Comm. Mgr., Prog. Dir..... Sidney Foster
 Chief Engineer..... I. E. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Business Address..... 108½ Main St.
 Phone Number 3611
 News Service UP
 Transcription Service World, SESAC
 Pres., Gen. Mgr..... Tom S. Whitehead
 Commercial Manager..... J. C. Price
 Chief Engineer..... Bill Horn

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Terry Cty. Bdstg. Co.
 Address Drawer 1032
 Phone Number 1000
 Air Time Daytime
 News Service UP
 Transcription Service Standard. World
 Membership NARTB, BAB
 Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett
 Sales Prom. Mgr., Publ. Dir., Sid McIntosh
 Program Director Dick Aker
 Chief Engineer C. R. Scott

KBOR

BROWNSVILLE—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Phone Number 2-5677
 Air Time 6 a.m.-12
 News Service UP
 Trans. Service World, Thesaurus
 Representative Best
 Pres., Gen. Mgr., M. J. Wilson
 Commercial Manager Vance C. Wilson
 Prom. Mgr., Pgm., Pub. Dir., O. E. Fowler
 Chief Engineer Willis A. Wilson

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Brown County Bcstg. Co.
 Business-Studio Address 800 Hawkins St.
 Phone Number 2401
 Air Time Full Time
 News Service AP
 Representative Pearson
 Pres., Gen. Mgr., Pgm. Dir., W. Mayes, Jr.
 Commercial Manager Joe B. Foster
 Sales Prom. Mgr. Bill Jamar
 Publicity Director Barbara Taylor
 Chief Engineer A. W. Stewart

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Bryan Bcstg. Co.
 Bus.-Studio Address 604 Varisco Bldg.
 Phone Number 3-1240
 Air Time 8 a.m.-M.
 Pres., Ch. Eng., Gen. Mgr., David C. Jones, Jr.
 Commercial Manager M. Ralph Weedon
 Program Director Mike Mistovich

KDET

CENTER—1949—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Center Bcstg. Co., Inc.
 Address 205 Austin St.
 Phone Number 1199
 News Service UP
 Transcription Service Associated
 Representative Hil F. Best
 Membership BAB
 Pres., Pgm. Dir., Tolbert E. Foster
 Gen., Sta. Mgr., Tom E. Foster
 Commercial Mgr., Jack Bell
 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 217½ N. Main
 Phone Number 1085-6
 Air Time Local sunrise-sunset
 Representative Hil F. Best
 President R. Malone Hagan
 Gen., Sta. Manager George D. Cowan
 Sales Prom. Mgr., Glen Reeves
 Program Director LeRoy Carter
 Publicity Director Nelle Carter
 Chief Engineer William V. Queen

KCLE

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By Marti, Inc.
 Address 919 N. Main
 Phone Number 1025
 News Service AP
 Representative Hil F. Best
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr., George W. Marti
 Commercial Mgr., J. B. Bryson
 Sales Prom. Mgr., Frank H. Hardgrove
 Program Director D'Voe Lee
 Publicity Director Fred A. Allen
 Chief Engineer Walter C. Lacy

KSTA

COLEMAN—1947—KBS

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Coleman County Bcstg. Co.
 Business Address Box 432
 Phone Number 8406
 News Service UP
 Transcription Service SESAC. World
 Representative Melville
 President H. H. Jackson
 Gen., Sta. Mgr., Floyd Shelton
 Comm. Mgr., Dan C. Guthrie
 Pgm. Dir., Bill Fox
 Chief Engineer Jean Larson

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... A. & M. College of Tex.
 Bus.-Studio Address College Station
 Phone Number 66724
 Air Time 6 a.m.-local sunset
 News Service AP
 Sta. Mgr. Richard L. Webb
 Commercial Manager..... Elsie Patranello
 Pgm. Dir..... John Scogin
 Sta. Mgr..... Richard L. Webb
 Chief Engineer..... Jerry Marryman

K V M C

COLORADO CITY—1950

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Colorado City Bcstg. Co.
 Address P. O. Box 990
 Phone Number 1320
 News Service AP
 Transcription Service..... Thesaurus, Capitol
 Representative Best
 Owner Eldon Mahon
 General Manager..... Charles Diegel
 Commercial Manager..... Richard Dean
 Chief Engineer..... Porter Richardson

K M C O

CONROE—1951

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Montgomery County
 Bcstg. Co.
 Address P. O. Box 1464
 Phone Number 1190
 News Service UP
 Transcription Service... Standard, Thesaurus
 President Reagan Smith
 Station Manager..... James C. Dorrell
 Sales Manager..... David L. Oglesby
 Program Director..... Hal H. Coley
 Promotion Manager... James O. McCorquodale
 Chief Engineer..... John W. Neathery, Jr.

KEYS

CORPUS CHRISTI—1941

Frequency: 1440 Ks. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Nueces Bcstg. Co.
 Address Centre Theatre Bldg.
 Address P. O. Box 1460
 Transcription Service World
 Representative O. L. Taylor
 Membership NARTB
 Gen., Comm. Manager..... Aubrey Jackson
 Manager, Prog. Dir..... Allan Dale
 Publicity Director..... Carol Ann Burg
 Chief Engineer..... Harold Griffith

K R I S

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By..... Gulf Coast Bcstg. Co.
 Address P. O. Box 840
 Phone Number 46354
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative..... Free & Peters
 Pres., Gen. Mgr..... T. Frank Smith
 Commercial Manager..... William Eikner
 Program Director..... Charles Nethery
 Promotion Manager..... Dick Watkins
 Chief Engineer..... Don Morris

K S I X

CORPUS CHRISTI—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address Show Room Bldg.
 Phone Number 2-9242
 Air Time Full Time

K U N O

CORPUS CHRISTI—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... KUNO, Inc.
 Address-Trans. Loca..... P. O. Box 4286
 Phone 4-5203
 Air Time Unlimited
 Transcription Service Associated
 Membership NARTB
 President..... Leslie C. Smith
 Gen. Mgr..... B. T. Blackmon, Jr.
 Commercial Manager Peggy Lindsay
 Program Director..... H. E. Barrera
 Chief Engineer..... A. D. Hayslip

K W B U

CORPUS CHRISTI—1944

Frequency: 1030 Kc. Power: 50,000 Watts d.
 Owned-Oper. By..... Texas Baptist Convention
 Address Baptist Bldg.
 Representative Branham
 News Service AP
 Pres., General Manager..... Carr P. Collins
 Sta., Sales Prom., Comm. Mgr. Harry H. Hayes
 Program Director..... George Wilcox
 Chief Engineer..... Nestor Cuesta

K A N D

CORSICANA—1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Alto, Inc.
 Bus.-Studio Address... State Natl. Bank Bldg.
 Phone Number 2486
 News Service UP

Transcription Service.....World, Thesaurus
 RepresentativeBranham
 Pres., Gen. Mgr.....Luther A. Johnson, Jr.
 V.P., Prog. Dir.....Perry Taylor

KIVY
CROCKETT—1949

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Pioneer Bcstg. Co.
 AddressCrockett
 Phone Number222
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 News ServiceUP
 Prog. Director.....Bill Carter
 Gen. Mgr., Chief Engr.....Hamilton H. Callen

KCFH
CUERO—1949

Frequency: 1600 Kc.....Power: 500 Watts d
 Owned-Oper. By.....A. M. Respondek
 AddressCuero
 Phone Number700
 Air TimeDaytime
 Pres., Gen. Mgr., Chief Engr...A. M. Respondek

KXIT
DALHART—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Dalrad Associates
 AddressDalhart
 Phone Number740
 News ServiceUP
 RepresentativeBest
 Transcription ServiceLang-Worth
 Gen., Sta., Comm. Mgr.....Ken Bishop
 Program Director.....Ed Hussman
 Chief Engineer, Prom. Mgr.....Bill Smith

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 Number.....Riverside 4521
 News ServiceAP
 Transcription Service.....Standard, World
 RepresentativeForJoe
 PresidentLee Segall
 General Manager.....T. W. Massey
 Chief Engineer.....Bob E. Tripp

KLIF
DALLAS—1948

Frequency: 1190 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. ByTrinity Bdcstg. Corp.
 Business-Studio Address.....2104 Jackson St.
 Phone Number.....RAndolph 7121

Air Time.....24 hrs.
 News ServiceUP
 RepresentativeH.R. Lepp
 President.....B. R. McLendon
 General Manager.....Gordon McLendon
 Sta., Comm. Mgr.....Bill Weaver
 Program Director.....Hal Bakke
 Publicity Director.....Les Vaughan
 Chief Engineer.....Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KRLD Radio Corp.
 AddressHerald Square
 Phone Number.....RAndolph 6811
 Air TimeFull Time
 News Service.....UP, INS
 Transcription Service.....Standard, SESAC
 Newspaper Affiliation....."Times Herald"
 RepresentativeBranham
 MembershipNARTB
 President.....Clyde W. Rembert
 Commercial Mgr.....William A. Roberts
 Sales Prom. Mgr., Publ. Dir.....A. J. Putnam
 Program Director.....Ted Parrino
 Chief Engineer.....Bill B. Honeycutt

KSKY
DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....SKY Bcstg. Service
 Business-Studio Address.....Hotel Stoneleigh
 Phone Number.....RAndolph 6193
 Air TimeSunrise-sunset
 News ServiceUP
 MembershipNARTB
 President.....A. L. Chilton
 Gen., Prom. Manager.....R. G. Terrill
 Commercial ManagerR. L. Kanatzar
 Program Director.....Leonard Holland
 Chief Engineer.....Morris M. Ming

WFAA
DALLAS—1922—NBC-ABC
TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
 Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By...Dallas Morning News
 Business-Studio Address.....1122 Jackson St.
 Phone Number.....Riverside 9631
 Air TimeUnlimited
 News Service.....AP, UP
 Trans. Serv.Lang-Worth
 Representative.....Edward M. Petry
 MembershipNARTB, BAB
 President.....E. M. Dedeley
 Supervisor.....Martin B. Campbell
 Station Manager.....Alex Keese

Commercial Manager.....George K. Utley
 Sales Prom. Mgr.....Mrs. Winona Portwood
 Program Director.....Karl Lambertz
 Publicity Director.....Harry Koenigsberg
 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 Number.....Tenison 6101
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair
 Membership.....NARTB, BAB
 Gen., Comm. Mgr., Chief Engr., Durward Tucker
 Prog. & Sales Coordinator.....Pete Teddlie
 Program Director.....Richard Workman

K D L K

DEL RIO—1945—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.
 Business Address.....P. O. Box 1162
 Phone Number.....1745
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....Don R. Howard
 Program Director.....Edward Williams
 Chief Engineer.....Pat Jeter

K D S X

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
 Owned-Oper. By.....Radio Sta. KDSX
 Address.....Hotel Denison
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Rambeau
 Co-Owners.....B. V. Hammond, Jr.,
 L. L. Hendrick
 Program Director.....Allen Hundley
 Chief Engineer.....Franklin Bailey

K D N T

DENTON—1938

Frequency: 1440 Kc.....Power: 1030 Watts d.;
 500 Watts n.
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center
 Phone Number.....Central 4144
 News Service.....UP
 Transcription Service.....Thesaurus
 Owner & Manager.....Harwell V. Shepard

K D D D

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....North Plains Bcstg. Corp.
 Address.....Box 337
 Phone Number.....2-5000
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 President.....Lucian M. Spencer
 Gen., Sta., Comm. Mgr.....Ken Duke
 Prom. Mgr., Pub. Dir.....Al Tremble
 Program Director.....Bill Lask

K U R V

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. C. Looney
 Address.....Edinburg
 Phone Number.....710
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....McGregor
 Representative.....ForJoe
 Membership.....NARTB
 President.....James Cullen Looney
 Gen. Mgr.....Albert C. Ryan
 Sales Prom. Mgr.....Lloyd Barham
 Program Director.....Bryant Arbuckle
 Chief Engineer.....Irvan Williams

K U L P

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wharton County Bcstg. Co.
 Business Address.....515 E. Jackson St.
 Phone Number.....1390
 Air Time.....6 a.m.-Local Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Culp Krueger
 General Manager.....Bob Hathaway
 Sales Prom. Mgr.....Ruth Hilton
 Chief Engineer.....Joe Miller

K E L P

EL PASO—1947

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Trinity Bdcstg. Corp.
 Address.....Hills Bldg.
 Phone Number.....3-3650
 Representative.....Pearson
 President.....B. R. McLendon
 General Manager.....Joe Roddy, Jr.
 Commercial Manager.....Don Brooks
 Program Director.....Ralph Webb, Jr.
 Chief Engineer.....Ed Duty

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By: KEPO, Inc.
 Address: 2419 N. Piedras St.
 Phone Number: 5-2731
 Air Time: Full Time
 News Service: UP
 Transcription Service: Standard, Lang-Worth
 Representative: Avery-Knodel, Inc.
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Miller C. Robertson
 Sta., Comm. Mgr.: Willard L. Kline
 Prom. Mgr., Prog., Pub. Dir.: Cecil Sansbury
 Chief Engineer: E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By: Rode-ick Bcstg. Corp.
 Business-Studio Address: 2201 Wyoming St.
 Phone Number: 2-6551
 News. Affil.: The Times
 News Service: AP
 Transcription Service: Capitol

Representative: Taylor Co.
 Membership: NARTB, BAB
 Chairman: Dorrance D. Roderick
 Pres., Gen., Comm. Mgr.: Val Lawrence
 Promotion Manager: T. Wiseheart
 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 Number: 326-23
 Representative: McGillvra
 Transcription Service: Capitol
 News Service: AP
 President: Fred Harvey
 General Manager: George R. Thady
 Commercial Manager: Don Brooks
 Program Director: Juanita Wells
 Promotion Manager: Sheldon Turner
 Chief Engineer: Frederick Sheehan

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 d., 500 n.

AP SELLS

For Stations and Sponsors—

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“KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage.”

BOB A. ROTH, SR.,
 Commercial Manager,
 KONO, San Antonio, Texas

Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address.....801 N. Oregon St.
 Phone Number.....2-5423
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 Membership.....NARTB
 Pres., Gen. Mgr.....Karl O. Wyler
 Commercial Manager.....Roy T. Capman
 Prom. Mgr., Pub. Dir.....Karl O. Wyler, Jr.
 Program Director.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton

KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Operated By...West Texas Bcstrs. Inc.
 Address.....Floydada
 Phone Number.....900
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Continental, Kellar
 Membership.....NARTB, BAB
 President.....Ed Holmes
 Gen., Sta., Comm. Mgr.....W. Robison
 Program Director.....Carl Minor
 Chief Engineer.....Jack Clark

KCNC

FORT WORTH—1947

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address.....705 Main St.
 Phone Number.....Fortune 7175
 Air Time.....Daytime
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Mgr.....J. H. Speck
 Commercial Manager.....Herman Clark
 Program Director.....Walt Jones
 Asst. Mgr., Chf. Engr.....Chester Grubbs

KCUL

FORT WORTH—1946

Frequency: 1540 Kc. ...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....East-West Bdcstg. Co.
 Address.....3607 Camp Bowie Blvd.
 Phone Number.....SUNset 6555
 Air Time.....Full Time
 News Service.....AP
 Representative.....Burn-Smith
 Transcription Service.....Thesaurus

Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
 Commercial Manager.....Bill Hightower
 Sales Promotion Manager.....W. E. Moore
 Program Director.....Herb Golombeck
 Chief Engineer.....R. L. McAlister

KFJZ

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
 Transcription Service.....World
 Representative.....John Blair
 Membership.....BAB
 Pres., Gen. Mgr.....Gene L. Cagle
 Comm. Mgr.....Clyde D. Pemberton
 Pgm. Dir.....Hal Thompson
 Chief Engineer.....James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Worth Bcstg. Co.
 Bus.-Studio Address.....Box 7116
 Phone Number.....VA 1278
 News Service.....UP
 Representative.....Rambeau
 President.....Judge P. W. Seward
 General Manager.....Lewis Love
 Commercial Manager.....Pat McFathers
 Sales Prom. Mgr.....Charles Lewis
 Program Director.....Dean McClain
 Publicity Director.....Charles D. Hobbie
 Chief Engineer.....Melvin Thompson

KXOL

FORT WORTH—1947

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By...Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address...1216 Pennsylvania Ave.
 Phone Number.....Edison 1448
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....E. Fletcher
 Commercial Manager.....Jack Reed
 Prog., Pub. Dir.....Al Gram
 Chief Engineer.....John R. Crouse

NO HUNTING

... IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

Here's the TV story of WBAP!

FACILITIES—finest in the Southwest! 78,000 square feet of floor space, three studios, engineering and maintenance shops and storage rooms, a 502 foot tower 1138 feet above sea level!

COVERAGE—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition, WBAP-TV offers the advertiser a BONUS VALUE—dominance of the extensive non-metropolitan audience as well.

MARKET—WBAP-TV delivers a \$1½ Billion Market—the No. 1 Market in the South! In the WBAP-TV Primary Area of 16 counties, total buying income amounted to \$1,950,527,870 during 1951. Over 700,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of \$2,059,150,000.

No doubt about it—you'll find TOP facilities, TOP coverage, and the South's No. 1 Market—delivered by WBAP-TV!

Here's the AM-FM story of WBAP!

The Fort Worth-Dallas area, the No. 1 Market in the South, plus most of the Great Southwest is blanketed by WBAP with top quality local programs and shows from NBC, ABC and independent producers. Top Hooper ratings prove—it's WBAP for quick, certain sales results in this booming, bustling market.

In the combined Tarrant-Dallas County market area alone, total buying income was \$1,751,959,000 during 1951. Total retail sales during the same period were \$1,356,542,000.

WBAP facilities are the finest in the business—six studios, each with its own control room, color scheme and acoustical design, a master control room capable of handling ten programs at one time plus a completely equipped recording room housing Ampex Tape Recorders and RCA Disc Type Recorders. Field recording equipment also is available.

Check these latest BMB figures:

WBAP-820: 50,000 watts, clear channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB, 1,078,200 families, 511 counties, 16 states.

WBAP-570: 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

Look to WBAP-AM-FM-TV for the BEST in coverage, facilities, market and programming.



STUDIO 1 . . . TELEVISION



STUDIO C . . . RADIO



RECORDING ROOM



For additional details write WBAP, 3900 Barnett, Fort Worth, Texas or see your Free & Peters man.

WBAP
AM-FM-TV
820 - 570 - Channel 5



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PORT WORTH, TEXAS

FREE & PETERS INC. Exclusive National Representatives

• AFFILIATED with
ABC • NBC •

AMON CARTER, Chairman

AMON CARTER JR., President

HAROLD HOUGH, Director

GEORGE CRANSTON, Manager

ROY SACUS, Commercial Manager

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 Number. Ft. Worth LO-1981
 Air Time. Full Time
 News Service. AP
 Trans. Service. Associated, Cole, 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
 Promotion Manager. Thaine Engle
 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 347
 Phone Number. 311
 Air Time. Full Time
 News Service. AP
 Representative. Hil F. Best
 President, Co-o. Walter T. McKay
 V.P., Co-o. Mrs. Merle Moore
 Chf. Engr., Comm., Gen. Mgr. Norbert A. Fritz

K G A F

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By. Gainesville Bcstg. Co.
 Address. Box 222
 Phone Number. 248, 1600
 Air Time. Sunrise-Sunset
 News Service. AP
 Transcription Service. Standard, Ullman
 President. Joe M. Leonard, Sr.
 General Manager. Joe M. Leonard, Jr.
 Comm. Mgr. Earl Leonard
 Program Director. Frank Fancher
 Chief Engineer. Cordell Martin

K G B C

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.,
 250 n.
 Owned-Oper. By. The Galveston Bcstg. Co.
 Business-Studio Address. P. O. Box 1138
 Phone Number. 3-4329
 Air Time. 6:30 a.m.-M.
 News Service. AP
 Transcription Service. SESAC

Station Representative. John E. Pearson
 Membership. NARTB, BAB
 General Mgr. James W. Bradner, Jr.
 Commercial Manager. Orland O. Dodson
 Prog. Dir., Ch. Eng. C. P. Gilmore

K L U F

GALVESTON—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. The KLUF Bcstg. Co.
 Business-Studio Address. 300 Haden Bldg.
 Phone Number. 5-6676
 Air Time. Unlimited
 News Service. UP
 Representative. William G. Rambeau
 Pres., Gen. Mgr. Geo. Ray Clough
 Program Director. Braden E. Clough
 Chief Engineer. Lee Clough

K S I J

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Gladewater Bcstg. Co.
 Address. T. W. Lee Bldg.
 Phone Number. 2181
 News Service. AP
 News. Affil. Daily Mirror
 Transcription Service. Capitol
 Representative. Hil F. Best
 President. T. W. Lee
 Gen., Sta. Mgr. D. C. Reeh
 Commercial Manager. Robert Keith
 Sales Prom. Mgr. Tom Perryman
 Program Director. Thomas Reeh
 Chief Engineer. Lloyd Johnson

K C T I

GONZALES—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Gonzales Bcstg. Co.
 Business Address. 425 St. George St.
 Phone Number. 770
 Air Time. Full Time
 News Service. AP
 Transcription Service. SESAC
 Representative. Gene Grant, Cooke
 Gen. Comm. Mgr. Lawrence M. Walshak
 Prom. Mgr., Pgm. Dir., Chief Engr.
 Frank Wilson, Jr.

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By. Southwestair, Inc.
 Address. Box 1050
 Phone Number. 1200
 News Service. UP
 President. Clay E. Thompson, Jr.
 Gen., Comm. Mgr., Chf. Engr. H. V. Newsom
 Program Director. Eugene Turner

KGVL

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Truett Kimzey
Address: Box 1015
Phone Number: 2066
Air Time: 18 hrs.
News Service: AP
Representative: Pearson
General Manager: Leo Hackney
Program Director: James D. Jones
Chief Engineer: Stafford E. Davis

KCLW

HAMILTON—1948

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By: Hamilton Bcstg. Co.
Bus. Studio Address: Box 592
Phone Number: 500
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
President: Clyde Weatherby
Gen., Sta., Comm. Mgr.: L. H. Smith
Prom. Mgr., Prog. Dir.: A. B. Scott
Chief Engineer: Carl Knely

KGBS

HARLINGEN—1941—CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Harbenito Bcstg. Co., Inc.
Phone Number: 2200
Air Time: Full Time
News Service: UP
Transcription Service: Associated, Standard
Representative: Pearson
President: McHenry Tichenor
Gen., Sta. Manager: Troy McDaniel
Commercial Manager: Dave Bennett
Chief Engineer: Al Beck

KSOX

HARLINGEN—1951—MBS

Frequency: 1530 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By: Roy Hofheinz
Address: Houston, Tex.
News Service: UP
Representative: H.R. Reps.
President: Roy Hofheinz
General Manager: Cleve Griffin
Commercial Manager: Jack Crownenwett
Program Director: Johnny Goodman
Publicity Director: Pat Davis
Chief Engineer: Harold Jones

KGRI

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By: Henderson Bcstg. Co.
Business-Studio Address: Box 1111
Phone Number: 4528
News Service: UP
Representative: Best
Transcription Service: World, SESAC
President: Roy B. Cannon
Manager: Cliff Crawford
Program Director: John T. Cauley
Chief Engineer: John M. Bolin

KPAN

HEREFORD—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By: Marshall Formby
Address: P. O. Box 868
Phone Number: 860
Representative: Best
Transcription Service: Standard
News Service: UP
President: Marshall Formby
Gen. Sta. Mgr.: Clint Formby
Commercial Manager: Joe Martin
Chief Engineer: Dennis Surber

KHBR

HILLSBORO—1948

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By: Hill County Bcstg. Co.
Phone Number: 594
Membership: BAB
President: Ray J. Williams

KATL

HOUSTON—1947

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By: Texas Bdcsters., Inc.
Address: 412 Main St.
Phone Number: Preston 3108
Air Time: 24 Hours
News Service: UP
Transcription Service: Lang-Worth
Representative: IMS
Membership: NARTB, BAB
President: William H. Talbot
Gen., Sta. Mgr.: King H. Robinson
Program Director: Johnny Edwards
Chief Engineer: Edward Martin

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: William A. Smith
Business-Studio Address: 1 Main St.

Phone Number Charter 1888
 Air Time.....Daytime
 RepresentativeClarke
 President.....William A. Smith
 General Manager.....Robert C. Meeker
 Program Director.....Val Springer
 Commercial Manager.....Robert Biggerstaff
 Chief Engineer.....Harold Rench

K L B S

HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Trinity Bcstg. Corp.
 Business-Studio Address.....Milby Hotel
 Phone Number.....Preston 1161
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President.....B. R. McLendon
 General Manager.....Ray A. Lewis
 Commercial Manager.....Bill Hall
 Program Director.....Webb Hunt
 Chief Engineer.....Harold Weinzell
 Asst. Gen. Mgr.....Glenn Douglas

K N U Z

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Veterans Bcstg. Co.
 Business-Studio Address.....4701 Caroline St.
 Phone Number.....Keystone 2581
 Air Time.....24 Hours
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 Membership.....NARTB
 President.....Max H. Jacobs
 Gen., Sta. Mgr.....David Morris
 Commercial Manager.....Jack Healy
 Prog. Dir., Sls. Prom. Mgr.....Ken Grant
 Publicity Director.....S. Dixon
 Chief Engineer.....O. C. Crossland

K P R C

HOUSTON—1925
 NBC—T. Q. N.

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Houston Post Co.
 Address.....Lamar Hotel
 Phone Number.....FAirfax 7101
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Edw. Petr & Co.
 President.....W. P. Hobby
 Vice-Pres., Gen. Mgr.....Jack W. Harris
 Commercial Manager.....Jack McGrew
 Promotion Manager.....Marsh Callaway
 Program Director.....Frances Sullivan
 Chief Engr.....Harvey T. Wheeler

K T H T

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roy Hoheinz
 Bus.-Studio Address.....4005 Travis St.
 Phone Number.....Keystone 5535
 Air Time.....5:30 a.m.-12 M.
 News Service.....UP
 Representative.....H-R Reprs.
 President.....Roy N. Hoheinz
 Gen., Comm., Sta. Mgr.....Bill Bennett
 Prom. Mgr., Pub. Dir.....Lauri Schutt
 Program Director.....Tim Osborne
 Chief Engineer.....O. B. Johnson

K T R H

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KTRH Bdcstg. Co.
 Phone Number.....Preston 4361
 News Service.....AP, INS
 News, Affil.....The Chronicle
 Transcription Service.....World
 Representative.....John Blair
 President.....B. F. Orr
 Station Manager.....Ray Herndon
 Promotion Mgr.....Helen Bender
 Program Director.....Tom Jacobs
 Engineers.....Tom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930—ABC

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Shamrock Bdcstg.
 Address.....Gulf Bldg.
 Phone Number.....Capitol 6151
 Air Time.....Unlimited
 News Service.....AP, UP
 Newspaper Affiliation.....Citizen Newspapers
 Transcription Service.....World, Capitol
 Representative.....Free & Peters, Inc.
 Membership.....NARTB, BAB
 President.....Glenn H. McCarthy
 V.P., Gen. Mgr.....Fred Nahas
 Sta., Comm. Manager.....Ted Hills
 Program Director.....Ken Bagwell
 Publicity Director.....Rita Zenzen
 Chief Engineer.....Gerald R. Chinski

K S A M

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....M. B. Cauthen, T. F. Lott
 Address.....Highway 75 So.
 Phone Number.....30
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, SESAC
 Membership.....NARTB

President.....M. B. Cauthen
 Gen., Sta. Mgr.....Ted Lott
 Comm., Sales Prom. Mgr.....Roy Greer
 Chief Engineer.....Albert W. Strong

KEBE

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bill A. Laurie
 Phone Number.....2211
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Gen. Mgr.....Bill A. Laurie
 Station Manager.....Mrs. B. A. Laurie
 Commercial Manager.....J. D. Spencer
 Chief Engineer.....Eugene R. Kintz

KTXJ

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Jasper Bcstg. Co.
 Address.....Texas Theatre Bldg.
 Phone Number.....580
 President.....Joe Fisher

KMBL

JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Kimble County Bcstg. Co.
 Phone Number.....70
 Owner, Mgr.....Farrell M. Brooks

KERB

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kermit Bcstg. Co., Inc.
 Address.....Hwy. 302
 Phone Number.....3481
 Transcription Service.....Thesaurus, SESAC
 News Service.....UP
 President.....George H. Cook
 General Manager.....H. J. Porter
 Program Director.....Ray Boyd Kilman
 Chief Engineer.....Truitt C. Howard

KERV

KERRVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kerrville Bcstg. Co.
 Address.....P. O. Box 791
 Phone Number.....990 and 999
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Membership.....NARTB
 President.....Hal Peterson
 Gen., Sta. Mgr.....William G. Feild
 Prog., Pub. Dir.....Carl Woodard
 Chief Engineer.....James B. Lamb

KOCA

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Sta. KOCA, Inc.
 Address.....Box 989
 Phone Number.....2001
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 President.....Roy G. Terry
 Gen., Sta. Mgr.....H. A. Degner
 Sls. Prom. Mgr.....J. F. Davis
 Program Director.....Bob Dupape
 Chief Engineer.....Karem O. Soule

KINE

KINGSVILLE—1948

Frequency: 1330 Kc.Power: 1000 Watts d.
 Address.....205 E. King St.
 Phone Number.....1317
 Address.....205 E. King St.
 Air Time.....Day Time
 News Service.....UP
 Representative.....Hil F. Best
 Membership.....NARTB
 President.....James H. Clement
 General Manager.....Ben A. Glusing
 Comm., Sta. Mgr.....Eston R. Pace
 Program Director.....Jerry Fullerton
 Chief Engineer.....R. T. Whitaker

KPET

LAMESA—1947—KBS

Frequency: 690 Kc.....Power: 250 Watts
 Operated By.....Lamesa Bcstg. Co.
 Business Address.....502 S. First
 Phone Number.....4707 and 2404
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Gen.-Sta. Mgr.....Bob Bradbury
 Commercial Mgr.....Clayton Barkhurst
 Sales Prom. Mgr.....Paul Singer
 Program Dir.....Frances Singer
 Publicity Dir.....Bob Harris
 Chief Engineer.....Roland Ovelett

KHIT

LAMPASAS—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lampasas Bcstg. Corp.
 Address.....P. O. Box 228
 Phone Number.....721
 President.....Lee H. Gupon

KVOS

LAREDO—1952—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Border Bcstrs., Inc.
 Address.....P. O. Box 1498
 Phone Number.....3-4396
 News Service.....UP
 Representative.....Continental
 President.....W. J. Harpole
 General Manager.....Burney Jones
 Commercial Manager.....Bill Douthitt
 Program Director.....Evelyn Jones
 Chief Engineer.....Frank Manuel

KLVT

LEVELLAND—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Herald Bcstg. Co.
 Address.....P. O. Box 866
 Phone Number.....1030
 News, Affil....."Hockley County Herald."
 "Daily News Sun"
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Station Representative.....Melville
 President.....Forrest Weimhold
 General Manager.....V. King
 Membership.....BAB
 Commercial Manager.....V. Larsen

KVOW

LITTLEFIELD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwestern Bcstrs.
 Business Address.....Box 192
 Phone Number.....192
 News Service.....AP
 Transcription Service.....SESAC
 President.....J. C. Rothwell
 General Manager.....J. B. McShan
 Program Director.....Othell W. Whitson
 Chief Engineer.....Herbert Rains

KFRO

LONGVIEW—1934
 ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Voice of Longview
 Bus. Studio Address.....Curtis Bldg.,
 P. O. Box 792
 Phone Number.....1370, 411
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke
 Membership.....NARTB, BAB
 President.....James R. Curtis

KLTI

LONGVIEW—1948

Frequency: 1280 Kc....Power: 1000 Watts d.
 Owned-Operated By..LeTourneau Radio Corp.
 Address.....P. O. Box 1866
 Phone Number.....4331
 News Service.....UP
 Transcription Service...Associated, Standard
 Representative.....Pearson
 Membership.....NARTB
 President.....R. G. LeTourneau
 Gen., Sta. Mgr.....Arthur L. Greene
 Com. Prom. Mgr.....Alvin E. Vinson
 Prog., Pub. Dir.....George D. Womack
 Chief Engineer.....Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Caprock Bcstg. Co.
 Business-Studio Address.....1803 Broadway
 Phone Number.....5-6348
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President, General Mgr.....Joe H. Bryant
 Assistant Manager.....Robert L. Snyder
 Commercial Manager.....George L. Tarter
 Prom., Pub. Dir.....Leroy L. Land
 Program Dir.....Robert L. Sanders
 Chief Engineer.....Frank Lee

KFYO

LUBBOCK—1927—ABC

Frequency: 790 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
 Business-Studio Address.....914 Ave. J
 Phone Number.....5-5567
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Trans. Serv.....Standard, Capitol, Thesaurus
 Representative.....Taylor Co.
 Membership.....NARTB
 Vice Pres.....Parker F. Prouty
 Sta. Mgr.....Gordon Thompson
 Program Dir.....John Kennedy
 Publicity Dir.....Jerry Henderson
 Chief Engineer.....Scott Bledsoe

KSEL

LUBBOCK—1946

Frequency: 950 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Lubbock Bcstg. Co.
 Business Address.....Box 1524

Phone Number 3-0484
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Wm. G. Rambeau & Co.
 Membership NARTB, BAB
 President Walter G. Russell
 General Manager David P. Pinkston
 Commercial Mgr. M. M. Rochester
 Program Director Wesley Youngblood
 Chief Engineer John R. Bell

K R B A

LUFKIN—1938—KBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Darrell E. Yates
 Address 110 S. First St.
 Phone Number 3-6661
 Representative Continental Radio Sales
 Owner, Promotion Manager... Darrel E. Yates
 Chief Engineer Ambrose Maxim

K T R E

LUFKIN—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Forest Capitol Bcstg. Co.
 Address P. O. Box 701
 Phone Number 3-3771
 Air Time 5:25 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB, BAB
 President R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr. Richman G. Lewin
 Comm., Prom. Mgr. Murphy Martin
 Program Director Royce Christenson
 Publicity Dir. Ernestene Burroughs
 Chief Engineer Fred C. Hill

K M H T

MARSHALL—1947

MBS—TEX. STATE—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Marshall Bcstg. Co.
 Business-Studio Address 109 W. Rusk St.
 Phone Number 7826-7
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Pearson
 President F. M. Skinner
 General Manager Earl Fletcher
 Station Manager Myrl Stein
 Comm. Mgr. John Strength, Jr.
 Program Dir. George Warwick
 Chief Engineer R. L. Clay

K R I O

McALLEN—1947—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Frontier Bcstg. Co., Inc.
 Business Address P. O. Box 1551
 Phone Number 6-5454
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Representative Weed
 President Gene L. Cagle
 Gen. Manager Stanley Wilson
 Program Dir. Normand Mann
 Chief Engineer Wm. Meiners

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By McKinney Air Enterprises,
 Inc.
 Bus.-Studio Address 218 E. Virginia St.
 Phone Number 183-4
 Transmitter Location... 1½ Mi. W. of McKinney
 Air Times 6:30 a.m.-sunset
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. George W. Smith, Jr.
 Station Manager Miss Denise Adkins
 Comm., Sales Prom. Mgr. Melvin Belew
 Consulting Engineer C. W. Rampy

K C R S

MIDLAND—1935—ABC
TEXAS STATE

Frequency: 550 Kc. Power: 5000 Watts d. ;
 1000 Watts n.
 Owned-Oper. By Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address Box 1072
 Phone Number 2-4393
 Air Time 6 a.m.-M.
 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
 Prog., Pub. Dir. Dean Baker
 Sales Prom. Mgr. Robert L. Warren
 Chief Engineer Tom Yates

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil
 Address Box 1658
 Phone Number 4-5152
 News Service UP

RepresentativeBest
 Pres., Gen. Mgr., Chief Engr.....Jack Cecil
 Commercial Manager.....Mareen White
 Sales Promotion Manager....Bill Bennington
 Program Director.....Kieth Ward
 Publicity Director.....Deltha Elliot

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc....Power: 250 Watts d.
 Owned-Operated By.....J. Elroy McCaw
 Address.....1615 S.E. 14th Ave.
 Phone Number319
 News ServiceAP
 President.....J. Elroy McCaw
 Gen., Comm., Prom. Mgr.....Vic Rugh
 Chief Engineer.....W. M. McCreary, Jr.

KVKM

MONAHANS—1947—MBS-KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By.....Monahans Bcstrs., Inc.
 AddressRadio Center
 Phone Number438
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeHil F. Best
 MembershipNARTB
 General Manager.....J. R. Rucker
 Commercial Manager.....Joe Collins
 Program Director.....Bert Mitchell
 Chief Engineer.....Don Bassman

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
 Business Address.....Box 990
 Phone Number915
 News ServiceAP
 Transcription ServiceStandard
 MembershipNARTB, BAB
 President, General Mgr.....Winston O. Ward
 Program Director.....Ruby Stanley
 Chief Engineer.....Cliff Taylor

KOSF

NACOGDOCHES—1947

Frequency: 1230 Kc....Power: 250 Watts
 Owned-Operated By.....Kelly Bell
 Address.....Allen Bldg., Midland
 Phone Number1230
 News Service.....UP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 President.....Kelly Bell
 General Manager.....J. C. Stallings
 Comm. Mgr.....Frank Murray
 Program Director.....R. C. Atherton
 Chief Engineer.....Frank Murray

KSFA

NACOGDOCHES—1947

Frequency: 860 Kc....Power: 1000 Watts
 Owned-Oper. By...Nacogdoches Br. Co., Inc.
 Address.....2107 North St.
 Phone Number860
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen., Sta., Comm. Mgr...Wilbur C. Fouts
 Sales Promotion Manager...Sara Jane Moon
 Prog., Comm. Dir.....Mrs. Betty Barnett
 Chief Engineer.....Leroy Morgan

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Comal Bcstg. Co.
 Address184 Castell
 Phone Number1612
 Transcription ServiceThesaurus
 News ServiceAP
 President.....Charles W. Scruggs
 General Manager.....F. T. Wilson
 Pgm., News Dir.....Howard Edwards
 Chief Engineer.....G. R. Coker

KECK

ODESSA—1947

Frequency: 920 Kc....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By..Ector County Bcstg. Co.
 Business Address.....Box 1369
 Phone Number6-5791-2
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeForjoe
 Owner, Gen., Sta. Mgr., Pub. Dir...Ben Nedow
 Commercial Manager.....Sol Scherman
 Prod., Prg. Director.....Roy Elsner
 Chief Ann., News Editor.....Tom Rollins
 Chief Engineer.....Glenn Cook, Jr.

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc....Power: 250 Watts
 Owned-Oper. By.....Odessa Bcstg. Corp.
 Business-Studio Address.....115 W. 6th
 Phone Number6-4301
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 MembershipNARTB
 Pres., General Manager.....Cecil L. Trigg
 Commercial Manager.....Jay Mehaffey
 Sales Prom. Mgr.....Ed Costello
 Program Manager.....John Vacca
 Publicity Director.....Charlie King
 Chief Engineer.....James Simpson

K R I G

ODESSA—1945—MBS-KBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By... Oil Center Bcstg. Co., Inc.
 Address Crane Hwy.
 Phone Number 6-6871-2
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President R. O. Canon
 General Manager Jack W. Hawkins
 Promotion Manager Joe Wallace
 Commercial Manager Spec Gammon
 Station Manager Marguerite Larue
 Program Director Jack Lee
 Chief Engineer Jody Singleton

K O G T

ORANGE—1948—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By... Sabine Area Brcstg. Corp.
 Address Lucas Bldg.
 Phone Number 6-2021
 News Service UP
 Transcription Service Associated
 President M. L. Jacobs
 General Manager Ed Lovelace
 Commercial Manager Frank Dusenbury
 Program Director Jerome Oppel
 Sales Prom. Mgr. Harry Harrison
 Chief Engineer S. J. Woodworth

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 Number 8686
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 President B. A. Laurie
 Chief Engineer J. W. Kriegel

K P A T

PAMPA—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... J. C. Daniels
 Address N. Hobart
 Phone Number 2511
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 President J. C. Daniels
 General Manager Tom Capps
 Program Director Al Goodnight
 Chief Engineer Edward Murphree

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... W. Hasse, C. Palmer
 Address Hughes Bldg.
 Phone Number 1100
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 Gen., Sta. Manager Coy Palmer
 Comm. Mgr. Kay Fancher
 Chief Engineer Garth W. Osborn

K F T V

PARIS—1950—KBS

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By... Lamar Bcstg. Co., Inc.
 Address First Nat'l Bank Bldg.
 Phone Number 166
 News Service UP
 Transcription Service SESAC
 Representative Best
 Pres., Comm. Mgr. D. W. Brawner
 Gen., Sta. Mgr. James F. Hendrix
 Chief Engineer Travis Fodge

K P L T

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... No. Star Bcstg. Co., Inc.
 Phone Number 1124-5-6
 Address Hwy. 124
 Air Time 5:30 a.m.-11 p.m.
 News Service AP
 Representative John E. Pearson
 Pres., Gen. Mgr. Fred Kincaid
 Commercial Manager Bob Prichard
 Sales Prom. Mgr. Bill Hogue
 Program Dir. Bill Davis
 Publicity Dir. Marion Wagner
 Chief Engineer Paul H. Damlels

K L V L

PASADENA—1950

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Felix H. Morales
 Address Pasadena State Bank Bldg.
 Phone Number Grand 2-1361
 President, Gen. Mgr. Felix H. Morales
 Station Mgr. C. B. Rice
 Comm. Mgr. Alberto Rodriguez
 Program Director Victor Lara Ortegen
 Chief Engineer Eugene C. McNally

K I U N

PECOS—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By. Jack Hawkins, Barney Hubbs
 Business-Studio Address.....306 S. Sedar St.
 Phone Number999-8
 Transmitter Location.....1 Mi. N. of Town
 Air Time.....6:30 a.m.-10:30 p.m.
 News ServiceUP
 RepresentativeHil F. Best
 General Manager.....Jack Hawkins
 Commercial Manager.....David Martin
 Program Director.....W. D. Martin, Jr.
 Publicity Dir.Barney Hubbs
 Consulting Chf. Engr....Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Plains Bcstg. Co.
 AddressBox 917
 Air Time.....6 a.m.-10:30 p.m.
 MembershipNARTB
 President.....Carl Ellis
 Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
 Sales Prom. Mgr.....Jerry Drennan
 Program DirectorZeb Williams
 Chief Engineer.....Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVOP, Inc.
 Business-Studio Address.....Veigel Bldg.
 Phone Number1400
 News ServiceAP
 MembershipNARTB
 PresidentW. J. Harpole
 Gen., Sta. Manager.....Kermit Ashby
 Commercial Mgr.....Bill Harrell
 Program Dir.....Doug Sewell
 Chief Engineer.....Hugh Smith

KBOP

PLEASANTON—1951—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Atascosa Bcstg. Co.
 Phone Number4871
 Transcription Service.....World, SESAC
 RepresentativeBest
 News ServiceINS
 General Manager.....Ben L. Parker
 Commercial Manager.....Cloyd Royal
 Chief Engineer.....Mona Parker

KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126
 Phone Number2-9436
 Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratiss

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Port Arthur College
 Bus.-Studio Address.....1500 Procter St.
 Phone Number5-7458
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativePearson
 MembershipNARTB
 Sta., Gen. Manager.....Marjorie R. Vickers
 Comm. Mgr.....George Crouchet, Jr.
 Sales Prom. Mgr.....Corrine Enos
 Program Dir.....Jane Crouch
 Publicity Director.....Mack Newberry
 Chief Engineer.....M. Glenn Boatright

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Orville L. Jenkins
 AddressBox 566
 Phone Number654
 News ServiceAP
 Gen., Sta. Mgr.....Orville L. Jenkins
 Commercial Manager.....Helen Norris
 Prog. Dir. & Ch. Eng.....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
 Phone Number980
 Air Time.....6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 Gen., Comm., Sales Prom. Mgr...Jim Hairgrove
 Chief Engineer.....Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....P. O. Box 850
 Phone Number6715
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 Representative.....John E. Pearson
 MembershipNARTB
 President.....H. C. Ragsdale
 General Manager.....Lewis O. Seibert
 Program Director.....Franklin Rainey
 Chief Engineer.....William Poteet

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Wes-Tex Bcstg. Co., Inc.
Bus. Studio Address. 1901 W. Beauregard
Phone Number 7183
News Service UP
Representative Taylor
President. Armistead D. Rust
General Manager. Robert McClellan
News Dir., Comm. Mgr. Walton Foster
Chief Engineer. Robert Benson

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By. Good Neighbor Bcstg. Co.
Address. 518 W. Houston St.
Phone Number. Fannin 5254
Air Time Daylight
Representative McGillvra
President Joe Olivares
Station Manager. L. E. Richards
Commercial Manager. Gene Johnson
Chief Engineer. L. E. Richards

KABC

SAN ANTONIO—1926—ABC

Frequency: 680 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Oper. By. Alamo Bcstg. Co., Inc.
Business-Studio Address. Milam Bldg.
Phone Number Fannin 3126
Air Time 5 a.m.-12 M.
News Service AP
Membership BAB
Representative John Blair
President. Gene L. Cagle
Station Manager. Bill Michaels
Comm. Mgr. Bill Joekel
Prog., Prom. Director. Jim Wiggins
Chief Engineer. Joseph B. Haigh

KMAC

SAN ANTONIO—1926—MBS

Frequency: 630 Kc. Power: 5,000 Watts
Owned-Oper. By. The Walmac Co.
Address KMAC Bldg.
Phone Number. Belmont 3-6211
Representative Hollingbery
Pres., Gen., Comm. Mgr. Howard W. Davis
Sales Promotion Manager. Sam Young
Program Director. A. S. (Tony) Bessan
Chief Engineer Al Knight

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By. KCOR, Inc.
Business-Studio Address. KCOR Bldg.
Phone Number. Cathedral 1301
News Service UP
Representative O'Connell
President, Gen. Mgr. Raoul A. Cortez
Station Mgr. Joe Harry
Program Dir. Lalo Astol
Publicity Dir. Bill Lamar
Chief Engineer. Kenneth Hyman

KONO

SAN ANTONIO—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
Owned-Operated By. Mission Bcstg. Co.
Address. 317 Arden Grove
Phone Number. Fannin 5171
Air Time 24 hrs.
News Service AP
Transcription Service Capitol
Representative Forjoe
Membership NARTB, BAB
Pres., Owner Eugene J. Roth
General Manager. Jack L. Pink
Commercial Manager. Bob Roth
Program Director. Robert F. Jenkins
Publicity Director Jack Roth
Chief Engineer. George Ing

KITE

SAN ANTONIO—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By. Radio Station KITE
Business-Studio Address. 310 Transit Tower
Phone Number. Fannin 0335
News Service AP, UP
Transcription Service Lang-Worth
Representative Pearson
Membership BAB
Pres., Gen. Mgr. Charles W. Balthrope
Asst. Sta. Mgr. Alex A. Coe
Chief Engineer. John Siercovich

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By. Sunshine Bcstg. Co.
Business-Studio Address. Ave. E. & 3rd St.
Phone Number Garfield 1251
News Service AP, UP
Transcription Service. Associated, MacGregor
Representative. Free & Peters
President. Frank G. Huntress, Jr.
Genl., 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.
 Address1031 Navarro St.
 Phone NumberGarfield 4221
 Air TimeUnlimited
 News ServiceAP, INS, UP
 Transcription Service World
 Representative Edward Pety & Co., Inc.
 MembershipBAB
 President Hugh A. L. Halff
 Gen., Sta. Manager..... Arden X. Pangborn
 Commercial Manager.....Rex Preis
 Sales Promotion Manager..... Dallas Wyant
 Publicity DirectorImogene Stanley
 Chief EngineerCharles L. Jeffers

KCNY

SAN MARCOS—1948—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Central Brcstg. Co.
 AddressP. O. Box 32
 Phone Number888
 Transcription ServiceLang-Worth
 Station RepresentativeHil F. Best
 President.....Edw. C. James
 General Mgr.....Tom C. Fleet
 Comm. Mgr.....Princess J. Fleet
 Sales Prom. Mgr.....Charles P. Riley
 Program Dir.....Tom Loy
 Chief Engineer.....Charles Sinzel

KWED

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
 Owned-Oper. By.....Seguin Bdcstg. Co.
 Business-Studio Address.....200 S. Camp St.
 Phone Number1580
 Air TimeDaytime
 News ServiceUP
 MembershipNARTB
 RepresentativeHil F. Best
 General Manager.....Garfield Kiel
 Comm., Sta. Mgr.....Stan McKenzie
 Prog. Dir., Chief Announcer...Henry Lehnhoff
 Chief Engineer.....Louis Sowder

KSEY

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....W. C. Moss, Jr.
 AddressSeymour
 Phone Number2525
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeHil F. Best
 Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
 Program Dir.....Elizabeth Moss
 Chief Engineer.....Luke M. Stribling

KRRV

**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)
 RepresentativePearson
 Transcription Service.....Associated. World
 News ServiceUP
 President.....G. H. Wilcox
 General Manager..Tom E. Spellman (Sherman)
 Al Donaldson (Denison)
 Commercial Manager.....George Myers
 Program Director.....Earl Ellington
 Chief Engineer.....Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sherman Bcst. Corp.
 Business-Studio Address.....Box 661
 Phone Number2910
 Air TimeDaytime



NBC
 affiliate
WOAI
 Registered Property of
 EDWARD PETY & COMPANY, INC.
 NEW YORK - CHICAGO - LOS ANGELES - ST. LOUIS
 DALLAS - SAN FRANCISCO - WASHINGTON

News Service AP
 Membership BAB
 Representative Hil F. Best
 President Charles Cain
 Sta., Comm. Mgr. William A. Jaco
 Sec'y-Treas. Jessie Mae Cain
 Program Director..... James Shelton
 Chief Engineer..... Charles Cain

KSNY
 SNYDER—1949

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By Snyder Bdcstg. Co.
 Address Box 661
 Phone Number 2910
 News Service UP
 Pres., Gen. Mgr. J. T. Hughes
 Commercial Manager.... Mrs. Nat Chapman

KDWT
 STAMFORD—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By David W. Ratliff
 Phone Number 1400 or 866
 Air Time 7 a.m. to 10 p.m.
 News Service AP
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Prom. Mgr. George Morey
 Prog., Pub. Dir. Billye Watson
 Chief Engineer..... M. O. Harrison

KSTV
 STEPHENVILLE—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Galen O. Gilbert &
 J. R. Kincaid
 Address P. O. Box 102
 Phone Number 950
 Transcription Service Standard
 News Service UP
 Gen., Sta., Comm. Mgr. Galen O. Gilbert
 Sales Prom. Mgr. John Dyer
 Prog., Pub. Dir. Jack Reeves
 Chief Engineer..... Floyd Jeter

KSST
 SULPHUR SPRINGS—1947
 MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkins County Bcstg. Co.
 Bus-Studio Address..... Radio Rd.
 Phone Number 1230
 Air Time 6 a.m.-10:15 p.m.
 Pres., Gen. Mgr. Bill Bradford
 Commercial Manager..... Clovis Thomas
 News Director..... Margaret Thomas
 Chief Engineer..... William E. Bradford, Jr.
 Program Director..... Lona Ruth Long

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio & News, Inc.
 Bus-Studio-Transmitter Address..... Box 570
 Phone Number 4655-6
 Air Time 6:15 a.m.-11 p.m.
 News Service UP
 Representative..... Hil F. Best
 President..... J. S. McBeath
 Gen., Sta. Manager..... J. Harley Hubbard
 Comm., Sales Prom. Mgr. Elwood Fritch
 Program Dir. Dale Wood
 Chief Engineer..... J. T. Allen

KTAE
 TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address..... 121 E. Second St.
 Phone Number 1260
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Graham Gillis Conoley
 Commercial Manager..... John M. Wehby
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer..... Gordon W. Rainey
 Promotion Manager..... Bob Mitchell

KTEM
 TEMPLE—1936—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address..... 17 S. Third St.
 Phone Number 3-5252
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service TheSaurus
 Membership NARTB, BAB
 President..... Frank W. Mayborn
 General Manager..... Burton Bishop
 Chief Engineer Curtis M. Casey

KTER
 TERRELL—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Terrell
 Phone Number 1710
 Transcription Service..... SESAC, TheSaurus
 News Service UP
 Membership NARTB, BAB
 Pres., Gen. Mgr. Paul A. Wnorowski
 Pub., Prom. Mgr. Lee Dacus
 Program Dir. Bill Collins
 Chief Engineer..... Fred Wnorowski

KCMC**TEXARKANA—1932**
ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCMC, Inc.
 Business-Studio Address.....317 Pine St.
 Phone Number.....3-6151
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Serv....Lang-Worth, Associated
 Representative.....Taylor
 Membership.....NARTB, BAB
 General Manager.....Frank O. Myers
 Program Director.....Donald Myers
 Chief Engineer.....Harvey Robertson

KTFS**TEXARKANA—1946**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KTFS, Inc.
 Bus.-Studio Address.....Radio Center Bldg.
 Phone Number.....3-5123
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Transcription Service.....Devney
 Membership.....NARTB
 General Manager.....David M. Segal
 Commercial Manager.....Tom Allford
 Program Director.....Les Eugene
 Chief Engineer.....Fred Parks

KTLW**TEXAS CITY—1948—KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Long Radio Enterprises
 Business-Studio Address.....Bay City
 Phone Number.....Texas City 5-4418
 News Service.....UP
 President.....John G. Long
 Gen., Sta. Mgr.....Joe Brown
 Commercial Manager.....Edson Foster
 Program Director.....Guy H. Popham, Jr.
 Chief Engineer.....Burl N. Campbell

KGKB**TYLER—1930—MBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lucille Buford Lansing
 Bus.-Studio Address.....115 South College
 Phone Number.....23875
 Air Time.....5:30 a.m.-M.
 Transcription Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB
 President.....Lucille Buford
 General Manager.....Marshall Pengra
 Program Dir.....Gerald Lansing
 Chief Engineer.....Hudson C. Collins

KTBB**TYLER—1947—TSN**

Frequency: 600 Kc.....Power: 500 Watts d.
 1000 Watts n.
 Owned-Operated By....Blackstone Bcstg. Co.
 Business-Studio Address....Blackstone Hotel
 Phone Number.....4-7278
 News. Affil....."Courier Times Telegraph"
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor Co.
 Membership.....NARTB, BAB
 Director.....S. H. Bothwell
 General Mgr.....M. E. Danbom
 Comm., Prom. Mgr.....Herbert Golombeck
 Program Dir.....Don Jackson Tausch
 Publicity Dir.....David H. Bothwell
 Chief Engineer.....R. A. Wileman

KVOU**UVALDE—1947—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. J. & W. J. Harpole
 Address.....1450 Batesville Rd.
 Phone Number.....717
 News Service.....UP
 Membership.....BAB
 General Manager.....Edward J. Harpole
 Station Mgr.....Bob Hicks
 Comm., Prom. Mgr.....Joe Watson, Jr.
 Program Dir.....Sally Adams
 Chief Engineer.....Les Miller

KVWC**VERNON—1939**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Northwestern Bcstg. Co.
 Business-Studio Address.....1813 Wilbager
 General Manager.....W. R. Hixon

KNAL**VICTORIA—1949**

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Operated By.....Victoria Bcstg. Co.
 Address.....Box 642
 Phone Number.....1410
 News Service.....UP
 Trans. Serv.....Capitol, SESAC, Thesaurus
 Representative.....Hil F. Best
 President.....A. B. Alkerk
 Gen., Comm., Prom. Mgr.....Robert Tharp
 Program Director.....Sam Sitterle
 Chief Engineer.....Douglas Smith

KVIC**VICTORIA—1940—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By.....KVIC Bcstg. Co.
 Business Address.....Box 725
 Phone Number.....1106-7
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....BAB
 President.....J. G. Long
 Gen., Comm. Mgr., Pub. Dir.. William C. Burks
 Sales Prom. Mgr.....Hans Felix Breitbarth
 Program Dir.....Wilburn H. Jackson
 Chief Engineer.....Ed Lamprecht

K W T X

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....P. O. Box 3128
 Phone Number.....3-7331
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett McKinney
 Membership.....NARTB
 Gen., Sta. Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Sales Prom. Mgr.....Rex Bodoin
 Program Dir.....Bob Walker
 Chief Engineer.....L. R. Grubbs

W A C O

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business Address.....3620 Franklin Ave.
 Phone Number.....2-6571
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 General Manager.....R. Lee Glasgow
 Program Dir.....Douglas S. Rains
 Chief Engineer.....Jesse H. Dove

K R G V

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 Number.....375
 Air Time.....5:45 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World, SESAC
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....O. L. Ted Taylor
 General Manager.....Byron W. Ogle
 Sales Prom. Mgr.....Ted Cressner

Program Director.....James D. Cook
 Chief Engineer.....O. Lewis Hartwig

K F D X

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.,
 1,000 Watts n.
 Owned-Oper. By ..Wichtex Radio and Tel. Co.
 Address.....City Natl. Bldg.
 Phone Number.....2-8668
 Air Time.....5:30 a.m. to 12 M.
 News Service.....UP
 Transcription Service.....World, SESAC
 Station Representative.....Taylor Co.
 Membership.....NARTB
 Pres., Gen. Mgr.....Darrold A. Cannan
 Station Manager.....John White
 Commercial Manager.....Mott M. Johnson
 Program Director.....Warren Silver
 Chief Engineer.....John Adams

K T R N

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Texoma Bcstg. Co.
 Address.....917½ Scott St.
 Phone Number.....2-5214
 News Service.....AP
 Representative.....Pearson
 Pres., Gen. Manager.....Boyd Kelley
 Commercial Manager.....Sid Grayson
 Program Director.....Bill Edgar
 Chief Engineer.....Bob Harmon

K W F T

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 Number.....4181
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 President, General Manager...Kenyon Brown
 Station Manager.....Charles E. Clough
 Comm. Sales Prom. Manager....A. L. Pierce
 Program Director.....Blaine Cornwell
 Chief Engineer.....Herbert T. Wiley

UTAH

Pop. April 1, 1953 (Est.) 712,000—Total Housing Units 202,000

Families April 1, 1953 (Est.) 188,000—Stations in State 18

K B U H

BRIGHAM CITY—KBS

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By: Wade Ebeling
Address: 948 W. Forrest St.
Phone Number: 948
Air Time: Sunrise-sunset
News Service: UP
Membership: BAB
Pres., Gen., Comm. Mgr.: Wade Ebeling
Sales Prom. Mgr.: Thomas Mehan
Prog., Pub. Dir.: Melvin Richardson
Chief Engineer: Samuel Stevens

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 Number: 398-9
Air Time: Full Time
News Service: UP
Transcription Service: World
Reps.: Bonneville, CBS Spot Sales
Membership: NARTB, BAB
President: Ivor Sharp
General Manager: Arthur Higbee
Sales Mgr.: W. V. Lowe
Program Director: Robert Heyborne
Chief Engineer: Richard Gunn

K V N U

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By: Cache Valley Bcstg. Co.
Address: 1393 N. Main St.
Phone Number: 1400
Air Time: 6:00 a.m. to 12:00 p.m.
News Service: UP
Transcription Service: World
President: Herschel Bullen
Gen., Sta. Mgr.: Reed Bullen
Comm., Sales Prom. Mgr.: W. W. Kirkland
Program Director: Morgan White
Chief Engineer: Wm. Jones

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Murray Bcstg. Service
Address: 4646 So. State St.
Phone Number: 9-9822
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Lang-Worth

Membership: NARTB
President: Oral J. Wilkinson
Gen., Sta. Manager: Howard Pingree
Program Director: Mitzi Patterson
Chief Ann., Engr.: Fred Weibell

K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By: Interstate Bcstg. Corp.
Address: 425 25th St. Hotel Ben Lomond
Phone Number: 5721
Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Edris Glasmann
General Manager: A. L. Glasmann
Station Manager: Collin W. Lowder
Commercial Manager: W. Kimball Ward
Publicity Director: Bruce Thornton
Chief Engineer: Robert V. Beadles

K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: KOPP, Inc.
Address: W. 12th St.
Transcription Service: Lang-Worth
President: G. Stanley Brewer
General Manager: King Harmon

K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: United Bcstg. Co.
Business Address: 1538 Gibson Ave.
Phone Number: 2-7535
Representative: Biddick
Transcription Service: Capitol
News Service: AP
Pres., Gen., Comm. Mgr.: Arch G. Webb
Chief Engineer: Al Condrey
Station Manager: David B. Affleck

K O A L

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Eastern Utah Bcstg. Co.
Address: Price
Phone Number: Price 200
Representative: Avery-Knodel
Pres., Gen. Comm. Mgr.: Jack Richards
Sls. Prom. Mgr., Pgm. Dir.: Carl P. Wolfrom

K C S U

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Central Utah Bcstg. Co., Inc.
 AddressP. O. Box 550
 Phone Number2802
 RepresentativeHollingbery
 News ServiceUP
 Co-owner, Pres., Gen. Mgr.
 Frank A. Van Wagenen
 Co-owner, V.P., Prom. Mgr.
 Harold E. Van Wagenen
 Chief Engineer.....Dallin H. Oaks

KEY Y

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid Utah Bcstg. Co.
 Address.....307 So. 17th W.
 Phone Number4060
 Air Time.....Full Time
 Transcription ServiceThesaurus
 RepresentativeContinental
 President.....Spencer D. Grow
 Gen., Sta. Manager.....Garn Carter
 Commercial Manager.....Edwin M. Ellis
 Sales Prom. Mgr.....John Crawford
 Program Director.....James Sauls
 Publicity Director.....Ron Balie
 Chief Engineer.....Francis Boyer

K O V O

PROVO—1939
 MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOVO Bcstg. Co.
 Business-Studio Address....108 W. Center St.
 Phone Number1680
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 President.....Clifton A. Tolboe
 General-Station Mgr.....Arch L. Madsen
 Commercial ManagerL. H. Curtis
 Pgm. Dir.....James H. Lawrence
 Chief Engineer.....Lovell A. Killpack

K S V C

RICHFIELD—1947
 INTERMOUNTAIN

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Sevier Valley Bcstg. Co.
 Business Address.....690 Tower Lane
 Phone Number620
 Air TimeSunrise-Sunset
 News Service.....UP

Transcription ServiceWorld
 RepresentativeAvery Knodel
 PresidentHomer Bandlely
 Gen., Sta. Mgr.....Frank Peacock
 Comm., Sales Prom. Mgr.....Art Tucker
 Program Director.....Hal Edwards
 Chief Engineer.....Ralph Ross

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 Numbers4-3561
 Air Time.....6 a.m.-1 a.m.
 News ServiceAP
 RepresentativeAvery-Knodel, Inc.
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....George C. Hatch
 Sta., Comm. Mgr.....Thomas H. Anderson
 Prom., Publ. Mgr.....John Brophy
 Program Director.....Kay Richins
 Chief EngineerW. D'Orr Cozzens

K D Y L

SALT LAKE CITY—1922
 NBC

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address143 S. Main
 Phone Number5-2991
 Air TimeUnlimited
 News ServiceUP
 Transcription Service ..Associated, Thesaurus
 RepresentativeJohn Blair
 Pres.-General Mgr.....S. S. Fox
 National Sales Dir.....Holly Moyer
 Exec. Vice-Pres.....Easton Woolley
 Program Director.....Mildred Baker
 Publicity Dir.....Del Leeson
 Chief Engineer.....John M. Baldwin

K N A K

SALT LAKE CITY—1945

Frequency: 1280 Kc....Power: 1000 Watts d.:
 500 n.
 Owned-Operated By...Granite District Radio
 Bcstg. Co.
 Business-Studio Address.....1042 So. 6th W.
 Phone Number.....4-3685
 News ServiceUP
 RepresentativeForjoe
 President.....Howard D. Johnson
 General Manager.....Thomas M. Ivory
 Commercial Manager.....Marvin R. Briggs
 Program Director.....Eldon Walton
 Chief Engineer.....Lyle Wahlquist

KSL

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 Number5-4641
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....World, SESAC
 Representative.....CBS Radio Spot Sales
 MembershipNARTB, BAB
 President.....J. Reuben Clark
 Exec. Vice Pres.....Ivor Sharp
 Manager.....Eugene M. Halliday
 Sales Manager.....Frank McLatchy
 Program Director.....Joseph A. Kjar
 Promotion Manager.....A. Wayne Baker
 Chief Engineer.....Curtis Neilson

Business-Studio Address.....29 S. State St.
 Phone Number3-2737
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Standard
 RepresentativeHollingbery
 MembershipNARTB, BAB
 President, General Mgr.....Frank C. Carman
 Sta. Mgr., Prog. Dir.....Ray Fadel
 Comm., Sales Prom. Manager....John Schile
 Pub. Dir.....Al Thomas
 Chief Engineer.....C. Wendell Bell

KUTA

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Utah Bcstg. & Telev. Co.

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Vintah Bcstg. Co.
 Address120 E. Main St.
 Phone Number494
 News ServiceUP
 President.....James C. Wallentine
 Gen. Mgr., News Dir.....Lee Walker
 Commercial Manager.....Grant E. Parry
 Program Director.....Buchanan Fulmore
 Chief Engineer.....Wallace D. Raker

Your Key
 to a billion
plus
 dollar empire
 in the Mountain West



KSL Radio and only
 KSL Radio with its
 50,000 watts
 can effectively take
 your product to
 Mountain West buyers
 for less than
 12c per thousand.
 family prospects.*

KSL RADIO SALT LAKE CITY, UTAH

REPRESENTED BY CBS RADIO SPOT SALES

*BMB - 50% to 100%: 1952 SALES MANAGEMENT

VERMONT

Pop. April 1, 1953 (Est.) 402,000—Total Housing Units 124,000
Families April 1, 1953 (Est.) 104,000—Stations in State 10

WTSA

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Rambeau
News Service UP
President Theodore Feinstein
Gen., Sta., Com. Mgr. P. C. Terhune
Program Director Harold Shaw
Publicity Director Loren C. Smith
Chief Engineer Edward D. Somes

WCAX

BURLINGTON—1927—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 3-3437
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President, Gen. Mgr. C. P. Hasbrook
Sta.-Mgr. J. D. Swan
Commercial Manager T. B. Braine
Chief Engineer James W. Tierney

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location 633 Main St.
Phone Number 4-5774
Transcription Service Thesaurus
Air Time Full Time
News Service AP
Representative William G. Rambeau
Membership BAB
President David W. Howe
Prog., Pub. Dir. Richard Burt
Sta., Comm. Mgr. Alfred E. Spokes
Chief Engineer John C. Quill

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Air Time Full Time
News Service AP
Representatives Borgatti, W. S. Grant
Membership BAB
Pres., Gen., Comm. Mgr. C. W. Grinnell

Sales Prom. Mgr. John W. Millar
Program Director Robert Bannon
Publicity Director Harry C. Perrigo
Chief Engineer Gerald Marcotte

WIKE

NEWPORT—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Memphremagog Bcstg. Co.
Phone 832-3
Transcription Service World
News Service UP
Reps. McGillvra, Kettel-Carter
Pres., Gen. Mgr. E. D. Finney
Prog. Dir., Ch. Eng. D. A. Thurston

WHWB

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
Phone Number 3200
Air Time Day Time
News Service AP
Phone Number 3200
Transcription Service Capitol
Representative Kettell-Carter
Pres., Gen., Sta. Mgr. Vena M. Bates
Program Director Shirley Neilson
Publicity Director Thomas Kibbe
Chief Engineer Willard H. Buttles

WSYB

RUTLAND—1930

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Air Time Unlimited
Representative Joseph Hershey McGillvra,
Station Manager J. H. Weiss

WWSR

ST. ALBANS—1940—YANKEE

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Air Time daytime
News Service UP
Transcription Service World
Representative Walker, Bannon
President-Gen. Mgr. Lloyd Squier
Sta., Comm., Sales Prom. Mgr. Richard W. Hill
Publicity Director C. Stuart Perry
Program Director Raymond Turner
Chief Engineer Theodore Boisvert

WTWN

ST. JOHNSBURY—1949

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By....Twin State Bcstrs. Inc.
 AddressConcord Ave.
 Phone Number2344
 Air Time.....Full Time
 News ServiceUP
 Transcription Service.....Thesaurus, World
 RepresentativeMcGillvra, Kettel-Carter
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....E. Dean Finney
 Program Director.....Guy O. Austin
 Chief Engineer.....Gerald D. Johnson

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lloyd E. Squier
 Address.....8 Stowe St.
 Phone Number400-J
 Air Time6:00 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 Owner, Gen.-Sta. Mgr.....Lloyd E. Squier
 Comm. Mgr., Pgm. Dir....Thomas L. Dodd, Jr.
 Program Director.....Craig S. Parker
 Chief EngineerWarren Chase

VIRGINIA

*Pop. April 1, 1953 (Est.) 3,486,000—Total Housing Units 910,000
 Families April 1, 1953 (Est.) 821,000—Stations in State 59*

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Address.....Virginia Theatre Bldg.
 Phone NumberOverlook 3-3000
 MembershipNARTB, BAB
 News ServiceAP
 Pres., Gen., Comm. Mgr.....Carl L. Lindberg
 Station Manager.....Art Kellar
 Traffic ManagerBarbara Power
 Program Director.....Phil Long
 Publicity Director.....Mary V. Lindberg
 Technical Supervisor.....B. A. Terrier

AddressRadio Bldg.
 Phone Number.....JACKSON 7-7100
 Air Time5:00 a.m.-1:00 a.m.
 News ServiceAP
 President.....Harold H. Thoms
 General Manager.....George Oleson
 Publicity Director.....Buddy Kling
 Program Director.....John Cooley
 Chief EngineerCliff Inman

WARL

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.
 Bus-Studio Address.....5232 Lee Hwy.
 Phone Number.....JACKSON 7-7800
 Air TimeSunrise-sunset
 News ServiceUP
 PresidentLou Poller
 General Manager.....Cy Blumenthal
 Program Director.....Ray Armand
 Publicity Director.....George Crump
 Chief EngineerStephen Hart

WBLT

BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Bedford Bcstg. Co.
 Address.....P. O. Box 406
 Phone Number8245
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr., Chf. Engr..A. P. Marsh, Jr.
 Commercial Manager.....R. A. Owen
 Program Director.....R. A. Scott, Jr.

WEAM

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By..Arlington Fairfax Bcstg. Co.

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 watts
 Owned-Oper. By.....Blackstone Bdcstg. Corp.
 Phone Number478
 AddressCommunity Bldg.
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 President.....H. L. Umstead
 Station Manager.....Dennie Perkinson
 Publicity Director.....Frank Elliott
 Chief EngineerTheodore Bonn, Jr.

WCYB

BRISTOL—1946

(See Also Bristol, Tenn.)

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By. Appalachian Bcstg. Corp.
 Address Front & Cumberland Sts.
 Phone Number North 3560
 Air Time Daytime
 News Service AP, UP
 Transcription Service World, Cole, Associated
 Membership NARTB, BAB
 President, Gen. Mgr. Robert H. Smith
 V.P., Sales Mgr. J. Fey Rogers
 Chief Engineer R. V. Robinson

WFHG

BRISTOL—1946—MBS-CBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By. Bristol Bcstg. Co.
 Address Valley Drive
 Phone Number 3620
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. W. C. Nininger
 Commercial Manager Jack Martin

WCYB

Serving the Tri-Cities

Bristol, Va.-Tenn., Kingsport
and Johnson City, Tenn.

from
Bristol

10,000 Watts — 690 Kc.

Clear Channel

Represented by

GILL-PERNA, Inc.

Program Director O. L. Gee
 Chief Engineer John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Barham & Barham
 Bus.-Studio-Transmitter Address. Rose Hill Dr.
 Phone Number 2-5121
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Walker
 Managing Director. Charles Barham, Jr.
 Gen., Comm. Manager. Robert C. Walker
 Prog., Pub. Dir. R. G. Sketchby
 Promotion Manager. Charles Smith
 Chief Engineer Walter W. Gray

WINA

CHARLOTTESVILLE—1949

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By. Charlottesville Bcstg. Corp.
 Address P. O. Box 1230
 Phone Number 2-6177
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Membership NARTB
 Pres., Gen., Comm. Mgr. Thos. W. Carruthers
 Pgm. Dir., Sta. Mgr. Charles W. Freeman
 Chief Engineer Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Clifton Forge Bcstg. Corp.
 Address P. O. Box 214
 Phone Number 2147
 Transcription Service Standard, SESAC
 News Service AP
 Membership NARTB
 President W. G. Matthews, Jr.
 Gen., Sta., Com. Manager. Sidney H. Tear
 Promotion Director John Echols
 Chief Engineer Grover H. Fulk

WKEY

COVINGTON—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Earl M. Key
 Business Address Main St. at Bridge
 Phone Number 8351
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Representative Devney
 Transcription Service Thesaurus
 Membership NARTB, BAB
 Pres., Gen. Mgr. Earl M. Key
 Commercial Mgr. Kenneth L. Bryant
 Program Director John Lee Davis
 Chief Engineer Clinton J. Lewis

WSVS
CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By So. Virginia Bcstg. Corp.
Business Address 117 Carter St.
Phone Number Crewe 5000
News Service AP
Transcription Service World
Representative BAB
President Calvin S. Willis
General Manager John E. Sadler
Commercial Manager W. Brown Hoffer
Program Director Frank H. Watkins
Chief Engineer C. E. Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Culpeper Bcstg. Co.
Address Hendricks Ave.
Phone Number 8338
Air Time Unlimited
News Service UP
Transcription Service Standard
President Ira C. Hopkins
Gen., Comm. Mgr. John T. Rogers
Program Director Woody Powell
Chief Engineer Benny Jones

WBTM

DANVILLE—1930—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Piedmont Bcstg. Corp.
Bus.-Studio Address Hotel Danville Bldg.
Phone Number 2350
Air Time Full Time
News Service AP
Transcription Service World
Representative George P. Hollingsbery
Membership NARTB
President L. N. Dibrell
General Manager Edward G. Gardner
Comm. Mgr. John Holland
Prog. Dir., Sales Prom. Mgr. Milton Adams
Chief Engineer Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Va.-Carolina Bcstg. Corp.
Address American Natl. Bank Bldg.
Phone Number 5300
Air Time 4:00 a.m.-2:00 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith, Dora-Clayton
Membership NARTB, BAB
President J. D. Pruitt
General Manager Emerson J. Pryor
Commercial Mgr. Stover Morris, Jr.
Program Director Richard Campbell

WEVA

EMPORIA—1952

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Stone Bdcstg. Co.
Address Washington St. & Delaware Ave.
Phone 2133
Transcription Service Associated
News Service AP
Pres., Gen. Mgr. M. E. Stone
Commercial Manager H. L. Umstead
Chief Engineer E. A. Short, Jr.

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By Lamar A. Newcomb
Address Box L
Phone Number 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 Number 870
News Service UP
Transcription Service Capitol, Thesaurus
Representative Clark
General Manager Carla B. Keys
Station Manager Charles R. Maillet
Commercial Manager Ray Ryan
Sales Prom. Mgr. John D. Wilson
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 P. O. Box 269
Phone Number 1261
Manager Walter F. Harris, Jr.
Chief Engineer John Burets

WFTR

FRONT ROYAL—1948—MBS

Owned-Oper. By Sky Park Bcstg. Corp.
Address P. O. Box 192
Phone Number 750
News Service UP
President E. H. Stokes
Gen., Comm. Mgr. Kenneth Gordon
Program, News Director Tom Gibson
Chief Engineer Claude F. Jones

WBOB

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Carroll-Grayson Bcstg. Corp.
 Address Poplar Knob Rd.
 Phone Number 2921
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Membership NARTB
 President Robert V. Morris
 Gen., Sta. Manager Joseph P. Crockett
 Program Director Muriel Bell
 Commercial Manager Brice J. Parks
 Chief Engineer W. Edward Boyer

WVEC

HAMPTON—1948

Frequency: 1490 Kc. Power: 250 Watts d.
 Owned-Operated By. Peninsula Bcstg. Co.
 Studio-Trans. Address Hampton-Buckroe Rd.
 Phone Number 6332
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Wm. G. Rambeau
 Membership NARTB, BAB
 President Thomas P. Chisman
 General Manager Harrol A. Brauer, Jr.
 Comm. Manager Charles L. Coker, Jr.
 Pgm., Pub. Dir. L. W. Kiewer
 Chief Engineer James E. Swafford

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owner-Oper. Shenandoah Valley Bcstg. Corp.
 Business-Studio Address Rawley Pike
 Phone Numbers 550, 875
 Air Time Full Time
 News Service UP
 Representative (Eastern) Devney & Co.
 Membership NARTB, BAB
 President Frederick L. Allman
 Sales Prom., Comm. Mgr. Robert B. Harrington
 Program Director Richard H. Johnson
 Production Director Charles McGinley
 Chief Engineer Warren L. Braun

WHAP

HOPEWELL—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. The Hopewell Bcstg. Co.
 Business Address P. O. 621
 Phone Number 801
 Air Time 6:00 a.m.-12 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Donald S. Cook

President Auggustus Robbins, Jr.
 General Manager Charles M. Mark
 Sta. Mgr., Prog. Dir., Ch. Eng. Larry Kay
 Comm., Prom. Mgr., Pub. Dir. Nancy Johnson

WREL

LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Rockbridge Bcstg. Co.
 Bus.-Studio Address First Nat'l Bank Bldg.
 Phone Number Lexington 6000
 Air Time Full Time
 News Service AP
 Representative Indie Sales
 Transcription Service Thesaurus
 President Marshall L. Wilmer
 Gen., Sta., Comm. Mgr. Milton B. Henson
 Program Director Andrew Peterson
 Chief Engineer James I. Bray, Jr.

WLVA

LYNCHBURG—1930

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By. Lynchburg Bcstg. Corp.
 Address 925 Church St.
 Phone Number 2-1242
 Air Time 6:00 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Edward A. Allen
 Gen., Sta. Manager Philip P. Allen
 Commercial Manager Joseph F. Wright, Jr.
 Sales Prom. Mgr. C. A. Larsen
 Prog. Publ. Dir. Warren Uttal
 Chief Engineer John T. Orth

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By. Old Dominion Bcstg. Corp.
 Address P. O. Box 918
 Phone Number 2-3441
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World, Thesaurus
 Representative Walker
 Membership NARTB, BAB
 President David Hugh Dillard
 Gen., Sta. Mgr. Wm. T. Howard, Jr.
 Commercial Manager Richard E. Gooch
 Prog., Pub. Dir. Graydon V. Olive, Jr.
 Chief Engineer Forest J. Pinkerton

WMEV

MARION—1948—ABC-KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mountain Empire Bcstg. Corp.
 Address Park Boulevard

Phone Number3-9001
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeCooke
 MembershipNARTB
 PresidentL. Preston Collins
 Gen.-Comm. Mgr.....Robert C. Wolfenden
 Pgm. Dir.Mrs. R. C. Wolfenden
 Chief EngineerEdward Surface

Phone Number2-3266
 News ServiceUP
 Representative.....Indie Sales, Inc.
 MembershipNARTB
 President.....Mrs. Joseph Light
 General Manager.....William M. Manrov
 Program Director.....Jack Lynn
 Chief Engineer.....W. M. Manrov

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..Martinsville Bcstg. Co., Inc.
 AddressChatham Heights
 Phone Number.....Virginia 2152
 News ServiceAP
 President.....S. S. Walker
 General Manager.....John W. Shultz
 Comm.-Sls. Prom. Mgr.....Charles F. Adams
 Program Director.....Barbara Zimmerman
 Chief Engineer.....B. E. Boyer

W L O W

NORFOLK—1946—

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Commonwealth Bcstg. Corp.
 Bus.-Studio Addr.....21st & Manteo Sts.
 Phone Number4-5678
 Air Time24 hrs. daily
 News ServiceUP
 RepresentativeForJoe
 President.....E. L. Scott
 General Manager.....Wm. Carpenter
 Station Manager.....Joseph B. Matthews
 Program Director.....Robert Drepperd
 Tech. Dir., Chf. Engr.....Jack Siegel

W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By..Hampton Roads Bcstg. Corp.
 Bus.-Studio Address.....500 Portlock Bldg.
 Phone NumberNorfolk-2-7031
 News ServiceAP
 News. Affil.....Daily Press, Times-Herald
 Transcription ServiceAssociated
 Representative.....Free & Peters
 MembershipNARTB
 President.....Raymond B. Bottom
 Gen.-Sta. ManagerEdward E. Bishop
 Comm. Mgr.....Edward E. Edgar
 Prog. Director.....Robert J. McBride
 Chief EngineerAlois Braun

W N O R

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Norfolk Bcstg. Co.
 Address.....1019 Boissevain Ave.
 Phone Number27071
 Air Time24 hrs.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeWalker
 President.....Louis H. Peterson
 Gen., Comm. Mgr.....Earl Harper
 Program Mgr.....Jack Black
 Sales Prom. Mgr.....Dave Pritchard
 Publicity Director.....Tom Matthews
 Chief Engineer.....Howard Sheets

W H Y U

NEWPORT NEWS—1947

Frequency: 1270 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Eastern Bcstg. Corp.
 Business-Studio Address.....114 W. 24th St.
 Phone Number3-1631
 Air Timedaytime
 News ServiceUP
 Transcription ServiceCapitol
 PresidentJohn Doley
 General Manager.....Frederic F. Clair
 Commercial Manager.....E. Patterson
 Program Dir.Tom Bradshaw, Jr.
 Chief Engineer.....Percy C. Magoun

W R A P

NORFOLK—1952

Frequency: 1050 Kc.....Power: 500 Watts
 Owned-Operated By.....Rollins Bcstg., Inc.
 Address.....300 Portlock Bldg.
 Phone Number4-8307
 News ServiceAP
 President.....John W. Rollins
 General Manager.....Glen A. Harmon
 Chief Engineer.....Glen Frazier

W C A V

NORFOLK—1947

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Cavalier Bcstg. Corp.
 Bus.-Studio Address.....Helena Bldg.

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WTAR Radio Corp.
 Bus.-Studio Address.....720 Boush St.
 Phone Number56711
 Air Time.....Full Time
 News ServiceAP

News Affil. Norfolk Newspapers, Inc.
 Transcription Service Standard
 Representative Edward Pety
 Membership NARTB, BAB
 Pres., Gen. Mgr. Campbell Arnoux
 Sales Manager. Robert M. Lambe
 Promotion Manager. Fred Lowe
 Program Director. William Johnson
 Program Director. Joel Carlson
 Chief Engineer. Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Blantox Radio Co., Inc.
 Bus.-Studio Address. Harlan, Ky.
 Phone Number 625
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President. Richard B. Helms
 Gen., Sta. Mgr. Jack T. Helms
 Comm. Mgr., Pgm. Dir. Wally Doglass
 Chief Engineer. Gene Thommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. James Madison Bcstg. Corp.
 Address. P. O. Box 271
 Phone Number 7263
 Air Time. Full Time
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President. W. A. Sherman, Jr.
 Gen., Comm. Mgr. Alfred W. Walthall
 Program Director. Jim Simmons
 Publicity Director. Ann G. Butler
 Chief Engineer. W. F. Wilkerson

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Southside Virginia Bcstg.
 Corp.
 Business-Studio Address. 112 W. Tabb St.
 Phone Number 3881-2
 Air Time. 6:30 a.m.-M.
 News Service AP
 Transcription Service Standard
 Membership NARTB
 President. Louis H. Peterson
 Sta., Com. Manager. Ray L. Moss
 Program Director. N. W. Andrews
 Chief Engineer. W. C. King, Jr.

WSAP

PORTSMOUTH—1943

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By. Portsmouth Radio Corp.
 Bus.-Studio Address. 205 Professional Bldg.
 Phone Number 7-3488
 Air Time. 6:00 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Burn-Smith
 President. Tom E. Gilman
 Gen.-Sta.-Comm. Mgr. Jack Norfleet
 Chief Engineer. John Brigman

WPUV

PULASKI—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Southwest Bcstg. Corp.
 Address. Dora Highway
 Phone Number 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
 Program Director. Maruma R. Deaver
 Chief Engineer. John A. Columbus

WRAD

RADFORD—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Rollins Bcstg., Inc.
 Phone Number 2461
 Air Time. Full Time
 Transcription Service. Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 News Service AP
 President. John W. Rollins
 Gen., Sta., Comm. Mgr. Wendell H. Siler
 Sales Prom. Mgr. Ben Johnson, Jr.
 Program Director. Alfred L. Mills
 Chief Engineer. Fitzgerald McDaniel

WRIC

RICHLANDS—1951

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Clinch Valley Bcstg. Corp.
 Address. Box 218
 Phone Number 450
 Transcription Service. Thesaurus, SESAC
 News Service AP
 Membership NARTB, BAB
 President. J. Powell Royal, Jr.
 Gen., Sta. Mgr., Chf. Eng. Max M. Blakemore
 Program Director. Harry D. Taylor
 Comm., Prom. Mgr. Joe J. Webb

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Oper. By..United Bcstg. Co. of Virginia
 Address.....513 E. Main St.
 Phone Number38368
 PresidentRichard Eaton
 General Manager.....Richard Scheele
 Program Manager.....Michael Novello
 Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Bcstg. Corp.
 Bus-Studio Address.....Broad-Grace Arcade
 Phone Number3-6741
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeForjoe
 President.....Thomas G. Tinsley, Jr.
 Sta., Gen-Comm. Mgr.....Irvin G. Abeloff
 Program Director.....Harvey Hudson
 Chief Engineer.....George W. McGulgan, Jr.

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Havens & Martin, Inc.
 Bus-Studio Address.....3301 W. Broad St.,
 Phone Number5-8611
 News ServiceUP
 Air Time.....Full Time
 RepresentativeBolling Co.
 MembershipBAB
 Pres., Gen-Sta. Mgr.....Wilbur M. Havens
 Sls. Prom. Mgr., Pub. Dir...Robert Montgomery
 Commercial Manager...Walter A. Bowry, Jr.
 Prog. Dir.....Jack Lewis
 Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By..Richmond Newspapers, Inc.
 Business-Studio Address..107-111 N. Fourth St.
 Phone Number.....3-3436
 Air Time.....Full Time
 News Service.....AP
 Transcription Service....Standard, Thesaurus
 Representative.....Edward Petry
 MembershipNARTB, BAB

**THE
 BEST
 BUY
 FOR
 YOU
 IN
 '52-
 WRNL**



In Richmond, Virginia, There's
 More **SELL** on **WRNL!**

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course). Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

910 KC 5 KW
 ABC AFFILIATE
 RICHMOND
 VIRGINIA

WRNL

NATIONAL
 REPRESENTATIVES
 EDWARD PETRY
 & COMPANY, INC.

President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Sales Manager.....Joseph Sierer
 Program Director.....Don Martin
 Publicity Director.....Morris Kenig
 Chief Engineer.....Vincent Wolstenholme

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 Number.....3-6633
 Transmitter Location.....Edgeworth
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB
 General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Promotion Manager.....Jack Stone
 Sales Manager.....James D. Clark
 Program Service Mgr.....Samuel S. Carey
 Production Manager.....John B. Tansey
 Public Relation Dir.....Walter 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.
 Representative.....Indie Sales
 President.....Douglas H. Robertson
 Gen., Sta., Comm. Mgr.....David M. Wilburn
 Program Director.....Dee Deering
 Chief Engineer.....Clark Leaghty

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 Number.....8131
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 News. Affil.....Times, World News
 Transcription Service.....World
 Representative.....Free and Peters, Inc.
 Membership.....NARTB, BAB
 President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Director.....Charles A. Ballou
 Publicity Director.....Benton B. Boggs
 Chief Engineer.....J. Edward Newman

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FRED L. HART,
 WLPM, Suffolk, Virginia

WROV

ROANOKE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Roanoke, Inc.
 Bus.-Studio Address . 600 Mountain Trust Bldg.
 Phone Number 3-4444
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NARTB, BAB
 President Leo F. Henebry
 Gen.-Sta.-Comm. Mgr. Frank E. Koehler
 Asst. Mgr., Prog. Dir. Gordon R. Phillips
 Chief Engineer J. W. Robertson

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Shenandoah Life Stations, Inc.
 Business-Studio Address Shenandoah Bldg.
 Phone Number 9227
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Paul C. Buford

Exec. Vice President James H. Moore
 Chief Engineer J. P. Briggs
 Commercial Manager Horace Fitzpatrick

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Halifax Bcstg. Co.
 Address Webster St.
 Phone Number 2-9988
 News Service AP
 Transcription Service World
 Membership BAB
 Gen.-Sta.-Comm. Mgr. John L. Cole, Jr.
 Pgm., Prod., Publ., Mus. Dir. Ella L. Poindexter
 Chief Engineer Arthur A. Moran

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Charles P. Blackley
 Business-Studio Address Morrison Bldg.
 Phone Number 5-5555
 Air Time Full Time
 Membership NARTB
 General-Station Mgr. Charles P. Blackley
 Comm.-Sales Prom. Mgr. Charles F. Seebeck
 Program Director Fulton A. King
 Chief Engineer Rex C. Houser

WROV

LEADS IN RETAIL ADVERTISING IN

ROANOKE

Because . . .

LOWEST RATES!

260-TIME RATE

| Spots | Sta. "A" | WROV | Sta. "B" |
|-----------------|----------|------|----------|
| 20-sec. Class A | 9.75 | 4.65 | 7.50 |
| 20-sec. Class B | 6.75 | 3.04 | 5.06 |
| 20-sec. Class C | 5.75 | 2.86 | 3.75 |
| 1-min. Class A | 12.00 | 5.72 | 9.00 |
| 1-min. Class B | 8.75 | 3.76 | 6.37 |
| 1-min. Class C | 6.75 | 3.58 | 4.50 |

A
B
C

RADIO NETWORK

Because . . .

HIGHEST RATINGS!

HOOPER, DEC. '51-FEB. '52

| Time | Sta. 'A' | WROV | Sta. 'B' |
|-------------------------------|----------|------|----------|
| Mon. thru Fri. 8 a.m.-12 noon | 57.6 | 26.7 | 15.5 |
| Mon. thru Fri. 12 noon-6 p.m. | 69.3 | 20.3 | 10.4 |
| Mon. thru Fri. 6 p.m.-8 p.m. | 71.3 | 11.8 | 16.2 |
| Sun. thru Sat. 8 p.m.-10 p.m. | 63.5 | 14.7 | 18.5 |

M
B
S

RADIO NETWORK

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Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

WROV — Roanoke, Va.

FOR AVAILABILITIES CALL
 BURN SMITH COMPANY, INC., or
 FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

W L P M
SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone Number.....2394
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Sears & Ayer
Pres., Gen. Manager.....Fred L. Hart
News Director.....Earl Hundley
Publicity Director.....Lee Williams
Chief Engineer.....Veryl W. Rupp

W N N T
WARSAW—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater
Bcstg. Co.
Address.....Warsaw
Phone Number.....690
News Service.....UP
Pres.-Gen. Mgr.....Grayson Headley
Commercial Manager..Catherine P. De Shazo
Chief Engineer.....Kenneth Lueck

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone Number.....6066

Air Time.....Full Time
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NARTB
President.....Judson T. Phillips
Gen., Sta., Comm. Mgr.....N. Wilbur Kidd
Program Director.....Richard A. Rhodes
Chief Engineer.....Donald D. Curtis

W I N C

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number.....4855
Air Time.....6 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Associated
President...Richard Field Lewis, Jr. (Licensee)
Prom. Mgr., Pgm., Prod. Dir.....John Morgan
Chief Engineer.....Phil Whitney

W Y V E

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Wythe County Bcstg. Co.
Address.....P. O. Box 534
Phone Number.....840-1
News Service.....AP
Membership.....NARTB, BAB
Transcription Service...Lang-Worth, Capitol
Representative.....Devney
General Manager.....A. M. Gates, Jr.
Chief Engineer.....Jack Fleming

WASHINGTON

Pop. April 1, 1953, (Est.) 2,534,000—Total Housing Units 819,000
Families April 1, 1953 (Est.) 792,000—Stations in State 54

K B K W
ABERDEEN—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address .701 E. Heron St., Aberdeen, Wash.
Phone Number.....1015, 1016
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Forjoe
Membership.....BAB
President.....Archie Taft, Jr.
Gen., Sta. Mgr.....Don. G. Bennett
Commercial Manager.....Lloyd Daviscount
Sales Prom. Mgr.....Norman Loftus
Program Director.....Arthur Lindsay
Chief Engineer.....John Berg

K X R O

ABERDEEN—1927—MBS—DON LEE
KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....KXRO, Inc.
Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Air Time.....7 a.m.-11:15 p.m.
News Service.....UP
Representative.....W. S. Grant Co.
Membership.....NARTB, BAB
President.....Harry R. Spence
Sta., Gen. Mgr.....Fred G. Goddard
Pgm., Prod. Dir.....Stanley Craft
Chief Engineer.....Philip True

KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By.....KPUG, Inc.
 Business Address.....P. O. Do: 655
 Telephone 6200
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeCooke
 PresidentJessica L. Longston
 Station Mgr.....James Hamstreet
 Comm. Mgr.....Alex DeSchweinitz
 Prom. Mgr.....Dick Rapp
 Program Dir.....Jeanne Smith
 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 Number.....Bellingham 790
 News ServiceUP
 Transcription ServiceMacGregor, World
 RepresentativeMeeker
 MembershipNARTB, BAB
 PresidentRogan Jones
 Gen., Comm. Mgr.....Jack Clarke
 Sales Prom. Mgr.....Fred Elsethagen
 Prog., Pub. Dir.....Dave Mintz
 Chief Engineer.....Ernest Harper

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bremerton Broadcast Co.
 AddressBox 1803
 Phone Number7-3995
 News ServiceAP
 Transcription ServiceStandard
 MembershipBAB
 Owner & Pres.....Bruce Bartley
 Gen., Sta. Mgr.....Loren B. Stone
 Comm., Prom. Mgr.....Gil Jacobsen
 Program Dir.....Bob Gleason
 Chief Engineer.....Al Stewart

KGIB

BREMERTON—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kitsap G.I. Bcstrs., Inc.
 Address.....124 N. Callow St.
 Phone Number7-3757
 Transcription ServiceStandard
 News ServiceUP
 President.....G. A. Weyland
 General Manager.....James Munro
 Chief Engineer.....Paul Crittenden

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 6-3321,
 Chehalis 8-3321
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative..John Keating, John E. Pearson
 MembershipNARTB, BAB
 President.....J. Elroy McCaw
 Sec.-Treas.....Mabel A. McGwinn
 Gen., Sta., Comm. Mgr.....Joe Chytil
 Program Dir.....Del Spencer
 Publicity Dir.....Robert Cleland
 Chief Engineer.....Lloyd Hannah

KCLX

COLFAX—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Whitman County Bdcstrs.
 AddressAlmota Road
 Phone Number780
 News ServiceAP
 PresidentBradley Kincaid
 General Manager.....E. Pournelle
 Program Director.....Ruth Pournelle
 Chief Engineer.....David Dodd

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..Central Washington Bcstrs.
 Bus. Add. Trans. Loc.....Box 600
 Phone Number2-1488
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 MembershipBAB
 President.....Goodwin Chase, Jr.
 Gen., Sta. Manager.....Joe Kendall
 Comm., Prom. Mgr., Ch. Eng..Darrell K. Burns
 Program Dir.....Joe Kendall
 Publicity Dir.....Ron Forsell

KULE

EPHRATA—1950

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Columbia Basin Bcstg. Co.
 Phone Number730
 Co-OwnerKirby Billingsley
 Co-Owner.....Robert E. Billingsley

K R K O

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 Number. Cedar 1144
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. William R. Taft
 Sales Manager. Warren Johnson
 Traffic Dir. Nancy Spaeth
 Chief Engineer. Dave Foley

K F D R

GRAND COULEE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. . Columbia River Bcstrs., Inc.
 Address Box 395
 Phone Number 140
 Air Time 15 Hrs.
 News Service UP
 Representative Northwest, Art Moore
 Membership NARTB, BAB
 Pres., Gen. Mgr. J. W. England
 Program Dir. Robert Anderson
 Chief Engineer. Ray Groff

K E L S

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. . . N.W. Public Services, Inc.
 Address P. O. Box 90
 News Service UP
 President Roscoe A. Day, Jr.
 General Manager Claire O. Banks
 Commercial Manager. Paul H. Shoaf
 Program Director. Lowell Gibson
 Chief Engineer. Fred Fowler

K W I E

KENNEWICK—1949

Frequency: 610. Power: 1000 Watts
 Owned-Oper. By. KWIE, Inc.
 Address 11 S. Cascade St.
 Phone Number 6961
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative. Art Moore, Robert Meeker
 Membership NARTB
 Pres., Gen. Mgr. Harold A. Clark
 Comm. Mgr., Chief Eng. C. J. McCredie
 Program Director Marvin E. Johnston

K R K L

KIRKLAND—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By. Eastside Bdcstg. Co.

Address Trans. Loca. Civic Center
 Phone Number 22-1201
 Transcription Service Capitol
 Presidents . . . L. N. Ostrander, W. A. Chamness
 General Manager. G. A. Wilson
 Program Director. Florence Ferry
 Chief Engineer. R. H. Waldron

K W L K

LONGVIEW—1938—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Twin City Bcstg. Corp.
 Bus.-Studio Add. Natl. Bank of Commerce Bldg.
 Phone Number. Longview 1500
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative. W. S. Grant, Art Moore
 Membership NARTB, BAB
 President, Gen. Mgr. C. O. Chatterton
 Station Mgr. Bob L. Moran
 Commercial Manager. J. F. Carlson
 Program Director. Ellen Hammond
 Chief Engineer. Ralph Brown

K S E M

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. KSEM, Inc.
 Address Box 276
 Phone Number 234
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NARTB
 President Jessica Jongsten
 Gen. Mgr. Robert Pollack
 Station Mgr. Alan Miller
 Comm. Mgr. Hanford Choate
 Program Dir. Dean Rhodes
 Chief Engineer. Roland Kissler

K B R C

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 Number 8955
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Art Moore
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Leo H. Beckley
 Commercial Manager. H. R. Leander
 Pgm. Dir., Chief Ann. Tom Haveman
 Chief Engineer Walter Bjerke

K G Y

OLYMPIA—1922—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Tom Olsen
 Address Trans. Loca. Rockway Leland Bldg.
 Phone Number 6636
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative George Clark
 Membership NARTB, BAB
 General Manager Tom Olsen
 Sta., Comm., Prog. Mgr. Elmer J. Holmberg
 Pgm., Prod., Publ. Dir. Don Jones
 Chief Engineer Charles A. Roark

K O M W

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By KOMW, Inc.
 Business-Studio Address. Box 151
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John Keating
 Membership BAB
 President R. L. McNett
 General Manager Dean Nichols
 Commercial Manager Grover D. Allen
 Program Dir. Mary Jane Armstrong
 Chief Engineer Leonard Fleisher

K P K W

PASCO—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Address Chase & "A" Sts.
 Phone Number 3337
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. V. B. Kennworthy
 Sta., Prom. Mgr. W. J. Hunt
 Comm. Mgr. William White
 Prog. Dir., Chief Eng. Walter Mott

K O N P

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Pacific, Inc.
 Bus.-Studio-Transmitter Address. 313 W. First
 Phone Number 4200
 Air Time 6:45 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative John Keating
 Pres., General Mgr. C. N. Webster
 Station Manager Keith Patterson
 Chief Engineer Frederick Fields

K B K H

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bayton & Hicks
 Address P. O. Box 356
 Phone Number 1-5251
 News Service UP
 Transcription Service Lang-Worth
 Gen., Sta. Mgr. J. Ronald Bayton
 Comm. Mgr., Prog. Dir. John R. Puckett
 Prom. Mgr., Chief Eng. B. J. Bayton

K P U Y

PUYALLUP—1951

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Radio Station KPUY
 Address 1510 Linden Drive
 Phone Number 5-7711
 News Service UP
 Transcription Service Associated
 Owner., Gen., Comm. Mgr. Clarence E. Wilson
 Promotion Mgr. Don Neal
 Program Dir. Beverly Heckle
 Publicity Dir. Pete Hanson
 Chief Engineer Bill Luckhurst

K A P A

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific Bcstg. Corp.
 Address P. O. Box 288
 Phone Number 1010
 Air Time 6 a.m.-12 M.
 News Service AP
 Station Representative Western
 Membership NARTB, BAB
 President Joe Chytil
 Gen., Sta., Comm. Mgr. Hugh McPherson
 Sales Promotion Manager. Dwight Smart
 Program Director Fred W. Hepner
 Chief Engineer Robert McNamara

K L A N

RENTON—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Interlake Bdcstg. Corp.
 Address Trans. Loca. N. 7th & Park Ave.
 Phone Number Renton 5-3424
 Air Time Full Time (Ex. Sunday)
 News Service UP
 Transcription Service Cole, World
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mgr. H. E. Ridalls
 Commercial Manager Bill Simpson
 Program Director George Edgar
 Chief Eng. F. C. Cook

KALE

RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KALE, Inc.
 Address.....P. O. Box 367
 Phone Number.....4-3180
 Representative.....George Clark
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 News Service.....UP
 President.....R. S. McCaw
 Gen., Sta. Mgr.....L. G. Dix
 Commercial Manager.....Ralph Nachtmann
 Prom., Pub. Dir.....Bob Jones
 Program Dir.....Bob Concie
 Chief Engineer.....Joseph Muench

KING

SEATTLE—1927

Frequency: 1090 Kc....Power: 50,000 Watts
 Owned-Oper. By.....KING Bcstg. Co.
 Address.....Smith Tower
 Phone Number.....Mutual 1090
 Representative.....Blair
 News Service.....UP
 Membership.....NARTB, BAB
 President.....Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.....Otto P. Brandt
 Commercial Manager.....John Eichhorn
 Program Director.....Hal Moan
 Publicity Director.....Mel Anderson
 Chief Engineer.....Arthur A. Shultz

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
 Transcription Service.....Thesaurus
 Representative.....Free & Peters
 Membership.....BAB
 President.....Saul Haas
 Comm. Manager.....William F. Tucker
 Program Director.....Kenneth Yeend
 Publicity Director.....Warren McCloy
 Chief Engineer.....James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Mt. Rainier Radio &
 Television Bcstg. Corp.
 Business-Studio Address.....Skinner Bldg.
 Phone Number.....Elliot 5890
 Air Time.....Unlimited
 News Service.....UP

Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....C. Howard Lane
 General-Station Mgr.....J. Archie Morton
 Comm. Mgr.....Paul E. Moore
 Promotion Mgr.....Maht Jordan
 Pgm. Director.....Homer Pope
 Chief Engineer.....Don M. Anderson

KOL

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Seattle Bcstg. Co.
 Bus.-Studio Address.....1100 W. Florida St.
 Phone Number.....MA. 2312
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Bolling
 Membership.....BAB
 President.....Archie Taft
 Sta., Gen. Mgr.....Archie Taft, Jr.
 Promotion Manager.....Hugh Feltis
 Program Director.....Robert Harris
 Chief Engineer.....Perry Lind

KOMO

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 Number.....Seneca 6000
 Air Time.....18 hrs.
 News Service.....UP
 Transcription Serv. .Associated, Lang-Worth
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President, General Mgr.....O. W. Fisher
 V.P., Gen. Mgr.....W. W. Warren
 V.P., Com. Manager.....Ray Baker
 Sales Promotion Mgr.....W. J. Hubbach, Jr.
 Program Manager.....F. J. Patterson
 Chief Engineer.....F. J. Brott

KRSC

SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By...Wash. Telecasters, Inc.
 Add., Trans. Loca.....2939 Fourth Ave. So.
 Phone Number.....ELiot 2480
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 President.....Jessica L. Longston
 Gen., Sta. Mgr.....R. E. Pollock
 Program Director.....Ted Bell
 Chief Engineer.....Verle Jones

K T W

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: The First Presbyterian
 Church of Seattle, Wash.
 Phone Number: Mutual 1250
 President: W. T. Whitney
 Sta., Gen. Mgr.: Don Bevilacqua
 Chief Engineer: James S. Ross
 Program Dir.: A. G. Atworth, Jr.

K V I

SEATTLE—1928—MBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By: Puget Sound Bcstg. Co., Inc.
 Business Address: Camlin Hotel
 Phone Number: SENeca 4848
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: George P. Hollingbery
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Vernice Irwin
 Chief Owner: Laura M. Doernbecher
 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 Number: ALder 8600
 Air Time: 5 a.m.-Local Sunset
 News Service: AP
 Representative: Rambeau
 Membership: NARTB, BAB
 President: Wesley I. Dumm
 Gen., Sta. Mgr.: Hugh A. Smith
 Commercial Manager: R. G. McArdle
 Chief Engineer: John Dubuque

K S P O

SPOKANE—1922

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Williams and Berthoff
 Address, Trans. Loca.: Realty Bldg.
 Phone Number: RIVERSide 8033
 News Service: UP
 Co-Owner: Delbert Berthoff
 Co-Owner: Gene Williams
 Chief Engineer: E. P. Antosyn

K G A

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By: Corp. of Gonzaga U.

Bus.-Studio Address: Radio Central Bldg.
 Phone Number: MADison 5383
 Transmitter Location: Moran Prairie, Rt. 3
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Representative: Edward Petry
 President: Rev. Francis E. Corkery, S. J.
 General Manager: Harvey Wixson
 Program Director: Hub Warner
 Chief Engineer: B. B. Boardman

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: KHQ, Inc.
 Bus.-Studio Address: Radio Central Bldg.
 Phone Number: MADison 5131
 Air Time: 19 hrs.
 News Service: AP
 Transcription Service: World
 Representative: Katz
 Pres., Gen. Mgr.: Richard O. Dunning
 Station Manager: Chas. E. Lohnes
 Commercial Manager: W. C. Rhodes
 Program Manager: Birney Blair
 Program Director: R. H. Godon
 Chief Engineer: A. G. Sparling

K N E W

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By: Inland Empire Bcstg. Co.
 Bus.-Studio Address: Sprague at Wall
 Representative: Weed
 Pres., Gen. Mgr.: Burl C. Hagadone
 Station Manager: C. E. Rodell
 Program Director: Paul Crain
 Chief Engineer: Vincent L. Hoffart

K R E M

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: Louis Wasmer
 Address: Radio Central Bldg.
 Phone Number: MADison 3333
 Transmitter Location: 4101 S. Regal St.
 News Service: AP
 Transcription Service: Associated
 Representative: Bolling
 Pres., Gen., Sta. Mgr.: Louis Wasmer
 Manager: Robert H. Temple
 Program Director: E. A. Moseley
 Chief Engineer: William Patterson

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By: Symons Bcstg. Co.
 Address: Television Center
 Phone Number: MAIn 1218

Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....MacGregor
 Representative.....Walker, PNB
 President.....E. B. Craney
 General Manager.....Clay Osborne
 Commercial Manager.....B. E. Woolston
 Program Director.....A. DeVries
 Chief Engineer.....George Langford

Address.....1701 S. 11th St.
 Phone.....Market 7181
 Transcription Service.....Associated, Lang-Worth
 News Service.....AP
 Representative.....Weed
 Manager.....Lan Higgins
 Commercial Manager.....Larry Carino
 Program Director.....R. G. Boardway
 Chief Engineer.....Max H. Bice

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cole E. Wylie
 Address.....Sunnyside
 Phone Number.....7-2277
 News Service.....AP
 Representative.....Forjoe
 Membership.....NARTB, BAB
 President.....Cole E. Wylie

KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KMO, Inc.
 Bus. Studio Address.....P. O. Box 1651
 Phone Number.....Main 4144
 Air Time.....6 a.m.-12 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus, Standard
 Representative.....Branham
 Membership.....NARTB, BAB
 President.....Carl E. Haymond
 V.P., Gen., Sta. Mgr.....Jerry Geehan
 Comm. Mgr.....Raymond T. McKenzie
 Prom., Pub. Dir.....Eugene W. Dryden
 Program Dir.....Richard D. Weeks
 Chief Engineer.....John Boor

KTAC

TACOMA—1941

Frequency: 810 Kc.....Power: 1000 Watts
 Owned-Operated By.....Tacoma Bcstrs., Inc.
 Address.....2715 Center St.
 Phone Number.....BRoadway 2241
 Air Time.....18 hrs.
 News Service.....UP
 Transcription Service.....World
 Representative.....McGillvra
 Membership.....NARTB
 President.....Harold J. Quilllinger
 Station Manager.....T. R. Knightlinger
 Commercial Manager.....Don Hopkins
 Chief Engineer.....R. C. Velo

KTNT

TACOMA—1952

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tribune Publ. Co.

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Vancouver Radio Corp.
 Studio Address.....707½ Main St.
 Phone.....3-4717, TW 7323
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....World
 Representatives.....Keating, O'Connell
 Membership.....BAB
 President.....Sheldon F. Sackett
 General-Station Mgr.....Fred F. Chitty
 Comm. Mgr.....Walter P. Rossman
 Sales Prom. Mgr.....Al Bauer
 Prom., Pub. Dir.....George W. Conner
 Chief Engineer.....Edgar Means

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walla Walla Bdcstg. Co.
 Address.....Book Nook Bldg.
 Phone Number.....4103
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Grant
 Pres., Gen. Mgr.....Jack Keating
 Commercial Manager.....Don Harris
 Chief Engineer.....Bevin Roth

KUJ

WALLA WALLA—1928—MBS
 DON LEE

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....KUJ, Inc.
 Business-Studio Address.....55 E. Main St.
 Phone Number.....1230
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....H. E. Studebaker
 Sta. Comm. Mgr.....Don Wike
 Program Director.....Martin Tobin
 Chief Engineer.....M. L. MacLafferty

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Wescoast Bcstg. Co., Inc.
 Bns.-Studio Address.... 2nd & Columbia Sts.
 Phone Number 2757
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership BAB
 President Rogan Jones
 Sta., Gen. Mgr..... James W. Wallace
 Prom., Comm. Mgr. Pat O'Halloran
 Pgm., Prod. Director..... Emerson Elder
 Publicity Director Charlotte Tochterman
 Chief Engineer..... George Frese
 Chief Announcer..... Bill Denton
 Consulting Engineer..... Bill Foss

K W N W

WENATCHEE—1948—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By Wenatchee Broadcasters
 Address P. O. Box 1510
 Phone Number 2468-2469
 Air Time 6 a.m.-12 M.
 Transcription Service Standard
 News Service AP
 Representative McGillvra
 General Mgr..... Stuart S. Maus
 Sta., Comm. Mgr..... Mark A. Sorley
 Chief Engineer..... Warren Brown

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc. ... Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Cascade Bdcstg. Co.
 Address..... P. O. Box 702
 Phone Number 6197
 News Service AP
 Transcription Service... Lang-Worth, Associated
 Representative Weed & Co.
 Membership NARTB, BAB
 President..... A. W. Talbot
 Gen., Prom. Mgr..... R. Lee Black
 Sta. Mgr., Prog. Dir..... Thomas C. Bostic
 Publicity Dir..... Helen A. Turnell
 Chief Engineer..... J. Barry Watkinson

K I T

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc.... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..... KIT, Inc.

Business-Studio Address.. 414 E. Yakima Ave.
 Phone Number 8115
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service..... Capitol
 Representative Branham
 Membership BAB
 President Carl E. Haymond
 Station Manager..... James A. Murphy
 Com., Prom. Mgr..... Jack H. Goetz
 Production Director..... Jas. W. Nolan
 Chief Engineer..... H. B. Murphy

K Y A K

YAKIMA—1947—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Yakima Bcstg. Co.
 Address..... P. O. Box 172
 Phone Number 2-7143
 Transcription World
 News Service UP
 Membership NARTB, BAB
 President..... Robert S. McCaw
 Station Manager..... W. W. Boone
 Commercial Manager..... I. N. Prell
 Program Director..... Gerald Webb
 Chief Engineer..... Donald E. Gardner

WHY IS **A P**
 THE BEST?

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

WEST VIRGINIA

Pop. April 1, 1953 (Est.) 2,106,000—Total Housing Units 547,000

Families April 1, 1953 (Est.) 498,000—Stations in State 40

WJLS

BECKLEY—1939—CBS

Frequency: 560 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
Phone Number.....7311
Air Time.....Unlimited
News Service.....UP
Representative.....Weed
Membership.....NARTB
Pres., Gen. Mgr.....Joe L. Smith, Jr.
Station Manager.....Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir....W. R. Barrett
Program Dir.....W. S. Jackson
Chief Engineer.....Al J. Ginkel

WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc.....Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number.....9309
Air Time.....18 hrs.
News Service.....AP
Representative.....Walker
President.....N. Joe Rahall
General Manager.....R. H. Booth
Chief Engineer.....Robert Ramsey

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By...Daily Telegraph Prtg. Co.
Business-Studio Address....623 Commerce St.
Phone Number.....7114
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Cole
Representative.....Katz
Vice President.....Hugh I. Shott, Jr.
Gen., Sta. Mgr., Chief Eng....P. T. Flanagan
Pgm., Pub. Dir.....William Hostetter

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WKOY, Inc.
Address.....West Virginian Hotel
Phone Number.....7405
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....Devney & Co.
Pres., Gen., Sta., Comm. Mgr..J. Lindsley Alley
Program Director.....Emma Sue Phelps
Chief Engineer.....Roy Yost

WCAW

CHARLESTON—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....McGillvra
Pres., Gen. Mgr.....Garland F. Wilkinson
General Manager.....Selma Pierson
Commercial Manager.....James H. Tomblin
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 Number.....28-131
Air Time.....Full Time
News Service.....AP, UP
Representative.....Branham
Membership.....NARTB, BAB
President.....Lewis C. Tierney
V.P., Gen. Mgr.....John T. Gelder, Jr.
Comm. Mgr.....John L. Sinclair, Jr.
Prom., Pub. Dir.....Frank E. Shaffer
Program Director.....Morton S. Cohn
Chief Engineer.....William E. Dixon

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...The Kanawha Valley
Bdcstg. Co.
Address.....210 Dickinson St.
Phone Number.....3-7541
Air Time.....6 a.m.-3 a.m.
News Service.....AP
Transcription Service.....Associated
Representative...Robert Meeker Assos., Inc.
Pres., Gen. Mgr.....R. M. Venable
Program Director.....Phil Vogel
Sales Prom. Mgr.....Charles High
Publicity Dir.....Joe Farris
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.....804 Kanawha Blvd.
Phone Number.....39-971

Air Time.....5:30 a.m.-12 M.
 News ServiceAP
 RepresentativeWeed
 Pres., Gen. Mgr. Joe L. Smith, Jr.
 General Manager.....George J. Gray
 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 Number23-136
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeFor Joe
 MembershipNARTB, BAB
 PresidentGus Zaharis
 Gen., Sta. Mgr.....Berton Sonis
 Comm. Mgr.....Mel S. Burka
 Program DirectorJoseph J. Herget
 Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By....Ohio Valley Bcstg. Corp.
 Address.....444½ W. Pike St.
 Phone Number4-7571
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeBranham
 MembershipBAB
 PresidentAustin Wood
 General Manager.....George H. Clinton
 Sta., Comm., Pub. Mgr.....Fred Zimmerman
 Prog., Prom. Director.....Carl Loose
 Chief Engineer.....Harry S. Brown

WHAR

**CLARKSBURG—1946—MBS-KBS
ABC**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Mountain State Bcstg. Co.
 Address Trans. Loca.Radio Plaza
 Phone Number4-5525-6
 News ServiceUP
 Representative....Joseph Hershey McGillvra
 MembershipNARTB
 Pres., Gen., Mgr.....Glacus G. Merrill
 Commercial Manager.....F. T. Gregg
 Program DirectorJames Harper
 Publicity Dir.....Robert Edge
 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 Number4-6425
 News ServiceAP
 Transcription ServiceWorld
 President.....O. L. Billingsley
 Gen., Sta. Mgr.....R. C. Warden
 Comm., Sales Prom. Mgr.....Joe M. Larosa
 Prog., Pub. Dir.....Dewitt Wyatt
 Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByW. Va. Radio Corp.
 Address.....P. O. Box 967, Elkins
 Phone Number1300
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 President.....Mrs. A. J. R. Greer
 Sta. Mgr., Ch. Eng.....T. B. Greenhaw
 Program Director.....James W. Kramer

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Storer Bdcstg. Co.
 Address.....208 Adams Street
 Phone Number3100
 Transmitter LocationMonongah
 Air Time.....5 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeKatz Agency
 MembershipNARTB, BAB
 PresidentGeorge B. Storer
 General ManagerLee B. Wailes
 Station Manager.....A. G. Ferrise
 Program Director.....William W. Powell
 Chief Engineer.....Harry W. Jackson

WVWV

FAIRMONT—1946—MBS-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
 Bus. Studio Address.....108 Gaston Ave.
 Phone Number5000
 Air Time.....6:45 a.m.-1:15 a.m.
 News ServiceAP
 Transcription ServiceSESAC
 President.....J. Patrick Beacom
 Gen., Sta. Mgr.....Numa Fabre, Jr.
 Comm., Prom. Manager...Robert Drummond
 Program Dir.....Larry Dietz
 Chief Engineer.....Ray Stanford

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Huntington Radio Corp.
 Business-Studio Address 1112½ Fourth Ave.
 Phone Number 3-3453
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President A. B. Hyman
 Gen., Comm. Mgr. John S. Phillips
 Program Director Raymond Anderson
 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 Number 3-3421
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB
 Gen., Sta., Comm. Mgr. F. J. Evans
 Program Director Naseeb Tweel
 Sales Prom. Manager Curtis S. Clark
 Publicity Dir. June Manning
 Chief Engineer Alvin V. Jayne

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.
 Business-Studio Address 201 Ninth St.
 Phone Number 38-401
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Katz
 Membership NARTB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Sta., Comm. Mgr. C. T. Garten
 Prom., Pub. Dir. Charles Dinkins
 Program Director Bert Shimp
 Chief Engineer Leroy Kilpatrick

WKYR

KEYSER—1952

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Glacus G. Merrill
 Address Box 1526, Clarksburg
 President Glacus G. Merrill

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greever
 Address 445 Stratton St.
 Phone Number 540
 News Service UP
 Partner Clarence H. Frey
 Partner Robert O. Greever

WVOW

LOGAN—1952—KBS

Frequency: 1290 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Logan Bcstg. Corp.
 Address Consolidated Bus Terminal Bldg.
 Phone 2356
 Transcription Service Lang-Worth
 News Service UP
 Representative McGillvra
 President C. M. Browning
 Gen., Comm. Mgr. H. V. Diefenbach
 Program Director C. T. Snowdon
 Promotion Manager Robert Gaynor
 Chief Engineer Barney Tilley, Jr.

WEPM

MARTINSBURG—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Air Time 17 hrs.
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Partners C. Leslie Golliday and C. M. Zinn
 Program Director Eunice J. Schneider
 Chief Engineer Ralph Thomas

WHJC

MATEWAN—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three State Bcstg. Co.
 Address Radio Hill
 Phone Number 4771
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President Fred Morningstar
 General Manager Fred Staples
 Commercial Mgr. Roy Hatfield
 Program Dir. Jack Collette
 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 Number.....620
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 President.....Arnold M. Vickers
 Sta., Prog., Pub. Mgr.....Andrew W. Vickers
 Chief Engineer.....Campbell J. Craver

W A J R

MORGANTOWN—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...West Virginia Radio Corp.
 Business-Studio Address.....446 Spruce St.
 Phone Number.....9488
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President.....Agnes J. Reeves Greer
 Station Mgr.....John W. Johns
 Comm., Prom. Mgr.....George J. Shean
 Program Dir.....Jack Fleming
 Chief Engineer.....Al Novak

W M O D

MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Radio Moundsville
 Address.....P. O. Box 308
 Phone Number.....1730
 News Service.....UP
 President.....Robert W. Munn
 Gen., Prom. Manager.....John T. Taylor
 Program Dir.....George W. Wright
 Chief Engineer.....Jerry Boles

W O A Y

OAK HILL—1946

Frequency: 860 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Robert R. Thomas, Jr.
 Business Address.....Oak Hill
 Phone Number.....651
 News Service.....AP
 Transcription Service.....Capital, Thesaurus
 Membership.....NARTB
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.
 Chief Engineer.....James Bucy

W C O M

PARKERSBURG—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...Parkersburg Bdcstg. Co.
 Address.....317 Ninth St.
 Phone Number.....7-4491

News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 President.....Joseph M. Hamblam
 Gen., Sta., Mgr.....A. N. Archer
 Chief Engineer.....William Collins

W P A R

PARKERSBURG—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Ohio Valley Bcstg. Corp.
 Business-Studio Address.....211½ 5th St.
 Phone Number.....7-5475
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Branham
 Membership.....NARTB, BAB
 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

W W Y O

PINEVILLE—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Wyoming Bdcstg. Co., Inc.
 Address.....Box 184
 Phone Number.....2711
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole
 President.....R. D. Bailey
 Sta., Com. Mgr.....Edward Hawley
 Program Director.....Don W. Reed
 Chief Engineer.....William D. Stone

W L O H

PRINCETON—1947—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Mountain Bcstg. Service
 Phone Number.....2151
 Studio-Trans. Loca.....Lilly Grove
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 Partner and President.....Harold P. Hunnicutt
 Partner and Treas.....Dewey Bailey
 Gen., Sta. Mgr.....Melvin F. Barnett
 Commercial Manager.....James M. Angel
 Program, News Director.....Al Rich
 Chief Engineer.....Earl H. Graham

W R O N

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Blake Bcstg. Co.

Address Franklin Bldg.
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. William E. Blake
 Program Director Clyde M. Hopper
 Chief Engineer Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-State Bcstg. Co.
 Address 3992 Main St.
 Phone Number 2815
 Transcription Service Associated, Thesaurus
 News Service AP
 Representative Rambeau
 President Thomas E. Millsop
 General Manager Edward J. Hirschberg
 Station Manager W. H. McCroba
 Com., Prom. Mgr. Van Lane
 Chief Engineer Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By McDowell Service Co.
 Address 10 Riverside Drive
 Phone Number 818
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President J. G. Hunt
 Prom., Gen., Comm. Mgr. Ellis Landreth
 Prog., Pub. Dir. John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pocahontas Bcstg. Co.
 Address Premier Mountain
 Phone Number 1150
 News Service UP
 Representative McGillvra
 Transcription Service Capitol
 Membership NARTB
 President Sam Sidote
 General Manager Tom Hicks
 Comm. Mgr. Van B. Darby
 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 Number 1555
 News Service UP
 Transcription Service Associated
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Comm., Prom. Mgr. Glenn Short

Program Director Don McWhorter
 Chief Engineer Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Operated By Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Gill-Keefe-Perna
 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 Number 5320
 News Service UP
 Station Representative Weed
 Pres., Gen. Manager John B. Reynolds
 Commercial Manager Alfred C. Ihlenfeld
 Program Director Nancy A. Hilmes Vieweg
 Chief Engineer Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Storer Broadcasting Co.
 Address Hawley Bldg.
 Phone Number Wheeling 5383
 Air Time Full time
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NARTB, BAB
 President George B. Storer
 General Manager Lee B. Wailles
 Station Manager Wm. E. Rine
 Publicity Dir. Howard W. Meagle
 Assistant Manager Paul J. Miller
 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 Williamson
 Phone Number 1241
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Clarence Lovitch
 Gen.-Sta.-Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullic

WISCONSIN

Pop. April 1, 1953 (Est.) 3,558,000—Total Housing Units 1,068,000
Families April 1, 1953 (Est.) 963,000—Stations in State 64

WATK

ANTIGO—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Transcription Service.....Lang-Worth
President.....Artemas F. Burner
Commercial Manager.....Donald Burns
Chief Engineer.....Robert Fowler

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number.....3-6639
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....Meeker
Comm., Gen., Sta. Mgr.....Earl H. Huth
Sales Promotion Manager.....Allan Sampson
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.....Ironwood
Phone Number.....20
Air Time.....5:55 a.m.-11:55 p.m.
Transcription Service.....Thesaurus
Representative.....Walker
Membership.....NARTB
President.....William L. Johnson
Commercial Manager.....Donald Hoover
Station Manager.....Todd Hogan
Sales Prom. Mgr., Prod. Dir. Arnold Peterson
Pgm., Pub. Dir.....Mary Jean Anno
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 Number.....4443
News Service.....UP
Transcription Service.....Thesaurus
Membership.....NARTB, BAB
President.....William E. Walker
General Mgr.....Charles R. Dickoff

Comm. Mgr.....W. B. Walker
Sales Prom. Mgr.....Eugene Walker
Program Dir.....John Saxe
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address...335 E. Grand Ave.
Phone Number.....College 1380
Air Time.....5:30 a.m.-Local Sunset
News Service.....AP
Transcription Service.....Thesaurus
President.....Lloyd Burlingham
General Mgr.....L. O. Fitzgibbons
Station Mgr.....Hazel M. Fitzgibbons
Commercial Manager.....Joe Moen
Prom., Pub. Dir.....Roland Spongberg
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 Number.....College 6024
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....George W. Clark
President.....Sidney H. Bliss
Gen., Sta., Prom. Mgr.....John H. Rhodes
Commercial Manager.....Gene Steinhorst
Program Dir.....Bob Rathe
Publicity Dir.....Ruth N. Barr
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron
St.
Phone Number.....5111-2
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Representative.....McGillvra
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Comm., Prom. Mgr.....Paul Albrecht
Program Dir.....Dean Osmundson
Chief Engineer.....Lee Gunderson

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....Central Bcstg. Co.
 Business-Studio Add.....203 S. Earstow St.
 Phone Number6149
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 RepresentativeHollingbery
 MembershipNARTB
 PresidentW. C. Bridges
 Gen., Comm. Mgr.....Harry S. Hyett
 Sales Prom. Mgr., Pgm. Dir....Robert E. Nelson
 Chief Engineer.....T. O. Jorgenson

W R F W

EAU CLAIRE—1948

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Oper. By....Chippewa Valley Radio &
 Telev. Corp.
 Bus.-Studio-Transmitter Address...Rudolph Rd.
 Phone Number2-1629
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeForjoe
 President.....Thomas K. Werner
 Gen. Mgr., News Dir.....John E. Kelly
 Pgm. Dir., Chief Anncr.Robert Froemming
 Commercial Manager.....Richard Werner

K F I Z

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KFIZ Bcstg. Co.
 Bus.-Studio-Transmitter Address..18 W. First St.
 Phone Number356
 Air Time6:30 a.m.-10 p.m.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB
 Exec. Vice Pres.....Emery W. Martin
 General Manager.....Lynn N. Fairbanks
 Program Director.....Lucille Fairbanks
 Chief Engineer.....Wendell S. Meyers

W B A Y

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Norbertine Fathers
 Phone Number.....Adams 1
 News ServiceAP
 RepresentativeWeed
 Managing DirectorRev. M. J. Beemster
 General-Station Mgr.....Haydn R. Evans
 Sales Prom. Manager.....Lee Stinson
 Program Director.....Rodger Mueller
 Publicity Director.....Karl Gorsche
 Chief Engineer.....Wallace Stangel

W D U Z

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 Number.....Howard 6300
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 RepresentativeJohn E. Pearson
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....Ben A. Laird
 Station Manager.....Robert G. Nelson
 Commercial Manager...Robert A. Vandersteen
 Program Director.....Don Arthur

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 1440 Kc....Power: 1000 Watts d.;
 500 Watta n.
 Owned-Oper. By....Green Bay Newspaper Co.
 Business Address.....P. O. Box 620
 Phone Number.....Howard 6400
 Air Time.....6 a.m.-12 M.
 Newspaper Affiliation“Press-Gazette”
 News ServiceAP
 Transcription Service....Standard, Thesaurus
 RepresentativeMcGillvra
 MembershipNARTB
 President.....V. I. Minahan
 General Manager.....A. B. Turnbull
 Station Manager.....John M. Walter
 Commercial Manager.....Glen R. Holznecht
 Program Dir.....Jack Stelling
 Publicity Dir.....James Bartelt
 Chief Engineer.....Elmo Reed

W T K M

HARTFORD—1950

Frequency: 1540 Kc.....Power: 500 Watts d.
 Owned-Operated By..Kettle Moraine Bcstg. Co.
 AddressHartford
 Phone Number61
 Transcription ServiceSESAC
 News ServiceUP
 MembershipNARTB
 Pres., Gen. Mgr.....Walter Zastrow
 Sta., Prom., Pub. Dir.....Don Zastrow
 Comm. Mgr., Prog. Dir.....Redd Hall
 Chief Engineer.....Herbert Jordan

W C L O

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....Southern Wisconsin Radio,
 Inc.
 Business-Studio Address..200 E. Milwaukee St.
 Phone Number3316
 Air Time6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceWorld
 Newspaper Affiliation.....“Daily Gazette”
 Representative.....George W. Clark, Inc.
 MembershipNARTB, BAB

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-Operated By.....Kenosha Bcstg. Co.
 Bus.-Studio-Transmitter Address....625 57th St.
 Phone Number.....6162
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett-McKinney
 Membership.....BAB
 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.....409 Main St.
 Phone Number.....2-4678
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 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.....La Crosse Bcstg. Co.
 Business-Studio Address.....112 N. 4th St.
 Phone Number.....2-6042
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NARTB
 V. P., Gen. Mgr.....Verl Bratton
 Prom., Prog. Dir.....John Bondeson
 Chief Engineer.....George W. Egli

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By.....Bermac Radio, Inc.
 Business-Studio Address.....State Bank Bldg.
 Phone Number.....4-4521
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....McGillvra

President.....James J. Conroy
 Gen., Sta. Mgr.....Milo G. Knutson
 Comm. Mgr.....Roy E. Nicholson
 Prom., Pub. Dir.....Catherine Guillaume
 Program Dir.....Rosemary Castor
 Chief Engineer.....Phillip Euhling

WL DY

LADYSMITH—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Flambeau Bcstg. Co.
 Bus.-Studio-Transmitter Address....Ladysmith
 Phone Number.....584
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Thomas Clark
 Membership.....NARTB, BAB
 President.....O. J. Falge
 Gen., Sta., Prom., Comm. Mgr....A. T. Shields
 Pub. Dir.....Corinne Kopp
 Program Dir.....Joseph Dahlvig
 Chief Engr., News Dir.....Jeff Evans

WHA

MADISON—1922—WISCONSIN

Frequency: 970 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Univ. of Wisconsin
 Address.....Radio Hall
 Phone Number.....5-2988
 News Service.....UP
 Director.....H. B. McCarty
 Program Director.....William Harley
 News Director.....Roy Vogelman
 Chief Engineer.....John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Phone Number.....3-5311
 Transmitter Location.....Fitchburg
 News Service.....AP
 Transcription Service.....Thesaurus
 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
 Publicity Director.....Joyce Wickware
 Chief Engineer.....Norman Hahn

WISC

**MADISON—1948—MBS
 ABC-ARROWHEAD**

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Wisconsin, Inc.

AddressComm. State Bank Bldg.
 Phone Number7-2588
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....George P. Hollingbery
 PresidentMorgan Murphy
 General ManagerRalph O'Connor
 Comm., Prom. Mgr.....Richard S. Nickeson
 Program Director.....Morton Wagner
 Publicity Dir.....Beverly White
 Chief EngineerW. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc...Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By.....Monona Bcstg. Co.
 Address.....215 W. Washington Ave.
 Phone Number7-2261
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeHeadley Reed
 PresidentStewart Watson
 Gen., Comm. Mgr.....Michael Henry
 Program Director.....Audrey Johnson
 Chief Engineer.....Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS-WISC.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Francis M. Kadow
 Business-Studio Address.....Radio Bldg.
 Phone Number5015
 Transmitter Location.....Easy St.
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Indie Sales, Inc.
 MembershipNARTB
 President, Gen. Mgr.....Francis M. Kadow
 Program Director.....George H. Erdman
 Sales Prom. Mgr.....L. J. Splitt
 Chief Engineer.....W. F. Duben

WWOC

MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By...Manitowoc Bcstg. Co.
 AddressBox 101
 Phone7763
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 Ptnr., Gen. Mgr.....Edward Allen, Jr.
 Ptnr., Chief Engineer.....Edward Jacker

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.;
 100 Watts n.

THE LITTLE STATION

WITH THE.....

BIG WALLOP!



NBC AFFILIATE

WMAM

J. D. Mackin, General Manager

MARINETTE
WISCONSIN

MENOMINEE
MICHIGAN

Represented Nationally by George W. Clark*, Inc.

Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address...Radio Park
 Phone Number2-6631
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....George W. Clark
 MembershipBAB
 President.....William E. Walker
 General Manager.....Joseph D. Mackin
 Commercial Manager.....Howard L. Emich
 Sales Prom. Mgr.....Ed Maxwell
 Program Director.....Pat Kehoe
 Chief Engineer.....Al Alexander

W LIN

MERRILL—1948—MBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Alvin E. O'Konski
 Business Address.....Merrill
 Phone Number1444
 Air Time6:30 a.m.-12 M.
 News Service.....AP, UP
 MembershipNARTB, BAB
 Transcription Service..Standard, Capitol, Cole
 Representative.....Rambeau
 President, Gen. Mgr.....Alvin E. O'Konski
 Chief Engineer.....Chris Zercher

W D L B

MARSHFIELD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
 Add. Trans. Loca.....1710 N. Central Ave.
 Phone Number1450
 Air Time6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceCapitol, SESAC
 MembershipNARTB, BAB
 President.....Lloyd L. Felker
 Gen., Sta. Mgr., Pub. Dir. .Robert W. Behling
 Comm. Mgr.....Roger Thomsen
 Sales Prom. Mgr.....Ron Smith
 Program Dir.....Paul Olsen
 Chief EngineerJerry Boos

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 Number.....MARquette 8-7722
 Air Time24 Hours
 News ServiceUP
 Representative.....Headley Reed
 MembershipNARTB, BAB
 President.....Glenn D. Roberts
 Gen., Sta. Manager.....Hugh K. Boice, Jr.
 Commercial Manager.....John C. Gagliano
 Sales Prom. Manager.....Lou Riepenhoff
 Program Director.....Tom Shanahan
 Chief Engineer.....Rolland Paske

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WIGM, Inc.
 Bus.-Studio-Transmitter AddressMedford
 Phone Number5147
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....Continental
 Pres., Gen. Mgr.....Charles H. Nelson
 Program Director.....Richard Johnson
 Chief Engineer.....Ray Bonhart

W F O X

MILWAUKEE—1946

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Wisconsin Bcstg. System,
 Inc.
 Address.....208 E. Wisconsin Ave.
 Phone NumberBroadway 2-1272
 News ServiceAP
 Representative.....George Clark, Inc.
 Pres., Gen. Mgr.....Charles J. Lamphier
 Station Manager.....George DeGrace
 Program Director.....Charles La Force
 Chief Engineer.....George Dodge

W M N E

MENOMONIE—1951—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By...Capitol City Bcstg. Co.
 Address.....603½ Broadway
 Phone Number1156
 Transcription ServiceLang-Worth
 News ServiceUP
 President.....William F. Johns, Jr.
 Gen., Sta., Comm. Mgr....Dr. Wendell Hansen
 Sales Prom. Mgr.....James Bailey
 Prog., Pub. Dir.....Douglas Weikley
 Chief Engineer.....Glen Reed

W I S N

MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....Hearst Corporation
 Address540 N. Plankinton Ave.
 Phone NumberDivision 2-3000
 Air Time6 a.m.-12 M.
 News ServiceINS, UP
 Transcription ServiceWorld
 Representative.....The Katz Agency
 MembershipNARTB
 President.....Charles McCabe
 Manager.....Harry D. Peck

Comm. Mgr. R. E. Shireman
 Sales Prom. Mgr. Gerald S. Cohen
 Program Director Jack Raymond
 Chief Engineer Donald A. Weller

WCAN

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Oper. By Midwest Bcstg. Co.
 Business-Studio Address 723 N. Third St.
 Phone Number Broadway 6-2154
 Air Time 18 hrs.
 News Service UP
 Representative O. L. Taylor
 President Lou Poller
 Gen., Sta., Comm. Mgr. Alex Rosenman
 Prog., Pub. Dir. Burt Levine
 Chief Engineer Herbert Eckstein

WMIL

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 Number West 3-1290
 Air Time Day Time
 News Service UP
 Transcription Service SESAC, Cole
 Representative Forjoe
 Membership NARTB, BAB
 President Gene Posner
 Gen. Mgr. Jerome Sill
 Program Director Arthur H. Vogel
 Chief Engineer Gino Monaco

WOKY

MILWAUKEE—1950

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bartell Bdcsters, Inc.
 Bus.-Studio Address Empire Bldg.
 Phone Number Broadway 1-8428

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By The Journal Co.
 Business Address 720 E. Capitol Dr.
 Phone Number Broadway 1-6000
 Air Time 19 hrs.
 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
 Traffic Manager Fran Bignell

WEKZ

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Operated By Green County Bcstg. Co.
 Address P. O. Box 460
 Phone Number 1260
 Transcription Service Capitol
 News Service AP
 President Kenneth Stuart
 Gen., Sta. Mgr. Grant A. Ritter
 Program Director Stan Neuberger
 Chief Engineer Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. Power: 1,000 Watts
 Owner Neenah-Menasha Bcstg. Co.
 Bus.-Studio Add. 101 E. Wisconsin Ave.
 Phone Number 2-2871
 Air Time 6 a.m.-12 M.
 News Service UP
 V. P., General Manager Don C. Wirth
 Chief Engineer E. W. Fliegel

WOSH

OSHKOSH—1941—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Oshkosh Bcstg. Co.
 Transmitter Location 1235 Bowen St.
 Phone Number Stanley 4580
 Transcription Service Capitol
 Representative Pearson
 Pres., Pgm. Dir. Wm. F. H. Johns, Jr.
 General Manager Bill Jones
 Chief Engineer Don Zuehike

WPDR

PORTAGE—1952

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Portage Bcstg. Co.
 Address Box 53
 Phone 1200
 President W. T. Comstock
 General Manager Warren Anderson
 Commercial Manager E. P. Phelps
 Program Director Keith Pettack
 Chief Engineer Walter Wisnicky

WIBU

POYNETTE—1925—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By William C. Forrest
 Bus.-Transmitter Address Poynette
 Phone Number Poynette 98
 News Service UP
 Transcription Service Standard, SESAC
 Pres., Gen. Sta. Mgr. William C. Forrest
 Program Dir. Sarah A. Forrest
 Chief Engineer L. Stanley Sadler

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Prarie Bcstg. Co.
 Address.....Box 36
 Phone.....637
 News Service.....UP
 President.....Edwin Erdman
 Gen., Comm. Mgr.,
 Chief Engineer.....W. C. Schlaugat, Jr.
 Program Director.....J. W. Hasebrook

WRAC

RACINE—1950—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WRAC, Inc.
 Address.....423 Main St.
 Phone Number.....2-1627
 News Service.....UP
 Representative.....Sears & Ayer
 Membership.....NARTB
 President.....C. M. Martin
 St., Prog. Mgr.....Bob Martin
 Comm. Mgr.....Marty Geertz
 Publicity Dir.....Dick Fitzgerald
 Chief Engineer.....Ray Doane

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wisc. Network Corp.
 Business Address.....441 Main St.
 Phone Number.....4-3311
 News Service.....AP
 Representative.....Walker
 Newspaper Affiliation....."Journal-Times"
 Membership.....NARTB, BAB
 President.....J. D. McMurray
 General Manager.....Harry R. LePoidevin
 Station Manager.....Harold J. Newcomb
 Commercial Manager.....Gerald D. Nelson
 Program Director.....Lyman Merens
 Promotion Manager.....Amelia French
 Chief Engineer.....F. Lee Dechant

WRDB

REEDSBURG—1952

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William C. Forrest
 Address.....Reedsburg
 Phone.....1037L
 General Manager.....C. W. Peck

AP SELLS

For Stations and Sponsors—

For instance . . . WFHR

“Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business.”

GEORGE T. FRECHETTE,
 General Manager,
 WFHR, Wisconsin Rapids, Wis.

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Onelda Bcstg. Co.
 Business Address.....Rhinelande
 Phone Number.....1240
 News Service.....UP
 Representative.....McGillvra
 Transcription Service.....Thesaurus
 President.....James Cleary
 Gen., Comm. Mgr., Prog. Dir.. Bruce G. Beichl
 Sales Prom. Mgr.....Robert Frye
 Program Director.....John Wadd
 Chief Engineer.....Charles Marvin

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By.....WHBL, Inc.
 Bus.-Studio Address.....P. O. Box 27
 Phone Number.....4844-5
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Exec. V.P.....C. E. Broughton
 Comm. Mgr.....John Harvey
 Publicity Dir.....Doris Donnie
 Program Director.....Glen James
 Chief Engineer.....Herbert J. Mayer

W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJMC, Inc.
 Address Trans. Loca.....1615 S. Main
 Phone Number.....550
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Hollingbery
 President.....W. C. Bridges
 Commercial Manager.....Russell J. Brown
 Program Director.....Bob Topinka
 Chief Engineer.....Robert Kolsky

W K L J

SPARTA—1951—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Sparta-Tomah Bcstg. Co.
 Address.....124 S. Water St.
 Phone Number.....3307
 Transcription Service.....SESAC, Associated
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Mgr.....Jon F. Lohmer
 Comm. Mgr.....Howard Nordine
 Sales Prom. Mgr.....Orion Samuelson
 Program Dir.....Andy Carlsen
 Chief Engineer.....Marvin Moberly

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland Bcstg. Co.
 Address.....P. O. Box 192
 Phone Number.....20
 News Service.....UP
 Trans. Serv.....SESAC, Lang-Worth, Thesaurus
 Membership.....NARTB, BAB
 President.....Arthur Overgaard
 Gen., Comm. Mgr.....T. R. Kelley
 Chief Engineer.....Pete Athanas

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.
 Business-Studio Address.....414 Main St.
 Phone Number.....2744
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Hal Holman
 President.....W. F. Johns, Sr.
 General Manager.....A. L. Mayer
 Program Director.....Joe Colter
 Chief Engineer.....R. Tellekson

W T C H

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
 Owner.....Shawano County Leader Pub. Co.
 Business-Studio Address..107 E. Green Bay St.
 Telephone Number.....666
 Representative.....Lawson
 News Service.....UP
 Transcription Service.....World
 General Manager.....Mrs. Jeanne Donald
 Station Mgr.....David W. Hodgins
 Chief Engineer.....Cliford G. Graff

W D O R

STURGEON BAY—1948

Frequency: 910 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Door County Bcstg. Co. Inc.
 Address.....15th & Utah
 Phone Number.....593
 Transcription Service.....Thesaurus
 News Service.....AP
 Pres., Gen. Mgr.....Edward Allen, Jr.
 Commercial Manager.....Jack Baker
 Program Director.....Dolores Allen
 Chief Engineer.....Joseph Genovese

WOKW

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By...Door County Radio Co.
 Address.....Rhode Island St.
 Phone Number1050
 News ServiceUP
 PresidentSumner Harris
 Station Manager.....Herbert H. Graefe
 Chief Engineer.....Jack Schaefer

WDSM

SUPERIOR—1939—ABC

Frequency: 710 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ridson, Inc.
 Business Address.....921 Tower Ave.
 Phone Number.....Superior: 4451
 News ServiceUP
 News. Affil....."Herald & News Tribune"
 Transcription ServiceStandard
 Representative.....Free & Peters
 MembershipNARTB
 PresidentRobert Ridder
 General Manager.....Rodney A. Quick
 Comm. Mgr.....William (Kirby) Lukoskie
 Program Director.....Lew Martin
 Chief Engineer.....Melvin Laskey

WTRW

TWO RIVERS—1951—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
 Owned-Operated By....Two Rivers Bcstg. Co.
 Address.....1817 Washington
 Phone Number324
 Transcription ServiceCapitol
 News ServiceUP
 PresidentWendell Hansen
 Gen. Mgr.....Norman C. Haagenson
 Comm. Mgr.....Howard Luebke
 Chief Engineer.....Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By....Watertown Radio, Inc.
 Address.....104 W. Main St.
 Phone Number2215
 Transcription ServiceThesaurus
 RepresentativeSchepp-Reiner
 MembershipNARTB
 Pres., Gen. Mgr.....Carl V. Kolata
 Program Dir.....Arnold Kane
 Chief Engineer.....Leonard Benson

AP SELLS

For Stations and Sponsors—

For instance . . . WKBH

"Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM. AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike."

HOWARD DAHL,
 President and General Manager,
 WKBH, La Crosse, Wisconsin

W A U X

WAUKESHA—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By..... Waukesha Bcstg. Co.
 Business-Studio Address..... 319 W. Main St.
 Phone Number 6636
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Holman
 Membership NARTB
 President..... Norman E. Schley
 Gen., Sta. Mgr..... Mig Figi
 Commercial Manager..... Charles E. Williams
 Prog. Dir..... Donald Froehlich
 Chief Engineer..... Adin Randall

W O S A

WAUSAU—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By..... Alvin E. O'Konski
 Address Wausau
 Phone 1444-5
 Representative Rambeau
 Transcription Service.. Capitol, Standard, Cole
 News Service..... AP, UP
 General Manager..... Harold Ladin
 Commercial Manager..... Danworth Turner
 Program Director..... Jack Larkin
 Promotion Manager..... Leon Gabriel
 Chief Engineer..... Chris Zercher

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper By..... The Journal Co. (The
 Milwaukee Journal)
 Business-Studio Address..... 714 Fifth St.
 Phone Number 6521
 Air Time..... 17 hrs.
 News Service AP
 Transcription Service Thesaurus

Representative Meeker
 Station Manager..... Ben F. Hovel
 Membership BAB
 President..... John R. Tomek
 Gen. Mgr..... Richard R. Tomek
 Station Mgr..... Richard D. Dudley
 Comm. Mgr..... Edward Hagen
 Sales Prom. Mgr..... James Frey
 Program Director..... George Bundner
 Publicity Dir..... Don Debyle
 Chief Engineer..... Roland W. Richardt

W B K V

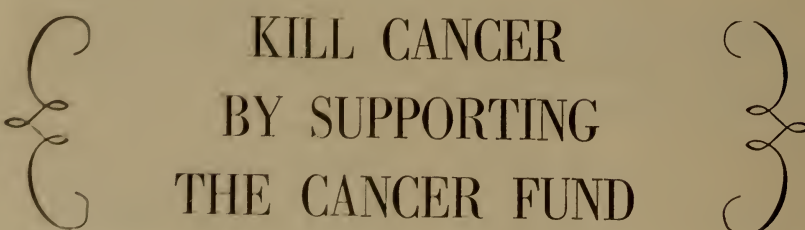
WEST BEND—1950

Frequency: 1470 Kc. Power: 500 Watts d.
 Owned-Oper. By..... West Bend Bcstg. Co.
 Address..... Decorah Rd. & Indiana Ave.
 Phone Number 1640
 Transcription Service Thesaurus
 News Service UP
 President..... Carl H. Rhode
 Gen. Mgr..... August C. Berkholtz
 Comm., Prom. Mgr., Ch. Eng... Paul J. Mueller
 Program Dir..... Roy Ambroise
 Chief Engineer..... Paul J. Ripple

W F H R

**WISCONSIN RAPIDS—1940
 MBS-WIS.**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... William F. Huffman Radio
 Business Address 141 W. Grand Ave.
 Phone Number 1340
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World
 Representative..... Devney & Son
 Membership NARTB, BAB
 President..... Louise F. Huffman
 Gen., Sta., Mgr., Prom. Dir... Geo. T. Frechette
 Commercial Manager..... L. J. Zuraski
 Prog., Pub. Dir..... James Tighe
 Chief Engineer Gordon Miller



KILL CANCER

BY SUPPORTING

THE CANCER FUND

WYOMING

Pop. April 1, 1953 (Est.) 309,000—Total Housing Units 94,000
Families April 1, 1953 (Est.) 87,000—Stations in State 14

KSPR

CASPER—1930
MBS-INTERMOUNTAIN

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number.....3-5777
Air Time.....Full Time
News Service.....UP
Transcription Service.....World, Associated
Representative.....Sears & Ayer
Membership.....NARTB, BAB
Owner, Pres., Mgr.....Donald L. Hathaway
Commercial Manager...Frederic W. Hufsmith
Program Director.....Marcus R. Nichols
Publicity Director.....James Wade
Chief Engineer.....Duane W. Simons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....1540 So.
Wolcott St.

Phone Number.....2-4511
Air Time.....Full Time
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....McGillvra
Membership.....NARTB
President.....Duane Simons
Station Manager.....William F. Shutts
Commercial Manager.....I. E. Shahan
Program Director.....Ethel Buckley
Chief Engineer.....John Mursu

KVWO

CHEYENNE—1952—MBS
INTERMOUNTAIN

Frequency: 1370 Kc....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address.....Box 926
Phone.....2-6433
Transcription Service.....Lang-Worth
News Service.....AP
Representative.....Avery-Knodel
President.....Wm. T. Kemp
Gen. Mgr., Chief Eng.....Frank Toomey
Station Manager.....Don Veta
Nat'l Sales Mgr.....Lynn Meyer

KVWO

MUTUAL
INTERMOUNTAIN

Cheyenne
Wyoming

1370 KC

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Plains Hotel
 Phone Number4-4461
 Air Time.....Full Time
 News ServiceUP
 RepresentativeMcGillvra
 MembershipNARTB, BAB
 News. Affil...Wyoming Eagle, Wyoming State
 Tribune
 President.....Tracy S. McCracken
 General Manager.....William C. Grove
 Commercial Manager.....Charles Cahill
 Sales Prom. Mgr.....Dave Young
 Program Director.....Mae Sunada
 Publicity Director.....Margaret O'Brien
 Chief Engineer.....R. C. Pfannanschmid

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 Number444
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeMcGillvra
 News. Affil.....The Times
 MembershipNARTB
 PresidentPaul Stock
 Gen., Sta., Comm. Mgr.....Chuck Wilson
 Program Director.....C. Allen
 Chief Engineer.....Bill Ross

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 Number488
 Air Time.....6 a.m.-11 p.m.
 News ServiceUP
 News. Affil.....Wyoming State Journal
 RepresentativeContinental
 PresidentEdward J. Breece
 Sta., Gen. Mgr.....Jack L. Breece
 Comm., Prom. Mgr.....Dorothy L. Reed
 Program Director.....Robert Allen
 Publicity Director.....Marlene Young
 Chief Engineer.....Gary Fehlauer

K O W B

LARAMIE—1948—ABC

Frequency: 1340 Kc.....Power: 250 Watts d.
 Own-Oper. By Snowy Range Bdcstg. Co., Inc.
 AddressBox 972
 Phone Number4888
 Air Time.....Full Time
 News ServiceAP
 RepresentativeMcGillvra
 PresidentF. O. Rice
 General Manager.....Carroll Mohr
 Sta. Mgr., Pgm. Dir.....L. O. Smith
 Comm., Sales Prom. Mgr.....J. C. Steele
 Consulting Engineer.....Warren Mallory



FOR

STATION

REPRESENTATIVES,

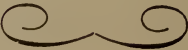
IMPORTANT

TELEPHONE

NUMBERS

SEE

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K P O W

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By.....A. J. Meyer
 AddressBox 879
 Phone Number222
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeAvery-Knodel
 Commercial Mgr.....Ken Doty
 Gen., Sta. Mgr.....Al Meyer
 Program Director.....Agnes Fields
 Chief Engineer.....J. S. Kilness

K R A L

RAWLINS—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Rawlins Bcstg. Co.
 AddressRawlins
 Phone Number1003
 Air TimeFull Time
 News ServiceAP
 Representative.....Joseph Hershey McGillvra
 MembershipNARTB
 President.....Tracy S. McCracken
 Gen., Sta., Comm. Mgr.....Jack C. Vagner
 Program Director.....Anita Phisterer
 Chief EngineerGordon E. Clarke

K W R L

RIVERTON—1948—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Joseph P. Ernst
 Address.....1314 Charles St., Worland
 Phone Number760
 Representative.....Joseph Hershey McGillvra
 News ServiceAP
 MembershipNARTB, BAB
 President, Ch. Eng.....Joseph P. Ernst
 General Manager.....Mrs. Mildred Ernst
 Station Manager.....Mrs. Cleo Berry
 Commercial Manager.....Bud Moore
 Program Director.....Bob Lee

K V R S

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Wyoming Bcstg. Co.

AddressBox 1067
 Phone Number93
 RepresentativeAvery-Knodel
 Air Time.....Full Time
 News ServiceAP
 Transcription ServiceStandard
 President.....D. G. Richardson
 General Manager.....Dwight Fisher
 Commercial Manager.....Laurel Moseby
 Program Director.....Imogene Parr
 Chief Engineer.....Dave Wood

K W Y O

SHERIDAN—1934—MBS
INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 d., 500 n.
 Owned-Operated By.....Bighorn Bcstg. Co.
 Business-Studio Address.....21 N. Main
 Phone Number601
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....Jim Carroll
 Comm.-Sales Prom. Mgr.....Don Tannehill
 Pub., Pgm. Dir.....Bob Wilson
 Chief Engineer.....Bob Crosthwaite

K G O S

TORRINGTON—1950—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Joseph P. Ernst
 Phone Number733
 News ServiceUP
 MembershipNARTB
 President.....Joseph P. Ernst
 Sta., Comm., Prom. Mgr.....Alice Grange
 Chief Engineer.....Leo Haukkala

K W O R

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Joseph P. Ernst
 AddressBox 409
 Phone Number733
 Air Time.....Full Time
 News ServiceAP
 MembershipNARTB, BAB
 President, Ch. Eng.....Joseph P. Ernst
 Gen., Comm. Manager.....Mildred V. Ernst
 Publicity Director.....Stanley Shustar

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number3-4433

KENI

ANCHORAGE—1948-MBS-ABC-NBC
DON LEE

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number20301
Air Time.....6:15 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Wellington Fletcher
President.....Miriam Dickey
Gen., Sta. Manager.....A. G. Hiebert
Commercial Manager.....William Stewart
Publ., Pgm., Prod. Dir.....Harold Knutson
Publicity Dir.....F. M. Quilleash
Chief Engineer.....Jack M. Walden

KFQD

ANCHORAGE—1924—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Commercial Manager.....John Phillips
Program Director.....Gerald Mathis
Publicity Director.....George Ernst
Chief Engineer.....Chas. Mohler

KFAR

FAIRBANKS—1939—MBS-NBC-ABC
DON LEE

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address....Lathrop Building
Phone Number2125
Air Time.....Full Time
News Services.....AP and UP
Representative.....Fletcher, Wellington
President.....Miriam L. Dickey
General Manager.....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Program Director.....Richard Greuel
Chief Engineer.....Jorgen Twieten

KFRB

FAIRBANKS—1948—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Comm. Mgr.....Juanita Underwood
Program Dir.....Dale Haviland
Chief Engineer.....W. R. Nichols

KINY

JUNEAU—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....Wm. J. Wagner
Sta., Prog. Manager.....Richard Peter
Comm. Mgr.....William Vernon
Chief Engineer.....Charles Gray

KJNO

JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Aurora Bcstrs., Inc.
Address.....123 Third St.
Phone.....508
Transcription Service.....Associated
News Service.....AP
Representative.....Wellington, Fletcher
President.....Austin Cooley
General Manager.....Del Day
Commercial Manager.....Lee Meyer
Chief Engineer.....Matt Gormley

KABI

KETCHIKAN—1952—ABC-MBS-NBC

Frequency: 580 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Aurora Bcstrs., Inc.
Address.....211 Heckman Bldg.
Phone.....0610
Transcription Service.....Associated
News Service.....AP
Representative.....Wellington, Fletcher
President.....Austin G. Cooley
General Manager.....Roall Erickson
Commercial Manager.....John Funk
Chief Engineer.....Matt Gormley

KTKN

KETCHIKAN—1935—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.....Unlimited
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....William J. Wagner
Station Manager.....Dorothy Bussanich
Program Director.....Edward Hammond
Chief Engineer.....Richard Nicholas

KIBH

SEWARD—1948—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
Pres., Gen. Mgr.....William J. Wagner
Station Mgr.....James B. Lawson
Program Dir.....Allen Hendricks
Chief Engineer.....David Hassinger

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.....5 p.m.-12 M.
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Pres., Gen. Mgr.....William J. Wagner
Pgm. Dir., Sta. Mgr.....Wm. Maynard
Chief Engineer.....Lawrence Brady

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
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Capitol
Representative.....Free & Peters
President.....J. Howard Worrall
Gen. Mgr., Chief Eng.....C. R. Evans
Asst. Gen. Mgr.....Wayne Kearn
Publicity Director.....Meg Thompson
Program Director.....A. Hansen
Promotion Manager.....Faye Johnson

KILA

HILO—1951—MBS

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Bcstg. Co.
Address.....Box 1595
Phone Number.....5313
News Service.....UP
Representative.....Hollingbery
Transmitter Location.....Seward
Air Time.....3.30 p.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Alaska Radio Sales; Scott
Gen. Mgr., Chief Eng.....James E. Jaeger
Program Dir.....Mickey Abe

KIPA

HILO—1947

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By. Big Island Bcstg. Co., Ltd.
 Business-Studio Address. 140 Iaili St.
 Phone Number 2177
 Representative Grant
 President, Manager. A. H. Green

Business Address P. O. Box 1380
 Phone Number 95295
 News Service UP
 Trans. Serv. Capitol, Lang-Worth
 Representative Grant
 President R. M. Fitkin
 Chief Engr., Sta. Mgr. Ira G. Mercer
 Comm. Mgr. John D. Allison
 Program Dir. Wright Esser
 Publicit Dir. Buck Buchwach

KAHU

HONOLULU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By. Rural Bcstg. Co., Ltd.
 Address. 1639 Kapiolani Blvd.
 Phone Number 412835
 News Service AP
 President. Dr. Timothy I. Wee
 Gen., Sta., Comm. Mgr. Harry En Chu
 Program Dir. Curt Butler

KIKI

HONOLULU—1946—MBS

Frequency: 810 Kc. Power: 1000 Watts
 Owned-Oper. By. KIKI, Ltd.
 Address. 320 Ward Ave.
 Phone Number 63456
 Representative Weed
 Transcription Service Lang-Worth
 News Service AP
 Pres., Gen. Mgr., Chief Engr. Royal V. Howard
 General Mgr. Clair A. Weidenaar
 Comm. Mgr. Peter Simmons
 Sales Prom. Mgr. Fran King
 Program Dir. Candy Vroman
 Publicity Dir. Eddie Anderson
 Chief Engineer. Stan Anderson

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By. Hawaiian Bcstg. System,
 Ltd.
 Address. 1534 Kapiolani Blvd.
 Phone Number 9-0914
 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., Chf. Eng. C. R. Evans
 Asst. Gen. Mgr. Wayne Kearl
 Publicity Director. Meg Thompson
 Program Director. Arthur Hansen
 Promotion Mgr. Faye Johnson

KPOA

HONOLULU—1951

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By. Island Bcstg. Co.
 Business-Studio Address. 575 Kamoku St.
 Phone Number 95236
 News Service UP
 Representative George P. Hollingbery
 Partners ... J. Elroy McCaw, John D. Keating
 Gen., Prom., Comm. Mgr. Fin Hollinger
 Program Dir. Will Silva
 Chief Engineer. Robert Lang

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
 Owned-Operated By. Advertiser Pub. Co., Ltd.
 Phone Number 5-2977
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Representative Katz
 Membership NARTB
 President. Lorrin P. Thurston
 General Mgr. William O. Paine
 Commercial Mgr. George C. Mansfield
 Publicity Director. Lee D. Hirshland
 Chief Engineer. M. A. Mulrony

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned. Oper. By. Pacific Frontier Bdcstg. Co.,
 Ltd.
 Address P. O. Box 1479
 Phone Number 71933
 Air Time 18 hrs.
 News Service INS
 Representative Adam Young Jr.
 President. Mrs. Alice P. Mayo
 Gen., Comm. Mgr. Jack A. Burnett
 Sta. Mgr., Prog. Dir. Ted R. Scott
 Publicity Dir. Paul Yamamoto
 Chief Engineer. C. W. Evans

KHON

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Operated By. Aloha Bcstg. Co., Ltd.

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By... Garden Island Publ. Ltd.
 Bus-Studio-Transmitter Location... Lihue, Kauai
 Box 1748
 Phone Number.....Kauai 361, 961
 Air Time.....5:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....Charles J. Fern
 Station Manager.....Martin H. Sebastian, Jr.
 Commercial Manager.....Dwight Mossman
 Program Director.....Raymond K. Sasaki
 Chief Engineer.....Katashi Nose

K M V I

WAILUKU-MAUI—1947—ALOHA
 Frequency: 550 Kc.....Power: 1000 Watts

Owned-Oper. By.....Maui Publ. Co., Ltd.
 Address Trans. Loca.....Wailuku-Maui
 Phone Number.....981
 Air Time.....5:30 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Grant
 Membership.....NARTB
 President.....J. Walter Cameron
 General Manager.....Ezra J. Crane
 Sta. Mgr., Prog. Dir.....Richard E. Mawson
 Commercial Manager.....Frank Kovacic
 Publicity Dir.....W. J. Belknop
 Chief Engineer.....Neil Arveschoug

PUERTO RICO

W A B A

AQUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....L. Hector Reichard
 Address.....Box 188

W C M N

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Caribbean Bdcstg Corp.
 Address.....Antonio R. Barcelo St.
 Phone Number.....(Studios) 589
 Membership.....NARTB
 President.....Aristides Santoni
 General Manager.....Nabal Barreiro
 Commercial Mgr.....Francisco López Oronoz
 Program Dir.....Digna Olivero Pabón
 Chief Engineer.....José Soler

W E N A

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
 Owned-Operated By.....Bayamon Bcstg. Co.
 Phone Number.....Bayamon 161

W M I A

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owner.....Inter-American Radio Corp.
 Business Address.....Box 487
 Gen. Mgr., Chief Eng....Eduardo Biacoechea
 Station Mgr.....A. Velez
 Comm., Prom. Mgr.....C. Miner
 Program Dir.....Juan Pimentel

W V J P

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts

Owned-Oper. By.....Borinquen Bdcstg. Co.
 Address.....P. O. Box 207
 Phone Number.....789

W M D D

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Madrazo & Diaz
 Address.....P. O. Box 187
 Phone Number.....789

W X R F

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Rafael Fuster
 Business-Studio Address..Calle Hostos No. 42
 Phone Number.....243
 Gen., Sta., Comm. Mgr....Charles L. Cordero
 Pgm., Prod. Dir.....Jose Colon Melendez
 Chief Engineer.....J. H. Conesa

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Mario Acosta
 Business Address.....Iglesia No. 12
 Phone Number.....799
 Owner-Manager.....Mario Acosta
 Program Dir.....Angel Ramos
 Publicity Dir.....Laura A. Cuebas
 Chief Engineer.....Jesus M. Aviles

W K J B

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....Jose A. Bechara, Jr.
 Business Address.....Minerva St. 54
 Phone Number.....983
 President.....Jose A. Bechara

WAPA

(San Juan, P.R.)

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IN the last survey sponsored by The Puerto Rican Broadcasters Association, The Puerto Rican Association of Advertising Agencies, and The Puerto Rican Association of Advertisers, WAPA comes out as one of the TOP stations in the island of Puerto Rico, ranking second place.

The reason: WAPA broadcasts "soap operas", News, variety shows, local and American baseball. WAPA carries 28 daily programs with a minimum rating of 5% or more.

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San Juan, Puerto Rico**

or

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New York 20, N. Y.

Exclusive Advertising Representatives for United States and Canada

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Americas Corp.
 Phone Number1150
 Studio Address.....1150 Guanajibo Ave.
 Air Time.....6 a.m-M.
 Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
 Sta., Comm. Mgr.....Reinaldo Dupont
 Sales Prom. Mgr.....Blanca L. De Martinez
 Program Dir.....Angel Kivera Graciani
 Chief Engineer.....Marcos Vega Pagán

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Puerto Rico Adv. Co.
 AddressBox 869
 Phone Number869

WTIL

MAYAGUEZ—1950

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By...Mayaguez Radio Corp.
 Address.....Post & Palmer Sts.
 Phone Number1290
 PresidentAlberto Sanabria
 Commercial Manager.....Gilbert Mamary
 Chief Engineer....Rafael Rodriguez Santiago

WPAB

PONCE—1939

Frequency: 550 Kc.....Power: 5000 Watts;
 1000 Watts n.
 Owned-Operated By.....
 Portorican American Bcstg. Co., Inc.
 Bus.-Studio Add. ..P. O. Box 786, 164 Villa St.
 Phone Number783, 1177
 News ServiceAP
 Representative....Inter-American Pub'l., Inc.
 MembershipNARTB
 Pres., Gen. Mgr.....A. Gimenez Aguayo
 Commercial ManagerRadames Mayoral
 Program Director.....Eliseo Borrero
 Chief Engineer.....Pedro E. Conesa

WPRP

PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By...Voice of Puerto Rico, Inc.
 Business Address.....Box 430
 Phone Number1015, 1752, 1821
 RepresentativeGuzman, Co., Inc.
 PresidentArturo Vallejuly
 General Manager.....Fransisco M. Susoni

Commercial Manager.....Antonio Miro
 Program Director.....Luis A. Diaz
 Chief Engineer.....Julio M. Conesa

WRIO

RIO PIEDRAS—1949

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By ...The Master Bdcstg. Corp.
 Address.....P. O. Box 335—Hato Rey
 Phone NumberHato Rey 1096

WWW

RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
 Owned-Oper. By.....Frank A. Gaudia
 Address.....P. O. Box 935
 Phone Number1098
 Owner.....Frank A. Gaudia

WAPA

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 Number3-0100
 Transcription ServiceLang-Worth
 RepresentativeMelchor Guzman
 MembershipNARTB
 PresidentJosé Ramón Quiñones
 Gen., Sta. Mgr.....Harwood Hull, Jr.
 Commercial Manager...Segismundo Quiñones
 Sales Prom. Mgr., Pub. Dir....Jose E. Franco
 Program Dir.....Emilio Medrano
 Chief Engineer.....Jose Arzuaga

WIPR

SAN JUAN—1949

Frequency: 940 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Dept. of Education
 Address.....1310 Ponce de Leon Ave.
 Phone Number.....2-3218
 Transcription ServiceWorld
 PresidentMariano Villaronga
 Station Director.....Jose A. Buitrago
 Program Director.....Francisco Arrivi
 Chief Engineer.....Pedro Luis Jimenez

WITA

SAN JUAN—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Electronic Enterprises, Inc.
 Address.....P. O. Box 3726
 Studio Director.....Fermin F. Bonni

WIAC

SAN JUAN—1947

Frequency: 740 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Radio Station WIAC
 Address.....P. O. Box 4504
 Phone Number.....2-0014
 Gen., Sta. Mgr.....Thomas Muniz
 Commercial Manager.....Bolivar Perez Rios
 Program Director.....Roberto Perez Navarro
 Publicity Director.....Manuel Morales
 Chief Engineer.....Albert D. Sears

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Oper. By.....El Mundo Bcstg. Corp.
 Business Address.....P. O. Box 9007
 Phone Number.....2-2023
 Newspaper Affiliation....."El Mundo"
 Air Time.....6 a.m.-12 M.
 Transcription Service.....Associated
 News Service.....UP
 Representatives.....Inter-American Pub'l, Inc.
 Membership.....NARTB
 Pres., Gen. Mgr.....Angel Ramos
 General Mgr.....Raphael Fornier
 Comm. Mgr.....V. Lamas, Jr.

Program Dir.....Esther Palés
 Chief Engineer.....Rafael J. Acosta

WKVM

SAN JUAN—1946

Frequency: 1070 Kc.....Power 25,000 Watts d.
 Frequency: 810 Kc.....Power: 25,000 Watts d.
 Address.....1000 Ponce de Leon Ave.
 Phone.....3-0840
 Representative.....Young
 Pres., Gen. Mgr.....R. P. Perry
 Commercial Manager.....F. Santiago
 Chief Engineer.....Rafael Rodriguez

WNEL

SAN JUAN—1934

Frequency: 860 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WNEL Inc.
 Address.....960 Ponce de Leon Ave.
 Phone Number.....2-1300
 Representative.....Pan-American
 Membership.....NARTB
 Pres., Gen. Mgr.....Juan Piza
 Station Mgr.....Roberto Bocanegra
 Comm. Mgr.....Rodulfo Blanco
 Sales Prom. Mgr.....Camilo Fraticelli
 Program Dir.....Blanco A. Rivero
 Chief Engineer.....Victor Cifuentes

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- ★ STERLING PRODUCTS
- ★ ALKA SELTZER
- ★ OMEGA
- ★ GILLETTE
- ★ BALLANTINE
- ★ JELLO
- ★ HEINZ
- ★ RAY - O - VAC
- ★ RHEINGOLD
- ★ KRESTO DENIA
- ★ KLIM - BORDEN
- ★ DON O
- ★ CHESTERFIELD
- ★ SCHLITZ
- ★ QUAKER OATS

...And Many Others

WIAC Box 4504 San Juan, P. R.
 U. S. REP. — MRS. PIRI FLINT

35-30 81st St., Jackson Hgts., L. I., New York

NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1953

| <i>City</i> | <i>Call Letter</i> | <i>Licensee</i> | <i>Freq. (Kc.)</i> | <i>Power (Watts)</i> |
|------------------------|--------------------|---------------------------------|------------------------|--------------------------|
| Los Angeles, Cal. | KFSG | Echo Park Evangelistic Assn.... | 1150 | 2500 d; 1000 n |
| Pasadena, Cal. | KPPC | Pasadena Presbyterian Church.. | 1240 | 100 |
| Denver, Colo. | KPOF | Pillar of Fire..... | 910 | 5000 d; 1000 n |
| Chicago, Ill. | WMBI | The Moody Bible Inst..... | 1110 | 5000 |
| Urbana, Ill. | WILL | University of Illinois..... | 580 | 5000 d |
| West La Fayette, Ind. | WBAA | Purdue University | 920 | 5000 d; 1000 n |
| Ames, Iowa | WOI | Iowa State College..... | 640 | 5000 d |
| Boone, Iowa | KFGQ | Boone Biblical College..... | 1260 | 250 d |
| Decorah, Iowa | KWLC | Luther College | 1240 | 250 |
| Iowa City, Iowa | WSUI | The State U. of Iowa..... | 910 | 5000 |
| Lawrence, Kans. | KFKU | University of Kansas..... | 1250 | 5000 |
| Manhattan, Kans. | KSAC | Kansas State College..... | 580 | 5000 d; 500 n |
| East Lansing, Mich. | WKAR | Michigan State College..... | 870 | 5000 d |
| Lapeer, Mich. | WMP ³ C | The Liberty St. Gospel Church.. | 1230 | 250 |
| Minneapolis, Minn. | KTIS | Nwstrn. Schools | 900 | 1000 d |
| Minneapolis, Minn. | KUOM | University of Minn..... | 770 | 5000 d |
| Northfield, Minn. | WCAL | St. Olaf College..... | 770 | 5000 d |
| Clayton-St. Louis, Mo. | KFUO | Lutheran Church-Mo. Synod.... | 850 | 5000 d |
| Zaraphath, N. J. | WAWZ | Pillar of Fire..... | 1380 | 5000 |
| Brooklyn, N. Y. | WBBR | Watch Tower Soc..... | 1330 | 5000 |
| New York, N. Y. | WNYC | City of N. Y..... | 830 | 1000 |
| Troy, N. Y. | WHAZ | Rensselaer Polytechnic Inst.... | 1330 | 1000 |
| Grand Forks, N. D. | KFJM | U. of North Dakota..... | 1440 | 1000 d |
| Columbus, Ohio | WOSU | The Ohio State of U..... | 320 | 5000 |
| Norman, Okla. | WNAD | U. of Oklahoma..... | 640 | 1000 d |
| Corvallis, Ore. | KOAC | Oregon State College..... | 550 | 5000 |
| Portland, Ore. | KBPS | Benson Polytechnic School..... | 1450 | 250 |
| Grove City, Pa. | WSAJ | Grove City College..... | 1340 | 100 |
| Vermillion, S. D. | KUSD | University of South Dakota.... | 690 | 1000 |
| Richmond, Va. | WBBL | Grace Covenant Presb. Church.. | 1480 | 5000 |
| Pullman, Wash. | KWSC | State College of Wash..... | 1250 | 5000 |
| Auburndale, Wisc. | WLBL | Wisconsin State Radio Council.. | 930 | 5000 |
| Madison, Wisc. | WHA | University of Wisconsin..... | 970 | 5000 d |

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P. O. Box 477, University, Alabama
 Meetings: Semi-annual (March and October)
 Elections: March meeting
 Members: 67
 President.....Thomas E. Martin,
 WAPX, Montgomery
 Vice-Pres..Malcolm Street, WHMA, Anniston
 Secy.-Treas.....Mrs. Wilhelmina Doss,
 WJRD, Tuscaloosa
 Legislative Chmn.....D. E. Dunn,
 WSFA, Montgomery

Arizona Broadcasters Association

KOY, Phoenix, Arizona
 Meetings: Annual (December)
 Elections: December
 Members: 21
 President...Albert Johnson, KOY, Phoenix
 Vice-Pres....Wayne Sanders, KCNA, Tucson
 Secy.-Treas...Frank Redfield, KIFN, Phoenix

Arkansas Broadcasters Association

KELD, El Dorado, Arkansas
 Meetings: Semi-annual
 Elections: March
 Members: 43
 President.....William V. Hutt,
 KLRA, Little Rock
 Vice-President.....W. N. McKinney,
 KELD, El Dorado
 Secy.-Treas.Ted Woods,
 KOSE, Osceola

California State Radio and Television Broadcasters Association

T. W. Patterson Bldg., Fresno 21, California
 Meetings: Annual
 Elections: October
 Members: 69
 President...Paul R. Bartlett, KFRE, Fresno
 Vice-Pres.....Robert O. Reynolds,
 KMPC, Los Angeles
 Vice-Pres.....Lloyd E. Yoder,
 KNBC, San Francisco
 Secy.-Treas.....L. A. Schamblin,
 KPMC, Bakersfield
 Legislative Chmn.....Philip G. Lasky,
 KPIX, San Francisco

Colorado Broadcasters Association

KMYR, Security Life Bldg., Denver 2, Colo.
 Meetings: Annual
 Elections: Every two years
 Members: 31
 President.....Al Meyer, KMYR, Denver
 Vice-Pres....R. E. O'Brien, KIUP, Durango
 Secy.-Treas.....Russel W. Shaffer,
 KBOL, Boulder

Florida Association of Broadcasters, Inc.

P. O. Box 1315, Coral Gables, Florida
 Meetings: Semi-Annual
 Elections: June
 Members: 78
 President.....George W. Thorpe,
 WVCG, Coral Gables
 Vice-Pres.Hershel Graves,
 WTAL, Tallahassee
 Vice-Pres.....Jerry Stone,
 WNDB, Daytona Beach
 Secy.-Treas...John Brownin, WSPB, Sarasota
 Legislative Chmn.....James Legate,
 WIOD, Miami

Georgia Association of Broadcasters

P. O. Box 732, Thomasville, Georgia
 Meetings: Three times a year
 Elections: Spring meeting (April or May)
 President.....W. F. Scott, Jr.,
 WKTG, Thomasville
 Vice-Pres..Shed Carswell, WSFT, Thomaston
 Secy.-Treas.."Mac" MacLeod, WBML, Macon

Idaho Broadcasters Association

311 North 10th Street, Boise, Idaho
 Meetings: Semi-annual (May and November)
 Elections: November
 Members: 19
 President...Earl J. Glade, Jr., KDSH, Boise
 Vice-Pres..Henry Fletcher, KSEI, Pocatello
 Secy.-Treas.....Florence Gardner,
 Legislative Chmn.....Walt Wagstaff,
 KIDO, Boise

Illinois Broadcasters Association

212 South Jefferson St., Peoria, Ill.
 Meetings: Semi-annual
 Elections: February
 Members: 65

President.. Charles C. Caley, WMBD, Peoria
Vice-Pres.....Leslie C. Johnson,
WHBF, Rock Island
Secy.-Treas..Charles R. Cook, WJPF, Herrin
Legislative Chmn.....Oliver Keller,
WTAX, Springfield

Indiana Broadcasters Association, Inc.

307 N. Pennsylvania St., Indianapolis, Ind.
Meetings: Four times a year
Elections: March
Members: 43
President.....O. E. Richardson,
WASK, Lafayette
Vice-Pres.....Dee O. Coe, WWCA, Gary
Vice-Pres.....Harry Bitner,
WFBM, Indianapolis
Secy.-Treas.....Dan C. Park,
WIRE, Indianapolis

Iowa Broadcasters Association

WMT, Paramount Theatre Bldg.,
Cedar Rapids, Iowa
Meetings: Annual (July or August) or more
Elections: Annual meeting
Members: 36
President.....William B. Quarton,
WMT, Cedar Rapids
Vice-Pres.....Edward Breen,
KVFD, Fort Dodge
Secy.-Treas.....George J. Volger
KWPC, Muscatine
Legislative Chmn.....W. W. Wood,
WHO, Des Moines

Kansas Association of Radio Broadcasters

KSAL, Salina, Kansas
Meetings: Annual
Elections: Annual meetings
Members: 37
President.....Ben Ludy, WIBW, Topeka
Vice-Pres..Grover Cobb, KVGB, Great Bend
Secy.-Treas.....Ray Jensen, KSAL, Salina
Legislative Chmn..Ray Jensen, KSAL, Salina

Kentucky Broadcasters Association

WFTM, Maysville, Kentucky
Meetings: Semi-annual
Elections: Fall meeting
Members: 38
President.....J. W. Betts, WFTM, Maysville
Vice-Pres.....Joe Eaton, WKLO, Louisville
Vice-Pres.....Ken Given
WLBj, Bowling Green
Secy.-Treas.....Hugh O. Potter
WOMI, Owensboro
Legislative Chmn.....F. E. Lackey,
WHOP, Hopkinsville

Louisiana Association of Broadcasters

P. O. Box, 1070, Lafayette, Louisiana
Meetings: Semi-annual
Elections: Fall
Members: 40

President.....George H. Thomas,
KVOL, Lafayette
Vice-Pres.David Wilson,
KPLC, Lake Charles
Secy.-Treas.....B. Hillman Bailey, Jr.,
KSIG, Crowley
Legislative Chmn.....Roy Dabadie,
Baton Rouge

Maine Broadcasters Association

WTVL, Waterville, Maine
Meetings: Four times a year
Elections: November
Members: 14
President...Faust Couture, WCOU, Lewiston
Vice-Pres....Jack Atwood, WRDO, Augusta
Secy.-Treas.Carleton Brown,
WTVL, Waterville
Legislative Chmn.....Frank Hoy,
WLAM, Lewiston

Maryland-D.C. Radio and Television Broadcasters Association

10 E. North Avenue, Baltimore, Maryland
Meetings: Semi-annual
Elections: Fall meeting
Members: 24
President.....John E. Surrick
WFBR, Baltimore
Vice-Pres.....Charles J. Truitt,
WBOC, Salisbury
Secy.-Treas.....Charles E. Smith,
WTBO, Cumberland
Legislative Chmn.....Jake Embry,
WITH, Baltimore

Michigan Association of Broadcasters

WELL, Battle Creek, Michigan
Meetings: Semi-annual
Elections: November meeting
Members: 61
President.....D. E. Jayne,
WELL, Battle Creek
Vice-Pres.....Don DeGroot, WWJ, Detroit
Secy.-Treas..W. A. Pomeroy, WILS, Lansing
Legislative Adviser.....Jordan Jenkins,
502 Hollister Bldg., Lansing

Minnesota Broadcasters Association

KYSM, Mankato, Minnesota
Meetings: Semi-annual
Elections: November-December
Members: 44
President.....John F. Meagher,
KXSM, Mankato
Vice-Pres.....F. Van Konynenberg,
WCTN, Minneapolis
Secy.-Treas..M. M. Marget, KVOX, Moorhead
Legislative Chmn.....G. D. Gentling,
KROC, Rochester

Mississippi Broadcasters Association

WAML, Laurel, Mississippi
Meetings: Annual

Elections: Annual meeting
 Members: 43
 President...L. M. Sepaugh, WSLI, Jackson
 Vice-Pres.....Charles Wright, Jr.,
 WFOR, Hattiesburg
 Secy.-Treas.Granville Walters,
 WAML, Laurel

Missouri Broadcasters Association

KTTS, Springfield, Missouri
 Meetings: Semi-annual
 Elections: Fall meeting
 Members: 40
 President.....Glenn G. Griswold,
 KFEO, St. Joseph
 Vice-Pres.....S. E. Sloan, KLW, St. Louis
 Secy.-Treas.....G. Pearson Ward,
 KTTS, Springfield
 Legislative Chmn.....Bruce Barrington,
 KXOK, St. Louis

Montana Radio Stations, Inc.

KOPR, Finlen Hotel, Butte, Montana
 Meetings: Annual
 Elections: January
 Members: 23
 President.....Ed Cooney, KOPR, Butte
 Vice-Pres.....Ken Nybo, KBMY, Billings
 Secy.-Treas.Norman Penwell,
 KBMN, Bozeman

Nebraska Broadcasters Association

WJAG, Norfolk, Nebraska
 Meetings: Annual
 Elections: Annual
 Members: 23
 President.....LeRoy W. Lenwell,
 KBRL, McCook
 Vice-Pres.....Gene Ackerley,
 KCOW, Alliance
 Secy.-Treas....Bob Thomas, WJAG, Norfolk
 Legislative Chmn.....Hap Anderson,
 KOLN, Lincoln

Nevada State Broadcasters Association

P. O. Box 821, Reno, Nevada
 Meetings: Annual
 Elections: Annual
 Members: 9
 President.....H. G. Wells, KOLO, Reno
 Vice-Pres....Fred Stoye, KLAS, Las Vegas
 Secy.-Treas....Robert Stoddard, KATO, Reno
 Legislative Chmn.....Fred Stoye,
 KLAS, Las Vegas

New Jersey Broadcasters Association

P. O. Box 166, Bridgeton, New Jersey
 Meetings: Semi-annual (May and October)
 Elections: October
 Members: 18
 President.....Paul Alger, WSNJ, Bridgeton
 Vice-Pres.Ranulf Compton,
 WKDN, Camden
 Secy.-Treas.....Thomas B. Tighe,
 WJLK, Asbury Park

North Carolina Association of Broadcasters, Inc.

Drawer 1140, Southern Pines, N. C.
 Meetings: Semi-annual
 Elections: Fall meeting
 Members: 75
 President.....T. H. Patterson,
 WRRF, Washington
 Vice-Pres.....Cecil B. Hoskins,
 WWNC, Asheville
 Secy.-Treas.....J. S. Younts,
 WEEB, Southern Pines
 Legislative Chmn.....Richard H. Mason,
 WPTF, Raleigh

Ohio Association of Radio and Television Broadcasters

44 East Broad, Columbus 15, Ohio
 Meetings: Semi-annual
 Elections: Spring meeting
 Members: 76
 President.....Robert C. Fehlman,
 WHBC, Canton
 Vice-Pres.....Adna Karns, WING, Dayton
 Secy.-Treas.....L. A. Pixley, WLOK, Lima
 Legislative Chmn.....Dick Borel,
 WBNS, Columbus

Oklahoma Radio Broadcasters Association

Box 699, Lawton, Oklahoma
 Meetings: Semi-annual (or more)
 Elections: January
 Members: 24
 President.....Allan Page, KSWO, Lawton
 Vice-Pres.Cy Casper,
 WBBZ, Ponca City
 Secy. Treasurer.....Guy Farnsworth,
 KCRC, Enid
 Legislative Chmn.....Bill Hoover,
 KADA, Ada

Oregon State Broadcasters Association

KEX, Portland, Oregon
 Meetings: Semi-annual
 Elections: Annual
 Members: 40
 President.....Bud Chandler,
 KFLW, Klamath Falls
 Vice-Pres....Bill McCreedy, KUGN, Eugene
 Secy.-Treas....Joe Schertler, KEX, Portland
 Legislative Chmn.....Dick Brown,
 KPOJ, Portland

Pennsylvania Association of Broadcasters

WFIL, Widener Bldg., Philadelphia 7, Pa.
 Meetings: Annual
 Elections: May
 Members: 108
 President.....Roger W. Clipp,
 WFIL, Philadelphia
 Vice-Pres.....William Thomas,
 WCPA, Clearfield
 SecretaryDavid Bennett,
 WKBO, Harrisburg
 Treasurer...James Murray, KQV, Pittsburgh

South Carolina Broadcasters Association

Charleston, South Carolina

Meetings: Semi-annual
Elections: January meeting
Members: 49
President.....Walter J. Brown,
WORD, Spartanburg
Vice-Pres.....James F. Coggins,
WKDK, Newberry
Secy.-Treas.....T. Doug Youngblood,
WFIG, Sumter

South Dakota Broadcasters Association

KSDN, Aberdeen, South Dakota

Meetings: Semi-annual
Elections: April
Members: 12
President.....B. . McElligott,
KSDN, Aberdeen
Vice-Pres.....Ray Eppel, KORN, Mitchell
Secy.-Treas.....Keith Nighbert,
KUSD, Vermillion
Legislative Chmn.....Morton Henkin,
KSO, Sioux Falls

Southern California Broadcasters Association, Inc.

Equitable Bldg., Hollywood & Vine
Hollywood 28, California

Meetings: Monthly
Elections: May meeting
Members: 64
President.....Calvin J. Smith
KFAC, Los Angeles
Vice-Pres.....Frank Burke, Jr.,
KFVD, Los Angeles
Secy.-Treas.....Thelma Kirschner,
KGFJ, Hollywood

Tennessee Association of Broadcasters

407 Chamber of Commerce Bldg.,
Nashville, Tennessee

Meetings: Semi-annual
Elections: December meeting
Members: 46
President.....Earl W. Winger,
WDOD, Chattanooga
Vice-Pres.....Henry W. Slavick,
WMC, Memphis
Secy.-Treas.....Ruth W. Clinard,
WMAK, Nashville
Legislative Chmn.....John Parry Sheftall,
WJZM, Clarksville

Texas Association of Broadcasters

P. O. Box 1116, Austin, Texas

Meetings: Semi Annual
Elections: October
Members: 86
President...J. M. McDonald, KCRS, Midland
Vice-Pres....Gillis Conoley, KTAE, Taylor
Secy.-Treasurer.....Willard Deason,
KVET, Austin

Legislative Chmn.....Willard Deason,
KVET, Austin

Utah Broadcasters Association

29 S. State, Salt Lake City, Utah

Meetings: Quarterly
Elections: January
Members: 22
President.....Arch Madsen,
KOVO, Provo
Vice-President.....George Hatch,
KALL, Salt Lake City
Secy.-Treas.....Arch Webb, KVOC, Ogden
Legislative Chmn.....Easton Woolley,
KDYL, Salt Lake City

Virginia Association of Broadcasters, Inc.

WRVA, Richmond, Virginia

Meetings: Annual
Elections: Annual meeting
Members: 44
President.....James H. Moore,
WLSL, Roanoke
Vice-President.....Robert H. Smith
WCYB, Bristol
Secy.-Treas.....Frank E. Koehler,
WROV, Roanoke
Legislative Chmn.....C. T. Lucy,
WRVA, Richmond

Washington State Association of Broadcasters

Carl Downing, Manager, Legislative Bldg.,
Olympia, Washington

Meetings: Semi-annual
Elections: Spring
Members: 39
President.....Leo H. Beckley,
Mount Vernon
Vice-Pres....Loren Stone, KBRO, Bremerton
Secy.-Treas..Allen Miller, KWCS, Pullman
Legislative Chmn.....Tom Olson,
KGY, Olympia

West Virginia Broadcasters Association

WBTH, Williamson, West Virginia

Meetings: Semi-annual
Elections: Spring
Members: 34
President.....John T. Gelder
WCHS, Charleston
Vice-President.....William E. Rhone,
WVVA, Wheeling
Secy.-Treas..Alice Shein, WBTH, Williamson

Wisconsin Broadcasters Association

Nicolet Bldg., Green Bay, Wisconsin

Meetings: Semi-annual
Elections: First Tuesday in October
Members: 54
President..Ben A. Laird, WDUZ, Green Bay
Vice-Pres.....Bruce Wallace,
WTMJ, Milwaukee
Secretary....Verl Bratton, WKTY, LaCrosse
Treasurer....Jeanne Heal, WTCH, Shawano

IN CANADA

more people listen regularly to*

CFRB Toronto

*than to any other
station . . .*

★ The 1952 BBM figures show CFRB's coverage as 619,430 daytime and 639,720 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB

Representatives

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

CANADA

CBC

CAB

*Alphabetical Index
By Call Letters*

Stations

Networks

CBC

marks 1953

with expanded facilities . . .

extended program service

. . . and television

CBC facilities and service stand at a new high level

AM

French-speaking listeners in Northern Ontario and the Prairies are now served with CBC programs in French . . . by the westward extension of the CBC French Network to privately-operated stations in Sudbury, Timmins, St. Boniface, Gravelbourg, Saskatoon and Edmonton.

More extensive program service is also available to English-speaking listeners, coast-to-coast. The CBC Dominion Network, maintaining its varied *evening schedule*, has expanded still more its *daytime* program service.

The Trans-Canada Network, with a daily sixteen-hour schedule in all six of Canada's time zones, continues to bring to listeners the best in music, drama and comedy . . . news, information and public service programs . . . new features and greater variety.

TV

To its nationwide service via *network radio*, TV has been added in Canada's two biggest markets. CBLT-Montreal and CBLT-Toronto are now in operation. Additional CBC television stations are planned for other regions.

As Canada's economy rises . . . as its population grows and its markets steadily increase . . . CBC service continues to expand.

In the use of these expanded facilities . . . network radio *and* television . . . and in the development of top-flight programs . . . the CBC stands ready to co-operate in every way possible with advertising agencies and their clients.

CBC

canadian broadcasting corporation

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5

Ontario.

1429 Dorchester St. W., Montreal 25

Quebec.

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

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Rene Martin, Montreal, Que., Vice-Chairman
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W. H. Phillips, Ottawa, Ont.
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Jesse P. Tripp, Oxbow, Sask.
Gordon A. Winter, St. Johns, Nfld.
Roy J. Fry, Winnipeg, Man.

Ottawa

HEAD OFFICE

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G. W. Richardson, Executive Assistant
H. M. Palmer, Executive Assistant
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
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F. W. Savignac, Executive Assistant-Legal
R. E. Keddy, Sec'y to Board of Governors

Montreal

RADIO CANADA BUILDING

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R. P. Landry, Director, Personnel and Administrative Services
C. E. Stiles, Assistant Director, Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
J. R. Samson, Administrative Officer, Montreal Area
G. G. Dupre, Supervisor of Central Registries
V. A. Nagle, Administrative Assistant
J. A. Lapointe, Administrative Assistant
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J. E. Hayes, Assistant to the Director General of Engineering
N. R. Olding, Operations Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services

D. G. McKinstry, Chief Architect
W. A. Nichols, Plant Engineer
R. E. Santo, Transmission and Development
M. D. Peterkin, Purchasing Agent
G. G. Yull, Supervisor of Stores

Toronto

NATIONAL PROGRAM OFFICE

E. L. Bushnell, Director General of Programs
Charles Jennings, Assistant Director General of Programs
Ira Dilworth, Director of Program Production
Neil M. Morrison, Supervisor of Talks and Public Affairs
R. S. Lambert, Supervisor of School Broadcasts
D. C. McArthur, Chief News Editor
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. H. Brodie, Supervisor of Broadcast Language
H. J. Boyle, Program Director, Trans-Canada Network
H. G. Walker, Manager, Dominion Network
E. W. Jackson, Traffic Manager
A. K. Morrow, Supervisor of Farm & Fisheries Br.

Elizabeth D. Long, Women's Interests
A. E. Powley, Supervisor of Special Events
H. E. S. Hamilton, Supervising Engineer

Television

F. Mutrie, Director, of Television, Toronto
Aurele Sequin, Director of Television, Montreal

Administration

D. Claringbull, Manager of Personnel and Administrative Services, Toronto

Engineering

H. Hilliard, Supervising Engineer, Toronto Area

Commercial

W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
Hugh Clark, Sales Representative
J. Kennedy, Sales Representative (TV)
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

HEY — LOOK AT YOUR

***NEIGHBOUR'S BULGING BILLFOLD!**

YES — Canada's a pretty wealthy guy right now. Got lots of cash — good old-fashioned folding money, which he's ready to lay out on most anything you can sell him. Been doing particularly well just lately. Gotten him some nice oil strikes up in Alberta: Turned up uranium in Saskatchewan and a whole raft of iron ore in Labrador. Owns quite a parcel of heavy industry in Quebec and right down through Ontario. And the old family business of lumber and gold and fishing don't exactly bring in chicken-feed, either.

Always been the States' best customer. Likes much the same things you do — for himself, his home, the wife and kids. Drives the same autos, reads the same comics, gets just as het up over the World Series. 'N his wife's just like yours, too. Makes the country over at the women's clubs, fusses over Junior's diet, shops more and more at the supermarket.

Only difference is — he's a mite hard for you to get to know. Often speaks two languages, French and English, has quite a few personal quirks you mightn't know about. And times he lives way off where it's plenty tough to reach him.

Except by radio. Canada listens to radio most all the time — and most everywhere. For his leisure he just naturally likes to pull up a chair and visit with the folks at his local station. And whether he speaks French or English, Canada and radio are right friendly. Takes radio's advice on what to buy — and he sure buys plenty. Spent nigh on 10½ billion dollars last year, just in the stores.

Yes, sir! That's Canada, your customer. How's about letting us go get him for you.

"In Canada you sell 'em when you tell 'em!"

A message from the 115 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million Canadian homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada

37 Bloom St. West, Toronto 5, Ontario

* Canadian spelling!

CANADIAN ASSOCIATION OF BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Branch Offices—37 Bloom Street West, Toronto, Ont.
Phone: Pr 3729



Officers

| | |
|--------------------------|-----------------------|
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| Vice-President..... | E. Finlay MacDonald |
| General Manager..... | T. J. Allard |
| Secretary-Treasurer..... | T. Arthur Evans |
| Sales Manager..... | Patrick Freeman |
| General Counsel..... | Joseph Sedgwick, K.C. |
| Associate Counsel..... | Guy Roberge |



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Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting stations in Canada.

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 | Call Letters | City | See Page |
|--------------|------------------------------------------|----------|--------------|-------------------------------|----------|
| CBA | . . . Sackville, N. B. | 719 | CHLN | . . . Three Rivers, Que. | 732 |
| CBE | . . . Windsor, Ont. | 728 | CHLO | . . . St. Thomas, Ont. | 726 |
| CBF | . . . Montreal, Que. | 729 | CHLP | . . . Montreal, Que. | 730 |
| CBG | . . . Gander, Nfld. | 720 | CHLT | . . . Sherbrooke, Que. | 731 |
| CBH | . . . Halifax, N. S. | 721 | CHML | . . . Hamilton, Ont. | 723 |
| CBI | . . . Sydney, N. S. | 721 | CHNC | . . . New Carlisle, Que. | 730 |
| CBJ | . . . Chicoutimi, Que. | 729 | CHNO | . . . Sudbury, Ont. | 726 |
| CBK | . . . Watrous, Sask. | 733 | CHNS | . . . Halifax, N. S. | 721 |
| CBL | . . . Toronto, Ont. | 727 | CHOK | . . . Sarnia, Ont. | 726 |
| CBM | . . . Montreal, Que. | 730 | CHOV | . . . Pembroke, Ont. | 725 |
| CBN | . . . St. John's, Nfld. | 720 | CHRC | . . . Quebec City, Que. | 730 |
| CBO | . . . Ottawa, Ont. | 725 | CHRL | . . . Roberval, Que. | 731 |
| CBU | . . . Vancouver, B. C. | 717 | CHSJ | . . . Saint John, N. B. | 720 |
| CBT | . . . Grand Falls, Nfld. | 720 | CHUB | . . . Nanaimo, B. C. | 716 |
| CBV | . . . Quebec City, Que. | 730 | CHUM | . . . Toronto, Ont. | 727 |
| CBW | . . . Winnipeg, Man. | 718 | CHVC | . . . Niagara Falls, Ont. | 724 |
| CBX | . . . Edmonton, Alta. | 714 | CHWK | . . . Chiliwack, B. C. | 715 |
| CBY | . . . Corner Brook, Nfld. | 720 | CICA | . . . Edmonton, Alberta | 714 |
| CFAB | . . . Windsor, N. S. | 722 | CJAD | . . . Montreal, Que. | 730 |
| CFAC | . . . Calgary, Alta. | 714 | CJAT | . . . Trail, B. C. | 716 |
| CFAR | . . . Flin Flon, Man. | 718 | CJAV | . . . Port Alberni, B. C. | 716 |
| CFBC | . . . Saint John, N. B. | 719 | CJBC | . . . Toronto Ont. | 727 |
| CFCF | . . . Montreal, Que. | 730 | CJBQ | . . . Belleville, Ont. | 722 |
| CFCH | . . . North Bay, Ont. | 724 | CJBR | . . . Rimouski, Que. | 731 |
| CFCN | . . . Calgary, Alta. | 714 | CJCA | . . . Edmonton, Alta. | 714 |
| CFCO | . . . Chatham, Ont. | 723 | CJCB | . . . Sydney, N. S. | 721 |
| CFCY | . . . Charlottetown, P. E. I. | 728 | CJCH | . . . Halifax, N. S. | 721 |
| CFGP | . . . Grande Prairie, Alta. | 715 | CJCS | . . . Stratford, Ont. | 726 |
| CFJC | . . . Kamloops, B. C. | 715 | CJDC | . . . Dawson Creek, B. C. | 715 |
| CFJR | . . . Brockville, Ont. | 722 | CJEM | . . . Edmundston, N. B. | 719 |
| CFNB | . . . Fredericton, N. B. | 719 | CJFP | . . . Riviere-Du-Loup, Que. | 731 |
| CFNS | . . . Saskatoon, Sask. | 733 | CJFX | . . . Antigonish, N. S. | 721 |
| CFOR | . . . Orillia, Ont. | 725 | CJGX | . . . Yorktown, Sask. | 733 |
| CFOS | . . . Owen Sound, Ont. | 725 | CJIB | . . . Vernon, B. C. | 717 |
| CFPA | . . . Port Arthur, Ont. | 726 | CJIC | . . . Sault St. Marie, Ont. | 726 |
| CFPL | . . . London, Ont. | 724 | CJKL | . . . Kirkland Lake, Ont. | 724 |
| CFPR | . . . Prince Rupert, B. S. | 716 | CJLS | . . . Yarmouth, N. S. | 722 |
| CFQC | . . . Saskatoon, Sask. | 733 | CJNB | . . . North Battleford, Sask. | 732 |
| CFRA | . . . Ottawa Ont. | 725 | CJNT | . . . Quebec City, Que. | 731 |
| CFRB | . . . Toronto, Ont. | 727 | CJOB | . . . Winnipeg, Man. | 718 |
| CFRG | . . . Gravelbourg, Sask. | 732 | CJOC | . . . Lethbridge, Alta. | 715 |
| CFRN | . . . Edmonton, Alta. | 714 | CJON | . . . St. John's, Nfld. | 720 |
| CHAB | . . . Moose Jaw, Sask. | 732 | CJOR | . . . Vancouver, B. C. | 717 |
| CHAD | . . . Amos, Que. | 729 | CJOY | . . . Guelph, Ont. | 723 |
| CHAT | . . . Medicine Hat, Alta. | 715 | CJRL | . . . Kenora, Ont. | 724 |
| CHEF | . . . Granby, Que. | 729 | CJRW | . . . Summerside, P. E. I. | 728 |
| CHEX | . . . Peterborough, Ont. | 725 | CJSO | . . . Sorel, Que. | 732 |
| CHFA | . . . Edmonton, Alta. | 714 | CJVI | . . . Victoria, B. C. | 717 |
| CHGB | . . . Ste. Anne de la Pocatiere, Que. | 731 | CKAC | . . . Montreal, Que. | 730 |

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| CKOY | . Ottawa, Ont. | 725 |
| CKPC | . Brantford, Ont. | 722 |
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ALBERTA

CFAC

CALGARY—1922—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Number.....Renfrew 6-1036
Transmitter Location.....Midnapore, Alberta
Air Time.....5:55 a.m.-12 M.
News Service.....CPN, BUP
Transcription Service.....Thesaurus, World,
Associated
Representative.....All-Canada, Weed
Membership.....CAB
President.....H. R. Carson
Station 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 DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.....The Voice of the Prairies, Ltd.
Bus.-Studio Address.....Toronto General Trusts
Bldg.
Phone Number.....2-1161
Air Time.....Full Time
News Service.....BUP, PN
Transcription.....Standard, Lang-Worth, Capitol
Representative.....Radio Representatives,
Adam J. Young, Jr.
Membership.....CAB, WAB, BBM
Pres., Gen. Mgr.....H. G. Love
Commercial Manager.....E. H. McGuire
Pgm. Director.....James A. Love
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKXL, Ltd.
Address.....210 9th Ave. W.
Phone Number.....63026
Representative.....H. C. Stovin
News Service.....BUP, PN
Membership.....CAB, BBM
President.....G. Max Bell
Station Manager.....Frederick R. Shaw
Commercial Manager.....Bruce D. Alloway
Prom. Mgr., Pub. Dir.....Pearl Borgal
Program Director.....Jack Stewart
Chief Engineer.....Ross Craig

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
Publicity Director.....C. E. L'Ami
Chief Engineer.....G. W. Olive

CFRN

EDMONTON—1934—CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number.....22101
News Service.....BUP, PN
Transcription Service.....Lang-Worth
Representative.....Radio Representatives,
Adam J. Young, Jr., Harlan G. Oakes
Membership.....CAB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number.....42157
News Service.....BUP
Transcription Service.....SESAC
Representative.....Omer Renaud Co.
Membership.....CAB
President.....Dr. L. O. Beauchemin
Station Manager.....J. A. Gallant
Sales Prom. Mgr.....Bernard Gagnon
Program Director.....Leo Remillard
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 Number.....PBX 44131
Air Time.....Full Time
News Service.....PN, BUP, CP
Trans. Serv.....Thesaurus, World, Standard
Representative.....All-Canada, Weed
Membership.....CAB, BMB
Station Manager.....Gerry Gaetz
Commercial Manager.....Joe MacKenzie
Production Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth

CFGP

GRAND PRAIRIE—1937—CBC

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned By.....Northern Bcstg. Corp., Ltd.
 Phone Number2311
 Air Time.....6 a.m.-M.
 News ServiceCP
 Transcription ServiceWorld, SESAC
 RepresentativeAll-Canada, Weed
 MembershipCAB
 President.....J. E. Thomson
 General-Station Mgr.....Arthur J. Balfour
 Commercial Manager.....Jack E. Soars
 Program Director.....John Wilson
 Publicity Director.....Lillian Bowes
 Chief Engineer.....Jim de Roaldes

CJOC

LETHBRIDGE—1926—CBC

Frequency: 1220 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Lethbridge Bcstg. Ltd.
 Address.....1015 Third Ave. S.
 Phone Number3161
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....PN, BUP, CP
 Transcription Service.....Assoc., Thesaurus
 RepresentativeWeed, All-Canada
 MembershipCAB, BBM, WAB
 Pres. & Gen. Mgr.....H. R. Carson
 Station Manager.....N. Botterill

Sls. Prom. Mgr., Pub. Dir.....E. Conville
 Commercial Manager.....J. Budd
 Program Director.....R. Charman
 Chief Engineer.....R. A. Reagh

CHAT

MEDICINE HAT—1946—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
 Address.....520 First St.
 Phone Number2821
 RepresentativeWeed, All-Canada
 Transcription LibraryStandard
 President.....J. H. Yullin

CKRD

RED DEER—1949—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Alberta Bcstg. Co.
 Business Address.....Foster Block
 Phone Number2083
 Air Time.....17½ hrs.
 News ServiceBUP
 Transcription ServiceCapitol
 Representative.....Radio Reps., Young
 MembershipsCAB
 Pres., Gen., Sta. Mgr.....Gordon S. Henry
 Commercial ManagerIke Kaila
 Pgm., Prod. Dir.....Ned Corrigan
 Chief Engr.....A. I. Booker

—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 Number7511-21
 Air Time.....6:30 a.m.-M.
 News ServiceBUP
 RepresentativeAll-Canada, Weed
 Membership.....CAB, BBM, WAB, BCAB
 President.....C. Casey Wells
 Gen. Mgr., Chief Engr.....Jack Pilling
 Commercial Manager.....W. G. Teetzel
 Prom., Publ. Dir.....Margaret Cormack
 Program Director.....J. M. MacLachlan

Representative..Radio Representatives, Cooke
 MembershipCAB
 President.....W. B. Michaud
 General Manager.....Lewis R. Roskin
 Program Director.....Michael Laverne
 Publicity Director.....Marilyn Williams
 Chief Engineer.....William Gordon

CFJC

KAMLOOPS—1926

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Interior Bcstrs.
 Business-Studio Address.....310 St. Paul St.
 Phone Number1021

CJDC

DAWSON CREEK—1947—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Station CJDC, Ltd.
 Business Address.....2nd Ave. & 9th St.
 Phone Number216
 News Service.....Press News
 Transcription ServiceAssociated

CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Okanagan Bcstrs., Ltd.
 Business-Studio Address.....Box 1481
 Phone Number3331
 News ServicePN
 Transcription Service.....Lang-Worth, Thesaurus

Representative All-Canada, Weed
 Membership CAB, WAB, BCAB
 General Manager J. W. B. Browne
 Station Manager D. Reid
 Prom. Mgr., Prog. Dir. Freda Woodhouse
 Chief Engineer J. Fred Weber

Representative Radio Reps., Cooke, Hunt
 Membership BBM, CAB, BCAB, WAB
 President Maurice P. Finnerty
 Sta., Comm. Manager Roy G. Chapman
 Program Director Vince A. Duggan
 Chief Engineer Dick France

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 PN
 Transcription Service World, Standard
 Representative . . . Natl. Bcstg. Sales, Hunt, Cooke
 Gen. Mgr. C. J. Rudd
 Nat. Sales Dir. Sheila Hassell
 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 Number 19
 Air Time Full Time
 Newspaper Affiliation Nelson Daily News
 News Service PN
 Representative Stovin, Young
 Membership BBM, CAB, WAB, BCAB
 Station Mgr., Chief Engineer. . . A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc. Power: 1000 Watts
 Owned By International Bcstg. Co., Ltd.
 Business-Studio Address 227 Columbia St.
 Phone Number 3000
 Air Time Full Time
 News Service UP, CP
 Transcription Associated, Standard, Cole
 Representative Forjoe, Nat. Bcstg. Sales
 Membership CAB
 Pres., Gen., Sta. Mgr. William Rea, Jr.
 Assistant Manager Phil Baldwin
 Prod. Manager Hal Davis
 Chief Engineer Verne Wileman

CKOK

PENTICTON—1948

Frequency: 800 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By CKOK, Ltd.
 Business-Studio Address Nanaimo Ave.
 Phone Number 2800, 2850
 Air Time 6:30 a.m.-1 a.m.
 News Service CP
 Transcription Service Standard

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By CJAV, Ltd.
 Address 735 Third Ave., S.
 Phone Number 604
 Air Time 6 a.m.-12 M.
 News Service AP, PN, Reuters
 Transcription Lang-Worth, Cole, Capitol
 Representative Donald Cooke, Inc.
 Membership CAB
 President Harold E. Warren
 Managing Dir. Kenneth Hutcheson
 Comm. Mgr. J. Geoffrey Holmes
 Program Dir. Thomas A. Rannie
 Publicity Dir. Lyall Feltham
 Chief Engineer Ross McIntyre

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc. Power: 250 Watts
 Owned-Oper. By. . . Radio Station CKPG, Ltd.
 Address Box 940
 Phone Number 140
 Representative All-Canada, Weed
 Membership CAB, BBM
 President Frank H. Elphicke
 General Manager Cecil G. Elphicke
 Commercial Manager Jack Carbutt
 Chief Engineer Mac MacKenzie

CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By. . . Northwest Bcst. & Service Co., Ltd.
 Studio Address 336 Second Ave., Box 848
 Phone Number 863
 General Manager (CBC) J. A. Ouimet

CJAT

TRAIL—1932—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
 Representative Weed
 Membership BBM, CAB
 President A. S. Mawdsley
 Station Manager John W. Loader
 Commercial Manager. . . Donald G. Marshall
 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 Ouimet
 Commercial Mgr. (CBC)...Walter E. Powell
 Regional Representative.....Kenneth Caple
 Program Director.....Doug Nixon
 Publicity Director.....W. Gilmour Clark
 Chief Engineer.....G. W. Olive

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, PN
 Transcription Service.....Thesaurus
 Representative.....Stovin, Young
 Membership.....CAB
 Pres., Gen. Mgr.....George C. Chandler
 Asst. Mgr., Ch. Engr.....Art Chandler
 Comm., Prom. Manager.....Don Laws
 Program Director.....Wally Peters
 Publicity Director.....Hector Christie

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 Number.....TATlow 5131
 News Service.....CP, BUP
 Transcription Service.....Lang-Worth, World
 Representative.....All-Canada, Weed
 President.....Mrs. Arthur Holstead
 Vice-Pres., Gen. Mgr.....Frank H. Elphicke

Commercial Manager.....John L. Sayers
 Program Director.....John Ansell
 Sales Promotion Mgr.....Ken Hughes
 Chief Engineer.....Charles Smith

C J I B

VERNON—1947—CBC

Frequency: 940 Kc.....Power: 1000 Watts
 Owned-Operated By.....Interior Bcstrs., Ltd.
 Business Address.....3330 30 Ave.
 Phone Number.....900
 Air Time.....Full Time
 News Service.....CP
 Transcription Service.....Associated
 Representative.....Radio Representatives
 President.....Bryson Whyte
 Station Mgr.....Gil Seabrook
 Commercial Mgr.....Larry Scott
 Program Dir.....Don McGibbon
 Publicity Dir.....Dave Lilwall
 Chief Engineer.....Loren Merriman

C J V I

VICTORIA—1940—CBC

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Island Bcstg. Co., Ltd.
 Business-Studio Address.....620 View St.
 Phone Number.....Garden 2014
 News Service.....PN
 Transcription Service.....Thesaurus
 Newspaper Affiliation....."Daily Colonist"
 Representative.....Weed, All-Canada
 Membership.....CAB
 President.....H. T. Matson
 General Manager.....W. M. Guild
 Commercial Manager.....Lee F. Hallberg
 Sales Prom. Mgr.....James S. Crawford
 Program Director.....Vern Groves
 Chief Engineer.....Joe Sommers

C K D A

VICTORIA—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Capital Bcstg. System
 Address.....1450 Douglas St.
 Phone Number.....Garden 9311
 News Service.....BUP
 Transcriptions Service.....Standard
 Representative.....Forjoe
 Pres., Gen. Mgr.....David M. Armstrong
 Commercial Mgr.....Gordon M. Reid
 Production Mgr.....David G. Hill
 Program Dir.....C. Edward Farey
 Publicity Dir.....Sidney S. Lancaster

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By... Western Manitoba Bcstrs.
Address... 8th St. & Princess Ave.
Phone Number... 4532
Transcription Service... Thesaurus, World
Representative... Radio Representatives, Young
News Service... PN
Managing Director... J. B. Craig
Commercial Manager... E. D. Holland
Program Director... Eric Davies
Sales Prom. Manager... Archie Olson
Chief Engineer... Humphrey Davies

CKDM

DAUPHIN—1951

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By... Dauphin Bcstg. Co., Ltd.
Phone... 22
Transcription Service... Thesaurus
News Service... PN
President... Dr. M. Potoski
General Manager... D. M. Hughes
Chief Engineer... G. Shave

CFAR

FLIN FLON—1937—CBC

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By... Arctic Radio Corp., Ltd.
Address... 75 Hill St.
Phone Number... 4422
News Service... PN
Representative... Stovin, Young
Membership... CAB, BBM
General Manager... C. H. Witney
Commercial Manager... J. Thiele
Program Director... E. Smallwood
Chief Engineer... Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By... Radio St. Boniface, Ltd.
Address... 607 Langevin St.
Phone Number... 204-865
Representative... McGillvra
President... Celestin Champagne
Gen., Comm., Sta., Prom. Mgr. Roland Couture
Program Dir... Rene Dussault
Chief Engineer... D. R. Thomson

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Business Address... 300 Telephone Bldg.
Phone Number... 922191
Regional Representative... J. R. Finlay

News Service... BUP, PN, Reuters, CP
General Manager... J. Alphonse Oumet
Station Manager (CBC) Winnipeg

J. N. Mogridge
Commercial Manager... W. E. Powell
Publicity Director... C. E. L'Ami
Chief Engineer... G. W. Olive

CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Blick Bcstg., Ltd.
Business-Studio Address... Lindsay Bldg.
Phone Number... 926, 374
News Service... CP, BUP
Transcription Service... World, Thesaurus,
Associated, Standard, Lang-Worth
Representative... Radio Representatives, Young
Membership... CAB
President, General Manager... J. O. Blick
Commercial Manager... A. J. Messner
Sales Prom. Mgr... H. J. Gibson
Program Director... George C. Davies
Chief Engineer... R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By... Transcanada Communica-
tions, Ltd.
Bus.-Studio Address... 300 Carlton St.
Phone Number... 922, 266
Air Time... Unlimited
News Service... BUP, PN
Transcription Service... Lang-Worth, Standard
Representative... Weed, All-Canada
Membership... CAB, BBM
President... V. Sifton
Gen., Sta. Mgr... William A. Speers
Commercial Manager... B. M. Pirie
Prom., Pub. Mgr... F. M. Desourdy
Program Director... J. M. Hill
Chief Engineer... Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By... Station CKY, Ltd.
Business Address... 432 Main St.
Phone... 931, 531
Air Time... 5:50 a.m.-1 a.m.
Transcription Service... Capitol, SESAC
Representative... Stovin, Cooke
Membership... CAB
President... Lloyd E. Moffatt
General Manager... A. R. Mackenzie
Adv. Sales Mgr... W. E. Collier
Local Sales Mgr... C. F. Hawkins
Sales Prom. Mgr... Allan Barker
Program Dir... E. R. McCrea
Chief Engineer... A. Melowanchuck

NEW BRUNSWICK

CKNB

CAMPBELLTON—1939—CBC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....P. O. Drawer 226
Phone Number8
Air Time.....7:50 a.m.-12:10 a.m.
RepresentativeHardy, Weed
MembershipCAB, BBM
President.....J. Wesley MacDonald
General Manager....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Sales Prom. Mgr.....Bill Harper
Program Director.....Bob Richards
Chief Engineer.....Phil Paquet

CJEM

EDMUNDSTON—1944—CBC

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address.....91 Canada Rd.
Phone Number880
Air Time.....7:00 a.m.-12:15 a.m.
Transcription ServiceSESAC
News ServiceCP
RepresentativeStovin, Young
PresidentGeorge Michaud
Station Manager.....Maurice Lacasse
General Manager.....Jacques Brilliant
Comm., Prom. Mgr.....Georges Guerrette
Program Director.....Reynald Teasdale
Publicity Dir.....Maurice Lacasse
Chief Engineer.....Yvon Roy

CFNB

FREDERICTON—1923—CBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By..James S. Neill & Sons, Ltd.
Business-Studio Address.....Queen St.
Phone Number5501
Air TimeFull Time
News Service.....BUP, RP
Transcription Service.....Thesaurus, Standard
RepresentativeAll-Canada, Weed
MembershipCAB
Gen., Sta. Mgr.....Dr. Malcolm Neill
Gen., Sta. Mgr.....D. Malcolm Neill
Pub. Dir., Prom. Mgr.....H. L. McFee
Program Director.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CKCW

MONCTON—1934—CBC

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.

Business-Studio Address.....K. of P. Bldg.
Phone Number9111
Air Time.....6:30 a.m.-1 a.m.
News Service.....BUP, RP
Transcription ServiceWorld
RepresentativeYoung, Stovin
MembershipCAB
Pres., Gen. Mgr.....F. A. Lynda
Commercial Manager.....T. Tonner
Program Director.....Mike Wood
Publicity Director.....R. Stockall
Chief Engineer.....James A. White

CKMR

NEW CASTLE—1949

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..Miramichi Bcstg. Co., Ltd.
Business Address.....Castle St.
Phone Number690

CBA

SACKVILLE—1939—CBC

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St.
Phone Number3-6188
News Service.....PN, BUP, CP
Regional Representative.....W. E. S. Briggs
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Program Director.....H. J. Boyle
Publicity Director.....R. C. Fraser
Chief Engineer.....G. W. Olive

CFBC

SAINT JOHN—1946—CBC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By...Fundy Bcstg. Co., Ltd.
Business-Studio Address.....68 Carleton St.
Phone Number3-2421
Air Time.....6 a.m.-1 a.m.
News Service.....RP, BUP
Transcription ServiceThesaurus
Representative..Weed, Hunt, Nat'l Bcst. Sales
President.....A. M. A. McLean
General Manager.....A. N. McLean
Station Manager.....Robert T. Bowman
Commercial Manager.....C. F. Bedford
Production Director.....D. H. Armstrong
Program Director.....Wm. Tonner
Prom. Mgr., Publ. Dir.....R. J. Gallagher
Chief Engineer.....H. M. Stout

CHSJ

SAINT JOHN—1934—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By...New Brunswick Bcstg. Co.
 Business-Studio Address.....14 Church St.
 Phone Number3-3304
 Air TimeUnlimited
 News ServicePN

Transcription Service.....World, Lang-Worth,
 Associated
 RepresentativeStovin, Young
 MembershipCAB, BBM
 Station Manager.....George A. Cromwell
 Sales Prom. Mgr.....W. E. Stirling
 Program Director.....Cleve G. Stillwell
 Production Director.....Earl McCarron
 Publicity Director.....Christine Fewings
 Chief Engineer.....J. G. Bishop

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By...Canadian Bcstg. Corp.
 Address.....Corner Brook
 News Service.....CP, BUP, Reuters
 RepresentativeCBC
 Gen. Mgr. (CBC).....J. Alphonse Ouimet
 Station Manager.....C. V. Hierlihy
 D. Press & Info. Serv. (CBC)....Ron C. Fraser
 Dir. Gen. Engrg.....Gordon W. Olive

AddressSt. John's
 Air Time.....16½ hrs.
 News Service.....CP, PN, BUP, Reuters
 RepresentativeCBC
 General Manager (CBC)...J. Alphonse Ouimet
 Commercial Mgr. (CBC).....W. E. Powell
 Publ. Director (CBC).....Ron C. Fraser
 Chief Engineer (CBC).....C. W. Olive

CBG

GANDER—1949—CBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Canadian Bcstg. Corp.
 Address.....P. O. Drawer 32
 Phone Number349
 News Service.....CP, BUP, Reuters, PN
 Station Manager.....A. Barrett

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
 Address.....Prince of Wales St.
 Phone.....5601, 7105-6-7, 4700
 Air Time.....Full Time
 News Service.....AP, CP
 Transcription Service...Lang-Worth, SESAC
 Reps.....All-Canada Radio, Weed
 MembershipCAB, 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.....F. Webster
 Chief Engineer.....Oscar Hierlihy

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By...Canadian Bcstg. Corp.
 AddressMunro Bldg.
 Phone Number2102
 Air Time.....16½ hrs.
 Gen. Mgr. (CBC).....J. Alphonse Ouimet
 Commercial Manager.....G. D. Halley
 Station Manager.....John J. Grace
 Publ. Director (CBC).....Ron C. Fraser
 Sales Prom. Mgr.....Anne Bergen
 Chief Engineer.....J. J. Maloney

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By...Colonial Bcstg. System
 Business Address...Water at McBride's Hill
 Phone3148-9
 News Service.....CP, PN
 Transcription Service.....Thesaurus, World
 MembershipCAB, MAB
 RepresentativeStovin, Young
 Mng. Director.....J. L. Butler
 Sta., Comm., Pro. Mgr.....M. Shulman
 Program Director.....J. M. Murdoch
 Chief Engineer.....W. B. Williams

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
 Owned-Operated By...Canadian Bcstg. Corp.

NOVA SCOTIA

CJFX

ANTIGONISH—1943—CBC

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By. Atlantic Bcstrs., Ltd.
Address Broadcasting Bldg.
Phone 580
News Service CP
Transcription Service. SESAC, Lang-Worth
Representative. Young, Natl. Bcst. Sales
News Service PN
Transcription Service Lang-Worth
Representative. Natl. Bcst. Sales, Young
Pres., Gen. Mgr. J. Clyde Nunn
Commercial Manager. R. J. Ricketts
Program Director. Charles O'Brien
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.
Phone Number 445
News Service PN
Transcription Service Associated
Representative. Radio Representative Ltd.,
Cooke
President. C. J. Morrow
General Manager. John F. Hirtle
Sta., Comm. Mgr. James A. MacLeod
Sales Prom. Mgr. Lester L. Rogers
Program Director. A. Maxwell Ramey
Publicity Director. Donald E. Nicolle
Chief Engineer. Douglas B. Hirtle

CBH

HALIFAX—1944—CBC

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By. Canadian Bcstg. Corp.
Business-Studio Address. 100 Sackville St.
Phone Number 3-6188
News Service. BUP, PN, Reuters, CP
General Manager. J. Alphonse Oumet
Station Manager. S. R. Kennedy
Publicity 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 Number 3-8318
Air Time. 7-12:15 a.m.
News Service. CP, BUP
Transcription Service. Thesaurus, Lang-Worth
Representative All-Canada, Weed

Membership CAB, BBM
President. Andrew W. Robb
Station Manager. Gerald Redmond
Commercial Manager. Douglas Grant
Promotion Manager. James McKeagan
Chief Engineer. Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By. Chronicle Co., Ltd.
Bus.-Studio Address. Lord Nelson Hotel
Phone Number 3-7311
Air Time. Full Time
News Service PN
Transcription Service. World, Associated
Rep. Mulvihill, Radio Time Sls., Young
Managing Director. B. P. McCurdy
Station Manager. E. Finlay MacDonald
Sales Manager. C. L. Chambers
Promotion Manager. Maurice L. Foisy
Chief Engineer. A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Evangeline Bcstg. Co., Ltd.
Business-Studio Address. Radio Center
Phone Number. Kentville 400
Air Time. 7 a.m.-10:20 p.m.
News Service PN
Transcription Service Lang-Worth
Representative Alexander
Membership CAB
President, Chief Engr. Avarid M. Bishop
General Manager. J. A. C. Lewis
Comm., Prom. Mgr., Publ. Dir. Bernard
Butler-Grey

CBI

SYDNEY—1948—CBC

Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By. Canadian Bcstg. Corp.
Business-Studio Address. 247 Charlotte St.
News Service. BUP, Reuters, CP
General Manager (CBC). J. Alphonse Oumet
Station Manager. Barry MacDonald
Commercial Manager. W. E. Powell
Publicity Director. Ron Fraser
Chief Engineer. G. W. Olive

CJCB

SYDNEY—1929—CBC

Frequency: 1270 Kc. Power: 5000 d.,
1000 Watts n.
Bus.-Studio Address. 318 Charlotte St.

Phone Number5596-7
 Air TimeFull Time
 News ServicePN
 Transcription Service..Thesaurus, Lang-Worth
 RepresentativeAll-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 Number491
 Air Time.....7 a.m.-11 p.m.
 News Service.....BUP, Radio Press
 Transcription ServiceAssociated
 RepresentativeOmer Renaud
 MembershipCAB, BBM
 President, General Mgr.....J. Arthur Manning
 Program Director.....Lloyd Cavanagh
 Chief Engineer.....Sidney Bernasconi

CFAB

WINDSOR—1946

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
 AddressRadio Centre
 Phone Number400
 Air Time.....Full Time
 News ServicePN
 Transcription ServiceLang-Worth
 RepresentativeAlexander Young
 MembershipCAB, BBM
 President, Chief Engr.....Avarad M. Bishop
 General Manager.....J. A. C. Lewis
 Comm., Prom. Mgr., Publ. Dir.....Bernard
 Butler-Gray
 Program Director.....Willard A. Bishop

CJLS

YARMOUTH—1934—CBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By....Gateway Bcstg. Co., Ltd.
 Address.....222 Main St.
 Phone Number500
 Air Time.....7:45 a.m.-12:10 a.m.
 News ServiceCP
 Transcription ServiceAll-Canada
 RepresentativeAll-Canada, Weed
 Pres., Gen., Comm. Mgr., Chf. Eng., D. L. Smith
 Program Director.....Denny J. Comeau
 Prom., Publ. Director.....William Singer

ONTARIO

CKBB

BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
 Address.....26 Elizabeth St.
 Phone Number5585
 RepresentativeYoung, Mulvihill
 News ServicePN
 Pres., Gen. Mgr.....Ralph T. Snelgrove

CJBQ

BELLEVILLE—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Quinte Bcstg. Co., Ltd.
 Business-Studio Address.....Box 153
 Phone Number3200
 Air Time.....Full Time
 News ServicePN
 Transcription Service.....World, Thesaurus
 RepresentativeStovin, Young
 MembershipCAB, CCBA
 President.....A. McLean Haig
 Station Manager.....W. H. Stovin
 Commercial Manager.....J. H. MacDonald
 Program Director.....Scott Hannah
 Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By....Telephone City Bcst., Ltd.
 Address.....525 Colborne St.
 Phone Number3-2664
 Transcription ServiceWorld
 News ServiceBUP
 Transcription Service.....World, Capitol
 Representative.....J. L. Alexander
 Pres., Gen. Mgr.....Mrs. E. M. Buchanan
 Station Manager.....Hugh Bremner
 Commercial Manager.....Chas. Packham
 Sales Prom. Mgr.....Tom Potter
 Program Director.....Richard Buchanan
 Publicity Director.....Jack Wilkinson
 Chief Engineer.....Robert Hancock

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By....Eastern Ontario Bcstg. Co., Ltd.
 Business-Studio Address.....King St. West
 Phone Number4628
 Air Time.....Full Time
 News ServiceBUP

RepresentativeStovin, Young
 MembershipCAB, BBM
 Gen., Sta., Comm. Mgr.....Jack R. Radford
 Prom. Mgr., Pub. Dir.....Ian Thomson
 Program Director.....Tom Statham
 Chief Engineer.....Sid Penstone

CFCO

CHATHAM—1926—CBC

Frequency: 630 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....John Beardall
 Business address.....42 King St. W.
 Phone Number2626
 News ServiceBUP
 Transcription Service.....Cole, Lang-Worth
 Pres., Gen. Manager.....John Beardall
 Commercial Manager.....Peter Kirkey
 Program Director.....Stewart Brandy
 Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard-Freeholder, Ltd.
 Business-Studio Address.....36 Pitt St.
 Phone Number4800-01
 Air Time6:45 a.m.-11:45 p.m.
 News ServiceCP
 Transcription ServiceThesaurus
 RepresentativeStovin, McGillivra
 MembershipCAB, BBM
 PresidentHoward Fleming
 General Manager.....Phil Robertson
 Station Manager.....Fred H. Pemberton
 Publicity Director.....Alma Larocque
 Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned By.....Radio Station CKFI
 Business-Studio Address.....240 Scott St.
 Phone Number.....Ft. Frances 200
 Air Time6:55 a.m.-11 p.m.
 News ServicePN
 Transcription ServiceKeystone
 Reps.....Alexander, Messner, Hunt, Cooke
 Pres., Gen. Mgr.....J. G. McLaren
 Station Manager.....Robert N. Kennett
 Commercial Manager.....Edward Ashton
 Prom. Mgr., Pub. Dir.....Gordon McBride
 Program Director.....Charles Renaud
 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.....Victoria Ave.

Phone Number33477
 Air Time.....Full Time
 News ServiceCP
 Transcription Service.....Thesaurus, United
 Representative.....Stovin, Radio Representatives,
 Young, All-Canada
 MembershipBBM, CAB
 Pres., Gen. Mgr.....H. F. Dougall
 Commercial Manager.....George Jeffrey
 Program Director.....J. P. Friesen
 Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....CJOY, Ltd.
 Business Address.....Bond Bldg.
 Phone Number5500
 Air Time.....6:30 a.m.-12:30 a.m.
 News ServicePN
 Transcription Service.....Lang-Worth, Associated
 RepresentativeRadio Reps., Cooke
 Pres., Sta. Mgr.....Wallace Slatter
 Commercial Mgr.....Frederick T. Metcalf
 Program Director.....Don LeBlanc
 Chief Engineer.....D. A. Page

CHML

HAMILTON—1922—CBC

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Maple Leaf Bcstg. Co., Ltd.
 Business-Studio Address.....848 Main St., E.
 Phone Number9-2411
 Air Time.....Full Time
 News ServicePN
 Representative.....Stephens & Tondrow, Young
 Transcription Service.....Standard, Associated
 MembershipCAB
 President, Gen. Mgr.....Kenneth D. Soble
 Station Manager.....Tom Darling
 Commercial Manager.....W. D. Whitaker
 Sales Prom. Mgr.....R. J. Eastcott
 Program Director.....R. A. Alexander
 Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Wentworth Radio Bcstg.
 Co., Ltd.
 Bus.-Studio address.....32 John St.
 Phone Number7-4483
 Air Time.....5:45 a.m.-1:05 a.m.
 News ServiceBUP, PN
 Transcription Service.....Thesaurus, World
 RepresentativeAll-Canada, Weed
 MembershipCAB, BBM
 Manager.....W. T. Cranston
 Commercial Manager.....L. A. Westmoreland
 Sales Prom. Mgr.....Mary A. Hill
 Program Director.....H. Gibson
 Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Oper. By.....C. W. Johnson
 Address.....Johnson Block
 Phone Number.....6212
 Air Time.....17 hrs.
 News Service.....CP
 News. Affil.....Canadian Press
 Transcription Service.....Thesaurus
 Representative.....Stovin, Cooke
 Membership.....CAB, BBM, WAB, CCAB
 President.....C. W. Johnson
 Sta., Comm. Mgr.....G. A. McLean
 Sales Prom. Mgr.....John Pierce
 Program Director.....Jim Thom
 Chief Engineer.....J. Edwards

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Brookland Co., Ltd.
 Address.....King St.
 Phone Number.....4405
 Air Time.....16 hrs.
 News Service.....PN
 News. Affil.....Whig-Standard
 Transcription Service.....Lang-Worth, World
 Representative.....Natl. Bcst. Sales, Cooke
 Membership.....CAB
 President.....Senator W. R. Davies
 General Manager.....Jack Davidson
 Station Manager.....Roy W. Hofstetter
 Commercial Manager.....E. Jones
 Sales Prom. Mgr.....J. Pollie
 Program Manager.....W. Luxton
 Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roy H. Thompson
 Address.....Govt. Rd.
 Phone Number.....27
 News Service.....PN
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Natl. Bcst. Sales, Cooke
 Membership.....CAB
 President.....Roy H. Thompson
 General Manager.....J. M. Davidson
 Station Manager.....C. W. Burnett
 Commercial Manager.....J. Weatherwax
 Sales Prom. Mgr.....G. Davidson
 Program Director.....Don Nairn
 Chief Engineer.....C. L. Spence

CKCR

KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....K-W. Bcstg. Co., Ltd.

Business-Studio Address.....125 King St. W.
 Phone Number.....3-3628
 Air Time.....Full Time
 News Service.....PN
 Transcription Service.....Associated
 Representative.....Renaud, Young
 Pres., Gen. Mgr.....G. Liddle
 Publ. Dir., Comm. Mgr.....James C. Mitchell
 Program Director.....Stu Monroe
 Chief Engineer.....Bill Marchand

CFPL

LONDON—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper.....London Free Press Printing Co.
 Address.....442 Richmond St.
 Phone Number.....4-2121
 Air Time.....6:05 a.m.-12:05 a.m.
 News Service.....PN
 News. Affil.....Free Press
 Transcription.....Standard, Lang-Worth, World
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM
 President.....Walter J. Blackburn
 General Manager.....Murray T. Brown
 Commercial Manager.....Douglas C. Trowell
 Program Director.....Robert A. Reinhart
 Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Radio Station CHVC, Ltd.
 Business Address.....Rainbow Bridge
 Phone.....4110
 Air Time.....Full Time
 News Service.....BUP
 Transcription Service.....Thesaurus
 Representative.....Cooke, Alexander
 President, Gen. Mgr.....B. Howard Bedford
 Station Manager.....A. W. Blakely
 Commercial Manager.....R. H. Hamilton
 Prom. Mgr., Pub. Dir.....Bill Killough
 Chief Engineer.....L. H. Rook

CFCH

NORTH BAY—1931—CBC

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Northern Bcstg. Co., Ltd.
 Address.....Fraser St.
 Phone Number.....2400
 Air Time.....Full Time
 News Service.....PN
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Natl. Bcst. Sales
 President.....Roy H. Thomson
 General Manager.....Jack M. Davidson
 Station Manager.....Keith Packer
 Commercial Manager.....Bill King
 Program Director.....Phil Clayton
 Chief Engineer.....Jack Barnaby

CFOR

ORILLIA—1945—CBC

Frequency: 1570 Kc. Power: 1000 Watts
 Owned-Oper. By.....Gordon E. Smith
 Bus.-Studio Address .101 Mississauga St., E.
 Phone Number3511
 News ServiceBUP
 Transcription Service..World, Cole, Associated
 RepresentativeStovin
 MembershipCAB
 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: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
 Business-Studio Address.....16 Centre St.
 Phone Number3-3415
 Air Time.....19 hrs.
 News ServiceAP
 Transcription Service....World, Lang-Worth
 RepresentativeAlexander, McGillvra
 Pres., Gen. Mgr.....Alfred H. Collins
 Comm., Prom. Mgr.....Gordon G. Garrison
 Pgm. Director.....Ken Philips
 Chief Engineer.....Burt McCollum

CBO

OTTAWA—1924—CBC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address....Chateau Laurier Hotel
 Phone Number2-1151
 Station Manager.....Charles P. Wright
 Chief Engineer.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By.....Radio Station CFRA
 Business Address.....Ryan Auditorium
 Phone Number3-6241
 Transcription Service...Standard, Lang-Worth,
 Capitol
 RepresentativeAll-Canada, Weed
 President, General Mgr.....Frank Ryan

CKOY

OTTAWA—1949—CBC

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....CKOY, Ltd.
 Address.....272 Somerset St., W.
 Phone Number2-2641
 Air Time.....Full Time

News ServiceAP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Cooke, Natl. Bcst. Sales
 President.....Duncan K. MacTavish
 General Manager.....Dan V. Carr
 Commercial Manager.....Jack Thompson
 Program Director.....Keith Sterling
 Publicity Director.....M. G. Sinelnikoff
 Chief Engineer.....Jack Pond

CFOS

OWEN SOUND—1940—CBC

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By....Grey & Bruce Bcstg. Co.,
 Ltd.
 Address.....270 9th St. E.
 Phone Number1940
 Air Time.....Full Time
 News ServicePN
 Transcription ServiceWorld
 RepresentativeStovin, Young
 PresidentHoward Fleming
 General Manager.....William N. Hawkins
 Commercial Manager.....D. Ferry
 Program Director.....E. Smith
 Promotion Manager.....J. McAsh
 Chief Engineer.....R. Turnpenny

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By...Ottawa Valley Bcstg. Co.
 Address.....197 Albert St.
 Phone Number1350
 News ServiceBUP
 Transcription Service.....Thesaurus, SESAC
 RepresentativeStovin, Young
 Pres., Gen. Mgr.....E. G. Archibald
 Program Director.....Bill Kitchner
 Comm., Prom. Manager...Ramsay F. Garrow
 Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By.....Brookland Co., Ltd.
 Bus.-Studio Address....Hunter & Water Sts.
 Phone Number2-0451
 Air Time.....6 a.m.-12 M.
 News ServicePN
 News. Affil.....The Examiner
 Transcription ServiceLang-Worth
 Representative.....Natl. Bcst. Sales, Cooke
 MembershipCAB
 President.....W. R. Davies
 General Manager.....J. Davidson
 Station Manager.....D. R. Lawrie
 Commercial Manager.....G. Grady
 Program Director.....Doug Burrows
 Chief Engineer.....A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ralph H. Parker
 Bus.-Studio Address.....Public Utilities Bldg.
 Phone Number.....5-7651
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service...Standard, Lang-Worth
 Representative....Broadcast Representatives,
 Alexander, Weed
 Membership.....CAB, BBM
 Sta., Gen. Mgr.....Ralph H. Parker
 Commercial Manager.....R. P. MacGowan
 Program Director.....Al Davidson

CKTB

ST. CATHARINES—1933—CBC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Oper. By...The Niagara District Bcstg.
 Co., Ltd.
 Business-Studio Address.....12 Yates St.
 Phone Number.....MUtual 5-7351
 News Service.....PN
 Air Time.....Full Time
 Transcription Service.....Standard
 Representative.....Radio Time Sales,
 J. H. McGillvra, P. Mulvihill
 Membership.....CAB, BBM, CCBA
 President.....W. B. C. Burgayne
 Gen. Mgr., Prog. Dir.....Mary C. Burgoyne
 Commercial Manager.....V. A. Lococo
 Sta., Prom. Mgr., Pgm. Dir....W. C. Wingrove
 Production Manager.....Jack Dawson
 Chief Engineer.....W. H. Allen

CHLO

ST. THOMAS—1948—CBC

Frequency: 680 Kc.....Power: 1000 Watts
 Owner.....Station CHLO, Ltd.
 Business-Studio Address.....133 Curtis St.
 Phone Number.....3696
 Air Time.....6 a.m.-12 M.
 News Service.....CP, PN
 Transcription Service.....Lang-Worth
 Representative.....Radio Reps., Cooke
 President.....Clarence Nichols
 Gen., Sta. Mgr.....J. C. Warder
 Program Director.....L. C. Evans
 Chief Engineer.....William Onn

CHOK

SARNIA—1946—CBC

Frequency: 1070 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
 Address.....148½ Front St. N.
 Phone Number.....Digby 1121
 Air Time.....Unlimited

Transcription Service.....Lang-Worth
 Representative.....Nat'l. Bcst. Sales, Cooke,
 Mulvihill
 President.....Claude R. Irvine
 Station Manager.....Karl E. Monk
 Commercial Manager....Arthur H. J. O'Hagan
 Publicity Director.....Mrs. Ev. Wallace
 Program Director.....Frank P. Stalley
 Chief Engineer.....Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....J. G. Hyland
 Address.....P. O. Box 370
 Phone Number.....Algoma 31121
 News Service.....PN
 Representative....J. L. Alexander, McGillvra
 Pres., Gen. Mgr.....J. G. Hyland
 Commercial Manager.....E. Vance
 Program Director.....H. Johnston
 Chief Engineer.....D. N. Irwin

CJCS

STRATFORD—1927—CBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Bcstg. Co.
 Address.....125 Ontario St.
 Phone Number.....1675
 News Service.....BUP
 Transcription Service.....World
 Representative.....All Canada, Weed
 Membership.....CAB
 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 Gregg

CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
 Business Address.....166 Elm St., W.
 Phone Number.....6-6416
 Air Time.....Full Time
 News Service.....PN
 Transcription Service.....Associated
 Representative.....Renaud, Hunt, Young
 President, General Mgr.....F. B. Ricard
 Station Commercial Manager.....R. Riel
 Program Director.....Wilf Davidson
 Chief Engineer.....Wallace Roberts

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....CKSO, Radio, Ltd.
 Business-Studio Address.....21 Elgin St., N.

Phone Number 77-505
 News Service PN
 Transcription Service Thesaurus
 Representative All-Canada, Weed
 President G. M. Miller, Q.C.
 General Manager W. J. Woodill
 Commercial Manager K. Dobson
 Program Director Basil Scully
 Chief Engineer J. McRae

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Oper. By Northern Bcstg. Co., Ltd.
 Bus.-Studio Address Thomson Bldg.
 Phone Number 1-500
 Air Time Full Time
 News Service PN
 News. Affil. Daily Press
 Transcription Service Lang-Worth
 Representative Natl. Bcst. Sales, Cooke
 Membership CAB
 President R. H. Thomson
 General Manager J. M. Davidson
 Station Manager H. C. Freeman
 Commercial Manager Wally Rewegan
 Sales Prom. Mgr. Gerry Hall
 Program Director Jesse French
 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.
 Phone Number Midway 5481
 News Service BUP, Reuters, PN, CP, AP
 Transcription Service Lang-Worth
 Representative CBC
 General Manager (CBC) ... J. Alphonse Ouimet
 Commercial Manager (CBC) ... W. E. Powell
 Program Director H. J. Boyle
 Chief Engineer J. A. Ouimet

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc. Power: 50,000 Watts
 Owned-Oper. By. Rogers Radio Bcstg. Co., Ltd.
 Business-Studio Address 37 Bloor St. W.
 Phone Number Princess 5711
 Air Time Full Time
 News Service BUP, PN
 Transcription Service Thesaurus, World
 Representative Young, All-Canada
 Pres., Gen. Mgr. Harry Sedgwick

Station Manager Lloyd Moore
 Commercial Manager Waldo Holden
 Program Director Wes McKnight
 Publicity Director Ken Marsden
 Chief Engineer Clive Eastwood

(See Page 706)

CHUM

TORONTO—1945

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By York Bcstrs., Ltd.
 Address 225 Mutual St.
 Phone Number EM 4-4271
 Air Time Sunrise-sunset
 News Service UP, PN
 Transcription Service Lang-Worth, Capitol
 Representative McGillvra, Alexander
 President John H. Q'Part
 Gen., Sta. Mgr. Robert L. Lee
 Commercial Manager John Pritchard
 Program Director Leigh Stubbs
 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 Midway 5481
 Air Time 17 hrs.
 Transcription Service Lang-Worth
 News Service CP, BUP, Reuters, PN
 General Manager (CBC) ... J. Alphonse Ouimet
 Program Director H. G. Walker
 Commercial Manager (CBC) ... W. E. Powell
 Chief Engineer (CBC) G. W. Olive

CKEY

TORONTO—1944

Frequency: 580 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By Toronto Bcstg. Co., Ltd.
 Bus.-Studio Address 444 University Ave.
 Phone Number WAverly 3881
 Air Time Full Time
 News Service CP, BUP
 Transcription Service World, Lang-Worth,
 Standard, Associated
 Representative Natl. Bcst. Sales
 President Jack K. Cooke
 Gen., Sta. Manager Hal Cooke
 Commercial Manager Jack Turrall
 Program Director Don Insley
 Publicity Director Marietta Pukara
 Chief Engineer Allan Taylor

CKFH
TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Foster Hewitt Bcstg., Ltd.
Address.....1 Greenville St.
President.....Foster Hewitt
Station Manager.....Howard C. Caine
Prom., Comm. Mgr.....W. L. Smith
Publicity Director.....Frank Somerville
Program Director.....D. Robert Pugh
Chief Engineer.....G. A. Wilson

CBE
WINDSOR—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Security Bldg.
Transcription Service.....Lang-Worth
News Service.....CP, BUP, R, PN
General Mgr. (CBC).....J. Alphonse Ouimet
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 and Operated By.....Radio Station
CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number.....158
Air Time.....Full Time
News Service.....BUP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Alexander, Young
Membership.....CAB
President, General Mgr.....W. T. Cruickshank
Sta., Comm. Manager.....J. J. Cruickshank
Promotion Manager.....V. Dittmer
Program Director.....J. F. Brent
Publicity Director.....R. Clark
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 Number.....2400
Studio Address.....380 Hunter St.
Air Time.....Unlimited
News Service.....BUP
Transcription Service.....World, Lang-Worth
Representative.....Omer Renaud
Membership.....CAB
President, Gen.-Station Mgr....Monty J. Werry
Comm.-Sales Prom. Mgr.....G. Lewis
Program Director.....W. Whiting
Chief Engineer.....T. Little

—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 Number.....741
Air Time.....7 a.m.-12:10 a.m.
News Service.....PN
Transcription Service.....Associated
Representative.....All-Canada, Weed
Membership.....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....C. E. Cooper

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number.....2201-2
Air Time.....6 a.m.-12 M.
News Service.....BUP
Transcription Service.....World
Representative.....Radio Reps.
Membership.....CAB, BBM
President.....J. K. Curran
Program Manager.....R. C. Schurman
Gen., Comm. Mgr.....F. A. Bestall
Chief Engineer.....Fred Welland

QUEBEC

CHAD

AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business AddressRouyn

CBJ

CHICOUTIMI—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....121 E. Racine St.
Phone Number4-4456
News Service.....CP, BUP, R, PN
RepresentativeCBC
President.....A. D. Dunton
General Manager.....Donald Manson
Station Manager.....V. Fortin
Comm., Sales Prom. Mgr.....M. Valiquette
DirectorMarcel Ouimet
Publicity Director.....J. Saint-Georges
Chief Engineer.....J. Roberts

CHEF

GRANBY—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....Hains Bldg., 13 Centre
Phone Number6611
News ServiceUP
Representative.....Radio & TV Sales
MembershipCAB
PresidentR. Chaput
Gen., Sta. Mgr., Ch. Eng.....G. Laliberte
Comm., Prom. Mgr.....F. Normandin
Program Director.....R. M. Dube
Publicity Director.....G. Boutet

CKCH

HULL—1933—CBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Syndicats d'Oeuvres Sociales
Liée,
Business Studio Address...121 Notre-Dame St.
Phone Number.....Pr 7-2771
Air TimeUnlimited
News ServiceBUP
News. Affil.....Le Droit
TranscriptionSESAC
RepresentativeRenaud, McGillvra
President.....L. J. Billy
General Mgr.....A. Gratton
Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....George Huard
Chief Ann., Pgm. Dir.....Henri Bergeron
Chief Engineer.....J. L. Champagne

CKRS

JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....359 St. Dominique St.
Phone Number720
News ServiceBUP
Transcription ServiceWorld
Representative..Trans-Quebec, Hardy, Young
President.....Henry Lepage
Station Manager.....Tom Burham
Program Director.....Paul Bouchard
Chief Engineer.....Paul Fortler

CKLS

LA SARRÉ—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio La Sarre, Inc.
RepresentativeRenaud

CKBL

MATANE—1948

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..La Comp. de Radiodiffusion
de Matane Lée
Address.....144 Ave. St. Jerome
Phone Number355
Air TimeFull Time
News ServiceBUP
Transcription ServiceAssociated
Representative.....Jos. A. Hardy & Co., Ltd.
MembershipCAB
Pres., Gen. Sta. Mgr.....Rene Lapointe
Commercial Manager.....Octave Lapointe
Pub. Dir., Prom. Mgr.....Jean Daigle
Pgm., Prod. Dir.....Marcel Houle
Chief Engineer.....Yvan Fortier

CBF

MONTREAL—1936

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus-Studio Address.....Radio Canada Bldg.,
1425 Dorchester St., W.
Phone Number.....UN 6-2571
Air Time.....7 a.m.-M.
News Service.....BUP, CP, AFP
MembershipBBM
President.....A. D. Dunton
Gen. Mgr.....D. Manson
Commercial Manager.....M. Valiquette
Pgm. Dir., Sta. Mgr.....Marcel Ouimet
Publicity Director.....J. Saint-Georges
Chief Engineer.....H. Audet

CBM

MONTREAL—1937—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address.....Radio Canada Bldg.
 Phone Number.....University 62571
 News Service.....CP, BUP, R, PN
 Representative.....CBC
 Gen. Mgr. (CBC).....J. Alphonse Ouimet
 Commercial Manager (CBC).....W. E. Powell
 Publicity Director (CBC).....Ron C. Fraser
 Chief Engineer (CBC).....G. W. Olive

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 Number.....EX-1184
 Air Time.....6 a.m.-1:30 a.m.
 News Service.....BUP
 Transcription Service.....Standard
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM
 Bcstg. Manager.....W. Victor George
 Station Manager.....J. Allan Hammond
 Commercial Manager.....T. J. Quigley
 Program Director.....Reo Thompson
 Chief Engineer.....Arnie Clapp

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.....La Comp. de Publ. "La
 Patrie" Ltée
 Address.....Sun Life Bldg.
 Phone Number.....Unniversity 6-6611
 Air Time.....17 hrs.
 News Service.....BUP
 Transcription Service.....Associated
 Representative.....Alexander, McGillvra
 Pres., Gen. Mgr.....Sen. P. R. DuTremblay
 Sales, Sta., Comm. Mgr.....Flavius M. Daniel

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....CJAD, Ltd.
 Business-Studio Address.....1191 Mountain St.
 Phone Number.....University 6-6821
 Air Time.....6:05 a.m.-1:05 a.m.
 News Service.....PN, BUP, CN
 Transcription Service.....Lang-Worth,
 World, Associated, Thesaurus, Capitol
 Representative.....Young, Radio Time Sales
 Membership.....CAB
 Pres., Gen., Sta. Mgr.....J. Art. Dupont
 Comm., Prom. Manager.....R. L. Laurion
 Dir. of Actualities.....C. W. McGibbon
 Chief Engineer.....Maurice Rousseau

CKAC

MONTREAL—1922—CBS

Frequency: 730 Kc.....Power: 10,000 Watts n.
 5000 d.
 Owned-Oper. By.....La Cie. De Publication,
 La Presse, Ltée.
 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
 Sta. Manager.....Phil Lalonde
 Commercial Manager.....Georges Bourassa
 Prom. Mgr., Publ. Dir.....Paul Gelinas
 Program Director.....Ferdinand Biondi
 Chief Engineer.....Leonard Spencer
 Program Director.....Marcel Provost
 Chief Engineer.....J. C. Charlebois

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Gaspesia Radio Bcstg. Co.
 Business-Studio Address.....New Carlisle
 Phone Number.....64
 Representative.....Hardy, Young
 Membership.....BUP, CAB
 Representatives.....Hardy, Young
 President.....Dr. Charles A. Dumont
 General Mgr.....Dr. Charles Houde
 Sta., Comm. Manager.....Viateur Bernard
 Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Business Studio Address.....Palais Montcalm
 Phone Number.....5-8155
 Air Time.....7:30 a.m.-M.
 Actg. Station Manager.....Roger Daveluy
 Chief Engineer.....Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....CHRC, Limitée
 Business-Studio Address.....39 St. Jean
 Phone Number.....2-8177
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP, UP
 Representative.....Young, Hardy
 Membership.....CAB, BBM, FCAB
 President.....Herve Baribeau
 General Manager.....Henri Lepage
 Commercial Manager.....Aurele Pelletier
 Program Director.....Mr. Magella Alain
 Chief Engineer.....Arsene Nadeau

CJNT

QUEBEC CITY—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of
Quebec, Inc.

Address.....30 Garden St.
Phone Number.....5-6119
Transcription Service.....SESAC, Lang-Worth
Representative.....Radio Time Sales, Young
President.....J. M. Dussureault
General Manager.....Christina Cadorette

CKCV

QUEBEC CITY—1926—CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number.....2-1585
Air Time.....Full Time
News Service.....PN
Transcription Service.....World
Representative.....Renaud, Weed
Membership.....CAB
President.....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Promotion Mgr.....Marie-Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Normand Maltais
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—1937—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service
Corp., Ltd.

Address.....1 St. John St.
Phone Number.....2217
News Service.....PN
Transcription Service.....SESAC, Standard
News Service.....PN
Membership.....CAB
Representative.....Stovin, Young
President.....Hon. J. A. Brillant
Station Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Sales Prom. Mgr., Pub. Dir.....Guy Ross
Program Director.....Francois Raymond
Chief Engineer.....Cecil Daok

CJFP

RIVIERE-DU-LOUP—1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temisouata Ltee
Address.....322 rue Lafontaine
Phone Number.....2727
Transmitter Location.....La Pointe
Air Time.....Full Time
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

CHRL

ROBERVAL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Blackburn Bldg.
Phone.....450-1
Air Time.....7:00 a.m.-M.
News Service.....UP
Representative.....Renaud
Membership.....CAB
President.....Georges Gagnon
General Manager.....L. Morin
Chief Engineer.....R. Lacombe

CKRN

ROUYN—1939—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
News Service.....BUP
Representative.....CBC, Renaud

CHGB

STE. ANNE DE LA POCATIERE—1938

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....G. Thomas Desjardins
Address.....Main St.
Phone Number.....101

CKSM

SHAWINIGAN FALLS—1951—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.....Renaud
General Manager.....Allen Rogerson
Program Director.....Gaston Tessler
Commercial Manager.....Fernand Cyr
Chief Engineer.....Ernest Brunelle

CHLT

SHERBROOKE—1937—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....CHLT 98
Business-Studio Address.....221 Dufferin St.
Phone Number.....3-2525
Air Time.....Full Time
Transcription Service.....Thesaurus, SESAC
News Service.....CP

RepresentativeHardy
 MembershipBBM
 President.....Sen. Jacob Nicol
 General Manager.....A. Gauthier
 Commercial Mgr.....Jean Louis Gauthier
 Program Director.....Ren Caron
 Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1946—CBC

Frequency: 1240 Kc.....Power: 200 Watts
 Owned-Operated ByCKTS
 Business-Studio Address.....221 Dufferin St.
 Phone Number3-2525
 Transcription ServiceLang-Worth
 RepresentativeYoung
 President.....Hon. C. B. Howard
 General Manager.....A. Gauthier
 Commercial Manager.....J. L. Gauthier

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Richelieu, Itee
 Business Studio Address.....72 Rue Du Roi
 Phone Number3318
 Air Time.....6:55 a.m.-11 p.m.
 News ServiceUP
 Representative.....Radio & TV Sales
 Pres., Elec. Engr.....J. Arthur Villeneuve
 General Manager.....Henri Olivier
 Station Manager.....Maurice Boulianne
 Sales Prom. Mgr.....Lorenzo Brouillard
 Program Director.....Claude Rochon
 Chief Technician.....Joseph Cardin

CHLN

THREE RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By...Radio Trois-Rivieres, Inc.
 Bus.-Studio Address.....522 Bonaventure St.
 Phone Number4-3556
 Air Time.....6:50 a.m.-M.
 News ServicePN
 Transcription ServiceSESAC
 RepresentativesHardy, Young
 PresidentHonoré Dansereau
 General Manager.....Léon Trépanier
 Commercial Manager....Maurice Dansereau
 Program Director.....André Cartier
 Chief Engineer.....Oric Lefebvre

CKVD

VAL D'OR—1939

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....Northern Radio, Inc.
 Address.....437 St. James St.

CKVL

VERDUN—1946

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By.....J. Teitlman
 Business Studio Address.....211 Gordon Ave.
 Phone Number.....PO 6-2311
 Air Time.....24 hrs.
 Representative...Cooke, Radio & TV Sales Inc.
 Managing Dir.....Jack Tietlman
 Pub. Dir., Sta. Manager.....Corey Thomson
 Commercial Manager.....Judah Tietlman

— SASKATCHEWAN —

CFRG

GRAVELBOURG—1952—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Gravelbourg, Ltd.
 Phone152
 News ServiceBUP
 President.....Dr. R. Morin
 Comm., Prom. Mgr.....L. Isabelle
 Chief Engineer.....O. E. Drouin

CHAB

MOOSE JAW—1926—CBC

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....CHAB, Ltd.
 Bus.-Studio Address.....127 Main N.
 Phone Number6464
 Air Time.....6:30 a.m.-12 M.
 News ServiceBUP
 RepresentativeStovin, Weed
 MembershipCAB

President.....W. L. Davis
 Gen., Sta. Manager.....J. S. Boyling
 Commercial Manager.....N. Skingle
 Promotion Mgr.....Jim Purvis
 Program Director.....George Price
 Chief Engineer.....M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Oper. By...Northwestern Bcstg. Co., Ltd.
 Business Address.....Box 484
 Phone Number2477-8
 Air Time.....6:30 a.m.-12 M.
 News ServiceBUP
 Transcription ServiceAssociated
 RepresentativeStovin
 Membership.....CAB, WAB, BBM
 General, Station Manager.Hume A. Lethbridge
 Commercial Manager.....Allen H. Klassen
 Program Director.....Thomas O. Nelson
 Chief Engineer.....A. Clint Nichol

CKBI

PRINCE ALBERT—1927—CBC

Frequency: 900 Kc. Power: 5000 Watts
 Owned-Oper. By Central Bcstg. Co., Ltd.
 Bus.-Studio Address Sanderson Bldg.
 Phone Number 2621
 Air Time 19 hrs.
 News Service PN
 Transcription Service Thesaurus
 Representative All-Canada, Weed
 Membership CAB
 General Manager E. A. Rawlinson
 Commercial Manager Gerald Prest
 Sales Prom. Mgr. J. J. Cennon
 Chief Engineer Tom Van Nes

CKCK

REGINA—1922—CBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Leader-Post, Ltd.
 Bus.-Studio Address 1853 Hamilton St.
 Phone Number 8525
 Air Time Full Time
 News Service BUP, PN
 Newspaper Affiliation "Leader-Post"
 Membership CAB, WAB, BBM, SAB
 Representative All-Canada, Weed
 President Victor M. Sifton
 General Manager Harold A. Crittenden
 Commercial Manager Roy Malone
 Sls. Prom. Mgr. Allan Edwardson
 Chief Engineer E. A. Strong

CKRM

REGINA—1926—CBC

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Western Communications
 Bus.-Studio Address 1819 Cornwall St.
 Phone Number 7631
 Air Time Unlimited
 News Service CP, BUP
 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. Rita Spicer
 Program Director B. R. Hill
 Chief Engineer William MacDonald

CFNS

SASKATOON—1952—CBC

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Oper. By Radio-Prairies-Nord, Ltd.
 Address 1902 Broadway
 Phone 93-766
 President Maurice DeMay
 General Manager Dumont Lepage
 Program Director F. Ippersiel
 Chief Engineer E. O. Drouin

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 Number 7917
 Air Time Full Time
 Representative Radio Reps., Young, Oakes
 News Service PN, BUP
 Membership CAB
 President A. A. Murphy
 General Manager Vernon Dallin
 Commercial Manager Blair Nelson
 Sls. Prom. Mgr. M. de Manbey
 Program Director Harry Dekker
 Chief Engineer Lyn Hoskins

CKOM

SASKATOON—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station CKOM
 Address Empire Hotel
 Phone 2-1271
 News Service BUP
 Pres., Gen. Mgr. R. A. Hosie
 Commercial Manager M. D. Dyck
 Program Director G. E. Walburn
 Chief Engineer William Forst

CBK

WATROUS—1939—CBC

Frequency: 540 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address Box 3004, Winnipeg, Man.
 Phone Numbers 922, 191
 News Service PN, BUP
 President A. D. Dunton
 General Manager (CBC) D. Manson
 Station Manager J. N. Mogrige
 Commercial Manager (CBC) W. E. Powell
 Program Director Norman Lucas
 Publicity Director C. E. L'Ami
 Chief Engineer R. D. Cahoon

CJGX

YORKTON—1927—CBC

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By Yorkton Bcstg. Co., Ltd.
 Bus.-Studio Address Smith-McKay Bldg.
 Phone Number 2258-9
 Air Time 6:30 a.m.-11:30 p.m.
 News Service CP, PN
 Transcription Service Lang-Worth
 Representative Stovin, Young
 Membership CAB
 President Dawson Richardson
 Gen., Sta. Mgr. J. M. Shortreed
 Comm., Sales Prom. Mgr. J. C. Goodman
 Program Director M. G. Phillips
 Chief Engineer Dave Glass

MEXICO

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LARGEST MARKET
FOR U.S. GOODS**



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COMPLETELY

BY

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of the people and their buying habits.

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to reach all Mexico's 26 million consumers and more ... economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. And today (1951) another 25% boost to \$711 million. Mexico, 3rd largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca-Cola and scores more. They sell Mexico's 26 million consumers through Latin America's most important network—the 94 stations of Radio Programas de Mexico.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. *Competition is almost unknown.* Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR new sales frontier is South . . . through 94 stations of RPM.*



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The New Sales Frontier is South

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Chairman of the Board

CLEMENTE SERNA MARTINEZ
President and General Manager

109 BUCARELI STREET P.O. Box 1324 MEXICO, D.F. MEXICO

INTERNATIONAL

*International
Broadcast Stations
in the United States
and Canada*

☆

AM Stations of Mexico

☆

AM Stations of Cuba

☆

AM Stations of Haiti

☆

*AM Stations of
Dominican Republic*

☆

*Radio Programas
de Mexico, S. A.*

☆

Radio Cadena Nacional, S. A.

INTERNATIONAL STATIONS IN THE UNITED STATES AND CANADA



| <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..... | WABC-1 | 50 kw. |
| | -2 | 50 kw. |
| | -3 | 50 kw. |
| | -4 | 10 kw. |
| Columbia Broadcasting System, Inc., Wayne, N. J..... | WABC-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. |
| | -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..... | KEGI-1 | 50 kw. |
| | -2 | 100 kw. |
| National Broadcasting Co., Inc., Bound Brook, N. J..... | WRCA-1 | 50 kw. |
| | -2 | 50 kw. |
| | -3 | 50 kw. |
| | -4 | 50 kw. |
| | -5 | 50 kw. |
| | -6 | 50 kw. |
| National Broadcasting Co., Inc., Dixon, Calif..... | KRCA-1 | 50 kw. |
| | -2 | 50 kw. |
| | -3 | 200 kw. |
| | -4 | 100 kw. |
| | -5 | 100 kw. |
| Westinghouse Radio Stations, Inc., Hull, Mass..... | WBOS-1 | 50 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 |
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RADIO CADENA NACIONAL, S. A.

Guadalajara 1—Sixth Floor—Mexico City.

Rates and information gladly furnished.

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 |
| 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. | XEYI | 1170 | |
| Aguascalientes, Ags. | XERO | 1490 | Radio Hidrotermopolitana |
| Aguascalientes, Ags. | XEYZ | 1450 | Luis Chavez Calvillo |
| Apatzinham, Mich. | XECJ | 1340 | |
| Apatzingan, Mich. | XEGV | 1240 | |
| 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 | |
| Chihuahua, Chih. | XEBU | 620 | Roberto O. Stevenson |
| Chihuahua, Chih. | XEBW | 1280 | Radioemisora del Norte |
| Chihuahua, Chih. | XEFI | 1430 | Pregon, Del Est. de Chih. |
| Chihuahua, Chih. | XEM | 1390 | Pedro Meneses, Jr. |
| Chihuahua, Chih. | XERA | 1490 | Red Nacional Radiomisora, S.A. |
| Ciudad Camargo, Chic. | XEHA | 570 | Hugo Pinera Limas |
| Ciudad Camargo, Chih. | XEOH | 1270 | |
| Ciudad Ad Ciauhemoc, Chih. | XEQZ | 1560 | |
| Ciudad Delicia, Chih. | XEAY | 660 | |
| Ciudad Delicias, Chih. | XEBN | 1240 | |
| Ciudad Delicias | XEJK | 1340 | Amador Ronquillo |
| Ciudad Guzman | XEBG | 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. | XESF | 1300 | Jose Martinez Ramirez |
| Ciudad Juarez, Chih. | XEWG | 1490 | Carlos Mendez |
| Ciudad Juarez, Chih. | XEYC | 1460 | Ysela Fern. Caball. de Yanez |
| 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. | XEAP | 1290 | Emillo Manzanilla |
| Ciudad Obregon, Son. | XEHZ | 1460 | |
| Ciudad Obregon, Son. | XEOX | 1430 | Felipe G. de Leon |
| Ciudad Obregon, Son. | XESL | 1340 | Guadalupe Delgado Ramirez |
| Ciudad Valles, Tam. | 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 |
| Colima, Col. | XERL | 1280 | J. Roberto Levy |
| Cordoba, Ver. | XEAG | 1280 | Luz Maria Zuniga |
| Cordoba, Ver. | XEDZ | 570 | |
| Cordoba, Ver. | XEJZ | 820 | J. Jac. Vda. de Zuniga |
| Cosamaloapan, Ver. | XEFU | 630 | |
| Cuassave, Sin. | XEGS | 1490 | Radio Cussave S.A. |
| Cuatla, Mor. | XEWF | 1400 | Fernando Diaz Enriquez |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|----------------------------|-------------------------|------------------|------------------------------|
| Cuernava CA, Mor. | XEFS | 1420 | |
| Cuernavaca, Mor. | XEJC | 980 | Ed. Jimenez de la Cuesta |
| Cuernavaca, Mor. | XEJC | 1420 | Miguel Angel T. Benitez |
| 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 |
| Durango, Dur. | XEDU | 860 | Carlos C. Armas |
| El Sauzal, B.C. | XEDX | 1010 | |
| Ensenada, B.C. | XEFY | 1450 | |
| Ensenada, B.C. | XEPF | 1400 | Luis Enrique Encisco |
| Empalme, Son. | XEBQ | 1240 | Roberto Gonzalex Mata. |
| Frenillo, Zac. | XEMA | 1340 | Jose Miguel Acevedo Moya |
| Gomez, Palacio, Dgo. | XERS | 1400 | |
| Gomez, Palacio, Dur. | XEPA | 790 | |
| Guad Alajara, 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 Fran Cisco Gonzalez |
| Guadalajara, Jal. | XEHK | 960 | Franciso E. Fregoso |
| Guadalajara, Jal. | XEHL | 1010 | Radiodif de Occidente, S.A. |
| Guadalajara, Jal. | XEJB | 630 | State Government |
| Guadalajara, Jal. | XEJE | 1310 | Difusora de Occidente, S.A. |
| Guadalajara, Jal. | XELT | 970 | Eduardo Reynoso Gonzalez |
| Guadalajara, Jal. | XELW | 1340 | Salvador Gilindo de la Torre |
| Guadalajara, Jal. | XELT | 920 | Eduardo Reynoso Gonzalez |
| Guadalajara, Jal. | XERP | 1190 | |
| Guanajuato, Gto. | XEWZ | 610 | Gonzales Sanchez Gomez |
| Guasave, Sin. | XECV | 1490 | |
| Guaymas, Son. | XEDR | 1490 | Sucrs. de Modesto Ortgá |
| 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. |
| Huauchinango, 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 | 610 | |
| Jalapa, Ver. | XEJA | 1400 | Adolfo Alvarez |
| Jalapa, Ver. | XEJW | 1270 | Mariano Caraza |
| Jalapa, Ver. | XEXB | 1400 | |
| Jalapa, Ver. | XEZL | 550 | Carlos Ferraez Matos. |
| La Barca, Jal. | XELB | 1090 | Ramon Alvarez Lopez |
| La Paz, B.C. | XEAL | 1310 | |
| La Paz, B.C. | XENT | 790 | |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|-------------------|-------------------------|------------------|--------------------------------|
| La Paz, B.C. | XEPX | 550 | |
| La Piedad, Mich. | XELC | 1600 | Castro |
| 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 |
| Merida, Yuc. | XEDY | 1450 | |
| Merida, Yuc. | XEFC | 1330 | Rafael Rivas Franco |
| Merida, Yuc. | XEME | 1270 | |
| Merida, Yuc. | XEMH | 1400 | Man, Aranjó Echeverria |
| 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 Tonnela 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 | |
| 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. |
| Monterrey, N.L. | XEJO | 1150 | |
| 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 Valeggi Exparza |
| 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 Mertin |
| Mexico, D.F. | XEQ | 940 | Radio Panamericana, S.A. |
| Mexico, D.F. | XEQB | 1110 | Radio Central de Mexico |
| Mexico, D.F. | XERC | 790 | Radio Popular de Mexico |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|----------------------------|-------------------------|------------------|--------------------------------|
| 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 National 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. | XEA W | 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. | XEHC | 570 | |
| Monterrey, N.L. | XEJM | 1450 | |
| Monterrey, N.L. | XEMR | 1370 | Enrique Serna Martinez |
| Monterrey, N.L. | XENL | 1190 | |
| Monterrey, N.L. | XEOK | 920 | Carlos Roa Montes De Oca |
| Monterrey, N.L. | XET | 990 | El Pregonere del Norte |
| Morelia, Dgo. | XECR | 1340 | |
| Morelia, Mich. | XELQ | 570 | Francisco Laris Iturbide |
| Morelia, Mich. | XEGP | 1580 | |
| 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 Mascareneas |
| Nogales, Son. | XENS | 1590 | |
| Nuevo Casas Grandes, Chih. | XETX | 1010 | Laureano Molinar Contreras |
| Nueva Laredo, N.L. | XEXO | 1550 | |
| 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 Rosita, Coah. | XEJF | 1400 | |
| Nueva Rosita, Coah. | XELF | 1380 | |
| Nueva Rosita, Coah. | XERN | 1430 | |
| Oaxaca, Oax. | XEAX | 1270 | Delia Rodriguez de Marquez |
| Oaxaca, Oax. | XECA | 1240 | |
| Ocotlan, Jal. | XEAN | 800 | Radio Ocotlan S. de R.L. |
| Ojinaga, Chih. | XECM | 1450 | |
| Orizaba, Ver. | XEPP | 1450 | Radio Impulsora de Orizaba |
| Orizaba, Ver. | XETQ | 1370 | Secrs de Francisco Campos H. |
| Pachuca, Hgo. | XEPK | 760 | Radio Publ. de Pachuca, S.A. |
| Pac Huca, 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. | XECX | 1240 | |
| Poza Rica, Ver. | XEFO | 1480 | |
| Progreso, Yuc. | XEGO | 620 | |
| Puebla, Pue. | XECD | 1170 | Roberto Canedo |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|------------------------------|-------------------------|------------------|---------------------------------|
| Pueblo, Pue. | XEHR | 1090 | Manuel R. Canale |
| Queretaro, Qro. | XEJX | 1450 | Radio Emisora Queretaro |
| Queretaro, Qro. | XEJX | 1520 | Radio Emisora Queretana |
| Queretaro, Qro. | XENA | 1450 | Ramon Rodriguez Familiar |
| Queretaro, Qro. | XENA | 1520 | Ramon Rodriguez 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 | |
| Rosarioto, 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. | 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. | XEST | 790 | |
| Saltillo, Coah. | XEXU | 1490 | |
| Sanandres Tuxtla, Ver. | XEDQ | 1400 | |
| San Andres Tuxtla, Ver. | XEGA | 1300 | |
| San Giguel Allende, Gto. | XESQ | 1280 | |
| San Luis Potosi, S.L.P. | XEBM | 920 | Benjamin Briones |
| San Luis Potosi, S.L.P. | XECZ | | Radiodif, Mexicano |
| San Luis Potosi, S.L.P. | XEPO | 1260 | Alejandro Espinosa Pitman |
| San Luis Potosi | XEPO | 1400 | Alejandro Espinosa Pitman |
| San Luis Potosi | XEWA | 540 | Cadena Radiodif. Mex. S.A. |
| San Luis Potosi, S.L.P. | XEXQ | 1460 | |
| San Luis Rio Colorado, Son. | XECB | 1450 | Carlos Eland |
| San Pedro Tia Quepaque, Jal. | XESP | 1400 | Hermínio Ma Cias Alonso |
| Santa Ana, Son. | XEAB | 1400 | Alfredo Marin Castro |
| Santa Barbara, Chih. | XEHB | 770 | |
| Santa Barbara, Chih. | XESB | 1400 | Domingo Salayandia Najera |
| Santa Rosalia, B.C. | XEAH | 560 | |
| Santa Rosalia, B.C. | XESR | 1320 | |
| Satillo, Coah. | XEKS | 1330 | Elfrain Lopez |
| Tala, Jal. | XEAF | 550 | |
| Tampico, Tam. | XECA | 1240 | |
| Tampico, Tam. | XEFW | 810 | Flores y Martinez |
| Tampico, Tam. | XERZ | 1240 | Radio Televisora de Tampico |
| Tampico, Tam. | XES | 1460 | Difusora Portena S. de R.L. |
| Tampico, Tam. | XETO | 1370 | Radio Tiempo S. de R.L. de C.V. |
| Tampico, Tam. | XETO | 1400 | Radio Tiempo S. de R.L. de C.V. |
| Tampico, Tam. | XETU | 980 | Impuls. Moderna Del Radio, S.A. |
| Tampico, Tam. | XETU | 1460 | Impuls. Moderna del Radio |
| Tapachula, Chis. | XETS | 630 | Napolean Correa |
| Tecate, B.C. | XEAK | 560 | |
| Tecate, B.C. | XEKT | 1590 | |
| Tecuala, Nay. | XEFG | 1450 | |
| Tehuacan, Pue. | XEDB | 1520 | |
| Tehuacan, Pue. | XEWJ | 1420 | Jaime Retif Del Morel |
| Tehuacan, Pue. | XEGY | 1080 | |
| Tepic, Nay. | XERK | 1380 | Dario Mondragon |
| Tepic, Nay. | XERK | 1450 | Dario Mondragon |
| Tepic, Nay. | XEXT | 980 | State Government |
| Textla, Gutierrez, Chia. | XEON | 710 | Enrique Valero Arambula |
| Teziutlan, Pue. | XEFJ | 680 | |
| Tijuana, B.C. | XEAC | 690 | Jorge I. Rivera |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|---------------------|-------------------------|------------------|----------------------------------|
| 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 |
| Tijuana, B.C. | XEMO | 860 | 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 | 1360 | Enrique Balero Arambula |
| Uruapan, Mich. | XEFN | 1130 | |
| Uruapan, Mich. | XEUF | 550 | Ignacio Navarro |
| Uruapan, Mich. | XEUF | 610 | 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 |
| 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. | XEVV | 970 | |
| Zacapu, Mich. | XEXU | 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 Viz del Comercio de Zamora |
| Zapopan, Jal. | XECO | 760 | |
| Zapapan, Jal. | XEDV | 700 | |
| Zihuatanejo, Gro. | XESZ | 1450 | |
| Zitacuaro, Mich. | XELX | 1460 | |
| Zitacuaro, Mich. | XETA | 760 | Gabriel Saenz Gutierrez |

STATIONS OF CUBA



| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|-----------------|-------------------------|------------------|-----------------------------|
| Artemisa | CMAD | 1240 | Manuel Domingues Motolongo |
| Artemisa | CMAR | 1170 | Manuel Diaz Autran |
| Bayamo | CMKX | | 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 | | Rafael Valdes Jimenez |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|-----------------|-------------------------|------------------|-----------------------------------|
| Camaguey | CMJR | | Org. Insular de Radio S.A. |
| Camajuani | CMHF | 1020 | Jose Fernandez Aleman |
| Camaguey | CMJG | 1000 | Cadena Oriental de Radio S.A. |
| Camaguey | CMJN | | RHC Cadena Azul S.A. |
| Camaguey | CMJB | 880 | Union Radio S.A. |
| Camaguey | CMJB | 850 | Union Radio S.A. |
| Camaguey | CMJK | 1160 | Jones, Castrillon y Cia |
| Cardenas | CMGE | 1470 | Genaro Sabater Fox |
| Ciego de Avila | CMJH | 1370 | Luis Maraui Mendoza |
| Ciego de Avila | CMJD | 1190 | Union Radio S.A. |
| Ciego de Avila | CMJY | 800 | Simeon Ferro Martinez |
| Ciego de Avila | CMJY | 760 | Cadena Oriental de Radio S.A. |
| Ciego de Avila | CMJP | 580 | |
| Ciego de Avila | CMJM | 1080 | RHC Cadena Azul S.A. |
| Cienfuegos | CMHU | 720 | Modesto Vasquez Gonzales |
| Cienfuegos | CMHU | 1130 | Modesto Vasquez Gonzales |
| Cienfuegos | CMHJ | 1350 | Union Radio S.A. |
| Cienfuegos | CMHX | 1480 | Eugenio Perez Mena |
| Ciego de Avila | CMJS | 1580 | |
| Ciego de Avila | CMJO | | Bonifacio Idelfonso Morales |
| Colon | CMGM | 1440 | |
| Cruces | CMHK | 1220 | Virgilio Villanueva Bravo |
| Cruces | CMHK | 1210 | Virgilio Villanueva Bravo |
| Encrucijada | CMHE | | Virgilio R. Diaz Quintanilla |
| Florida | CMJI | | Dr. Osvaldo Moran Artega |
| Guantanamo | CMKA | | Cadena Oriental de Radio S.A. |
| Guantanamo | CMKH | 1140 | Cadena Oriental de Radio S.A. |
| Guantanamo | CMKH | | Luis Coronado Estrada |
| Guantanamo | CMKI | 1110 | Union Radio S.A. |
| Guantanamo | CMKS | 1070 | Union Radio S.A. |
| Guantanamo | CMKS | 900 | Candidi S. von Suarez |
| Guanabacoa | CMBC | 690 | Radiodif Progreso S.A. |
| Havana | CMOA | 1590 | Juan Fernandez Duran |
| Havana | CMZ | 1560 | Ministry of Education |
| Havana | CMOX | 1490 | Cia. Electronica S.A. |
| Havana | CMCM | 1460 | Cia. Transradio Columbia S.A. |
| Havana | CMCQ | 1420 | Andres Martinez |
| Havana | CMBX | 1390 | Alberto Alvarez Ferrera |
| Havana | CMBG | 1360 | Dr. Antonio Fuentes Rodriguez |
| Havana | CMCB | 1330 | Radio Reloj S.A. |
| Havana | CMCO | 1230 | Edelberto Perez Rubio |
| Havana | CMK | | 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 | CMGN | 960 | RHC Cadena Azul S.A. |
| Havana | CMBF | 950 | Radio Universal S.A. |
| Havana | CMJL | | Circuito CMQ S.A. |
| Havana | 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 | CMAN | 840 | RHC Cadena Azul S.A. |
| 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 |

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|------------------|---------------------|------------------|---------------------------------|
| Havana | CMKJ | 740 | Circuito CMQ S.A. |
| Havana | CMCD | 740 | La Voz del Aire |
| Havana | CMCA | 730 | Radio Publicidad Tropico S.A. |
| Havana | CMW | 550 | A. Gil y M. Troncoso |
| Havana | CMCY | 590 | RHC Cadena Azul S.A. |
| Havana | CMQ | 630 | Cirquito CMQ S.A. |
| Havana | CMCW | 1290 | Gilb. y Mario Lavin Dominguez |
| Havana | CMCU | 660 | Radio Garcia Serra S.A. |
| Holguin | CMKT | 1520 | Alfr. O. Sanchez Moregon |
| Holguin | CMKT | | |
| Holguin | CMDC | | 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 | CMKV | 600 | RHC Cadena Azul S.A. |
| Holguin | CMKM | 560 | Union Radio S.A. |
| Mantanzas | CMGF | 930 | Manuel Domingues Motolongo |
| Manzanillo | CMDF | 1590 | Juan Fernandez Duran |
| Marianao | CMBD | 1520 | Luis Perez Garcia |
| Matanzas | CMGW | 1100 | Ramon A. de Zayas Lopez |
| Matanzas | CMGF | | RHC Cadena Azul S.A. |
| Matanzas | CMGW | 1420 | Ramon A. de Zayas Lopez |
| Matanzas | CMGU | | Cadena Oriental de Radio S.A. |
| Matanzas | CMGL | 1400 | Cadena Oriental de Radio S.A. |
| Moron | CMJX | | Dr. Pable Castellanos Caballero |
| Nuevitas | CMJQ | 1300 | Juan Filiguieras Cabaleiro |
| Palma Soriano | CMKZ | 1430 | Maria Dominguez Dousseu |
| Pinar del Rio | CMAB | 1070 | Simeon Ferro Martinez |
| Pinar del Rio | CMAN | 1300 | RHC Cadena Azul S.A. |
| Pinar del Rio | CMAL | | Radioccidenta S.A. |
| Pinar del Rio | CMAW | 990 | Pedro Redondo Fernandez |
| Pinar del Rio | CMAW | 800 | Pedro Redondo Fernandez |
| Pinar del Rio | CMAB | 760 | Simeon Ferro Martinez |
| Puerto Padre | CMKY | | Pedro Zacca Cheda |
| Puerto Padre | CMKY | 1340 | Union Radio S.A. |
| Sagua La Grande | CMHR | 1560 | |
| Sancti Spiritus | CMHT | 990 | Juan B. Santana Padron |
| Sancti Spiritus | CMHB | 1050 | Union Radio S.A. |
| San Luis | CMKQ | | |
| San Luis | CMKQ | | Raul de Arms Trompeta |
| Santiago de Cuba | CMDB | 680 | Synchronized with CMBC Camaguey |
| Santiago de Cuba | CMKC | 770 | Radio Orientale S.A. |
| Santiago de Cuba | CMKL | 800 | Cadena Oriental de Radio S.A. |
| Santiago de Cuba | CMKU | 850 | Circuito CMQ S.A. |
| Santiago de Cuba | CMKU | 900 | Circuito CMQ S.A. |
| Santiago de Cuba | CMKN | 930 | RHC Cadena Azul S.A. |
| Santiago de Cuba | CMKW | | Reloj Del Aire S.A. |
| Santiago de Cuba | CMKR | | Jaime Nadal |
| Santiago de Cuba | CMKB | | 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 | |
| Santa Clara | CMHO | 1310 | Org. Insular de Radio |
| Santiago de Cuba | CMDC | 1360 | Cadena Oriental de Radio S.A. |
| Santa Clara | CMHI | 570 | RHC Cadena Azul S.A. |
| 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 | CMHW | 810 | RHC Cadena Azul S.A. |

★ ★ STATIONS OF CUBA—HAITI—DOMINICAN REPUBLIC ★ ★

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i> |
|-----------------------|---------------------|------------------|-------------------------------|
| Santa Clara | CMHM | 970 | Cadena Oriental de Radio S.A. |
| Santa Clara | CMHF | 1040 | Jose Fernandez Aleman |
| San Cristobal | CMAC | 1030 | Guillermo Garcia Ovies |
| Santa Clara | CMHM | 1130 | Cadena Oriental de Radio S.A. |
| Santa Clara | CMHC | 1410 | |
| Santa Clara | CMHC | 1480 | |
| Santa Clara | CMHC | 1480 | |
| Sancti Spiritus | CMHL | 1450 | |
| Victoria de las Tunas | CMKG | | Ramon Espinosa Perez |
| Victoria de las Tunas | CMKE | | Humberto Anteres Pena |

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 |
| Ciudad Trujillo | H1T | 1400 | Francisco A. Sanabia |
| Ciudad Trujillo | H1Z | 1350 | Frank Hatton |
| Ciudad Trujillo | H12H | 1490 | Raf. E. Tavarez L. |
| Ciudad 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 | | Luis Alberti |
| San Francisco de Macoris | H14F | 1440 | |
| San Francisco de Macoris | H14C | 1250 | Manuel R. Peralta |
| San Pedro de Macoris | H13J | 1360 | |
| Santiago | H14B | 1330 | Abraham Vanderhorst |
| Santiago | H13A | 1400 | Expedi Pou |
| Santiago | H16T | 1380 | |
| Santiago | H18B | 610 | |
| Santiago | H19Z | 820 | Luis F. Moscoso C. |
| Santiago | H11L | 1230 | Joaquin C. Pellicer |

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 Martínez |
| Assistant Manager—Commercial..... | Antonio Eufrazio Ontiveros |
| President & General Manager..... | Rafael Cutberto Navarro |
| Sub-Manager..... | José Horacio Septién |
| Assistant Manager—Accounting | Raquel Burgos Romero |
| Assistant to President | María Vázquez |
| Sales Manager..... | Héctor Ventura de Castro |
| Head of Control..... | Valente Garza García |
| Advertising Department..... | Jorge Suarez Lozano |

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 |
| Manager..... | Miguel A. Tinoco |
| Assistant Manager..... | Jesús Amor D. |
| Assistant Manager..... | José Horacio Septién |
| Sales Manager..... | Héctor Ventura de Castro |
| Head of Control..... | Valente Garza García |
| Advertising Department..... | Jorge Suárez Lozano |
| Bookkeeping Department..... | Raquel Burgos Romero |

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DANCER-FITZGERALD-SAMPLE, INC.

COLUMBIA BROADCASTING SYSTEM

and

ALL OUR OWN WONDERFUL PEOPLE

FOR HELPING TO MAKE

“BRIDE AND GROOM”

DAYTIME TELEVISION’S

TOP RATED SHOW*

THE THREE JOHNS

MASTERSON, REDDY AND NELSON

745 FIFTH AVENUE

NEW YORK CITY

▷ **TRENDEX REPORTS
FOR AUGUST AND
SEPTEMBER, 1952**

PRODUCTION
Radio and Television

Program Producers

•

Recording Companies

6

GREAT PSI-TV PROGRAMS AVAILABLE NOW!

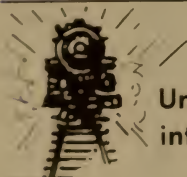


CHINA SMITH starring **DAN DURYEA**

Half-hour action thrillers, each a complete story!

PLAY OF THE WEEK

Half-hour programs starring the
greatest names of Hollywood!



ORIENT EXPRESS

Unusual half-hours of romances, adventures, mysteries,
intrigues, filmed on actual location in European capitals!

GAYELORD HAUSER SHOW

Fifteen-minute visits with the world's
greatest authority on health and happiness!



AMERICAN SPORTS

Richard Arlen presents
fifteen minutes of your favorite sports!

FOODINI THE GREAT

Happy half-hour puppet shows for old and young alike!



FOR DETAILS

PSI-TV INC.

EXECUTIVE OFFICES
221 West 57 Street,
New York 19, N. Y.

HOLLYWOOD: CHICAGO: BOSTON: LONDON

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.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141-2

President.....James A. Miller
Secretary.....E. B. McCutcheon
Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records.

AFFILIATED PROGRAM SERVICE INC.

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

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

NICHOLAS T. AGNETA

RKO Bldg., New York 19, N. Y.
Phone: COLUMbus 5-0232

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

AIR FEATURES, INC.

347 Madison Ave., New York 17, N. Y.
Phone: MU 9-5900

Manager.....I. S. Becker
Services Offered: Radio-TV package productions, live, transcribed and film.

ALTON ALEXANDER RADIO- TELEVISION PRODUCTIONS

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

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

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

19 West 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-9494

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

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

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

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer.....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Admin. Asst.....Allis Allen
Admin. Asst.....Dan D. O'Brien
Services Offered: Live, film shows & commercials.

CHARLES R. ANDREWS AFFILIATES, INC.

19 E. 53rd St., New York, 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," "Cartoon TeleTales," Allie Lowe Miles—Women's shows.

PETER ARNELL PRODUCTIONS, INC.

214 E. 51st St., New York
Phone: PLaza 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972

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 programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

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

General Manager.....Frank J. Starzel
Asst. General Manager....Oliver Gramling
Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.

Phone: ENdicott 2-4351

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

BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y.

Phone: TEmpleton 2-8600

President Jack Barry
 Vice-President Dan Enright
 V.P. in Chg. Sales.... Edwin S. Friendly, Jr.
 Executive Producer.... Myron Oppenheimer
 Producers..... Ann Lawton,
 Alta Bassett, Fred Stettner
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS

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

Phone: MURray Hill 2-8877

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

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.

Phone: MURray Hill 9-4175

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

IRENE BEASLEY RADIO PRODUCTION SERVICE

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

Phone: PL aza 3-8940

Owner..... Irene Beasley
 Manager Prizes..... Betty Beane
 Supervisor Mail Rita Burke
 Production Assistant..... Edward Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.

Phone: LI 4708

Executive Director..... Joseph H. Beck
 Technical Supervisor..... William E. Cage
 Sales Promotion..... Mel Jass
Services Offered: TV package program service. Live productions and films, features

and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

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

6606 Sunset Blvd., Hollywood 28, Calif.

Phone: Granite 8608

President..... George R. Bentel
 Vice-President Scott Perkins
Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO.

(Radio Programs Div.)

1151 S. Bway., Los Angeles 15, Calif.

Phone: RI 6184

Manager Guy Riddick
 Asst. Mgr..... Mildred Biddick
 Traveling Rep..... Burt Zoul
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

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

Phone: COLUMbus 5-5885-6

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.

810 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

19 W. 44th St., New York, N. Y.
Phone: MUrray Hill 2-4944

PresidentBob Bories
Services Offered: Radio and TV package producer.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

PresidentRichard Bradley
Secretary-Treasurer.....B. J. Tunick
Prog. Exec. & Dir. of Radio
SalesRichard Bradley
Office ManagerLeo Rabens
Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881

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

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.

Phone: PLaza 3-6930

President.....Edward A. Byron
Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Production Manager.....Eva Rogers
Time Buyer.....Isabel Philip
Copy Chief.....Stanton Edwards
Public Relations.....D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9244

PresidentBruce Chapman
Vice-Pres.-TreasurerEdna Chapman
Sales ManagerQuentin Gulliver
Paris Manager.....Dan Morley
London ManagerFrank Byers
Berlin ManagerRolf Brede
TV Film Director.....Michael Alexander
Radio & TV programs produced in U. S. and Europe.

GOODSON - TODMAN PRODUCTIONS

Creative Programming For Radio, Television and Television Films

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

MARK GOODSON

BILL TODMAN

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLYWOOD 9-4580
 General ManagerBob Reichenbach
 Productions DirectorHarry V. Cheshire
Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

CINEEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hillside 7593
 OwnerLeslie Clucas
Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
 ManagerTed Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.

Phone: Hollywood 9-8229

Pres. & Exec. Prod.....Walter White, Jr.
 Associate Prod.....Bill Heath
 Production Mgr.....Vernon Keays
 CoordinatorEleanor Payne
 Casting Director.....Miriam Powers
 Film Editor...Robert Warwick, Jr. (a.c.e.)
 Art Director.....James Sullivan

Services Offered: Hopalong Cassidy, 104 episodes transcribed open-end for radio 1/2 hour; The Clyde Beatty Show. Radio: Transcribed open-end shows 1/2 hour; TV 13 1/2 hour films in color: Strolling Tom, 156 15-minute episodes; "Down Our Way" 26 30-minute episodes; "Perils of the Jungle," feature length motion picture starring Clyde Beatty.

COMPAGNIE FRANCAISE DE FILMS

73 Champs Elysees, Paris
 Phone: Elysees 2-30

PresidentA. Tinchant
 Executive ProducerJean Masson
 SecretaryJean Arroy
 TV AdvisorVal Williams
Services Offered: Production and packaging of TV shows made in France for agencies and stations.

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Now on NBC
BREAK THE BANK

Radio and Television's Leading Quiz Show
 1/2 Hour Daily — Monday thru Friday
 3 P.M. E.S.T. NBC-TV

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MC
 with WIN ELLIOTT
 also

BREAK THE BANK
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Starting June 23 — Tuesday Nights
 at 8:30 P.M. E.S.T.
 NBC-TV — Coast-to-Coast Network

BERT PARKS

MC

A PERENNIAL FAVORITE

HILLTOP HOUSE

Sponsored by

MILES LABORATORIES

Radio's Outstanding Serial
 About the Little Orphanage
 in Glendale and Its Head
 Matron Julie (Jan Miner)

Directed by JACK RUBIN

WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, INC.

Radio and Television Productions
 420 MADISON AVENUE, NEW YORK

**FRANK COOPER ASSOCIATES
AGENCY**

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Phone: HO 9-3737

N. Y. Phone: VAnderbile 6-5661

PresidentFrank Cooper
V.P. Chge. of N. Y. Office:

521 Fifth Ave.....Sy Fischer
Head of Sales—Calif. Off...Martin Sperber
Executive Secretary.....Gloria Farrier

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

Productions: Man Against Crime, The Lineup, Strike It Rich, Hail the Champ, First Nighter, The Chase.

**JACK L. COOPER RADIO
ADVERTISING SERVICE**

1331 W. 111th Place, Chicago 43, Ill.
Phone: BEverly 8-2056

Manager.....Jack L. Cooper
Sales ManagerBob Robert-
Religious Pgms. Dir.....I. Leon Roberts
Musical DirectorGertuue R. Cooper:

Services Offered: Recorded programs: popular, religious, organ; live talent: religious, drama, etc.

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-ChargeJohn Lewellen
Vice-Pres.....R. D. Michels

Services Offered: AM-TV-Productions-Net-
work Programs (Package); Production-
Transcription Programs; Program Consult-
ants.

**DAMON RECORDING STUDIOS,
INC.**

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 2585

PresidentVic Damon
V. P. & Treas.....Alice Damon
Secretary.....Harry A. Morris
EngineerRoger Webb

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

FREDERIC DAMRAU, M. D.

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

Director.....Frederic Damrau, M. D.

AFTRA Associate.....Adeline Manecry
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

DirectorMac Davis

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

GORDON M. DAY PRODUCTIONS

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

Writer, ComposerGordon M. Day
DirectorCarol Bulkeley
Production Mgr.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Package programs, radio-TV department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kind.

**ROY DE GROOT CONSULTANTS,
INC.**

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-PresidentKatherine Hynes
Chief, TV Dept.....Margot Murphy
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Counseling in mass communications through radio, TV and motion picture. Planning and development of single programs or entire campaigns. Complete service for script, costume and stage design, animation, tape or disc recording, live or film.

THE DEMBY PRODUCTIONS, INC.

34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495

PresidentEmanuel Demby
V.P. & Gen. Mgr.....Myron Broun
Program Supervisor...Alexander Marshaek
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby
Client Relations.....Hunter Smith

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

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HU 2-1228

Owner Jerry Devine
 Casting Director.....Peg Hansen
Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.

Phone: MURray Hill 5-6415

President-Owner.....Alfred Dixon
 Casting and production.....Lynn Masters
 Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

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

Phone: COlumbus 5-7035

Owner.....Harry S. Dube
 ManagerJ. 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

PresidentHenry Morley
 TreasurerNathan Zucker
 Editorial Chief.....Luke Bennett
 Production Manager.....Carson Davidson
 Sound Engineer.....John De Blau
 Musical Director.....Donald Lewis
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: Talent, programs, production.

EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y.

Phone: PLaza 9-4500

President.....Helen D. Kelleher
 Vice-President.....Fred de Jaeger
 Vice-President.....Arthur Lubo
 Secretary.....John H. Dwyer
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES

6 Peter Cooper Rd., New York 10, N. Y.

Phone: SPring 7-5766

President.....Bernard Estes
 Secretary-Treasurer.....Hazel Estes
Services Offered: Live and transcribed package shows produced. Specializing in

news and feature programs designed for public relations impact, AM, Video.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 18, N. Y.

Phone: LAckawanna 4-3544

Manager.....Edwin Fadiman
Services Offered: Production, Package Shows.

JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.

Phone: HUDson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
 V. P. Chg. Studio Operations....Sid Rogel
 Sales Director.....B. N. Darling
 Production Manager.....Raoul Pagel
 Dir. Sound Dept.Lawrence Aicholtz
Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for local networks, agencies and for stations for local sponsors.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.

Phone: WALnut 2164

President-Treasurer...E. Raymond Arn, Jr.
 Vice-President.....Mildred G. Arn
 Secretary.....Clement V. Jacobs
 General Manager.....Edward R. Lang
 Office Manager.....Joan E. Walsh
Services Offered: Producers of TV "Tele-skits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities.

FISHER PRODUCTIONS

347 East 52nd St., New York, N. Y.

Phone: PLaza 3-5443

OwnerMaggy Fisher
 AssistantMarion Mullen
Services Offered: Packaging, writing, directing TV and radio shows.

GEORGE F. FOLEY, INC.

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

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

WALT FRAMER ASSOCIATES

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

Phone: PLaza 5-2000

Producer.....Walt Framer
 Associate Producer.....Joe Gottlieb
 Production Assistant.....Mervyn Framer
 Production Supervisors.....Paul Kaczander,
 Vivian Roberts, Sidney Tamber, Estelle Citron
Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

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
Cameraman.....Arthur Florman
Camera Assistant.....Howard Kuperman
Sound Technician.....Ralph Friedman
Editorial.....Stanley Kotis, Elliot Schick
Secretary.....Jeanne E. Thomas

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

GAINSBOROUGH ASSOCIATES

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

President.....Mike Jablons
Vice-Pres. & Gen. Mgr....Josephine Savoca
Casting Director.....Arlene Shelley Gaines
V.P. in Charge Sales.....Martin Seligson
Director Pub. & Prom.....Shirley Graf
Director Media Research.....Aaron Settle
Director Hollywood office...Chas. B. Rogers
7200 Santa Monica Blvd., Hollywood, Calif.

Services Offered: Radio and television

package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations.

GALE, INC.

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

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

GALLUCCI BROS. & ASSOCIATES

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

President.....Joe Gallucci
General-Manager.....N. T. Gallucci
Services Offered: Package programs.

HAROLD R. GINGRICH, PRODUCTIONS

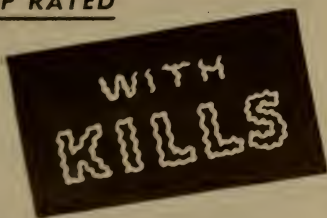
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022

Director.....Harold R. Gingrich
Musical Director.....Jack Wonnell
Research Director.....Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.

156 HALF-HOUR MYSTERIES

TOP RATED

TIME KILLERS



52 Half Hours — Mystery House

52 Half Hours — Let George Do It

52 Half Hours — 30 Minutes to Go

WARNING!

These programs DANGEROUS in the hands of competition.

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Phone: Circle 7-7543

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 V.P., Chg. Radio-TV Dept..Milton W. Krasny
 V.P., Chge. Prod.....Harry Auger

Services Offered: Program production,
 package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 23, N. Y.

Phone: ELdorado 5-3520

President & Treasurer...Howard G. Barnes
 V.P. & Secretary.....A. Edward Masters
 General Manager.....Hugh Brooks

Services Offered: Producers and distribu-
 tors open-end transcriptions and live pro-
 grams, spot announcements and jingles. Film
 features and spot films for TV.

WILLIAM GERNANTT

180 Central Park South, New York 19, N. Y.

Services Offered: Radio and television pro-
 gramming.

JOHN E. GIBBS & CO., INC.

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

Phone: PLaza 7-5959

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

Services Offered: Radio and TV produc-
 tion. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.

Phone: GRAnite 5543

General Manager.....Bob Reichenbach
 Executive Producer.....Grace Gibson

Services Offered: Production and distribu-
 tion of transcribed dramatic programs for
 general or specific sponsorship.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.

President-Gen. Mgr.....Harry S. Goodman
 Vice-Pres.-Charge Sales.Everett F. Goodman
 Vice-Pres.-Charge TV....Daniel R. Goodman
 Secretary.....H. D. Knuth

Services Offered: Producer of syndicated
 transcribed shows, live radio shows, syndi-
 cated TV availabilities and live TV shows.
 Also Custom Built AM and TV spots.

GOODSON-TODMAN PRODUCTIONS

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Phone: PLaza 5-9100

Partner.....William S. Todman

**Commodore Productions
 and Artists, Inc.**

Consistently the Leader in

TOP TRANSCRIBED SHOWS

for RADIO or TV!

★ "TARZAN" — Sponsored by General Foods — Coast-to-Coast Via CBS ★

— NOW AVAILABLE —

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104 EPISODES TRANSCRIBED
 OPEN-END FOR RADIO (½ Hr.)

"STROLLING TOM"

(156 15-Minute Episodes)

"THE CLYDE BEATTY SHOW"

RADIO: 156 ½ HR. TRANSCRIBED
 OPEN-END SHOWS

TV: 13 EXCITING ½ Hr. FILMS IN COLOR

"DOWN OUR WAY"

(26 30-Minute Episodes)

Also PRODUCERS OF:

"PERILS OF THE JUNGLE" — Feature-Length Motion Picture Starring
 Clyde Beatty
 AND THE CLYDE BEATTY COMIC BOOKS

Write — Wire — Phone IMMEDIATELY for Full Information

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 HOLLYWOOD 46, CALIFORNIA

WALTER WHITE, JR., President
 HOLLYWOOD 9-8229

PartnerMark Goodson
 Business Manager.....Howard F. Todman
 Exec. Dir. of Programs.....Gil Fates
 Script Editor.....Eugene Burr
 Director of Sales.....Angus D. Mackintosh
 Production Manager.....Jean Hollander
Services Offered: Producing and packaging live and transcribed radio and live and finished TV programs.

GOTHAM RECORDING CORP.

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

President.....Herbert M. Moss
 Vice Pres.....Stephen F. Temmer
 Gen. Manager.....Harry F. Landon
 Comptroller.....Robert M. Volkell
Services Offered: Recording (tape and disc), program production and packages. Transcriptions.

GREEN ASSOCIATES

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

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

JOHN GUEDEL RADIO PRODUCTIONS

Room 600 Taft Bldg., Hollywood 28, Calif.
 Phone: HEMpstead 5186

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

LAURENCE HAMMOND PRODUCTIONS, INC.

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

PresidentLaurence Hammond
 Vice-Pres.....Merikay Howard
 Musical SupervisorLloyd Shaffer
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

SUE HASTINGS MARIONETTES, INC.

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

PresidentLinnea Roberts
 Art Consultant.....D. B. Somers
 Program Director.....Hal Linsley
 Film Director.....L. J. Fisher
 Scripts.....R. A. Green
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.



BARRY & ENRIGHT PRODUCTIONS, INC.

667 MADISON AVENUE • NEW YORK 21, N. Y. • TEMPLETON 2-8600

Our New Address!

ARTHUR HENLEY PRODUCTIONS

73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136

Writer-ProducerArthur Henley
Services Offered: Creators of radio and TV program production, writing, merchandising services.

WILLIAM F. HOLLAND PRODUCTIONS

"Holland House," Auburn Ave. & Taft Rd., Cincinnati 19, O.
Phone: CApitol 1252-3

PresidentWilliam F. Holland
Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER, INC.

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

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

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 40, Ill.
Phone: MIchigan 2-0128

OwnerBernard Howard

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

RICHARD W. HUBBELL & ASSOCIATES

441 East 20th St., New York 17, N. Y.
Phone: ORegon 7-6863

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

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

Exec.-in-ChargeGilbert Parker
Services Offered: Program producers.

HUDES & LIND

550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321

ProducerTed Hudes
Asst. ProducerBert Lind
Services Offered: Producers of transcribed and live public service radio and television programs.

INTER-CALIFORNIA BROADCASTING SYSTEM

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

**HOLLYWOOD SCREEN TEST
MEET BETTY FURNESS
ALL ABOARD
SPARRING PARTNERS**

LESTER LEWIS ASSOCIATES

11 E. 48 ST., N. Y. 17

PLaza 3-5083

**Radio-Television Productions
Personal Representation**

General Manager.....Gustavo Faist Moran
 Office Manager.....Margarita Lamar
 National Reps.....Forjoe & Co., Inc.
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL 16mm CORP.

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

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

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

THE JAFFE AGENCY, INC.

38 E. 57th St., New York, N. Y.
 Phone: PLaza 9-6693

PresidentSam Jaffe
 Vice-PresidentDon A. Davis
 In Charge of Booking.....Jerome Hellman
Services Offered: Artists' representatives; TX and Radio package producers.

JEWELL RADIO AND TELEVISION PRODUCTIONS

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

PresidentJames E. Jewell
 Vice PresidentW. Ralph Jewell
 ManagerCharles P. Flynn
 Prom. Dir.....Ned E. Williams
 Treas.Lincoln Douglass
 Musical Dir.....Richard Dix
Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

ROBERT JOSEPH TELEVISION PRODUCTIONS

4453 Carpenter Ave., No. Hollywood, Calif.
 Phone: SUnset 11331

PresidentRobert Joseph
 Vice-PresidentWalter Klinger
 Program Director.....Ken Charles
 Sales Manager.....Monroe Mendelsohn
Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries.

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.

KAGRAN CORPORATION

Martin Stone, President

RADIO and TV PRODUCTIONS

HOWDY DOODY

NBC-TV and Radio

GABBY HAYES SHOW

NBC-TV

THE AUTHOR MEETS THE CRITICS

Du Mont Network

4 West 58th St., New York, N. Y.

MU. 8-0585

Phone: MU 8-0585

Pres., Prod.....Martin Stone
 V.P., Merchandising Dir.....Allan Stone
 Assts. to Prod.....Joseph Clair,
 Jerome Coopersmith
 Merchandising Asst.....D. G. Forbes
 Promotion Manager.....Al McDonald
Services Offered: Merchandising and TV
 and radio package producers.

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.

Phone: DEvonshire 8-7357

President-Prod. Mgr.....Edwin H. Kasper
 Treasurer-Commercial Dir.. Aaron S. Bloom
 Office Manager.....Robert W. Graham
 EngineerFrederick Piroumian
Services Offered: Custom-built TV films
 and "live" programs, syndicated open-end
 TV programs on film animation, TV com-
 mercials, silent and sound-on-film. Complete
 facilities from the creation of the idea to the
 finished product.

ROGER KAY ENTERPRISES, INC.

60 Sutton Place S., New York, N. Y.

Phone: PLaza 3-0549

Executive Producer.....Roger Kay
 Agency Contact.....Nan Marquand
 Legal Counsel.....Miller & Miller
Services Offered: Creators, producers,

packagers of television and radio programs,
 live, transcribed, and film. Consultants on
 programming. TV Show Doctoring.

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 serv-
 ice—ideas, scripts, production, talent, sales.
 Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.

Phone: CRestview 54403

PresidentJack M. Kurtze
 Vice-PresidentLulu Mae Kurtze
 Executive ProducerC. Allen Fox
 Asst. Executive Producer.....Jack Russell
Services Offered: Specialized services to
 advertisers and advertising agencies, produc-
 tion, direction and casting facilities for TV,
 Radio and motion pictures.

LARRY KURTZE

1230 Washington Blvd., Chicago 7, Ill.

Phone: Monroe 6-6271

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

MR. WIZARD

On The NBC-TV Network From Chicago

Mr. Wizard created, written by and
 starring Don Herbert

A Herbert S. Laufman Production

Jules Pewowar, Producer

THE LANDT TRIO

Belford Rd., Armonk, N. Y.
Phone: HA 9-5971

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner.....Dan B. Landt
Services Offered: Musical spot announcements, transcribed and live shows for radio and television.

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.
JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice President.....W. O'Keefe
Stations Relations.....Addison C. Amor
West Coast Mgr.....Hugh S. Allen
Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302

Partner, Sales.....Herbert S. Laufman
Partner, Production.....Jules Pewowar
Executive Prod.....Bernard I. Miller
Services Offered: Packagers and producers of TV programs, supervision of production for TV film commercials.

LAWRENCE PRODUCTIONS

760 Thayer Ave., Los Angeles 24, Calif.
Phone: Arizona 9-3265

Owner.....Bee Eaton Lawrence
Production Manager.....Richard Hill Wilkinson
Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.
Phone: Hillside 0101

President.....Jerome Lawrence
Vice-President.....Robert E. Lee
Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

JERRY LAYTON ASSOCIATES, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President.....Jerry Layton
Services Offered: Radio and television shows: live, transcribed, on film.

LES LEAR PRODUCTIONS CORP.

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

President.....Les Lear
Account Executives.....Milt Parlow, Jack Curran
Services Offered: Radio, TV and film production. Personal management.

JACK CURRIER LEWIS

P. O. Box 255, Riverside, Conn.
Phone: Old Greenwich 7-9474

Owner.....Jack Currier Lewis
General Manager.....William P. Popp
Women's Programs.....Margaret Tester
Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.

LESTER LEWIS ASSOCIATES

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

Partner.....Lester Lewis
Partner.....Juliet Lewis
Casting Director.....Marie Stroud
Sales Manager.....Merritt Franken
Literary Dept.....Carolyn W. Stagg
Script Editor.....Mort Lewis
Services Offered: TV package shows, personal management.

PHILLIPS H. LORD, INC.

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2211

President.....Phillips H. Lord
Manager.....Dorothy E. Levy
Program Supervisor.....Leonard L. Bass
Services Offered: Radio and TV package shows.

LUXEMBOURG BROADCASTING CO.—AMERICAN SALES & SERVICING AGENCY

(Radio Luxembourg)

175 Fifth Avenue, New York 10, N. Y.
Phone: ALgonquin 4-7881

Manager.....Guy Bolam

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUmkirk 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.

PROGRAM PRODUCERS

MARK VII, LTD.

(For full listing see TV Film
Producer-Distributors)

ARNOLD MARQUIS PRODUC- TIONS, INC.

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

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

MARSHALL—HESTER PRODUCTIONS, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-34

President A. W. Marshall
Vice-President Harriet Hester
Legal Representative Gerald Dickler
Services Offered: Producing and Packag-
ing Live and Transcribed Radio and TV
Programs. Directorial and Supervising Ser-
vice. Complete Radio and TV Public Rela-
tion services for Social, Professional and
Trade Organizations.

MASTERTON, REDDY & NELSON

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-1120

Partner John Masterson
Partner John Reddy
Partner John Nelson
Director Ed Leftwich
Producer Jerry Bowne
Production Supvr. Ruth Kyle
Business Mgr. Helen Guy
Services Offered: Packaging and produc-
tion of radio and TV programs.

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.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS

711 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1000

Director Bertram Lebharr, Jr.
Director of Production Raymond Katz
Dir. Dist. & Record Frank Roehrenbeck
Director of Publicity Jo Ranson
Asst. to Dir. of Prod. Irwin Greenfield
Services Offered: Metro-Goldwyn-Mayer
Radio Attractions offers the following syn-
dicated programs: "MGM Theater of the
Air," "The Story of Dr. Kildare," "The
Hardy Family," "The Adventures of Maisie,"
"At Home With Lionel Barrymore," "Crime

PETER ARNELL

PACKAGER — PRODUCER

CBS CONSULTANT



originator of

The Name's The Same

Wheel of Fortune

Balance Your Budget

Rate Your Mate



Exclusive Management

TED ASHLEY ASSOCIATES

Press Representative

Solters-O'Rourke Assoc.

LES LEAR



RADIO, TELEVISION,
FILMS, PUBLIC RELATIONS,
SPECIAL EVENTS,
MERCHANDISE
PRESENTATION

Procter & Gamble's
**WELCOME
TRAVELERS**

NBC NETWORK
RADIO — 6th YEAR
TELEVISION SINCE SEPT. 6, 1952

LES LEAR PRODUCTIONS
CORPORATION

Hotel Sherman
Chicago 1, Ill.

Phone: FRanklin 2-2100

PROGRAM PRODUCERS

Does Not Pay," "The Gracie Fields Show,"
"John Nesbitt's Passing Parade," "MGM
Musical Comedy Theatre," "The Adventures
of Casanova," "Woman of the Year," and
"Black Museum."

CHARLES MICHELSON, INC.

15 W. 47th St., New York 36, 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 distrib-
utors 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 Producers..... Milton E. Stanson,
Vernon P. Becker.

Services Offered: Origination and produc-
tion of creative TV programs for every bud-
get: Creation and production of TV Film
and Radio commercials; Programming and
film consultants to agency and client.

MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y.

Phone: CIrcle 6-0006

President John Mole
Exec. V.-P. & Secy..... Blanche Stuart Lee
Editor Helen Andrews

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

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.

Phone: JUdson 6-5100

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

CARLTON E. MORSE PRODUCTIONS

1500 Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

Owner Carlton Morse
Services Offered: Recording, program pro-
duction, scripts, package programs.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.

Phone: CEntral 6-4144

President Morton Jacobson
Services Offered: Transcribed radio pro-
grams.

HERBERT M. MOSS PRODUCTIONS

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

Producer..... Herbert M. Moss

Sec.-Treas.Rose Gray
Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
 Phone: PProspect 1-4900

President.....Donald C. Jones
 Vice-President.....Claude N. Rakestraw
 Secretary.....M. C. Jones
Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

MUSIC CORPORATION OF AMERICA

MCA Artists, Ltd.

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

Branch Offices

35 Dover St., London, England
 430 N. Michigan Ave., Chicago, Ill.
 9370 Santa Monica Blvd., Beverly Hills, Calif.
 105 Montgomery St., San Francisco, Calif.
 1172 Union Commerce Bldg., Cleveland, O.
 2102 N. Akard St., Dallas, Tex.
 837 Book Tower, Detroit, Mich.
 9 Newbury St., Boston, Mass.
 Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

STANLEY MURPHY PRODUCTIONS

General Service Studios
 Hollywood 38, California
 Phone: HOLLYWOOD 7-3111

Services Offered: Package 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

Exec. Vice-Pres.....Frank P. Kendall
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 22, N. Y.
 Phone: MURRAY HILL 6-5862

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

tion, consultation to agencies and clients, time buying, filmed commercials, research.

CY NEWMAN PRODUCTIONS

221 West 57th St., New York 19, N. Y.
 Phone: PLaza 7-0550

Executive Producer.....Cy Newman
 Sales Manager.....James Koblenzer
Services Offered: Package, produce and direct TV and radio shows.

OLIVER W. NICOLL PRODUCTIONS

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

Cable Address: ARREFFAY Newyork
 Producer-Dir.,
 Executive-Dir.....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

Vice-President.....S. George Gallu
Services Offered: Package producers.

PAN AMERICAN BROADCASTING CO.

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

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

PETERSON RADIO PRODUCTIONS

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

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

NORMAN & IRVING PINCUS

18 E. 48th St., New York, N. Y.
 Partnership.....Norman & Irving Pincus
Services Offered: Program producers.

GEORGE LOGAN PRICE, INC.

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

President.....George Logan Price
 Sales Manager.....S. M. Lauch
 Copy and Production...George L. Price, Jr.
Services Offered: Production of packed radio serials geared to sell to and for

ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PSI-TV, INC.

221 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-6800

President Bernard J. Prockter
Services Offered: Package Programs.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY PRODUCTIONS, INC.

550 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-1988

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 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
Phone: PLaza 3-4800

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

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

R-STAR PRODUCTIONS

1429 Valleyheart Dr., Burbank, Calif.
Phone: ROckwell 9-2914

President..... Walter "Hank" Richards
Associate Prods.. Fred Howard, Merle Travis
Editor Dave Nowinson

Services Offered: Program packages.

Productions: "All American Jubilee," a one hour "country style" show.

IDEAS in programming
— EXPERIENCE in production

DEMBY PRODUCTIONS, Inc.

34 East 51 St., N. Y. C. PLaza 9-2495

TV (on air):

"WHAT'S PLAYING?" — Syndicated and Live, N. Y.

"SEWING IS FUN" — Syndicated and Live, N. Y.

"HOW TO BE A COWBOY" — Syndicated

FILMS:

"THIS IS INDONESIA" — public relations

"FILMS FOR SALES" — sales training

RADIO (on air):

"TURNING POINTS" (drama, 26 recordings),
Spot announcements for Lady Gris Hosiery,
GPO Clothes, etc

... since 1936
combining showmanship
and salesmanship



MARSHALL—HESTER PRODUCTIONS, Inc.

521 FIFTH AVENUE
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

RAO VIDEO

366 Madison Ave., New York 19, N. Y.
 Phone: Va. 6-3417

Exec. Dir. Producer...Robert A. Ormbach
Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-7979

PresidentLou Goldberg
 Vice-PresidentWanda Ellis
 SecretaryLloyd Marx
Services Offered: Producers of "The Original Amateur Hour."

STU REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.
 Phone: CRestview 16155

PresidentStuart Reynolds
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

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

BOB L. ROBERTS PRODUCTIONS

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

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

RICHARD H. ROFFMAN ASSOCIATES

60 E. 67th Street
 New York 21, N. Y.
 Phone: TRinidad 9-5640

PresidentRichard H. Roffman
 Vice-PresidentAlvin Rubin
 Vice-PresidentNancy M. Osserman
 Asst. to Pres.....Solomon Kalichman
 Promotion Director.....Herman Jaffe
 Radio-TV Director.....Maurice Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest

NORMAN & IRVING PINCUS

Distinctive television productions

101 W. 55th Street, N. Y. C.

Walt Framer Productions

specializing

HIGH RATING

AUDIENCE-PARTICIPATION

and QUIZ SHOWS at LOW COST

CURRENT . . .

- "STRIKE IT RICH"
- "THE BIG PAYOFF"
- "DOUBLE OR NOTHING"
- on TV and Radio

IN PREPARATION . . .

- "GREATEST MAN ON EARTH"
- "MAKE A MILLION"
- "BACKSTAGE REUNION"
- "CALLING ON AMERICA"
- "THE MAGIC HORSESHOE"
- "FREE ENTERPRISE"
- "PASS THE BUCK"
- "JACK IN THE JUKEBOX"

WALT FRAMER PRODUCTIONS

123 WEST 44th STREET New York 36, N. Y.
 PLaza 7-0800

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

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
Phone: WA 2-6800

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

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

ROCKHILL RADIO

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

President..... Stanley J. Wolf
Producer Albert Aley
Producer Leonard Carlton
Producer..... Allen Ducovny
Producer Drex Hines

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 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 Syndic
Gen. Mgr..... John Fox
Assoc. Producer..... Charles Elms
Production Mgr..... James Di Gangi

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

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

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

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

Production Manager..... Barnard L. Sackett
Film Technician..... Richard Newmayer
Publicity Morris Yuter

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.

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

6 East 45th St., New York, N. Y.
Phone: MUrray Hill 7-8370

President..... James L. Saphier
V.P. & Mgr. of New York Office..... Jules Green

Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

1585 Broadway, New York 19, N. Y.
Phone: JU 6-1496-7

President Kermit Schafer
General Manager..... Harry Lee
Treasurer Michael Louis
Office Manager..... Patricia Cullen

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.

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.

WALTER SCHWIMMER PRODUCTIONS, INC.—RADIO

Features, Inc.

75 E. Wacker Drive, Chicago 1, Ill.
New York Phone: LExington 2-1791

President Walter Schwimmer
Director of Sales..... George Guyan
Sales Manager..... Bernie Crost
Program Director..... Arthur Pickens

Services Offered: TX and Radio package programs.

SCREENCRAFT PICTURES, INC.

341 W. 44th St., New York 36, N. Y.
Phone: CIrcle 6-8546

President..... J. S. Berkson
Vice-President..... B. H. Mills
Treasurer Edward Berkson

Services Offered: Distributors of 16 and 35 mm features and shorts.

SENTINEL PRODUCTIONS

(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)

Phone: HEMPstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. G. Harper
Secretary.....David Griffith, Jr.
Producer-DirectorAnn Archer
DirectorHarry Mancke
Director of Photography...Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
ComptrollerJames Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

360 N. Michigan Ave., Chicago 1, Ill.

Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Lary Kurtze
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

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

Phone: MURray Hill 5-5365

PresidentPaul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jaddassohn

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

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.

Phone: MURray Hill 5-6626

PresidentFletcher Smith
Vice-PresidentCharles Schettler
Secretary-TreasurerPeter Caldera

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

THE SOUVAINÉ COMPANY

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

Phone: CIRCLE 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor

Services Offered: Producers of radio and TV programs.

STAR ENTERTAINMENT CORP.

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

Phone: LA 4-3450

PresidentMax Wolf

Secretary-Treasurer.....Robert Feldman
Television ProductionMona Gross
TalentAl 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
DesignGeorge 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, INC.

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

Phone: PLaza 3-1742

President.....Wilbur Stark
Executive Secretary.....Gloria McGrath

Services Offered: Personalities and programs for radio and television.

RICHARD STROUT PRODUCTIONS

Box 331, Hollywood 38, Calif.

Phone: Hemstead 8507

STANLEY MURPHY PRODUCTIONS

Producing for Television

"DIXIE DUGAN"

and

"FRONTIER DETECTIVES"

starring

VICTOR JORY

GENERAL SERVICE STUDIOS

HOLLYWOOD 38

CALIFORNIA

Phone: HOLlywood 7-3111

PresidentGeorge C. Meacham
 Exec. Prod.....Robinson Taylor, Jr.
 Hollywood Prod. Mgr....James E. McKenzie
 Sales Promotion Talent....Doris Edwards
Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
 Associate Producer.....Alice Pentlarge
Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

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

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

TAG-A-TUNE RADIO & TELEVISION, INC.

355 North Beverly Drive, Beverly Hills, Calif.
 New York Phone: BRyant 9-9858

General Manager.....M. Jack London
 Radio & Television Dir...Abbott B. London
 Production Supervisor.....N. D. Altfield
Services Offered: Syndicated and custom-made radio/television programs produced and distributed; advertising agency specializing in radio-television; packager of radio promotional campaigns; advertising-sales counsellors.

HAL TATE PRODUCTIONS

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

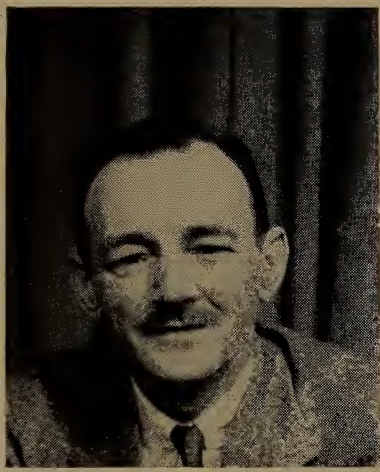
PresidentHal Tate
 Vice-Pres. & Sales Mgr.....Phil Fischer
 Secy.-Treas.....Lucille E. Schall
 Canadian Sales Mgr.....S. W. Caldwell
 S. W. Caldwell, Ltd.

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

Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows. Current production, "Who's Talking."

THE TEE VEE CO.

(See TV Film Producers)



CY NEWMAN
 "The House Detective"
 The first TV show to merchandise buying and selling homes, also sells that which makes a house a home.
 A CY NEWMAN PRODUCTION
 221 West 57th St. N.Y.C.
 PL 7-0550

"THE PLANET MAN"
 Radio's **ONLY** space adventure show for local and regional sponsorship.
 contact:
PALLADIUM RADIO PRODUCTIONS, INC.
 445 PARK AVE. • NEW YORK 22, N. Y.
 Phone PLaza 9-8644

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)

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 19, N. Y.

Phone: LUXemburg 2-3530

President M. E. Moore

General Manager Norm Bart

Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.

Phone: 2-4974

President J. P. Williams

Executive Vice-Pres. Adna H. Karns

Vice-Pres. & Gen. Mgr. John F. Hyle

Manager Claude Barrere

Services Offered: Building transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.**TRANSFILM, INC.**

(For complete listing see TV Film Producers)

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.

Phone: BRadshaw 21447, CRestview 67238

President Charles A. Kennedy

Accounting Dept. A. Corrigan

Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.**TRANSAMERICAN BROADCASTING & TELEVISION CORP.**

1 E. 54th St., New York 22, N. Y.

Phone: PLaza 5-9800

President John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.**TRENDLE-CAMPBELL ENTERPRISES, INC.**

1803 Stroh Building, 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 Ave., Buffalo 2, N. Y.

Phone: CLeveland 2066

President Richard H. Ullman

Exec. V.-P. Robert P. Mendelson

Production Mgr. Marvin A. Kempner

Services Offered: Spots, library of Jingles for local use. Barbershop Harmonies, the Beatrice Kay Show, Tune-O, Dollar Derby.**UNGER-LANDAU ASSOCIATES**

101 W. 55th St., New York 19, N. Y.

Phone: COLumbus 5-8646

Associates. Oliver Unger, Harold Goldman,
Marty Ross, Ely Landau*Services Offered:* Distribution of feature films for TV; distribution of filmed programs made specifically for TV.**UNITED BROADCASTING CO., 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

Mgr. U.P. Movietonews Wm. C. Payette

Radio Manager John Madigan

Gen. Sales Manager Leroy Keller

Radio Shows Div. Mgr. C. Edmonds Allen

Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.**UNITED ARTISTS TELEVISION**

(See TV Film Producers)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.

Phone: CIRCLE 6-4675-6

President Thomas J. Valentino

Vice-President Michael T. Valentino

Vice-President Elsie F. Valentine

Gen. Mgr., Secy. Peter J. Riolo

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

A LOCAL-SALES FORMULA

Showmanship + Smart Shows + Merchandising

By **ROBERT W. FRIEDHEIM**, Vice President,
World Broadcasting System, Inc.

WORLD BROADCASTING SYSTEM'S business for 1952 was 40% over that of 1951. And 1951 had been our record year. There is no better proof possible that local radio is stronger than ever because, of course, our business is local.

In 1952, local radio sales were up 7.1% and network sales were down 13.1%.

I predict that 1953 will be our greatest year not only because local radio will be better even than last year, but because of our expanded plans to build programs and sales features which will stimulate local sponsorship. We have never operated in the vain, empty hope that because radio was strong, we would be strong simply by reflection.

Even before television, we planned aggressive, imaginative, exciting releases because we knew that no matter how great radio is, it must be sold to make it profitable.

And no one is going to buy radio simply because it's there.

Local radio station salesmen want aids for selling, they want to be able to walk into a local sponsor with a plan, with a program that is tested and proved, with big names that attract audiences, and, in addition — merchandising and promotion aids with which the station can back up the program.

That is the combination which keeps our business climbing—showmanship plus smart, attractive program features plus hardhitting merchandising. With that combination, radio will continue to grow and the smart local radio station operator will find his business bigger even than ever.

But this requires more than lip service to merchandising. We're not competing with Chautauqua lecturers here, we're fighting for the audience with the most glamorous of all media, television. This kind of competition requires complete, well-planned merchandising—from point of sale merchandising to suggested tie-ins, to presentation material for advertisers, to public service campaigns, to special selling aids and to reports on other stations' success stories.



In other words—ammunition. No one ever shot any game with last year's record book.

Our climbing business proves two things: That local radio is booming, and that where it booms loudest is where you find it supported by strong merchandising and promotion.

Last year we gave our station subscribers selling tools which varied from "Bundle of Joy," a framework for announcing the arrival of new babies, to a "Go To Church" campaign, to a commercial sound effects feature. We also drew on the nation's excited interest in the political campaigns and produced a "Get Out The Vote" campaign.

These sold, as will one of our big features planned this year which I predict will hit a new high in combining smart programming, showmanship and merchandising.

The listeners are there. There are 44 million radio homes and 25 million car radios. Radio is not only strong, but it will grow and become stronger. It is up to the programmers to avoid like the plague listless programming unsupported by merchandising. This is inviting disaster.

Our subscribing station managers write to us continually reporting that with the help of our sales features their business is better than ever. They are not crying the blues as are some of the radio network officials. They know the business is there, but they also know that it has to be jumped for.

The available business includes not only large national advertisers who now bend an attentive ear to an attractive local program, but also advertisers new to radio. Both those groups, as well as those who have successfully used local radio for years are the ones we think of when we blueprint our programs.

These are smart businessmen. They aren't going to go into radio or stay in radio because it puffs their ego to be sponsors; they want to see their advertising dollars produce revenue. And there are more advertising dollars available than ever. It is up to us programmers to build sales tools to help the local station manager get his share of those dollars.

VIDEO EVENTS, INC.

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

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

V. I. P.

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

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

VIDEO PICTURES, INC.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

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

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

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620

President, Gen. Mgr.....Edward Wolf
Vice-President.....Herbert Wolf

Exec. Producer-Director.....Jack Rubin
Sales Manager.....Paul Ross
Services Offered: Radio-TV package production.

WYNN WRIGHT ASSOCIATES

17 W. 57th St., New York 22, N. Y.
Phone: PLaza 3-4417

Producer.....Wynn Wright
Manager.....Charles Granzow
Services Offered: Package radio and TV programs.

FREDERIC W. ZIV CO.

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

President.....Frederic W. Ziv
Exec. Vice-President.....John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
V.P., Chg. of Sales.....Alvin E. Unger
Treas. & Comptroller.....Joseph L. Moore
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
Vice-President.....M. J. Rifkin
Treasurer & Comptroller...Joseph L. Moore
Services Offered: Film programs.
Productions: "Favorite Story," "The Unexpected," "Boston Blackie," "The Cisco Kid," "Your TV Theatre," "Story Theatre," "The Living Book," "Yesterday's Newsreel," "Sports Album."

FELLOWS

(Continued from Page 35)

tion to re-write the Taft-Hartley Act, and the ultimate outcome here should have far-reaching effects upon labor-management relationships.

Already-felt manpower shortages continue to be a problem. Stations have come into existence at a faster rate than skilled workers have been produced, and the resultant problem is a very real one.

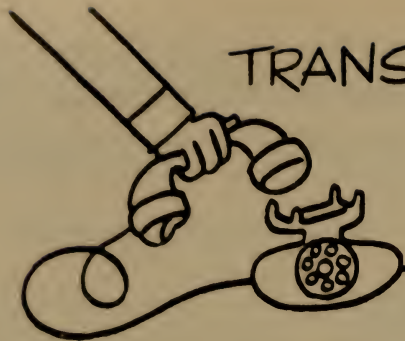
This problem was given serious consideration at the 1952 NARTB District Meetings; and from these came instructions that the Association do everything possible to encourage the nation's schools and colleges to afford proper training for young people in the radio-TV industry. As an initial step, NARTB has urged every state association of broadcasters to work with the educational institutions within their areas to achieve this goal.

By no means the least of the problems to be overcome by the media in 1953 are those involving legislation. This looms as a most active year for the law-makers at all levels—federal, state and municipal. For example, all but four of the state

legislatures are in session this year, and it is certain that the industry will receive attention from each.

NARTB watches federal legislation vigilantly and willingly places its facilities and advisory services at the disposal of the members of Congress and the Congressional committees. In many instances this industry representation and cooperation has been instrumental in preventing unwise legislation—much of which is proposed simply through an ignorance of the industry itself rather than through a desire to impose unreasonable restrictions. Ours, therefore, is the task of "educating" law-makers in the complexities of the business of broadcasting. The industry will be aided materially if every broadcaster will make this his personal responsibility during the years ahead.

Yes, 1953 is certainly fraught with problems. But it also promises the compensations of expanded economic stability, improved services to the audience and to the advertiser, and the continuing satisfaction of the opportunity to make substantial contributions to our democratic society through serving in the public interest, convenience and necessity.



TRANSCRIPTIONS ?

RECORDS ?

CALL
COLUMBIA
ORIGINATOR OF MODERN
MONEY-SAVING
MICROGROOVE
TRANSCRIPTIONS

Columbia Records Inc.
799 Seventh Avenue
New York, New York
Circle 5-7300

Columbia Records Inc.
8723 Alden Drive
Los Angeles, California
Bradford 2-5411

Columbia Records Inc.
410 North Michigan Avenue
Chicago, Illinois
Whitehall 4-6000



TRANSCRIPTION
COMPANIES

•

Serving Radio
And Television





Any
way
you
figure...



RCA VICTOR Transcriptions serve buyers best!

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

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

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

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



Custom Record Sales



RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

TM&S ©

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

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

1016 N. Sycamore Ave.
Dept. D-10
Hollywood 38, Calif.
Hillside 5171

TRANSCRIPTION COMPANIES



A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091

President.....Joseph F. Hards
Services Offered: Full library of recordings on tape, recording, program production.

ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7691

President.....H. R. Carson
General Manager.....G. F. Herbert
Asst. Gen. Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon
Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141
(See detailed listing under
Program Producers)

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.

ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.
Phone: Hemlock 3-7405

President.....Sanford L. Wartell
Services Offered: Custom record pressings; long-play microgrooves in 45 and 78 R.P.M. phonograph records in materials ranging from pure black or cherry red vinylite through extended non-breakable to break resistant. All services.

ALLIED RECORD MFG. CO.

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

President.....D. K. Broadhead
Vice Pres. of Mgr.....Sam Salzman
Comptroller.....J. S. Van Leer
Sales Manager.....Hal G. Neely
New York Div. Mgr.....K. R. Smith
New York Div. Asst. Mgr....Peter M. Rogers

Wash., D. C. Mgr. & Contr. Dir.. W. S. Adams

Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

19 West 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-4944

General Manager.....Robert A. Bories
Services Offered: Production of transcribed programs for food merchandising.

APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067

President.....Robert E. Scheuing

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, N. Y.
Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. & Treas.....John C. Andrus
Sales Manager.....Edward Hochhauser, Jr.
Services Offered: 15 different libraries of transcribed music for radio stations; special libraries of production music for TV. Special libraries for foreign stations, educational stations.

ATLANTIC AND PACIFIC BROADCASTING SYSTEM

2020 Pinehurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983

Vice-Pres. & Gen. Mgr.....Jack Parker
Prod. Mgr. & Asst. to V-P.....Ray Bond
Executive Producer.....Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroc

THE NEW
ENLARGED

GOTHAM

Lateral 33-1/3 RPM

Outside Start

NOW—MORE THAN EVER

THE *FINEST* EQUIPMENT

THE *BEST* PERSONNEL

THE *MOST* SERVICE

GOTHAM RECORDING CORPORATION ★ 2 WEST 46th ST. ★ NEW YORK

Proudly Announces the Completion of its Third Major Expansion
in Three Years —

- 10 Studios (all sizes) . . . Custom built Disc Lathes . . . Air Conditioned Editing Rooms . . .
- TV Film Sound . . . All combine to offer you the ABSOLUTE TOPS IN Recording.

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 19, N. Y.

Herbert M. Moss, Pres.

Judson 6-5577

Stephen F. Temmer, Vice-Pres.

Harry F. Landon, Gen. Mgr.

Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.

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

President.....Percy L. Deutsch
Vice-Pres.....T. J. Merson
Vice-Pres.....W. Oliver Summerlin
V.P., Treas., Asst. Secy.....Richard Rynd

Services Offered: Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

BELL RECORDING COMPANY

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

President.....Daniel Cronin
Vice-President.....Allen Weintraub
Chief Engineer.....Paul Marcus
Sales Representative....Richard S. Milbauer

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.

FORD BOND RADIO PRODUCTIONS

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

See detailed listing under Program Producers.)

CAPITOL RECORDS DISTRIBUTING CORP.

Studio and Rec. Sales Services Div.
5515 Melrose Ave., Hollywood 38, Calif.

Phone: HEmpstead 7114
N. Y. Phone: PLaza 7-7470

Vice-President.....Walter S. Heebner
Western Sales Rep.....Mel Angle
Eastern Sales Mgr.....Herbert I. Sachs
Production Mgr.....T. Clynton Elrod

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

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.
Phone: GLadstone 8444

President.....Joseph F. MacCaughtry
Secretary-Treasurer.....Joseph T. Scott
Services Offered: Radio and TV productions, live and transcribed.

CENTURY RECORD MFG. CO.

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

Owner.....James B. Keysor
Manager.....James B. Keysor, Jr.

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

CINEMART INTERNATIONAL CORP.

322 E. 44th St., New York 17, N. Y.
Phone: ORegon 9-4430

President.....Varian M. Fry
Vice-President.....Walter T. Colquitt

Services Offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

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

Manager.....Arthur Shaer

Services Offered: Complete recording and transcription service—two large air-conditioned studios, sound effects library, Hammond organs, celeste. Two small studios for spot announcements. 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. of Mfg. & Engrg.....James H. Hunter

Nat'l Sales Mgr.....E. Terry Southard
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
Advertising Mgr.....Irving Townsend

Services Offered: Records, phonographs and attachments and transcriptions.

COLUMBIA TRANSCRIPTIONS

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

Phone: CIrcle 5-7300

General Manager.....Robert J. Clarkson
Senior Sales Rep.....Alden O. Carlson



JUDY CANOVA



DAVID ROSE



DICK HAYMES



MIMI BENZELL



RAYMOND MASSEY

WORLD STARS

The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!

MORE AND MORE SPONSORS ARE

BUYING

WORLD ARTISTS

From hillbilly to Metropolitan Opera stars . . . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

WORLD SPECIAL CAMPAIGNS

Attention-getting, sales-making . . . World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!

WORLD SCRIPTS

Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . the buying audience!

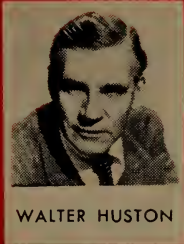
WORLD ADVERTISING AIDS

Colorful, sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . . and exciting, sales-clinching audition discs are provided by World to help stations sell!

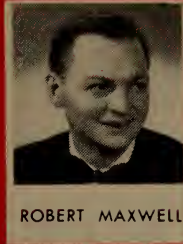




MONICA LEWIS



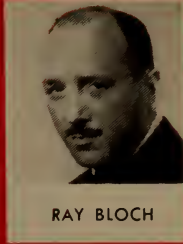
WALTER HUSTON



ROBERT MAXWELL



THE THREE SUNS



RAY BLOCH

**MORE AND MORE STATIONS
ARE SELLING WORLD!**

"In my opinion, you have the most complete and progressive service of its kind."

WMCA, New York, N. Y.
M. M. Fleischl
General Manager

"We wanted a service that our station could sell. We took WORLD and the results prove that we made a wise choice."

WKHM, Jackson, Michigan
Walter Patterson,
General Manager

"We've found that WORLD, plus production on the local level, spells SALES!"

KMOD, Modesto, California
Gene D'Accardo
Program Director

"We are delighted with WORLD. The reason is simple . . . we are making money with your service."

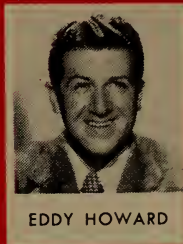
WABI, Bangor, Maine
Lee Gorman, Jr.
Manager

"We are indeed pleased with WORLD. It is definitely paying its way here plus a nice profit."

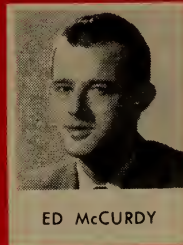
WLAG, LaGrange, Georgia
Edwin Mullinax
General Manager



ROBERT MONTGOMERY



EDDY HOWARD



ED McCURDY



**THE ONLY ALL-PURPOSE
LOCAL
SALES SERVICE!**

**WRITE, WIRE OR PHONE WORLD TODAY
FOR BIGGER, BETTER AND MORE PROFITABLE
PROGRAMMING TOMORROW!**

WORLD
SALES AND
PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company

CINCINNATI HOLLYWOOD



CENTURY RECORD MFG. CO.

MANUFACTURERS OF PURE

VINYLITE

transcriptions and records

Complete Facilities For Dubbing From Tape
With Western Electric Vertical Or Lateral Cutting

Western Electric RECORDING

Office and Plant

160 West Olive Avenue

BURBANK, CALIFORNIA

Telephone: ROckwell 91593

Sales Representative.....Carl Reinschild
 Mgr., Order Serv. Dept.....Albert Shulman
 Manager, Chicago Office.....Girard D. Ellis
 410 N. Michigan Ave., Chicago, Ill.
 8723 Alden Dr., Los Angeles 47, Calif.
 Manager.....William A. Wheeler
Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcription and phonograph records, commercial and industrial records. Script and production service.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: HOLlywood 9-8229
 Pres. and Exec. Prod.....Walter White, Jr.
 Associate Prod.Bill Heath
 Production Mgr.....Vernon Keays
 CoordinatorEleanor Payne
 Casting Director.....Miriam Powers
 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.; "The Clyde Beatty Show," radio; transcribed open-end shows ½ hr.; TV 13 ½ hr. films in color; "Strolling Tom" 156 — 15 min. episodes; "Down Our Way" 26 — 30 min. episodes.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
 Writer-Composer.....Gordon M. Day
 Producer-DirectorCarol 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: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500
 President & Treasurer...Helen D. Kelleher
 Vice-PresidentArthur Lubo
 Vice-President.....Fred de Jaeger
 Secretary.....John Hughes Dwyer
Services Offered: Recording, program production and packages, talent.

FINE SOUND, INC.

Tomkins Cove, N. Y.
Phone: STony Point 6-2266
 President.....C. Robert Fine
 Chf. Record and Edit.....George Piros
 TechnicianStephen Robb
Services Offered: Recording, engineering and research.

FULTON RECORDING CO.

80 W. 40 St., New York 18, N. Y.
Phone: LACKawanna 4-7187
 General Manager.....Rene J. Oulmann
Services Offered: Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing. Western Electric magnetic and optical film recorders.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491
 OwnerMitchell Gertz
 Talent Head.....Harold Gefsky
 Literary Head.....Joel Cohen
Services Offered: Packagers of Radio and TV shows—live, transcribed, or kinescoped. Representing and servicing authors, actors, composers, directors, playwrights and other artists.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131
 President-Gen. Mgr.....Harry S. Goodman
 Vice-Pres.-Charge Sales.Everett F. Goodman
 Vice-Pres.-Charge TV...Daniel R. Goodman
 Secretary.....H. D. Knuth
Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.
Phone: JU 6-5577
 President.....Herbert M. Moss
 Vice-President.....Stephen F. Temmer
 Comptroller.....Robert M. Volkell
 General Manager.....Harry F. Landon
Services Offered: Six medium and large studios available—12 amperes tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

this year...you're going to need

RCA's *Thesaurus*

Why? Because in 1953, you'll need more sponsors and bigger audiences and—you can get both faster and easier—with RCA's *Thesaurus*

No need to tell you that the way to build bigger profits in 1953 is to do a more effective job for your advertisers. This means building bigger audiences for their messages.

There is need to have something different—some-

thing better to sell in programming.

That's why you need *Thesaurus*, the complete local programming service which gives you everything to boost local radio time sales. And because RCA's *Thesaurus* brings you top-talent, you can easily sell shows and make extra profits on talent fees.

So investigate *now* the ways in which *Thesaurus* can help build greater audiences and increased profits for your station. Contact your nearest *Thesaurus* representative for complete details.

The Hour of Charm

Phil Spitalny's All-Girl Orchestra and Choir—featuring Evelyn and her Magic Violin... half-hour show—once a week.



"DATE IN HOLLYWOOD"

Starring Eddie Fisher and Gloria de Haven with Hugo Winterhalter and his Orchestra... quarter-hour show—twice weekly



The WAYNE KING Serenade

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



Look at all you get!

BASIC LIBRARY: approximately 5,000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 31 program series—80 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins,

cross-plugs, mood music, sound effects, vocal cues; and open-end time & weather jingles, commercial & shopping jingles; plus news, sports and feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise *Thesaurus* shows locally.

FILING SYSTEM: In addition to storage cabinets, you get loose-leaf catalog, card index file, check list, record selection list.

this complete programming service...

Thesaurus . . . the library that pays its own way with
80 top-talent shows . . . 31 program series —
plus 5,000 musical selections and 52 releases per month!

And, again this year . . . as in every year . . . you can count on the New Era in *Thesaurus* to provide the biggest names . . . the most saleable shows . . . the most effective program aids . . . the most productive sales tools in the transcription library field.

Stations praise Thesaurus results . . .

"*Sponsor very happy — Mail response increased appliance dealer's schedule of Thesaurus show from 3 to 5 times per week.*" **WFDF (Flint, Michigan)**

"*We're getting a large enough talent fee from The Wayne King Serenade and The Hour of Charm to pay for your service.*" **WMT (Cedar Rapids, Iowa)**

"*Sold 15 Thesaurus shows in 60 days—46 quarter-hours weekly. . . Thanks for everything in helping us get started with Thesaurus.*" **KROS (Clinton, Iowa)**

YOUR TOP-TALENT THESAURUS LIBRARY!

The Sammy Kaye Show

Music by Rath

The Tex Beneke Show

The Singing Americans

Hank Snow

Artie Shaw

Old

New Orleans

Fran Warren

Sings

Here's

June Christy

Music in

March Time

Vincent Lopez

Concert Hall

of the Air

Church in

the Wildwood

Music

of Manhattan

Ridin' the Range

SONS OF THE PIONEERS

An all-star, quarter-hour musical round-up of Western and Cowboy music at its best . . . five times weekly



"the FREDDY MARTIN Show"



Freddy Martin and his Orchestra with Merv Griffin, Murray Arnold and the Martin Men . . . quarter-hour show — twice weekly

Music Hall Varieties

Starring Beatrice Kay and Joe E. Howard, with Aileen Stanley and Irving Kaufman in a "Gay 90's" show . . . half-hour—once a week



Thesaurus . . . "big-name shows for small-budget sponsors"



recorded
 program
 services

Contact Dept. D-10
 at the Thesaurus
 office nearest you:

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.

Hillside 5171

522 Forsyth Bldg., Atlanta 3, Ga.

Walnut 5948

1907 McKinney Ave., Dallas 1, Tex.

Riverside 1371

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

Navaltime

A Festival

of Waltzes

Norman Clautier's

Memorable Music

Claude Thornhill

Ray McKinley

Organoires

I Hear the South-

land Singing

Slim Bryant

and his Wildcats

Jumpin' Jacks

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

★ ★ TRANSCRIPTIONS

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.

Phone: GRant 1-3696

PresidentGeorge Heid
V.P., Treas.....Margaret Heid
Chief Engineer.....Bob Davis
Musical Director.....Everett Neill

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

MARY HOWARD RECORDINGS

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

Phone: PLaza 8-2910

OwnerMary Howard
Chief Engineer.....L. MacDonald
Office Manager.....Gretchen C. Howard

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

FLORRIE JAYE

48 West 48th St., New York 36, N. Y.

Phone: JUdson 6-9734

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

ESTELLA H. KARN

49 W. 45 St., New York, N. Y.

Phone: LUxemburg 2-2170

Owner.....Estella H. Karn

Services Offered: Recording, program pro-
duction and packages.

KASPER-GORDON, INC.

140 Boylston St., Boston 16, Mass.

Phone: DEvonshire 8-7357

Pres. & Pro. Dir.....Edwin H. Kasper
Treas., Com. Dir.....Aaron S. Bloom
Office Manager.....Robert W. Graham

Services Offered: Recordings, transcrip-
tions, production, talent, scripts, jingles, syn-
dicated programs, package shows.

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 Bannier
Director of Research.....Nicholas Gordon

111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President.....Sidney J. Wolf

— RECORDINGS ★ ★ ★

Vice-President.....Edwin R. Peterson
 Secretary-TreasurerArthur Wolf
 Dir. of Station Relations.....Blanche Stein
 Traffic Manager.....Wyn Spangenberg
 Office Manager.....Bertha Vincent
 1330 Wilshire Blvd., Los Angeles, Calif.
 Phone: DUnkirk 3-2910

Vice-PresidentWilliam Bayer
 Account Executive.....Henry G. Eschen
 Account Executive.....Harry Roe

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

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

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

During 1953, as in 1952, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURE PROGRAMS, INC.

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

President.....C. O. Langlois
 Secretary.....John D. Langlois
 Treasurer.....C. O. Langlois, Jr.
 Vice-PresidentW. O'Keefe
 Mgr. of West Coast Oper.....Hugh S. Allen
 Station Relations.....Addison C. Amor

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed.

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 electroplating of masters and production on vinylite pressings.

EMPIRE RECORDING

TAPE - DISC
 —
 STUDIOS
 —
 AIR/LINE CHECKS
 —
 AM-FM-TV
 —
 PORTABLE JOBS
 —
 FILM SYNCHRONIZATION

EMPIRE BROADCASTING CORP
 480 LEXINGTON AVE.
 NEW YORK 17, N. Y.
 PLaza 9-4500-01-
 02-03-04-05-06

MASTERPIECE RECORDING CO.

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

Owner-Mgr.Nathan Levy
Services Offered: Disc, tape and film recording. Studio and remote facilities. Microgroove and standard masters and pressings. Auditions, line checks and tape editing. Transcriptions and disc duplications.

FRED C. MERTENS & ASSOCIATES

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

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

M G M RECORDS

701 Seventh Avenue, New York, N. Y.
Phone: C1rcle 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

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

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, 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.

19 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

619 W. 54th STREET
NEW YORK, NEW YORK

1041 N. LAS PALMAS
HOLLYWOOD, CALIFORNIA

**MORTON RADIO PRODUCTIONS,
INC.**

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

PresidentMorton Jacobson
Services Offered: "This Is the Story—TV,"
53 fifteen-minute teleplays, all vignette
stories about history, science, art, literature,
music, etc., with an O'Henry-type ending.

MUSICOMMERCIALS

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

PresidentFrank Novak
Radio-TV Producer.....John Gunn
Mgr., Writer.....Lewis Reid
Associate Producer.....Betty Marshall
Promotion Manager.....Richard Davis
Services Offered: Creators of live or trans-
cribed radio and television spots and jingles.
Overall production including talent, mu-
sicians and all mechanicals for the conveni-
ence of out-of-town agencies. Musical variety
formats with mass appeal for both radio and
TV.

MUZAK CORPORATION

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.-Nat'l Sales....Maurice B. Mitchell
Vice-Pres.-Spec. Svcs....Alexander B. Motenko
Secretary.....Anna M. Kerner

Wired Music Div.

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

Vice-Pres. N. Y. Oper.....Ethel W. Maclean
Vice-Pres. Chg. of Sales...Curt H. Pfenniger
Promotion Mgr.....Roger L. Thaxter

**Associated Program Service Div.
Radio Libraries and TV Film**

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

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Sales Mgr.....Edward Hochhauser

**Technical Research and Engineering
Div.**

229 Fourth Ave., New York 3, N. Y.
Vice-Pres.....Emil F. Hembrooke

Fine Sound Inc.

TOMKINS COVE, N. Y.
STONY POINT 6-2266

*"Craftsmanship
in
Recording."*



SKILL

... the mark of an "old pro"

It takes years to develop the ability to produce the highest degree of skill under the most exacting pressure. This is the mark of the professional.

We at Radio Recorders are "old pros" when it comes to high fidelity sound recording. Our skill never suffers under pressure.

For 16 years Radio Recorders has followed a basic policy of concentrating on the technical improvement of sound recording in all forms. The result is perfection in all departments.

As the largest independent recording organization in America, Radio Recorders only interest is to perfect sound quality, and to keep clients secure in the knowledge that their efforts will be recorded with the highest fidelity possible ... by the best "old pros" in the business.

RADIO RECORDERS

J. JOS. SAMETH, V.-Pres.
HEMPSTEAD 3282
700 SANTA MONICA BLVD., HOLLYWOOD 38, CALIF.

TRANSCRIPTIONS

NOLA RECORDING STUDIOS

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

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

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

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

PALMETTO BROADCASTING SYSTEM

Transcription Division of
**THE HALL BROADCASTING AND
TELEVISION COMPANY, INC.**

Anderson, S. C.
Phone: 3802

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Sales Manager.....Paul H. Benson, Sr.

Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings.

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 one reporter or another 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

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.....Paul A. Barkmeier
 Manager.....James P. Davis
 Artist & Repertoire Mgr.....Ben Selvin
 Advtg. & Prom. Mgr.....Bennett S. Rosner
Custom Record Sales Sections

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

N. Y. Sales Rep. (Phonograph
 Records.....Ralph C. Williams
 N. Y. Slide Film Rep.....Marjorie Tahaney
 N. Y. Sales Rep.....James R. Cunnison
 Chicago Sales Rep.....Geoffrey B. Bennett

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Sales Manager.....A. B. Sambrook
 Central Sales Manager....William F. Reilly
 Western Sales Manager.William C. Gartland

Northeastern Sales Rep.....George Field
 Southeastern Sales Rep...Henry A. Gillespie
 Central Sales Rep.....Gregory Reeser
 Southwestern Sales Rep.....Robert Fender
 Mgr. Sales Service.....Walter R. Seifert
 Mgr. Comm'l Resreach.....Donald D. Axt

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

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: Hillside 5171

522 Forsythe Bldg., Atlanta 3, Ga.
 Phone: Walnut 5946

1907-11 McKinney Ave., Dallas, Texas
 Phone: Riverside 1371

RADIO FEATURES OF AMERICA

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

Executive Director.....Oliver W. Nicoll
 Assoc. Dir. of Svcs.....Sandra Munsell
 Mng. Dir. of Prod.....J. H. Macdonell

**UNITED
 RECORDING
 LABS.**

TAPE — DISC — STUDIOS

Editing

1650 Broadway
 New York 19, N. Y.
 CI 7-3718-2089



The Greatest Name
 In Entertainment

78 RPM

45 RPM

33 1/3 Long Playing Records

*Leader In The Field Of
 Movie Sound Track Albums*

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: HEmpstead 3282

Chair. of Bd., Secy. & Treas. H. DeVoe Rea
 President G. Howard Hutchins
 Vice-Pres. Sales J. Joseph Sameth
 Vice-Pres. Engineering H. L. Bryant
 Vice-Pres. Production E. F. Dummel

Services Offered: Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

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
 President Ralph D. Foster
 Mgr. Chicago Office Wm. K. Ermeling

Services Offered: Program Production and Package Syndication. Transcribed vehicles for network and local advertiser and spot-station advertiser. Currently providing shows for one network and 550 independent outlets. Talent representation also.

REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.

Phone: ORegon 9-3550

Vice-Pres. Chester L. Stewart
 Chief Engineer Lyman J. Wiggin
Services Offered: Recording.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President Stanley J. Wolf
 Sales Manager Emanuel H. Wolf
 Recording Manager Leo L. Launer

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.

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

Phone: MUrray Hill 5-5365

President Paul Heinecke
 Secretary-Treasurer R. C. Heinecke
 General Manager K. A. Jadassohn

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



**PROVEN *
QUALITY**

**COASTAL
RECORDING
COMPANY, INC.**

135 West 52nd Street
 Circle 6-3900 New York 19, N. Y.

Fine quality — dependable, rapid service — experienced personnel — have resulted in a representative clientele.

* Proven by the repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER, Managing Director

THE CHARLES E. SKINNER PRODUCTIONS

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

Exec. Producer-Director... Charles E. Skinner
 Associate Producer... Robert Sloan
 Musical Director... Skitch Henderson
 Associate Producer, West Coast Rep.

Albert Kelley
 Gen. Business Mgr... Melville Ruick
 Designer... Charles Carlotti

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 W. 48th St., New York 36, N. Y.
 Phone: JUDson 6-2893

Services Offered: Full studio facilities, air checks, transcriptions, phonograph records.

K. R. SMITH
 (Division of)

ALLIED RECORD MFG. CO., INC.

619 W. 54 St., New York 19, N. Y.
 Phone: JUDson 2-3791

Gen. Mgr... K. R. Smith
 Sales Mgr... Peter M. Rogers

Services Offered: Processing, pressing, -hipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

SONG WRITERS' COOPERATIVE, INC.

2261 Earl St., Los Angeles 39, Calif.
 Phone: NORmandie 1-0845

Business Manager... Harry Henderson
 President... Dorothea Towne
 Vice-President... Bill Cody
 Secretary... Sally Weightman
 Secretary... Bob Stifel
 Music Director... Frank Hemmerlein
 Music Supervision... Kenneth Howell

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
 Phone: CEntral 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: LUx. 2-3530

President... M. E. Moore
 General Manager... Norm Bart
Services Offered: A series of Christmas Spot Jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-, 20-, 30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

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

President... J. P. Williams
 Executive Vice-Pres... Adna H. Karns
 Vice-Pres. & Gen. Mgr... John F. Hyle
Services Offered: Open-end Transcriptions.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
 Phone: CLeveland 2066

President... Richard H. Ullman
 Exec. V. P... Robert P. Mendelson
 Vice-President... Marvin A. Kempner
Services Offered: Create, wire and produce radio programs and announcements, selling

Western's Your Best Bet!

for

CUSTOM RECORDING

- TAPE
- DISC
- EDITING

Western Recorders

6000 SUNSET BOULEVARD
 HOLLYWOOD 28, CALIFORNIA

direct to radio stations and advertising agencies. Producers of "Spot-Lite-Spots" "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "\$Dollar Derby\$," "Barbershop Harmonnies," "Joe McCarthy Speaks," and taolred jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114

Gen. Mgr. & Chief Producer..Wm. L. Klein
Assistant Manager.....John Bruun
Chief Engineer.....John Just
Services Offered: Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," spots, musical jingles.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
Phone: CI 7-2089, 3718

Partners.....George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks. Studios for radio and TV.

UNIVERSAL BROADCASTING SERVICE, INC.

205 Union Savings Bank, Boston 16, Mass.
Phone: LIBerty 2-9293

President.....Richard L. Colten
Exec. Vice Pres.....P. C. Huellmantel
Vice Pres.-Sales.....Kenneth E. Heinz
Vice Pres.-West Coast.....W. L. Gleeson
Sec.-Treas.....John L. Mayer
Exec. Sec.....Patricia A. Griffin
Vice Pres., Chief Eng....Michael Pesanelli
New York Representative..U. Brent Groves

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-8282

President.....Arthur B. Hogan
Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use. Complete 16 mm. dummy setup with interlock and facilities for recording 16 mm. and 17½ mm. magnetic. Substantial vinylite pressing business done also.

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 and pressings.

THOMAS J. VALENTINO, INC.

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

President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino,
Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riolo
Services Offered: Mood music for TV.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6811

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

HAL WILSON PRODUCTIONS

442 Westbourne Drive, Los Angeles, 48, Calif.
Phone: CRestview 5-6914

Owner.....Hal Wilson
Services Offered: Live and Transcribed Radio Shows. TV Films, Live TV packages. General production services for agencies.

WMGM RECORDING STUDIOS

711 Fifth Avenue, New York 22, N. Y.
Phone: MURray Hill 8-1000

Director.....B. Lehhar, Jr.
Gen. Mgr.....F. Roehrenbeck
Services Offered: Complete facilities for studio recording tape and disc. Ampex tape recorders, Scully lathes, Fairchild cutting machines and all associated equipment of the same high quality. Six studios of various sizes all air-conditioned. Audience seating of 300 in largest studio.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4700

President.....John L. Sinn
Vice-President.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Richard Lawrence
West Coast Manager....Maynard Marquard
Services Offered: World Program Service Library. Library programs and custom built shows.

FREDERIC W. ZIV CO.

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

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
Vice-Presidents.....Alvin E. Unger,
Herb Gordon
Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcription Productions, package shows.

Play and Story



BROKERS



Los Angeles, Calif.

- Bentel, George**
6666 Sunset Blvd.....GRanite 8608
- Bergerman Agency**
141 El Camino Dr., B. H.....CRestview 6-4124
- Bloom, Phil, Agency**
416 N. Bedford Dr.....CRestview 6-1339
- Elwood, Maren, Agency**
4949 Hollywood Blvd.....OLympic 4786
- Famous Artists Corp.**
9441 Wilshire Blvd.....CRestview 1-5222
- French, Samuel, Inc.**
7623 Sunset Blvd.....HEmpstead 3146
- Goldstone, Nat C.**
9121 Sunset Blvd.....CRestview 6-1071
- Jaffe, Sam, Inc.**
8553 Sunset Blvd.....CRestview 6-6121
- Herzbrun, Walter, Agency**
9009 Beverly Blvd. (36)....CRestview 6-4157
- Irwin, Lou**
9165 Sunset Blvd.....CRestview 1-7131
- Kohner, Paul, Inc.**
9169 Sunset Blvd. (46)....CRestview 1-5165
- Literary Corp. of America**
915 N. La Cienega Blvd. (46)
.....CRestview 5-7494
- Mack & Levene Agency**
9128 Sunset Blvd.....CRestview 1-2141
- Morris, William, Agency**
202 N. Canon Dr., Bev. Hills.CRestview 1-6161
- Music Corp. of America**
9370 Santa Monica Blvd., B. H.
.....CRestview 6-2001
- Orsatti & Co.**
211 S. Beverly Dr.....CRestview 6-6241
- Preminger, The Ingo, Agency**
204 S. Beverly Dr., B. H.....CRestview 6-8775
- Ring, S. E.**
1654 Cherokee.....GRanite 6412
- Shurr, Louis, Agency**
327 N. Rodeo Rd., B. H.....CRestview 1-1116
- Small, Paul**
448 S. Canon Dr., B. H.....CRestview 1-5246

- Swanson, H. N., Inc.**
8528 Sunset Blvd.....CRestview 1-5115
- Winckler, D. M.**
9606 Santa Monica Blvd., B. H.
.....CRestview 1-7244

New York, N. Y.

- American Play Co.**
522 Fifth Ave.....Murray Hill 2-0156
- Bartsch, Hans**
522 Fifth Ave.....Murray Hill 2-0156
- 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 2-9145
- Fishbein, Frieda**
11 W. 42nd St.....LOnacre 5-1379
- French, Samuel**
25 W. 45th St.....LUxemburg 2-4700
- Hayward, Leland, Ltd.**
250 W. 57th St.....JUdson 6-2580
- International Literary Bureau, Inc.**
11 W. 42nd St.....LOnacre 4-5576
- King, Eleanor**
19 W. 44th St.....Murray Hill 2-6390
- Leonard, Claire & Carl Cowl**
516 Fifth Ave.....Murray Hill 7-6782
- Lyons, A. & S., Inc.**
515 Madison Ave.....PLaza 3-5181
- Matson, Harold**
30 Rockefeller Plaza.....CIRCLE 6-2750
- Morris, William, Agency, Inc.**
1270 Ave. of the Americas.....JUdson 6-5100
- Pauker, Dr. Edmond**
1639 Broadway.....COLumbus 5-1726
- Reynolds, Paul R. & Son**
599 Fifth Ave.....Murray Hill 8-4767
- Salisbury, Leah**
234 W. 44th St.....LACKawanna 4-8628
- Taylor, Ethel C.**
55 W. 55th St.....CIRCLE 5-8620
- Writers Workshop, Inc.**
280 Madison Ave.....LEXington 2-9873

RADIO-TV's PATRIOTIC ROLE

(Continued from Page 89)

heart-warming aspects to this story. First, the listeners and viewers of America have demonstrated in convincing fashion their loyalty to and reliance upon radio and TV. Second, broadcasting has added a new chapter to its 30-year record of public spirited good citizenship. And third, one cannot help but feel that the unparalleled coverage given to the conventions, the campaign, and the issues by TV and radio have created in the citizen a new feeling of closeness to political decisions and a more active desire to have a part in them."

With a vast audience assured by the success of the get-out-the-vote campaign, both parties settled down to the serious business of putting into operation one of the most intensified time-buying drives in history.

It is estimated that the national political organizations and their supporters spent more than \$6,000,000 for radio and television time during the campaign, with the Republicans signing up for the lion's share of this total.

The surge of spending brought with it the obligation on the part of the two industries to exercise the ultimate in fairness in handling the campaigns, an obligation which was fulfilled in a manner which brought universal approbation.

Praise of the industries' efforts in this direction was paid by Paul A. Walker, chairman of the Federal Communications Commission, at the close of the campaign.

Walker, in an appearance before the special House of Representatives committee which looked into campaign expenditures, told that group that the Commission had received no evidence that either the radio or television industry, or the commercial sponsors of the programs aired by those industries, had favored any candidate or party. Reports indicated, he said, that the stations and networks had exercised every effort to play fair with all candidates, not only for the national, but also for the state and local offices as well.

The balloting took place on Tuesday, November 4. The inauguration of General

Eisenhower as the 34th President of the United States was held on Tuesday, January 20. Both were red letter days in the radio and television industries. With public interest at a fever pitch, the audience for each of the media was probably greater than at any other time in history.

Mighty preparations for coverage of the balloting were made by the major networks.

NBC opened its facilities at 8 p.m. with a running story of the balloting. George Hicks and Merrill Mueller gave listeners full returns as well as vote analyses, while Richard Harkness kept listeners informed on gubernatorial and Senatorial contests.

For TV, Bill Henry, veteran of the Chicago convention, provided the running story as developments unfolded. John Cameron Swayze acted as "presidential reporter" for the televiewers.

CBS election headquarters at 15 Vanderbilt Avenue was a compact, complete co-ordination of radio and TV, with some 500 staffers working within the confines of three adjoining studios. TV was housed in the larger studio, a beehive of continuous activity from 8 p.m. onward, giving well-integrated, up-to-the-minute coverage via scoreboards on Presidential, gubernatorial and Senatorial returns, with the web's top commentators, Walter Cronkite, Ed Murrow, Lowell Thomas and Doug Edwards holding forth, aided by a 20-member staff of statisticians under the direction of John Burke, together with a highly geared staff of newsmen and other CBS personnel—all co-ordinated by Don Hewitt.

The AM headquarters of CBS was directly behind the bustling TV beehive. Fourteen teletype machines serviced both radio and TV in a night-long schedule.

ABC Radio and Television started coverage of the balloting promptly at 8 p.m., with such luminaries as Walter Winchell, John Daly, Drew Pearson and Elmer Davis spearheading the network's operation. For tabulating purposes the network used IBM machines and a special staff of personnel numbering some 300. Total staff

used by the network from studios in New York, Chicago and Hollywood totaled more than one thousand.

The newsroom of the Mutual network, while achieving a peak of activity, was at the same time a model of smooth operation. Under the direction of Milton Burgh, Mutual's director of news, batteries of teletype machines fed bulletins to a full staff in program operations, with Hal Wagner at the helm, and to control, under Art Feldman, director of special events.

At 8 p.m., starting time of the Chevrolet sponsorship of the broadcasts, Mutual gave the "box score" existing at that time. Then Fred Vandeventer, anchor man of the MBS team, launched into a report of late returns. Within the next quarter hour the network had switched to seven cities throughout the East, South, New England and midwest for election news from those sections. Coverage was given to General Eisenhower's headquarters in New York's Hotel Commodore as well as to Stevenson headquarters in Springfield, Ill.

The Du Mont network, in a tie-up with the New York Journal American, gave its adherents an all-video picture of the event. Frank Conniff, popular "Journal" columnist, and Sanford Stanton, noted political editor, were featured on the WABD-Du Mont "Election Roundup," giving viewers accurate analyses of the voting trends.

The five major networks each received a "Bill of Rights Award" from the American Heritage Foundation for their work in the get-out-the-vote campaign. The networks so honored by the Foundation were ABC, CBS, Du Mont, Mutual and NBC.

As the tumult and the shouting of the election died, the nation's viewers and listeners leaned back and enjoyed a breathing spell while looking forward to the inauguration of "Ike," which was held in Washington on Tuesday, January 20.

It is estimated that most of the country's 158 million people saw the inaugural ceremony on television or heard it on the radio. There are an estimated 110 million radio sets in the nation, and more than 21 million television receivers.

The radio networks and the independent

stations carried the inaugural to all sections of the country, while 125 TV stations in 75 cities gave a sight-and-sound coverage to upward of 75 million viewers.

The leading role which radio and television played in the recent election poses at once the question "What of the future"? The basic processes of nominating—and electing—a President may undergo radical revisions in the light of recent events.

A conservative estimate of TV coverage reveals that the more than 21,000,000 receivers are normally watched by approximately 70 million persons, putting telecasts within range of 75 per cent of the population at the present time. And this percentage is being enlarged daily.

The rapid rate of this advance can be appreciated when it is recalled that when Mr. Truman took office four years ago there were only 800,000 TV sets in range of the pooled telecast which reported his inauguration. The 21 million receivers available in 1953 represents an increase of more than 2,600 per cent in only four years. What this figure will be in 1956 can be only a matter of conjecture.

Radio and television broadcasts of the recent campaign pointed up the possibility and feasibility—the necessity, in fact—of shortening the campaign period. Obviously, the days of the "stumping" candidate are over. The striving, and jockeying, for political advantage, which consumed almost a year, has been made archaic by the advances of radio and TV.

The waste-time, waste-motion, waste-money character of the political nominating conventions was brought home forcefully to those who pay the bills by the all-revealing eye of the television camera. Here again the need for correction has been made painfully clear.

In 1956, with virtually 100 per cent of American homes reached by radio, and with, possibly, 90 per cent within video range, the people of the nation will be brought face to face, so to speak, with their candidates for leadership. An entirely new era in political life will have been born.

This industry is fortunate indeed that it is the instrumentality whereby this revolutionizing development will most surely result in a clearer-thinking, a better-educated political America.



OPERATION SUCCESS!

with du mont telecasting equipment

The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or

100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies **OPERATION SUCCESS!**

DU MONT Television Transmitter Division,

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



RADIO DAILY
TELEVISION DAILY

Presents

1953
TELEVISION
YEAR BOOK

SIXTEENTH ANNUAL EDITION

JACK ALICOATE

Editor-in-Chief

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W. J. German, Inc.

EASTMAN

MOTION PICTURE **FILM**

FORT LEE CHICAGO HOLLYWOOD

TELEVISION—1953

FORGING ahead with boundless enthusiasm the television industry in this year 1953 is on the threshold of an era of electronic expansion unprecedented in the history of communications.



THIS edition of the Television Year Book is replete with information attesting to the giant strides video has made during the past year as well as to the planning for the future. It is an up-to-the-minute chronicle of a year of startling progress of the sight-and-sound medium.



THE facts, figures and opinions embodied in this edition bear testimony to the creative forces which brought this modern miracle to the nation. This volume is your record of accomplishments.



TO the men and women of television we express our appreciation. Your interest and contributions have made this edition a priceless reference volume. Again, we thank you.

JACK ALICOATE
Editor-in-Chief

1948

1949

1950

1951

1952

1953

PHILCO

TELEVISION PLAYHOUSE

As the curtain goes up on another successful year of the TELEVISION PLAYHOUSE, Philco broadcasts its sincere appreciation to all the talented actors, actresses, writers and technicians whose work has established the PLAYHOUSE as television's outstanding dramatic program.

PHILCO TELEVISION PLAYHOUSE

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TV CODE



OF THE
NARTB

Is your Television set outmoded?

(THE NEXT FEW MINUTES WILL TELL YOU)

Here are eight pertinent questions you should ask yourself about your present television set. Get a pencil and answer them now.

YES NO

- Got a small picture?** The new Zeniths have big 17, 21 and 27-in. pictures, fine grain pictures with sharp, clean contrasts.
- Is your cabinet an eyesore?** Every new Zenith is a fine piece of furniture in its own right. 22 models to choose from, styles for every taste.
- Has your set a flat, tinny tone?** Big speakers and precision-engineered FM sound systems make the sound of a new Zenith as matchless as the Zenith picture.
- Has your set an awkward tuning system?** You tune a Zenith, both sound and picture, with just one knob. You get perfect reception on every channel, UHF or VHF, pre-tuned for your location.

YES NO

- Do you anticipate UHF troubles?** Any Zenith ever built can be readied for UHF in 15 minutes without taking the chassis out of the cabinet, without converters.
- Does interference blur picture and sound?** You can lock out interference with the Zenith Fringe Lock. It keeps the picture from wobbling and rolling, too!
- Got fringe area "snow"?** When tested in 17 difficult fringe areas the new Zenith million-dollar chassis gave 25% better reception than any leading make tested against it.
- Do you get reflection and glare on the screen?** A special development eliminates room reflection and glare at eye level on the new Zenith models.

IF you've answered "Yes" to 2 or more of the above questions, it's pretty good proof that your set is out of date—robbing you of a lot of TV enjoyment. And it means that you'd better make a bee-line for the nearest ZENITH TV DEALER.



The Tudor

17-inch screen \$199.95*

*Manufacturer's suggested retail prices are shown and include Federal Excise Tax as well as Parts and Tube Warranty. West Coast and Far South prices slightly higher.

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ZENITH[®]

Quality

TV

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ZENITH RADIO CORPORATION, Chicago 39, Ill.
Backed by 33 Years of "Know-How" in Radionics[®]
exclusively. Also makers of fine hearing aids.

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THE TELEVISION CODE OF THE NARTB

PREAMBLE

TELEVISION 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.

THE 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.

THE 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.

TELEVISION, 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.

IN 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.

(Continued on Page 808)

Fresh! Vigorous!

TRULY THE
MOST MAGNIFICENT SERIES
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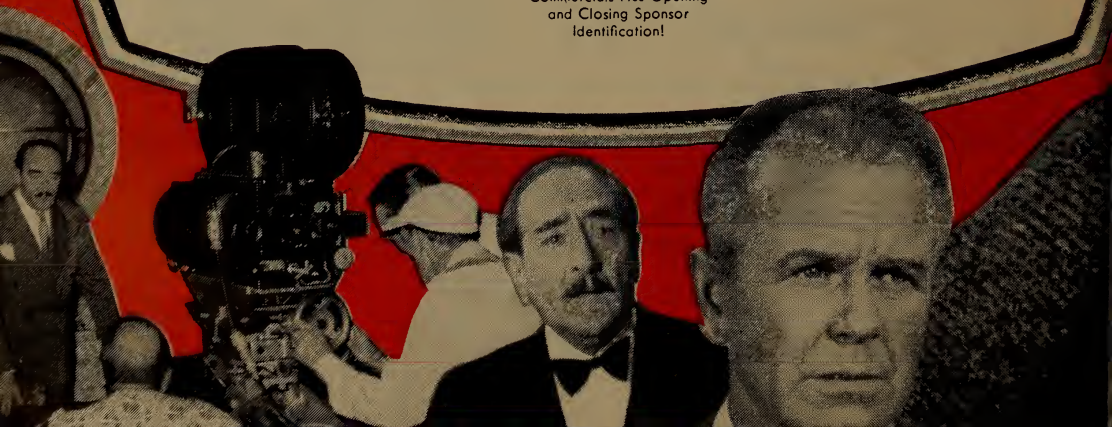
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EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE
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Planned for 3 Full-Length
Commercials Plus Opening
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Identification!



Exciting!

PRODUCED WITH A

Master's Flair!

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

BEYOND BELIEF!

Brilliant Stories!

ALL THRILLINGLY NEW
TO TELEVISION!

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

Sales and Profits!
FOR YOU!

Thrill to
television's
greatest
dramatic
achievement!



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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) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of 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 stimulate 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) Unfair exploitation of others for personal gain 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.

how to secure a top television film program:

Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

- . . . an adequate script department
- . . . a mature casting group
- . . . a truly fine production unit
- . . . a top creative editorial staff
- . . . ample capital.

As producers of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre*, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.



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 appearances 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.



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Consolidated is proud to make available to users of 16mm film its new 16mm laboratory.

This is the first large, fully-equipped, professional laboratory ever built for the processing of 16mm film exclusively. It incorporates every advanced facility for attaining the finest possible quality in 16mm black & white and color.

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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

Yes, I dabble in oil a bit, but my real money comes
from my new TV station. You see, I bought Consolidated's
STATION-STARTER PLAN and made money on
programming right from the start.

Actually, it was just a case
of taking the little old ball
and running with it. Money came
pouring in. Have a cigar. Have two.



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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 of 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 tele-

BMI

offers these

TELEVISION PROGRAM AIDS

BMI services are designed as practical aids to the television broadcaster. Check with your program director or music librarian for this material.

TELEVISION SKETCHBOOK



A regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

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INTERLUDES



A classified and cross-indexed reference book, particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a music expert to make the most of this BMI service.

"Recorded Bridges, Moods, Interludes" gives you thousands of cues to recorded symphonic music which is available to any telecaster.

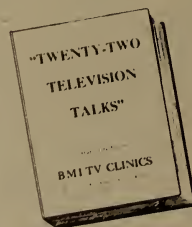
CATEGORICAL INDEX



For setting musical scenes and selecting appropriate music for countless script situations.

A complete volume, carefully compiled, indexed and cross-indexed, to provide immediate reference to a wide variety of popular and standard song titles.

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An important book containing transcripts of the talks and discussions at the BMI Television Clinics.

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Offered to TV, radio and allied industries at the cost of transcribing and printing.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

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vision 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 seek to 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 before the sponsor's advertising material is first used, and should be signed off 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



"AMERICAN INVENTORY"

NBC - TV

Producer: Bill Hodapp

Director: Larry Schwab, Jr.

Associate Producer: Bob Wald

Administrative Director: Martin Cohen

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. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

| Length of Program (minutes) | News Programs Day and Night | Length of Advertising Message (minutes and seconds) | |
|--------------------------------|--------------------------------|--------------------------------------------------------|----------------------------|
| | | Class "A" Time | All Other Programs 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. 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.

3. 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.

4. 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. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference 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.

6. 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 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 Approval", 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

* "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).*

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 which, including commercial copy, 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 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 the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

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 at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions**

I

THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*

A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

Radio-TV Receiver Production in 1952

Washington—A month-by-month breakdown of 1952 production of television and radio receivers, showing a total production for the year of more than 6 million TV's and 9.7 million radio receivers, as released by the Radio-Television Manufacturers' Assn., follows:

| | Television | Home Sets | Portables | Auto | Clock | Total Radio |
|------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| January ... | 404,932 | 288,724 | 68,433 | 195,147 | 80,151 | 632,455 |
| February .. | 409,337 | 312,705 | 72,866 | 267,779 | 106,103 | 759,453 |
| March (5 weeks).... | 510,561 | 357,689 | 99,720 | 343,314 | 175,169 | 975,892 |
| April | 322,878 | 286,164 | 110,529 | 275,250 | 173,003 | 847,946 |
| May | 309,375 | 288,927 | 128,351 | 215,478 | 115,588 | 748,344 |
| June (5 weeks) .. | 755,665 | 324,786 | 126,636 | 230,706 | 183,496 | 865,654 |
| July | 198,921 | 203,868 | 81,353 | 95,220 | 61,295 | 441,736 |
| August | 397,769 | 235,728 | 105,006 | 94,315 | 108,753 | 543,802 |
| Sept. (5 weeks) .. | 361,152 | 297,669 | 205,186 | 246,909 | 124,489 | 874,253 |
| Oct. | 724,117 | 314,459 | 113,552 | 163,494 | 180,841 | 772,346 |
| Nov. | 780,486 | 389,853 | 153,503 | 195,200 | 185,639 | 924,195 |
| Dec. (6 weeks) .. | 921,086 | 452,556 | 194,837 | 406,258 | 271,507 | 1,325,158 |
| TOTAL ... | 6,096,279 | 3,753,128 | 1,460,002 | 2,729,070 | 1,769,036 | 9,711,236 |

TV 'NEVER HAD IT SO GOOD'

But—Beware The Delusion Of Self-Satisfaction

By **CHRIS J. WITTING**, Managing Director,
Du Mont Television Network

TELEVISION at both the network and station level "never had it so good" as in 1952—at least on the basis of billings figures and reports on sets in use—and 1953 looks even better!

But one does not require a crystal ball to question whether telecasters should accept too confidently all that meets the eye—whether they wouldn't be wiser to look below the surface. Here, within the confines of the industry's trade journal annual, is a good place to make a closer examination of some of the things that rate a second look.

The first question we should attend shapes up in the query: Just how united are we in our "united front"? True, we've got the code and we've even acquired a congressional accolade for industry efforts to police ourselves. And, of course, the code has remedied some programming problems—cleavage and off-color, ad lib jokes, for example. But who will contend that the code is as fully effective on the commercial side—as to length of commercial, improper display of promotional signs, and so on?

In reviewing many a conversation on the subject this year, I'm sure that I express a common sentiment when I suggest that we'd all be wise sincerely and effectively to support the industry's effort to do the many jobs that the code seeks to carry off—to do the jobs for ourselves before we face the added problem of outside attempts at "regulation." And if there is any doubt in your mind that the threat of such outside "aid" is very real, just ask your Congressman.

And while we are on the subject of Washington, I think television would be wise to view with sympathy the teleconsciousness of the Eisenhower administration and develop an affirmative, positive program to make sure that the administration finds ways to interpret national problems and its approach to them through our medium.

Last year I wrote here that television had two vital jobs cut out for it in 1952, and one of them was "to put the brakes on



soaring costs." Yet costs have continued to rise and this pivotal problem has been carried over into 1953.

Employees are striking or negotiating for more money. Stations already on the air are increasing rates as their set circulation figures rise, and new stations are coming on the air—all to add to the bill that sponsors are expected to foot.

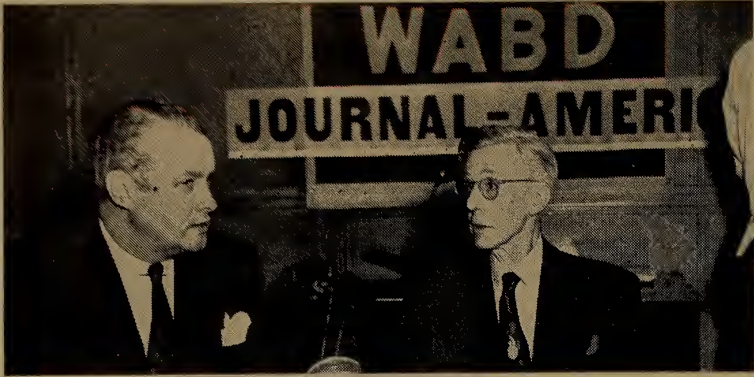
What does this mean? The answer is written in the roll of advertisers who used the medium a year or two ago, but found it "too rich for their blood"—"too rich" during a period when they, too, were operating at peak levels, enjoying good incomes and profits. Where will we be if the excess profits tax is eliminated and many enterprises don't have the money available in the future that they have had in the past? Or if business volume falls off a little?

One of the most regrettable things of the year is the general agreement among sympathetic but critical commentators that network TV, although only three years old, commercially has found a "well heeled rut" and is taking the conventionally safe side of the road rather than the rougher road of daring and pioneering. It makes me wonder whether we are not too inclined to accept the quick dollar rather than explore the promise in such initiative and creative effort.

And I am all the more sensitive to this when I review the quick response to Bishop Sheen, who has been followed by so many programs based on a strong individual; by our own daring Mono-Drama Theater which puts Shakespeare in the format of a soap opera with great success; by *Dark of Night* which proves television capable of "on location" dramatic production—breaking through the walls of the studio, and by the splendid documentaries that two of our competitors have produced this year.

So, to sum up, the moment is one that calls not for self-satisfaction over ever-increasing billing figures but for serious self-examination and energetic co-operation that Television may quickly achieve a sound economic basis and become the great communication medium that it promises to be.

As Whole Nation Looks And Listens



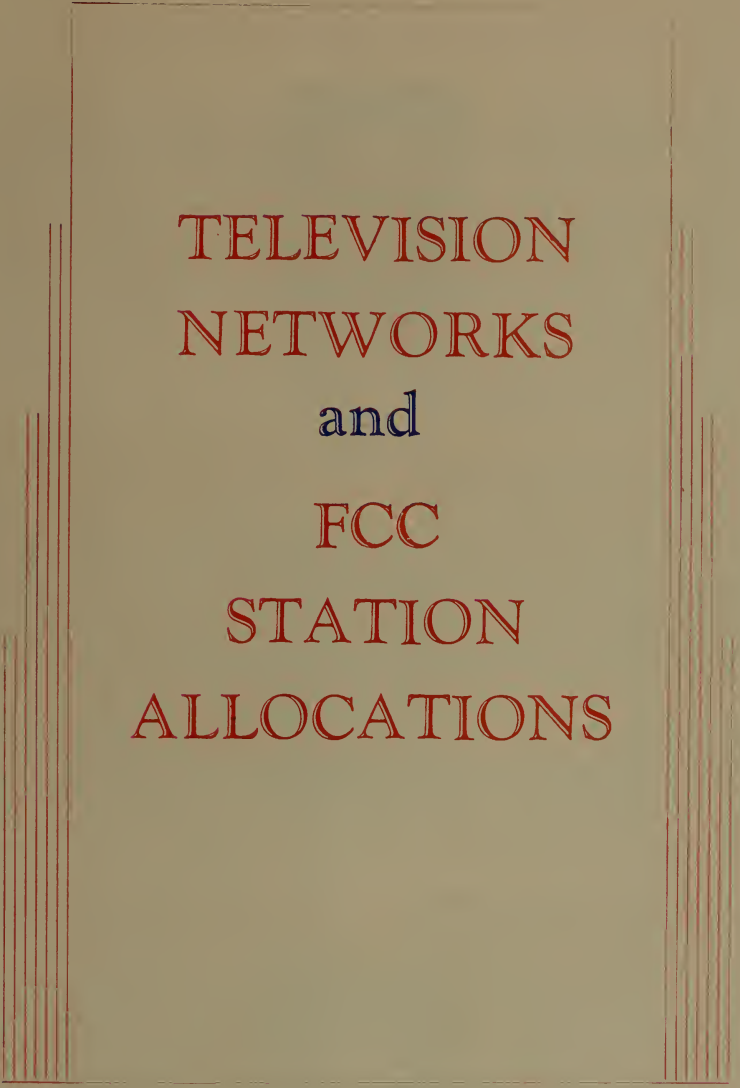
Frank Conniff, New York Journal-American, and Sanford E. Stanton, political editor, analyze Presidential voting trends on the "Election Roundup" program over WABD-Du Mont.



This snap of activity at Mutual shows Fred Vandeventer, assisted by agency and production personnel, airing the voting tallies to 560 affiliates.



This photo at CBS TV headquarters shows Walter Cronkite (extreme right) serving as "anchor man" for the web's operations.



TELEVISION
NETWORKS
and
FCC
STATION
ALLOCATIONS

ABC-TV's 3-WAY EXPANSION

Talent, Production And Facilities All Affected

By ALEXANDER STRONACH, Jr.

Vice President in Charge of the ABC-TV Network

A new super nova appeared in the firmament of the entertainment industry early this year.

However, this nova is already behaving in a manner totally unfamiliar to astronomers and scientists accustomed to coping with our heavenly bodies. This nova didn't suddenly flare up only to return to its former magnitude in a few weeks or months. It was born of long and deliberate undertaking and study—the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into the American Broadcasting-Paramount Theaters, Inc.

This new giant on the horizon of the entertainment industry was made possible through approval by the Federal Communications Commission on Feb. 9, 1953.

The realization of this accomplished fact brings into sharp focus the competitive enterprise that makes American business the envy of an entire world and the American knack for entertainment, especially as applied to the broadcasting-telecasting fields—one of the truly great industries in America.

The merger has placed at the network's disposal sufficient financial resources to enable ABC to expand—talentwise, productionwise, and facilitieswise—and to assume a real competitive position in TV.

These three major expansions have already been undertaken:

Talentwise: by the signing of George Jessel as artist-producer and whose services become available to both the ABC Radio and TV Networks on a long term basis in June of this year; similarly, the signing of America's outstanding disc jockey—Martin Block, for his "Martin Block's Make Believe Ball Room" to debut on the network's flagship radio outlet—WABC—on New Year's Day, 1954 and who will shortly thereafter, inaugurate a similar program over the ABC Radio Network. Block's services will also be available to the ABC-TV Network. Even as this is being written, ABC will shortly announce the signing of two of the top stars in our comedy roster.

Productionwise: the ABC-TV Network already has in preparation a series of especially planned TV presentations, each of

half-hour's duration and which will have their initial showing in April of this year. Titled the "ABC Album," with Donald Cook as host of the series and featuring such outstanding names of the entertainment world as Paul Douglas, Brandon de Wilde, Audrey Christie, Don Briggs, Allen Jenkins, Walter Slezak, John Hodiak, Alan Mowbray and others, the "ABC Album" will bring to the nation's televisioners a new concept in TV entertainment.

Facilitieswise: the long-range improvement of the network's owned video outlets, boosting their respective power output to maximum signal strength as authorized by the FCC, and which will enable the ABC-TV Network's five owned stations—WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles, and KGO-TV, San Francisco, to radically improve their signal strength, and which in turn will result in better reception to televisioners in those cities and surrounding areas. This facilities improvement plan is being undertaken at a cost of \$2,500,000 and will be finally completed during 1954.

The merger does something more than simply bring into being a greatly revitalized network. It brings new life and hope to the entire entertainment industry—an industry that constantly strives to find new methods for the expression of great talent, education, news, public service and many other facets that enable some 80 million Americans to sit down in their living rooms each evening and see what the creative and technical skill of other Americans can bring to them.

From the combined resources of the newly merged companies there is certain to emerge a greater good and purpose. The fact that the merger creates a new competitive force among the other major networks is in itself most laudable.

New methods for programming will be undertaken. New talent projected. New stations added. New technical improvements made.

The challenge has been set before us. We have met it in the past. The merger now enables us to meet the future with renewed strength in which a great industry and the public it serves are the final beneficiaries.

A. B. C. TELEVISION NETWORK

ALEXANDER STRONACH, JR. *Vice President in Charge of the ABC-TV Network*

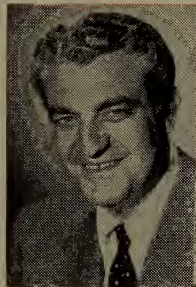
Rich in experience as a free-lance writer and as a director of some of radio's top shows, ALEXANDER (SANDY) STRONACH, JR. joined the American Broadcasting Company in September, 1948 as manager of television programs for the network. His versatility and ability to adapt himself to the rapidly changing TV industry gained him swift recognition as both a showman and executive and in January, 1950, he was named national director of television pro-



STRONACH, JR.

ROBERT M. WEITMAN *Vice President in Charge of Programming and Talent*

He may be new to ABC, but ROBERT M. WEITMAN isn't new to people in show business. He joined ABC this year as vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into American Broadcasting-Paramount Theaters, Inc. and he is without a doubt, one of the most valuable executives that the broadcast-televasting industry could ac-



WEITMAN

CHARLES R. ABRY *National Sales Manager for the ABC-TV Network*

It was in the early part of this year (February) that CHARLES R. (CHICK) ABRY was promoted to the position of national sales manager for the ABC-TV Network, a rather phenomenal rise, considering that he first joined ABC in June, 1951, as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC, that he proved himself one of the most capable account executives in the network field.



ABRY

gram operations for ABC. A year later, in January, 1951, he was appointed vice president in charge of television programs and in May of that year was promoted to vice president in charge of the ABC-TV Network. As vice president in charge of the ABC-TV Network, Stronach is responsible for the overall supervision of the Television Sales Department and the Television Programming Department.

quire. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation.

He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company, strengthened all the more, because of Bob Weitman.

His salesmanship, meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November, 1952.

His present duties as National Sales Manager for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.

AMERICAN BROAD



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: SUsquebanna 7-5000)

OFFICERS

Edward J. Noble.....Chairman of Finance
Committee, AB-PT
Robert E. Kintner.....President
Robert H. O'Brien.....Exec. Vice-President
Earl E. Anderson.....Vice-President
Charles T. Ayres.....Vice-President
Slocum Chapin.....Vice-President
James Connolly.....Vice-President
Robert H. Hinckley.....Vice-President
Earl Hudson.....Vice-President
Frank Marx.....Vice-President
Ernest Lee Jahncke, Jr.....Vice-President
John Mitchell.....Vice-President
Harold L. Morgan, Jr.....Vice-President
John H. Norton, Jr.....Vice-President
Theodore I. Oberfelder.....Vice-President
C. Nicholas Priaulx.....Vice-Pres. & Treasurer
Alexander Stronach, Jr.....Vice-President
Thomas Velotta.....Vice-President
Robert M. Weitman.....Vice-President
Paul Whiteman.....Vice-President
Omar Elder.....Assistant Secretary and Attorney
Aaron Rubin.....Assistant Treasurer
& Assistant Secretary
Walter C. Tepper.....Controller
Geraldine B. Zorbaugh.....Acting Gen. Attorney
and Secretary

TELEVISION

Alexander Stronach, Jr.....Vice President in
Charge of Television Network

Engineering & General Services

Frank Marx.....Vice President in Charge
Thomas F. Foy.....Purchasing Agent
Richard Hamilton.....Supervisor of Communications
Clure Owen.....Administrative Assistant
John Preston.....Director of Engineering
Facilities & General Services
Lawrence Ruddell.....Recording Director
Joseph J. Spagnola.....Office & Studio Services
Director
William Trevarthen.....Director of Engineering
Operations
Reginald Willcocks.....Traffic Manager
Merle Worcester.....Eastern Operations Manager

Finance, Personnel

C. Nicholas Priaulx.....Vice Pres. & Treasurer
Henry T. Hede.....Administrative Assistant to the
Vice President and Treasurer

Aaron Rubin.....Assistant Treasurer & Assistant
Secretary
Walter C. Tepper.....Controller
Marie McWilliams.....Director of Personnel

Legal

Geraldine B. Zorbaugh.....Secretary & Acting
General Attorney
Omar Elder.....Attorney & Assistant
Secretary

Labor Relations

Mortimer, Weinbach.....Acting Director of Labor
Relations

Program

Robert M. Weitman.....Vice-President in charge
of Programming and Talent

Services

Harold L. Morgan, Jr.....Vice-President in
charge of TV Services Department
Robert Holland.....Manager of Film Services
Ruth K. Blainey.....Operations Manager
John L. Kelly.....Plant Superintendent
James McNaughton.....Art Director
Harold Sobolov.....Studio Supervisor
Robert L. Stone.....Business Manager

Programming

Charles Underhill.....National Director of
Program Department
Freelon Fowler.....Film Program Manager
Charles Holden.....Asst. National Director of the
Program Department
Robert F. Lewine.....Eastern Program Director
John Madigan.....Director of News &
Special Events
James Stabile.....Administrative Manager

Public Relations, Advertising & Promotion and Continuity

Acceptance

John Pacey.....Director of Public Affairs
Ruth Crawford.....Librarian
Mitchell DeGroot.....Manager of Advertising &
Promotion
Arthur B. Donegan.....Manager of Publicity
Ellen Heagerty.....Supervisor of Audience
Information
Grace Johnsen.....Director of Continuity
Acceptance
Ruth Trexler.....Executive Producer of Religious &
Educational Programs

Sales

Charles Abry.....National Director of Sales
Don Kearney...Assistant National Sales Manager
Stanley Smith.....Eastern Sales Manager
Malcolm B. Laing.....Business Manager for
Network Sales

Station Relations, Sales & Station Traffic Operations, Research & Sales Development

Ernest Lee Jahncke, Jr....Vice Pres. & Assistant
to the President
Frank Atkinson.....Manager of Co-operative
Program Department
Alfred Beckman.....National Director of Station
Relations Department
Donald Buck.....Director of Operations for
Sales & Station Traffic
Alice Stamatis...Manager of Order Processing
Oliver Treyz.....Director of Research & Sales
Development
William A. Wylie.....Manager of Station
Relations Department

CENTRAL DIVISION

20 North Wacker Drive Chicago 6, Illinois

John H. Norton, Jr....Vice President in Charge
Leroy Bartrum.....Manager of Traffic &
Communications
Edward Bishoff.....Sales Service Manager
Kenneth Christiansen.....Manager of Office &
Studio Services
Mary A. Corcoran.....Purchasing Agent &
Personnel Interviewer
James Duffy.....Manager of Advertising
& Sales Promotion
Walter L. Emerson.....Legal Counsel
Monte Fassnacht.....Manager of Program
Department
John Fitzpatrick.....Production Manager
Clarence Heider...Program Operations Manager
Elliot Henry, Jr.....Publicity Manager
William Hohmann.....Research Supervisor
E. C. Horstman.....Manager of Engineering &
General Services
Lawrence Kelley...Manager of Film Department
Jack McCord.....Program Business Manager
Francis McNulty.....Music Rights Supervisor
Cornelius O'Dea.....News Supervisor
Stewart Robinson.....Auditor
Robert M. Savage.....Manager of Script &
Continuity Acceptance
James Stirton.....Director of Network for
Central Division
Floyd Timberlake.....Engineering Operations
Supervisor
Gerald A. Vernon...Manager of Network Sales

HOLLYWOOD

ABC Television Center Hollywood 27, California

Earl Hudson.....Vice-President in Charge of
Western Division
William Phillipson.....General Manager
J. Clifford Anderson...Program Business Manager
Cecil W. Barker....Program Production Director,
Western Division

Dorothy L. Brown.....Continuity Acceptance
Editor, Western Division
Philip G. Caldwell....Manager of Engineering &
General Services, Western Division
Edward B. Hullinger.....Manager, Station
Relations, Western Division
Francis LaTourette.....Western Division News
Editor
Allan Maynard.....Purchasing Agent &
Supervisor of Building Maintenance
Courtney McLeod.....Traffic Manager,
Western Division
Norma T. Olsen.....Director of Program
Operations
Cameron G. Pierce.....Manager of Television
Engineering
Albert R. Landers.....Film Director
Darrell E. Ross.....Production Manager
Jerry Ross.....Director of TV Promotion—
Publicity Department
Florence T. Schiro.....Personnel Director
Norman H. Sloane...Production Control Manager
Donn B. Tatum...Director of Television, Western
Division
C. Merwin Travis.....Director of Promotion—
Publicity Services
John C. Wagner...Controllor, Western Division

SAN FRANCISCO

420 Taylor Street

San Francisco 2, California

James H. Connolly...Vice-President in Charge
Lorraine Duchene...Continuity Acceptance Editor
A. E. Evans.....Manager of Engineering
Gordon Grannis.....Advertising, Promotion &
Publicity Manager
Marion Warda.....Sales Service Manager
Edith Kirby.....Traffic Manager
Victor Reed.....Manager of News & Special
Events & Program Operations
Henry A. Saroyan.....Auditor

OWNED TELEVISION STATIONS

Slocum Chapin.....Vice President in Charge of
Owned Television Stations & General
Manager of WABC-TV
William Mattered.....National Sales Manager,
Owned Television Stations

New York

J. Trevor Adams...Sales Manager of WABC-TV
Paul Mowrey...Station Manager of WABC-TV

Chicago

Joseph Fisher.....Sales Manager of WBKB
Sterling C. Quinlan...Program Manager, WBKB

Hollywood

Philip Hoffman...Station Manager of KECA-TV
Frank King.....Sales Manager of KECA-TV
Stanton Kramer.....Director TV Promotion—
Publicity Department
James Pollak....Program Manager of KECA-TV

San Francisco

Vincent Francis...Station Manager of KGO-TV
Dave Sacks.....Sales Manager of KGO-TV
Bloyce Wright....Program Manager of KGO-TV

Detroit (WXYZ, Inc.)

John Pival.....Station Manager of WXYZ-TV



Curtain going up . . . on the

Biggest Event in Television!

Chances are you've already seen television's newest, most exciting symbol . . . the symbol for the *new* ABC.

But the symbol is not important by itself. It's just a curtain raiser for major announcements to come. It's a sign that big things are in the air . . . and if you are an advertiser, a sign that *this* is the time to put ABC television in your plans.

New shows are being developed. New talent will be attracted. Not all right away, of course. But it will pay to watch ABC . . . because ABC now has the right combination of experience, equipment, and showmanship to be a leader in television.

The stage is set . . . and big things are beginning to happen. So keep your eye on the *new* ABC!

ABC TELEVISION NETWORK



VIDEO FITS RETAIL PATTERN

Adaptable To Current 'On-Sight-Alone' Buying

By J. L. VAN VOLKENBURG
President, CBS Television

IT WAS a chilly month of the year. Electrical dealers in Chicago couldn't understand why they were virtually sold out of \$70 electric fans. Within a single week, \$60,000 worth of the fans had moved across their counters.

There had been no local advertising, no other possible sales stimulus—except a single television commercial message on the Westinghouse "Studio One" program.

And there was the case of Schick Razor. Chester Gifford, president of Schick, Inc., reports: "Our sales record shows the biggest first quarter in our sales history, and also the biggest first half, with sales one-third ahead of the same period last year—and this at a time when industry in general, and especially the electrical appliance field, was not enjoying any material increases."

Behind this story of vanishing inventories of Schick shavers is another great television success story—a story of the company's merchandise being pulled out of non-TV areas and rushed to TV areas in order to meet consumer demand.

Each of these stories has a peculiar significance to marketing men. Each indicates that we may soon be anticipating a shift in the market picture determined largely by whether television is there or not. We can look for the market to follow television, rather than the other way around. For television creates demand for products—takes the customer to the spot where he can buy them.

And television fits today's retail buying patterns: Today we find an increasing trend toward the self-service market, where merchandise is sold on sight alone, with the number of trained personnel kept to an economic minimum. No medium has given this trend such powerful impetus as television, where the skilled and controlled demonstration of the product occurs before the customer ever reaches the actual point-of-sale.



Advertisers, well aware of this merchandising trend, are relying more and more on television—as a potent advertising medium, as a new and revolutionary distribution and sales tool.

On our part, CBS Television has built a new flexibility into the medium to put it at the service of more and more advertisers. One plan, for example, is alternate-week sponsorships, with cross-referencing of sponsors, so that the advertiser may enjoy the benefits of a weekly program for about half the price of going it alone.

Another notable departure is the advertising participation plan, whereby the cost of some of the biggest shows may be assumed by as many as three or four sponsors on an equal basis.

In addition, we are currently experimenting with a five-minute segment plan for some of our daytime shows, by which an advertiser may buy as many or as few segments as he likes on a daily, weekly or seasonal basis. The plan makes network programs available to advertisers with modest budgets.

We have also made aggressive attacks on television's basic costs. We built CBS Television City in Hollywood, for example, not only to provide housing for an increasing number of programs, but also to incorporate cost-reducing production methods.

We are fitting out our new production center in New York City with the same goals in mind. We expect to continue developing production efficiency and program quality in order to bring better and better shows before the public and to assure the most attractive and effective "buy" for advertisers.

As each new case history of sales success continues to indicate, television has emerged as the swiftest, most effective, most economical tool for moving merchandise across the counters of America.

C. B. S. TELEVISION NETWORK

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 sixteen 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-

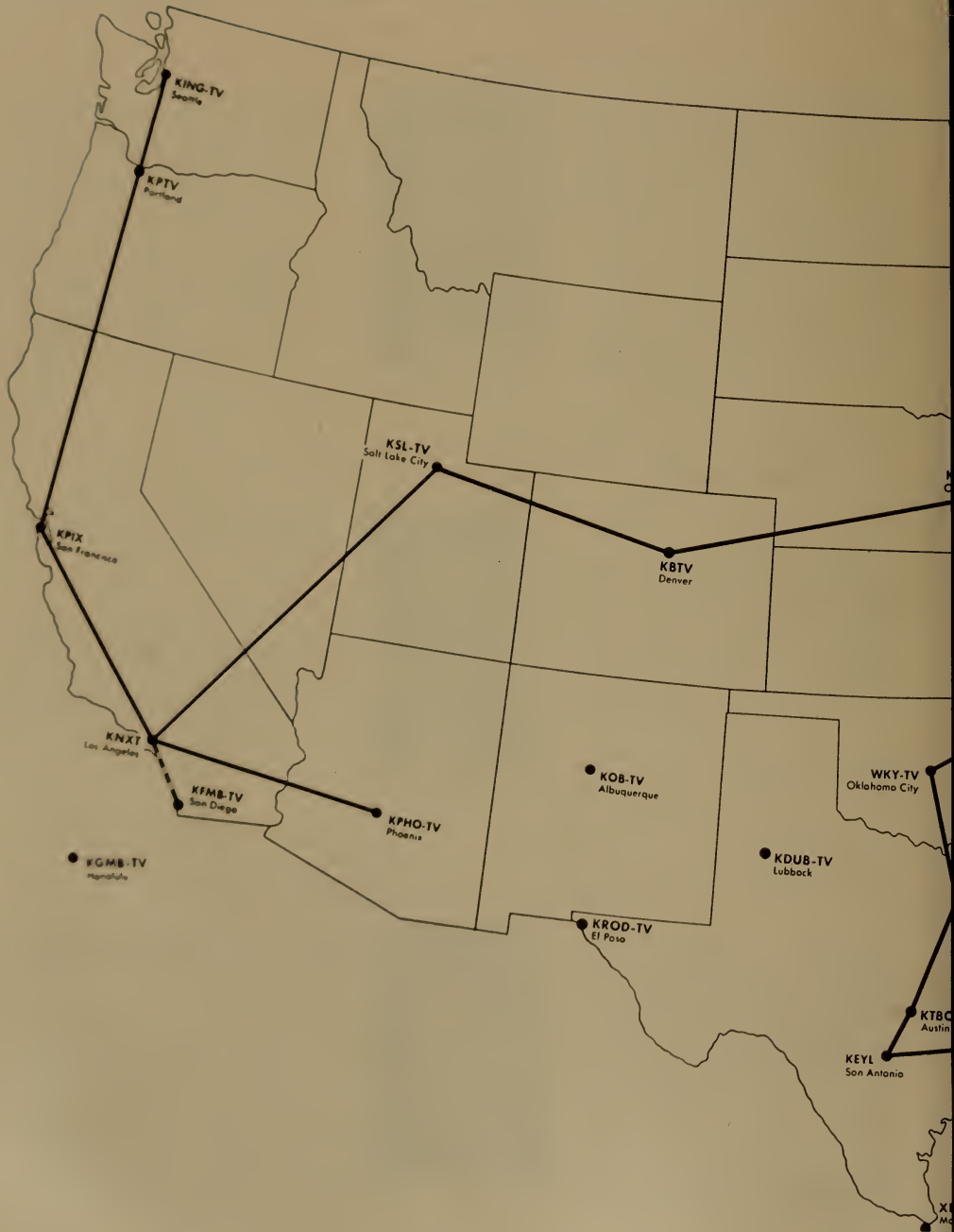


HYLAN

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 TELE



Advertising and Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert I. Elliott.....Copy Chief
Alex Kennedy.....Director of Program Promotion
Fred Kramer.....Director of Program Promotion,
Hollywood
Gordon Hellmann.....Director of Presentations
David Luhmann.....Director of CBS-Owned
Station Promotion Services
Edward Side.....Production Manager

Public Relations

David J. Jacobson.....Director of Public Relations
Michael J. Foster.....Director of Press Information
Arthur Perles.....Administrative Director &
Director of Merchandising Exploitation
Norman Seigel.....Director of Publicity and
Exploitation, Hollywood
Hank Warner.....Assistant Director of
Press Information
Jack Goldstein.....Director of Special Projects
Dorothy Leffler.....Director of Magazine Division,
Press Information

Research

Oscar Katz.....Director
Philip Eisenberg.....Director of Coverage and
General Surveys
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist.....Director of Program Analysis
Leonard DeNooyer.....General Surveys

Engineering

William B. Lodge.....Vice President in Charge
of Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. W. Wright.....Chief Radio Frequency Engineer

Legal and Business Affairs

W. Spencer Harrison.....Vice President in Charge
of Business and Legal Affairs
Merritt H. Coleman.....Director of Business Affairs
Henry Howard, Jr.....Director of Business
Affairs, Hollywood

Accounting

William J. Flynn.....Controller
Norman C. Hadley.....Director of Accounting
Operations

Network Services, Hollywood

Charles L. Glett.....Vice President in Charge
of Network Services, Hollywood
Austin E. Joscelyn.....Director of Operations,
Hollywood

CBS, Inc., Broadcast Service Departments

Building Construction

Kingdon Tyler.....Manager, Building
Construction Department
H. W. Van Wagenen.....Assistant Manager,
Building Construction Department

Building Operations and Tickets

James Swenson.....Manager, Building Operations
Jack Page.....Assistant Manager, Building
Operations
Laurette Banks.....Supervisor, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
Edward Drewes.....Purchasing Agent

Office Services

A. H. Bryant.....Manager
Maude Stubner.....Supervisor, Program Typing
Emily Schiener.....Supervisor, Ediphone

Personnel Relations

Robert Kalaidjian.....Director
Charles Burt.....Personnel Administrator
Dr. Jack Nelson.....Director, Medical Office
John Anderson.....Personnel and Labor Research
Manager
Richard Stanley.....Employment Manager

Photography

Walter I. Seigel.....Manager

Reference

William C. Ackerman.....Director
May Dowell.....Manager, General Information
Agnes Law.....Librarian

CBS Television Spot Sales

Sam Cook Digges.....General Sales Manager of
CBS Television Spot Sales
Clark George.....Eastern Sales Manager
MacLean Chandler.....Midwest Sales Manager
Ben Margolis.....Business Manager

CBS Television Film Sales

Fred Mahlstedt.....Director of Operations
W. S. Edwards.....General Sales Manager

CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

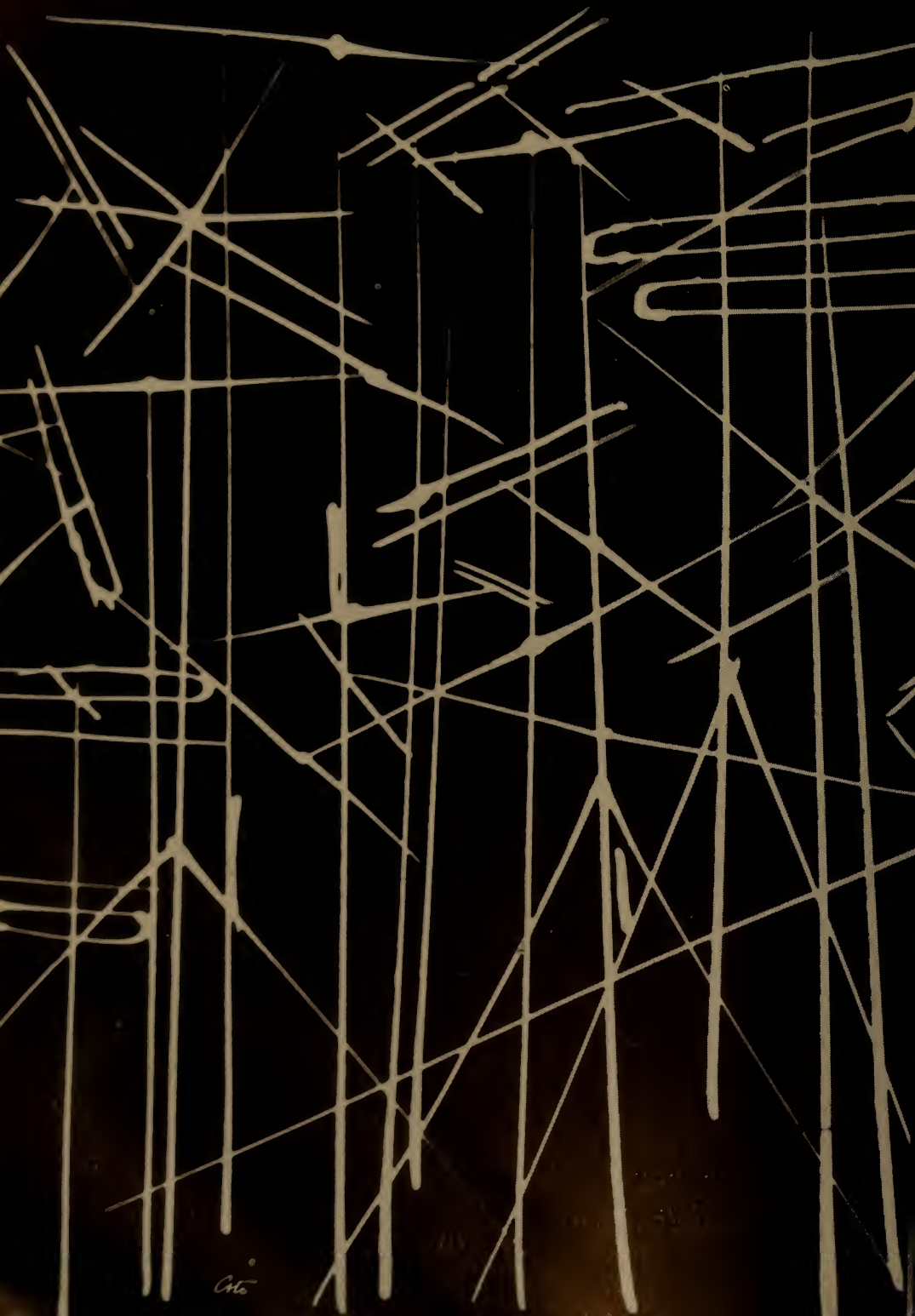
Craig Lawrence.....General Manager
George R. Dunham.....General Sales Manager
Hal Hough.....Program Manager
Robert Patt.....Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California

James T. Aubrey.....General Manager
Edmund C. Bunker.....Sales Manager
Donald M. Hine.....Program Director
Dean Linger.....Promotion Manager

WBBM-TV, 410 North Michigan Ave., Chicago, Ill.

H. Leslie Atlass.....Vice-President in Charge of
Central Division
George Arkedis.....General Sales Manager
Kenneth B. Craig.....Director of Operations
Thomas A. Bland.....Program Manager
John T. Curry.....Promotion Manager



Chlo

The pattern that killed a myth

The pundits who solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before — an average last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to *any* spare-time pursuit.

Though not all areas yet have access to television, *one television program wins, week after week, the largest audience ever garnered by any medium in advertising history* — 40,000,000 people!

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation's leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand . . . and it becomes clear why advertisers use more time on CBS Television than on any other network.

CBS TELEVISION

"BRIGHTEST YEAR" FOR TV

1953 Augurs Well For "Fastest Growing Industry"

By DR. ALLEN B. DU MONT, President
Allen B. Du Mont Laboratories, Inc.

TELEVISION, the most spectacular facet of the electronics industry, can anticipate its brightest year in 1953. All signs point to the industry continuing its sensational growth pattern which has been one of the fastest moving developments yet seen in American business history.

An all-time cumulative total of receiver production since 1946 runs to 23.6 million units. This adds up to an aggregate public total investment, at retail level of \$9½ billion. And, of course this figure is apart from the investments averaging \$500,000 each, in approximately 120 telecasting plants (as this is being written). Small wonder that television is called America's fastest growing industry!

Looking ahead to industry prospects in 1953, we may expect upward of 75 new stations on the air, with the possibility that approximately 50 of this total will be in the Ultra High Frequencies. This increase in stations, will, of course, mean a wide increase in present coverage by the major networks.

An interesting development, only recently announced, is that of a new coaxial cable system. This system is capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs considerably.

The release of the "freeze," new stations going on the air, and numerous construction permits being granted by the Federal Communications Commission means that transmitter manufacturers can look forward to a possible volume of \$60 million for transmitting and allied studio equipment in 1953.

The increased use of television by various segments of business and industry also makes the industrial television market an attractive one for equipment manufacturers.

The new television areas opening, and increased emphasis on the multi-television-set-home in older markets, cues manufacturers to plan for 1953 their big-



gest production year since 1950 when 7.5 million receivers came off the production lines.

During 1952, the broadcasting segment of the industry reached high levels with its serious and constructive view of its responsibilities, not only as an entertainment medium, but as an instrument of public service to the American people.

In 1953 television will be stimulated and inspired to accept an even greater challenge. As television continues to broaden its horizons its vast potential will be limited only by the imagination and skill of those using it.

Since Allen B. Du Mont Laboratories, Inc., is devoted exclusively to television in all of its phases, its progress in 1953 will mirror the growth pattern of the video industry.

Nineteen fifty-two was an excellent year for the network division, and prospects for 1953 look even better. For the first time in network history, billings passed the 10 million dollar mark and, at the moment, we are putting into operation our new Tele-Centre on East 67th Street.

We look forward in confidence to keeping step with the spread of the medium throughout 1953. Our programming has made two distinct contributions to the medium during the year. Bishop Sheen demonstrated that millions of viewers are eager for substantial thought-provoking periods. And we strengthened sports telecasting substantially—first, with regular weekly boxing bouts, and later through our coverage of professional football, demonstrating how fans can see the game they want to see weekly, namely, by way of regional telecasts.

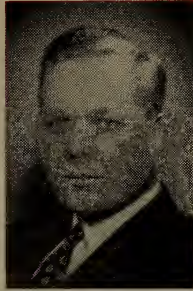
The public's acceptance of our 1953 line of television receivers is already following the 1952 trend which saw production hard pressed to keep up with expanding sales.

The long range future of electronics and television will be limited only by the imagination of those using it. At this point we have only skimmed the surface of its possibilities. Electronics and television are new instrumentalities which mean wider and added services to mankind. They both will provide a new dimension in every day living.

DuMONT TELEVISION NETWORK

CHRIS J. WITTING *Managing Director*

A veteran of the Du Mont organization, CHRIS J. WITTING, managing director of its broadcasting division, is also a leader in telecasting. He joined Du Mont in 1947, when he was asked to leave his own accounting business and set up operating procedures for the telecasting division, whose general manager he became in 1949. He assumed his present position of managing director in June, 1951. In the meantime, he has seen Du Mont reach the highest billings in its history and com-



WITTING

JAMES L. CADDIGAN *Director of Programs and Production*

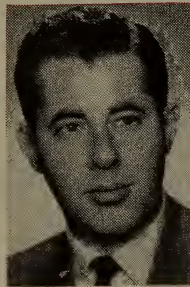
JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. He is credited with giving the medium several of its significant "firsts"—the first full daytime schedule as well as 7 to 9 a.m. programming, the medium's first space show (Captain Video) and its first kindergarten (TV Baby Sitter). He also created and aired its first fantasy for children (Magic Cottage). A



CADDIGAN

TED BERGMANN *Director of Sales*

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



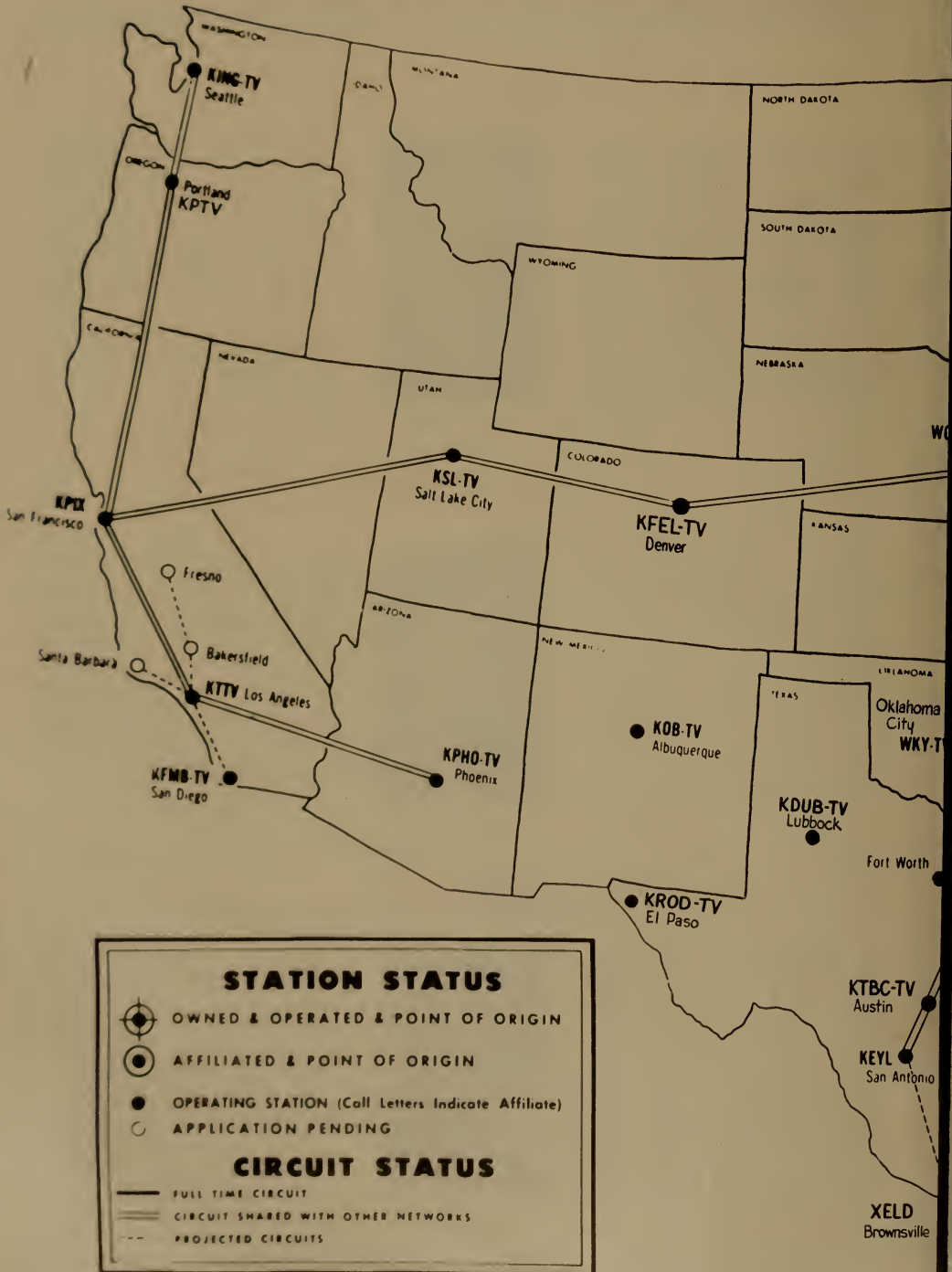
BERGMANN

plete a \$4,000,000 programming-engineering center in Manhattan. He took a part in setting up the National Association of Radio-Television Broadcasters and at its organization was made a member of its board of directors. He was elected a director of the American Television Society in June, 1951. In April, 1952, he was elected a member of the board of directors of the Advertising Council, representing the broadcasting industry.

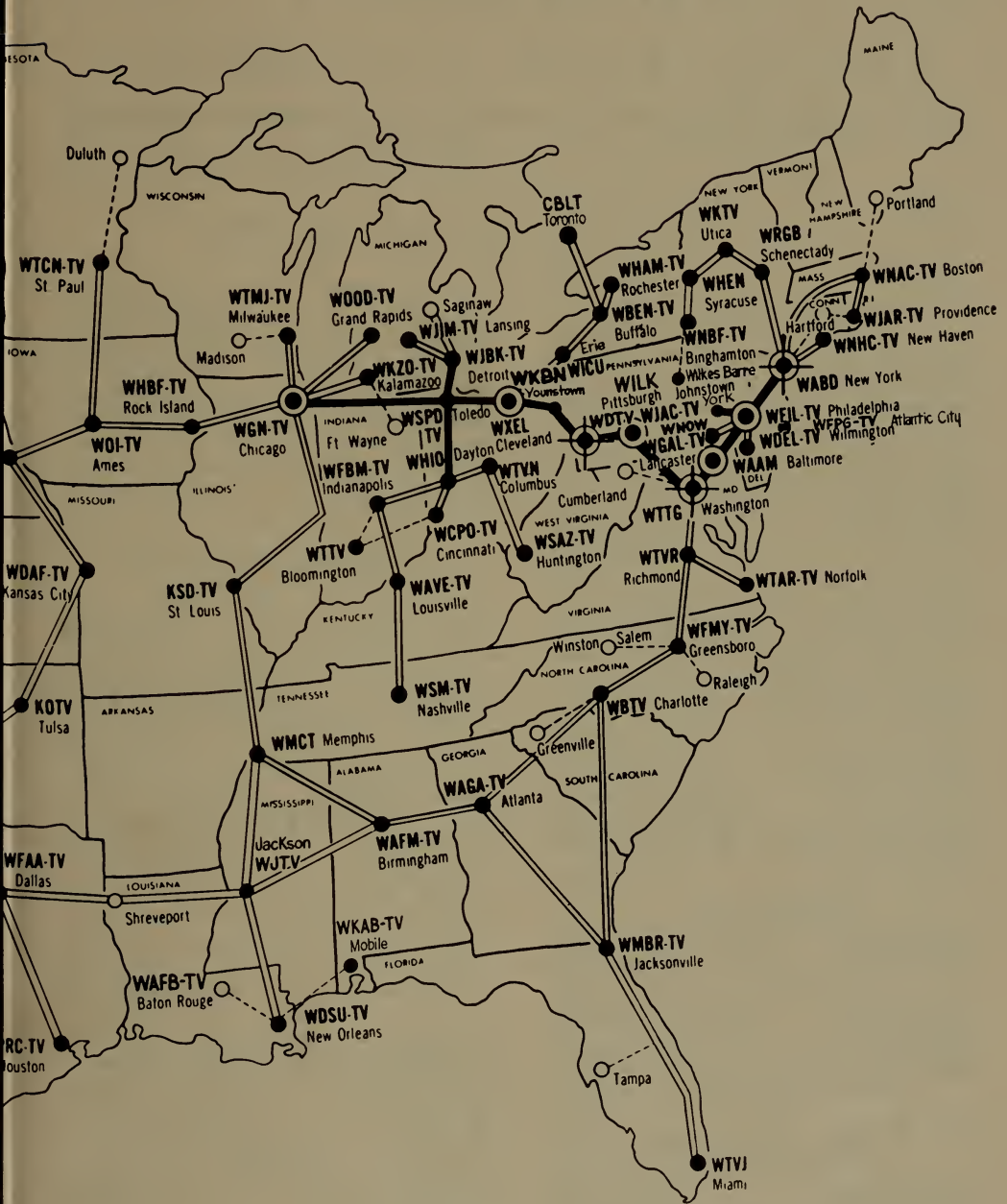
veteran of the motion picture field, he pioneered the effective use of film on TV through skillful editing for a home audience and in late 1952 instituted the medium's most sustained effort at "on location" production with "Dark of Night." He also has been a leader in creating programs of a public service nature. A native of Boston, Caddigan served during the war as a colonel on the staff of the Adjutant General. He is a member of ATS and SMPE.

to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

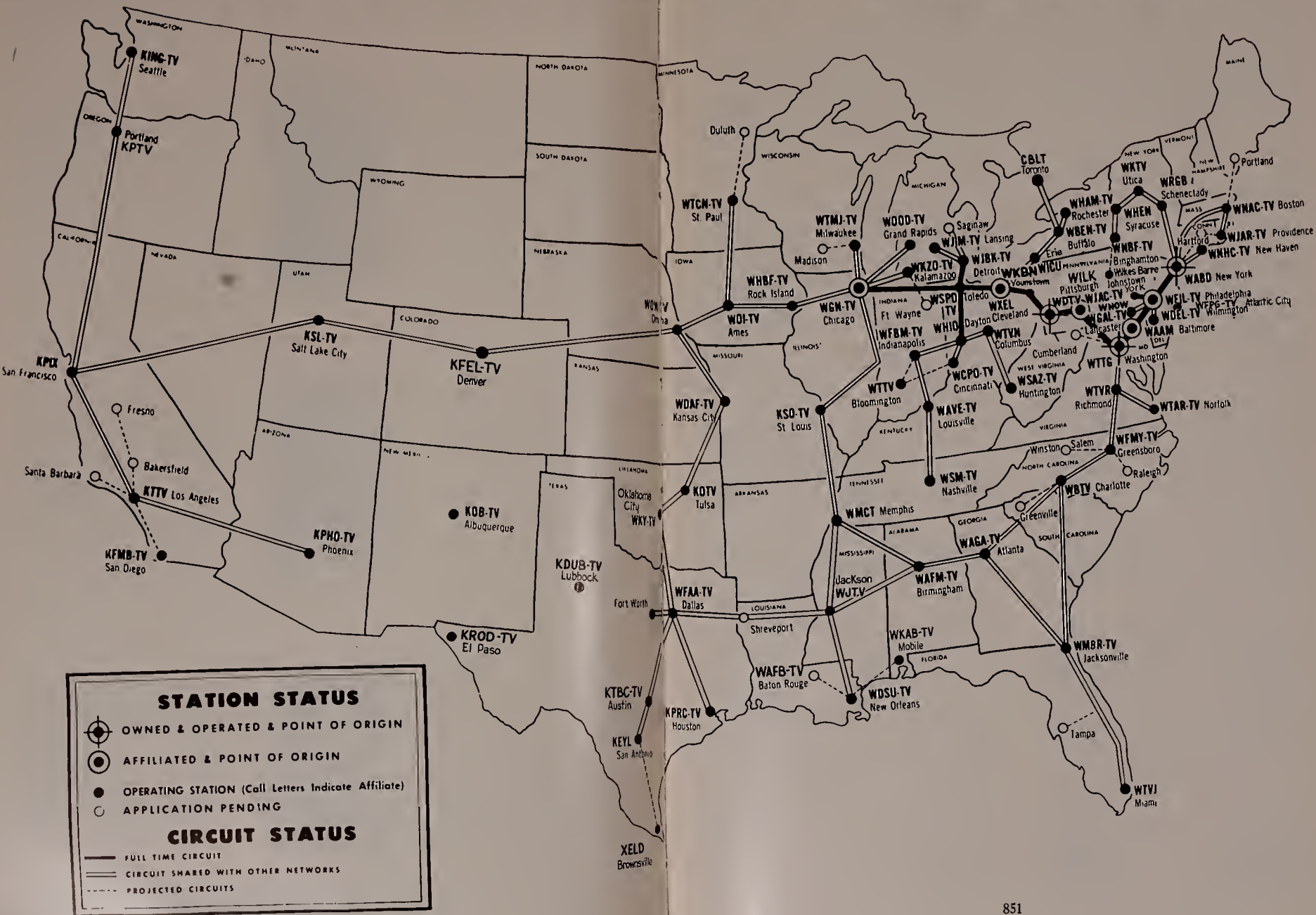
DuMONT TELE



VISION NETWORK



DuMONT TELEVISION NETWORK



STATION STATUS

- OWNED & OPERATED & POINT OF ORIGIN
- ⊙ AFFILIATED & POINT OF ORIGIN
- OPERATING STATION (Call Letters Indicate Affiliate)
- APPLICATION PENDING

CIRCUIT STATUS

- FULL TIME CIRCUIT
- == CIRCUIT SHARED WITH OTHER NETWORKS
- - - - PROJECTED CIRCUITS

William Seaman Director
 Keith Thomas Director
 James Saunders Director
 Barry Shear Director

Operations

Saul Abraham.....Supervisor, Adelphia Theater
 S. W. Fairchild.....Supervisor, Studio D
 Ralph Robbins.....Supervisor, Wanamaker Studio
 Samuel Spachner.....Supr., Ambassador Theater

Engineering

Rodney D. Chipp.....Director of Engineering
 Robert F. Bigwood...Mgr. of General Engineering
 H. C. Milholland...Mgr. of Technical Operations
 S. Patremio.....Development Engineer
 Arthur Deneke.....Building Facilities Engineer
 Eric Herud.....Technical Operations Engineer,
 WABD, New York
 Malcolm Burleson.....Chief Engineer, WTTG,
 Washington, D. C.
 Raymond Rodgers...Chief Engineer, WDTV, Pitt.

Station Relations

Elmore B. Lyford.....Dir. of Station Relations
 Robert L. Coe.....Mgr., Station Relations Dept.
 Roylance H. Sharp.....Mgr., Traffic Dept.
 Edwin G. Koehler...Area Super., Station Relations
 Joseph R. Cox.....Area Super., Station Relations
 Robert S. Woolf.....Teletranscription Dept.

Sports Department

Thomas J. McMahon.....Director of Sports

Accounting

Joseph Hess.....Controller, Broadcast Division
 Willoughby Walsh.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons...Director of Public Relations and
 Publicity

Research

Edward R. Eadeh.....Manager of Research

Personnel

Leil Tanenholz....Manager, Network Personnel
 Department

Advertising and Promotion

Norman S. Ginsburg.....Manager, Advertising
 Program Promotion
 Norman S. Brett.....Manager, Sales Promotion

DuMont Owned and Operated Stations

WABD, New York

Richard E. Jones.....Manager
 James L. Caddigan.....Program Director
 Lawrence L. Wynn.....Sales Manager
 Milton Morel.....Manager of N. Y. Operations
 Saul Abraham.....Supervisor, Adelphi Theater
 Sam Spachner...Supervisor, Ambassador Theater
 S. W. Fairchild.....Supervisor, Studio D, 515
 Madison Avenue
 Ralph Robbins.....Spur., Studio A, Wanamaker's

SALES ACCOUNT EXECUTIVES

William Walters
 Jim Wilber
 Perry Frank
 Richard Hamburger
 Robert F. Adams

WDTV, Pittsburgh

Harold C. Lund.....Manager
 Don Menard.....Operations Manager
 George Baren Bregge.....Sales Director
 Raymond Rodgers.....Chief Engineer
 William A. Krough.....Sales Service Manager
 Paul P. Palangi.....Personnel Manager
 Dick Fortune.....Public Relations Manager
 Byron Dowty.....Program Manager
 Mildred Johnson.....Traffic Manager
 Dave Murray.....News and Special Events
 Richard Dreyfuss.....Film Manager
 Nick Perry.....Chief Announcer
 William Jewett.....Prop Facilities
 Joe Bock.....Art Manager

WTTG, Washington

Walter Compton.....General Manager
 Roger M. Coelos....Program Operations Manager
 Neal J. Edwards.....Sales Manager
 M. M. Burleson.....Chief Engineer
 Jules Huber.....Film Supervisor
 George Flax.....Promotion and Publicity



FRONT ROW CENTER = U.S.A.

Whether there be green grass or white lights outside, inside they're watching television. Without tickets, without top hats, with but a single switch to turn, millions of people, day and night, watch miracles from the best seats in the house.

Du Mont keeps them watching with a simple formula—sensible television. With programs that lift while they entertain, that please everyone. With programs born of imagination, not imitation.



For advertisers, too, Du Mont television is sensible television, powerful in impact but practical in cost. Du Mont alone has brought this greatest of all sales mediums within the grasp of all advertisers, large or small.

Because it is unique in its appeal to viewers, and to advertisers, Du Mont will always be a prime factor in the continued growth and betterment of the miracle called television.

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.

FINANCIAL SIDE OF TV-FILM

Good Product Now Can Be Accurately Evaluated

By **BASIL GRILLO**, Exec. Vice President,
Bing Crosby Enterprises, Inc.

THE bookkeeping aspects of the business of producing film for television is not the least of the manifold problems created by this mercurial child of electronics. Television, or, seeing at a distance, according to the language experts, offers no sight at any distance when it comes to the certain estimate of investment return over given periods.

Certainly, good product will pay out because the profit horizon is now much nearer the reach of calculating instruments than in past years and hard-headed evaluation suggests that realistic price structures if understood and maintained by all concerned, can bring sufficient revenue to make television film production a sound enterprise.

Top production requires adequate investment and adequate investment obviously requires adequate return. It's that simple to comprehend but much more difficult to realize.

There has been a tendency to equalize rising facilities' costs by a demand for reduction in program payments. But as was said many years ago anent radio costs, "... no one ever listened for a watt. . . ." then just as certainly, nobody cares to view merely a television test pattern.

The show is the thing and good shows cannot be made out of stuffed suits. People of talent who can move the minds and warm the hearts of viewers, writers who give them the words and directors who bring the whole into a smooth exhilarating experience for the viewer—these are the elements which give television more than temporary scientific excitement and such as these are the only insurance of a continuing growing of the great television industry.

Production investment is long term and we expect to wait for our fair return, but that old bugbear, obsolescence — obsolescence of style, of settings, of events themselves, is ever lurking in the background, so time is also of the essence to capital.

It is too easy to overlook the fact that a thirty-nine week Class "A" television series can be equivalent to a Class "A" metropolitan station in point of invest-



ment. Those of us who have risked hundreds of thousands of dollars are willing to venture and to wait, but the television dollar must be so pied as to equalize return as well as risk, and thus to attract continuing investment from the same experienced, tried and proven production sources.

Overall distribution costs have had a tendency to increase insofar as selling the smaller television markets is concerned since these require the same personal contact and sales service as the larger markets, yet potential income per sales dollar expended is ridiculously small by comparison.

Rising costs during the past three years have created additional burdens on the producer and he has found himself on the horns of a dilemma. He cannot get sufficient additional income for his product to level off the increase nor does he desire to reduce production values in order to even things up. If he did, his competitive position would be seriously endangered, plus the fact that any budgeting on production values would probably shorten the production life of the series. Top-level production, in our opinion, aids materially in extending the income potential since the product continues to hold its own with newer product into which more production money may have been invested because of greater income expectation from the additional markets constantly coming on the air.

Corner cutting on dramatic show production is something which will always stick out like a sore finger because the mood is created by *atmosphere and dialogue* together. To eliminate mood producing settings and thus place the entire production upon the cast is to invite mediocrity and low-level impact.

Viewers will expect to find continuing improvement in their television programs, they will not be satisfied with anything less than an ever-growing visible maturity in this new medium. We have much to learn, much to refine and much to develop in the business of bringing to the television screen all of the values potentially possible in this intricate, challenging and dynamic medium of communication.

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

FRANK WHITE *President of NBC*

Elected President and a director of NBC on Jan. 2, 1953, FRANK WHITE is a veteran of 16 years in the broadcast industry, beginning in 1937 when he joined CBS as treasurer. In 1942, he was named a vice president and director, continuing to function as treasurer until 1947, when he became president and director of Columbia Records, Inc. On May 1, 1949, he moved to MBS as president and director. He joined



WHITE

JOHN K. HERBERT *Vice President in Charge of Networks*

JOHN K. HERBERT joined NBC Sept. 5, 1950, as assistant to the President, and on Nov. 27, 1950, was appointed general sales manager for the Radio Network. He was named vice president in charge of Sales for both the Radio and Television Networks on July 21, 1952. On Jan. 2, 1953, he was named vice president in charge of Networks. He left the post of vice president and general advertising manager of Hearst Magazines, Inc.,



HERBERT

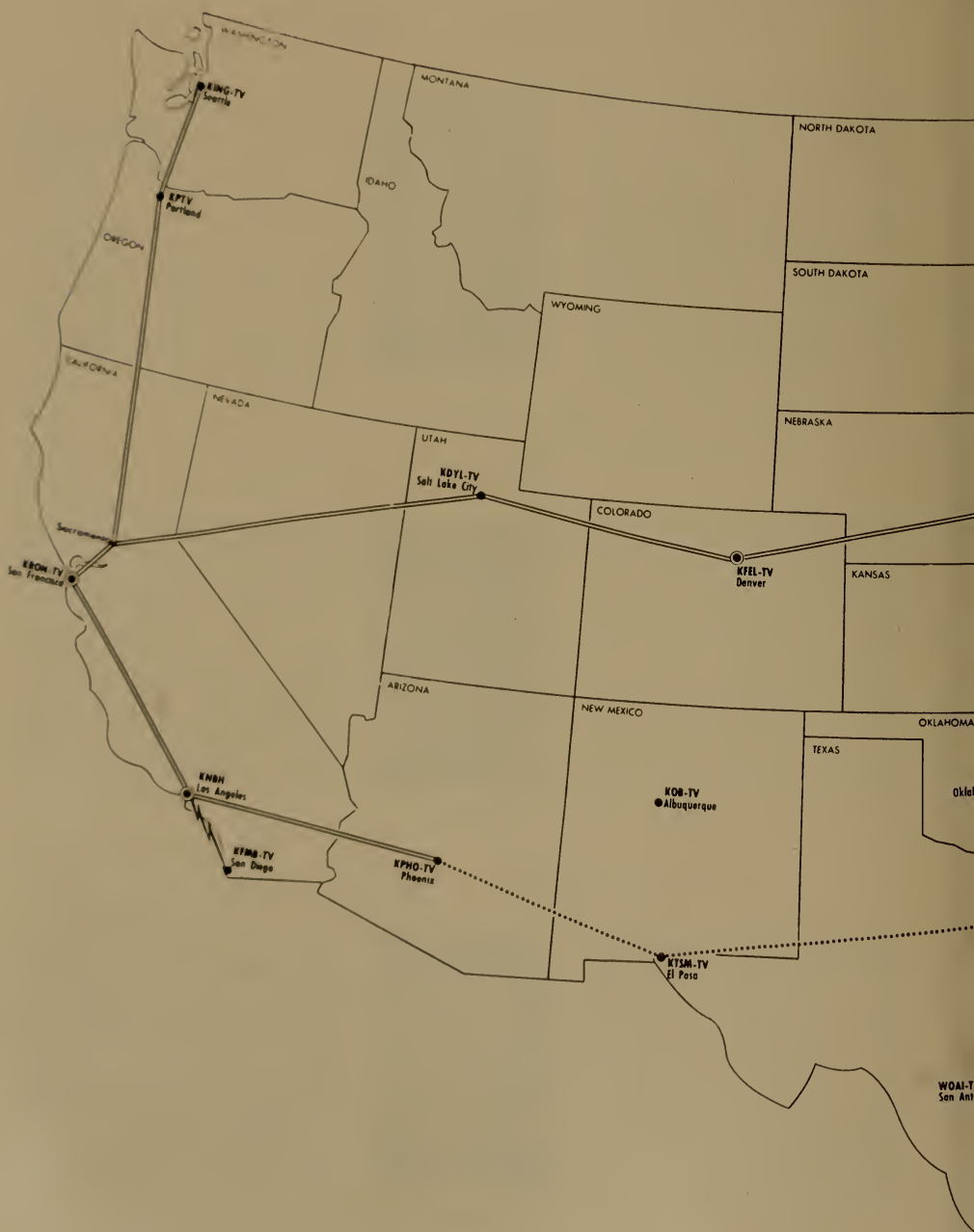
ager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

NBC May 31, 1952, and was named vice president and general manager of the networks June 18, 1952.

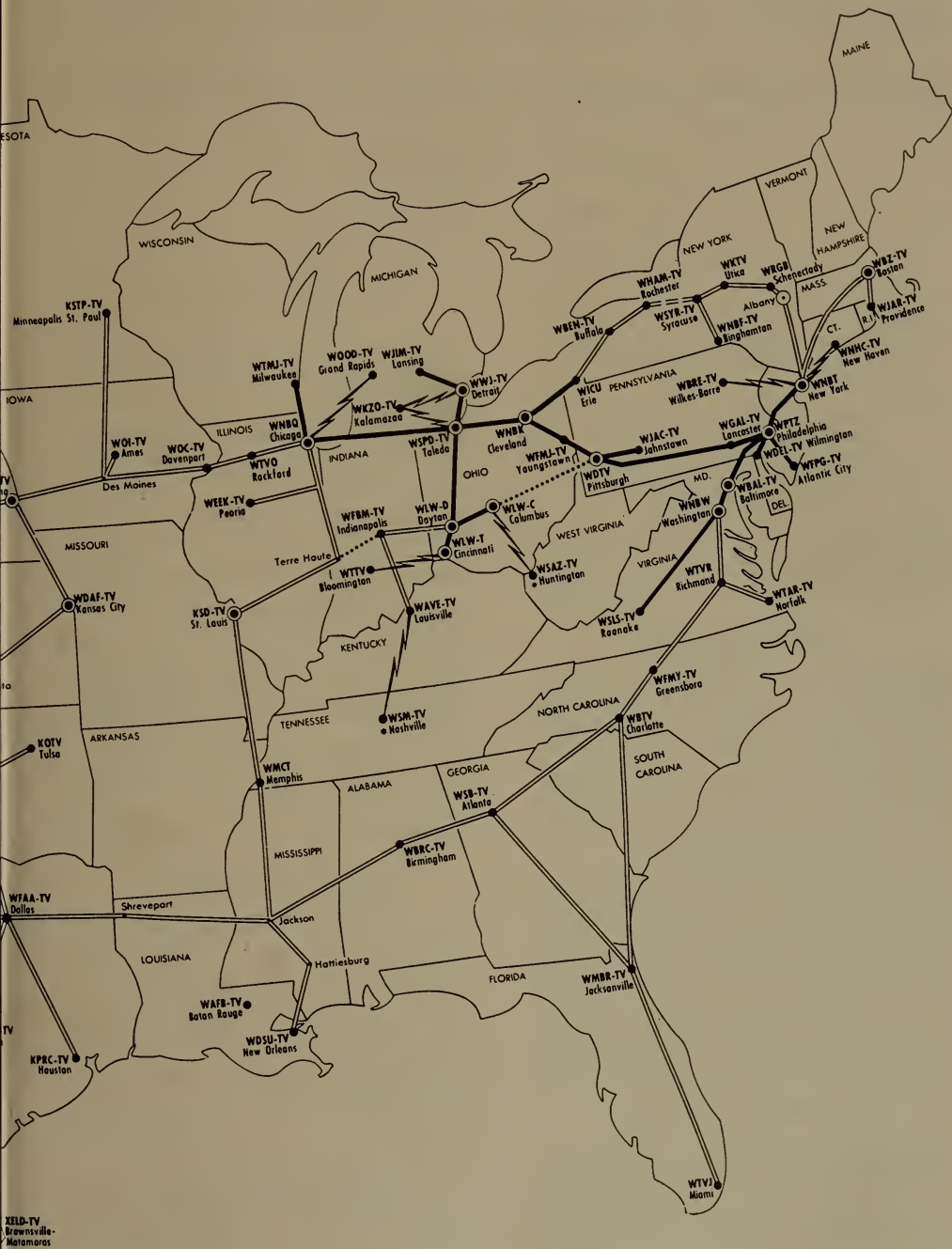
White, a graduate of George Washington University and a veteran of Navy aviation in World War I, served for six years as treasurer of the Literary Guild of America, leaving in 1935 to join the Stage Publishing Co. From 1936 to 1937 he was treasurer and business manager of Newsweek, Inc.

where he had served for 12 years, to join NBC. Prior to that Herbert had been New England manager and Eastern advertising manager of Good Housekeeping. A graduate of Holy Cross College, in Worcester, Mass., he served in the United States Marine Corps from January, 1943, until October, 1945, when he left the Marine Corps with the rank of captain.

NATIONAL BROAD



CASTING 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 280.

ORGANIZATION UNDER VICE-PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert V.P. in Charge of Networks
David C. Adams V.-P. for Administration
William H. Fineshriber, Jr. V.-P. and Gen. Mgr.
of Networks

Sales Department

George H. Frey V.P. and Sales Director
Walter D. Scott Administrative Sales Manager
John Lanigan Manager of Eastern Sales
Division
Edward R. Hitz Manager of Central Sales
Division
John T. Williams Manager of Western Sales
Division
Frederick W. Dodge Director of Merchandising

Program Department

Charles C. Barry Vice-Pres. in Charge of
Networks Program
Thomas A. McAvity National Program Director
Carl M. Stanton Television Network Program
Manager
Thomas McCray Director Networks
Programs—Hollywood
Harold Kemp Manager of the Talent Office
Merritt W. Barnum, Jr. Manager of New
Program Development

Public Affairs Department

Davidson Taylor Director of Public Affairs
William R. McAndrew Manager of News and
Special Events
Thomas S. Gallery Manager of Sports
Edward Stanley Manager of Public Service
Programs

Production Department

Frederick W. Wile, Jr. Vice Pres. in Charge
of Networks Production
Leonard H. Hole Director of Production

Technical Operations Department

George McElrath Director of Technical
Operations
Frederick G. Knopfke Manager of Sound Effects
Thomas H. Phelan Manager of TV Technical
Operations
Charles L. Townsend Technical Film Coordinator

Production Services Department

Fred Shawn Director of Production Services
James A. Glenn Manager of Staging Services
and Special Effects
Hugh T. Graham Chief of Production
Coordinators
Ernest V. Theiss Manager of Production
Operations
Anthony M. Hennig Director of Plant
Operations
Sol Cornberg Supervisor of Plant Facilities
Development

Production Controls

J. Robert Myers Director of Production Controls
Isabel Finnie Supervisor of Business Office

Film and Kinescope Division

Frank C. Lepore Manager of Film and
Kinescope Operations

TV Network Operations—Hollywood

Earl H. Rettig Director of Finance
and Operations

Promotion, Planning and Development Department

Ruddick C. Lawrence Director of Promotion,
Planning and Development

Advertising and Promotion Department

Jacob A. Evans.....Director of Advertising and
Promotion
James H. Nelson.....Advertising Manager
John C. Fuller.....Sales Promotion Manager
Fred C. Veit.....Manager of Art, Production
and Graphics

Research and Planning Department

Hugh M. Beville.....Director of Research
and Planning
Dr. Thomas E. Coffin.....Manager of Research
James H. Cornell.....Manager of Audience
Measurement
Barry T. Rumble.....Manager of Plans

Development Department

Robert W. McFayden...Director of Development

Film Division

Robert W. Sarnoff.....V.P. in Charge of
Film Division
John B. Cron.....Mgr. of Television Film Sales
Stanton M. Osgood.....Mgr. of Television
Film Production

Station Relations Department

Harry Bannister.....Vice Pres. in Charge of
Station Relations
Sheldon B. Hickox, Jr.....Director of Station
Relations
Thomas E. Knode.....Mgr. of Station Relations

Press Department

Sydney H. Eiges...Vice Pres. in Charge of Press
Frank Young.....Director of Press
Don Bishop.....Manager of Program Publicity
William Lauten...Manager of Business Publicity
Norman H. Pader.....Manager of Exploitation

Controller's Department

Charles J. Cresswell.....Controller for the
Networks
William V. Sargent.....Assistant Controller,
Networks

ORGANIZATION UNDER FINANCIAL V.-P.

Joseph V. Heffernan.....Financial Vice Pres.
Samuel Chotzinoff.....General Music Director
Hamilton Young.....Budget Director
Harry F. McKeon.....Controller
William S. Hedges.....Vice President in Charge
of Integrated Services
Edward M. Lowell.....Manager of Building
and General Service Dept.
William B. Miller.....Night Executive Officer
Frances Sprague.....Chief Librarian
Gustav B. Margraf.....Vice President and
General Attorney
Thomas E. Ervin.....Assistant General Attorney
Ernest de la Ossa.....Director of Personnel
Joseph A. McDonald.....Treasurer
William A. Williams.....Assistant Treasurer
William D. Bloxham.....Manager of Purchasing

ORGANIZATION UNDER VICE-PRES. OWNED & OPERATED STATIONS

Charles R. Denny....Vice President for Owned &
Operated Stations, Public
Relations and Staff Engineering
Henry T. Sjogren.....Controller for Owned &
Operated Stations
Thomas B. McFadden.....Director of National
Spot Sales
Richard H. Close.....Manager for Represented
Stations
John H. Reber.....National Mgr. for Television
Spot Sales

Public Relations Department

Edward D. Madden.....Vice President &
Assistant to the President

Continuity Acceptance Department

Stockton Helffrich.....Manager of Continuity
Acceptance

Information Department

Anita Barnard.....Manager of Information

Engineering Department

O. B. Hanson.....Vice President &
Chief Engineer
William A. Clarke.....Administrative Assistant
Chester A. Rackey.....Mgr. of Audio-Video
Engineering
Robert E. Shelby.....Dir. of Color Television
Systems Development
James Wood, Jr...Manager of Technical Services

WNBT, New York

Ted Cott.....Vice Pres. & General Manager
Peter M. Affe.....Television Program Manager
Max E. Buck.....Director of Advertising, Sales
Promotion & Merchandising
Jay J. Heitin.....Television Sales Manager
Richard M. Pack.....Director of Programs &
Operations

WNBQ, Chicago

Harry C. Kopf....Vice Pres. & General Manager
Jules Herbeuieux.....Director of Television
Operations
Howard C. Luttgens.....Engineer in Charge
John J. McPartlin.....Manager of Television
Local Sales

WNBK, Cleveland

Hamilton Shea.....General Manager
Norman Cloutier.....Program Director
Charles F. Hutaff.....Director of Advertising,
Promotion & Merchandising

*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 282.*

BIG

As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the road.

A comparison that's closer to home

NATIONAL

GEST

five-year-old in history

is the radio industry. Radio reached the 21 million mark in 1932 after 11 years of set production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network...by pioneering big-time program techniques...by bringing the greatest stars in entertainment to television...by measuring and proving tele-

vision's tremendous sales effectiveness...by developing new and unique sponsorship plans...by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.

BROADCASTING COMPANY

a service of Radio Corporation of America

21.8 Million TV Sets Manufactured Since 1946

Over 21.8 million television receivers were shipped to dealers throughout the country from 1946 through the end of 1952, according to figures published here early this Spring by the Radio and Television Manufacturers Assoc. Although the report is not designed to show the actual number of TV sets in use in various areas—due to obsolescence, exports from the area, dealers' inventory and other factors—it does give a picture of the original distribution of the 21,812,263 sets shipped to dealers during the 7-year period, the Radio Television Manufacturers Association said.

The following table shows state-by-state shipments.

| State | Total | State | Total |
|----------------------|-----------|----------------|------------|
| Alabama | 156,268 | Nebraska | 139,479 |
| Arizona | 49,918 | Nevada | 581 |
| Arkansas | 36,893 | New Hampshire | 63,570 |
| California | 2,097,472 | New Jersey | 1,282,586 |
| Colorado | 100,571 | New Mexico | 20,406 |
| Connecticut | 115,902 | New York | 3,505,155 |
| Delaware | 77,200 | North Carolina | 255,067 |
| District of Columbia | 251,051 | North Dakota | 1,380 |
| Florida | 200,495 | Ohio | 1,855,765 |
| Georgia | 279,827 | Oklahoma | 195,962 |
| Idaho | 2,315 | Oregon | 46,872 |
| Illinois | 1,621,753 | Pennsylvania | 2,098,227 |
| Indiana | 582,977 | Rhode Island | 178,126 |
| Iowa | 247,251 | South Carolina | 59,907 |
| Kansas | 86,395 | South Dakota | 3,673 |
| Kentucky | 212,375 | Tennessee | 194,736 |
| Louisiana | 111,818 | Texas | 607,640 |
| Maine | 22,760 | Utah | 89,691 |
| Maryland | 466,881 | Vermont | 13,787 |
| Massachusetts | 1,061,136 | Virginia | 305,390 |
| Michigan | 1,121,839 | Washington | 220,367 |
| Minnesota | 301,055 | West Virginia | 126,768 |
| Mississippi | 39,669 | Wisconsin | 359,147 |
| Missouri | 549,597 | Wyoming | 3,065 |
| Montana | 1,156 | | |
| | | Grand Total | 21,812,263 |

TV
Allocations
Of The
FCC



OFFICIAL FCC TV ALLOCATIONS

ALABAMA

| | Channel No. |
|--------------|--------------------|
| Andalusia | 29 |
| Anniston | 37 |
| Auburn | *56 |
| Bessemer | 54 |
| Birmingham | 6, *10, 13, 42, 48 |
| Brewton | 23 |
| Clanton | 14 |
| Collman | 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 |
| Opelika | 22 |
| Selma | 58 |
| Sheffield | 47 |
| Sylacauga | 24 |
| Talladega | 64 |
| Thomasville | 27 |
| Troy | 38 |
| Tuscaloosa | 45, 51 |
| Tuskegee | 16 |
| University | *7 |

ARIZONA

| | |
|-------------|--------------|
| Ajo | 14 |
| Bisbee | 15 |
| Casa Grande | 18 |
| Clifton | 25 |
| Coalgate | 30 |
| Douglas | 3 |
| Eloy | 24 |
| Fazstaff | 9, 13 |
| Globe | 34 |
| Holbrook | 14 |
| Kingman | 6 |
| Mesa | 12 |
| Miami | 28 |
| Morenci | 31 |
| Nozales | 17 |
| Phoenix | 3, 5, *8, 10 |
| Prescott | 15 |
| *afford | 21 |
| Tucson | 4, *6, 9, 13 |
| Williams | 25 |
| Winslow | 16 |
| Yuma | 11, 13 |

ARKANSAS

| | |
|--------------|---------|
| Arkadelphia | 34 |
| Batesville | 30 |
| Benton | 40 |
| Bryherveille | 64, 74 |
| Cassidy | 50 |
| Cowdrey | 49 |
| El Dorado | 10, 26 |
| Fayetteville | *13, 41 |

Channel No.

| | |
|--------------|-------------------|
| Forrest City | 22 |
| Fort Smith | 5, *16, 22 |
| 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 | 44 |
| 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 | 33 |
| El Centro | 16 |
| 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 |
| Modesto | 14 |
| Monterey (see Salinas) | 62 |
| Napa | 32 |
| Oakland (see San Francisco) | 32 |
| Oxnard | 56 |
| Petaluma | 15 |
| Port Chicago | 16 |
| Red Bluff | 7 |
| Redding | 40, 46 |
| Riverside | 3, *6, 10, 40, 46 |
| Sacramento | 8, 28 |
| Salinas-Monterey | 18, *24, 30 |
| San Bernardino | 38 |
| San Buenaventura | 30 |
| San Diego | 8, 10, *15, 21, 27, 33, 39 |
| San Francisco | 2, 4, 5, 7, *9, 20, 26, 32, 38, 44 |
| Oakland | 11, 48, *54, 60 |
| San Jose | 6 |
| San Luis Obispo | 3, 20, 26 |
| Santa Barbara | 16 |
| Santa Cruz | 44 |
| Santa Maria | 16 |
| Santa Paula | 50 |
| Santa Rosa | 13, 36, *42 |
| Stockton | 27 |
| Tulare | 18 |
| Ukiah | 43, 49 |
| Visalia | 22 |
| Watsonville | 11 |
| Yreka City | 52 |
| Yuba City | 52 |

COLORADO

| | |
|---------|---------|
| Alamosa | 19 |
| Boulder | *12, 22 |

* Denotes Channel reservation for non-commercial educational use.

| | Channel No. |
|------------------|------------------------|
| Canon City | 36 |
| Colorado Springs | 11, 13, *17, 23 |
| Craig | 19 |
| Delta | 24 |
| Denver | 2, 4, *6, 7, 9, 20, 26 |
| Durango | 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 | 67, *63 |
| Stamford-Norwalk | 27 |
| Waterbury | 53 |

DELAWARE

| | |
|------------|------------|
| Dover | 40 |
| Wilmington | 12, 59, 83 |

DISTRICT OF COLUMBIA

| | |
|------------|---------------------|
| Washington | 4, 5, 7, 9, 20, *26 |
|------------|---------------------|

FLORIDA

| | |
|----------------------------|----------------------|
| Belle Glade | 25 |
| Bradenton | 28 |
| Clearwater | 32 |
| Daytona Beach | 2 |
| De Land | 44 |
| Fort Lauderdale | 17, 23 |
| 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 |
| Leesburg | 26 |
| Marianna | 17 |
| Miami | *2, 4, 7, 10, 27, 33 |
| Ocala | 15 |
| Orlando | 6, 9, 18, *24 |
| 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

| | Channel No. |
|---------------|-------------------|
| 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 | 23 |
| 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, 9 |
| Burley | 15 |
| Caldwell | 2 |
| 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, 16 |
| Preston | 41 |
| Rexburg | 27 |
| Rupert | 21 |
| Sandpoint | 9 |
| Twin Falls | 11, 13 |
| Wallace | 27 |
| Weiser | 20 |

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 |

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

| | Channel No. |
|-----------------------------------|----------------|
| 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 | 49 |
| Peoria | 8, 19, *37, 43 |
| Quincy | 10, 21 |
| Rockford | 13, 39, *45 |
| Rock Island (see Davenport, Iowa) | |
| Springfield | 2, 20, *26 |
| Streator | 65 |
| Urbana (see Champaign) | |
| Vandalia | 28 |
| Waukegan | 22 |

INDIANA

| | |
|---------------|-----------------------|
| Anderson | 61 |
| Angola | 15 |
| Bedford | 39 |
| 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 |
| 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 |
| Tell City | 31 |
| Terre Haute | 10, *57, 63 |
| Vincennes | 44 |
| Washington | 60 |

IOWA

| | |
|---------------|---------------|
| Algona | 37 |
| Ames | 5, 25 |
| Atlantic | 45 |
| Boone | 19 |
| Burlington | 32, 38 |
| Carroll | 39 |
| Clear Rapids | 2, 9, 20, *26 |
| Centerville | 31 |
| Garfield City | 18 |
| Harrodsburg | 14 |
| Hinton | 64 |
| Des Moines | 43 |

| | Channel No. |
|------------------------------------------|--------------------|
| Davenport-Rock Island & Moline, Illinois | 4, 6, *30, 36, 42 |
| Decorah | 44 |
| Des Moines | 8, *11, 13, 17, 23 |
| Dubuque | 56, 62 |
| Estherville | 24 |
| Fairfield | 54 |
| Fort Dodge | 21 |
| Fort Madison | 50 |
| Grinnell | 46 |
| Iowa City | *12, 24 |
| Keokuk | 24 |
| Knoxville | 33 |
| Marshalltown | 49 |
| Mason City | 3, 35 |
| Muscatine | 58 |
| Newton | 29 |
| Oelwein | 28 |
| Oskaloosa | 52 |
| Ottumwa | 15 |
| Red Oak | 32 |
| Shenandoah | 20 |
| Sioux City | 4, 9, *30, 36 |
| Spencer | 42 |
| Storm Lake | 34 |
| Waterloo | 7, 16, *22 |
| Webster City | 27 |

KANSAS

| | |
|---------------|----------------|
| Abilene | 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 | 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 |
| Pratt | 36 |
| 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 | 36 |

* Denotes Channel reservation for non-commercial educational use.

| | Channel No. |
|----------------|------------------------|
| Hazard | 19 |
| Hopkinsville | 20 |
| Lexington | 27, 64 |
| Louisville | 3, 11, *15, 21, 41, 51 |
| Madisonville | 26 |
| Mayfield | 49 |
| Maysville | 24 |
| Middlesborough | 57, 63 |
| Murray | 33 |
| Owensboro | 14 |
| Paducah | 6, 43 |
| Pikeville | 14 |
| Princeton | 45 |
| Richmond | 60 |
| Somerset | 29 |
| Winchester | 37 |

LOUISIANA

| | |
|--------------|-------------------------|
| Abbeville | 27 |
| Alexandria | 5, 62 |
| Bastrop | 53 |
| Baton Rouge | 10, 28, *34, 40 |
| Bogalusa | 69 |
| Crowley | 21 |
| De Ridder | 14 |
| Eunice | 64 |
| Franklin | 46 |
| Hammond | 51 |
| Houma | 30 |
| Jackson | 18 |
| Jennings | 48 |
| Lafayette | 10, 38, 67 |
| Lake Charles | 7, *19, 25 |
| Minden | 30 |
| Monroe | 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 |
| Angusta | 10, 29 |
| Bangor | 2, 5, *16 |
| Bar Harbor | 22 |
| Bath | 65 |
| Belfast | 41 |
| Biddeford | 59 |
| Calais | 7, 20 |
| Dover-Foxcroft | 18 |
| Fort Kent | 17 |
| Houlton | 24 |
| Lewiston | 8, 17 |
| Millinocket | 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, 60 |
| Cambridge | 22 |
| Cumberland | 17 |
| Frederick | 62 |

| | Channel No. |
|------------|-------------|
| Hagerstown | 52 |
| Salisbury | 16 |

MASSACHUSETTS

| | |
|---------------------------|-------------------------|
| Barnstable | 52 |
| Boston | *2, 4, 5, 7, 44, 50, 56 |
| Brockton | 62 |
| Fall River | 46, 68 |
| Greenfield | 42 |
| Holyoke (see Springfield) | |
| Lawrence | 38 |
| Lowell | 32 |
| New Bedford | 28, 34 |
| North Adams | 74 |
| 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 | 12 |
| Ironwood | 31 |
| Jackson | 48 |
| Kalamazoo | 3, 36 |
| Lansing | 6, 54 |
| Ludington | 18 |
| Manistee | 15 |
| Manistique | 14 |
| Marquette | 5, 17 |
| Midland | 19 |
| Mount Pleasant | 47 |
| Muskegon | 29, 35 |
| Pontiac | 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 | 24 |
| Brainerd | 12 |
| Cloquet | 44 |
| Crookston | 21 |
| Detroit Lakes | 18 |
| Duluth-Superior, Wisc. | 3, 6, *8, 32, 38 |
| Ely | 16 |
| Fairmount | 40 |

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★ ★ ★ OFFICIAL FCC TV ALLOCATIONS

★ ★ ★

| | Channel No. |
|----------------------------|-------------------------|
| Faribault | 20 |
| Fergus Falls | 16 |
| Grand Rapids | 20 |
| Hastings | 29 |
| Hibbing | 10 |
| International Falls | 11 |
| Little Falls | 14 |
| Marquette | 15 |
| Marshall | 22 |
| Minneapolis St. Paul | *2, 4, 5, 9, 11, 17, 23 |
| Montevideo | 19 |
| New Ulm | 43 |
| Northfield | 26 |
| Owatoma | 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 |
| Willmar | 31 |
| Winona | 61 |
| Worthington | 32 |

MISSISSIPPI

| | |
|---------------|-----------------|
| Biloxi | 13, *44, 50 |
| Brookhaven | 37 |
| Canton | 16 |
| Clarksdale | 6, 32 |
| Columbia | 35 |
| Columbus | 28 |
| Cornith | 29 |
| Greenville | 21, 27 |
| Greenwood | 24 |
| Grenada | 15 |
| Gulfport | 56 |
| Hattiesburg | 9, 17 |
| Jackson | 12, *19, 25, 47 |
| Kosciusko | 52 |
| Laurel | 33 |
| Louisville | 46 |
| Meridian | 11, 30, *36 |
| Natchez | 29 |
| Pascagoula | 22 |
| Pineyune | 14 |
| Starkville | 34 |
| State College | *2 |
| Tupelo | 38 |
| University | *20 |
| Vicksburg | 41 |
| West Point | 8, 56 |
| Yazoo City | 49 |

MISSOURI

| | |
|----------------|----------------------|
| Cape Girardeau | 12, 18 |
| Carthage | 56 |
| Carthersville | 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 |
| Kirkville | 3, 18 |
| Ladson | 23 |
| Marshall | 40 |
| Maryville | 26 |
| Mexico | 45 |
| Moberly | 35 |

| | Channel No. |
|--------------|--------------------------|
| Monnett | 14 |
| Nevada | 18 |
| Poplar Bluff | 15 |
| Rolla | 31 |
| St. Joseph | 2, 30, *36 |
| St. Louis | 4, 5, *9, 11, 30, 36, 42 |
| Sedalia | 6, 28 |
| Sikeston | 37 |
| Springfield | 3, 10, *26, 32 |
| West Plains | 20 |

MONTANA

| | |
|------------|--------------|
| Anaconda | 2 |
| Billings | 2, 8, *11 |
| Bozeman | *9, 22 |
| Butte | 4, 6, *7, 15 |
| Cut Bank | 20 |
| Deer Lodge | 25 |
| Dillon | 26 |
| Glasgow | 16 |
| Hamilton | 17 |
| Hardin | 4 |
| Havre | 9, 11 |
| Helena | 10, 12 |
| Kalispell | 8 |
| Laurel | 14 |
| Lewistown | 13 |
| Livingston | 16 |
| Miles City | 3, *6, 10 |
| Missoula | *11, 13, 21 |
| Polson | 18 |
| Red Lodge | 18 |
| Shelby | 14 |
| Sidney | 14 |
| Whitefish | 16 |
| Wolf Point | 20 |

NEBRASKA

| | |
|---------------|----------------------|
| Alliance | 13, 21 |
| Beatrice | 40 |
| Broken Bow | 14 |
| Columbus | 49 |
| Fairbury | 35 |
| Falls City | 38 |
| Freemont | 52 |
| Grand Island | 11, 21 |
| Hastings | 5, 27 |
| Kearney | 13, 19 |
| Lexington | 23 |
| Lincoln | 10, 12, *18, 24 |
| McCook | 8, 17 |
| Nebraska City | 50 |
| Norfolk | 33 |
| North Platte | 2, 4 |
| Omaha | 3, 6, 7, *16, 22, 28 |
| Scottsbluff | 10, 16 |
| York | 15 |

NEVADA

| | |
|--------------|---------------|
| Boulder City | 4 |
| Carlin | 14 |
| Carson City | 37 |
| Elko | 10 |
| Ely | 3, 6 |
| Fallon | 29 |
| Goldfield | 5 |
| Hawthorne | 31 |
| Henderson | 2 |
| Las Vegas | 8, *10, 13 |
| Lovelock | 18 |
| McGill | 8 |
| Reno | 4, 8, *21, 27 |
| Tonopah | 9 |

* Denotes Channel reservation for non-commercial educational use.

| | Channel No. |
|------------------|-------------|
| Winnemucca | 7 |
| Yerington | 33 |

NEW HAMPSHIRE

| | |
|------------------|-------|
| Berlin | 26 |
| Claremont | 37 |
| Concord | 27 |
| Durham | 11 |
| Hanover | *21 |
| Keene | 45 |
| Laconia | 43 |
| Littleton | 24 |
| Manchester | 9, 48 |
| Nashua | 54 |
| Portsmouth | 19 |
| Rochester | 51 |

NEW JERSEY

| | |
|---------------------|---------|
| Andover | *69 |
| Asbury Park | 58 |
| Atlantic City | 46, 52 |
| Bridgeton | 64 |
| Camden | *80 |
| Freehold | *74 |
| Hammononton | *70 |
| Montclair | *77 |
| Newark | 13 |
| New Brunswick | *19, 47 |
| Paterson | 37 |
| Trenton | 41 |
| Wildwood | 48 |

NEW MEXICO

| | |
|---------------------------|--------------|
| Alamogordo | 17 |
| Albuquerque | 4, *5, 7, 13 |
| Artesia | 21 |
| Atrisco-Five Points | 18 |
| Belen | 24 |
| Carlsbad | 6, 23 |
| Clayton | 27 |
| Clovis | 12, 35 |
| Deming | 14 |
| Farmington | 17 |
| Gallup | 3, *8, 10 |
| Hobbs | 46 |
| Hot Springs | 19 |
| Las Cruces | 22 |
| Las Vegas | 14 |
| Lordsburg | 23 |
| Los Alamos | 20 |
| Lovington | 27 |
| Portales | 22 |
| Raton | 46, *52 |
| Roswell | *3, 8, 10 |
| Santa Fe | 2, *9, 11 |
| Silver City | *10, 12 |
| Socorro | 15 |
| Tucumcari | 25 |

NEW YORK

| | |
|----------------------------------------------------|----------------|
| Albany-Schenectady- Troy | 6, *17, 23, 41 |
| Amsterdam | 52 |
| Auburn | 37 |
| Batavia | 33 |
| Binghamton | 12, 40, *46 |
| Buffalo (also see Buffalo- Niagara Falls) | 17, *23 |
| Buffalo-Niagara Falls | 2, 4, 7, 59 |
| Cortland | 56 |
| Dunkirk | 46 |
| Elmira | 18, 24 |
| Glens Falls | 39 |

| | Channel No. |
|-----------------------------------------------------|----------------------------|
| Gloversville | 29 |
| Hornell | 50 |
| Ithaca | *14, 20 |
| Jamestown | 58 |
| Kingston | 66 |
| Malone | 20, *66 |
| Massena | 14 |
| Middletown | 60 |
| New York | 2, 4, 5, 7, 9, 11, *25, 31 |
| Niagara Falls (see Buffalo- Niagara Falls) | 24 |
| Ogdensburg | 54 |
| Olean | 54 |
| Oneonta | 62 |
| Oswego | 31 |
| Plattsburg | 28 |
| Poughkeepsie | 21, *83 |
| Rochester | 5, 10, 15, *21, 27 |
| Rome (see Utica) | 18 |
| Saranac Lake | 35 |
| Schenectady (also see Albany) | 3, 8, *43 |
| Troy (see Albany) | 13, 19, *25 |
| Utica-Rome | 48 |
| Watertown | 48 |

NORTH CAROLINA

| | |
|----------------------|---------------|
| Ahoskie | 53 |
| Albemarle | 20 |
| Asheville | 13, *56, 62 |
| Burlington | 63 |
| Chapel Hill | *4 |
| Charlotte | 3, 9, 36, *42 |
| Durham | 11, *40, 46 |
| Elizabeth City | 31 |
| Fayetteville | 18 |
| Gastonia | 48 |
| Goldsboro | 34 |
| Greensboro | 2, *51, 57 |
| Greenville | 9 |
| Henderson | 52 |
| Hendersonville | 27 |
| Hickory | 30 |
| High Point | 15 |
| Jacksonville | 16 |
| Kannapolis | 59 |
| Kinston | 45 |
| Laurinburg | 41 |
| Lumberton | 21 |
| Mount Airy | 55 |
| New Bern | 13 |
| Raleigh | 5, *22, 28 |
| Roanoke Rapids | 30 |
| Rocky Mount | 50 |
| Salisbury | 53 |
| Sanford | 38 |
| Shelby | 39 |
| Southern Pines | 49 |
| Statesville | *64 |
| Washington | 7 |
| Wilmington | 6, 29, *35 |
| Wilson | 56 |
| Winston-Salem | 12, 26, *32 |

NORTH DAKOTA

| | |
|-------------------|----------------|
| Bismarck | 5, 12, 18, *24 |
| Bottineau | 16 |
| Carrington | 26 |
| Devils Lake | 8, 14 |
| Dickinson | 2, 4, *17 |
| Fargo | 6, 13, *34, 40 |
| Grafton | 17 |
| Grand Forks | *2, 10 |
| Harvey | 22 |
| Jamestown | 7, 42 |
| Lisbon | 23 |

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★ ★ ★ OFFICIAL FCC TV ALLOCATIONS ★ ★ ★

| | Channel No. |
|--------------|-------------|
| Minot | *6, 10, 13 |
| New Rockford | 20 |
| Rugby | 38 |
| Valley City | 4, 32 |
| Wahpeton | 45 |
| Williston | 8, 11, *34 |

OHIO

| | |
|-------------------------------------|-----------------------|
| Akron | 49, *55, 61 |
| Ashtabula | 15 |
| Athens | 62 |
| Bellefontaine | 63 |
| Cambridge | 26 |
| Canton | 29 |
| Chillicothe | 56 |
| Cincinnati | 5, 9, 12, *48, 54, 74 |
| Cleveland | 3, 5, 8, 19, *25, 65 |
| Columbus | 4, 6, 10, *34, 40 |
| Coshocton | 20 |
| Dayton | 2, 7, *16, 22 |
| Defiance | 43 |
| Findlay | 53 |
| Fremont | 59 |
| Gallipolis | 18 |
| Hamilton-Middletown | 65 |
| Lancaster | 28 |
| Lima | 35, 41 |
| Lorain | 31 |
| Mansfield | 36 |
| Marion | 17 |
| Massillon | 23 |
| Middletown (see Hamilton) | |
| Mount Vernon | 58 |
| Newark | 60 |
| Oxford | *14 |
| Piqua | 44 |
| Portsmouth | 30 |
| Sandusky | 42 |
| Springfield | 46, 52 |
| Steubenville (see Wheeling, W. Va.) | |
| Tiffin | 47 |
| Toledo | 11, 13, *30 |
| Warren | 67 |
| Youngstown | 21, 27, 73 |
| Zanesville | 50 |

OKLAHOMA

| | |
|---------------|-------------------|
| Ada | 50 |
| Altus | 36 |
| Alva | 30 |
| Anadarko | 58 |
| Ardmore | 55 |
| Bartlesville | 62 |
| Blackwell | 51 |
| Chickasha | 64 |
| Claremore | 15 |
| Clinton | 32 |
| Duncan | 39 |
| Durant | 27 |
| Elk City | 12, 15 |
| El Reno | 56 |
| Enid | 5, 21, *27 |
| Frederick | 44 |
| Guthrie | 48 |
| Gayman | 20 |
| Hobart | 23 |
| Holdenville | 14 |
| Hugo | 21 |
| Lawton | 7, *28, 34 |
| McAlester | 47 |
| Miami | 58 |
| Muskogee | 8, *45, 66 |
| Norman | 31, *37 |
| Oklahoma City | 4, 9, *13, 19, 25 |
| Ottumbege | 26 |

| | Channel No. |
|--------------|-------------------|
| Pauls Valley | 61 |
| Ponca City | 40 |
| Pryor Creek | 54 |
| Sapulpa | 42 |
| Seminole | 59 |
| Shawnee | 53 |
| Stillwater | 29, *69 |
| Tulsa | 2, 6, *11, 17, 23 |
| Vinita | 28 |
| Woodward | 8 |

OREGON

| | |
|---------------|-----------------------|
| Albany | 55 |
| Ashland | 14 |
| Astoria | 30 |
| Baker | 37 |
| Bend | 15 |
| Burns | 16 |
| Corvallis | *7, 49 |
| Eugene | *9, 13, 20, 26 |
| Grants Pass | 30 |
| Klamath Falls | 2 |
| La Grande | 13 |
| Lebanon | 43 |
| McMinnville | 46 |
| Medford | 4, 5 |
| North Bend | 16 |
| Pendleton | 28 |
| Portland | 6, 8, *10, 12, 21, 27 |
| Roseburg | 28 |
| Salem | 3, *18, 24 |
| Springfield | 37 |
| The Dalles | 32 |

PENNSYLVANIA

| | |
|---------------|---------------------------|
| Allentown | 39, 67 |
| Altoona | 10, 19, 25 |
| Bethlehem | 51 |
| Bradford | 48 |
| Butler | 43 |
| Chambersburg | 46 |
| Du Bois | 31 |
| Easton | 57 |
| Emporium | 42 |
| Erie | 12, 35, *41, 66 |
| Harrisburg | 27, 55, 71 |
| Hazleton | 63 |
| Irwin | 4 |
| Johnstown | 6, 56 |
| Lancaster | 8, 21 |
| Lebanon | 15 |
| Lewistown | 38 |
| Lock Haven | 32 |
| Meadville | 37 |
| New Castle | 45 |
| Oil City | 64 |
| Philadelphia | 3, 6, 10, 17, 23, 29, *35 |
| Pittsburgh | 2, 11, *13, 16, 47, 53 |
| Reading | 33, 61 |
| Scranton | 16, 22, 73 |
| Sharon | 39 |
| State College | *44 |
| Sunbury | 65 |
| Uniontown | 14 |
| Washington | 63 |
| Wilkes-Barre | 28, 34 |
| Williamsport | 36 |
| York | 43, 49 |

RHODE ISLAND

| | |
|------------|------------------|
| Providence | 10, 12, 16, **22 |
|------------|------------------|

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| SOUTH CAROLINA | |
|----------------|-----------------|
| | Channel No. |
| Alken | 54 |
| Anderson | 58 |
| Camden | 14 |
| Charleston | 2, 5, *13 |
| Clemson | *69 |
| Columbia | 10, *19, 25, 67 |
| Conway | 23 |
| Florence | 8 |
| Georgetown | 27 |
| Greenville | 4, 23, *29 |
| Greenwood | 21 |
| Lake City | 55 |
| Lancaster | 31 |
| Laurens | 45 |
| Marion | 43 |
| Newberry | 70 |
| Orangeburg | 44 |
| Rock Hill | 61 |
| Spartanburg | 7, 17 |
| Sumter | 47 |
| Union | 65 |

| SOUTH DAKOTA | |
|---------------|-----------------|
| Aberdeen | 9, 17 |
| Belle Fourche | 23 |
| Brookings | *8, 25 |
| Hot Springs | 17 |
| Huron | 12, 15 |
| Lead | 5, 26 |
| Madison | 46 |
| Mitchell | 5, 20 |
| Mobridge | 27 |
| Pierre | 6, 10, *22 |
| Rapid City | 7, 15 |
| Sioux Falls | 11, 13, 38, *44 |
| Sturgis | 20 |
| Vermillion | *2, 41 |
| Watertown | 3, 35 |
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| Yankton | 17 |

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| Bristol, Tenn.-Bristol, Va. | 5, 46 |
| Chattanooga | 3, 12, 43, 49, *55 |
| Clarksville | 53 |
| Cleveland | 38 |
| Columbia | 39 |
| Cookeville | 24 |
| Covington | 19 |
| Dyersburg | 46 |
| Elizabethton | 40 |
| Fayetteville | 27 |
| Gallatin | 48 |
| Harriman | 67 |
| Humboldt | 25 |
| Jackson | 9, 16 |
| Johnson City | 11, 34 |
| Kingsport | 28 |
| Knoxville | 6, 10, *20, 26 |
| Lawrenceburg | 50 |
| Lebanon | 58 |
| McMinnville | 46 |
| Maryville | 51 |
| Memphis | 3, 5, *10, 13, 42, 48 |
| Morristown | 54 |
| Murfreesboro | 18 |
| Nashville | *2, 4, 8, 30, 36 |
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| Paris | 51 |
| Pulaski | 44 |
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| Springfield | 42 |

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|------------|-------------|
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|------------------------------------------------------|----------------|
| Abilene | 9, 33 |
| Alice | 34 |
| Alpine | 12 |
| Amarillo | *2, 4, 7, 10 |
| Athens | 25 |
| Austin | 7, 18, 24, *30 |
| Ballinger | 25 |
| Bay City | 33 |
| Beaumont-Port Arthur | 4, 6, 31, *37 |
| Beeville | 38 |
| Big Spring | 4 |
| Bonham | 43 |
| Borger | 33 |
| Brady | 15 |
| Breckenridge | 14 |
| Brenham | 52 |
| Brownfield | 15 |
| Brownsville (also see Brownsville-Harlingen-Weslaco) | 36 |
| Brownsville-Harlingen-Weslaco (1) | 4, 5 |

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

| | |
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| Brownwood | 19 |
| Bryan | 54 |
| Childress | 40 |
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| Coleman | 21 |
| College Station | *3, 48 |
| Conroe | 20 |
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| Crockett | 56 |
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| Cuero | 25 |
| Dalhart | 16 |
| Dallas | 4, 8, *13, 23, 29, 73 |
| Del Rio | 16 |
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| Denton | *2, 17 |
| Eagle Pass | 26 |
| Edinburg | 26 |
| El Campo | 27 |
| El Paso | 4, *7, 9, 13, 20, 26 |
| Falfurrias | 52 |
| Floydada | 45 |
| Fort Stockton | 22 |
| Fort Worth | 5, 10, 20, *26 |
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| Greenville | 62 |
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| Henderson | 42 |
| Hereford | 19 |
| Hillsboro | 63 |
| Houston | 2, *8, 13, 23, 29, 39 |
| Huntsville | 15 |
| Jacksonville | 36 |
| Jasper | 49 |
| Kermit | 14 |
| Kilgore | 59 |
| Kingsville | 40 |
| Lamesa | 28 |
| Lampasas | 40 |
| Laredo | 8, 13, *15 |
| Levelland | 38 |
| Littlefield | 32 |
| Longview | 32, 38 |

* Denotes Channel reservation for non-commercial educational use.

| | Channel No. |
|---------------------------------------------|----------------------|
| Lubbock | 5, 11, 13, *20, 26 |
| Lufkin | 9, 46 |
| McAllen | 20 |
| McKinney | 65 |
| Marfa | 19 |
| Marshall | 16 |
| Mercedes | 32 |
| Mexia | 50 |
| Midland | 2, 18 |
| Mineral Wells | 38 |
| Mission | 14 |
| Monahans | 9 |
| Mount Pleasant | 35 |
| Nacogdoches | 40 |
| New Braunfels | 62 |
| Odessa | 7, 24 |
| Orange | 43 |
| Pampa | 17 |
| Paris | 33 |
| Pearsall | 31 |
| Pecos | 16 |
| Perryton | 22 |
| Plainview | 29 |
| Port Arthur (see Beaumont) | |
| Quanah | 42 |
| Raymondville | 42 |
| Rosenberg | 17 |
| San Angelo | 6, 8, 17, *23 |
| San Antonio | 4, 5, *9, 12, 35, 41 |
| San Benito | 48 |
| San Marcos | 53 |
| Seguin | 14 |
| Seymour | 24 |
| Sherman | 46 |
| Snyder | 30 |
| Stephenville | 32 |
| Sulphur Springs | 41 |
| Sweetwater | 12 |
| Taylor | 58 |
| Temple | 16, 22 |
| Terrell | 53 |
| Texarkana | 6, *18, 24 |
| Tyler | 7, 19 |
| Uvalde | 20 |
| Vernon | 18 |
| Victoria | 19 |
| Waco | 11, *28, 34 |
| Waxahachie | 45 |
| Weatherford | 51 |
| Weslaco (see Brownsville-Harlingen-Weslaco) | |
| Wichita Falls | 3, 6, *16, 22 |

UTAH

| | |
|----------------|---------------------|
| Brigham | 30 |
| Cedar City | 5 |
| Lokan | 12, 30, *46 |
| Ogden | 9, *18, 24 |
| Price | 6 |
| Provo | 11, 22, *28 |
| Richfield | 13 |
| St. George | 18 |
| Salt Lake City | 2, 4, 5, *7, 20, 26 |
| Tooele | 44 |
| Vernal | 3 |

VERMONT

| | |
|---------------|---------|
| Bennington | 33 |
| Brattleboro | 53 |
| Burlington | *16, 22 |
| Montpelier | 3, 40 |
| Newport | 46 |
| Rutland | 49 |
| St. Albans | 34 |
| St. Johnsbury | 30 |

VIRGINIA

| | Channel No. |
|----------------------------------------------------------------------------------|--------------------|
| Blacksburg | *60 |
| Bristol (see Bristol, Tenn.) | |
| Charlottesville | *45, 64 |
| Covington | 44 |
| Danville | 24 |
| Emporia | 25 |
| Farmville | 19 |
| Fredericksburg | 47 |
| Front Royal | 39 |
| Harrisonburg | 3, 34 |
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| Lynchburg | 13, 16 |
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| Martinsville | 35 |
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| Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth) | 3, 10, 15, *21, 33 |
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| Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News) | |
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| Richmond | 6, 12, *23, 29 |
| Roanoke | 7, 10, 27, *33 |
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| | |
|-----------------------------------------------|---------------------|
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| Bellingham | 12, 18, 24 |
| Bremerton (see Kennewick-Richland-Pasco) | 44, 50 |
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| Ellensburg | 49, *65 |
| Ephrata | 43 |
| Everett | 22, 28 |
| Grand Coulee | 37 |
| Hoquiam | 52 |
| Kelso | 39 |
| Kennewick (also see Kennewick-Richland-Pasco) | 25 |
| Kennewick-Richland-Pasco | *41 |
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| Olympia | 60 |
| Omak-Okanogan | *35 |
| Okanogan (see Omak) | |
| Pasco (also see Kennewick-Richland-Pasco) | 19 |
| Port Angeles | 16 |
| Pullman | *10, 24 |
| Richland (also see Kennewick-Richland-Pasco) | 31 |
| Seattle | 4, 5, 7, *9, 20, 26 |
| Spokane | 2, 4, 6, *7 |
| Tacoma | 11, 13, *56, 62 |
| Walla Walla | 5, 8, *22 |
| Wenatchee | *45, 55 |
| Yakima | 23, 29, *47 |

WEST VIRGINIA

| | |
|------------|------------|
| Beckley | 6, 21 |
| Bluefield | 41 |
| Charleston | 8, *43, 49 |
| Clarksburg | 12, 22 |
| Elkins | 40 |
| Fairmont | 35 |

* Denotes Channel reservation for non-commercial educational use.

| | Channel No. |
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| Hinton | 31 |
| Huntington | 3, 13, *53 |
| Logan | 23 |
| Martinsburg | 58 |
| Morgantown | *24 |
| Parkersburg | 15 |
| Welch | 25 |
| Weston | 32 |
| Wheeling (also see Wheeling- Steubenville, Ohio) | *57 |
| Wheeling-Steubenville, Ohio | 7, 9, 51 |
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| Green Bay | 2, 6 |
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| Kenosha | 61 |
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| Madison | 3, *21, 27, 33 |
| Manitowoc | 65 |
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| Park Falls | *18 |
| Portage | 17 |
| Prairie du Chien | 34 |
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| Sparta | 50 |
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| Wausau | 7, 16, *46 |
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|----------|------|
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| Casper | 2, 6 |
| Cheyenne | 3, 5 |

| | Channel No. |
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| Douglas | 14 |
| Evanston | 14 |
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| Lander | 17 |
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| Thermopolis | 15 |
| Torrington | 27 |
| Wheatland | 24 |
| Worland | 34 |

**U. S. TERRITORIES
AND POSSESSIONS**

ALASKA

| | |
|-----------|---------------------|
| Anchorage | 2, *7, 11, 13 |
| Fairbanks | 2, 4, 7, *9, 11, 13 |
| Juneau | *3, 8, 10 |
| Ketchikan | 2, 4, *9 |
| Seward | 4, 9 |
| Sitka | 13 |

HAWAIIAN ISLANDS

| | |
|----------------|---------------------|
| Lihue, Kauai | 3, *8, 10, 12 |
| Honolulu, Oahu | 2, 4, *7, 9, 11, 13 |
| Wailuku, Maui | 3, 8, *10, 12 |
| Hilo, Hawaii | 2, *4, 7, 9, 11, 13 |

PUERTO RICO

| | |
|----------|----------|
| Arecibo | 13 |
| Caguas | 11 |
| Mayaguez | 3, 5 |
| Ponce | 7, 9 |
| San Juan | 2, 4, *6 |

VIRGIN ISLANDS

| | |
|------------------|--------|
| Christiansted | 8 |
| Charlotte Amalie | 10, 12 |

* Denotes Channel reservation for non-commercial educational use.

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CBS Television Film Sales

New York, Chicago, Los Angeles and Memphis

*Telepulse multi-market ratings for January 1953



TELEVISION STATIONS

*Alphabetically Listed
by Cities — Call Letters*

•

Personnel

•

Facilities

•

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| KDYL-TV | — Salt Lake City, Utah | 914 | KSL-TV | — Salt Lake City, Utah | 914 |
| KECA-TV | — Hollywood, Calif. | 881 | KSTP-TV | — St. Paul-Minneapolis, Minn. | 895 |
| KEYL | — San Antonio, Tex. | 914 | KSWO | — Lawton, Okla. | 906 |
| KFDX | — Wichita Falls, Tex. | 914 | KTBC-TV | — Austin, Tex. | 911 |
| KFEL-TV | — Denver, Colo. | 885 | KTLA | — Los Angeles, Calif. | 883 |
| KFMB-TV | — San Diego, Calif. | 884 | KTNT-TV | — Tacoma, Wash. | 915 |
| KGMB-TV | — Honolulu, T. H. | 917 | KTSM-TV | — El Paso, Tex. | 912 |
| KGNC-TV | — Amarillo, Tex. | 911 | KTTV | — Los Angeles, Calif. | 884 |
| KGO-TV | — San Francisco, Calif. | 884 | KWFT-TV | — Wichita Falls, Tex. | 914 |
| KHJ-TV | — Los Angeles, Calif. | 883 | KXLY-TV | — Spokane, Wash. | 915 |
| KHQ-TV | — Spokane, Wash. | 915 | WAAM-TV | — Baltimore, Md. | 891 |
| KING-TV | — Seattle, Wash. | 915 | WABC-TV | — New York, N. Y. | 899 |
| KKTV | — Colorado Springs, Colo. | 884 | WABD | — New York, N. Y. | 899 |
| KLAC-TV | — Hollywood, Calif. | 883 | WABI-TV | — Bangor, Me. | 891 |
| KMJ-TV | — Fresno, Calif. | 881 | WAFM-TV | — Birmingham, Ala. | 881 |
| KMTV | — Omaha, Neb. | 896 | WAGA-TV | — Atlanta, Ga. | 887 |
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| KNXT | — Hollywood, Calif. | 883 | WATV | — Newark, N. J. | 897 |
| KOB-TV | — Albuquerque, N. M. | 899 | WAVE-TV | — Louisville, Ky. | 890 |
| KOLN-TV | — Lincoln, Neb. | 896 | WBAL-TV | — Baltimore, Md. | 893 |
| KONA | — Honolulu, T. H. | 917 | WBAP-TV | — Ft. Worth, Tex. | 913 |
| KOPO-TV | — Tucson, Ariz. | 881 | WBBM-TV | — Chicago, Ill. | 887 |
| KOTV | — Tulsa, Okla. | 906 | WEEN-TV | — Buffalo, N. Y. | 899 |
| KPHO-TV | — Phoenix, Ariz. | 881 | WBKB | — Chicago, Ill. | 889 |
| KPIK | — Los Angeles, Calif. | 883 | WBNS-TV | — Columbus, O. | 905 |
| KPIX | — San Francisco, Calif. | 884 | WBRC-TV | — Birmingham, Ala. | 881 |
| KPRC-TV | — Houston, Tex. | 913 | WBRE-TV | — Wilkes-Barre, Pa. | 909 |
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| KRLD-TV | — Dallas, Tex. | 912 | WBZ-TV | — Boston, Mass. | 893 |
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| Station | City—State | Page | Station | City—State | Page |
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| WCBS-TV | New York, N. Y. | 899 | WLW-D | Dayton, O. | 905 |
| WCCO-TV | Minneapolis, Minn. | 896 | WLW-T | Cincinnati, O. | 903 |
| WCPO-TV | Cincinnati, O. | 903 | WMAL-TV | Washington, D. C. | 885 |
| WDAF-TV | Kansas City, Mo. | 896 | WMAR-TV | Baltimore, Md. | 893 |
| WDEL-TV | Wilmington, Del. | 885 | WMBR-TV | Jacksonville, Fla. | 887 |
| WDSU-TV | New Orleans, La. | 891 | WMCT | Memphis, Tenn. | 911 |
| WDTV | Pittsburgh, Pa. | 909 | WNAC-TV | Boston, Mass. | 893 |
| WEEK-TV | Peoria, Ill. | 889 | WNBK-TV | Binghamton, N. Y. | 899 |
| WEWS | Cleveland, O. | 903 | WNBK | Cleveland, O. | 903 |
| WFAA-TV | Dallas, Tex. | 912 | WNBQ | Chicago, Ill. | 889 |
| WFBG-TV | Altoona, Pa. | 905 | WNBT | New York, N. Y. | 900 |
| WFBM-TV | Indianapolis, Ind. | 890 | WNBW | Washington, D. C. | 885 |
| WFIL-TV | Philadelphia, Pa. | 909 | WNHC-TV | New Haven, Conn. | 885 |
| WFMJ-TV | Youngstown, O. | 906 | WOAI-TV | San Antonio, Tex. | 914 |
| WFMY-TV | Greensboro, N. C. | 902 | WOC-TV | Davenport, Ia. | 890 |
| WFPG-TV | Atlantic City, N. J. | 897 | WOI-TV | Ames, Ia. | 890 |
| WGAL-TV | Lancaster, Pa. | 907 | WOOD-TV | Grand Rapids, Mich. | 895 |
| WGN-TV | Chicago, Ill. | 889 | WOR-TV | New York, N. Y. | 900 |
| WHAM-TV | Rochester, N. Y. | 900 | WOW-TV | Omaha, Neb. | 897 |
| WHAS-TV | Louisville, Ky. | 890 | WPIX | New York, N. Y. | 900 |
| WHBF-TV | Rock Island, Ill. | 889 | WPTZ | Philadelphia, Pa. | 909 |
| WHEN | Syracuse, N. Y. | 902 | WRGB | Schenectady, N. Y. | 900 |
| WHIO-TV | Dayton, O. | 905 | WROV-TV | Roanoke, Va. | 915 |
| WHUM-TV | Reading, Pa. | 909 | WSAZ-TV | Huntington, W. Va. | 916 |
| WICC-TV | Bridgeport, Conn. | 885 | WSB-TV | Atlanta, Ga. | 887 |
| WICU | Erie, Pa. | 907 | WSBA-TV | York, Pa. | 909 |
| WISE-TV | Asheville, N. C. | 902 | WSBT-TV | South Bend, Ind. | 890 |
| WJAC-TV | Johnstown, Pa. | 907 | WSLS-TV | Roanoke, Va. | 915 |
| WJAR-TV | Providence, R. I. | 911 | WSM-TV | Nashville, Tenn. | 911 |
| WJBK-TV | Detroit, Mich. | 893 | WSPD-TV | Toledo, O. | 905 |
| WJIM-TV | Lansing, Mich. | 895 | WSYR-TV | Syracuse, N. Y. | 902 |
| WJTV | Jackson, Mich. | 896 | WTAR-TV | Norfolk, Va. | 915 |
| WKAB-TV | Mobile, Ala. | 881 | WTMJ-TV | Milwaukee, Wis. | 916 |
| WKBN-TV | Youngstown, O. | 906 | WTOP-TV | Washington, D. C. | 886 |
| WKNB-TV | New Britain, Conn. | 885 | WTTG | Washington, D. C. | 886 |
| WKNX-TV | Saginaw, Mich. | 895 | WTTV | Bloomington, Ind. | 889 |
| WKRC-TV | Cincinnati, O. | 903 | WTVJ | Miami, Fla. | 887 |
| WKTV | Utica, N. Y. | 902 | WTVN | Columbus, O. | 905 |
| WKY-TV | Oklahoma City, Okla. | 906 | WTVR | Richmond, Va. | 915 |
| WKZO-TV | Kalamazoo, Mich. | 895 | WWJ-TV | Detroit, Mich. | 895 |
| WLTV | Atlanta, Ga. | 887 | WXEL | Cleveland, O. | 903 |
| WLVA-TV | Lynchburg, Va. | 914 | WXYZ-TV | Detroit, Mich. | 895 |
| WLW-C | Columbus, O. | 905 | XELD-TV | Brownsville, Tex. | 911 |



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TV STATIONS IN THE UNITED STATES



ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
DUM

Channel: 13 AP: 13.6 Kw VP: 26 Kw.
Owned-Oper. By The Television Corp.
Business-Studio Address Protective Life Bldg.
Phone Number 4-0501
Air Time 99½ hours weekly
1b News Service UP
Representative CBS TV Spot Sales
Membership NARTB
Ch. of the Board Ed Norton
Pres., Treas. Thad Holt
Gen., Sta., Comm. Mgr. C. P. Persons, Jr.
Prog. Service Mgr. Owens Alexander
Chief Engineer Jimmy Evans
Business Manager E. H. Mitchell, Jr.
Consulting Engr. A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 6 AP: 17.50 Kw VP: 35 Kw.
Owned-Oper. By Birmingham Bcstg. Co.
Bus.-Studio Address P. O. 2311
Phone Number 4-7741
Transmitter Location Red Mountain
Air Time 120 hours weekly
News Service AP, INS
Representative Paul H. Raymer Co.
President Eloise Smith Hanna
General Manager G. P. Hamann
Commercial Manager Leroy Reaves

WALA-TV

MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF AP: 235 Kw VP: 316 Kw.
Owned-Oper. By Pope Bcstg. Co., Inc.
Address P. O. Box 1548
Representative Headley-Reed
General Manager William Pope

WKAB-TV

MOBILE—1953—DuM-CBS

Channel: 48 UHF AP: 12 Kw VP: 22.5 Kw.
Owned-Oper. By Pursley Bcstg. Service
Address P. O. Box 1306
Representative Forjoe
General Manager Robert H. Moore
Program Director Carl Junker

ARIZONA

KPHO-TV

PHOENIX—1949
ABC-CBS-NBC-DuM

Channel: 5 AP: 8.75 Kw VP: 17.5 Kw.
Owned-Oper. By Meredith Engineering Co.,
Inc.
Studio Address 631 North First Ave.
Phone Number AL 4-7357
Transmitter Location Westward Ho Hotel
Air Time 100 hours weekly
News Service AP
Representative Katz
President E. T. Meredith
Station Manager Richard B. Rawls
Commercial Manager Julian Kaufman
Prom., Publ. Dir. Lee Kerry
Program Director Arthur Sprinkle
Dir. of News & Spec. Events Jack Murphy
Film Manager Ray Gallagher

KOPO-TV

TUCSON—1953

Channel: 13 VHF AP: 160 Kw VP: 316 Kw.
Owned-Oper. By Old Pueblo Bcstg. Co.
Address 115 W. Drachman St.
President Harold C. Tovrea
Consulting Engineer E. C. Page

CALIFORNIA

KMJ-TV

FRESNO—1953—NBC

Channel: 24 UHF AP: 53 Kw VP: 105 Kw.
Owned-Operated By McClatchy Bcstg. Co.
Address 21st & Q, Sacramento
Representative Raymer
General Manager William Sanford
Sales Manager Leo Ricketts
Consulting Engineer George C. Davis

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7 AP: 14.7 Kw VP: 29.4 Kw.
Owned-Oper. By American Bcstg Co., Inc.
Business-Studio Address ABC-TV Center
Phone Number NOrmandy 3-3311
Air Time 87½ hours weekly
News Service AP, INS
Representative ABC Spot Sales
President Robert E. Kintner (ABC)
Board Chairman Edward Noble
Western Div. TV Dir. Donn B. Tatum
Station Mgr. Phil Hoffman
Sales Manager Frank King

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12:00 NOON to 6:00 P.M.

22.2

SATURDAY
12:00 NOON to 6:00 P.M.*

56.8

SUNDAY
12:00 NOON to 6:00 P.M.

32.2

SUNDAY thru SATURDAY
6:00 P.M. to 11:00 P.M.*

23.7

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*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday, Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.

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ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

TV Pgm., Prod. Dir. Cecil W. Barker
 TV Program Manager James Pollak
 Sales Promotion Dir. C. Merwin Travis
 Dir. of News & Special Events . . F. La Tourette
 Production Manager Darrell E. Ross
 Publicity Director Jerry Ross
 Film Director Eloise Reeves
 Manager TV Engr. Cameron G. Pierce
 Tech. Operations Mgr. Philip G. Caldwell
 Consulting Engineers Kear & Kennedy

Representative CBS TV spot Sales
 News Service AP, UP
 Membership NARTB
 Pres. of CBS-TV, Inc. J. L. Van Volkenburg
 General Mgr. James T. Aubrey, Jr.
 Comm. Mgr. Edmund C. Bunker
 Program Dir. Don Hine
 Prom., Pub. Dir. Dean D. Linger
 Dir. of News & Spec. Events . . . Grant Holcomb
 Chief Engineer Lester H. Bowman

K L A C - T V

HOLLYWOOD—1948

Channel: 13 . . . AP: 15.75 Kw . . . VP: 31.4 Kw.
 Owned-Oper. By KMTR Radio Corp.
 Bus.-Studio Address . . . 1000 N. Cahuenga Blvd.
 Phone Number HUDson 2-7311
 Air Time 98 hours weekly
 News Service INS, UP
 Representative Katz Agency Inc.
 Membership BAB
 President M. W. Hall
 Gen. Sta. Mgr. Don Fedderson
 Commercial Manager Dave Lundy
 Program Director Fred Henry
 Promotion Director Warren Earl
 Dir. of News Ed Lyon
 Publicity Director Leo Guild
 Director of Film, Remotes Fred Henry
 Sales Mgr. Bob Klein
 Chief Engineer Robert W. Conner
 Consulting Engr. Craven, Lohnes & Culver

K H J - T V

LOS ANGELES—1948

Channel: 9 . . . AP: 15.7 Kw . . . VP: 30.2 Kw.
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address 1313 N. Vine St.
 Phone Number HUDson 2-2133
 Transmitter Location Mt. Wilson
 Air Time 70 hours weekly
 News Service AP, INS
 Pres., (Don Lee, Div.) Willet H. Brown
 Film Mgr. James H. Love
 Sales Mgr. John Reynolds
 Operations Director Tony LaFranc
 Chief Engineer Robert Arne
 Address Security Bldg., Long Beach

K P I K

LOS ANGELES—SEPT. 1953

Channel: 22 UHF . . AP: 320 Kw . . VP: 540 Kw.
 Owned-Operated By . . . John Poole Bcstg. Co.
 Phone Number HEMPstead 3205

K N B H

HOLLYWOOD—1949—NBC

Channel: 4 VHF . AP: 13.32 Kw . VP: 25.25 Kw.
 Owned-Oper. By . . National Broadcasting Co.
 Bus.-Studio Address Sunset & Vine St.
 Phone Number HOLlywood 9-6161
 Air Time 15 hours daily
 News Service AP, INS, UP
 Membership NARTB
 Station Mgr. Donald A. Norman
 Comm. Mgr. Doty Edouarde
 Program Dir. Harmon Nelson
 Dir. of News & Spec. Events Roy Neal
 Promotion Dir. J. C. Kenaston
 Publicity Director Robert Pelgram
 Film Director George Burke
 Director of Remotes William Bennington
 Chief Engineer Alfred Saxon

K T L A

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
 Transmitter Location Mt. Wilson
 Air Time 70 hours weekly
 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 Harry Maynard
 Publicity Director Howard Wormser
 Production Coordinator J. Gordon Wright
 News Editor Gilbert Martyn
 Newsroom Supervisor Dick Keusink
 Accounting Department Spvsr. . . . Lela M. Regan
 Film Director Leleand G. Muller
 Remote Engr. Op. Spvsr. John D. Silva
 Engineering Spvsr. Raymond M. Moore
 Studio Engr. Op. Spvsr. Roy White
 Trans. Op. Spvsr. William S. Barnard
 Audio Op. Spvsr. Rex D. Kepple

K N X T

HOLLYWOOD—1948—CBS

Channel: 2 VHF . . AP: 12.5 Kw . . VP: 25 Kw.
 Owned-Oper. By CBS Inc.
 Business-Studio Address 1313 N. Vine St.
 Phone Number HOLlywood 9-1212
 Air Time 15½ hours daily

KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF...AP: 16.6 Kw...VP: 30.9 Kw.
 Owned-Oper. By.....KTTV, Inc.
 Business Address.....5746 Sunset Blvd.
 Phone Number.....HUDson 2-7111
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Blair-TV, Inc.
 Membership.....NARTB
 President.....Norman Chandler
 General Manager.....Richard A. Moore
 Program Dir.....Robert Breckner
 Promotion Dir.....Jack O'Mara
 Dir. of News, Spec. Events
 and Remotes.....Roy Maypole
 Production Mgr.....Charles Bulotti
 Publicity Dir.....Bobbe Valentine
 Film Manager.....Dale Sheets
 Chief Engineer.....Edward Benham

KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC
 DUMONT

Channel: 8 VHF...AP: 13.7 Kw...VP: 27 Kw.
 Owned-Oper. By.....Wrather-Alvarez, Inc.
 Business Address.....1405 Fifth Ave.
 Phone Number.....Main 2114
 Air Time.....14 hours daily
 Representative.....Branham
 News Service.....AP, UP
 Membership.....NARTB
 President.....Jack D. Wrather
 General Manager.....Howard L. Chernoff
 Commercial Manager.....William Edholm
 Dir. of News & Spec. Events..Paul W. White
 Production Mgr.....Hal Coddon
 Prom., Pub. Rel.....Lisle F. Shoemaker
 Prog., Film Manager.....Bill Fox
 Chief Engineer.....Thornton Chew

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF...AP: 13 Kw...VP: 27 Kw.
 Owned-Oper. By.....American Bcastg. Co.
 Business Address.....155 Montgomery St.
 Phone Number.....Exbrook 2-6544
 Air Time.....12 hours daily
 Representative.....ABC Spot Sales
 President (ABC).....Robert E. Kintner
 General Mgr.....James H. Connolly
 Station Mgr.....Vincent Francis
 Comm. Mgr.....David Sacks
 Program Director.....Bloyce Wright
 Promotion Director.....Gordon Grannis
 Dir. of News and Spe. Events...Vic Reed
 Production Manager.....Bill Hollenbeck
 Publicity Director.....Gordon Grannis
 Film Manager.....Ruth Shepard

Director of Remotes.....Bill Hollenbeck
 Chief Engineer.....A. E. Evans

KPIX

SAN FRANCISCO—1948—CBS
 DUMONT

Channel: 5 VHF...AP: 8.5 Kw...VP: 17 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Address.....2655 Van Ness Ave.
 Phone Number.....Prospect 6-5100
 Air Time.....14 hours daily
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 Sta., Gen. Mgr.....Philip G. Lasky
 Commercial Manager.....Lou Simon
 Dir. of Prog., News, Spec. Events;
 Film Mgr.....Sanford Spillman
 Production Manager.....George Mathiesen
 Promotion Dir.....Frank Schiro
 Film Director.....William Ray
 Dir. of Engineering.....A. E. Towne
 Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF...AP: 7.7 Kw...VP: 14.5 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....901 Mission St.
 Phone Number.....GARfield 1-1100
 News Service.....AP
 Representative.....Free and Peters
 Membership.....NARTB
 President.....G. T. Cameron
 General Manager.....Charles Thierlot
 Director of Television.....Harold P. See
 Comm. & Film Mgr.....Norman Louvau
 Program Dir.....Douglas Elleson
 Prom., Pub. Dir.....R. Irving
 Chief Engineer.....L. Berry Hill
 Consulting Engineer.....Robert Hammett

COLORADO

KKTU

COLORADO SPRINGS—1953—
 ABC-CBS-DuM

Channel: 11 VHF...AP: 125 Kw...VP: 250 Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....Exchange Nat'l Bank Bldg.
 Representative.....Hollingsbery
 General Manager.....Bob Ellis
 Sales Manager.....Jim Russell
 Consulting Engineer.....E. C. Page

KBTU

DENVER—1953—ABC-CBS

Channel: 9 VHF...AP: 120 Kw...VP: 240 Kw.

Owned-Operated By.....Colo. TV Corp.
 Address....1022 Midland Savings Bank Bldg.
 Representative.....Free & Peters
 General Manager.....Joseph Herold
 Sales Manager.....Jerry Lee
 Program Manager.....Sam Worsham
 Film Manager.....W. L. Murray
 Consulting Engineer.....A. Earl Cullum, Jr.

KFEL-TV

DENVER—1952—NBC-DuM

Channel: 2 VHF..AP: 28.5 Kw..VP: 56 Kw.
 Owned-Operated By..Eugene P. O'Fallon, Inc.
 Address.....Albany Hotel
 Representative.....Blair-TV
 General Manager.....Gene O'Fallon
 Sales Manager.....Bill Conklin
 Consulting Engineer

Commercial Radio Equip. Co.

CONNECTICUT

WNHC-TV

NEW HAVEN—1948
 ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 7.5 Kw..VP: 15.1 Kw.
 Owned-Oper. By...The Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number.....SPruce 7-3611
 Air Time.....17 hours daily
 News Service.....AP, INS
 Representative.....Katz
 Membership.....NARTB
 President.....Patrick J. Goode
 Sec.-Treas.....Aldo De Dominicis
 Exec. V.P.....Edward D. Taddei
 Sta. Mgr., Prog. Dir.....Edward C. Obrist
 Comm. Mgr., Film Buyer..J. Vincent Callahan
 Prom., Pub. Dir.....James W. Evans
 Dir. News & Spec. Events..W. Rockwell Clark
 Production Mgr.....David K. Harris
 Chief Engineer.....Vincent DeLaurentis
 Consulting Engineer.....Garro W. Ray

WICC-TV

BRIDGEPORT—1952—ABC

Channel: 43 UHF.....182 ERP
 Owned-Oper. By.....Southern Conn. & Long
 Island Bcstg. Co.
 Business Address.....114 State St.
 Air Time.....7 hours daily
 News Service.....INS
 Representative.....Adam Young
 Membership.....NARTB, BAB
 Pres., Gen. Mgr., Ch. Eng...Philip Merryman
 Prog. Mgr., Dir. TV Oper.....Wallie Dunlap
 Comm. Mgr.....Manning Slater
 Prom., Pub. Dir.....Jay Hoffer
 Dir. of News & Spec. Events.....Jim Elliott
 Film Ed.....Elliott Weisman

WKNB-TV

NEW BRITAIN—1952

CBS Primary, Du M. Secondary

Channel: 30 UHF..AP: 103 Kw..VP: 206 Kw.
 Owned-Oper. By.....New Britain Bcstg. Co.
 Address.....213 Main St.
 Phone Number.....Baldwin 3-3603
 Air Time.....7 hours daily
 Representative.....Bolling
 President.....Julian Gross
 General Mgr.....Peter B. Kenney
 Commercial Mgr.....David Scott
 Publicity Dir.....Irwin Needles
 Film Manager.....Jack J. Fox
 Chife Engineer.....John Shipley
 Consulting Engineer.....George C. Davis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 2.5 Kw..VP: 2.5 Kw.
 Owned-Oper. By.....WDEL, Inc.
 Business-Studio Address.....10th & King Sts.
 Air Time.....105 hours weekly
 Phone Number.....7268
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....J. Gorman Walsh
 National Sales Manager.....J. Robert Gulick
 Program Director.....James Adshead
 Technical Director.....J. E. Mathiot

DIST. OF COLUMBIA

WNBW

WASHINGTON—1947—NBC

Channel: 4...AP: 10.5 Kw....VP: 20.5 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Business-Studio Address..Wardman Park Hotel
 Phone Number.....AD 4-5400
 Air Time.....115¼ Hours Weekly
 News Service.....AP, INS, UP
 Representative....NBC Television Spot Sales
 Membership.....NARTB
 Pres.....Frank White
 V.P., General Manager...Carleton D. Smith
 Dir. of Sales.....Joseph Goodfellow
 Commercial Manager....Charles de Lozier
 Program Director.....Ralph Burgin
 Press, Ad., Prom. Spvsr....Robert Adams
 Dir. News & Spe. Events....Cassius Keller
 Film Dir.....George Dorsey
 Chief Engineer.....John G. Rogers

(See Page 886)

WMAL-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.....12 hours daily
 Newspaper Affiliation.....The Evening Star
 Membership.....NARTB
 News Service.....AP
 President.....S. H. Kauffmann
 V.P. & Gen. Mgr.....K. H. Berkeley
 Director of Sales.....Mahlon A. Glascock
 TV Sales Mgr.....George L. Greisbaur
 Dir. of News & Spec. Events.....Bryson Rash
 Production Mgr.....Charles Bishop
 Chief Engineer.....Frank Harvey

W T O P - T V

WASHINGTON—1949—CBS

Channel: 9 VHF..AP: 14.4 Kw..VP: 27.3 Kw.
 Owned-Oper. By.....WTOP, Inc.
 Business Address.....Warner Building
 Phone Number.....ME 8-3200
 Air Time.....16 hours daily
 Newspaper Affiliation.....Washington Post
 News Service.....AP, INS, UP
 Membership.....NARTB
 Pres., Gen. Mgr.....John Hayes
 V.P., Comm. Mgr.....George Hartford

V.P., Prog. Dir.....Lloyd Dennis
 Promotion Dir.....Warren Booram
 Dir. of News & Spec. Events.....William Wood
 Production Mgr.....H. Thomas Tausig
 Pub. & Prom. Director.....Cody Pfanstiehl
 Film Director.....C. D. Dyatt
 V.P., Chief Eng.....Clyde Hunt

W T T G

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 5300
 Air Time.....14½ hours daily
 News Service.....UP
 Representative.....Blair-TV
 Membership.....NARTB
 President.....Dr. Allen B. DuMont
 General Manager.....Walter Compton
 Comm. Mgr.....Neal J. Edwards
 Dir. of Spec. Events.....Donald G. Roper
 Prom., Pub. Dir.....George Flax
 Production Mgr.....Francis V. Guidice
 Program Director.....Roger Coelos
 Film Director.....Jules Huber
 Chief Engineer.....Malcolm M. Burleson

In Washington, D. C. . . .

**EVERY MONTH
 THROUGHOUT 1952**

MORE PEOPLE VIEWED WNBW

**THAN ANY OTHER
 TELEVISION STATION.***

*And the January and
 February reports in 1953
 indicate the same
 successful pattern for
 WNBW and its advertisers.*

* ARB surveys

FLORIDA W M B R - T V

JACKSONVILLE—1949
ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 7.4 Kw...VP: 14.8 Kw.
Owned-Operated By.....Florida Bcstg. Co.
Business Address.....605 S. Main
Phone Number.....9-4475
Air Time.....17 hours daily
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
General Manager.....Glenn Marshall, Jr.
Pgm., Prom. Director.....Bernie Adams
Operations Mgr.....Bill Torry
Comm. Mgr.....Charles Stone
Program Dir.....Bill Allyn
Dir. of News & Spec. Events.....Bill Grove
Production Mgr.....Harry Kalkines
Chief Engineer.....Ernest Vondermarks
Consulting Engineer.....Andrew Ring

W T V J

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 8.25 Kw...VP: 16.5 Kw.
Owned-Oper. By.....Southern Radio & TV
Equipment Co.
Address.....316 N. Miami Ave.
Phone Number.....82-6671
Air Time.....17½ hours daily
News Service.....UP
Representative.....Free & Peters
President.....Mitchell Wolfson
Vice-Pres., Gen. Mgr.....Lee Ruwitch
Operations Mgr.....John A. Shay
Comm. Mgr.....John S. Rilen
Program Director.....Lee Phillips
Pub. & Prom. Director.....Burt Toppan
Film Director.....Labe B. Mell
Production Mgr.....Ashe Dawes
Director of Remotes.....Jesse Cripe
Dir. of News & Special Events.....Ralph Renick
Chief Engineer.....Earl W. Lewis

GEORGIA W A G A - T V

ATLANTA—1949—CBS-DuM

Channels: 5....AP: 14 Kw...VP: 28 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Bus.-Studio Address.1018 W. Peachtree, N.W.
Phone Number.....Vernon 3553
Air Time.....105 hours weekly
News Service.....AP
Representative.....Katz
President.....George B. Storer
Managing Dir.....Glenn C. Jackson
Commercial Manager.....John W. Collins, Jr.
Program Dir.....Don Naylor
News Director.....Dale Clark

Promotion Mgr.....Para Lee Brock
Merchandising Mgr.....David Mayo
Chief Engineer.....Hugo Pondy

W L T V

ATLANTA—1951—ABC

Channel: 8....AP: 12.5 Kw...VP: 23.8 Kw.
Owned-Oper. By.....Broadcasting Inc.
Address.....15 Forsyth St. S.W.
Phone Number.....CYpress 6676
Air Time.....Varies
News Service.....AP
Representative..Harrington, Righter & Parsons
Membership.....NARTB
President.....Walter C. Sturdivant
Gen. Sta. Mgr.....William T. Lane
Commercial Manager.....Charles Grisham
Prog., Prom., Publ., Film Dir.
Roger O. Van Duzer
Chief Engineer.....Harvey J. Aderhold
Production Manager.....John Sever
News Director.....Bob Hendrickson

W S B - T V

ATLANTA—1948—NBC

Channel: 2 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By...The Atlanta Newspapers
Address.....1801 W. Peachtree
Phone Number.....Atwood 3827
Air Time.....98 hours weekly
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service.....AP
Representative.....Petry
Membership.....NARTB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Station Manager.....Marcus Bartlett
Promotion Director.....Vincent Piano
Dir. of News & Spec. Events...James Bridges
Production Manager.....Mark Toolson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....C. F. Daugherty

ILLINOIS

W B B M - T V

CHICAGO—1941—CBS

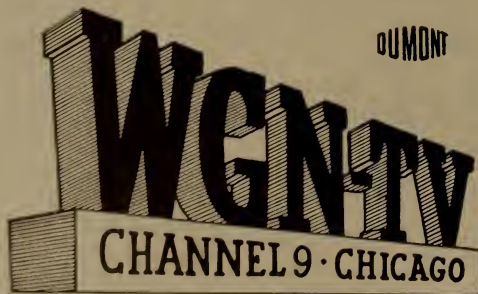
Channel: 4 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Operated By.....CBS TV
Bus., Studio Address.....175 North State St.
Phone Number.....RAndolph 6-8210
Air Time.....16½ hours daily
News Service.....UP, INS
Representative.....CBS TV Spot Sales
V.P. Central Div.....H. Leslie Atlas
Operations Dir.....Ken Craig
Sales Mgr.....George Arkedis
Promotion Manager.....John Curry
Program Director.....Thomas A. Bland
Chief Engineer.....William P. Kusack

...A *solution* TO YOUR
CHICAGO SALES PROBLEMS

DURING 1952, more local retail and national spot advertisers sponsored *programs* on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago market (and who isn't) WGN-TV is your answer.



The Chicago Tribune Television Station

W B K B

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 14.0 Kw..VP: 28.3 Kw.
 Owned-Operated By.....American Bcstg. Co.
 Business-Studio Address....20 N. Wacker Dr.
 Phone Number.....ANdover 3-0800
 Air Time.....94½ hours weekly
 News Service.....AP, INS
 Representative.....Blair-TV
 Membership.....NARTB, BAB
 V.P., Gen. Mgr.....John Mitchell
 Mgr. of TV Dept.....Monte Fassknacht
 Sales Manager.....Joseph G. Fisher, Jr.
 Program Mgr.....Sterling Quinlan
 Promotion Dir.....James Duffy
 Dir. of News & Spec. Events..Cornelius O'Dea
 Publicity Director.....Elliott Henry
 Film Director.....Larry Kelly
 Chief Engineer.....Edward C. Horstman
 Eng.-Oper. Super.....Floyd Timberlake

W N B Q

CHICAGO—1949—NBC

Channel: 5 VHF..AP: 12.29 Kw..VP: 23.25 Kw.
 Owned-Operated By.....National Bcstg. Co.
 Business-Studio Address....Merchandise Mart
 Phone Number.....SUperior 7,8300
 Air Time.....17:45 hours daily
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sales
 Membership.....NARTB
 President of NBC.....Joseph McConnell
 V.P. & Gen. Mgr.....Harry Kopf
 TV Manager.....Jules Herbuveaux
 Commercial Manager.....John J. McPartlin
 Program Director.....George Heinemann
 Promotion Director.....John Keys
 Dir. of News & Spec. Events...William B. Ray
 Publicity Director.....Chet Campbell
 Film Procurement.....Isabel Cooney
 Chief Engineer.....Howard C. Luttgens

W G N - T V

CHICAGO—1948—DuM

Channel: 9 VHF..AP: 14.5 Kw..VP: 29.0 Kw.
 Owned-Operated By.....WGN, Inc.
 Business Address....441 N. Michigan Ave
 Phone Number.....SUperior 7-0100
 Air Time.....95-100 hours weekly
 Newspaper Affiliation.....Chicago Tribune
 News Service.....AP, UP, AP
 Representative.....George P. Hollingsbery
 President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager..William A. McGuineas
 TV Sales Manager.....Ted Weber
 Program Director.....J. E. Farraghan
 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

W E E K - T V

PEORIA—1953

ABC-CBS-NBC-DuM

Channel: 43 UHF..AP: 88 Kw..VP: 175 Kw.
 Owned-Operated By..West Central Bcstg. Co.
 Address.....1000 Comm. Nat'l Bank Bldg.
 Representative.....Headley-Reed
 General Manager.....Fred C. Mueller
 Sales Manager.....William J. Flynn
 Film Director.....Robert C. Fransen
 Consulting Engineers.....McIntosh & Inglis

W H B F - T V

**ROCK ISLAND—1950—ABC-CBS
DuM**

Channel: 4.....AP: 11.7 Kw.....VP: 23.5 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Bus.-Trans. Address...Telco Bldg., 231 18th St.
 Phone Number.....R. I. 6-5441
 Air Time.....80 hours weekly
 Newspaper Affil....."The Argus"
 News Service.....INS
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB, BAB
 President.....Ben H. Potter
 Gen., Sta. Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Coker
 Program Director.....Forest W. Cooke
 Prom., Publ. Director.....(Miss) Fern Hawks
 Prod., News, Spe. Ev. Dir.....William Ellison
 Chief Engineer.....Robert J. Sিনnett
 Consulting Engineer.....E. C. Page

INDIANA W T T V

**BLOOMINGTON—1949
ABC-CBS-NBC-DuM**

Channel: 10 VHF..AP: 13.45 Kw..VP: 26.9 Kw.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Address.....East Hillside Drive
 Phone Number.....2-1407
 Air Time.....12½ hours daily
 News Service.....AP, INS
 Representative.....Robert Meeker Assoc.
 Membership.....NARTB, BAB
 President.....Sarkes Tarzian
 Gen., Sta. Mgr.....Robert Lemon
 Gen. Sales Mgr.....Norman Cissna
 Prog. Mgr., Dir. of Remotes..Robert Petranoff
 Prom., Pub. Dir.....Susan Bartlett
 Dir. of News & Spec. Events...Edward Keath
 Production Mgr.....Steve Briggs
 Film Mgr.....Jerry Danziger
 Chief Engineer.....Morton L. Weigel
 Consulting Engineer.....Kear & Kennedy

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6... AP: 18.1 Kw... VP: 30.8 Kw.
 Owned-Operated By... WFBM, Inc.
 Bus. Studio Address... 1330 N. Meridian St.
 Phone Number... Lincoln 8506
 Air Time... 116½ hours weekly
 News Service... AP, INS
 Representative... Katz
 Membership... NARTB
 Pres., Gen., Sta. Mgr... Harry M. Bitner, Jr.
 Comm. Manager... William F. Kiley
 Film, Program Director... Hugh Kibbey
 Prom., Publ. Director... David F. Milligen
 Dir. of News... Gilbert Forbes
 Production Mgr... Carl Belles
 Chief Engineer... Harold S. Holland

Phone Number... 3-3661
 Air Time... 15 hrs. daily
 News Service... UP
 Representative... Free & Peters, Inc.
 Membership... NARTB
 President... Col. B. J. Palmer
 Vice-Pres. & Treas... D. D. Palmer
 Exec. Vice-Pres... Ralph Evans
 Secretary... William D. Wagner
 Vice-President... Paul Loyel
 Resident Manager... Ernest Sanders
 Resident Sales Mgr... Mark Wodlunge
 Program Director... Charles Freburg
 Asst. Mgr... Fred Reed
 Director of News... Bob Frank
 Publicity Director... Paul Ives
 Film Director... Ken Wagner
 Chief Engineer... Paul Arvidson
 Consulting Engineer... A. D. Ring & Co.

WSBT-TV

SOUTH BEND—1953

Channel: 34 UHF... AP: 88 Kw... VP: 170 Kw.
 Owned-Operated By... South Bend Tribune
 Address... 225 W. Colfax Ave.
 Representative... Raymer
 General Manager... Neal B. Welch
 Consulting Engineer... Millard M. Garrison

IOWA

WOI-TV

AMES—1950—ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 8 Kw... VP: 15.6 Kw.
 Owned-Operated By... Iowa State A & M
 Address... Service Bldg., Iowa State College
 Phone Number... 2500 Extension 570
 Air Time... 15 hours daily
 News Service... AP, UP
 Representative... Weed
 Membership... NARTB
 President... Charles E. Friley
 General Manager... Richard B. Hull
 Comm. Mgr... Robert Mulhall
 Program Dir... Chris Donaldson
 Prog. Devel. Supervisor... Edward Wegener
 Prom., Pub. Dir... Marguerite Theobald
 Dir. of News & Spec. Events... George Halsey
 Prod. Mgr., Dir. of Remotes... Ray Stewart
 Film Manager... Tad Williams
 Chief Engineer... Kelth Ketcham

WOC-TV

DAVENPORT—1949—NBC

Channel: 5... AP: 13.5 Kw... VP: 22.9 Kw.
 Owned-Oper. By... Central Bcastg. Co.
 Business Address... 805 Brady St.

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5 VHF... AP: 12 Kw... VP: 24.1 Kw.
 Owned-Operated By... WAVE, Inc.
 Address... 334 East Broadway
 Phone Number... Wabash 2201
 Air Time... 16 hours daily
 News Service... AP
 Membership... NARTB, BAB
 Representative... Free & Peters
 President... George W. Norton, Jr.
 Gen., Sta. Manager... Nathan Lord
 Commercial Manager... Ralph Jackson
 Prog., Prod., Film Dir... George Patterson
 Prom., Pub. Dir... Charles Hill
 Director of News... Hugh Sutton
 Dir. of Remotes... Walter K. Witherbee
 Chief Engineer... Wilbur Hudson
 Consulting Engineer... A. D. Ring

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9... AP: 50 Kw... VP: 25 Kw.
 Owned-Oper. By... WHAS, Inc.
 Address... 525 W. Broadway
 Phone... Wabash 2211
 Representative... Harrington, Righter, Parsons
 News Service... AP
 Membership... NARTB, BAB
 President... Barry Bingham
 Vice-Pres., Director... Victor A. Sholla
 Assistant Director... Neil D. Cline
 Sales Director... Albert J. Gillen
 Program Director... Ralph Hansen
 Promotion Director... William Loader
 Dir. of News & Spec. Events... Richard Oberlin
 Film Manager... Ed Driscoll
 Chief Engineer... Orrin W. Towne

LOUISIANA
WDSU-TV

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

Channel: 6 VHF..AP: 15.5 Kw...VP: 31.0 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....Tulane 4371
Air Time.....119 hours weekly
News Service.....AP, UP
Representative.....Blair
Membership.....NARTB, BAB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Manager.....A. Louis Read
Program Director.....Hubie Weiss
Program Mgr.....Tom Hicks
Prom., Pub. Dir.....Marion Annenberg
Dir. of News & Spec. Events.....Mel Leavitt
Prog. Operations Mgr.....Stanley Holiday
Chief Engineer.....Lindsey Riddle
Consulting Engineer.....E. C. Page

MAINE
WABI-TV

BANGOR—1953
ABC—CBS—NBC—DuM

Channel: 5 VHF..AP: 0.95 Kw..VP: 1.9 Kw.
Owned-Operated By
Community Telecasting Serv.
Address.....57 State St.
Phone Number.....8255
National Rep.....George P. Hollingbery
New England Rep.....Kettell-Carter
General Manager.....Murray Carpenter
General Sales Mgr.....Lee Gorman, Jr.
Chief Engineer.....Walter L. Dickson

MARYLAND
WAAM-TV

BALTIMORE—1948—ABC—DuM

Channel: 13 VHF..AP: 13.3 Kw..VP: 26.1 Kw.
Owned-Operated By...WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 7600
Air Time.....14 hours daily
News Service.....AP
Representative.....Harrington, Righter and
Parsons, Inc.
Membership.....NARTB
President.....Ben Cohen
Exec. Vice-Pres.....Norman C. Kal
General Manager.....Kenneth Carter
Asst. Gen. Mgr.—Sales.....Armand Grant
Program Mgr.....Herbert B. Cahan
News Editor.....Ted Jaffe



*In Maryland -
Morning, Noon and
Night -
Most people watch
WMAR-TV*

Audiences preferred these Quarter-Hours in 1952*

DAYTIME

10:00 A.M. to 6:00 P.M.

| WMAR-TV | Station A | Station B |
|-------------|------------|------------|
| 1182 | 785 | 429 |

NIGHTTIME

6:00 P.M. to 12:00 Mid.

| WMAR-TV | Station A | Station B |
|------------|------------|------------|
| 993 | 771 | 226 |

** According to Jan.-Dec. 1952 A. R. B.*

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Prog. Oper. Supvsr. Robert E. Lee
 Dir. of News and Pub. Joel Chaseman
 Production Manager Paul Kane
 Director of Engineering Benjamin Wolfe
 Chief Engineer Glenn Lahman
 Consulting Engineer Kear and Kennedy

WBAL-TV
 BALTIMORE—1948—NBC

Channel: 11 VHF . . . AP: 13 Kw. . . VP: 27 Kw.
 Owned-Operated By Hearst Corporation
 Business-Studio Address 2610 N. Charles
 Phone Number Hopkins 3000
 Air Time 17½ hours daily
 News Service INS, UP, AP
 Representative Edward Petry
 Membership NARTB
 Vice Pres. & Exec. Dir. . . . Charles B. McCabe
 Vice-Pres. & Gen. Mgr. D. L. Provost
 Vice-Pres. (Engineering) . . . John T. Wilner
 Station Manager Leslie H. Peard, Jr.
 Dir. Public Affairs & Education . Arnold Wilkes
 Program Director Victor F. Campbell
 Business Mgr. Freeman W. Cardall
 Sales Manager Willis K. Friert
 News & Publicity Mgr. . . . Thomas J. White, Jr.
 Dir. Women's Programs Mollie Martin
 Chief Engineer William C. Bareham

WMAR-TV
 BALTIMORE—1947—CBS

Channel: 2 VHF . . . AP: 12.5 Kw. . . VP: 25 Kw.
 Owned-Operated By The A. S. Abell Co.
 Address Charles & Redwood Sts.
 Phone Number MULberry 5670
 Air Time 15 hours daily
 News Service AP
 Representative Katz
 Membership NARTB
 President William F. Schmick
 V.D., Dir. of TV Ewell K. Jett
 Commercial Manager Ernest A. Lang
 Program Director Robert B. Cochran
 Dir. of News & Spec. Events and
 Film Mgr. David V. R. Stickle
 Prom., Pub. Dir. Ralph Braun
 Production Mgr. Edwin B. Mick
 Film Director David V. R. Stickle
 Chief Engineer Carlton G. Nopper

MASSACHUSETTS
WBZ-TV
 BOSTON—1948—NBC

Channel: 4 . . . AP: 12.9 Kw. . . VP: 26.5 Kw.
 Owned-Oper. By Westinghouse Radio Sta-
 tions, Inc.

Address 1170 Soldiers Field Rd.
 Phone Number ALgonquin 4-5670
 News Service INS, AP, UP
 Representative NBC Spot Sales
 V.P., Gen. Mgr. J. E. Baudino
 Station Mgr. W. C. Swartley
 Sales Manager C. Herbert Masse
 Promotion Manager John G. Stilli, Jr.
 Program Manager W. Gordon Swan
 News Dir. F. Whitmarsh
 Film Manager R. Duffield
 Chief Engineer W. H. Hauser
 Program Supervisor Ian Berlow

WNAC-TV
 BOSTON—1948—ABC-CBS-DuM

Channel: 7 VHF . . . AP: 13.3 Kw. . . VP: 26.6 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 NARTB
 President Tom O'Neil
 Exec. V.P. & Gen. Mgr. Linus Travers
 Comm. Mgr. Tom Bateson
 Vice Pres., Dir. of Prog. and
 Remotes 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 Whitmore

MICHIGAN
WJBK-TV
 DETROIT—1948—CBS-DUMONT

Channel: 2 VHF . . . AP: 8.3 Kw. . . VP: 16.5 Kw.
 Owned-Oper. By Storer Bcstg. Co.
 Business-Studio Address 500 Temple
 Phone Number Temple 3-7900
 Air Time 16 hours daily
 News Service INS
 Membership NARTB
 Representative Katz
 President George B. Storer
 V.P., General Mgr. Gayle V. Grubb
 Comm. Mgr. Harry Lipson
 Production Manager Lanny Pike
 Program Dir. Richard Fischer
 Promotion Dir. Peter Storer
 Dir. of News & Spec. Events . . . Earl Hayes
 Publicity Dir. Beverly Holden
 Film Mgr. Arthur McCall
 Chief Engineer Paul Frincke
 Consulting Engineer Earl Cullum

SOMETHING NEW HAS BEEN ADDED!!

TOTAL RETAIL SALES*
\$196,059,000.00
in 1951-52
Chatham, N. C.
South Bend, Ind.
Tomball, Texas
Tampa, Florida
Peoria, Illinois

HOME FURNISHING SALES*
\$11,291,000.00
in 1951-52
Baton Rouge, La.
Spokane, Wash.
Elizabeth, N. J.
San Jose, Calif.

AUTOMOTIVE STORE SALES*
\$28,142,000.00
in 1951-52
Evansville, Ind.
Jonestown, Pa.
Jonestown, N. J.
Cambridge, Mass.
Mobile, Alabama

FILLING STATION SALES*
\$10,185,000.00
in 1951-52
Springdale, New York
Pittsburgh, Pa.
Pittsburgh, Pa.
and
Chattanooga, Tenn.

FOOD STORE SALES*
\$48,964,000.00
in 1951-52
San Jose, Calif.
San Jose, Calif.
San Jose, Calif.
Erie, Pennsylvania
Fort Wayne, Ind.
Wilmington, Del.

GENERAL MERCHANDISE SALES*
\$27,607,000.00
out-warehousing such cities as:
Fairport, N. Y.
Farm, Michigan
Norfolk, Virginia
Tacoma, Wash.
Lansing, Michigan

BUILDING MATERIALS-HARDWARE SALES*
\$12,712,000.00
in 1951-52
Birmingham, Ala.
Kansas City, Mo.
Macon, Georgia
Worcester, Mass.
and
New Haven, Conn.

EATING-DRINKING PLACE SALES*
\$12,000,000.00
out-warehousing such cities as:
Schenectady, New York
Schenectady, N. Y.
Alexandria, Va.
Columbus, Ohio
Carpenter, Texas
and
Savannah, Ga.

APPAREL STORE SALES*
\$20,344,000.00
ahead of such cities as:
Akron, Ohio
Reading, Pa.
Reading, Pa.
Greer, Indiana
Charleston, W. Va.

DISC STORE SALES*
\$5,608,000.00
in 1951-52
Reading, Pa.
Springfield, Mass.
Paterson, N. J.
Schenectady, N. Y.
Schenectady, Pa.
and
Youngstown, Ohio

the Saginaw - Bay City market

66th IN THE NATION

SAGINAW-BAY CITY (Gill-Perna)
* 1951-52 SROCS Consumer Markets for Year 1950

William J. Edwards
President and General Manager

SAGINAW, MICHIGAN
CHANNEL 57

WKNX-TV

EXCLUSIVE NATIONAL REPRESENTATIVES

GILL-PERNA, Inc.

**NEW YORK - SAN FRANCISCO
LOS ANGELES - CHICAGO**

Howard H. Wolfe
Sec.-Treas. & Station Mgr.

W W J - T V

DETROIT—1947—NBC

Channel: 4 VHF..AP: 10.25 Kw..VP: 20.5 Kw.
 Owned-Operated By...Evening News Assoc.
 Business-Studio Address...615 W. Lafayette
 Phone Number.....Woodward 2-2000
 Newspaper Affiliation.....The Detroit News
 News Service.....UP, AP
 Representative.....Hollingbery
 Membership.....NARTB
 General Mgr.....Edwin K. Wheeler
 Sta. Mgr.....Willard E. Walbridge
 Prog., Prod. Director.....Ralph B. Hunter
 Sales Mgr.....Norman Hawkins
 Pub. Affairs Dir.....James Eberle
 News Editor.....Tom MacMahon
 Publicity Dir.....Fred O'Brien
 Film Editor.....Frank Picard
 Chief Engineer.....Edgar J. Love
 Consulting Engineer.....William L. Foss

W X Y Z - T V

DETROIT—1948—ABC

Channel: 7 VHF..AP: 13.9 Kw..VP: 27.9 Kw.
 Owned-Operated By.....WXYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone Number.....Woodward 3-8321
 Air Time.....18 hours daily
 News Service.....UP
 Representative.....Blair-TV
 Membership.....NARTB
 President.....James G. Riddell
 Merchandising Mgr.....Harold Christian
 Station Manager.....John Pival
 Program Dir.....John Lee
 Production Mgr.....Ed Sanchez
 Promotion Director.....William Morgan
 Dir. of Spec. Events & News..Richard Femmel
 Film Director.....Ken Simms
 Chief Engineer.....Charles Kocher

W O O D - T V

GRAND RAPIDS—1951
 ABC-CBS-NBC-DuM

Channel: 7 VHF..AP: 14.5 Kw..VP: 28.5 Kw.
 Owned-Oper. By.....Grandwood Bcstg. Co.
 Address.....Grand Rapids Nat'l Bank Bldg.
 Phone Number.....9-4125
 Air Time.....13 hours haily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB
 President.....Harry M. Bitner, Sr.
 General Manager.....Willard Schroeder
 Program Director.....Franklin Sisson
 Sales Service Mgr.....Howard Silbar
 Promotion Dir.....David Hoyle
 Dir. News & Spe. Events.....Bob Runyon

Film Mgr.....Clark Grant
 Chief Engineer.....Louis Bergenroth

W K Z O - T V

KALAMAZOO—1950
 ABC-CBS-NBC-DuM

Channel: 2 VHF..AP: 8.0 Kw..VP: 16.0 Kw.
 Owned-Operated By.....Fetzer Bcstg. Co.
 Address.....124 W. Michigan Ave.
 Phone Number.....3-1223
 Air Time.....14 hours daily
 News Service.....AP
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....John E. Fetzer
 Sales Director.....Donald W. DeSmit, Jr.
 Pgm., Prom., Film Dir.....Harry E. Travis
 Pub. Affairs Adviser.....Dr. Willis F. Dunbar
 Chief Eng. (Studio).....Francis L. Morse
 Chief Eng. (Transm.).....Arthur E. Covell

W J I M - T V

LANSING—1950—ABC-CBS-DuM NBC

Channel: 6 VHF..AP: 20.6 Kw..VP: 10.3 Kw.
 Owned-Oper. By.....WJIM, Inc.
 Address.....Bank of Lansing Bldg.
 News Service.....UP
 Phone.....2-1333
 Representative.....H-R Representatives
 Pres., Gen. Mgr.....Harold F. Gross
 Station Manager.....Howard K. Finch
 Commercial Manager.....Roger S. Underhill
 Film Director.....Phil Sherck

W K N X - T V

SAGINAW—1953

Channel: 57 UHF..AP: 10 Kw..VP: 19 Kw.
 Owned-Operated By...Lake Huron Bcstg. Co.
 Address.....221 S. Wash. Ave.
 Phone Number.....3-4471
 Transmitter Location.....S. City Limits
 Representative.....Gill-Perna
 Membership.....NARTB
 General Manager.....William J. Edwards
 Station Manager.....Howard Wolfe
 Program Director.....Robert Dyer
 Consulting Engineer.....John Creutz

MINNESOTA

K S T P - T V

ST. PAUL-MINNEAPOLIS—1948 NBC

Channel: 5 VHF..AP: 17.3 Kw..VP: 24.7 Kw.
 Owned-Operated By.....KSTP, Inc.

Bus., Trans. Lo. 3415 University Ave., St. Paul
 Phone Number Prior 2717
 Air Time 17½ hours daily
 News Service AP, UP
 Representative Edward Petry
 Membership NARTB
 Pres., Gen. Mgr. Stanley E. Hubbard
 Exec. V.P., Treas. K. M. Hance
 Nat. Sales Mgr. Karl A. Plain
 Local TV Sales Dir. William R. Brazzil
 Program Director Del Franklin
 Promotion Director Joseph C. Cook
 Chief Engineer Joseph Kahnke
 Consulting Engineer Andrew D. Ring

Newspaper Affiliation The Kansas City Star
 News Service AP, UP
 Representative Harrington, Righter, & Parsons
 Managing Director H. Dean Fitzer
 Commercial Manager E. M. Russo
 Station Manager Bill Bates
 Chief Engineer Joseph Flaherty
 Program Dir. Al Christy
 News Dir. Randall Jessee
 Film Mgr. John Krivas

WCCO-TV
 MINNEAPOLIS—1949
 ABC-CBS-DuM

Channel: 4 AP: 9.2 Kw. VP: 28.4 Kw.
 Owned-Oper. By Mid-Continent Radio-TV Inc.
 Bus.-Studio Address Radio City—50 S. 9th St.
 Phone Number Lincoln 0552
 Air Time 112 hours weekly
 News Service AP, UP, INS
 Representative Free & Peters
 Ch. of Board W. J. McNally
 President Robert B. Ridder
 Exec. V.P. & Gen. Mgr. F. Van Konyenburg
 Sales Manager Robert N. Ekstrum
 Production Director Charles D. Miller
 Film Director Harry C. Jones
 Prom., Publ. Director Florence Z. Cook
 Program Dir. Gwen Harvey
 Chief Engineer John M. Sherman

KSD-TV
 ST. LOUIS—1947
 ABC-CBS-NBC-DuM

Channel: 5 VHF AP: 8.0 Kw. VP: 16.0 Kw.
 Owned-Oper. By The Pulitzer Publishing Co.
 Address 1111 Olive St.
 Phone Number MAIn 1111
 Air Time 110 hours weekly
 Newspaper Affiliation St. Louis Post-Dispatch
 News Service AP, INS
 Representative Free & Peters
 Membership NARTB
 President Joseph Pulitzer
 Gen., Sta. Mgr. George M. Burbach
 Program Director Harold Grams
 Chief Engineer J. E. Risk
 Sales Manager Guy E. Yeldell
 Promotion Director David Pasternak

MISSISSIPPI
WJTV
 JACKSON—1953
 ABC-CBS-DuM-NBC

Channel: 25 UHF AP: 98 Kw. VP: 180 Kw.
 Owned-Operated By
 Mississippi Publishers Corp.
 Address P. O. Box 427
 Representative Katz
 General Manager John Rossiter
 Consulting Engineer Raymond M. Wilmotte

NEBRASKA
KOLN-TV
 LINCOLN—1953—DuM

Channel: 12 VHF AP: 11 Kw. VP: 21.5 Kw.
 Owned-Operated By
 Cornhusker Radio & TV Corp.
 Address P. O. Box 987
 Representative Weed
 General Manager H. E. Anderson
 Sales Manager Otis Segler
 Consulting Engineer Comm. Radio Equipt. Co.

MISSOURI
WDAF-TV
 KANSAS CITY—1949
 ABC-CBS-NBC-DuM

Channel: 4 AP: 11 Kw. VP: 22 Kw.
 Owned-Oper. By Kansas City Star Co.
 Business Address 3030 Summit
 Phone Number Harrison 1200
 Air Time 18 hrs. daily

KMTV
 OMAHA—1949—ABC-CBS-DuM

Channel: 3 AP: 8.4 Kw. VP: 16.7 Kw.
 Owned-Oper. By May Bcstg. Co.
 Bus.-Trans. Address 2615 Farnam St.
 Phone Number WEbster 9800
 Air Time 93 hours weekly
 News Service UP
 Representative Edward Petry & Co.
 Membership NARTB
 President Edward W. May
 V.P., Gen. Mgr. Owen Saddler
 Commercial Manager Howard Peterson
 Program Director Glenn Harris
 Prom., Publ. Director Joe Baker

Dir of News and Spec. Events... Floyd Kalber
 Production Director... Lew Jeffrey
 Film Director... Bill Witt
 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... 17½ hours daily
 News Service... UP
 Representative... Blair TV
 Membership... NARTB
 President... E. T. Meredith, Jr.
 General Manager... Frank P. Fogarty
 Sales Mgr... Fred Ebener
 Program Dir... Soren Munkof
 Promotion Dir... Bob Seitzer
 Film Mgr... Donna Newton
 Dir. of News & Spec. Events... Ray Clark
 Production Manager... Jack Mazzie
 Chief Engineer... Wm. J. Kotera

NEW JERSEY
W F P G - T V

ATLANTIC CITY—1953—ABC-NBC
 CBS-DuM

Channel: 46 UHF...AP: 9 Kw...VP: 18 Kw.
 Owned-Operated By... Neptune Bcstg. Corp.
 Address... Steel Pier
 Representative... Pearson
 General Manager... Fred Weber
 Sales Manager... E. P. Truex
 Consulting Engineer... Craven, Lohnes & Culver

W A T V

NEWARK—1948

Channel: 13 VHF..AP: 15.3 Kk..VP: 30.5 Kw.
 Owned-Oper. By... Bremer Bcstg. Corp.
 Business-Studio Address... 1020 Broad St.
 Phone Number... Mitchell 2-6400
 Air Time... 100 hours weekly
 Representative... Weed
 Pres., Gen. Mgr... Irving R. Rosenhaus
 Vice Pres. (Sales)... Edmund S. Lennon

The New York Times. LATE CITY EDITION

EDEN FAVOR... DULLES AND WILSON OF G.M. NAMED... DEFENSE SECRETARIES... INTERIOR POST

*Jack Gould
 one of TV's
 most respected
 critics, writes*

...WATV's best constitutes some of the most constructive and worthwhile television in this area. ...highly informal, singularly unpretentious in production and almost neighborly in its tone. WATV is doing a job that merits encouragement and commendation. Under Robert P. Hogan to Check Bench Sales; WILSON RECALLED; Braden Assails Crime Panel AS DEBILITY PUNISHMENT

watv channel 13

**WPIX Station of
Champions**

N.Y. Giants and N.Y. Yankees **For the 1953 Season**



220 East 42nd St.,
N.Y.C. 17
MU 2-6500
National
Representatives:
Free & Peters, Inc.



Public Rel. Dir.....Roland Trenchard
 P ogram Director.....George Green
 Film Director.....Robert Paskow
 Vice-President.....Frank V. Bremer

NEW MEXICO
KOB-TV
 ALBUQUERQUE—1948
 ABC-CBS-NBC-DuM

Channel: 4 VHF...AP: 2.5 Kw...VP: 5.2 Kw.
 Owned-Oper. By....Albuquerque Bcstg. Co.
 Bus.-Studio Address.....234 So. 5th
 Phone Number.....3-4411
 Air Time.....8 hours daily
 Representative.....Branham
 Membership.....BAB
 President.....Wayne Coy
 Sta. Mgr., Chief Engineer...Geo g S. Johnson
 P ogram Director.....Dorothy B. Smith
 Film Mgr.....Millard Williams
 Dir. of Remotes.....Raymond Jacobs
 Consulting Engineer.....Jansky & Bailey

NEW YORK
WNBF-TV
 BINGHAMTON—1943
 ABC-CBS-NBC-DuM

Channel: 12....AP: 25 Kw...VP: 50 Kw.
 Owned-Oper. By.....Clark Associates, Inc.
 Business Address.....P. O. Box No. 48
 Phone Number.....3-7311
 Air Time.....85 hours weekly
 News Service.....UP
 Representative.....Bolling
 Membership.....NARTB, BAB
 President.....John C. Clark
 General Manager.....C. D. Mastin
 Station Manager.....L. L. Rogers
 Sales Manager.....Stanley N. Heslop
 Pgm. Dir.....E. M. Scala
 Promot'on Director.....E. R. McCloskey
 Prod. Dir.....Clark Pollock
 Chief Engineer.....L. H. Stantz
 Consulting Engineer.....Jansky & Bailey

WBEN-TV
 BUFFALO—1948—ABC-CBS-NBC
 DuM

Channel: 4 FHF...AP: 25 Kw...VP: 50 Kw.
 Owned-Oper. By.....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Studio, Transmitter Location.....Hotel Statler
 Air Time.....17 hours daily
 News Service.....AP, INS
 Representative.....Harrington, Righter &
 Parsons, Inc.
 Membership.....NARTB
 President.....Edward H. Butler
 Vice-President.....Alfred H. Kirchofer

General Manager.....C. Robert Thompson
 Dir. of News and Spe. Events....Floyd Kalber
 Sales Manager.....Nicholas J. Malter
 Station Mgr.....George R. Torge
 Promoton Director.....Joseph A. Haeffner
 News and Spec. Events, Asst. Pgm. Dir.
 Edward J. Wegman
 Film Director.....Quintin P. Renner
 Program Dir.....Frederick A. Keller
 Dir. of Remotes.....John L. Hutchinson, Jr.
 Technical Director.....Ralph J. Kingsley

WABC-TV
 NEW YORK—1948—ABC

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
 Owned-Oper. By
 American Bcstg.-Paramount Theaters, Inc.
 Business Address.....7 W. 66th St.
 Phone Number.....SUsquehanna 7-5000
 Air Time.....13 hours daily
 News Service.....INS
 Representative.....Petry
 President (ABC).....Robert E. Kintner
 V.P., General Mgr.....S'locum Chapin
 Station Mgr.....Paul B. Mowrey
 Sales Mgr.....Trevor Adams
 Promotion Director.....M. De Groot
 Mar. O & O Sales.....Don Dargin
 Publicity Dir.....Ward Jones
 Publicity Dir.....Arthur B. Donegan
 Film Director.....Freelon M. Fowler
 V.P., Dir. of Engn.....Frank Marx

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.....INS
 Membership.....NARTB
 Director.....Chris J. Witting
 General Manager.....Richard E. Jones
 Commercial Manager.....Lawrence L. Wynn
 Pgm., Prod. Dir.....James L. Caddigan
 Chief Engineer.....Rodney D. Chipp
 Publicity Director.....Gerald Lyons
 Film Dept. Mgr.....Donald A. Stewart

WCBS-TV
 NEW YORK—1941—CBS

Channel: 2 VHF...AP: 8.5 Kw...VP: 17.3 Kw.
 Owned-Oper. By.....Columbia Bcstg. System
 Business Address.....485 Madison Ave.
 Phone Number.....PLaza 5-2000
 Air Time.....16 hours daily
 News Service.....AP, INS, UP, Telenevs
 Representative.....CBS TV Spot Sales
 Membership.....NARTB

President (CBS Inc.) Frank Stanton
 President (CBS TV)..... J. L. Van Volkenburg
 General Manager..... Craig Lawrence
 Asst. to Gen. Mgr..... Clarence Worden
 Sales Manager..... George Dunham
 Program Director..... Hal Hough
 Promotion Manager..... Robert G. Patt
 Asst. Prog. Dir., Prod. Mgr..... Dan Gallagher
 Publicity Director..... Bob Fuller
 Film Manager..... Wm. C. Lacey
 Chief Engineer..... Robert G. Thompson

W N B T

NEW YORK—1941—NBC

Channel: 4..... AP: 4.27 Kw..... VP: 5.2 Kw.
 Owned-Oper. By..... National Bcstg. Co.
 Business Address..... 30 Rockefeller Plaza
 Phone Number..... Circle 7-8300
 Air Time..... 115 hours weekly
 News Service..... AP, INS, UP
 Representative..... NBC Spot Sales Dept.
 Membership..... NARTB, BAB
 President..... Frank White
 General Manager..... Ted Cott
 Station Mgr..... Richard Pack
 Commercial Manager..... Jay Heitin
 Prog., Film Director..... Pete Affe
 Promotion Dir..... Jay Smolin
 Production Mgr..... John Grogan
 Publicity Dir..... Phil Dean
 Chief Engineer..... Thomas Phelan

W O R - T V

NEW YORK—1949—MBS

Channel: 9..... AP: 11.0 Kw..... VP: 88 Kw.
 Owned-Oper. By..... General Teleradio, Inc.
 Business Address..... 1440 Broadway
 Phone Number..... LOnacque 4-8000
 Air Time..... 100 hours weekly
 News Service..... UP
 Station Representative..... H-R Reps.
 Membership..... NARTB
 President..... Thomas F. O'Neil
 V. P. In Charge..... James M. Gaines
 Station Manager..... Warren Wade
 Commercial Director..... Robert C. Mayo
 Promotion Director..... Gene Moss
 Dir. News & Spec. Events..... John B. Hughes
 Production Manager..... Ivan Reiner
 Publicity Director..... Frank Zuzulo
 Film Manager..... Milford Fenster
 Dir. of Remotes..... Ralph Giffen
 Chief Engineer..... Earl M. Johnson

W P I X

NEW YORK—1948

Channel: 11 VHF AP: 51 Kw... VP: 100 Kw.
 Owned-Oper. By..... WPIX, Inc.
 Address..... 220 E. 42nd St.
 Phone Number..... MU 2-6500

Air Time..... 14 hours daily
 News Service..... AP, UP
 Newspaper Affiliation..... N. Y. Daily News
 Station Representative..... Free & Peters
 Membership..... NARTB
 President..... F. M. Flynn
 V.P., Gen. Sta. Mgr..... G. Bennett Larson
 Comm. Manager..... A. B. Rodner
 Program Director..... Louis B. Ames
 Eastern Sales Mgr..... Wm. L. Clark
 Director of News..... Walter Engels
 Sales Director..... John Patterson
 Director of Remotes..... Jack Murphy
 Publicity Director..... L. A. Hollingsworth
 Promotion Director..... Adrien Rodner
 Chief Engineer..... Tom Howard
 Film Mgr..... Carol Levine
 Consulting Engineer..... A. D. Ring
 (See Page 898)

W H A M - T V

ROCHESTER—1949
 ABC-CBS-NBC-DuM

Channel: 6 VHF... AP: 11.7 Kw... VP: 23.4 Kw.
 Owned-Oper. By..... Stromberg Carlson Co.
 Business Address..... 201 Humboldt St.
 Phone Number..... Culver 7240
 Air Time..... 90-95 hours weekly
 News Service..... UP
 Representative..... Hollingbery
 Membership..... NARTB
 Vice-Pres., Gen. Mgr..... William Fay
 Commercial Manager... John W. Kennedy, Jr.
 Program Director..... Charles W. Siverson
 Promotion, Pub. Director... Armin N. Bender
 Director of News..... David E. Kessler
 Production Manager..... John Crosby
 Film Director..... David Manning
 Director of Remotes..... George Driscoll
 Chief Engineer..... Kenneth Gardner

W R G B

SCHENECTADY—1942
 ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 49 Kw... VP: 98 Kw.
 Owned-Oper. By..... General Electric Co.
 Business-Studio Address... 60 Washington Ave.
 Phone Number..... Schenectady 7-2261
 Air Time..... 17½ hours daily
 News Service..... Telenews, AP, UP, INS
 Representative..... NBC Spot Sales
 Membership..... NARTB
 Mgr. of Bcstg..... R. B. Hanna, Jr.
 Operations Mgr..... R. W. Welpott
 Supervisor of Sales..... Robert F. Reid
 Program Director..... Albert G. Zink



The
BIGGEST
KITCHEN
IN CENTRAL NEW YORK

WHEN
SYRACUSE

KAY'S KITCHEN

HAS TO BE BIG TO HOLD ALL ITS FRIENDS

Thousands of her friends gather each morning in Kay's Kitchen to visit with her, and join in 15 minutes of recipes, household hints and old-fashioned philosophy. A spot on Kay's Kitchen means a product sold!

REACHING OVER 225 COMMUNITIES

- | | |
|-----------------------|----------------------|
| Broome County (6) | Ontario County (10) |
| Cayuga County (14) | Oswego County (22) |
| Chenango County (6) | St. Lawrence Co. (4) |
| Cortland County (6) | Schuyler County (6) |
| Delaware County (4) | Seneca County (7) |
| Jefferson County (18) | Steuben County (6) |
| Lewis County (5) | Tioga County (3) |
| Madison County (16) | Tompkins County (5) |
| Monroe County (6) | Wayne County (11) |
| Oneida County (33) | Yates County (5) |
| Onondaga Co. (34) | |



SEEN EXCLUSIVELY OVER

WHEN
TELEVISION

SYRACUSE, N. Y.

A MEREDITH STATION

Asst. Station Manager.....R. W. Welpott
 Production Supervisor.....Merl Galusha
 Dir. of Prom. & Pub.....George L. Peck
 Chief Engineer.....Willard J. Purcell

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF.....AP: 24.062 Kw.
 VP: 48.125 Kw.
 Owned-Oper. By.....Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Phone Number.....3-1126
 Air Time.....102 hours weekly
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 President.....E. T. Meredith, Jr.
 V.P., Gen. Mgr.....Paul Adanti
 Commercial Mgr.....W. H. Bell
 Promotion Director.....Robert G. Peel
 Program Director.....Gordon J. Alderman
 TV Dir.....Payson Hall
 Chief Engineer.....H. E. Crow

(See Page 901)

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5 VHF...AP: 12.8 Kw...VP: 26.0 Kw.
 Owned-Oper. By...Central N. Y. Bcstg. Corp.
 Business Address.....224 Harrison St.
 Phone Number.....3-7111
 Air Time.....12 hours daily
 News, Affil...Post & Standard, Herald-Journal
 News Service.....UP
 Representative...Headley-Reed, Kettell-Carter
 Membership.....NARTB, BAB
 President.....H. C. Wilder
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Dir. of Sales.....W. R. Alford, Jr.
 Prog. Dir., Film Mgr.....William V. Rothrum
 Prom., Pub. Director.....Caley Augustine
 Dir. of News & Spec. Events.....Fred Hillegas
 Production Manager.....James McDonald
 Chief Engineer.....A. B. Isle
 Consulting Engineer...Craven, Lohnes & Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF...AP: 12.5 Kw...VP: 25 Kw.
 Owned-Oper. By...Copper City Bcstg. Corp.
 Business Address.....P. O. Box 386
 Phone Number.....3-0404
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 General Manager.....Michael C. Fusco
 Commercial Mgr.....John J. MacDavitt
 Program Director.....Jack Fredericks
 Promotion Director.....Martin Kovacs
 Prod. Mgr., Dir. News &
 Spec. Events.....Edwin Whittaker

Film Director.....Joseph Casaletta
 Chief Engineer.....DeForest T. Layton, Jr.
 Consulting Engineer.....George P. Adair

**NORTH CAROLINA
 WISE-TV**

ASHEVILLE—1953—NBC

Channel: 62....AP: 13 Kw....VP: 23 Kw.
 Owned-Operated By.....WISE, Inc.
 Address.....89 College St.
 Representative.....Bolling
 Consulting Engineer.....George C. Davis

WBTB

**CHARLOTTE—1949
 ABC-CBS-NBC-DuM**

Channel: 3VHF...AP: 8.2 Kw...VP: 16.3 Kw.
 Owned-Oper. By...Jefferson Standard Bcstg. Co.
 Business-Studio Address.....Wilder Bldg.
 Phone Number.....3-8833
 Air Time.....14 hours daily
 News Service.....UP, AP
 Representative.....TV Spot Sales
 Membership.....NARTB
 President.....Joseph M. Bryan
 General Manager....Charles H. Crutchfield
 Operations Director.....Ken Tredwell
 Station Manager.....Charles E. Bell
 Commercial Manager...Wallace J. Jorgenson
 Promotion Director.....J. R. Covington
 Dir. of News & Spec. Events.....J. Knell
 Production Manager.....Sam Zurich
 Publicity Director.....Nelson Benton
 Film Manager.....Lacy Sellars
 Director of Remotes.....T. G. Callahan
 Chief Engineer.....M. J. Minor
 Program Dir.....William Quinn
 Consulting Engineer.....A. D. Ring

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.....14½ hours daily
 News Service.....UP
 News, Affil.....News, Record
 Representative...Harrington, Righter & Parsons
 Membership.....NARTB
 President.....E. B. Jeffress
 Gen., Sta. Manager.....Gaines Kelley
 Commercial Manager.....Virgil V. Evans
 Program Director.....Gomer R. Lesch
 Promotion Director.....A. C. Stringer, Jr.
 Film Manager.....Daniel W. Shields
 Chief Engineer.....William E. Neill
 Consulting Engineer....Craven, Lohnes, &
 Culver

OHIO WCPO-TV

CINCINNATI—1949—ABC-DuM-CBS

Channel: 7 VHF...AP: 24 Kw...VP: 12 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Phone Number.....CApitol 0777
 Air Time.....17½ hours daily
 News Service.....UP
 News. Affil.....The Post
 Representative.....The Branham Co.
 Membership.....NARTB
 President.....Jack R. Howard
 V.P., Gen. Mgr.....M. C. Watters
 Station Manager.....Harry LeBrun
 Program Director.....Ed Weston
 Promotion Director.....Phil Haynes
 Production Manager.....Jim McGuire
 Publicity Director.....Phil Haynes
 Flim Manager.....Sid Barger
 Dir. of News & Spec. Events.....Bob Otto
 Director of Remotes.....M. Bowden
 Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF...AP: 125 Kw...VP: 250 Kw.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Business Address.....Times-Star Bldg.
 Phone Number.....Garfield 1331
 Air Time.....17½ hours daily
 News Service.....AP
 Newspaper Affiliation.....Times-Star
 Representative.....The Katz Agency, Inc.
 Membership.....NARTB
 Exec. Vice-Pres.....Hulbert Taft, Jr.
 General Manager.....U. A. Latham
 Asst. Gen. Mgr.....Don L. Chapin
 Prom. Mgr., Pub. Dir.....Fred Thomas
 Nat'l Sales Mgr.....Kenneth Church
 Promotion Director.....Lila Lambert
 Director of News.....George Palmer
 Production Manager.....Bob Huber
 Film Co-ordinator.....Barry Hersh
 Comm., Prod. Mgr.....Paul Wagner
 Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 5 VHF...AP: 19.5 Kw...VP: 23.5 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Address.....140 W. Ninth St.
 Phone Number.....Cherry 1822
 Air Time.....115-130 hours weekly
 News Service.....UP
 Representative.....WLW Sales
 Chairman of the Board.....James D. Shouse
 President.....R. E. Dunville
 Dir. of TV Oper. & V.P.....John T. Murphy
 Program Director.....Lin Mason

Sales Manager.....John H. Bone
 Gen. Sales Mgr.....David E. Patridge
 Dir. of Promotion.....James E. Allen
 Chief Engineer.....Howard Lepple
 Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF...AP: 8.15 Kw...VP: 16.0 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Business-Studio Address.....1816 E. 13th St.
 Phone Number.....TOWer 1-5454
 Air Time.....15 hours daily
 News Service.....UP
 Newspaper Affiliation.....The Press
 Representative.....Branham
 President.....Jack R. Howard
 General Manager.....James C. Hanrahan
 Station Director.....J. Harrison Hartley
 Advertising Manager.....Floyd E. Weidman
 Dir. of News & Spec. Events...Donald L. Perris
 Director of Remotes.....Ernest E. Sindelar
 Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw...VP: 39.22 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business-Studio Address.....815 Superior Ave.
 Phone Number.....CHerry 1-0942
 Air Time.....91½ hours weekly
 News Service.....AP, UP
 Representative.....NBC Spot Sales
 Membership.....NARTB
 President (NBC).....Frank White
 General Manager.....Hamilton Shea
 Dir. of Sales.....Charles Philips
 Program Manager.....Norman Cloutier
 Dir. of News & Spec. Events...Edward R. Wallace
 Promotion Director.....Clement G. Scerback
 Dir. of Pgm. Op.....Carl Freeborn
 Film Director.....Albert L. Odeal
 Engineer-in-Charge.....S. E. Leonard
 Oper. Sup.....William A. Howard

(See Page 904)

WXEL

CLEVELAND—1949
ABC-CBS-DuM

Channel: 9 VHF...AP: 13.0 Kw...VP: 25.6 Kw.
 Owned-Oper. By.....Empire Coil Co., Inc.
 Address.....1630 Euclid Ave.
 Phone Number.....TOWer 1-8989
 Air Time.....15 hours daily
 News Service.....UP, AP, INS
 Representative.....Katz
 Membership.....NARTB
 President.....Herbert Mayer



Who

is NUMBER ONE IN CLEVELAND?

A **GOOD** question and a
fair question.

*Here's your television
answer . . .*

1 WNBK Cleveland delivers a *larger* audience from 7 a. m. to 1 a. m. throughout the week than any other television station, local newspaper or national magazine.

2 WNBK Cleveland, *Your Community Station*, offers the greatest number of preferred local programs. WNBK viewers are not "switch happy" . . . they stay on Channel 4.

3 WNBK increases the value of your advertising dollar through the services of a complete Advertising, Promotion and Merchandising Department.

**Always Buy WNBK CHANNEL
4**

**when looking for results
in the Cleveland-Northern Ohio market**

Sta., Gen. Mgr. Franklin C. Snyder
 Publicity Director Barbara Snyder
 Asst. Comm. Mgr. R. C. Wright
 Program Director Harry Black
 Dir. of News Robert Rowley
 Film Director Sidney Nadler
 Director of Remotes Clap Dopp
 Chief Engineer H. A. Brinkman
 Consulting Engineer Benjamin Adler

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10 . . . AP: 12.15 Kw. . . VP: 24.3 Kw.
 Owned By Dispatch Printing Co.
 Business Address 33 N. High St.
 Phone Number Fletcher 3538
 Air Time 15½ hrs. daily
 Newspaper Affiliation . . . Columbus Dispatch
 News Service AP
 Station Representative Blair
 Membership NARTB
 Dir. of Television Richard A. Borel
 Pgm., Film 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
 Chief Engineer Lester H. Nafzger
 Consulting Engineer Jansky & Bailey

WLW-C

COLUMBUS—1949—NBC

Channel: 3 VHF . . . AP: 7.6 Kw. . . VP: 15.2 Kw.
 Owned-Operated By Crosley Bcstg. Corp.
 Business Address 3165 Olentangy River Rd.
 Phone Number Jefferson 5441
 Air Time 18 hours daily
 News Service UP
 President Robert E. Dunville
 Gen., Sta. Mgr. James Leonard
 Commercial Mgr. C. George Henderson
 Program Director Gene Raque
 Promotion Director Juanita Wilcox
 Dir. of News & Spec. Events Bill Hindman
 Production Manager Walter S. Jacobs
 Publicity Director Juanita Wilcox
 Film Manager Nicholas Luppino
 Director of Remotes Walter Jacobs
 Chief Engineer Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6 VHF . . . AP: 10.0 Kw. . . CP: 19.8 Kw.
 Owned-Oper. By Picture Waves, Inc.
 Address 753 Harmon Ave.
 Phone Number Fletcher 4361
 Air Time 13 hours daily

News Service AP
 Representative Headley-Reed
 Membership NARTB
 President Edward Lamb
 General Manager Frank Oswald
 Commercial Manager J. W. McGough
 Prog. Dir., Film Mgr. Warren Warner
 Prom., Pub. Dir. Ruth Sherman
 Dir. of News & Spec. Events D. Nichols
 Chief Engineer Joseph Gill
 Consulting Engineer MacIntosh & Ingalls

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13 AP: 13 Kw. VP: 24 Kw.
 Owned-Oper. By Miami Valley Bcstg. Corp.
 Business Address 45 S. Ludlow St.
 Phone Number ADams 2261
 Air Time 125 hours weekly
 News Service UP, Movietone
 President James M. Cox, Jr.
 Managing Director J. Leonard Reinsch
 General Manager Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Pgm., Film Dir. Don R. Lyons
 Dir. TV Op. Jack L. Hodgkinson
 Chief Engineer Ernest L. Adams
 Dir. News & Spec. Events Don Wayne

WLW-D

DAYTON—1949—NBC

Channel: 2 VHF . . . AP: 8 Kw. VP: 16 Kw.
 Owned-Oper. By Crosley Bcstg. Corp.
 Business-Studio Address 4595 S. Dixie Hwy.
 Phone Number Walnut 210!
 Air Time 17½ hours daily
 News Service UP
 Representative WLW Offices, New York,
 Chicago, Hollywood
 Membership NARTB
 Station Manager H. Peter Lasker
 Commercial Manager Wm. J. Williamson
 Program Manager Neal Van Ells
 Prom. Pub. Dir. Dorothy A. Sanders
 Dir. of News & Spec. Events Omar Williams
 Film Manager Ken Sanders
 Production Manager Robert Head
 Chief Engineer Lester Sturgill

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF . . . AP: 14.4 Kw. . . VP: 27.4 Kw.
 Owned-Oper. By Storer Bcstg. Co.
 Business-Studio Address 136 Huron St.
 Phone Number Adams 3175
 Transmitter Location 26 Superior St.
 Air Time 100 hours weekly
 News Service AP, INS, UP
 Representative Katz
 Membership TBA, NARTB, BAB

President.....George B. Storer
 Commercial Manager.....W. F. Shannon
 Gen. Sta. Mgr.....Allen L. Haid
 Program Director.....Les Dana
 Promotion-Publicity Dir.....Rick Gourley
 Dir. of News & Spe. Events.....James Uebelhart
 Production Manager.....Al Ruehliel
 Film Director.....Elaine Phillips
 Chief Engineer.....William Stringfellow
 Consulting Engineer.....Glenn Boundy

WFMJ-TV

YOUNGSTOWN—1952—NBC

Channel: 73 UHF..AP: 89 Kw..VP: 175 Kw.
 Owned-Operated By...Vindicator Printing Co.
 Address.....101 W. Boardman Street
 Phone Number.....3-4121
 Newspaper Affil...The Youngstown Vindicator
 News Service.....AP, UP
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....W. O. Brown
 V. P. Gen. Mgr.....William F. Maag, Jr.
 Comm. Mgr., Prom. Publ. Dir.

Leonard E. Nasman

Program Director.....Ronald Richards
 Production Manager.....Peter J. Frommert
 Film Manager.....David Davies
 Chief Engineer.....Frank A. Dieringer

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS
DuM

Channel: 27 UHF..AP: 95 Kw..VP: 160 Kw.
 Owned-Operated By.....WKBN Bcstg. Co.
 Address.....17 N. Champion St.
 Representative.....Raymer
 General Manager.....J. L. Bowden
 Consulting Engineer.....Millard M. Garrison

OKLAHOMA KSWO

LAWTON—1953

Channel: 7 VHF...AP: 5 Kw....VP: 10 Kw.
 Owned-Operated By
 Oklahoma Quality Bcstg. Co.
 Address.....P. O. Box 699
 Representative.....Everett-McKinney

WKY-TV

OKLAHOMA CITY—1949
ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 8.5 Kw..VP: 16.9 Kw.
 Owned-Oper. By.....WKY Radiophone Co.
 Studio Address.....500 E. Britton Rd.
 Phone Number.....TRinity 8-2161
 Air Time.....17½ hours daily

News Service.....AP, UP
 News. Affil.....Oklahoman, Times
 Representative.....Katz
 Membership.....NARTB
 President.....E. K. Gaylord
 Manager.....P. A. Sugg
 Asst. Manager.....Hoyt Andres
 Program Director.....Robert Olson
 Promotion Director.....Ray Scales
 Dir. of News & Spec. Events....Grant Foster
 Production Manager.....Robert Doty
 Adm. Assistant.....Eugene B. Dodson
 Film Director.....Kieth Mathers
 Chief Engineer.....H. J. Lovell
 Consulting Engineer.....A. D. Ring Co.

KOTV

TULSA—1949
ABC-CBS-NBC

Channel: 6...AP: 8.5 Kw....VP: 16.6 Kw.
 Owned-Oper. By.....Wrather-Alvarez, Inc.
 Business Address.....302 S. Frankfort St.
 Phone Number.....2-9233
 Air Time.....126 hours weekly
 News Service.....UP
 Station Representative.....Petry
 Membership.....NARTB
 President.....Jack D. Wrather, Jr.
 Gen., Sta. Manager.....Maria Helen Alvarez
 Commercial Manager.....John B. Hill
 Program Director.....Don Thompson
 Promotion Dir.....Robert Freeland
 Film Director.....Glenn White
 News Director.....Cy Tuma
 Chief Engineer.....George Jacobs

OREGON KPTV

PORTLAND—1952—ABC-CBS-DuM
NBC

Channel: 27 UHF...AP: 44 Kw....VP: 88 Kw.
 Address.....Portland
 Owned-Operated By.....Empire Coil Co.
 Representative.....NBC Spot Sales
 Station Manager.....Herb Mayer
 Program Manager.....Frank Opra
 Consulting Engineer.....Adler Comm. Lab.

PENNSYLVANIA WFBG-TV

ALTOONA—1953—NBC

Channel: 10 VHF..AP: 160 Kw..VP: 316 Kw.
 Owned-Operated By.....The Gable Co.
 Address.....1320 Eleventh Ave.
 Representative.....H-R Reps
 Gen., Sales, Prom. Mgr.....Jack Snyder
 Consulting Engineers

Craven, Lohnes & Culver

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12... AP: 15 Kw... VP: 30 Kw.
 Owned-Oper. By..... Dispatch Incorporated
 Bus. Trans. Address..... 3514 State St.
 Phone Number..... 4-6371
 Air Time..... 120 hours weekly
 News Service..... AP
 Representative..... Headley-Reed
 President..... Edward Lamb
 Vice President..... Paul Albracht
 General Manager..... Ben McLaughlin
 Program Director..... Dan Lick
 Film Director..... John W. Cook
 Comm. Mgr..... Don Boyce
 Prom. Dir..... Jack Schumacher
 Chief Engineer..... Michael Csop

WJAC-TV

JOHNSTOWN—1949
 ABC-CBS-NBC-DuM

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

WGAL-TV

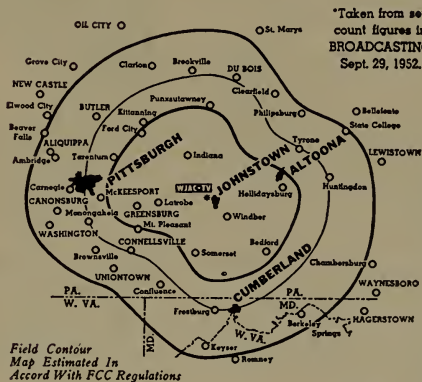
LANCASTER—1949
 ABC-CBS-NBC-DuM

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

... the biggest buy
 in Television!

4 Big Markets
 Covered by One Station!

... 8th Largest TV
 Market In The
 United States*



*Taken from set
 count figures in
 BROADCASTING
 Sept. 29, 1952.

★ POPULATION • 3,503,200

★ 1951 RETAIL SALES • \$3,377,035,000

Metropolitan coverage . . . but not metropolitan rates.
 Here's a big chance for covering all of Southwestern
 Pennsylvania with one television station. Study this
 map . . . make inquiries in the market . . . In the end
 you'll turn for best coverage to —

WJAC-TV

CHANNEL 6 • 70 KW VISUAL
 35 KW AURAL

Represented by THE KATZ AGENCY, Inc.

Serving Millions From Atop the Alleghenies

DuMont's

Great Station in a Great Market

W D T V



The Finest
Entertainment from
Four Networks

Serving an Area
With More Than
550,000 TV Sets

Keeping in Step
With Pittsburgh's
Fabulous Progress

For

BEST SHOWS---and---BEST RESULTS

It's

DuMont

W D T V

Channel 2

Pittsburgh's *first* Television Station

Harold C. Lund, Gen. Mgr. - C. of C. Building - Pittsburgh 30, Pa.

WCAU-TV

PHILADELPHIA—1947—CBS

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

WDTV

PITTSBURGH—1949
 ABC-CBS-NBC-DuM

Channel: 3.....AP: 8.3 Kw.....VP: 16.6 Kw.
 Owned-Operated By.....Allen B. Du Mont
 Laboratories, Inc.
 Business Address.....Chamber of Commerce
 Bldg.
 Phone Number.....Express 1-1071
 Air Time.....155 hours weekly
 News Service.....UP
 Representative.....DuMont Network
 Membership.....NARTB
 President.....Dr. Allen B. Du Mont
 Gen. Mgr.....Harold C. Lund
 Sales Dir.....George Baren Bregge
 Publ. Dir.....Dick Fortune
 Operations Mgr.....Don Menard
 Film Manager.....Richard Dreyfuss
 Chief Engineer.....Raymond Rodgers

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3...AP: 8.0 Kw...VP: 16.0 Kw.
 Owned-Oper. By..Tele. Bcstg. Div. of Philco.
 Corp.
 Business Address.....1600 Architects Bldg.
 Phone Number.....LOcust 4-5500
 Air Time.....115 hours weekly
 News Service.....UP
 Station Representative.....NBC Spot Sales
 Vice-Pres., Gen. Mgr.....Ernest B. Loveman
 Asst. Gen. Mgr.....Rolland V. Tooke
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.
 Mgr. of Pgm. Operations.....Preston Stover
 Pub., Prom. Dir.....John J. Kelly
 Chief Engineer.....Raymond J. Bowley

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.....Unlimited
 News Service.....INS
 Representative.....H R Television, Inc.
 Pres., Gen. Mgr.....Humboldt J. Greig
 Vice President.....Richard G. Fichthorn
 Operations.....Jack Schuler
 Natl. Sales Mgr.....Robert W. Reuschle
 Program Director.....Alan Lane
 Promotion Director.....Arthur Heim
 Dir. of News & Spec. Events.....John Deegan
 Dir. of Rem., Prod. Mgr.....James A. Ketcham
 Publicity Director.....James D. Lindemuth
 Film Manager.....Louis De Luca
 Chief Engineer.....Joseph E. McCormack

(See Page 910)

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF...AP: 13.5 Kw...VP: 27 Kw.
 Owned-Oper. By..Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business Address.....46th & Market Sts.
 Phone Number.....EVERgreen 2-4700
 Air Time.....16 hours daily
 Newspaper Affiliation..The Philadelphia
 Inquirer
 News Service.....UP
 Station Representative.....Katz
 Membership..TBA, NARTB, TV Assn. of Phila.
 General Manager.....Robert W. Clipp
 Comm. Mgr.....Kenneth W. Stowman
 Program Director.....Jack Steck
 Promotion Dir.....Joe Zimmerman
 Dir. of News & Spec. Events..Charles Harrison
 Production Mgr.....Edmund Rogers
 Publicity Dir.....John J. Hyland
 Film Director.....Walter Tillman
 Chief Engineer.....Henry Rhea

WBRE-TV

WILKES-BARRE—1953—NBC

Channel: 29 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned-Operated By.....Louis G. Baltimore
 Address.....62 S. Franklin St.
 Representative.....Headley-Reed
 General Manager.....L. G. Baltimore
 Program Director.....F. D. Coslett
 Sales Manager.....A. C. Baltimore
 Consulting Engineer.....Millard M. Garrison

WSBA-TV

YORK—1953—ABC

Channel: 43 UHF..AP: 86 Kw..VP: 170 Kw.
 Owned-Operated By..Susquehanna Bcstg. Co.
 Address.....53 N. Duke St.

We've Got Reading **WHUM**ming!



In One of the Nation's Top Markets

WHUM-AM

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

WHUM-TV CHANNEL 61

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

READING, PA.

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

RepresentativeRadio-TV Reps
 General Manager.....W. Rothenseis
 Sales Manager.....Philip Eberly
 Consulting Engineer.....George C. Davis

RHODE ISLAND
WJAR-TV
 PROVIDENCE—1949
 ABC-NBC-CBS-DuM

Channel: 10...AP: 100 Kw...VP: 200 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address....176 Weybosset St.
 Phone Number.....Gaspee 1-8255
 Air Time.....125 hours weekly
 News ServiceAP
 RepresentativeWeed
 Transcription Service.....SESAC, World
 Program Manager.....Seymour Horowitz
 Mgr. TV Op.....Norman Gittleson
 Production Coordinator.....Manning Tesser
 Film Director.....William Cooper
 Promotion Manager.....Frank J. Howard
 Chief Engineer.....Thomas C. J. Prior

TENNESSEE
WMCT
 MEMPHIS—1948
 ABC-CBS-NBC-DuM

Channel: 5...AP: 30 Kw...VP: 60 Kw.
 Owned-Operated....Memphis Publishing Co.
 Business-Studio Address....Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number8-7464
 Air Time.....114 hours weekly
 News Service.....INS, UP
 RepresentativeBranham
 MembershipNARTB
 PresidentEnoch Brown
 Gen. Station Mgr.....H. W. Slavick
 Commercial Manager.....Earl Moreland
 Program Director.....Wilson Mount
 Prom., Pub. Dir.....Walter E. Frase
 Dir. of News & Spec. Events....Edwin White
 Production Manager.....Jay Scott
 Film Director.....Charles Caldwell, Jr.
 Director of Remotes.....Wilson Mount
 Chief Engineer.....E. C. Frase, Jr.

WSM-TV
 NASHVILLE—1950
 ABC-CBS-DuM-NBC

Channel: 4...AP: 11.9 Kw...VP: 23.8 Kw.
 Owned-Oper. By.....Natl. Life & Accident
 Ins. Co.
 Business Address.....7th Ave. at Union
 Phone Number6-7181
 Air Time.....76 hours weekly
 News Service.....AP, INS, UP

RepresentativeEdward Petry
 MembershipNARTB
 President.....John H. DeWitt, Jr.
 Commercial Manager.....Irving Waugh
 Program Director.....Jack Stapp
 Pub., Publ. Relns., Prom. Dir.

William R. McDaniel

News & Spec. Events Dir.....Harold Baker
 Production Manager.....Shelton Weaver
 Film Director.....Elmer Cartwright
 Chief Engineer.....Aaron Shelton

TEXAS
KGNC-TV
 AMARILLO—1953

Channel: 4 VHF.. AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Plains Radio Bcstg. Co.
 AddressBox 751
 Phone Number3-4242
 Air Time.....6 hours daily
 News. Affil.....Globe-News Publ. Co.
 News Service.....AP, UP
 MembershipNARTB
 President.....B. E. Walker
 Gen., Sta. Mgr.....Tom Kritser
 Commercial Manager.....Bob Watson
 Prog. Dir., Dir. of Rem.....Kelly Maddox
 Promotion Director.....Marianne Johnson
 Dir. of News & Spec. Events.....Wes Izzard
 Publicity Director.....Beverly Smith
 Film Manager.....Max Ewing
 Chief Engineer.....W. H. Torrey
 Consulting Engineer.....A. Earl Cullum

KTBC-TV
 AUSTIN—1953—ABC-CBS-NBC

Channel: 7 VHF.AP: 51.45 Kw..VP: 102.9 Kw.
 Owned-Operated By.....Texas Bcstg. Corp.
 Address.....P. O. Box 717
 Representative.....O. L. Taylor
 General Manager.....J. C. Kellam
 Consulting Engineer.....A. Earl Cullum, Jr.

XELD-TV
 BROWNSVILLE—1951
 ABC-NBC-CBS-DuM

Channel: 7 VHF...AP: 1.4 Kw...VP: 2.8 Kw.
 Owned-Operated By.....Romulo O'Farril Sr.
 Address.....1014 E. Washington St.
 Phone Number.....Brownsville 6-6953
 Air Time.....60 hours weekly
 News ServiceINS
 RepresentativeAdam Young
 PresidentRomulo O'Farril Sr.
 General Mgr.....Monte Kleben
 Comm. Mgr.....L. W. Smith
 Traffic Mgr.....Terry Frizzell
 Chief Engineer.....Juan Suarez

**TEXAS' MOST
POWERFUL
TELEVISION
STATION**

KRLD-TV

CHANNEL 4

**Covering the South's Largest
Metropolitan Market...**

DALLAS—FT. WORTH

More than 1 million population
within a 50 mile radius. More
than 2 million within 100 mile
radius...largely urban dwellers.

★★★★

KRLD

**50,000 WATTS—FULL TIME
Exclusive CBS Outlet
for**

DALLAS—FT. WORTH

**Covering the Great
SOUTHWEST
Market Area**

***The Southwest's
No. 1 Stations!***

National Representative
THE BRANHAM COMPANY

★★★ U. S. TV STATIONS ★★★

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF..AP: 13.6 Kw..VP: 27.3 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Air Time.....15 hours daily
Newspaper Affiliation...Dallas Times Herald
News Service.....INS, UP
RepresentativeBranham
MembershipNARTB
President.....Clyde W. Rembert
Comm. Mgr.....William A. Roberts
Program Dir.....Ves Box
Promotion Dir.....A. J. Putman
Dir. of News & Spec. Events.....Jay Hogan
Film Director.....Nick Mueller
Chief Engineer.....B. B. Honeycuff
Consulting Engineer....Craven, Lohnes and
Culver

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF..AP: 13.5 Kw..VP: 27 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address.....Young & Houston
Phone Number.....Riverside 3315
Air Time.....16 hours daily
Newspaper Affiliation.....Morning News
News ServiceUP
RepresentativePetry
MembershipNARTB
President.....E. M. (Ted) Dealey
Sup. of Radio & TV.....Martin B. Campbell
Manager.....Ralph W. Nimmons
Prog., Remotes Dir.....Jay Watson
Promotion Dir.....Jack Saunders
Dir. of News & Spec. Events....Michael Hinn
Prod., Film Mgr.....Howard Anderson
Publicity Dir.....Jane Cockrell
Chief Engineer.....William C. Ellis
Technical Supervisor.....George E. Krutilek
Consulting Engineer.....A. Earl Cullum

KROD-TV

EL PASO—1952—CBS-DuM

Channel: 4 VHF...AP: 28 Kw....VP: 56 Kw.
Owned-Operated By.....Roderick Bcstg. Co.
Address.....Wyoming & Walnut Sts.
Representative.....O. L. Taylor
General Manager.....Val Lawrence
Sales Manager.....Dick Watts

KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF...AP: 29 Kw....VP: 58 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
RepresentativeHollingbery
General Manager.....Karl O. Wyler

Sales Manager.....Roy Chapman
 Program Director.....Jack Chapman
 Consulting Engineer.....George P. Adair

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF..AP: 16.4 Kw...VP: 8.2 Kw.
 Owned-Operated By..Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....L0ckwood 1981
 Air Time.....17
 News Service.....AP
 Newspaper Affiliation.....Fort Worth Star-Telegram
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Amon Carter
 Director.....Harold Hough
 General Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Bob Gould
 Prom., Pub. Dir.....Thaine Engle
 Dir. of News & Spec. Events...James A. Byron
 Production Manager.....Tommy Thompson
 Film Director.....Lynn Trammell
 Director of Remotes.....Sid Smith
 Chief Engineer.....R. C. Stinson
 Consulting Engineer.....A. D. Ring

K D U B - T V

LUBBOCK—1953—CBS-DuM

Channel: 13 VHF..AP: 15.5 Kw...VP: 31 Kw.
 Owned-Operated By...Texas Telecasting, Inc.
 Address.....3601 Ave. H
 Representative.....Avery-Knodel
 General Manager.....W. D. Rogers
 Sales Manager.....Mike Shapiro
 Consulting Engineers.....McIntosh & Inglis

K P R C - T V

HOUSTON—1949—ABC-CBS

NBC-DuM

Channel: 2....AP: 7.5 Kw....VP: 15 Kw.
 Owned-Oper. By.....Houston Post Co.
 Address.....Lamar Hotel
 Phone Number.....Fairfax 7101
 Air Time.....100 hours weekly
 Representative.....Petry
 General Manager.....Jack Harris
 Commercial Manager.....Jack McGrew
 Program Director.....Bert Mitchell
 Promotion Director.....Marsh Callaway
 Publicity Director.....Edna Forester
 Traffic Director.....Pat Breech
 Chief Engineer.....Paul Huhndorf

You'll Sell More On Channel 4 because . . .

KROD-TV

blankets EL PASO'S Fabulous Southwest



More people watch KROD-TV because

1. More area coverage and better picture
2. Transmitter tower 1,585 feet above city
3. 56,300 watts on Channel 4
4. Unrivalled studio facilities and equipment
5. CBS and Dumont TV Networks
6. Unequaled local and spot programming
7. Newspaper affiliation; promotion-minded staff

RODERICK BROADCASTING CORP.

D. D. Roderick Val Lawrence Dick Watts
 Chairman Vice-Pres. & Gen. Mgr. TV Sales Mgr.

KROD-TV and KROD-AM

Represented Nationally by The O. L. Taylor Co.

KEYL

SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5 VHF...AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address.....Transit Tower
Phone Number.....Garfield 8151
Air Time.....13½ hours daily
News Service.....UP
Representative.....Katz
Membership.....NARTB
President.....George B. Storer
Commercial Manager.....W. E. Kelley
Exec. Vice-Pres.....Lee B. Wailes
Managing Director.....George B. Storer Jr.
Program Dir.....William B. Robb
Prom., Pub. Dir.....Ardyce Planstiel
Dir. of News & Spec. Events.....Pat Boyette
Production Mgr.....James C. Wells
Film Mgr.....John Meaney
Chief Engineer.....William Jackson

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4 VHF...AP: 10.8 Kw...VP: 21.6 Kw.
Owned-Oper. By...Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
Air Time.....9 hours daily
News Service.....AP, INS, UP
Representative.....Petry
Membership.....BAB
President.....Hugh A. L. Half
Gen., Sta. Mgr.....Arden X. Pangborn
Comm. Mgr.....Edward V. Cheviot
Prom. Mgr.....Dallas Wyant
Program Manager.....W. Perry Dickey
Film. Prod. Mgr.....Edward D. Hyman
Dir. of News.....Henry Howell
Publicity Director.....Imogene Stanley
Director of Engineering.....C. L. Jeffers
Consulting Engineer.....A. D. Ring

KFDX-TV

WICHITA FALLS—1953

Channel: 3 VHF...AP: 36 Kw...VP: 60 Kw.
Owned-Operated By...Wichtex Radio & Tele. Co.
Address.....801 Scott St.
Transmitter Location.....Old Seymour Rd.
President.....Darrold A. Cannan
Consulting Engineer.....George C. Davis

KWFT-TV

WICHITA FALLS—1953—CBS

Channel: 6 VHF...AP: 11.3 Kw...VP: 22.3 Kw.
Owned-Operated By...Wichita Falls Tele., Inc.
Address.....P. O. Box 420
Representative.....Blair-TV
President.....Kenyon Brown
Consulting Engineer...Comm. Radio Equip. Co.

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. By...Intermountain Bcstg. & TV Corp.
Business Address.....143 S. Main
Phone Number.....5-2991
Air Time.....16 hours daily
Station Representative.....Blair-TV
News Service.....UP
Membership.....NARTB
Pres., Gen., Sta. Mgr.....S. S. Fox
V.P., Tech. Dir.....John M. Baldwin
Comm. Mgr.....George Provol
Production Mgr.....Allen Frank
Program Director.....Dan Rainger
Promotion Director.....Del Leeson
Film Director.....C. W. Eckhardt
Director of Remotes.....Wal Lambourne
Chief Engineer.....Alan Gunderson
Consulting Engineer.....George Davis

KSL-TV

SALT LAKE CITY—1948

ABC-CBS-DuM

Channel: 5 VHF...AP: 9.6 Kw...VP: 18.4 Kw.
Owned-Oper. By...Radio Service Corp. of Utah
Business Address.....10 S. Main St.
Phone Number.....5-4641
Air Time.....13 hours daily
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Membership.....NARTB
Exec. Vice Pres.....Ivor Sharp
Comm. Mgr.....Edward B. Kimball
General Manager.....C. Richard Evans
Station Manager.....D. Lennox Murdoch
Program Director.....Wayne Richards
Promotion Director.....A. Richard Robertson
Director of News.....Paul Alexander
Production Manager.....Scott R. Clawson
Publicity Director.....A. Richard Robertson
Film Director.....Richard V. Thiriat
Director of Remotes.....Wayne Richards
Chief Engineer.....Vincent Clayton
Consulting Engineer.....A. Ring

VIRGINIA

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF...AP: 14 Kw...VP: 28 Kw.
Owned-Operated By...Lynchburg Bcstg. Corp.
Address.....925 Church St.
Representative.....Hollingbery
General Manager.....Phil Allen
Sales Manager.....Joseph F. Wright
Consulting Engineers Craven, Lohnes & Culver

WTAR-TV

NORFOLK—1950
ABC-CBS-NBC-DuM

Channel: 4 VHF...AP: 12.124...VP: 24.248 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Phone Number.....56711
Air Time.....17 hours daily
Newspaper Affiliation..Norfolk Newspapers,
Inc.

News Service.....AP, INS
Representative.....Petry
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Campbell Arnoux
Gen. Sales Mgr.....Robert M. Lambe
Prod., Pgm. Dir.....Harold Soldinger
Pub., Prom. Dir.....Fred Lowe
Public Rel. Dir.....Joel F. Carson
Director of News.....Gilbert McLeod
Film Director.....Harry L. Nicholas
Film Buyer.....Winston Hope
Chief Engineer.....Dick Lindell
Consulting Engineer.....Jansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address....3301 W. Broad St., P. O. Box 5229
Phone Number.....5-8611
Air Time.....17 hours daily

News Service.....UP
Station Representative.....Blair TV
Membership.....NARTB, BAB
Pres., Gen. Sta. Mgr.....Wilbur M. Havens
Comm. Mgr.....Walter A. Bowry, Jr.
Prog. Dir., Film Mgr..G. Conrad Rianhard, Jr.
Prom., Pub. Dir.....Robert Montgomery
Dir. of News & Spec. Events.....Jack Tucker
Production Mgr.....Edward Allen
Chief Engineer.....James Kyle
Consulting Engineer....McNary & Wrathall

WROV-TV

ROANOKE—1953—ABC

Channel: 27 UHF...AP: 62 Kw...VP: 105 Kw.
Owned-Operated By.....Radio Roanoke, Inc.
Address.....Mountain Trust Bldg.
Representative.....Burn-Smith
General Manager.....Frank Koehler
Program Manager.....Gordon Philips
Consulting Engineers.....Jansky & Bailey

WSLS-TV

ROANOKE—1953—NBC

Channel: 10 VHF...AP: 125 Kw...VP: 250 Kw.
Owned-Operated By
Shenandoah Life Stations

Address.....301 1st St.
Representative.....Avery-Knodel
Commercial Manager.....H. Fitzpatrick
Program Director.....George Chernault

WASHINGTON KING-TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5 VHF...AP: 10 Kw...VP: 19 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUtual 1090
Air Time.....14 hours daily
News Service.....UP
Representative.....Blair-TV
Membership.....NARTB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Mgr.....Thomas Rogstad
Prom., Pub. Dir.....Melvin Anderson
Program Director.....Lee Schulman
Director of Remotes.....John J. Shawcroft
Dir. of Engineering....James L. Middlebrooks
Consulting Engineer...Craven, Lohnes & Culver

KHQ-TV

SPOKANE—1953—NBC

Channel: 6 VHF...AP: 55 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Representative.....Katz
General Manager.....R. O. Dunning
Program Director.....William A. Neilson
Consulting Engineer.....George C. Davis

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.
Owned-Operated By.....KXLY-TV
Address.....315 W. Sprague
Representative.....Walker
General Manager.....E. B. Craney
Consulting Engineer.....Robert M. Silliman

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF...AP: 15 Kw...VP: 29.5 Kw.
Owned-Operated By...Tribune Publishing Co.
Address.....711 St. Helens Ave.
Representative.....Weed
Transmitter Location.....1701 S. 11th St.
President.....Frank S. Baker
Engineer.....Alvin H. Barnard

WEST VIRGINIA

WSAZ-TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF... AP: 42 Kw... VP: 84 Kw.
 Owned-Operated By... WSAZ, Incorporated
 Address... W. Virginia Bldg.
 Phone Number... 3-9441
 Air Time... 15 hours daily
 Newspaper Affiliation... Huntington Advertiser
 News Service... AP
 Station Representative... Katz
 Membership... NARTB
 President... Col. J. H. Long
 V.P., Gen. Mgr... Lawrence H. Rogers, II
 V.P., Tech. Dir... Leroy E. Kilpatrick
 Sales Mgr... James H. Ferguson
 Program Dir... Ted A. Eiland
 Promotion Dir... Charles W. Dinkins
 News Director... Nicholas A. Basso
 Production Mgr... Thomas I. Bordenkircher
 Nat. Sales Mgr... Elizabeth Conaty
 Film Mgr... Ned R. Brooke
 Studio Engineer... John P. Clay

WISCONSIN

WTMJ-TV

MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3 VHF... AP: 10.2 Kw... VP: 16.1 Kw.
 Owned-Oper. By... The Journal Co.
 Business-Trans. Address... 720 E. Capitol Drive
 Phone Number... B'way 1-6000
 News Service... AP
 Air Time... 16 hours daily
 Representative... Harrington, Righter & Parsons, Inc.
 Membership... NARTB
 V.P. and Gen. Mgr. of Radio and TV,
 The Journal Co... Walter J. Damm
 Asst. Gen. Mgr... R. G. Winnie
 Station Mgr... George Comte
 Asst. Sta. Mgr... George Nicoud
 Res., Devel. Co-ordinator... L. W. Herzog
 Sales Mgr... Neale V. Baake
 Program Manager... James Robertson
 Mgr. Radio & TV Engng... Phillip Laeser
 News Editor... Jack Krueger

• EXCLUSIVE!

ONLY WSAZ-TV CAN GIVE TO YOUR
CLIENTS *Exclusive* COVERAGE IN

103 COUNTIES OF

- WEST VIRGINIA
- OHIO
- KENTUCKY

MARKET DATA*
 RETAIL SALES
 \$1,828,557,000
 FAMILIES
 812,000

EFF. BUYING INCOME
 \$2,873,118,000

*Sales Management —
 "Survey of Buying Power" 1952

CHANNEL 3
84,000 WATTS



Represented by: THE KATZ AGENCY, INC.

HAWAII

U. S. TERRITORY

KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF. AP: 17.4 Kw. VP: 34.8 Kw.
Owned-Operated By

Hawaiian Bcstg. Syst., Ltd.

Address 1534 Kapiolani
Phone Number 9-0914
Air Time 8 Hrs. Daily
News Service INS, UP
Representative Free & Peters
President J. Howard Worrall
General Manager C. Richard Evans
Asst. Gen. Mgr. Chg. Sales Wayne Kearl
Program Director Robert Costa
Promotion Director Faye Johnson
Dir. News & Spec. Events Robert Costa
Production Director Sheridan Reid
Publicity Dir. Meg Thompson
Merchandising Dir. Melvin B. Wright
Chief Engineer C. Richard Evans

KONA

HONOLULU—1952—DuM

Channel: 11 VHF. AP: 74 Kw. VP: 123 Kw.
Owned-Operated By Radio Honolulu, Ltd.

Address 1071 Bishop St.
Phone Number 6-2366
Air Time 5½ Hrs. Daily
News Service INS, UP
Representative Forjoe & Co.
Membership NARTB
President Walter H. Dillingham
General Manager George H. Bowles
Asst. Mgr., Prog. Dir. William V. Ray
Nat'l Sales Dir. Craig Maudsley
Local Sales Dir. Bun Clapperton
Public Relations Dir. Vic Rowland
Dir. News & Spec. Events Webby Edwards
Film Mgr. Margaret S. Bowles
Dir. of Remotes Young O. Kang
Dir. of Engineering Robert W. Clark

FOR LISTINGS OF IMPORTANT

ADVERTISING AGENCIES

AND

PERSONNEL

SEE PAGE 153

TV STATIONS IN LATIN AMERICA

| COUNTRY | CITY | CALL LETTERS | CHANNEL | DATE | |
|----------------|-----------------|-----------------|--------------|----------------|--------------|
| ARGENTINA | Buenos Aires | LR3-TV | 7 | Oct. 17, 1951 | |
| | | LR1-TV | 5 | Under Const. | |
| BRAZIL | Bello Horizonte | | 4 | Under Const. | |
| | Rio De Janeiro | PRF8-TV | 6 | Dec., 1951 | |
| | Sao Paulo | PRF3-TV | 3 | Sept. 18, 1950 | |
| | Sao Paulo | RT Paulista | 5 | Dec. 24, 1951 | |
| COLOMBIA | Bogota | | | Under Const. | |
| CUBA | Havana | CMQ-TV | 6 | Dec. 14, 1950 | |
| | | CMUR-TV | 4 | Oct. 24, 1950 | |
| | | CMA-TV | 2 | April 1, 1952 | |
| | | | 3 | Under Const. | |
| | | 7 | Feb. 1, 1953 | | |
| | Camaguey | CMBF-TV | 6 | Dec., 1951 | |
| | Holguin | CMQ-TV | 5 | Under Const. | |
| | Matanzas | CMQ-TV | 9 | Jan. 25, 1952 | |
| | Pinar Del Rio | CMQ-TV | | Under Const. | |
| | Santa Clara | CMQ-TV | 5 | Jan. 1, 1952 | |
| | Santa Clara | CMUR-TV | | Under Const. | |
| | Santiago | CMQ-TV | 2 | Feb. 20, 1952 | |
| | DOM. REPUBLIC | C. Trujillo | HIT-TV | | Aug. 1, 1952 |
| | MEXICO | Acapulco | | 6 | Under Const. |
| Guadalajara | | | 10 | Under Const. | |
| Guadalajara | | | 3 | Under Const. | |
| Guanajuato | | | 3 | Under Const. | |
| Guanajuato | | | 12 | Under Const. | |
| Hermosillo | | | 6 | Under Const. | |
| Juarez | | | 2 | Under Const. | |
| Laredo | | | 3 | Under Const. | |
| Matamoros | | XELD-TV | 7 | Sept., 1951 | |
| Merida | | | 4 | Under Const. | |
| Mexicali | | | 3 | Under Const. | |
| Mexico City | | XH-TV | 4 | Aug. 31, 1950 | |
| | | XEW-TV | 2 | March, 1951 | |
| | | XEQ-TV | 9 | Under Const. | |
| | | XEGC-TV | 5 | Aug., 1951 | |
| Monterrey | | | 6 | Under Const. | |
| Monterrey | | | 2 | Under Const. | |
| Nogales | | | 2 | Under Const. | |
| Paso De Cortes | | XEQ-TV | 9 | Under Const. | |
| | | XE-TV | 7 | Under Const. | |
| Rio Piedras | | | 2 | Under Const. | |
| Reynosa | | | 9 | Under Const. | |
| Tampico | | | 6 | Under Const. | |
| | | | 3 | Under Const. | |
| Tijuana | | XEAZ-TV | 6 | Mar. 1, 1953 | |
| Torreon | | | 3 | Under Const. | |
| Vera Cruz | | | 10 | Under Const. | |
| | | 12 | Under Const. | | |
| URUGUAY | Montevideo | | | Under Const. | |
| VENEZUELA | Caracaslan | | 4 | Oct. 6, 1952 | |
| | Caracaslan | Venezuelan Gvt. | 5 | Under Const. | |
| | Caracaslan | | 7 | Under Const. | |

TV EXPANDS IN MEXICO

... **Leader Evaluates New Service**

By **MIKE JABLONS**

Special Correspondent, **RADIO-TELEVISION DAILY**

Mexico City—"Television will be operating in the black by the end of this year," declared Don Emilio Azcarraga during an interview held at his office in Mexico City's imposing new Televiscentro. "We are building up set circulation and viewing audiences steadily and we hope to be able to revise our rate schedule by the end of the summer so that we may pass the break-even point sometime before the end of 1953," he added. The present rate structure at XEW-TV lists a half-hour of "A" time at 800 pesos, or about \$100, plus a small additional facilities charge. However, West Madison Avenue time-buyers hop the next plane for Mexico City, the rate is exactly double for shows produced outside the borders of the country. Thus a filmed or kinescoped show produced in the States and shown down here on XEW-TV, plus being relayed across the country by XEQ-TV for the same time charge, will command a tariff of 1,600 pesos per half-hour. Even so, a half-hour of "A" time costing around \$250 is an advertiser's dream buy in this thriving metropolis which already boasts 40,000 receivers.



AZCARRAGA

Don Emilio, "El Hombre Fuerte" of Mexico's radio and television industry, also revealed that he plans to inaugurate an "Art House Movie Theater" on TV both here in Mexico City on XEW-TV, and on his new outlet XETV, channel 6, in the Tijuana-San Diego area. The "Art House Movie Theater" will run important domestic and foreign feature-length movies.

"We plan to run this film feature after 10 o'clock in the evening," Don Emilio explained. "At that time the children will, or should be, in bed, and if these fine adult French, Italian, British, and Mexican films can be shown in theaters, there is no reason why people demanding good movies on television should not be able to see these pictures." Recently as an experiment, XEW-TV telecast the Italian movie hit, "Bitter Rice," and did not receive any unfavorable comment.

"The do a lot to help popularize the new medium," Don Emilio explained.

Station XEW-TV, channel 2, has its transmitter site atop Televiscentro at Avenida Chapultepec 26 in the heart of Mexico City. The 320 foot TV tower resembling a miniature Eiffel Tower has rapidly become a landmark in the city;

having a transmitter and tower atop the studio building results in considerable savings for Senor Azcarraga's television operation. Zoning and aviation regulations make this one of the few cities in the world where such tower construction is permissible.

But the transmitter site that would make the eyes of any U. S. TV broadcaster pop is that enjoyed by XEQ-TV, channel 9. XEQ-TV is Don Emilio's relay station to carry the programs of XEW-TV to the country outside of Mexico City. Exclusively a relay station—it picks up XEW-TV's signal via microwave relay—XEQ-TV originates no programs of its own. The XEQ-TV transmitter is situated in Paso Cortes, 14,500 feet high in Cortes Pass between the twin volcanos that have become the trade mark of Mexico, Popocatepetl and Ixtaccihuatl (try pronouncing that on your precocious ten-year-old). From this vantage point XEQ-TV retransmits XEW-TV's programs with a clear signal as far as the city of Vera Cruz, almost 300 miles away on the Gulf of Mexico.

NEW TV STATIONS SET FOR OPENING IN 1953

On this page, and the three pages following, we list geographically the television station organizations planning to begin operations in 1953, together with channel numbers and, where possible, date for start of broadcasting.

| City | Call Letters | Licensee | Channel | Expected Date | On The Air |
|--------------------|--------------|-----------------------------------|---------|---------------|------------|
| ALABAMA | | | | | |
| Birmingham | WSGN-TV | Birmingham News Co. | 42 | | * |
| Birmingham | WJLN-TV | Johnston B'eg. Co. | 48 | | * |
| Decatur | | Tennessee Valley B'etg. Co., Inc. | 23 | | * |
| Gadsden | WTVS | Jacob A. Newborn, Jr. | 21 | May | |
| Montgomery | WCOV-TV | Capitol B'eg. Co. | 20 | | |
| ARIZONA | | | | | |
| Mesa | | Harkings Bestg. | 12 | | * |
| Tucson | KVOA-TV | Ariz. B'eg. Co. | 4 | | |
| Tucson | KCNA-TV | Catalina B'eg. Co. | 9 | | * |
| ARKANSAS | | | | | |
| Ft. Smith | KFSA-TV | Southwestern Publ. Co. | 22 | May | |
| Little Rock | KRTV | Little Rock Telecasters | 17 | | * |
| Little Rock | KETV | Great Plains TV Properties | 23 | | * |
| CALIFORNIA | | | | | |
| Bakersfield | KAFY-TV | Bakersfield B'eg. Co. | 29 | April | |
| Chico | | Golden Empire B'etg. Co. | 12 | | * |
| Eureka | KIEM-TV | Redwood Bestg. Co. | 3 | | * |
| Los Angeles | KPIK | John Poole B'eg. Co. | 22 | August | |
| Monterey | | Monterey Radio-Tele Co. | 8 | | * |
| Salinas | | Salinas Bestg. Corp. | 8 | | * |
| Salinas | KICU-TV | Salinas-Monterey Tele. Co. | 28 | | * |
| Santa Barbara | KEYT | Santa Barbara B'eg. & Tele. Corp. | 3 | October | |
| San Bernardino | KITO-TV | KITO, Inc. | 18 | May | |
| San Francisco | | Lawrence A. Harvey | 20 | | * |
| San Luis Obispo | | The Valley Electric Co. | 6 | | * |
| Stockton | KTVU | San Joaquin Telecasters | 36 | September | |
| Yuba City | | John Steventon | 52 | | * |
| COLORADO | | | | | |
| Colorado Springs | KRDO-TV | Pikes Peak B'eg. Co. | 13 | April | |
| Denver | KDEN | Empire Coil Co. | 26 | April | |
| Denver | KIRV | Mountain States Tele. Co. | 20 | | * |
| Pueblo | KCSJ | Star B'eg. Co. | 5 | | |
| Pueblo | KDZA-TV | Pueblo Radio Co. | 3 | | * |
| CONNECTICUT | | | | | |
| Bridgeport | WSJL | Harry Liftig | 49 | | |
| New London | WNLC-TV | Thomas B'eg. Corp. | 26 | July | |
| Waterbury | WATR-TV | WATR, Inc. | 53 | | |
| DELAWARE | | | | | |
| Dover | | Rollins Bestg., Inc. | 40 | | * |
| FLORIDA | | | | | |
| Ft. Lauderdale | WFTL-TV | Gore Publishing Co. | 23 | | |
| Ft. Lauderdale | WFTV | Gericco Investment Co. | 17 | | |
| Fort Myers | | Fort Myers Bestg. Co. | 11 | | * |
| Lakeland | WONN-TV | WONN-TV, Inc. | 16 | | * |
| Panama City | | J. D. Manley | 7 | | * |
| Pensacola | WPEA | Southland Telecasters | 15 | June | |
| St. Petersburg | WSUN-TV | City of St. Petersburg | 38 | May | |
| West Palm Beach | WIRK-TV | WIRK-TV, Inc. | 21 | | * |
| GEORGIA | | | | | |
| Columbus | | Television Columbus | 28 | | * |
| Macon | WTVW | Macon Tele. Co. | 47 | | * |
| Macon | | Southeastern Bestg. Co. | 13 | | * |
| Rome | WROM-TV | Coosa Valley Radio Co. | 9 | | * |
| Valdosta | WGOV-TV | | 37 | | * |
| IDAHO | | | | | |
| Boise | KIDO-TV | KIDO-TV, Inc. | 7 | July | |
| Boise | KTVI | Idaho B'eg. & Tele. Co. | 9 | Fall | |
| Idaho Falls | | Idaho Falls Television, Inc. | 8 | | * |
| Idaho Falls | | Idaho Radio Corp. | 3 | | * |
| Nampa | | Frank E. Hurt & Sons, Inc. | 6 | | * |
| Pocatello | | Eastern Idaho Bestg. & Tele. Co. | 10 | | * |
| Pocatello | | Tribune-Journal Co., Inc. | 6 | | * |

* Information not available.

| City | Call Letters | Licensee | Channel | Expected Date | |
|---------------|--------------|------------------------------------|---------|---------------|-----|
| | | | | On The Air | Air |
| ILLINOIS | | | | | |
| Belleville | WTVI | Signal Hill Telecasting Corp. | 51 | May 15 | * |
| Bloomington | | Cecil W. Roberts | 15 | | * |
| Champaign | | Midwest Television, Inc. | 3 | | * |
| Chicago | WHFC-TV | WHFC, Inc. | 26 | | * |
| Danville | WDAN-TV | Northwestern Publishing Co. | 21 | December | |
| Decatur | WTVP | Prairie Television Co. | 17 | July | * |
| Harrisburg | | Turner-Farrar Assn. | 22 | | * |
| Peoria | WTVH-TV | Hilltop B'g. Co. | 19 | | * |
| Rockford | WTVQ | Winnebago Tele Corp. | 39 | | * |
| Springfield | | Plains Television Co. | 20 | | * |
| INDIANA | | | | | |
| Lafayette | WFAM-TV | WFAM, Inc. | 59 | May | |
| Marion | | Chronicle Publishing Co. | 29 | | * |
| Muncie | WLBC-TV | Tri-City Radio Corp. | 49 | | * |
| Princeton | | Princeton Bestg. Co. | 52 | | * |
| Davenport | | Mel Foster-Harold Hoersch | 36 | | * |
| IOWA | | | | | |
| Ft. Dodge | KQTV | Northwest Television Co. | 21 | October | |
| Sioux City | KWTV | Great Plains Television Properties | 36 | | * |
| Sioux City | KVTV | Cowles Bestg. Co. | 9 | | * |
| KANSAS | | | | | |
| Hutchinson | KTVH | Hutchinson TV, Inc. | 12 | | * |
| Pittsburg | | Pittsburg Bestg. Co., Inc. | 7 | | * |
| Wichita | | C.W.C. Co. | 16 | | * |
| KENTUCKY | | | | | |
| Ashland | WPTV | Polan Industries | 59 | July | |
| Henderson | WEHT | Ohio Valley Tele. Co. | 50 | | * |
| Louisville | WLQU-TV | Robert W. Rounsaville | 41 | | * |
| Louisville | WKLO-TV | Mid-America B'g. Corp. | 21 | April | |
| LOUISIANA | | | | | |
| Baton Rouge | | Modern Bestg. Co. | 28 | | * |
| Baton Rouge | KHITV | Capital Television & B'g. Co. | 40 | | * |
| Lake Charles | KTAG | Southland Telecasters | 25 | June | |
| Monroe | KNOE-TV | James A. Noe | 8 | April | |
| Monroe | KFAZ | Delta Television | 43 | May | |
| New Orleans | | Supreme Bestg. Co. | 61 | | * |
| New Orleans | | New Orleans Television Co. | 20 | | * |
| MAINE | | | | | |
| Portland | | Portland Telecasting Corp. | 53 | | * |
| MARYLAND | | | | | |
| Baltimore | WITH-TV | WITH-TV, Inc. | 60 | | * |
| Frederick | WFMD-TV | Monocacy B'g. Co. | 62 | | * |
| Salisbury | | Peninsula Broadcasting Co. | 16 | | * |
| Cambridge | | Middlesex Bestg. Co. | 56 | | * |
| MASSACHUSETTS | | | | | |
| Fall River | WSEE-TV | New England Tele. Co. | 46 | May | |
| Holyoke | WHYN-TV | Hampden-Hampshire Corp. | 55 | | * |
| New Bedford | WNBH-TV | E. Anthony & Sons | 28 | | * |
| North Adams | | Greylock Bestg. Co. | 74 | | * |
| Northampton | | Regional Tele. Corp. | 36 | | * |
| Springfield | WWLP | Springfield Tele. Bestg. Corp. | 61 | | * |
| MICHIGAN | | | | | |
| Ann Arbor | WPAG | Washtenaw B'g. Co. | 20 | April | |
| Battle Creek | WBCK-TV | Michigan B'g. Co. | 58 | August | |
| Battle Creek | WBKZ-TV | Booth Radio & Tele. Stations | 64 | May | |
| Benton Harbor | | Palladium Publishing Co. | 42 | | * |
| East Lansing | WKAR-TV | Michigan State Bd. of Agriculture | 60 | August | |
| Flint | WTAC-TV | Trendle-Campbell B'g. Corp. | 16 | | * |
| Flint | WCTV | Trans-America Television Corp. | 28 | | * |
| Jackson | WIBM-TV | WIBM, Inc. | 48 | | * |
| Kalamazoo | WKML-TV | Howard D. Steere | 36 | | * |
| Lansing | WLS-TV | Lansing B'g. Co. | 54 | Fall | |
| Muskegon | WTVM | Versluis Radio & Tele. | 35 | | * |
| MINNESOTA | | | | | |
| Duluth | WFTV | Great Plains Tele. Properties | 38 | | * |
| Rochester | KROC-TV | Southern Minn. B'g. Co. | 10 | April | |
| St. Cloud | WJON-TV | Granite City B'g. Co. | 7 | May | |
| St. Paul | WCOW-TV | WCOW Telecasting Co. | 17 | | * |
| MISSISSIPPI | | | | | |
| Meridian | WCOC-TV | Mississippi B'g. Co. | 30 | | * |
| Columbus | | Birney Imes, Jr. | 28 | | * |
| Gulfport | WGCM-TV | WGCM Television Corp. | 56 | | * |
| MISSOURI | | | | | |
| Columbia | KOMU-TV | Curators of the Univ. of Mo. | 8 | July | |
| Festus | KACY | Ozark Television Corp. | 14 | June | |
| Hannibal | | Courier-Post Publ. Co. | 7 | | * |
| Kansas City | KCTY | Empire Coil Co. | 25 | | * |
| St. Joseph | KFEQ-TV | KFEQ, Inc. | 2 | April | |

*Information not available.

NEW TV STATIONS SCHEDULED

| City | Call Letters | Licensee | Channel | Expected Date On The Air |
|----------------|--------------|----------------------------------------|---------|--------------------------|
| St. Louis | KSTM-TV | Broadcast House | 36 | April |
| St. Louis | | Missouri Bestg. Co. | 42 | |
| Sedalia | | Milton J. Hinlein | 6 | * |
| Springfield | KYTV | Springfield Tele. | 3 | July |
| Springfield | KTTS-TV | Independent B'eg. Co. | 10 | May |
| MONTANA | | | | |
| Billings | | Rudman-Hayutin Tele. Corp. | 8 | * |
| Billings | KOOK-TV | The Montana Network | 2 | * |
| Butte | KPOR-TV | Copper B'eg. Co. | 4 | * |
| Butte | | Television Montana | 6 | * |
| Great Falls | KFBB-TV | Buttery Broadcast | 5 | * |
| Missoula | | Mosby's, Inc. | 15 | * |
| NEBRASKA | | | | |
| Lincoln | KFOR-TV | Cornbelt B'eg. Corp. | 10 | April |
| NEVADA | | | | |
| Reno | KZTV | Nevada Radio-Television | 8 | |
| NEW JERSEY | | | | |
| Asbury Park | WCEE | Atlantic Video Corp | 58 | October |
| Atlantic City | | Matta Enterprises | 52 | * |
| Albuquerque | | New Mexico Bestg. Co. | 13 | * |
| Clovis | | Telepolitan Bestg. Co. | 12 | * |
| NEW MEXICO | | | | |
| Roswell | KSWS-TV | John A. Barnett | 8 | * |
| Sante Fe | | Greer & Greer | 2 | * |
| NEW YORK | | | | |
| Buffalo | WBES | Buffalo-Niagara TV Corp. | 59 | * |
| Buffalo | WBTV | Chautauqua B'eg. Corp. | 17 | April |
| Elmira | WTVE | Elmira Television | 24 | |
| Elmira | | El-Cor Television, Inc. | 18 | * |
| Ithaca | WHCU-TV | Cornell Univ. | 20 | November |
| Jamestown | WJTN-TV | James B'eg. Co. | 58 | * |
| Kingston | WKNY-TV | Kingston B'eg. Corp. | 66 | * |
| Poughkeepsie | WEOK-TV | Mid-Hudson Bestrs. | 21 | December |
| Rochester | | Veterans Bestg. Co., Inc. | 10 | * |
| Rochester | WHEC-TV | WHEC, Inc. | 10 | * |
| Watertown | WWNY-TV | Brockway Co. | 48 | * |
| NORTH CAROLINA | | | | |
| Charlotte | | Inter-City Adv. Co. of Charlotte, Inc. | 36 | * |
| Durham | | T. E. Allen & Sons, Inc. | 46 | * |
| Greensboro | WCOG-TV | Inter-city Adv. Co. | 57 | * |
| Greenville | | Carolina Bestg. System, Inc. | 9 | * |
| Hendersonville | | Radio Hendersonville | 27 | * |
| Mount Airy | | Ralph D. Epperson | 55 | * |
| Raleigh | WETV | Sir Walter TV & B'eg. Co. | 28 | |
| Winston-Salem | | Winston-Salem B'eg. Co. | 26 | * |
| NORTH DAKOTA | | | | |
| Bismarek | | Meyer Broadcasting Co. | 5 | * |
| Bismarek | | Rudman Television Co. | 12 | * |
| Fargo | WDAY-TV | WDAY, Inc. | 6 | * |
| Minot | | Rudman Tele. Co. | 10 | |
| Minot | KCJB-TV | North Dakota Bestg. Co. | 13 | |
| OHIO | | | | |
| Akron | WAKR-TV | Summit Radio Corp. | 49 | April |
| Ashtabula | WICA-TV | WICA, Inc. | 15 | * |
| Dayton | WIFE | Skyland B'eg. Corp. | 22 | July |
| Lima | WLOK-TV | WLOK, Inc. | 73 | |
| Lima | WIMA-TV | NW Ohio B'eg Corp. | 35 | * |
| Massillon | WMAC-TV | Midwest TV Co. | 23 | April |
| Sandusky | WLEC-TV | Lake Erie B'eg Co. | 42 | December |
| Warren | WHHH-TV | Warren Tribune Radio Sta. | 67 | * |
| Youngstown | WUTV | Polan Industries | 21 | * |
| Zanesville | WHIZ-TV | Southeastern O. TV Syst. | 50 | April |
| OKLAHOMA | | | | |
| Oklahoma City | KLPR-TV | KLPR Television | 19 | |
| Oklahoma City | | Okla. County Tele. & Bestg. Co. | 25 | |
| Tulsa | | Eldred Beck | 23 | * |
| OREGON | | | | |
| Eugene | | W. Gordon Allen | 20 | |
| Medford | | South Oregon Bestg. Co. | 5 | * |
| Salem | | Lawrence A. Harvey | 21 | July |
| PENNSYLVANIA | | | | |
| Bethlehem | WLEV-TV | Associated Bestrs., Inc. | 51 | * |
| Chambersburg | | Chambersburg Bestg. Co. | 46 | * |
| Easton | WGLV | Easton Publ. Co. | 57 | April |
| Harrisburg | WTPA | Harrisburg Bestrs., Inc. | 71 | * |
| Harrisburg | WHIP-TV | WHIP, Inc. | 55 | * |
| Hazleton | WAZL-TV | Hazleton B'eg Co. | 63 | * |
| Johnstown | | Rivoli Realty Co. | 56 | * |
| New Castle | WKST-TV | WKST, Inc. | 45 | |

* Information not available.

★ ★ ★ **NEW TV STATIONS SCHEDULED** ★ ★ ★

| City | Call Letters | Licensee | Channel | Expected Date | On The Air |
|-----------------|--------------|--------------------------------|---------|---------------|------------|
| Philadelphia | WIP-TV | Penna B'eg Co. | 29 | | • |
| Pittsburgh | WTVQ | J. Frank Gallaher, et al | 47 | | • |
| Pittsburgh | WENS | Telecasting Co. of Pittsburgh | 16 | July | • |
| Pittsburgh | WKJF-TV | Agnes J. Reeves Greer | 53 | | • |
| Reading | WEEU-TV | Hawley B'eg Co. | 33 | | • |
| Seranton | WTVU | Appalachian Co. | 73 | | • |
| Seranton | | Union Bestg. Co. | 16 | | • |
| Seranton | WGBI-TV | Seranton B'estr., Inc. | 22 | | • |
| Wilkes-Barre | WILK-TV | Wyo. Valley B'eg Co. | 34 | April 1 | • |
| Williamsport | WRAK-TV | WRAK, Inc. | 36 | | • |
| York | WNOW-TV | He'lm Coal Co. | 49 | April | • |
| SOUTH CAROLINA | | | | | |
| Charleston | WCSC-TV | WCSC, Inc. | 5 | April | • |
| Columbia | WCOS-TV | Radio Columbia | 25 | | • |
| Columbia | WIS-TV | WIS-TV Corp. | 10 | | • |
| Columbia | WNOK-TV | Palmetto Radio Corp. | 67 | April | • |
| Greenville | WGVL | Greenville Tele Co. | 23 | | • |
| SOUTH DAKOTA | | | | | |
| Sioux Falls | KELO-TV | Midcontinent B'eg Co. | 11 | | • |
| TENNESSEE | | | | | |
| Chattanooga | WOUC | Chattanooga T-V, Inc. | 49 | | • |
| Chattanooga | WTVT | Tom Potter | 43 | | • |
| Johnson City | WJHL-TV | WJHL, Inc. | 11 | | • |
| Memphis | WHBQ-TV | Harding College | 13 | August | • |
| Amarillo | KFDA-TV | Amarillo Bestg. Co. | 10 | | • |
| TEXAS | | | | | |
| Austin | KCTV | Capital City Tele Co. | 18 | | • |
| Austin | KTVA | Tom Potter | 24 | July | • |
| Beaumont | KBMT | Television Bestrs. | 31 | May | • |
| Dallas | | Trinity Bestg. Corp. | 29 | | • |
| Dallas | | UHF Television Co. | 23 | | • |
| El Paso | KEPO-TV | KEPO, Inc. | 13 | | • |
| Fort Worth | | Tarrant County Television Co. | 20 | | • |
| Galveston | KTVE | Rudman Tele Co. | 41 | | • |
| Galveston | KGUL-TV | Gulf Tele Co. | 11 | | • |
| Houston | | UHF Television Co. | 23 | | • |
| Houston | KNUZ-TV | KNUZ Tele Co. | 39 | July | • |
| Longview | | East Texas TV Co. | 32 | | • |
| Lubbock | KLBD-TV | Bryant Radio & Tele | 11 | | • |
| Lufkin | | Forest Capital Bestg. Co. | 9 | | • |
| McAllen | | Texas State Network | 20 | | • |
| Midland | | Permian Basin Tele. Co. | 2 | | • |
| San Angelo | KTXL-TV | Westex Tele Co. | 8 | | • |
| San Angelo | KGKL-TV | KGKL, Inc. | 3 | | • |
| Sherman | | Sherman Television Co. | 46 | | • |
| Temple | KCEN-TV | Bell Publ. Co. | 6 | | • |
| Texarkana | KCMC-TV | KCMC, Inc. | 6 | | • |
| Tyler | KETX | Jacob A. Newborn, Jr. | 19 | | • |
| Waco | KANG-TV | Central Texas Tele Co. | 34 | June | • |
| Wichita Falls | KTTW | White Tele Co. | 22 | April | • |
| VIRGINIA | | | | | |
| Charlottesville | WCHV-TV | Barham & Barham | 64 | | • |
| Danville | WBTM-TV | Piedmont B'eg Corp. | 24 | | • |
| Harrisonburg | | Shenandoah Valley Bestg. Corp. | 3 | | • |
| Lynchburg | WWOB-TV | Old Dominion B'eg Corp. | 16 | | • |
| Newport News | WHYU-TV | Eastern B'eg Corp. | 33 | | • |
| Norfolk | | Peninsula B'eg Corp. | 15 | | • |
| WASHINGTON | | | | | |
| Bellingham | KVOS-TV | KVOS, Inc. | 12 | May | • |
| Tacoma | KMO-TV | KMO, Inc. | 13 | May | • |
| Yakima | KIMA-TV | Cascade B'eg Co. | 29 | | • |
| Yakima | KIT-TV | KIT, Inc. | 23 | August | • |
| WEST VIRGINIA | | | | | |
| Charleston | | Joe L. Smith, Jr., Inc. | 49 | | • |
| Parkersburg | | West Va. Enterprises | 15 | | • |
| Wheeling | | Polan Industries | 51 | | • |
| WISCONSIN | | | | | |
| Beloit | WGEZ-TV | Beloit Bestg. Co. | 57 | | • |
| Eau Claire | | Central Bestg. Co. | 13 | | • |
| Green Bay | WBAY-TV | Norbertine Fathers | 2 | | • |
| Madison | WKOW-TV | Monona B'eg Co. | 27 | July | • |
| Madison | WMTV | Bartell Tele. Corp. | 33 | | • |
| Milwaukee | WCAN-TV | Midwest B'eg Co. | 25 | | • |
| Neenah | WNAM-TV | Neenah-Menasha B'eg Co. | 42 | Autumn | • |
| Oshkosh | WOSH-TV | Oshkosh B'eg Co. | 48 | April | • |
| WYOMING | | | | | |
| Cheyenne | WFBC-TV | Frontier B'eg Co. | 5 | | • |
| PUERTO RICO | | | | | |
| San Juan | WKAQ-TV | El Mundo B'eg Corp. | 2 | 1954 | • |

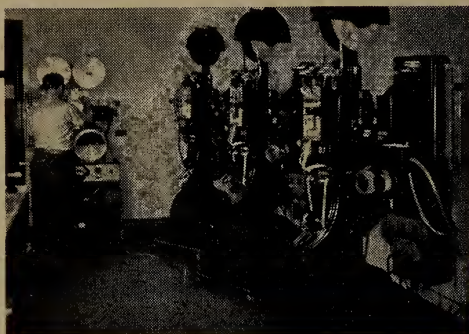
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Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films; animations; TV consultant to agencies.

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Phone: Circle 5-6873

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Executive Vice-President Chg. of Production Wm. E. Wild
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Services Offered — Distribution of short films internationally produced, TV films for distribution in U. S. and Canada.

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437

President Harry M. Popkin
V.P., Assoc. Producer Julius F. Tuchler
Secretary Kenneth N. Chantry
Treasurer Jack Y. Berman
Producer Harold Helvenston
Director Erle C. Kenton
Production Mgr. William Persons
Services Offered — Producer of films in series form for TV.

Alexander Film Co.

3200 N. Nevada Ave., Colorado Springs, Colo.
Phone: MAin 4200

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V.P. in Chg. Prod. Don M. Alexander
V.P. Don Alexander, Jr.
Sec'y-Treas. E. B. Foster
V.P. in Chg. Sales M. J. McInaney

Production Mgr. James Anderson
Dir. Advtg., Pub. Rel. R. H. Geddy
Services Offered—Producer of TV commercials.

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Phone: WYoming 1128

President Gordon S. Mitchell
Vice-President C. D. Owens
Secretary-Treasurer L. B. Mitchell
Chairman of Bd. Gordon S. Mitchell
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

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4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: State 9-4952

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Services Offered—Platter films; 3 min. silent sketches for use with recordings supplied by station disc jockeys. Classified: Planned series of one-half hour dramatic films based on true stories behind the want-ads.

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314

Directing Mgr. George E. Allen
Services Offered—TV package programs.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WALnut 2-1800

Mgr. Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

American Film Producers

1600 Broadway, New York 19, N. Y.
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Executive Producers Robert Gross,
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Production Control Sheldon Abromowitz
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Photography Supervisor J. C. Townsend
Animation Supervisor Al Stahl
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 Vice-PresidentIrwin Stahl
 V.P. in Chg. Sales.....Otto Sutter
 V.P. in Chg. Production....Edwin Rehberg

Services Offered—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures, 35mm and 16mm, black and white, or color.

Evan J. Anton Productions, Ltd.

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

Phone: CIRCLE 6-0118

President.....Evan J. Anton
 Vice-Pres.Vera Kay

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Phone: PLaza 7-4162

Services Offered—Motion pictures, production planning, supervision, direction, film editing, complete facilities, personal service.

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Phone: Hillside 3118

N. Y. Phone: LONgacre 3-4180

Exec. Producer.....Leon Fromkess
 ProducerRudolph Flothow
 V.P., Gen. Sales Mgr.....Arthur Sachson

Services Offered: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

Argyle Television Films, Inc.

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

Phone: CIRCLE 6-4347

President.....Louis Goldstein
 Vice President.....Bob Seidelman
 Treasurer.....Jerome S. Hines

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

Association Films, Inc.

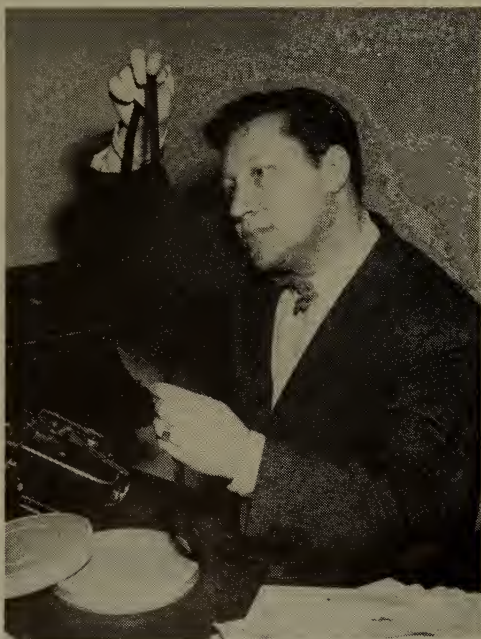
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 Phone: LUxemburg 2-1287

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

●
Atlantic Television Corp.

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

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

Atlas Film Corp.

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

Vice-Pres. & Gen. Mgr.....L. P. Mominee
 V.-P. Chg. Sales.....Edward Schager
 V.-P. Chg. Adv. & Prom.....Frederick K. Barber
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Sales Dir.....Walter Allaby

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Phone: COlumbus 5-6771

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Sec'y.....Peter J. Mooney

Services Offered—Producer of TV commercials.

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Vice-President.....Delmar F. Hancock

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Phone: Granite 3111

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Phone: CRestview 4-5248

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 Vice Pres..... Robert Stabler
 Sec'y-Treas. Marguerite Cherry
 Production Mgr..... Glenn Cook

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Phones: Circle 5-4582-3

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Phone: HOLlywood 9-8367

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 Staging Mgr..... Milford Capman
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Distribution Mgr.....Lester Schoenfeld
Radio Officer.....Jack Aistrop
Services Offered—Official distributor in
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Phone: RE 4-8017

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Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
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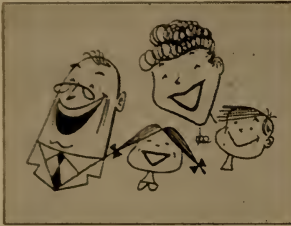
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Services Offered—Industrial and TV films
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 Gen. Sales Mgr.....Wilbur S. Edwards
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 Phone: WH 4-6000
 Exec. in Charge.....Charles Reeves
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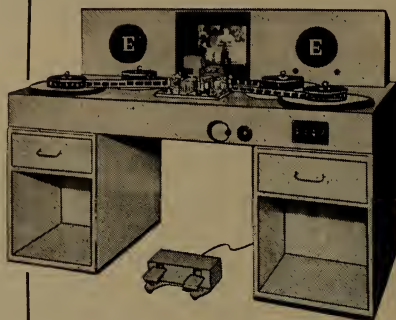
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Camera Department.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
Set Design.....James Pratt
SalesPhillip Feld
Services Offered—Producers of general en-
tertainment, documentary programs and spot
commercials for TV.

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9119 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-4174

Executive ProducerRobert Young
Executive ProducerEugene B. Rodney
Executive ProducerBen Bisgier
Services Offered—TV package producers.

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PresidentGeorge L. George
Services Offered—Industrial, documentary,
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Secretary Jacques R. Lehman
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Script Writer..... Betty Doyle

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.
Phone: Sacramento 2-5837

President Sam Marcus
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Bob Clampett

704 No. Bronson Ave., Hollywood 38, Calif.
Phone: Granite 6144

Executive Producer..... Bob Clampett
General Manager..... D. J. Nocerine
Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.
Productions: "Time for Beany."

Clune Studios Co.

Werner Janssen Productions, Inc.

5358 Melrose, Hollywood 38, Calif.
Phone: HO 9-6291

Pres., and Chairman of the Board.... Mrs. Dorothy Clune Murray
Executive Director..... Werner Janssen
National Sales Director... Linwood P. Beacom
Services Offered — Producing films for Television, Educational and Religious fields.
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Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
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Dir. of Prod. Service..... Henry Ushijima
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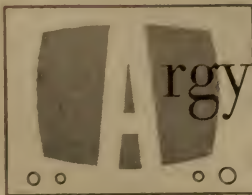
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Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6456

President.....Mortimer D. Sackett
Treasurer.....S. Sackett
Secretary.....A. Goldstein
Services Offered—TV producers and distributors.

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73 Champs Elysees, Paris
Phone: Elysees 21-30

President.....A. Tinchant
TV Advisor.....Val Williams
Services Offered—Production and packaging of TV shows made in France for agencies and shows.

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971 N. La Cienega, Hollywood 46, Cal.
Phone: HOLLYWOOD 9-8229

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Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
Coordinator.....Eleanor Payne
Casting Director.....Miriam Powers
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.; The Clyde Beatty Show, Radio, transcribed open end shows ½ hr.; TV, 13 ½ hr. films in color; "Strolling Tom" 156 15-min. episodes; "Down Our Way" 26 30-min. episodes.

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Eastern Sales Mgr.....Halsey V. Barrett
Advertising, Prom. Mgr.....John M. Asher
Mid-West Sales Mgr.....Stuart V. Dawson
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Services Offered—Service Television stations and agencies with all types of film programming. Library includes: Features, westerns, half hour and fifteen minute shows produced especially for TV.

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 Production Mgr.....James Fleming
 ScriptsBob Bennett
 Editor (Film).....Stuart Frye
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333 W. 78th St., New York 24, N. Y.
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 Production Dir.....Ralph Porter
Services Offered—Producers of TV fashion shows and commercials.

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 Production Mgr.....Edith Adelson
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 Film Editor. Myron L. Broun
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Business Office:
 7046 Hollywood Blvd., Hollywood, Calif.

Phone: HOLlywood 9-2281

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 Vice-President Lucille Ball
 Exec. V.P. Martin Leeds
 Secretary-Treasurer. Andrew G. Hickox
 Representative. Don W. Sharpe
 Publicity Ken Morgan
Services Offered—Complete production facilities from script to final editing.

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 501 Madison Ave., New York, N. Y.
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Services Offered—Distributor and syndicator of features and TV series.

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Treas., Ch. of Board.....Nathan Zucker
Production Manager.....Carson Davidson
Editorial Chief.....Luke Bennett
Sound Engineer.....John DeBlau
Public Relations.....Lee R. Bobker

Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

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V.P., Sec'y, and

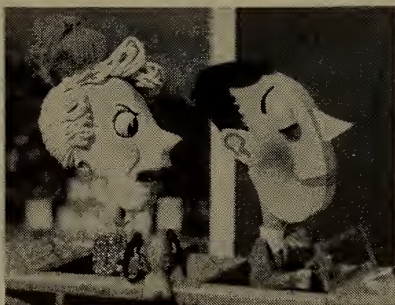
Exec. Producer..H. Alexander MacDonald
V.P., Treas.....Fred Hoar
Producer.....Warren Lewis
Services Offered—Producer of TV series.

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 Sec.-Treas. Hazel F. McCabe
 Chg. Prod. F. Richard Mansfield
 Mgr., Chicago..... L. Perrigo
 Mgr., Hollywood..... Bob Kaufman
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Services Offered—Rent various features and shorts.

Explorers Pictures Corp.

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 Asst. Sales Mgr..... Murray M. Kaplan
Services Offered—Motion picture films for TV, feature and half hour length.

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Phone: TAlmadge 9-6728
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 V.P. Gen. Sales Mgr..... B. N. Darling
 Production Manager..... Raoul Pagel
 Director, Sound Dept.... Lawrence Aicholtz
 Director, Animation Dept..... Manny Gould
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V.P. Chg. Eastern

Operations.....M. R. "Mickey" Dubin
V.P.-Tech. Dir.....John E. Burks
Writer-Art Dir.....Donald B. Driscoll
Secretary-Treasurer.....J. P. Shirley, Jr.
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Secretary.....Bernard Mack
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Dir. of Programing.....Al Gannaway
Production Mgr.....Glenn Miller
Dir. of Public Rel.....Reavis Winckler
Technical Manager.....Paul Schmutz, Jr.
Film Distribution Mgr.....Hamilton Warren

Services Offered—TV films of all types.

Productions—"Small World" and "Mark Twain Television Theater" series for national sales.

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Phone: HOLlywood 9-5800

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 Phone: Murray Hill 2-0040

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 V.-Pr.....Birger Nordholm
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 Secretary.....William Rosenfeld
 Exec. Dir.Maurice T. Groen
Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

Five Star Productions, Inc.

6530 Sunset Blvd., Hollywood 28, Calif.
 Phone: HEmpstead 4807

Exec. Producer.....Harry Wayne McMahan
 Production Dir.....Chet Glassley
 Technical Dir.....Taylor Byars
 General Mgr.....John J. Glavin
 CastingJudy McMahan
 Secretary-Treas.....Bernice C. McQuown
Services Offered—Motion picture and TV film spots.

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 and**

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6920 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO. 9-1425

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 V.P., Treasurer.....Mitchell J. Hamilburg
 SecretaryIna Autry
 Executive Producer.....Louis Gray
Productions—in release or prod.—78 half hour television screenplays starring Gene Autry, 78 half hour television screenplays starring The Range Rider and Dick West (both series distributed by C.B.S. TV Film Sales). 13 Death Valley Days half hour television screenplays made for Pacific Coast Borax and handled by the McCann Erickson Advertising Agency.

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TreasurerBernard Samuels
SecretaryFluff Blome
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Gainsborough Associates
(See Program Producers)

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

PresidentWilliam J. Ganz
TV Consultant &
Producer.....Jason B. Goldman
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance
Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

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6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 0406

OwnerSid Glenar
Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

Guild Films Co., Inc.

510 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-5365

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Exec. V. P.....Seymour Klass
Eastern Sales Mgr.....Nat V. Donato
SecretaryJane Kay
Services Offered—TV package programs. Stock shot library. Feature films for television.

Productions — “Liberace,” “Call the Play,” “Invitation Playhouse,” “Lash of the West,” “Close-Up,” Sports Library.

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V.P. for TV.....Vincent L. Herman

V.-P. Training Devices.....John Campbell
V.-P. Service Devel.....Everett Schafer
V.-P. Sales Devel.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
SecretaryAvery W. Kinney
Treasurer.....Allan E. Gedelman
Dir., Pub. Impressions.....Anne Jioffre
Washington Repr.Harry C. Watts
Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

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V.P. Treas.....Lewis D. Abbott
SecretaryGordon 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: Hempstead 1515

Pres. & Gen. Mgr.....Sam Hayes
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Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

President.....Charles B. Alline, Jr.
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

President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Cal.
Phone: CR 1-9111

President.....Wanda Tuchock
Vice-President.....George de Normand
Services Offered—Youth series, "Man of Tomorrow."

Lucille Hudiburg Productions

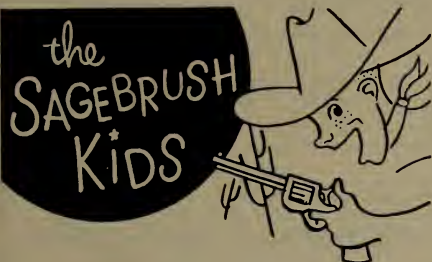
131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508

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Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

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c/o Hal Roach Studios
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Phone: TE 0-2761

President.....Herbert L. Strock
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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

President.....Ben Gradus
Partner.....Victor M. Ratner
Editorial Supervisor.....Julius Goldstein
Production Supervisor.....Walter Sachs

Studio Manager.....Irving Sachs
Dir. of Sales.....Ezra R. Baker, Jr.

Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. Feature films for theatrical release; slide films.

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438

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.

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235 E. 45th St., New York, N. Y.
Phone: MU 7-8800

General Mgr.....Seymour Berkson
Editor-in-Chief.....Barry Faris

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 TV Sales Mgr.....Robert H. Reid
 Radio & TV News Dir.....John M. Cooper
Services Offered—In association with Tele-
 news Productions: Daily, weekly, sports
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 INS leased wire; Projectall balopticon.

**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

PresidentBen Gradus
 Partner.....Victor M. Ratner
 Production Supervisor.....Walter Sachs
 Production Coordinator....Edmund Stevens
 Studio Manager.....Arnold Heller
 Editorial Supervisor.....Julius Goldstein
 Director of Sales.....Ezra R. Baker
Services Offered—Producer of TV com-
 mercial, industrial, PR, educational, sales,
 personnel training and filmed shows for TV.

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 (See Program Producers)

**International Tele-Film
 Productions, Inc.**

331 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-9116

PresidentPaul F. Moss
 Vice President.....Thelma Schnee
Services Offered—TV live and film pack-
 age shows, recordings, talent.

The Jaffe Agency, Inc.

8553 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 6-6121

Dir. of Radio & TV.....Don A Davis
Branch Office
 38 E. 57th St., New York, N. Y.
 Phone: PLaza 9-6693

Services Offered—Representation for sale
 of radio and television packages; creation
 of packages; represent personalities, writers,
 directors, etc.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
 Phone: PLaza 3-9370

DirectorLeon 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
 Promotion Dir.....Ned E. Williams
 Treas.Lincoln Douglass
 Musical Dir.....Richard Dix
Services Offered—A complete radio and
 television production service. Scripts, Copy,
 Music, Direction. Transcribed package shows,
 spots. Current production, "Silver Eagle."

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
 Phone: MARKET 2-0770

Pres. & Exec. Dir.....Dorothy L. McFadden
Services Offered—Package shows for chil-
 dren's audiences, also scripts, and consultant
 service for TV.

**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.

**VOLCANO
 PRODUCTIONS**

Robert Angus

William Lewis, Jr.

producing

*"The Adventures of
 Ozzie and Harriet"*

for ABC-TV

General Service Studios

Hollywood

Roger Kay Enterprises, Inc.

60 Sutton Place S., New York, N. Y.

Phone: PL 3-0549

Executive Producer Roger Kay
Services Offered—Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

Victor Kayfetz Productions

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

Phone: MUrray Hill 8-1707

Pres., Exec. Prod. Victor F. Kayfetz
 Client Liaison Director. Allan P. Snody
 Animation Dept. Dir. Abe Blashko
 Art Director. Wm. L. Steinel

Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

Productions—Series on recreational boating (13-minute Films).

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.

Phone: ELdorado 5-0683

President Herbert Kerkow

Services Offered—TV films produced.

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill

Phone: Delaware 7-0400

N. Y. Phone: PLaza 9-4770

Hollywood Phone: Hudson 2-1147

President Robert Eirinberg
 Vice-President Lee Blevins
 Dir. Motion Pic. & TV Dir. Fred Niles

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.

Larry Kurtze

1230 Washington Blvd., Chicago 7, Ill.

Phone: Monroe 6-6271

Owner Larry Kurtze

Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.

Phone: ELdorado 5-1382

President and Production. James A. Love

Vice-Pres. and Sales. John B. Lalley

Editor Bill Henry

Script Dir. Ardis Smith

Animation Dir. Alex Geiss

Services Offered—TV spots and programs, also industrial films.

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

(See Page 950)

Ely Landau, Inc.

101 W. 55th St., Suite 1-A, New York 19, N. Y.

Phone: COLUMbus 5-8646

President Ely A. Landau

Services Offered—Television programs on film for national, regional and local sponsorship.

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

Albert Lang Productions

KTTV, Sunset Blvd., Hollywood 28, Cal.

Phone: HU 2-7111

Pres., Gen. Mgr. Albert Lang

Vice-Pres., Sec’y Olga Haney

Services Offered—Writing, producing, distributing TV commercial films.

Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine,

Hollywood 28, Calif.

Phone: Hillside 0101

President Jerome Lawrence

Vice-President Robert E. Lee

Services Offered—Production consultants.

Robert Lawrence Productions, Inc.

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

Phone: JUdson 2-5242

President Robert L. Lawrence

Treasurer Philip Kornblum

Studio Mgr. Louis Mucciolo

Chief Film Editor Henry Traiman

Services Offered—Film—to order—television commercial announcements and television package programs.

Leichter, Mitchell

1842 N. Cherokee, Hollywood 28, Calif.

Pres., Head of Prod. Mitchell Leichter

General Mgr. Dick Peterson

Services Offered—Producer, distributor of films for television.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.

Phone: Hillside 7287

Producer-DirectorGene Lester
 Chief Technician.....Robert Ernst
 Comptroller.....Albert J. Silverman
 Production Manager.....Martin Sperber
 SoundRobert Ernst

Services Offered—TV film packages and commercials.

Productions—“Hollywood on the Line,” “Assignment Unknown” and others.

Edward Lewis Productions

846 No. Cahuenga Blvd., Hollywood 38, Calif.
 Phone: HO 9-1673

ProducerEdward Lewis
 Assoc. Producer.....Paul Gordon
 Production Manager.....William Stephens

Services Offered—Production of motion picture film for TV. Half-hour dramatic programs.

Jack Currier Lewis

P. O. Box 255, Riverside, Conn.

Phone: Old Greenwich 7-9474

Owner.....Jack Currier Lewis
 General Manager.....Wm. P. Popp
 Women's Programs.....Margaret Tester

Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7960; HE 1161

PresidentMiss Loy Lester
 V.-P., in Ch. of Prod....Charles M. McCoy
 Sec.-Treas.M. Briese
 Exec. DirectorC. Mandell
 Exec. Prod. & Ch. Eng....Charles M. McCoy
 Producer.....John Leslie Hamilton
 ProducerRobert Smigel

Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

Productions—“Kitchen Note Book” series and “spots” for civil defense.

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.

Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
 Vice-President.....Robert M. Savini

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

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.

Phone: CO 5-6974

PartnersJ. A. Norling & Wil Marcus

Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.

Phone: TEexas 0-2931

1270 Ave. of the Americas, New York 20

Phone: PLaza 7-6990

PresidentIrving Lesser

Vice President.....Seymour Poe

General Manager.....Robert Guggenheim

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

Mannon Sound Stages

112 W. 89th St., New York, N. Y.

Phone: SU 7-5100

Owner, Gen. Studio Mgr....James Pagliaro

Services Offered—Sound studios for rental for TV pictures.

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.

Phone: RO 9-2461

Exec. Producer.....Stanley Meyer

ProducerMichael Meshekoff

DirectorJack Webb

Services Offered—Produce half-hour TV film & radio dramatic series—“Dragnet.”

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 9-5119

President.....Arnold Marquis

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

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.

Phone: Gladstone 1101

PresidentV. E. Ellsworth

Vice-President.....D. L. Monahan

Sec.-Treas.....G. C. Cable

General Mgr.....Olivia Eastus

Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.

Productions—Mike Stokey’s “Hollywood Guest Stars,” Tim McCoy Show, “Ski Boots.”

MCA, TV, Ltd.

598 Madison Ave., New York, N. Y.

Phone: PLaza 9-7500

Exec. in Charge.....David Sutton

Branch Offices

- Union Commerce Bldg., Cleveland, O.
Phone: CHerry 6010
- Exec. in charge.....De Arv Barton
 430 N. Michigan Ave., Chicago, Ill.
Phone: DELaware 7-1100
- Exec. in charge.....M. B. Lipsey
 Northwestern Bank Bldg., Minneapolis,
 Minn.
Phone: LINcoln 7863
- Exec. in charge.....Charles Richter
 2102 N. Akard St., Dallas, Tex.
Phone: PRospect 7536
- Exec. in charge.....Edwin Greene
 837 Bock Tower, Detroit, Mich.
Phone: WOODward 2-2604
- Exec. in charge.....Verle Bogue
 105 Montgomery St., San Francisco, Calif.
Phone: EXbrook 2-8922
- Exec. in charge.....Don Mulford
 9370 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CREstview 6-2001
- Exec. in charge.....Mickey Rockford
Services Offered—Producer, distributor TV series.

Charles Michelson, Inc.

15 W. 47th St., New York 36, N. Y.
Phone: Plaza 7-0695

- President.....Charles Michelson
 Divisional Sales Mgr.....Ray Linton
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions

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

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

Motion Picture Center Studios

246 N. Caluenga Blvd., Hollywood 38, Calif.
Phone: HO 9-5981

- Pres., Gen. Mgr.....Joseph Justman
 Assistant-Secretary.....Joseph A. Schwalb
 Studio Mgr. & Comptroller..John K. Brent
Services Offered—Television rental studio—9 stages and complete facilities.
Productions—Irene Dunne Series—China Smith Series.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840

- President.....C. F. Vetter, Jr.
 V.P. Chg. Spec. Prod.....Burgess Meredith

- Vice-President.....Max Kreindler
 Vice-President.....Barrett Gallagher
 Secretary.....Gerald Margolis
 Tech. Supervisor.....Victor H. Komow
Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

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.

Movietonews, Inc.

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

Phone: COlumbus 5-7200

- President.....W. C. Michel
 Producer.....Edmund Reek
 General Manager.....Jack Haney
 Commercial Dept. Mgr.....Frank Barry
 Editors....Harry Lawrenson, Louis Teton
 Associate Prods..Jack Gordon, Jack Kuhne
 Director of Scripts.....Dan Doherty
 Assignment Director.....Burt Reinhart
 Asst. Assignment Dir.....Art Sorenson
Services Offered — Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

Owen Murphy Productions, Inc.

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

Phone: PLaza 7-8144

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

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LONGacre 4-8234

- President.....Irvin Shapiro
Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: CIRCLE 6-5700

- Adv., Publ. Director.....Melvin L. Gold
Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

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

Phone: CIRCLE 5-5147-8

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

**Stanley Neal Productions,
Inc.**

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

Branch Offices

Hal Roach Studios, Culver City, Calif.

Phone: TEXAS 0-2716

1809 Tribune Tower, Chicago, Ill.

Phone: WHITEHALL 4-3360

President.....Stanley Neal
 V.P. in Charge of Sales.....D. J. Lane
 Dir., Prod. Devel.....Charles W. Cromer
 V.P. in Charge of Pub. Rel.....B. G. Kohn
 Midwest Sls. Director.....C. P. Goetz
 V.P. in Charge of Prod.....Sobey Martin
 In Charge of Scripts.....Edith Martin
 Production Mgr.....Charles L. Smith
Services Offered—Producer of TV film;
 distributor.

Newsreel Service

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

Phone: CANAL 6-3284

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

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.

Phone: PLAZA 7-4870

President.....Vincent J. Nola
 Vice President.....Vincent T. Nola
 Chief Engineer.....Stanley J. Bumbly
 Film Prod. Facilities Mgr.....Peter Wilde
Services Offered — Complete production
 facilities to the independent producer. Film-
 Sync Tape, 1/4", 16mm, 17 1/2mm-Disc re-
 cording. Re-recording Tape to Film. Shoot-
 ing and Scoring facilities.

**Nothing New Under the Sun
Productions**

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

Phone: CRESTVIEW 4-5491

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

Productions — Nothing New Under the
 Sun.

Official Films, Inc.

(Official Television Inc.)

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

Phone: PLAZA 7-0100

President.....William R. Goodheart, Jr.
 Chairman of the Board.....Isaac D. Levy
 Secretary.....Herbert J. Siegel
 Sales Mgr. (Nat'l Sls.).....Bud Austin
 Assistant to President.....Herman Rush
 Treasurer.....Seymour Reed
Services Offered—Producer and distributor
 of 8mm and 16mm sound and silent films.

**Olio Video Television
Productions, Inc.**

20 East 42nd St., New York 17, N. Y.

Phone: MU 2-3218

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

**Paramount Television Pro-
ductions Inc.**

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-8700

President.....Paul Raibourn
 Prog., Prod. Dir.....Burt Balaban
 Sales & Mdsg. Dir.....John F. Howell
 Branch Office

5451 Marathon St., Los Angeles 38, Calif.

Phone: HOLLYWOOD 9-6363

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

Productions — "Time Out for Beany,"
 "Wrestling from Hollywood," Erskine John-
 son's "Hollywood Reel."

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: Granite 4774

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

**Parsonnet TV Film Studios,
Inc.**

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

Phone: STillwell 4-6163-4-5

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

Lindsley Parsons Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111

PresidentLindsley Parsons
TreasurerSam Wallis
SecretaryLeonard W. Herman
Associate ProducerWarren Douglas
Services Offered—All types of TV films including commercials.
Productions—"Files of Jeffrey Jones."

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-5200

PresidentEdward J. Lamm
Sales ManagerRobert Rubin
Services Offered—Television commercial and program production.

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NORmandie 1-2174

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

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-3756

PresidentJ. Milton Salzburg
Chairman of the BoardFrank Soule
V.P., TreasurerHymian Rosner
Sales ManagerDavid B. Dash
Advertising ManagerS. J. Krumholz
ComptrollerPaul Kern
Services Offered — Produce & distribute features & shorts.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YORk 8058; WEBster 3-4608

PresidentJuan C. Hutchison
Vice-PresidentPerry King
Services Offered—Complete production facilities; live action and animation, 16 and 35 mm.

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

PresidentHarry A. Post
SecretaryEli W. Post
TV SalesAlan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

Primrose Productions Co.

1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111

Executive ProducerJ. P. Lane
ProducerRichard L. Morley
Production ManagerVal Lindberg
Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.

270 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive DirectorGordon Knox
Vice-PresidentJack Barlass
TreasurerAlbert Califano
Prod. Mgr.L. H. Holton
WritersJohn Capsis, Sumner Lyon, Ardis Smith.
Chief EditorRobert Webb
Distrib. Mgr.Sherman Price
Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives Inc.

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

PresidentIrving M. Lesser
Secy.-Treas.Seymour Poe
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

Radiovision Corp.

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

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

Reid Ray Television Productions, Inc.

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

208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

8762 Holloway Dr., Hollywood, Calif.
Phone: Crestview 1-4080

PresidentReid H. Ray
Vice-PresidentFrank J. Havlicek
Secretary-TreasurerWilliam H. Ringold
Vice-PresidentR. V. Jeffrey
Vice-PresidentFrank Balkin
Vice-PresidentJohn Lang
ProducerSaul Elkins
Ass't. DirectorE. H. Polsfuss
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

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

35 W. 45th St., New York 36, N. Y.
Phone: LU 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, N. Y.
Phone: OR 9-3550

President.....Hazzard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures.

Regal Television Pictures Corp.

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

President.....Moe Kerman
Vice-Pres.....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

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

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

Stuart Reynolds Productions

321 S. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 1-6155

President.....Stuart Reynolds

RKO Pathe, Inc.

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

Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary.....Joseph Laub
Comptroller.....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Television Consultant...Robert H. Johnson
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VERmont 8-2185

President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.

Vice-Pres. & Prod. 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: GR 7-131

President.....J. Richard Westen
V.P. in Chge. Sales.....Parker Stough
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 3183

General Manager.....Fred K. Rockett
Production Supervision.....Alfred Higgins
Photographic Department.....Jay Adams
Editorial Dept.....Paul Lord
Stage Mgr.....James Conley
Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

Roy Rogers Productions

Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GRanite 5111

Executive Producer.....Roy Rogers
Producer.....Jack Lacey
Director.....Robert G. Walker
Cameraman.....Joe Novak
Services Offered—Produces TV western films.

Rogell Productions Inc.

8949 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-5217

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

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'Estreng
Casting Dir.....William Tinsman
Services Offered—Producers of commercial, industrial and television films.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5401

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

Leslie Roush Productions, Inc.

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

Studios: 130 Herricks Rd., Mineola, N. Y.
President.....Leslie M. Roush
Vice-President.....Jules K. Sindic
General Manager.....John Fox
Production Manager.....James DiGangi
Services Offered—Make TV films, commercials.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: YORk 2494

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

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIRCLE 5-5640

Production Mgr.....Edward Ruby
Office Manager.....Bernice Maultasch
Services Offered—Film Production, Editing Rooms, projection apparatus, camera rental.

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.
Phone: STERling 3069

General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
New York Office
358 West 44th St., New York, N. Y.
Services Offered—Producers, distributors; representatives for independent producers.

Barnard L. Sackett Television Productions

(See Program Producers)

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MURray Hill 8-0085

President.....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson

Branch Office

16 East Ontario St., Chicago 11, Ill.
Phone: WHItEhall 4-5151

Dir. of Film Planning.....Joseph G. Betzer
Production Manager.....Harry W. Lange
Services Offered—TV film production.

Scandia Films, Inc.

220 W. 42nd St., New York 36, N. Y.
Phone: WISconsin 7-7059

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

Screen Gems, Inc.

(A subsidiary of Columbia Pictures Corp.)
233 W. 49th St., New York, N. Y.

Phone: CIRCLE 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn
V.P. in Chge. Sales.....John Mitchell
Business Manager.....Burton Hanft
Dir. Advtg., Pub. Rel. Harry K. McWilliams
Eastern Prod. Mgr.....M. Peter Keane
Staff Prod.-Dir.....John Gilmour,
Ben Berenberg
Casting Director.....Nancy Kassel
Film Editorial Chief.....Dan Heiss
West Coast: 1438 N. Gower St.,
Hollywood 28, Calif.

V.P. Chge. Prod.....Irving Briskin
Producers.....Jules Bricken, Irving Starr
Production Executive.....Fred Briskin
Story Editor.....Margaret Wilder
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1721

Production Manager.....Rudy E. Abel
Auditor.....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

Al Simon Productions

General Service Studios

1040 N. Las Palmas, Hollywood 28, Calif.
Phone: GRANite 3111

Services Offered—Productions of filmed shows and commercials.
Productions: Burns & Allen Show, Joan Davis Show, Mickey Rooney Show.

Skibo Productions, Inc.

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

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

The Charles E. Skinner Productions

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

Executive Producer....Charles E. Skinner
 Associate Producer.....Robert Sloan
 Production Manager.....Jack Aichele
 Film Music Editor.....Alphonse Corelli
 Musical Director.....Skitch Henderson
 Set Designer.....Charles Carlotti
 Gen. Production Supervisor...William Both
 Camera Directors.....Joseph Brun,
 George Webber

General Business Mgr.....Melville Ruick
 Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.

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

President.....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," "Blondie," 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.

177 So. Beverly Dr., Beverly Hills, Calif.
 Phone: CR 5-4451
 N. Y. Phone: LOngacre 4-3971

President.....Louis D. Snader
 Vice-President.....Robert M. Snader
 Director.....Duke Goldstone
 Casting Director.....Phil Bloom
 Musical Director.....Harry Zimmerman
 Production Manager.....Jesse Corallo
Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.
Productions: Dick Tracy Series.

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.

Southwest Film Productions, Inc.

4040 Westheimer Rd., Houston 6, Tex.
 Phone: Linden 3171

Chairman.....Howard T. Tellepsen
 President.....John Paul Goodwin
 Secretary.....Emory Gose
 Treasurer.....W. D. Woodroof, Jr.
 Exec. V.P., Gen. Mgr.....Harlan Mendenhall
Services Offered—Producers of TV package programs, TV commercials, and industrial films; News; animation; complete production and laboratory facilities.

Sovereign Productions, Inc.

7324 Santa Monica Blvd., Hollywood, Cal.
 President.....Stuart Reynolds
 Producers.....Arthur Ripley, Gil Ralston
 Secretary-Treasurer.....Rudolph Monter
Services Offered—Production of ½-hour dramatic films.

Productions—"Cavalcade of America."

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.

Al Stahl Productions

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

President.....Al Stahl
 Vice-President.....Irwin Stahl
 V.P. chge. of Sales.....Otto Sutter
 V.P. chge. of Prod.....Edwin Rehberg
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.

Standard Television Corp.

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

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

Star Entertainment Corp.

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

PresidentMax Wolff
Vice-PresidentRobert Feldman
SecretaryAl Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.

40 East 51st St., New York 22, N. Y.
Phone: PLaza 9-4953

PresidentWalker Stuart
Sales Director.....Jay Williams
Services Offered—Film production for TV; sales & distribution of package shows.

William Stephens Co.

Motion Picture Center Studios
846 N. Cabuenga Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-5981

Production Super.....Wm. Stephens
AssistantRalph Slosser
SalesEdward Conne
Story Editor.....John Stephens
Services Offered—TV film series.

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUDson 6-3750

President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
V.P. chge. of Station Sales...Bernice S. Coe
Mgr. of Agency Sales....Richard Carlton
Branch Office

6715 Hollywood Blvd., Hollywood 28, Calif.
Phone: Granite 2886

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

Mike Stokey Productions

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

President.....Mike Stokey
Assoc. Producer.....Gene Colton
Assoc. Producer.....John Hueners
Service Offered: Producers of live and filmed television productions. General television packaging.

Wilbur Streech Productions

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

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

Swift-Chaplin Productions, Inc.

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

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

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEMpstead 1088

Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister
Services Offered: Specialize in westerns, outdoor, animal packages.

Productions: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

The TeeVee Company

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

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

Tele-America Inc.

364 No. Camden Dr., Beverly Hills, Calif.
Phone: CR 4-5381

President.....Thor L. Brooks
Vice-President.....Howard Taylor
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

Telecast Films, Inc.

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

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

Telemated Cartoons

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

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

Telemount Pictures, Inc.

P. O. Box 4555, Los Angeles 24, Calif.

President.....Henry B. Donovan
 Secretary-Treasurer.....John Chesley
 Dir. of Films.....R. Browne, G. Cahan
 Asst. Producer.....Russ Hayden
Services Offered—Producers of TV films and live programs and commercial films.

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. Burris
 Editor-in-chief.....Edward P. Genock
 Production Manager.....Marshall Davidson
 Chief Film Editor.....William Sofio
 Dir. Comm. Film Dept...Robert W. Schofield
 Adv. & Prom. Mgr.....Robert Kirsten
Services Offered—Producers of television news film, film commercials, film programs; film stock shot library.

Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

Telepak Inc.

8428 Melrose Pl., 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.

Telepix CorporationTimes Tower Bldg., 1475 Broadway,
New York 18, N. Y.

Phone: PENnsylvania 6-1821-2

President.....Albert G. McCarthy
 Vice-President.....Richard Freitas
 Secretary.....Rita Fables
Services Offered—TV films.

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.

Phone: Berkeley 7-5301

Business Mgr.....J. T. Ward
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

Television Exploitation Inc.

1450 Broadway, New York 18, N. Y.

Phone: WISconsin 7-2055, BRyant 9-6332

President.....Milton M. Gettinger
 Exec. Vice-President.....Oliver O. Unger
 Sales Representative.....Harold Goldman
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television Screen Productions, Inc.

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

Phone: MURray Hill 2-8877

President.....Charles J. Basch, Jr.
 Treasurer.....Clarence Schmidt
 Secretary.....Frankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.

Phone: KINGSley 6-4140

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

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

FOR EXCLUSIVE FILM COVERAGE
 OF MAJOR LEAGUE BASEBALL...

TEL RA

America's leading producer of
 TV sports films

Famous TEL RA shows include

- TOUCHDOWN
- DOWN THE STRETCH
- SPORTS SPOTLIGHT
- BASEBALL BRIEFS
- TELESPORTS DIGEST
- NATIONAL PRO HIGHLIGHTS
- DICK DUNKEL'S FOOTBALL RATINGS

TEL RA PRODUCTIONS1518 WALNUT STREET
PHILADELPHIA 2, PA.

Kingsley 6-4140

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

PresidentChas. W. Curran
Vice-President.....Stephen E. Fitzgibbon
Production Assistants.....Diana Kemble,
Freda Godfrey
Associate Producer.....Fred Kelly
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

Productions: Fu Manchu.

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

PresidentWilliam Miesegaes
Vice-PresidentWalter Lowendahl
Vice-Pres.William Burnham
Secretary-Treasurer.....Peter A. Schlenker
Services Offered — Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

TV Ads Inc.

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

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

TV Movie Club, Inc.

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

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

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
Executive Producer....Edward Roberts, Jr.

Director of Sales.....Leonard Beckman
Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other producers.

TV-Unlimited Inc.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881

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

United Artists Television Corp.

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

Director of Television....John H. Mitchell
Asst. Dir. of TV..Miss Louise E. Raphael
Traffic Manager.....Sidney Dash
East Coast Sales Rep.....Robert Brahm
Mid-West Sales Rep.....Robert O'Brian
Mid-Atlantic Sales Rep.....Milton E. Olin
Services Offered — Distribution of television films.

United Film and Recording Studios

301 East Erie Street
Chicago 11, Illinois

Services Offered—Production facilities for motion pictures, television films and commercials, sound slide films and recordings of every type.

United Press Associations

(See Program Producers)

United Productions of America

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

Pres. & Exec. Produce....Stephen Bosustow
Vice-Pres. in chg. N. Y. Office

Edward F. Cullen
Vice-PresidentJohn Hubley
Vice-PresidentRobert Cannon
V.P. in chge. Pub. Rel....Charles Daggett
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

United Television Programs Inc.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntal 6-0041
Co-ownerMilton Blink

Branch Offices

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-4620

Manager Aaron Beckwith
140 N. La Brea, Los Angeles 36, Calif.
Phone: WEbster 8-9181

Co-Owner Gerald King
Services Offered—TV package programs.

Unity Television Corp.

1501 Broadway, New York 8, N. Y.
Phone: LOngacre 4-8234

President Arthur A. Mayers
Treasurer Martin Mermelstein
TV Director C. Lazar
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

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

445 Park Ave., New York 29, N. Y.
Phone: PLaza 7-8000

P. O. Box 183, Universal City, Cal.
President J. M. Franey
V.P. in Chg. Production N. E. Gluck
West Coast Producer Morrie Weiner
Coast Prog. Production George Bole
Producer (New York) Steve Allen
Services Offered—Producer and distributor of programs and spot commercials.

Van Praag Productions

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

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

Video Drama Productions

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

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

Video Pictures, Inc.

Executive & Sales Offices
41 E. 50th St., New York 22, N. Y.
Phone: MUrray Hill 8-1162

STUDIO: Video Pictures, Inc.

510 W. 57th St., New York 19, N. Y.
Phone: Circle 7-2062

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

Video Pictures, Inc.

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

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

Vidicam Pictures Corp.

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

President Alfred Justin
Studio Chief William B. Shriner
Staff Director James Rose
Chief Sound Engineer Peter Protopappas
Editor Gladys Brothers
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment.

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-2060

President William M. Nelson
Art Director Raymond Keane
Advertising Consultant Weston Hill
Office Manager Marguerite K. Lee
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film.

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: Granite 3111

N. Y. Phone: VAnDerbilt 6-5661

President Robert Angus
Vice President William Lewis, Jr.
Production Manager Leo Pepin
Services Offered—Producer of feature and commercial films for TV.

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.

Adrian Weiss Productions

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

ProducerAdrian Weiss
Exec. in Chg. of Production....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute 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.

**West Coast Sound Studios
(Division of Video Pictures,
Inc.)**

510 W. 57th St., New York 19, N. Y.

President.....William R. Deering
Vice Pres.....Martin P. Henry
Secretary.....E. M. Rice
Services Offered—Producers of TV commercials and program films.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.

Phone: CIRCle 5-7240

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

Wilding Picture Prods., Inc.

Studios: 1345 Argyle St., Chicago, Ill.

Phone: LONGacre 1-8410

5981 Venice Blvd., Hollywood, Cal.

Phone: LUCas 1-6440

Branches:

385 Madison Ave., New York, N. Y.

Phone: PL 9-0854

Vice Pres.....J. W. Inglefield
Dime Bldg., Detroit, Mich.
Phone: WOODward 3-9311

Vice Pres.....L. S. Thompson
Sweetland Bldg., Cleveland, O.
Phone: TOWER 1-6440

Vice Pres.....Jack Rheinstrom
Engineer Bldg., Cincinnati, O.
Phone: GARfield 0477

Exec. in Charge.....R. L. McMillan
1378 Lindell Blvd., St. Louis, Mo.
Phone: LUCas 0986

Exec. in Charge.....James Durst
President.....C. H. Bradfield, Jr.
Vice Pres.....H. W. Fish
Sec'y-Treas.....V. A. Burg
V.P. (Production).....J. A. Kellock
Hollywood Mgr.....John Oser
Services Offered—Film Production.

**Frank Wisbar Productions
Inc.**

Eagle-Lion Studios, Los Angeles, Calif.
Phone: HUDson 2-2286

PresidentFrank Wisbar
Vice-President.....Benjamin H. Kline
Sect.-Treas.Arnold Leader
Services Offered — Film productions for TV.

Productions: "Fireside Theater."

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.

Windsor Films, Inc.

119 W. 57th St., New York 19, N. Y.

Phone: JUDson 2-4813

PresidentEd Woodruff
Services Offered: distributor of films for TV.

Young & Rubicam, Inc.

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 9-2731

N. Y. Phone: MURray Hill 9-5000

V.P. chge. Radio & TV

(Hlyd. off.).....Walter Bunker

V.P. chge. Gen. Adv.

(Hlyd. off.).....Eldon E. Smith

Services Offered—General advertising on various accounts; radio and TV show advertising; publicity and public relations.

Productions: Bing Crosby Show, Bob Hope Show, Four Star Playhouse, Our Miss Brooks—TV, I Married Joan.

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

TELEVISION
PERSONALITIES
1952-1953

*A Pictorial Parade of some
of the leaders of television
—from the station, agency,
network and production
fields—during the past year*

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| | | Whiting, Dwight W. | 988 |
| | | Zink, Albert G. | 984 |

HUGH L. KIBBEY, film buyer of WFBM-TV, Indianapolis, has been with the station for 11 years. He has served as announcer, writer, editor and director. Prior to joining WFBM, Hugh served as staff announcer for WIBC, Indianapolis. He is a graduate of Indiana Business College and Arthur Jordan Conservatory of Music. WFBM-TV has been on the air since May 30, 1949, and his role as film



buyer began in September of that year. Hugh is married and has one child.

GEORGE A. HEINEMANN, program manager of WNBQ, Chicago, started with NBC in 1937 as a page boy, leaving for CBS as Special Events Editor. He entered the U. S. Navy as an aviator, serving in the Pacific. A civilian again, he entered his own business of commercial photography in New York and Phoenix, Ariz., photographing fashions and doing mail order work, then became production manager of Aldens, Inc. He returned to NBC in New York, and moved to Chicago when WNBQ opened.



JEAN HENDRIX, film buyer at WSB-TV, has been in the newspapers, theater, radio and TV. She attended high school in Charlotte, N. C., and joined the Charlotte Observer. She later left to assume the duties of advertising director for the Wilby Kincy theaters. Jean went on to the D. C. War Finance Committee of the Treasury Dept. where she was named director of radio and advertising. She



joined WSB in 1946 as publicity director, was transferred two years later to WSB-TV.

ELIZABETH BAIN, film buyer of WGN-TV, Chicago, is a graduate of Clarke College, maxima cum laude. She was director and solo violinist of a string ensemble over WKBB, Dubuque, and also taught band and orchestra. Following her teaching career she became music librarian of KFI-KECA, Los Angeles, and joined WCFL, Chicago, a year later, then went to WGN in 1948, a month before WGN-TV went on the air, to build a music library for TV. Choosing between music and film, she chose the latter.



GEORGE PATTERSON joined WAVE-TV, Louisville, Ky., in 1934 as an announcer, and was made program director the next year. He helped direct the station's active relief role during the disastrous Ohio River flood in 1937, when "send a boat" was heard throughout the nation on network broadcasts. When WAVE-TV was established in 1948, he was made program manager of Kentucky's



first TV station. Both WAVE-AM and TV have won numerous program awards under his supervision.

WARREN F. WARNER, program director of WTVN, Columbus, Ohio, is also film buyer for Midwest TV, which buys films for WTVN, WICU, Erie, Pa., and WMAC, Massalon, O. Warren was born and educated in New York. He was production manager for Brewster Aeronautical Corp. before entering service. Warren was Civil Affairs officer in the Philippines and Military Government officer in the Korean Occupation. As a civilian again, he worked for Lever Bros., went to WKRC-TV, Cincinnati, and on to his present post.



BERNARD C. BARTH, film buyer of WLW-TV, Cincinnati, Ohio, is assistant to the director of TV operations for Crosley Broadcasting Corporation. He was born and educated in South Dakota. Bernard has been associated with KOBH, Rapid City, S. D., WKRC, Cincinnati, and WFIL, Philadelphia, as writer, producer and newscaster. Joining the staff of WLW-TV in 1948, he rose quickly from producer to program director and assumed his present post in the Fall of 1950.



H. PETER LASKER, manager of the Crosley Broadcasting Corporation's TV outlet in Dayton, WLW-D, was born and educated in Switzerland. His first job was working in transportation advertising in France and England, which gave him the experience to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for ten years before heading up WLW-D's sales staff. Now Pete bosses the entire Dayton setup of Crosley.



HOWARD ANDERSON, film director of WFAA-TV, Dallas, Texas joined the NBC-TV affiliate in February, 1951 as a director, and took his present post a few months later. Howard graduated in radio-speech from the University of Utah. While attending the university, he did free lance writing, directing, and acting as well as amateur radio work. Howard joined KDYL-TV from the time

the station went on the air, and was responsible for all remote telecasts until he left the station.



NED R. BROOKE, film director of WSAZ-TV, Huntington, West Va., joined WCMI as a staff announcer, after graduation from college, and was station director when he left. Ned opened an electrical contracting business in Huntington, which he operated until he joined the staff of a local contracting company. In February 1951 he joined the staff of WSAZ-TV as a member of the film department, and was later promoted to the position of film director, the post which he holds today.



GEORGE A. DORSEY, film director and program operations supervisor of WNBW, Washington, D. C., is a graduate of Duke University, with a Bachelor of Science degree in electrical engineering. Following his graduation he joined the sales department of the Westinghouse Electrical Manufacturing Company, and was on a five-year leave of absence for Navy service during the war. George

was a member of the station's staff when it first went on the air in June 1947.



WILLIAM L. COOPER, JR., film director of WJAR-TV, Providence, R. I., started his career in the Visual Education Department of the Providence public schools. With the outbreak of World War II he served in the southwest Pacific with the Army Signal Corps. After release, he became southern New England manager of the Audio Visual Corporation. Leaving this to form his own corporation, he produced a series of documentary and public relations films for theatrical release.



DERRICK DYATT, film director of WTOP-TV, Washington, D. C.,



was born and educated in Pa. Upon graduation from high school his interest in show business grew, and he joined the Allentown Little Theatre, later joining WSAN as an announcer. He entered the Navy and completed his stint in 1946, when he returned to WSAN. Two years later Derrick left to attend George Wash-

ington University, where in his senior year he joined WTOP-TV, and worked in production until 1951 when he was made film director.

FRELON M. FOWLER, film manager of WABC-TV, N. Y., started



at NBC on the guest relations staff, when promoted to the ticket division. While affiliated with NBC, he was engaged by ABC as program assistant in the all-night news operations. His next stint was with CBS to assist Worthington Miner in the development of TV programs. In 1948 he joined the staff of WJZ-TV (now WABC-TV) be-

fore the station hit the air. Three years later he was named manager of film programming for the outlet and the ABC-TV network.

KEITH GUNTHER, film buyer of KSD-TV, St.



Louis, Mo., has been in TV since 1939 when he was assigned by NBC to work in the network's infant TV department in N. Y. with video pioneers such as Captain Bill Eddy and Warren Wade. When NBC curtailed its TV activities because of World War II, Keith became night manager of WHN. He served as an officer in the U. S. Navy, principally

aboard aircraft carriers in the South Pacific. Keith joined KSD-TV a month before the station went on the air, Feb. 8, 1947.

RICHARD C. DREYFUSS, film director of

WDTV, Pittsburgh, Pa., first broke into radio when he joined NBC, Chicago, after being educated at the University of North Carolina. At the outbreak of World War II, he entered the U. S. Army Air Force. At the War's end he joined WAGM, Presque Isle, Maine, as program director. Three years later found him associated with the CBS-TV film operations.



Dick is said to have the distinction of being the only film director in the country handling an all night TV film operation.

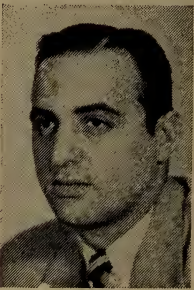
F. C. ECKHARDT, film buyer of KDYL-TV, Salt

Lake City, Utah, attended the University of Montana, where he was active in the band and spent plenty of time in theaters as an m.c. With the outbreak of World War II he enlisted in the U. S. Navy in the aviation branch. Returning to Helena, Montana, after the war, Connie kept a watchful eye on the development of TV, and in January 1949 joined KDYL-TV, the first station to go on the air in the intermountain west.



BILL FOX, film buyer and program director for

KFMB-TV, San Diego, Calif., is the film buyer for San Diego's first and only TV station. He was formerly with the staff of KALB, Alexandria, La., then KSYL, and later moved to WLSU, the Louisiana State University station. In World War II, Bill joined the U. S. Air Force and was stationed in the Pacific Theater, participating in many of the big raids over Tokyo. Bill joined KFMB-TV in 1948 and became program director two years later.



CARL LAWTON, film buyer of WBZ-TV, Boston, Mass., started his career in radio as a staff announcer for WHYN, Holyoke, Mass. In 1942 he left the station to enter the U. S. Marine Corps and served overseas in the South Pacific. Following his discharge from the service, he joined WFCL, Providence, R. I., as an announcer. Carl left to join the Northeast Airlines where he was engaged in general sales



office and public relations, until January 1950 when he joined WBZ-TV as film librarian.

NORM LOUVAU, film buyer and sales manager of KRON-TV, San Francisco, Calif., developed an interest in music at an early age. This soon led him to become a band leader. In this capacity he toured most of the Western States. In 1941 Norm entered the U. S. Army. After his discharge from service, he turned to advertising, leaving that field to join the staff of KRON-FM. When KRON-TV first went on the air, he went over to TV and has been with the station ever since.



JULIAN M. KAUFMAN, film buyer, has been executive sales manager of KPHO-TV, Phoenix, since 1950. Prior to that he was with ABC-TV in San Francisco as account executive where he established a national sales record in 1949. He established the TV department for the Tolle Co., advertising agency, in San Diego. Recognized as an authority on TV station management, his recent



article "TV Tips for Medium Size Station Operation," was published in trade magazines, and won nation-wide recognition.

WILLIAM C. LACEY, manager of the film department at WCBS, N. Y., joined the station this Spring following four years at WABD, where he was film buyer before being named to his present post. At WCBS, Will works under Hal Hough, program director of the station. Before entering the industry, William earned the rank of ensign with U. S. Navy, while at the same time studying at St. Lawrence University and Holy Cross, from which institution he graduated with a B. S. degree.



HARRY JONES, film buyer of WCCO-TV, Minneapolis, Minn., worked for the Wichita (Kans.) Beacon as combination stockyards-police reporter. Following this, he was with the Minneapolis Star-Tribune in the promotion department. In April of 1949, Harry joined WTCN-TV, Minneapolis, as a staff member, the second member to be hired specifically for TV at this station.



WTCN-TV hit the air later that year, and Harry took his present post. In August 1952 WTCN-TV became WCCO-TV, CBS affiliate.

ED HYMAN, film buyer and program director of WOAI-TV, San Antonio, Texas, joined the station as sports director in November, 1949. Ed started his career in radio as a staff announcer. He served in the U. S. Air Force during World War II. Returning to civilian life, he completed his education at Trinity University in San Antonio, Texas, where he majored in psychology and speech. His commentary and interviews are a weekly feature of local wrestling matches televised by WOAI-TV.



WINSTON HOPE, film buyer of WTAR, Norfolk, Virginia, attended the University of Virginia, where he was prominent in the Glee Club, and later attended the Juilliard School of Music in New York. He sang in numerous network programs as a member of several choruses and did solo work in churches from N. Y. to Ala. He entered the Army in 1941 as a private and emerged a



captain. Winston joined WTAR as staff announcer and disc jockey and became production manager for WTAR-TV when it opened in April 1950.

BARRY HERSH, of WKRC-TV, Cincinnati, O., is perhaps the youngest film coordinator in the TV business, having reached his 21st birthday in October, 1952. His ambition always had been to enter the field of TV, and he took the most menial job at WKRC-TV to get his foot in the door. From that point on, it has been the story of rapid progression upward to his present position. Barry



attended the University of Cincinnati for two years, and is a member of the United States Naval Reserve.

LABE B. MELL, film director of WTVJ is also general manager of its subsidiary corporation, Reela Films, Inc. Mell has been associated with WTVJ since 1948 when he transferred to the station from his theatre manager's position with the parent organization, Wometco Theatres, Inc. Upon his transfer he was sent to New York where he gained six month's TV experience with the DuMont television net-



work. In 1949 when WTVJ went on the air, Mell was named film director. Mell is married and has two daughters.

JULES HUBER, film buyer of WTTG, DuMont, Washington, D. C., was born and educated in New York. He joined WTTG's film department six years ago, when Washington's first TV outlet was in its acorn days. During World War II, Jules spent four years in the Merchant Marine. At the present time, when he's not buying film, he's buying building supplies and actually constructing a home for himself and family, which he's hoping to occupy this summer. He is married and has two daughters.



JAY HICKS, program director and film buyer of KDUB-TV, Lubbock, Texas, joined the station when it hit the air in October 1952. He is a graduate of Texas Western University, having majored in history. Jay got his start in radio at WBML, Macon, Ga., in 1944 after his discharge from the Army. Returning to his native El Paso, Texas, he took the position of program director at KEPO, spending four years there before going to KDUB-TV. Jay is married and has two children.



GLENN HARRIS, film buyer of KMTV, Omaha, Neb., is also program manager for the May Broadcasting Co. Glenn started his career with KYSM in Mankato, Minn., leaving to join KMBC in Kansas City, returning to Minnesota, when he joined the KSTP announcing staff. There he developed many of his audience-participation shows, and he was soon getting all of the emcee assignments. When KMTV went on the air in Sept. 1949, Harris found himself solely responsible for the programming on the new TV station.



NICK MUELLER, film director of KRLD-TV, Dallas, Texas, was a member of the staff orchestra of KRLD, Dallas, CBS network affiliate. During World War II, Nick served as a sergeant in the U. S. Army. Following his discharge, he joined KRLD as record librarian. That job led to his position as film librarian with KRLD-TV at the time the station made its bow in December 1949. His suggestions for film operation were adopted, and he was named film director in August 1952.



BERT MITCHELL, program director and film buyer of KPRC-TV, Houston, Texas, started as an actor, but turned to directing. After studying at the Pasadena Playhouse in Calif., Bert came back to his native state, Texas, to help direct the Cavalcade of State of the 1936 Centennial. He joined ABC on the West Coast, where he stayed for four and a half years before he was called into the Army. Bert was associated with WFAA-TV before coming to KPRC-TV in 1951 when he took his present post.



EDWARD G. MURRAY, film buyer of WPTZ, Philadelphia, Pa., is a graduate of Yale University. He served with the 63rd Division during World War II. Following conclusion of hostilities Ed joined Monogram International Corporation and was sales manager of the non-theatrical sales division. In 1950 he joined the staff of WPTZ as film buyer handling such nationally known local shows as "Frontier Playhouse" and "Hollywood Playhouse." Ed is a member of the Yale Club of New York City.



LELAND MULLER, film buyer of KTLA, Los Angeles, Calif., known to his intimates as Jerry, is a graduate of the University of Southern California, where he majored in cinematography. Jerry joined KTLA's film department in 1946, when the station was known as WXYZ. He was formerly production assistant at 20th Century-Fox. Jerry was a First Lieutenant in the Army Air Force in World War II, a veteran of 85 bombing missions in the China-Burma-India theatre of operations.



WILLIAM G. MULVEY, film buyer of WNHC-TV, New Haven, Conn., was born in Albany, N. Y. Following graduation from Fordham University in New York City, where he earned a Degree in English and a BS, William joined the Elm City Broadcasting Corp. Shortly thereafter he was appointed to his present position, where he now supervises all program activities together with TV film purchasing. While at Fordham, he was promotion manager, sports-writer and announcer for the University FM station WFUV.



SIDNEY NADLER, film director of WXEL, Cleveland, O., joined the staff of WXEL, in September, 1951, as assistant film director. He attained his present post a year later. His previous experience includes being film editor for WOR-TV in N. Y. and account executive for WPTR, Albany, N. Y. Sidney was a sound motion picture technician for the U. S. Marine Corps for three and a half years, serving both in the U. S. and overseas. Returning to civilian life, Sidney still maintained his interest in the film business.



ELAINE S. PHILLIPS, film buyer of WSPD-TV, Toledo, O., had her first exposure to television as a member of the all-girl wartime staff of Chicago's WBKB. She worked in all phases of studio and control room operations. Specializing in film programming, Elaine left WBKB in Dec. of 1946 to become film director of WWJ-TV in Detroit. Two years later she returned for a short period to Chicago



as film programming consultant for WGN-TV, and later that year assumed her present post at WSPD-TV.

WILLIAM B. ROBB, JR., film buyer and program manager of KEYL, San Antonio, Texas, started his career with a dramatic stock company on the West Coast. Going to New York City, Will joined the singing personnel which led to tenor solo work at the Radio City Music Hall. With outbreak of the war he joined the Armed Forces, returning to Radio City upon his release. Going



West, Will joined KEYL as senior director before the station went on the air in 1940, and six months later attained his present post.

QUINTIN P. RENNER, film supervisor of WBEN-TV, Buffalo, N. Y., was born and educated in Buffalo. After high school he taught piano and organ, playing the organ in downtown and suburban theaters in pre-talkie days. Quint was associated with the Buffalo Schools Department in the audio-visual division, taking charge of maintenance and film distribution in the public



schools. He joined WBEN-TV in 1948, two months prior to the formal inauguration of the station.

ROBERT M. PASKOW, film buyer of WATV, Newark, N. J., comes to TV after twenty years in the motion picture industry with Warner Brothers. Following graduation from New York University, he was employed with the Oxweld-Acetylene Co., in Newark, as an industrial engineer, and later joined the Bremer Broadcasting Corp. Bob, as he is popularly known, was active in organizing the National Film Council in 1948 and served as vice-president-treasurer and chairman of the Television Station Committee.



JOHN F. PIVAL, station manager and film buyer of WXYZ-TV, Detroit, Mich., became interested in radio as an advertising medium for theaters, while general manager of Schreiber's theaters. He finally launched his own program on Detroit's WMBC. His theater-radio interests were interrupted in 1942 when he entered the Coast Guard. Upon leaving the service, he returned to WXYZ-TV. When WXYZ-TV hit the air in 1948, John was made program manager and three years later took his present post.

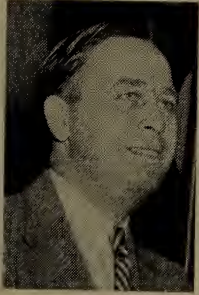


CARL A. RUSSELL, film buyer of WKBK, Chicago, Ill., took his present position in May of 1950, as it was the desire of the company to have someone who had knowledge of film as well as background and experience in judging the public's film desires. Prior to joining WKBK, Carl was with Balaban and Katz Corporation, one of the nation's top theater circuits. He started with the company as an usher and then moved up to chief of service, assistant manager, and finally to manager.



DAVID VAN RENSSLAER STICKLE, film buyer and news director of WMAR-TV, Baltimore, Md., attended Syracuse University. He went to the Baltimore Sunpapers from the Cleveland News. On the latter paper, he was a general assignment reporter. For the Sun he covered the political beats. During the war he rose from private to captain in the Infantry. After discharge he returned to

the Sun as a rewrite man, joining the Sunpapers TV outlet in 1947, at the time of its inception.



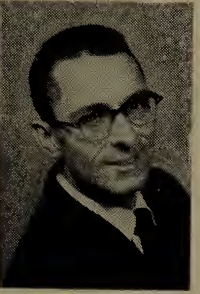
ED WESTON, film buyer and program manager of WCPO-TV, Cincinnati, O., started in radio as assistant news editor at WMCA, New York City, leaving to join WSAV, Savannah, Georgia, as announcer. His next stint was with the Armed Forces Radio Service in the Army. He was with WXLM on Okinawa. Leaving the service, Ed joined WCCC, Hartford, as news editor. His TV career began in 1949

when he left for Cincinnati to open Scripps-Howard's TV outlet as program director with overall operational duties.



RICHARD V. THIRIOT, film buyer of KSL-TV, Salt Lake City, Utah, has been in his present post at the station since 1950. Prior to that time he was an advertising agency executive. Richard had been active in production of industrial and commercial motion pictures, when his hobby became his vocation and he accepted a position with the Eastman Kodak Company. Several of his pictures have won na-

tional acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.



LYNN TRAMMELL, film buyer of WBAP-TV, Fort Worth, Texas, is a native Texan, graduating from Baylor University. Lynn joined WBAP in 1944 as a secretary in the newsroom, being placed in charge of transcription later that year. Coming to New York a few years later, she attended the NBC Television School for two months in preparation for her TV film duties which were considerably enlarged in September of 1948, the date on which WBAP-TV signed on the air.



ROGER VAN DUZER, film director of WLTV, Atlanta, Ga., was born in 1911, and was educated at Brown University. His first radio appearance, as a pianist, took place in 1927. He started announcing a few years later. For eight years he led his own orchestra in the New York area, then returned to radio announcing. Later he was made general manager of WALB, Albany, Ga., going later to WMBR, Jacksonville, Fla., as program director, where he prepared and shot film commercials. In 1951 was made program dir. of WLTV.



WALTER L. TILLMAN, film buyer of WFIL-TV, Phila., Pa., is a graduate of the U. of P. He began his career in the production department of N. W. Ayer & Son. He was associated with Warner Brothers in the publicity and advertising departments, leaving to operate a chain of neighborhood theaters. During the war years, he was active in war production while employed by the La-Francia Sugar Co., which produced by-products used by the government in production of gun powder. He joined WFIL-TV in 1948.



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. Before joining the CBS network he was associated with the Arthur Kudner and Erwin Wasey advertising agencies. Prior to June 1950, when Fred was singled out for the job of organizing a film syndication unit for the Columbia network, he was general sales manager for CBS spot radio and TV sales.



SANFORD SPILLMAN, film buyer and program director of KPIX, San Francisco, Calif., is a graduate of the University of California. Sandy then joined KSFO as a page boy, progressing to script writer. During the war he served as a naval lieutenant in the Pacific theater of operations, returning to KSFO as news editor. When KPIX began telecasting in 1948, he was transferred to the TV operation as a producer and writer, filling in as director. Spillman was named to his present post in 1949.



BOB MULHALL, WOI, AM-FM-TV, Ames, Iowa, operations manager, is a graduate of Loras College in Dubuque. He was an announcer and newsman with KDTH in Dubuque before coming to WOI as news director in 1943. When television arrived in Iowa, Bob forsook his news and announcing chores and shifted to his position as operations manager, in charge of the station's business activities, serving also in the film department. The Mulhalls have four children, two boys and two girls, all TV fans.



EDWARD A. CALLAHAN, film director of KSTP-TV is a former producer-director of KSTP-TV. He joined the Minneapolis-St. Paul station in 1948 in the television production department, and handled telecasts of football, baseball and hockey games. While in the U. S. Marine Corps, Edward managed nine theaters at Camp Pendleton, Calif. Previous to that he acted as advance man for the Dick Jergens Band. In February 1952 Ed was named to his present post.



KIETH MATHERS, film director of WKY-TV, Oklahoma City, Okla., took the NBC Institute course at Northwestern University, after attending Marshalltown College. He worked as an announcer at KFJB, Marshalltown; KGLO, Mason City, Ia., and WMT, Cedar Rapids. Prior to joining the promotion department of WKY in April, 1947, he was promotion director at KIDO, Boise, Idaho. When WKY-TV went on the air in June of 1949, Kieth was named to his present post.



WILLIAM V. ROTHNUM, film buyer of WSYR-TV, Syracuse, N. Y., is also program director. A native of Pittsburgh, Pa., Bill went to Syracuse in 1930 to join the announcing staff of WMBO, Auburn, and a few years later joined WSYR. Since that time he has worked as an announcer, sports director, and finally program director. With television added, he also took over the program director's job in that medium. Bill was recently made a V.P. in the Central N. Y. Broadcasting Corp. which operates WSYR and WSYR-TV.



WILLIAM R. DEERING, president of Video Pictures, Inc., formerly Video Varieties, has been associated with MGM pictures on the East and West Coast. He entered the U. S. Navy during World War II, emerging as lieutenant commander. Upon discharge, he returned to MGM in N. Y., leaving to form the Hartford Agency. Simultaneously he was on the board of directors of Video Varieties,

remaining at the same time with the agency as V.P. and gen. mgr. until Jan. 1953. Will took his post as president in Jan. 1952.



HERBERT B. CAHAN, flim buyer and program manager of WAAM, Baltimore, was born and educated in Phila. His first stint was as advertising manager for a Harrisburg department store. In 1941, Herb entered the Army Air Corps as a flying cadet and was mustered out as a major. He then joined the Food Fair supermarket in Phila., in the advertising department, and left to the join the Forward Adv. Agency, then on to WFIL-TV. In 1948 he came to WAAM as operations manager and took his present post a year later.



WILBUR S. EDWARDS, general sales manager of CBS-TV film sales, has been associated with the Columbia network for the past sixteen years in offices on the East and West Coasts. Prior to his present appointment, Bill was manager of KNXT, CBS TV owned station in Hollywood. His first association with Columbia was as student announcer at WBT, the CBS affiliate in Charlotte, N. C. He

joined the station's sales staff in 1937 upon graduation from Davidson College.

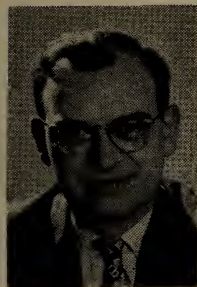


FRANK P. CUMMINS, program director and film buyer of WJAC-TV, Johnstown, Pa., took his present post in May 1949, three months before the station began commercial operations. A native of Johnstown, he joined the Pennsylvania Electric Co. after graduation from high school. During the war Frank entered the Air Force and was separated from the service with the rank of captain. Upon release, he returned to the Pennsylvania Electric Co. remaining until he joined WJAC-TV.

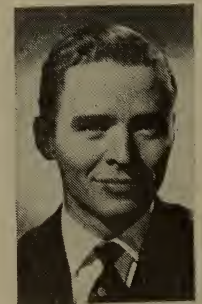


GILBERT S. CANFIELD, film buyer of WEWS, Cleveland, O., was an early staff member of Muzak Corporation. This was followed by a season with the Cleveland Community Fund, after which he spent a summer season at the N. Y. World's Fair with a marionette group. In 1941 he joined WHYN, Holyoke, Mass., as an announcer, and next went with WSPR, Springfield. In December, 1947, Gil

joined WEWS as an FM announcer, and a few days later when TV called he transferred, and took his present post two years ago.



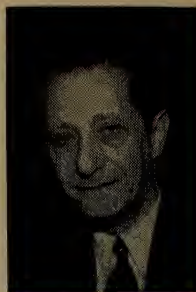
CARL KING, Vice President of Sterling Television Co., N. Y., has had a dual career in video, as announcer-narrator and executive with the makers and distributors of films for TV. He is a graduate of the University of Chattanooga, followed by a semester of law at Georgetown in Washington, D. C. Carl has been newscaster, disc jockey and executive in many cities. Since June, 1949, he has worked exclusively in television and films. At Sterling, his duties include production and management details.



ROBERT L. LAWRENCE, President of Robert Lawrence Productions, Inc., N. Y. is a graduate of the U. S. Military Academy at West Point. He was formerly Vice President of Jerry Fairbanks, Inc. and prior to that was with RKO Pathe in N. Y. Robert Lawrence Productions are producers of TV and non-theatrical motion pictures, and are currently producing "Vacationland America," TV program featuring John Cameron Swayze, in addition to TV film commercials for Colgate-Palmolive-Peet Co. and others.



ARTHUR A. MAYERS, president of Unity Television Corporation, was at one time general manager of Colorfilm. While in that post he helped to establish the present Cinecolor Company. His next move was to become sales manager of Atlas Cinephone. From there he joined World Pictures Corporation as sales manager staying there for twelve years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Prods., remaining for eight years before heading Unity in 1950.



ALBERT G. ZINK, program manager of WRGB, Schenectady, N. Y., is a graduate of Hobart College. Following graduation, Albert became an announcer before joining WGY. He entered the Army in 1942 as a private and rose to the rank of captain. A civilian again, he returned to WGY where he was placed in charge of science broadcasting and program supervision. In 1947 he was made



supervisor of programs at WRGB, and a few years later was named manager of all General Electric's broadcasting stations.

HOMER DUERR, treasurer of Bing Crosby Enterprises, Inc., and budgeter of its TV film department, served as a member of the U. S. Air Force during World War II. He followed this with a term as special auditor for Arthur Anderson & Co., and later set up his own private accounting firm. Among many other firms, he served Enterprises. Homer is also comptroller of Bing's Things, Inc., director of Bing Crosby Ice Cream Sales, Inc., and auditor for Bing Crosby Minute Maid Corporation.

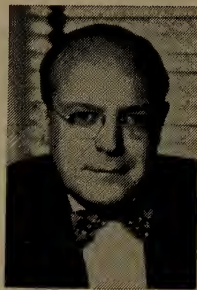


FRANK FERRIN, owner of the television, radio and film production company bearing his name, in Hollywood, produces "Smilin' Ed's Gang" on CBS TV and radio. He entered radio via WRHM (now WTCN) in his native city of Minneapolis, doing the lead in a comedy act at night and selling time for the station during the day. Frank was formerly vice president for Leo Burnett Co., Inc., until



he organized his own firm. He has just completed production on his first theatre film, "The Hindu," filmed in India.

JOHN MITCHELL, newly elected vice president of ABC, assumes supervision of WBKB, Chicago, ABC's owned video station. Upon graduation from Miami University in 1931, he joined Balaban & Katz Corporation, and was placed in charge of the Indiana Theaters operated by Great States Theatres, Inc., a B & K subsidiary. In 1948 John was transferred to the general managership of B & K's TV station in Chicago. Following the merger of ABC and UPT, Inc., he joined ABC in his present post.



CHARLES MICHELSON, president of Charles Michelson, Inc., established his transcription program firm in 1938. He pioneered in the sale of network type dramatic programs on transcriptions for local station use. He has been identified with such programs as "The Shadow," "Nick Carter" and "Hopalong Cassidy." He pioneered in the development of bloc dramatic programming currently featured

on hundreds of stations with as many as ten different mystery program series weekly.



EMANUEL DEMBY is president of Demby Productions, Inc., television and motion picture producers, and of the Demby Company, public relations firm. He is the author of the book titled "My Forty Year Fight For Korea," named by the New York Times and Herald Tribune as one of the outstanding biographies of last year. Since 1936, he has pioneered with such radio and television programs as "What's Playing?," the first TV show to wed the movie industry and TV on a regular basis.



GERALD (JERRY) KING, president of United TV Programs, Inc., is also president of Standard Radio Transcription Services, Inc. He entered the broadcasting field via the Los Angeles Daily News. When Jack Warner became interested in his radio articles Jerry was offered the management of KFWB, Hollywood, remaining there for eleven years. In 1934 he and Milton Blink started Standard

Radio. Jerry was the organizer and first president of the Southern California Broadcasters Assn.



BOB CLAMPETT, executive producer and creator of "Time for Beany," syndicated nationally through Paramount TV Prod., at the age of ten drew cartoons for the L. A. Times Junior section and won several prizes. When he was 16 he drew the sketches of the Mickey Mouse doll which was sold to Disney. He joined the Leon Schlesinger studios, starting as apprentice artist and progressed to director of "Merrie Melodies" and "Bugs Bunny." "Time For Beany" hit the air in Feb. 1949 on KTLA.



HARRY WAYNE McMAHAN, president of Five Star Productions, Inc., recently celebrated his 25th year in advertising. His book, "The Television Commercial," published in 1952, was one of the first texts on the subject. Harry was born in Indiana, raised in Texas where he became city editor of a country weekly at sixteen. He then went into advertising and wrote and produced more than 1,000 radio

shows on ABC. In 1938 he established Five Star Productions, Inc., specializing entirely in advertising films.



JOHN B. CRON, national sales mgr. for the NBC film div., attended Princeton University before enlisting in the U. S. Air Force during World War II. Prior to NBC, he served as assistant film director of CBS TV after a year as gen. mgr. for Monogram Pictures in the West Indies. Prior to that he was a sales representative for Monogram International. John's responsibilities include the syndication of such TV film properties as "Hopalong Cassidy," "Douglas Fairbanks Jr. Presents" and others.



ISIDORE LINDENBAUM, president of Filmcraft Prods. in Hollywood, was formerly an attorney. In 1941 he was admitted to practice before the United States Supreme Court. It was shortly thereafter that he became interested in television, so interested that he soon began devoting his full time to the development of Filmcraft. His company films the Groucho Marx "You Bet Your Life" series for NBC



and is also producing "Small Wonder." He is known to clients and employees alike as "Lindy."

HERBERT SCHEFTEL, president of Telenevs Productions, Inc., N. Y., is also head of the Great Plains TV Properties, Inc., having construction permits for stations in Duluth, Little Rock and Sioux City. Herb started out as a member of the Stock Exchange, but quickly became interested in the production of visual news. At present Telenevs is servicing some 100 stations, in addition to such features



as "This Week in Sports," and "Sports Extra" distributed by INS.

JOHN F. HOWELL, director of sales and merchandising for Paramount TV Prod., Inc., joined the organization in 1950 with duties primarily involved in the exploitation of Paramount's "Time For Beany." During World War spent five years in the U. S. Marine Corps, attaining the rank of Major. Prior to joining the Paramount organization, John was vice president of Stephen Slesinger. John is national syndicator of



now in charge of the "Beany," "Wrestling from Hollywood," and "Hollywood Reel."

WILLIAM VAN PRAAG, head of Van Praag Prods., N. Y., produces and directs both film commercials and features for television. He has been associated with Bray Studios, Jerry Fairbanks, and was president of General Business Films. Prior to forming his own company, he did some pioneer film work for NBC TV. He served a three-year hitch with the U. S. Army during World War II. Some of Van's accounts are Ballantine Beer, Ford and many others. He is the holder of the International Film Festival Award.



CHARLES W. CURRAN, president of Times Square Productions, Inc., worked as a matinee projectionist in his high-school days in Auburn, N. Y. The first half of his business life was spent as copywriter and account executive with leading advertising agencies. He has been engaged in every phase of the movie business from production to exhibition. His play "Ad Man" was made into a feature by RKO-Radio. Charles is the writer and publisher of "The Handbook of Motion Pictures For Business Men."



LOUIS D. SNADER, president of Snader Telecriptions, Corp., Calif., started in the movie business via the real estate end of it. He bought and sold several small motion picture theaters, then expanded to the Midwest and the West Coast. Though he moved to California to retire, it was in 1948 that he started to finance motion pictures, then backed his original "Fireside Theatre" for television. Currently in production of a series of 117 half-hour musical TV films, starring Liberace.



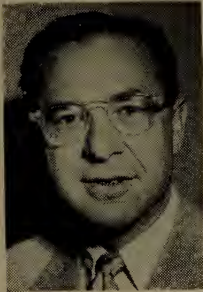
PETER F. ELGAR, head of Peter Elgar Productions, Inc., of New York, is a Viennese and the holder of three Ph. D. degrees from well-known continental universities. His firm concentrates on the production of documentary, educational and industrial films, as well as spot commercials for use by television stations. He was associate producer and director of the famous "Madchen in Uniform," one of the all-time greats of the motion picture industry. Peter has resided in Paris, Berlin, Rome and Hollywood.



JOHN GUEDEL, producer and vice president of John Guedel Radio Prod., Calif., is only a v. p. because everyone in the organization holds the same title. There is no president. After various jobs, John decided he wanted to write and joined Hal Roach where he wrote "Our Gang" and "Laurel & Hardy" shorts. He was writing radio scripts for a Los Angeles agency and while there, worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny" on the air for over 10 years on NBC.



MILTON BLINK, vice president and co-owner of Standard Radio Transcriptions, is also executive v. p. of United Television Programs. Educated at the University of Michigan, Milton was active in college dramatics. He acted in, and directed, the Wisconsin Players workshop series on WIMS, Milwaukee. In 1933 he established and became co-owner of Standard Radio Trans., and has been with the organization since. Early in 1951, together with Standard's Gerald King, he organized United TV Programs.



THE REV. JAMES K. FRIEDRICH, president of Cathedral Films, was quick to convert his backlog of 40 religious film productions for television presentation. His present plans call for a complete new series geared especially for the sight-and-sound medium. Frequent cross-country tours and participation in industry workshops have established him as an expert in the TV film field. "I Beheld His Glory," one of Dr. Friedrich's best known productions, was completed at a cost of \$100,000 for release during the Easter season.



WILLIAM MIESEGAES, president of Transfilm, Inc., was born in London, and received his education at Harrow and in Switzerland. He was associated with the British firm of MacLaine, Watson & Co., for ten years, four of which were spent with the company's Far Eastern office in Indonesia. Filming a travelogue in Mexico, in 1940, led him into the motion picture business and eventually to the forming of Transfilm, Inc. In 1951 his company produced Gian-Carlo Menotti's "The Medium."



ROBERT GROSS, executive producer and partner of American Film Producers, N. Y., was production chief for the U. S. Air Force Combat Service during World War II. In 1946 following the close of the war, he formed the present company with L. A. Glesnes. Prior to the war, Bob was regional supervisor of public relations for the New York State Education Department and later chief of photography for the N. Y. State Bureau of Publicity. He was one of the first to standardize packaging and labeling of TV commercials.



NORMAN C. LINDQUIST, vice president and director of TV of the Atlas Film Corp., Oak Park, Ill., is a graduate of De Paul University. He originally started on a professional musical career, but this was interrupted when he joined the Navy. Upon separation from Naval Service, Norman joined the TV advertising dept. of Commonwealth Edison Co. as copy writer. He left Edison to become V.P. and director of TV Advertising Prods. He was associated with the Malcolm-Howard Adv. agency as director of TV.



JACK H. HOFFBERG, president of Hoffberg Productions, Inc., is a pioneer in the motion picture business, starting his career in 1914 in the early days of the skyrocketing industry. He was export manager for Goldwyn Pictures Corporation until time of the merger with Metro in 1924, leaving to establish his own firm. He was one of the first to enter TV production and distribution, dating back to 1940. Jack is now contemplating production series of half hour adventure films in Europe.



PAUL PARRY, head of Paul Parry Productions in Hollywood, entered into production of TV feature and spot commercial films during the early days of the television industry. His background includes years of association with major studios in Hollywood and later in the filming of corporation training films. Presently, Paul Parry Productions is shaping for the TV market a series of TV program films of human interest-situation format titled "Cameras & Models In Action."



DWIGHT W. WHITING, western sales manager of Consolidated Television Sales, took his present post in April of 1952. He entered television with KTTV, Los Angeles as an account executive. Prior to KTTV, he was associated with KAGH, Pasadena, and Conde Nast Publications, Inc., serving with both organizations as account executive. Dwight later served with the Army Air Force during World War II. Upon release from the Army, he graduated from the Babson Institute of Business Administration.



BOB LONGENECKER, president of Telepak and head of his own artist agency in Hollywood, joined the Kiesewetter Advertising Agency following his graduation from Penn State College. He joined CBS as producer-director for KNX in Hollywood, and later served as head of the radio-TV departments for both Myron Selznick Agency and Sam Jaffee. Radio's "Family Theatre" success story includes credit for Bob's pioneer work and production with Father Patrick Peyton.



ROBERT H. REID, TV sales manager for International News Service, started the development of news tape for TV way back in 1946. Following graduation from Cornell University, Bob embarked on a Wall St. career with E. A. Pierce & Co. He organized Radio Chart in 1938, a radio log page for daily newspapers. Bob joined the INS sales staff, leaving two years later to enter the Army Signal Corps. Upon discharge, he returned to INS as assistant sales mgr. and two years later was named to his present post.



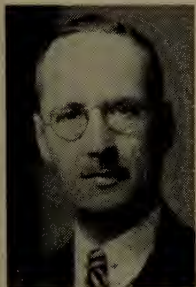
EDWARD J. LAMM, president of Pathescope Co. of America, Inc., entered the industrial film business by forming Advertising Film Associates in 1933, and six years later took over Pathescope. During the war years, he produced a great many training and orientation films for the Navy and other government agencies. The company produces industrial and educational films, TV commercials and TV programs. Ed has been active in the formation of the Film Producers Assn. of N. Y.



PAUL F. HEARD, president of Paul F. Heard, Inc., attended Lawrence College, (Appleton, Wisc.) and the University of Minnesota. He was production supervisor in the Visual Education Department of the University of Minnesota. Paul has been associated with Methodist Church Headquarters as director of films, and also served as film evaluator, United Nations Central Training Film Committee in Washington, D. C. He is a member of many film associations.



J. R. BRAY, president of Bray Studios, New York City, produces educational films for schools, hospitals, and the Armed Forces training programs. He began as an artist on the Detroit Evening News and later became associated with the Brooklyn Daily Eagle. In 1905 he invented and developed the animated motion picture cartoon processes and introduced the first animated cartoon in theaters. John produced a large number of training films for the U. S. Government during World War II.



DAVID I. PINCUS, president of Caravel Films, N. Y., established the firm with two partners in 1923. He was set designer for the old Universal Studios in Coystesville, N. J. After a period as manager of the educational dept. for Fox, making films for Cunard and others, Dave joined Lejaren A. Hiller, and when Hiller's studio became part of Underwood & Underwood he went along. He is v.p. of the Film Producers Assn. and co-chairman of the Film and TV committee of the N. Y. Board of Trade.



RALPH COHN, V.P. and general manager of Screen Gems, Inc., subsidiary of Columbia Pictures, received his initial training in the motion picture production field as executive producer at Darmour Studios and Columbia. He was associated with Mary Pickford and Buddy Rogers in Triangle Prods. prior to serving in the U. S. Army. Ralph returned to Columbia, remaining until he formed Telefilms, Inc. and Telespots. The following year he joined Screen Gems as gen. mgr. and was elected V.P. late in 1952.



CARL DUDLEY, president of Dudley TV Corp., and Dudley Pictures Corp., produces industrial, travel, education and television films for both commercial and entertainment use. While working as a writer in the shorts subjects department at Warner Brothers Studio, he obtained the Santa Fe Railroad as his first account and thus began to set himself up in business. Today Dudley TV Corp. does the commercials for the "I Love Lucy" show, "Judge Dunhill" and many others.



W. WALLACE ORR, president of Tel Ra Productions, is a pioneer in the production of sports films for television. Prior to establishing Tel Ra, he was vice president of the N. W. Ayer Agency and acted in a supervisory capacity for several national accounts. Wally was responsible for the introduction of the Atlantic Refining Company sports broadcasting program in 1936,



including the procurement of football, baseball and basketball rights for presentation on the air.

MARC FREDERIC, general manager of the TeeVe Company, California, produces the quarter-hour show "Little Theatre." This is the program with the two O. Henry type vignettes, in which the real punchy climax comes at the very close. Marc joined forces with Gifford Phillips and Ludlow Flower, Jr., owners of this company and used his knowledge of merchandising gained in the retail



business to successfully put this program on the air in 42 cities within two years.

SAUL J. TURELL, president of Sterling Television Co., is a native New Yorker. He attended City College of N. Y. From 1942-46 he was in the Army and served in the South Pacific. After his discharge, Saul joined Official Films. He organized Sterling Films in 1946 in partnership with Robert Rhoades. The primary business was in the home movie, educational field, but in 1949 when Bernice



now headed Sterling, a television department was set up, which proved a major factor in the Sterling progress.

PHILIP N. KRASNE, co-owner of Gross-Krasne, Inc., Calif., was formerly a barrister. He became engaged in independent motion picture production and began to produce the "Charlie Chan" series of movies. In association with Fred Ziv, he acquired the rights and began filming "The Cisco Kid." In 1950 as president of Cisco Kid Pictures, sold his interest in the company to Ziv TV. Gross-Krasne, Inc., have completed 26 "Big Town" pictures for TV under the sponsorship of Lever Bros.



HENRY USHIJIMA, head of motion picture and television services at George W. Colburn Laboratory, Inc., (Chicago) began working at M-G-M while still a student at the University of California. After graduating from UCLA's School of Business Administration, he was offered a full-time position in the M-G-M sound department. Later he became a cameraman, and joined the staff of Columbia Pictures. During the war he made films for the United States Navy and the OWI.



HAL ROACH, JR., vice-president of Hal Roach Studio, Calif., is also president of the Academy of TV Arts & Sciences. He has been film editor, writer and director. Hal now produces "My Little Margie," "Racket Squad" and "Trouble With Father." Hal served with the Army Air Corps during World War II. The Hal Roach Studio is the only one in Hollywood still being operated by the man who built it, Hal Roach. The studio itself produces "Amos 'n' Andy" for CBS and "Life of Riley" for NBC.



VICTOR KAYFETZ, head of Victor Kayfetz Prods., Inc., N. Y. C., established the firm in 1946. He served with the U. S. Army Pictorial Service in India and Burma during World War II. Prior to the war, he was writer-photographer for picture magazines, which took him to India and the Virgin Islands. With the advent of TV, he moved to Hollywood, Cal., and produced one of the first films specially made for TV for Vallee-Video, Inc., subsequently returning to the East to continue TV production.



NATHAN SOBEL, president of Cineffects, Inc., N. Y., is also part owner of Color Service, Inc., in association with Robert Crane. He has been associated with Consolidated Film Industries, Advance Trailer and Du-Art Film Labs. He became experienced in production problems, animation, special effects, with the firm of Audio Productions. In November of 1939 he started, and presently owns, his own special effects, animation, art title, and insert studio known as Cineffects, Inc.



BERNARD HOWARD, president of Academy Film Productions, Inc., Chicago, took his present post in 1950. He has been associated with Arthur Meyeroff & Co., W. E. Long Co., Malcolm-Howard and CBS as writer-producer-director. While he had his own radio-TV production firm, serving as packager and consultant to many agencies, he sold a network program idea, called "Name The Movie" to Roche, Williams & Cleary, which was aired for 26 weeks out of Hollywood.



AL BUFFINGTON, was "campus commentator" on WJSV, Washington, D. C. (now WTOP) while attending the American University. After graduation Al joined WCAO, Baltimore, and later became associated with WFBR in the same city. He served as a lieutenant in the U. S. Navy during World War II. Upon discharge Al established his own radio production company in 1946, and syndicated the "Quiz of Two Cities" in 30 cities throughout the country. In 1948 Al opened a branch office in Hollywood, Calif.



JOHN A. NORLING, president of Loucks & Norling Studios, Inc., N. Y., established the firm with Arthur H. Loucks in 1923, and since that time has produced over a 1000 film subjects. He pioneered in stereoscopic motion picture research starting in 1921, and in 1933 produced three-dimensional anaglyph motion pictures released by MGM. He is the author of technical articles on cinematographic subjects in general, including animation, trick photography and three-dimensional photography.



SETH (TOM) BAILEY, president of Tom Bailey Prods., Inc., Tucson, Ariz., was formerly a newspaperman. He left the Chicago-Herald Tribune in 1939 to write for magazines, and since that time has sold over 700 short stories and novelettes. Three years ago Tom became interested in the making of films for TV, and together with Charles Herbert launched the Southwestern Motion Picture and TV Corp. In 1952, Tom organized his present company, currently producing "The Sagebrush Kids."



IRVING MACK, president of Filmack Trailer Co. of Chicago and New York, organized the company thirty-four years ago, at the age of 24, due to the lack of special trailer companies in the Midwest. He attended Wendell Phillips High School and while still in his teens became assistant publicity director of White City Amusement Park. Prior to Filmack, he was associated with the Universal Film Company as publicity manager. His three sons are all part of Filmack Studios of Chicago.



ROBERT ANGUS, president of Volcano Productions, Inc., Calif., and General Service Studios, has covered in his extensive experience nearly every facet of the industry. He was a script writer at Fox, until he joined the editorial department at Columbia and subsequently wrote "Armored Car Robbery" for RKO. During the war Angus served with the U. S. Army Signal Corps Photographic Center as film editor of "Army-Navy Screen Magazine," "G. I. Movie Weekly" and others.



LINDSLEY PARSONS, independent film producer who releases through Allied Artists Productions, Inc., is a former newspaperman. Following his graduation from the University of California, he joined the old Los Angeles City News Service. In 1931 he joined Monogram motion picture production organization, as a one man publicity department, later writing western films, and then producer. In his career as producer, he has launched such stellar players as Marjorie Reynolds and Gale Storm.



FREDERICK A. NILES, vice president in charge of motion pictures and TV of Kling Studios, is a graduate of the U. of Wisconsin. During the war, Fred served in the Information Education Division of the War Dept. A civilian again, he joined WAAF, Chicago as news editor. Next step was to Kling, where he originated the video division in 1947. He steered the way from one account to more than a hundred, from TV spots to TV shows, and from a skeleton staff to one of the nation's largest.



HERMAN HACK, president of Hack Productions, Calif., has spent twenty seven years as an actor, stunt-man and double for many stars in motion pictures, prior to his producing religious youth films. He not only writes, produces, directs and stars in his pictures, he also edits, distributes and even presents his film before audiences on occasions. He teaches Sunday School in his spare time. Herman is widely known as the "Frontier Parson," the cowboy who carries a Bible into action instead of a gun.



BEN GRADUS, president of International Movie Producers' Service is also president of Ben Gradus Studios. He produced and directed the first important film about TV, "Television Today," for CBS in 1949. He is currently producing a series of films on the subject of tolerance projected for TV programs, regarding the Puerto Ricans in the U. S. Among the products for which he produces TV spots are Vitalis, Goodrich, Arrid and others. Ben is married and has a son and daughter.



GILBERT A. RALSTON, co-producer with Arthur Ripley of Sovereign Productions, Inc., Calif., was born and reared in the sunny state. He has been associated with the NBC network as writer-director, later joining Compton Advertising Inc., as manager of night-time radio for the agency. He joined Procter & Gamble Productions, Inc., as executive producer, following with Screen Televideo Productions as pro-

ducer. The year 1952 brought Gil to Sovereign Productions in his present post.



HARVEY CORT, president of Olio Video Productions, Inc., N. Y. C., is a graduate of New York University with a BA degree. He wrote and directed dramatic and special events programs for WNYC, later joining WHN as assistant station manager. While in the Army during the war, Harvey produced radio shows for the Sixth Service Command, and produced theatrical and athletic programs with amputee and paraplegic veterans. He formed Olio Video to distribute features and westerns to TV stations.

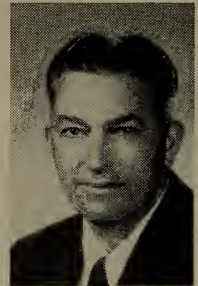


SHAMUS CULHANE, president of Shamus Culhane Prods., Inc., started as an animator in 1924. He has worked on more than 250 animated pictures for all of the major Hollywood movie studios. He was with the Walt Disney Studio for five years as a pantomime specialist on such pictures as "Snow White," "Pinocchio" and the "Pluto" series. He has credits on two Academy Award feature pictures.

Shamus established his own studio six years ago and is now primarily engaged in making TV commercials.

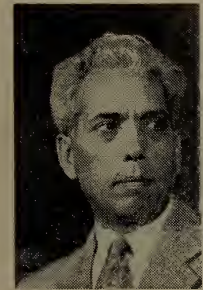


ARMAND L. SCHAEFER, president of Flying A Pictures, Inc., is also executive producer of Range Rider Productions, and S.H.A. Company. He entered the motion picture business with Mack Sennett, film comedy pioneer, as a property man. Rapid progress brought Armand to many movie studios as director. He became a producer on the first Gene Autry serial for Mascot, and wrote the original story for the picture, "Tumbling Tumbleweeds." Armand took his present post in 1950.

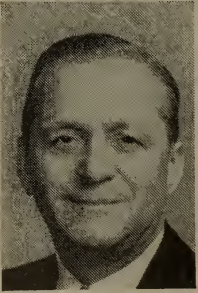


VINCENT J. NOLA, owner of Nola Studios, Inc., N. Y. C., studied voice in Buffalo, N. Y., as a youngster, later moving to N. Y. C., to resume his studies and establish himself as a vocal coach. He established 16 studios at Steinway Hall, equipping some of these with recording facilities. The operation was such a success, he acquired 17 more in the WMCA Bldg., six of which are fully equipped for pro-

duction of tape and disc transcriptions. His latest venture is motion pictures for TV.



HENRY BROWN, president of Atlas Television Corporation, N. Y., established the organization in 1948. He is a native New Yorker and attended City College of N. Y. and Columbia University. He has been in the motion picture business over twenty-five years as an exhibitor, owner of a chain of theatres in N. Y. and N. J., and producer of motion pictures. Henry has collected a vast library of features, westerns and other subjects, which Atlas now distributes to most TV markets.



WILBUR STREECH. owner of Wilbur Streech Productions, N. Y., is a graduate of U.C.L.A. in his native Southern Calif. He entered the animation field as a member of Walt Disney's staff. Will entered the Army where he organized animation production as a captain in the Signal Corps. On release from service, he became a partner in Triangle Films, which was then producing a series of one-reel animated musicals for Universal. After completion of this series, he formed his present firm.



HALSEY BARRETT, eastern sales manager of Consolidated TV Sales, is a graduate of Harvard Business School. After a brief stint with a Wall Street brokerage firm, Halsey joined WOR as a sales promotion man. He has been associated with WNEW as promotion manager and in 1940 joined Tide magazine. He left there to join the Navy in December 1941. Following his discharge he joined CBS TV, later moved to DuMont, and a year ago was named to his present post with Consolidated.



FRED FELDKAMP, managing editor of The March of Time, did sports correspondence while in prep school and sold a short story to the New Yorker at the age of 17. After college, Fred worked for the Brooklyn Eagle and contributed to magazines ranging from Asia to Vogue. He served three years as a Marine combat correspondent. A civilian again, Fred joined Time, Inc., in 1945, as a Life text editor and to The March of Time, last year.



BERNARD J. PROCKTER, president of Prockter Productions, Inc., attended the Universities of Chicago and Wisconsin. From 1929 to 1934 he was assistant national program director of CBS, where he developed and supervised the "Bing Crosby Show," "Morton Downey," "Kate Smith" program and many others. The next two years found him as supervisor of CBS owned stations, then he joined Biow Company as director of radio, resigning in 1944 to form his own company.



ROBERT GUGGENHEIM, JR., recently named gen. mgr. of Major Television Productions, Inc., Culver City, Calif., joined the company after four years as head of NBC TV's film dept. at KNEH, Hollywood. Prior to that he was in the U. S. Naval Reserve for 42 months and was discharged as a lieutenant commander. Before joining the Navy, he was associated with CBS at KNX, Twentieth Century



ROBERT W. SCHOFIELD, head of the TV feature and commercial film department for Telenevs Productions, joined the company in February 1951. Since that time Bob has turned out commercials for numerous accounts, including Esso, Wheaties and Tintair, as well as sequences for "We the People," and others. Prior to joining Telenevs, he was with the March of Time, for whom he produced documentaries, and after a brief period was promoted to production manager.



Fox and David O. Selznick Productions. Before joining the entertainment field he was an art buyer.

PAUL RAIBOURN, V.P. of Paramount Pictures Corporation, heads up the company's video interest as president of Paramount TV Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in Du Mont Labs, as well as to the establishment of KTLA in 1942. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of boxoffice values in re-

lation to costs and public psychology in the entertainment industry.



LYLE DeMOSS, film buyer of WOW and WOW-TV, Omaha, is a pioneer of radio and TV, starting his radio career 30 years ago. Before joining the staff of WOW as production manager in 1937, Lyle served at several Nebraska stations. After joining WOW, he did a great deal of on-the-air work in addition to his duties, as a result of which his voice became well known to mid-western audiences. In

1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.



WILSON M. TUTTLE, has recently been made president and member of the board of directors of United Television Programs, Inc., newly associated with Gross-Krasne Prods., Inc., and Studio Films, Inc., under the UPI banner. Bill recently resigned as V. P. in charge of radio and TV and a member of the board of Ruthrauff & Ryan. Bill had been associated with A. & S. Lyons, Inc., as head

of the firm's N. Y. office, where his major job was creating, building and selling package shows.



REUB KAUFMAN, president of Guild Films is a veteran ad agency man of twenty-two years. He entered the TV film business in 1950 because his agencies "live" program headaches convinced him that films were the ultimate answer to profitable television programming. Reub resigned as president of Snader Telescriptions early in 1952 and organized Guild Films as a film packaging and distributing organization. He got into production with the "Liberace" show in January 1953.



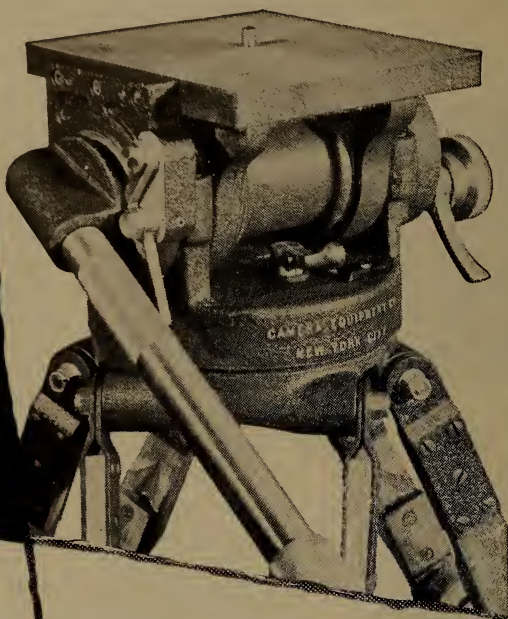
JACK J. GROSS, in partnership with Philip Krasne, of Gross-Krasne, Inc., Calif., has been a producer at Universal and RKO, producing some of Hollywood's biggest box-office successes. While a student in N. Y. C., the place of his birth, his desire was to be around show people. His family moved to the midwest where Jack joined Maupin's Chautauqua concert orchestra, later assuming the post of theatre manager in Eldorado, Kans. Still later he became western division mgr. of the RKO theatres.



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(Also see Equipment Manufacturers)



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Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

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Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.
Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.
Century Projector Corp., 729 7th Ave., New York, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.

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 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 General Electric Co., Nela Park, Cleveland, O.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
 Kliegl Bros., 321 W. 50th St., New York, N. Y.
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Strong Electric Corp., 87 Park Avenue, Toledo, O.
 Sylvania Electric Products Co., 500 Fifth Avenue, New York, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
 Radio Corp. of America, Camden, N. J.

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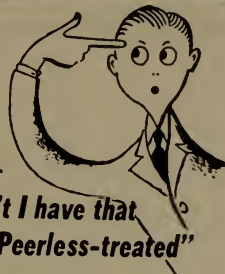
Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
 A. & M. Karageusian, Inc., 295 5th Ave., New York, N. Y.
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 1611 Cosmo St. HUDson 2-1247
 Cinecolor, Inc.
 2800 S. Olive St., Burbank . . . ROkewell 9-1126
 Cinema Research
 7000 Romaine, Hollywood (38) . HUDson 2-7464
 Consolidated Films Industries, Inc.
 959 Seward St. HOLlywood 9-1441
 Dunningcolor Corp.
 932 N. La Brea Ave. GRanite 3174
 Mercer, Ray
 4241 Normal Ave. OLYmpia 8436
 Pacific Title & Art Studio
 6350 Santa Monica Blvd. HEMpstead 5611
 Pathe Laboratories, Inc.
 6828 Santa Monica Blvd. HOLlywood 9-3961
 Rabin, Jack
 7324 Santa Monica GLadstone 4126
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Hillside 8195

Chnecolor Corp.
2800 S. Olive Ave., Burbank..Rockwell 9-1126

Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
Gladstone 5122

Consolidated Film Industries
959 Seward St. (38).....Hollywood 9-1441

Dunningcolor Corp. Motion Pic. Lab.
932 La Brea Ave., (38).....GRanite 3174

Eastman Kodak Processing Laboratory
1017 N. Las Palmas Av., (38)
Gladstone 7151

Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559

Hollywood Film Enterprises, Inc.
6000 Sunset Blvd. (28).....Hillside 2181

Hungerford Labs., Inc.
6327 Santa Monica, Hollywood..HUDson 2-3237

Mercer, Ray
4241 Normal Ave. (27).....OLympia 8436

Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
Hempstead 1744

Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
Hollywood 9-3961

Peerless Film Processing Corp., 959 Seward St.,
HollywoodHillside 7156

Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35)..BRadshaw 2-2340

Producers Photographic Laboratory, Inc.
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1715 N. Mariposa Ave., (27)..OLympia 3215

Techuleolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101

Telefilm, Inc.
6033 Hollywood Blvd. (28)..Hollywood 9-7205

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Palmer, W. A., Films, Inc.
611 Howard St.....YUko 6-5961

Skinner, C. R., Manufacturing Co.
294 Turk St.ORdway 6909

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Alexander Film Bldg.....4200

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Chicago Film Laboratories, Inc.
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Wilding Picture Productions, Inc.
1345 W. Argyle St.....LONgbeach 1-8410

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General Pictures Productions
Kempto Rd.....3-8275

Parrot Films Studio
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Amuter Motion Picture Co.
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50 Piedmont St.....HANcock 6-3592

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Jam Handy Organization
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Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266

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Peerless Film Processing Corp.
 165 W. 46th St., New York...PLaza 7-3630

Precision Film Laboratories
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Producers Laboratories, Inc.
 457 W. 46th St.....Circle 6-5232

Rainbowlab, Inc.
 619 W. 45th St.....JUdson 6-0360

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Hausman, Ward B.
 1029 W. Rising Sun.....RADcliff 5-2964

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Welsh, Charles E.
 2661 S. Felton Ave.....SARatoga 9-8884

DALLAS, TEX.

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Southwest Film Laboratory, Inc.
 2015 YoungRJverside 6782

Variety Pictures, Inc.
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Artis Studios
 David Keith Bldg.....5-5592

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Film Arts Corp.
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 Kodak Co., Rochester, N. Y.

German, W. J., Inc.
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 John St., Fort Lee, N. J., Fort Lee 8-5100;
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 wood 38, Calif.; 6040 N. Pulaski Rd., IRving
 8-4064, Chicago, Ill.

Gevaert Co. of America
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 wood 38, California.

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- Metro-Goldwyn-Mayer
Culver City TEXas 0-3311
- United Productions of America
4440 Lakeside Dr., Burbank. CHARleston 0-7171

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- Terry, Paul
271 North Ave. NEW Rochelle 2-3467

NEW YORK, N. Y.

- Disney, Walt, Productions
1270 Ave. of Americas. JUDson 6-3442
- Eshbaugh, Ted, Studios, Inc.
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25 W. 45th St. LUXemburg 2-4500
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- General Electric Co., 5 Lawrence St., Bloomfield,
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- General Elec. Co., 1 River Road, Schenectady,
N. Y.
- Governair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.
- McQuay, Inc., 1600 Broadway, N. E. Minneapolis
13, Minn.
- National Theatre Supply, 92 Gold St., New York,
N. Y.
- S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.
- Trane Company, LaCrosse, Wisc.
- Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.
- United States Air Conditioning Corp., Como Ave.,
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- Associated Film Lab.**
5631 Hollywood Blvd., Hollywood; Hillside 8195.
- Cinecolor, Inc.**
2800 W. Olive St., Burbank, Calif.; ROKWELL 9-1126.
- Cinema Research**
7000 Romaine, Hollywood 38, Calif.; HUDSON 2-7464.
- Color Research Corp.**
105 E. 106th St., New York, N. Y.; SACRAMENTO 2-7830.
- Color Reproduction Co.**
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.
- Dunningcolor Corp.**
Laboratory, 931 N. La Brea Ave., Hollywood 38, Calif.; GRANITE 3174.
- Eastman Kodak Co.**
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NBC

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Man on the Farm
Mutual

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CBS

ADAMS, MASON

Pepper Young's Family
NBC

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Home Gardener & Handyman
WABC-TV

ALBERT, EDDIE

Eddie Albert Show
CBS-TV

ALEXANDER, ROD

Your Show of Shows
NBC-TV

ALLEN, FRED

The Big Show
NBC

ALLEN, GRACIE

B. 1906, San Francisco, California;
George Burns and Gracie
Allen Show, CBS-TV

ALLISON, FRAN

Kukla, Fran & Ollie
NBC-TV

ALLEN, STEVE

What's My Line, CBS-TV; Talent
Patrol, WABC-TV

AMSTERDAM,

MOREY

Breakfast with Music, WNBT;
Battle of the Ages, CBS-TV;
Decca Records

ANDERSON, EDDIE

"ROCHESTER"

B. Sept. 18, 1905, Oakland,
California; The Jack Benny
Show, CBS-TV

ANDERSON, WARNER

The Doctor
NBC-TV

ANDREWS, ANN

Man on the Farm
Mutual

ARDEN, EVE

B. Mill Valley, California; Our
Miss Brooks, CBS and CBS-TV.

ARNAZ, DESI

I Love Lucy
CBS-TV

ARNO, SIG

My Friend Irma
CBS-TV

ARQUETTE, CLIFF

B. Dec. 28, 1905; Dennis Day
Show, NBC-TV

ARTHUR, JON

No School Today
Big Jon & Sparkie
ABC

AUTRY, GENE

Gene Autry
CBS-TV

AYRES, MITCHELL

Perro Como Show
CBS-TV

On CBS Television Every Thursday Night

GEORGE BURNS and GRACIE ALLEN

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FIBBER McGEE AND MOLLY

N B C

— B —

BACALL, LAUREN
Bold Adventure
NBC

BACHARACH, BERT
Men's Corner
Mutual

BAIRD, EUGENIE
On and Off the Record
Mutual

BAKER, ART
You Asked For It
WABC-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANCROFT, GRIFFING
Capitol Cloakroom
CBS

BANKHEAD, TALLULAH
All Star Revue
NBC-TV
The Big Show
NBC

BARL, LYNN
Boss Lady
NBC-TV

BARNEY, MARION
Pepper Young's Family
NBC

BARTLETT, TOMMY
Welcome Travelers
NBC and NBC-TV

BARTY, BILLY
James Melton, NBC-TV; Milton Berle, NBC-TV; Your Pet Parade, ABC-TV; Ken Murray, CBS-TV; Frank Sinatra, CBS-TV; Fred Waring, CBS-TV; Red Skelton, NBC-TV.

BEAN, ORSON
Chamber Music Society of Lower Basin St.
NBC

BEAVERS, LOUISE
Beulah
WABC-TV

BECK, JACKSON
Search That Never Ends, MBS; Doctor's Wife, NBC; Greatest Story Ever Told, ABC; FBI in Peace and War, CBS; Paramount News-Reel

BELLAMY, RALPH
Man Against Crime
CBS-TV

BELLER, MARY LINN
Date with Judy
WABC-TV

BENNY, JACK
B. Feb. 14, 1894, Chicago, Illinois; The Jack Benny Show, CBS-TV and Radio

BENSON, BOBBY
Mutual

BENSON, RED
Names That Tune
NBC

BERG, GERTRUDE
The Goldbergs
NBC-TV

BERLE, MILTON
Texaco Star Theater
NBC-TV

BERNIER, DAISY
Fred Waring Show
CBS-TV

BIGGS, E. POWER
E. Power Biggs Organ Program
CBS-TV

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

BIRCH, PETER
Arthur Murray Party
DuMont

BISHOP, JULIE
My Hero
NBC-TV

BLACK, DR. FRANK
Cadillac Choral Symphony
CBS-TV

BLOCK, HAL
What's My Line
CBS-TV

BLUE, BEN
Colgate Comedy Hour
All Star Revue
NBC-TV

BOB AND RAY
The Bob and Ray Show
NBC, NBC-TV

BOGART, HUMPHREY
Bold Adventure
NBC

BOLGER, RAY
Colgate Comedy Hour
NBC-TV



JUDY CANOVA



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PLAZA 3-2310



BONTEMPIS, PINO & FEDORA
The Bontempis
WABC-TV

BOYD, BILL

B. June 5, 1895, Henrysburg,
Ohio; Hopalong Cassidy Series,
NBC-TV

BOYER, CHARLES

Four Star Playhouse
CBS-TV

BOYLE, HAL

What's the Story
DuMont

BRACKEN, EDDIE

Great Day Show
Mutual

BRADFORD, REUBEN

Reuben, Reuben
NBC

BRADY, PAT

The Rogers Show
NBC, NBC-TV

BRASFIELD, ROD

Grand Ole Opry
NBC

BREMNER, MURIEL

Crime Fighters
Mutual

BRITT, ELTON

Mutual

BRITTON, BARBARA

Mr. & Mrs. North
CBS-TV

BROMFIELD, LOUIS

Mutual

BROOKE, HILLARY

My Little Margie
CBS-TV

BROWN, JOE E.

Buick Circus Hour
NBC-TV

BROWN, WALLY

Ford Festival Hour
NBC-TV

BRYAN, ARTHUR Q.

B. May 8, 1899, Brooklyn, N. Y.;
The Great Gildersleeve, Fibber
McGee and Molly, Hank Mc-
Hune Show, NBC

BRYSON, LYMAN

Lamp Unto My Feet
CBS-TV

BUCKLEY, EMERSON

Mutual

BURKE, BILLIE

Doc Corkle
NBC-TV

BURNS, GEORGE

B. Jan. 20, 1896, New York,
N. Y.; George Burns and Gracie
Allen Show, CBS-TV

BURR, ANN

City Hospital
CBS-TV

BURTT, HARDY

Answers for Americans
Mutual

BUTTONS, RED

B. Feb. 5, 1919, New York City;
The Red Button Show, CBS-TV

BUTTRAM, PAT

Gene Antry
CBS-TV

BYRD, BETTY

The Kate Smith Hour
NBC-TV

— C —

CAESAR, SID

Your Show of Shows
NBC-TV

CAMARGO, RALPH

Gang Busters, CBS; FBI In Peace
and War, CBS; My True Story,
Modern Romances, ABC; Pep-
per Young, Hollywood Love
Story, NBC; Treasury Agent,
NBC-TV; The Web, CBS-TV;
Suspense, CBS-TV

CAMMANN, DR. SCHUYLER

What in the World
CBS-TV

CAMPBELL, TED

Black Spider
WABC-TV

CANOVA, JUDY

B. Nov. 20, 1916, Jacksonville,
Florida; The Judy Canova Show,
NBC; Colgate Comedy Hour,
NBC-TV

CANTOR, EDDIE

The Eddie Cantor Show
NBC
Colgate Comedy Hour
NBC-TV



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- CAREY, MacDONALD**
Jason and the Golden Fleece
NBC
- CARHART, GEORGIANNA**
Life Begins at Eighty
DuMont
- CARLISLE, UNA MAE**
Una Mae Carlisle
ABC
- CARNEY, ART**
Jackie Gleason Show
CBS-TV
- CARNEY, GRACE**
Rocky King
DuMont
- CARR, NANCY**
Enchanted Hour-Chi. Theater
Mutual
- CARROLL, PAT**
Red Buttons Show
CBS-TV
- CARSON, JACK**
B. Oct. 21, 1910, Carman, Manitoba, Can.; All Star Revue, NBC-TV; Colgate Comedy Hour, NBC-TV
- CARSON, JOHNNY**
B. Corning, Iowa; Carson's Cellar, KNXT
- CARSON, KEN**
Garry Moore Show
CBS-TV
Double C Canteen
DuMont
- CASSELL, BARRY**
Action In The Afternoon
CBS-TV
- CERE, BENNETT**
What's My Line
NBC
- CHALMERS, THOMAS**
Pepper Young's Family
NBC
- CHAPMAN, JOHN**
Best Plays
NBC
- CHARLES, RAY**
(CHORUS)
Perry Como Show
CBS-TV
- CHERNE, LEO**
Wisdom of the Ages
DuMont
- CHILDRESS, ALVIN**
Amos 'n' Andy
CBS-TV
- CHRISTY, EILEEN**
Ei'een Christy & Co.
NBC
- CHRISTY, KEN**
The Great Gildersleeve
NBC
- CHURCHILL, SARAH**
Hallmark Hall of Fame
NBC-TV
- CLARK, LON**
Nick Carter
Mutual
- COBB, BUFF**
Mike and Buff
CBS-TV
- COCA, IMOGENE**
Your Show of Shows
NBC-TV
- COCKRAN, RON**
Man of the Week
CBS-TV
- COLBY, ETHEL**
Broadway Matinee
DuMont
- COLLINS, MARY**
Double C. Canteen
DuMont
- COLLINS, TED**
The Kate Smith Hour
NBC-TV
- COLLYER, BUD**
Beat the Clock
CBS-TV
- COLMAN, MR. AND MRS. RONALD**
The Halls of Ivy
NBC
- COMBS, GEORGE HAMILTON**
WABC
- COMO, PERRY**
Perry Como Show
CBS-TV
- CONANT, ROGER**
Meet Me at the Zoo
CBS-TV

Ralph Edwards

This Is Your Life—NBC-TV • Truth Or Consequences—NBC

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RADIO

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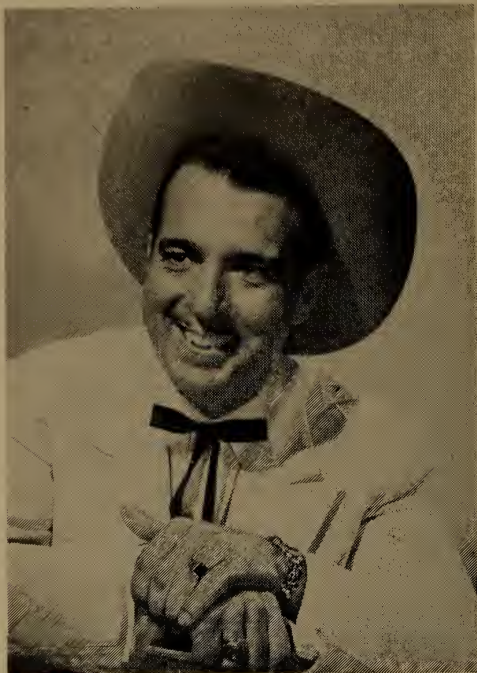
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RECORDS

Capitol Records



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"Hometown Jamboree"

KXLA — Monday thru Friday
and Saturday night

VIDEO

"Hometown Jamboree"

KLAC-TV — Saturday at 7:30 p.m.

RECORDS

Capitol Records



CONWAY, TOM
Homicide Squad
WABC-TV

COOKE, DWIGHT
You and the World
CBS

COON, DR. CARLETON
What in the World
CBS-TV

COOPER, RALPH
Spotlight On Harlem
WABC-TV

CORNWALL, J. SPENCER
Salt Lake Tabernacle Choir
CBS-TV

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

COSTELLO, BILL
The Europe Story
CBS

COTSWORTH, STAATS
B. Feb. 17, 1908, Oak Park, Ill.;
Mark Trail, ABC; Front Page
Farrell, NBC; Lone Journey, ABC

COUGHLIN, FRANCIS
Down You Go
Mutual

COX, BETTY
Broadway to Hollywood
DuMont

COX, FRED IRVING
Wisdom of the Ages
DuMont

COX, WALLY
Mr. Peepers
NBC-TV

CRABBE, BUSTER
Time for Adventure
NBC-TV
Buck Rogers
WABC-TV

CRAIG, NANCY
Nancy Craig Time
WABC-TV

CRANE, GENE
M & M Candy Carnival
CBS-TV

CROFT, MARY JANE
Beulah
CBS-TV

CRONKITE, WALTER
You Are There
CBS-TV

CROSBY, BING
Bing Crosby Show
CBS

CROSS, REGGIE
Man on the Farm
Mutual

CULLEN, BILL
It Happens Every Day, Give and
Take, Fun For All, CBS

CUMMINGS, ROBERT
My Hero
NBC-TV

CUNNINGHAM, BILL
Mutual

CUNNINGHAM, ZAMAH
Jackie Gleason Show
CBS-TV

— D —

DAGMAR
Dagmar's Canteen
NBC-TV

DALE, LENNY
The Star-Time Kids
NBC-TV

DALY, JOHN
It's News To Me
What's My Line
CBS-TV

DAMON, LES
The Falcon
NBC

D'ARCY, GENE
Television Playhouse, NBC-TV;
Martin Kane, NBC-TV; Rocky
King Detective, Dumont - TV;
Danger, CBS-TV; Suspense, CBS-
TV; Toast of the Town, CBS-TV

DARNEY, TONI
Just Plain Bill
NBC

DAVIS, BETTE
All Star Revue
NBC-TV

DAVIS, FRANK
Fred Waring Show
CBS-TV

DAVIS, JOAN
I Married Joan
NBC-TV

DAVIS, WATSON
Adventures in Science
CBS

Joan Davis

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DAWSON, RONALD

B. Oct. 10, 1909, Johannesburg, S. Africa; Martin Kane, NBC; Montgomery Show, NBC; Lights Out, NBC; Suspense, CBS; The Hunter, CBS; Celanese, ABC

DAY, DORIS

Doris Day Show

DAY, NADINE

Guest House
WABC-TV

DAYTON, JUNE

Aldrich Family
NBC-TV

DE CAMP, ROSEMARY

Dr. Cristian
CBS

DELMAR, KENNY

My Friend Irma
CBS-TV

DEMING, ELLEN

Guiding Light
CBS-TV

DENNING, RICHARD

Mr. & Mrs. North
CBS-TV

DENNIS, BEVERLY

Red Buttons Show
CBS-TV

DE SALES, FRANCIS

Mr. & Mrs. North
CBS-TV

DE SANTIS, JOE

Squad Room
Mutual

DEVINE, ANDY

Wild Bill Hickok
Mutual

DE YOUNG, JOYCE

Fred Waring Show
CBS-TV

DIETRICH, MARLENE

Time For Love
CBS-TV

DINSDALE, SHIRLEY

Where Was I
DuMont

DIXON, BOB

Perry Mason, CBS; Life Can Be Beautiful, NBC; Edward R. Murrow, CBS

DIXON, HUME

Country Editor
Mutual

DOLEN, JIMMY B.

B. Feb. 20, 1921, New York City; Martin Kane Private Eye, NBC; Buick Circus Hour, NBC; Jackie Gleason Show, CBS

DONALD, PETER

Where Was I
DuMont

DONLEVY, BRIAN

Dangerous Assignment
NBC-TV

DOUGLAS, SUSAN

Guiding Light
CBS-TV

DOWNEY, MORTON

11th Year For Coca-Cola

DRAKE, GALEN

Galen Drake
CBS

DUNN, EDDIE

The Eddie Dunn Show
WABC
True or False
Mutual

DUNN, ROBERT

Quick on the Draw
DuMont

DURANTE, JIMMY

B. Feb. 1893, New York, N. Y.; All Star Revue, NBC-TV

— E —

EDWARDS, DOUGLAS

Aircraft Flash
CBS

EDWARDS, FRANK

Mutual

EDWARDS, RALPH

B. June 13, 1913; Truth or Consequences, NBC; This Is Your Life, NBC-TV; Ralph Edwards Show, NBC-TV

EGGELSTON, SHIRLEY

B. Cleveland, Ohio; My True Story, ABC; Whispering Streets, ABC; One Man's Family, NBC-TV; Tales of To-Morrow, ABC-TV

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RADIO-TV
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ELLIOTT, BRUCE

Kitchen Kapers
WABC-TV

ELLIS, BOBBY

The Aldrich Family
NBC-TV

ELSTNER, ANN

Stella Dallas
NBC

EMERSON, FAYE

The Faye Emerson Show
NBC
I've Got A Secret
CBS-TV

ENGLE, HOLLAND

Mutual

ERWIN, STU & JUNE

Stu Erwin Show
WABC-TV

EVANS, BERGEN

Down You Go
Mutual

EVANS, DALE

The Roy Rogers Show
NBC, NBC-TV

EVANS, MICKEY

Robbins' Nest,
WOR-TV;
Stage a Number
DuMont

— F —

FADIMAN, CLIFTON

This Is Show Business
CBS-TV

FAIRBANKS, DOUGLAS, JR.

The Silent Men
NBC

FAIRBANKS, TINY

Tiny Fairbanks Show
WABC-TV

FALKENBURG, JINX

New York Closeup
NBC-TV

FARRAR, VIVIAN

Sense and Nonsense
NBC-TV

FARRELL, CHARLES

My Little Margie
NBC-TV

FAULK, JOHN HENRY

It's News To Me
CBS-TV

FAYE, ALICE

The Phil Harris-Alice Faye
Show
NBC

FENNELLY, PARKER

Titus Moody
Mutual

FISHER, EDDIE

At Ease with Private Eddie
Fisher
ABC

FISHER, MARJORIE

Piano Playhouse
ABC

FITZGERALD, ED & PEGEEN

Breakfast with the Fitzgeralds,
Manners, WABC; the Fitzgeralds,
WABC-TV

FITZMAURICE**MICHAEL**

Whispering Streets
ABC

FLEMING, RUTH ANNE

Fred Waring Show
CBS-TV

FLETCHER, TEX

Bobby Benson
Mutual

FONTAINE, FRANK

The Frank Fontaine Show
CBS-Radio

FONTAINE SISTERS

Perry Como Show
CBS-TV

FORD, ROSS

Meet Millie
CBS-TV

FORD, WHITEY

Duke of Paducah & The Opry
Gang
NBC

FORREST, RAY

The Children's Theater
NBC-TV

FOSTER, CEDRIC

Mutual

FOSTER, PHIL

All-Star Revue
NBC-TV

FRANCIS, ARLENE

It Happens Every Day, What's
My Line, Fun For All, CBS

FRANKLIN, JOE

Joe Franklin's Memory Lane
WABC-TV

FRAWLEY, WILLIAM

I Love Lucy
CBS-TV

ALAN YOUNG

Gertrude Berg

and

The Goldbergs



Ed and Pegeen Fitzgerald

TV Too!

FREEMAN, FLORENCE

Young Widder Brown
NBC

FROMAN, JANE

U. S. A. Canteen
CBS-TV

FURNESS, BETTY

Meet Betty Furness
CBS-TV

— **G** —**GAE, NADINE**

Fred Waring Show
CBS-TV

GARDNER, HY

Hy Gardner Calling

GARGAN, WILLIAM

Barrie Crane. Confidential In-
vestigator
NBC

GARRITY, BOB

Birdland Show
WABC

GARROWAY, DAVE

Di-1 Dave Garroway
NBC
Today
NBC-TV

GATESON, MARJORIE

One Man's Family
NBC

GEARHART, VIRGINIA & LIVINGSTON

Fred Waring Show
CBS-TV

GHOSTLEY, ALICE

Freedom Rings
CBS-TV

GILLETTE, HELEN

The Plainclothes Man
DuMont

GILMAN, TONI

Down You Go
Mutual

GLEASON, JACKIE

Jackie Gleason Show
CBS-TV

GLEESON, ART

Game of the Day
Mutual

GNAGY, JON

You are an Artist
NBC-TV

GODFREY, ARTHUR

Arthur Godfrey Morning Show,
Arthur Godfrey And His Friends,
Arthur Godfrey's Talent Scouts,
CBS-TV

GOFF, NORRIS "TUFFY"

Lum 'n' Abner
ABC

GOODWIN, BILL

The Bill Goodwin Show
NBC-TV

GORDON, GALE

Our Miss Brooks
CBS-TV

GORDON, GLORIA

My Friend Irma
CBS-TV

GORING, MARIUS

The Adventures of the Scarlet
Pimpernel
NBC

GOSDEN, FREEMAN

Amos 'n' Andy
CBS-TV

GRAFTON, SAMUEL

Where Was I
DuMont

GRAHAM, LEE

Letter To Lee Graham
WABC-TV

GRAHAM, VIRGINIA

Where Was I
DuMont

GRANIK, TEEDORE

American Forum of the Air
NBC, NEC-TV

GRANT, TAYLOR

First Edition
WABC-TV

GREAZA, WALTER

Treasury Men in Action
NBC-TV

GREIN, TARRY

Guiding Light
CBS-TV

GREGSON, JACK

Jack Gregson Show
KECA-TV

GRIMES, JACKIE

Aldrich Family
NBC-TV

GRISWOLD, JOHN A.

Meet Me at the Zoo
CBS-TV

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NBC-TV

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PAGE CAVANAUGH TRIO

JO STAFFORD SHOW

CBS-RADIO — Coast-to-Coast

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★ RADIO-TV ARTISTS ★

GROSS, DR. MASON
Two For the Money
NBC-TV

GULD, NANCY
Were Was I
DuMont

— H —

HADLEY, REED
Racket Squad
CBS-TV

HALL, CLIFF
Search For Tomorrow
CBS-TV

HALL, HELEN
B. Kansas City, Mo.; The Barbara Wells Show, WOR; Helen Hall Show, MBS; Cameo Lady Talk, Mutual

HALLEY, RUDOLPH
Public Report
WABC-TV

HALOP, FLORENCE
Meet Millie
CBS-TV

HAMILTON, NEIL
Hollywood Screen Test
WABC-TV

HAMILTON TRIO, THE
Your Show of Shows
NBC-TV

HAMMOND, EARL
Rocky King
DuMont

HANNA, PHIL
Bride and Groom
CBS-TV

HANNES, ART
Toast of the Town
CBS-TV

HARDEN, FRANK
Frank and Jackson
ABC

HARDING, HARVEY
Faith in Our Time
Mutual

HARRIS, PHIL
The Phil Harris-Alice Faye Show
NBC
All-Star Revue
NBC-TV

HARRIS, ROBERT
Fred Waring Show
CBS-TV

HASTINGS, BOB
The Adventures of Archie Andrews
NBC

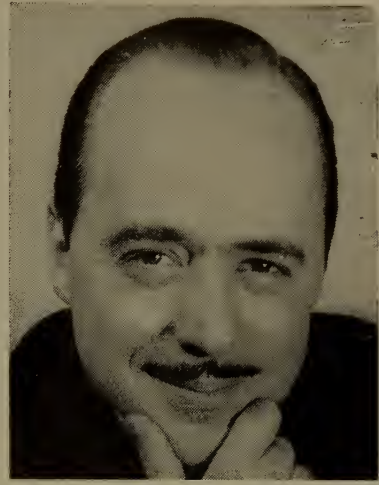
HAWTHORNE, JIM
B. Victor, Colorado; Hawthornes Mail Bag, CBS-KNX; Hawthorne At Midnight, CBS-KNX; Hawthorne Looks At the Weather, KNBH-TV

HAYES, GABBY
The Gabby Hayes Show
NBC-TV

HAYDON, DON
My Little Margie
CBS-TV

HAYWORTH, VINTON
Michael Shayne
ABC

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian, CBS



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HEATHERTON, RAY

Merry Mailman
Mutual

HELNER, VAN CAMPEN

Rod & Gun
Mutual

HENDERSON, SKITCH

The Skitch Henderson Show
NBC

HENRY, BILL

Who Said That
NBC-TV

HERBERT, DON

Mr. Wizard
NBC-TV

HIRSCHFIELD, HARRY

At Home With Harry Hirsch-
field
WABC-TV

HOCTOR, DANNY

The Kate Smith Hour
NBC-TV

HOLLENBECK, DON

Washington, U. S. A.
CBS

HOLMES, CHARLES

High Adventure
Mutual

HOPE, BOB

B. London, England; The Bob
Hope Show, NBC; Colgate Com-
edy Hour, NBC-TV

HORWICH, DR. FRANCES

Ding Dong School
NBC-TV

HOYT, SHERMAN, MRS.

Dog Show of Champions
WABC-TV

HUGHES, BILL

Just Plain Bill
NBC

HULL, WARREN

Strike It Rich
CBS-TV

HUNTER, EVE

The Eve Hunter Show
NBC-TV

HURST, FANNIE

It's a Problem
NBC-TV

— I —

IRVING, CHARLES

(See Producers Section)

IRVING, HOLLIS

Somerset Maugham Theater,
NBC-TV; Robert Montgomery
Presents, NBC-TV; Ellery Queen,
ABC-TV; Suspense, CBS-TV; Love
of Life, CBS-TV

— J —

JACKSON, EDDIE

All-Star Revue
NBC-TV

JAMES, DENNIS

Chance Of A Lifetime
WABC-TV

JAMESON, HOUSE

The Aldrich Family
NBC-TV

JESSEL, GEORGE

All-Star Revue
NBC-TV

JOHNSON, BESS

Search For Tomorrow
CBS-TV

JONES, SPIKE

All-Star Revue
NBC-TV

**JORDAN, MARION
AND JIM**

Fibber McGee & Molly
NBC

**JACKSON
BECK**

ACTOR

ANNOUNCER

NARRATOR

MU. 8-6600



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THEATRE
NBC-TV**

**QUICK AS A FLASH
WABC-TV**

BOBBY SHERWOOD SHOW
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MONDAY THRU FRIDAY
WABC

Personal Management:
GABBE, LUTZ & HELLER
1619 Broadway 6274 Sunset Blvd.
N. Y. C. Hollywood, Calif.



**“MIKE
and
BUFF”**

CBS-TV

JOSTYN, JAY
Top Guy
ABC

— K —

KALB, CLARENCE
My Little Margie
CBS-TV

KAPLIN, MARVIN
Meet Millie
CBS-TV

KALTENBORN, MRS. H. V.
Wisdom of the Ages
DuMont

KAUFMAN, GEORGE
Tis Is Show Business
CBS-TV

KAY, MARY
Mary Kay's Nightcap
NBC-TV

KAZOOTIE, ROOTIE
Rootie Kazootie
WABC-TV

KEARNS, JOSEPH S.

B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny Show, CBS; Joan Davis Show, CBS; Judy Canova Show, NBC; Suspense, CBS

KEEGAN, CHRIS
Action In The Afternoon
CBS-TV

KEENE, WILLIAM

B. Aug. 4, 1911, Franklin, Pa.; Treasury in Action, NBC-TV; Plainclothes Man, WABD; Greatest Story Ever Told, ABC; Rocky King, WABD; Nick Carter, WOR; Big Story, NBC

KELK, JACKIE
Young Mr. Bobbin
NBC-TV

KELLY, JOE
Quiz Kids
CBS-TV

KELLY, PATSY
All-Star Revue
NBC-TV

KEMPER, RONNIE
Ronnie Kemper Show
ABC

KENNEY, MARIE
Love of Light
CBS-TV

KIBBEE, GUY
Rod & Gun
Mutual

KIERNAN, WALTER
What's the Story
DuMont
Sparring Partners
ABC

KILGALLEN, DOROTHY
What's My Line
CBS-TV

KING, CARL

B. July 30, 1921, St. Louis, Mo.; Your Show of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

KING, JOHN REED
Why, What's Your Bid
WABC-TV
Where Was I
DuMont

KING, LEWIS
Yachting with Lewis King
WABC-TV

KIRBY, DURWOOD
Garry Moore Show
CBS-TV

KIRBY, GENE
Game of the Day
Mutual

KIRKWOOD, JACK
Mutual

RADIO AND TELEVISION
ARE FOR THE FAMILY
AND SO IS THE

JACK OWENS SHOW

Starring

THE WEST'S MOST POPULAR FAMILY IN
ONE OF THE MOST WHOLESOME, ENTERTAINING,
FRIENDLY SHOWS ON TELEVISION.

KECA-TV 5 DAYS
A WEEK

Also
"THE JACK OWENS SHOW"
Every Day on the Entire
ABC RADIO NETWORK



JACK and Daughter, MARY ANN



**BRYNA
RAEBURN**

RADIO REGISTRY



CHARLES IRVING
Producer - Director



HOLLIS IRVING
Radio - TV - Motion Pictures

— LE. 2-1100 —

KOHL, ARTHUR

Adventures of Archie Andrews
NBC

KOVACS, ERNIE

The Ernie Kovacs Show
NBC-TV

— L —

LAIRE, JUDSON

Mama
CBS-TV

LaMARR, HEDY

All-Star Revue
NBC-TV

LAMONT, ELIZABETH RAE

Good Looks and Good Living
WABC-TV

LANGAN, GLENN

Boss Lady
NBC-TV

LARKIN, JOHN

Right to Happiness
NBC

LAUCK, CHET

Lum 'n' Abner
ABC

LAUGHTON, CHARLES

Readings (Film)
WABC-TV

LAZELL, SKIPPER

Meet Me at the Zoo
CBS-TV

LEE, ANNA

It's News To Me
CBS-TV

LEE, JOHNNY

Amos 'n' Andy
CBS-TV

LEE, PINKY

Those Two
NBC-TV

LESCOULIE, JACK

Today
NBC-TV

LESTER, JERRY

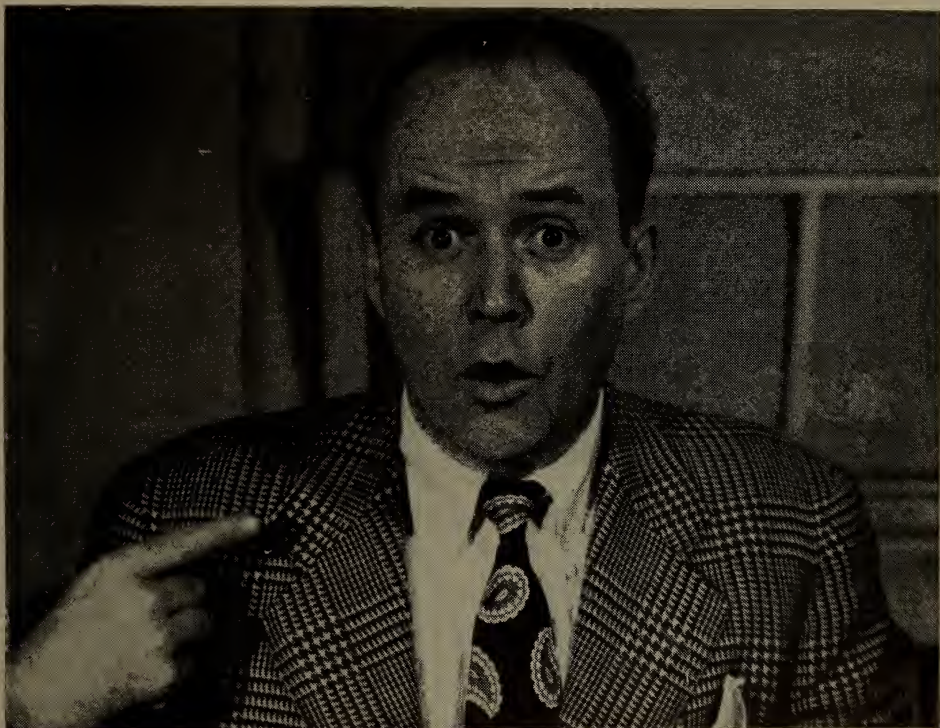
Saturday Night Dance Party
NBC-TV

LeSUEUR, LARRY

U. N. In Action
CBS-TV

LEVENSON, SAM

The Sam Levenson Show, CBS;
This Is Show Business, CBS



"WHO, ME?"

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201

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MOREY AMSTERDAM

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9-10 A.M. MON. thru FRI.

DECCA RECORDS



CHARLIE WEAVER

under personal management

CLIFF ARQUETTE

EVE ARDEN

"OUR MISS BROOKS"

LEWBEL, BUNNY
All-Star Revue
NBC-TV

LEWIS, CATHY
Cathy & Elliott Lewis On-
stage
My Friend Irma
CBS, CBS-TV

LEWIS, ELLIOTT
Cathy & Elliott Lewis On-
stage
CBS
The Phil Harris-Alice Faye
Show
NBC

LEWIS, FORREST
The Woman in My House
NBC

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J.;
Colgate Comedy Hour, NBC-TV;
Martin & Lewis Show, NBC Radio

LEWIS, ROBERT Q.
The Name's The Same
ABC-TV

LIBERACE
NBC-TV

LINKLETTER, ART
Art Linkletter's House Party
CBS-TV

LINN, BAMBI
Your Show of Shows
NBC-TV

LITEL, JOHN
My Hero
NBC-TV

LIVINGSTON, MARY
B. June 23, 1909, Seattle, Wash-
ington; The Jack Benny Show,
CBS

LOR, DENISE
Garry Moore Show
CBS-TV

LORNE, MARION
Mr. Peepers
NBC-TV

LORING, LYNN
Search For Tomorrow
CBS-TV

LOVEJOY, FRANK
Nightbeat
NBC

LOVELL, SUZANNE
Fred Waring
CBS-TV

LUCAS, DIONE
Cooking Show
WABC-TV

LUCKY, LILLY
The Ethel Thorsen Show
DuMont

LUDDY, BARBARA
First Nighter
NBC

LUND, JOHN
Yours Truly, Johnny Dollar
CBS

LUND, TRYGVE
Ernie Kovacs Show
CBS-TV

LYNCH, KEN
The Plainclothes Man
DuMont

LYONS, RUTH
Ruth Lyons' 50 Club
NBC-TV

LYTELL, BERT
One Man's Family
NBC-TV

— **Mc** —

McBRIDE, JEAN
Love Of Light
CBS-TV

**McBRIDE, MARY
MARGARET**
Mary Margaret McBride Co-op
Program
ABC



EDDIE "ROCHESTER" ANDERSON



THE VERSATILE
BOB DIXON

HAWTHORNE

The West Coast's favorite son, says "THANX" for another highly successful and very commercial year.

HAWTHORNE

does 16 shows a week!!! Two radio shows daily on CBS-KNX and five a week on NBC television, KNBH.

HAWTHORNE

is always among the top ten Los Angeles shows.

HAWTHORNE

has 71 participating local and national sponsors weekly.

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CARL KING

Kings Crossroads — Syndicated Film Show
Captain Video — DuMont



JIM DOLEN

RADIO

TV

PL. 7-1145

THE RITZ BROTHERS



McCAY, PEGGY

Love Of Light
CBS-TV

McCONNELL, ED

Smilin Ed
CBS-TV

McCREA, JOEL

Tales of the Texas Rangers
NBC
Four Star Playhouse
CBS-TV

McCULLOUGH, DON

Kitchen Kapers
WABC-TV

McDANIEL, HATTIE

Beulah
CBS-TV

McELHONE, ELOISE

Sparring Partners
ABC

McGREGOR, RAE

Toast of the Town
CBS-TV

McKAY, JIM

Sports Spot
CBS-TV

McMILLEN, GLORIA

Our Miss Brooks
CBS-TV

McNEILL, DON

Breakfast Club
ABC

McNELLIS, MAGGI

Maggi McNellis Show
WABC

McPHEE, JOHNNY

Twenty Questions
DuMont

McQUIRE, MAC

Mutual

McVEY, PATRICK

Big Town
CBS-TV

— M —

MACK, DOTTIE

The Paul Dixon Show
DuMont

MacLOUGHLIN, DON

Counterspy
NBC

MALONE, MARY

The Aldrich Family
NBC-TV

MALONE, RAY

Garry Moore Show
CBS-TV

MALONE, TED (F. ALDEN

RUSSELL)
Ted Malone Show
ABC

MANN, CLAIRE

Glamour Show
WABC-TV

MANN, GLORIA

Adventures of Archie
Andrews
NBC

**MANSON,
CHARLOTTE**

Nick Carter, B-Bar B Ranch;
Mike Hammer, WOR; Tales of
Tomorrow, Top Guy, True Story,
Whispering Streets, Mike Shayne,
WABC; Aunt Jenny, WCBS.

MARCEL, NINO

Smilin Ed
CBS-TV

MARINE, JOE

Fred Waring Show
CBS-TV

MARKEL, HAZEL

Mutual

MARKLE, FLETCHER

Studio One
CBS-TV



JACQUELINE
SUSANN

JEAN
HERSHOLT

"Dr. Christian"

16th Year

C. B. S.

JACK
CARSON



MAGGI McNELLIS
MAGGI McNELLIS SHOW
WJZ



JAN MINER
MU 8-6600

MICHAEL FITZMAURICE

TELEVISION

TELENEWS SPORTS REEL
ARTHUR MURRAY SHOW
FLYING TIGERS
ALL STAR REVUE

RADIO

WHISPERING STREETS
RIGHT TO HAPPINESS
SILVER EAGLE
LIVE LIKE A MILLIONAIRE
WHAT'S MY LINE
RADIO REGISTRY

MARSHALL, HERBERT

The Man Called X
NBC
The Unexpected
NBC-TV

MARSHALL, ROY K.

The Nature of Things
NBC-TV
Ford Festival
NBC-TV

MARTIN & LEWIS

Colgate Comedy Hour
NBC-TV
Dean Martin & Jerry Lewis
Show
NBC

MARTIN, DEAN

B. June 7, 1917, Steubenville,
Ohio; Comedy Hour, NBC-TV;
Martin & Lewis Show, NBC

MARTIN, JEAN

The Jean Martin Show
NBC

MARTIN, MEL

The Mel Martin Show
NBC-TV

MARTIN, TONY

Colgate Comedy Hour
NBC-TV

MARX, GROUCHO

You Bet Your Life
NBC-TV

MASSEY, CURT

Mutual

MATA & HARI

Your Show of Shows
NBC-TV

MAYEHOFF, EDDIE

Doc Corkle
NBC-TV

MEADOWS, AUDREY

Embassy Club
NBC-TV
Jackie Gleason Show
CBS-TV

MEADOWS, JAYNE

I've Got a Secret
CBS-TV

MEREDITH, BURGESS

American Music Hall, Tales
of Tomorrow
ABC

MERRIMAN, RANDY

The Big Payoff
NBC-TV

MIGENELL, ANGEL

The Star Time Kids
NBC-TV

MILLER, DEAN

There's One In Every Family
CBS-TV

MILLER, SIDNEY

B. Oct. 22, 1916, Shenandoah,
Pa.; Colgate Comedy Hour, NBC-
TV; Halls of Ivy, NBC; Johnny
Dollar, CBS

MINER, JAN

Hilltop House, CBS; Doctor's
Wife, NBC; Robert Montgomery
Presents, NBC-TV; Tallulah
Bankhead's All Star Revue,
NBC-TV; The Big Show, NBC

MOLLUZZO, RONNY

Wisdom of the Ages
DuMont

**MONTGOMERY,
ROBERT**

Your Lucky Strike Theater
Johnson's Wax Program
NBC-TV

MOORE, GARRY

Garry Moore Show
I've Got A Secret
CBS-TV

MOORE, TIM

Amos 'n' Andy
CBS-TV

**BOB RUSSELL**

Director-Writer-M.C.

"Miss Universe Pageant"

"Big Top" "Joe DiMaggio Club"
CBS-TV NBC-TV

for Sealtest for Buitioni

Co-creator — "Live Like a Millionaire"

DON MARTIN

SCHOOL OF
RADIO and TELEVISION
ARTS and SCIENCES

Now in our 16th Year

600 Stations in 42 States

Employ our Graduates

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HOLLYWOOD, CALIFORNIA

MOORE, TOM
Ladies Fair
Mutual

MORGAN, HENRY
I've Got a Secret
CBS-TV

MORGAN, JANE
Our Miss Brooks
CBS-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRISON, BRET
Shadow
Mutual

MOTTOLA, TONY
Words in the Night
NBC

MURRAY, JAN
Meet Your Match
NBC

MURRAY, KATHRYN
Arthur Murray Party
DuMont

MURROW, ED
See It Now
CBS-TV
This I Believe
CBS

MYERSON, BESS
The Big Payoff
NBC-TV

MYNATT, HARRY
Queen
Mutual

— N —

NAGEL, CONRAD
The Conrad Nagel Show
NBC

NAISH, J. CARROL
Life With Luigi
CBS-TV

NEISEN, CLAIRE
Backstage Wife
NBC

NELSON, HERBERT
Guiding Light
CBS-TV

NELSON, JIMMY
Texaco Star Theater
NBC-TV

NELSON, JOHN
Bride and Groom
CBS-TV

NELSON, OZZIE & HARRIET
Ozzie & Harriet
WABC-TV

NIGH, JANE
Big Town
CBS-TV

NIGHTENGALE, EARL
Sky King
Mutual

NOLAN, LLOYD
Martin Kane, Private Eye
NBC

NORRIS, KATHI
The Kathi Norris Show
NBC-TV

NUSBAUM, MORT
B. August 10, 1914, Rochester,
N. Y.; You Can Be a Star,
WHAM-TV; Dollar Derby, Take
It Easy, WHAM-TV; Clockwise,
For Women Only, WHAM,
Rochester, N. Y.

— O —

O'CONNOR, DONALD
The Colgate Comedy Hour
NBC-TV

O'HARA, PEGGY
Miss Channel 7
WABC-TV

O'KEEFE, WALTER
Double or Nothing
NBC
The Mayor of Hollywood
NBC-TV



ARTHUR Q. BRYAN
"Doc" Gamble
on
FIBBER McGEE and MOLLY
Program



HELEN HALL
BARBARA WELLES
WOR & WOR-TV
Monday thru Friday
Mutual Broadcasting System
Saturday 10:45-11 a.m.

OLSEN, JOHNNY

B. MAY 22nd, Windom, Minn.;
Rumpus Room, Kids and Com-
pany, DuMont; Homemaker's
Jamboree, ABC-TV; Break the
Bank, ABC; Movie Quiz, MBS;
Nora Drake, CBS

ORRISON, JACK

The Plainclothes Man
DuMont

ORTEGA, SANTOS

Peter Salem
Mutual

OWENS, JACK

B. 1913; The Jack Owens Show,
ABC; The Jack Owens Show,
KECA-TV

— P —

PAAR, JACK

Up to Paar
NBC-TV
The \$64 Question
NBC

PARDO, DON

Animal Fair
NBC-TV

PARKHURST, HELEN

It's a Problem
NBC-TV

PARKS, BERT

Double or Nothing, CBS-TV;
Balance Your Budget, CBS-
TV; The Bert Parks Show,
NBC-TV

PARSONS, LOUELLA

Louella Parsons Show
CBS

PEARL, MINNIE

Grand Ole Opry
NBC

PERKINS, F. MARLIN

Zoo Parade
NBC-TV

PETERSON, DON

Farm Quiz
Mutual

PIASTRO, MISHÉL

The Symphonette
CBS-TV

PIAZZA, MARGUERITE

Show of Shows
NBC
Encore
NBC

POLESIE, HERB

Twenty Questions
Mutual

PORTER, DON

Private Secretary
CBS-TV

POWELL, DICK

Four Star Playhouse
CBS-TV

PRICE, KENNY

Meet Me at the Zoo
CBS-TV

PULASKI, FRANK

B. Jan. 19, 1914, New York
City; Hollywood Screen Test,
ABC-TV; Barrie Craig, NBC;
1st 100 Years, CBS-TV; B'way
Theater, WOR-TV; The Hunter,
CBS-TV; Hollywood Offbeat,
ABC-TV

— Q —

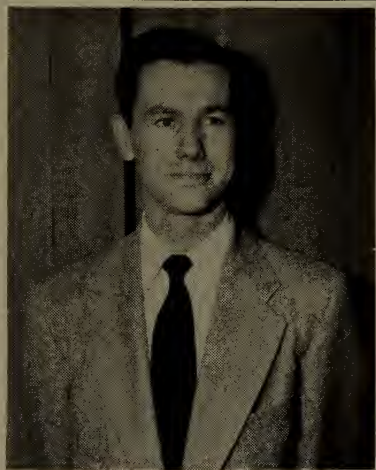
QUIGLEY, ROBERT

Shenanigans
WPIX

— R —

RAEBURN, BRYNA**RAINEY, DR. FROELICH**

What in the World
CBS-TV



Johnny Carson

"Carson's Cellar"

KNXT Hollywood

SIDNEY MILLER

COLGATE COMEDY HOUR

NBC—TV

RANDALL, TONY
Mr. Peepers
NBC-TV

RANDOLPH, JOYCE
Jackie Gleason
CBS-TV

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC

RATH, KATHERINE
The Aldrich Family
NBC-TV

RAYBURN, GENE
Comedy & Music
NBC

RAYE, MARTHA
All-Star Revue
NBC-TV

REED, NANCY
The Bill Silbert Show
DuMont

REINER, CARL
Your Show of Shows
NBC-TV

REINHARDT, ALICE
The Woman in My House
NBC

REYNOLDS, QUENTIN
It's News To Me
CBS-TV

RHINELANDER, RICHARD
My Friend Irma
CBS-TV

RICE, ROSEMARY
The Adventures of Archie Andrews
NBC
Mama
CBS-TV

RICHARDS, DOROTHY
Ernie Kovacs Show
CBS-TV

RINARD, FLORENCE
Twenty Questions
DuMont

RITTER, BLAKE
Action In The Afternoon
CBS-TV

RITZ BROTHERS
All-Star Revue
NBC-TV

ROBB, MARYLEE
The Great Gildersleeve
NBC

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBINSON, JACKIE
Platter-Up Club
NBC

ROCKWELL, ROBERT
Our Miss Brooks
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati,
Ohio; Roy Rogers Show, NBC-TV

ROONEY, MICKEY
All-Star Revue
NBC-TV

ROOSE, JANINE
The Phil Harris-Alice Faye
Show
NBC

ROSS, DAVID
Words in the Night
NBC

ROSS, EARLE
The Great Gildersleeve
NBC

ROXANNE
Beat the Clock
CBS-TV

RUSSELL, BOB
Big Top, CBS-TV; Joe DiMaggio Club, NBC-TV; Toast of the Town, CBS-TV; Rootie Kazootie Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of Live Like A Millionaire, ABC-TV and AM



TOMMY BARTLETT

**JOSEPH
KEARNS**

RUSSELL, JACK
Your Show of Shows
NBC-TV

RUSSELL, TODD
Wheel of Fortune
CBS-TV

RUICK, MELVILLE
City Hospital
CBS-TV

RUYKEYSER, MERRYLE
STANLEY
Mutual

— S —

SARGENT, ANNE
Road of Life
NBC

SAX, RAY
Fred Waring Show

SCOTT, JANET
The Woman In My House
NBC

SCOTT, SIONA
Foreign Intrigue
NBC-TV

SEARS, BILL
(WITH PUPPETS OF PAUL
RITTS AND MARY HOLI-
DAY)
In The Park
CBS-TV

SEVAREID, ERIC
State of the Nation
CBS-TV

SEYMOUR, ANN
My Secret Story
NBC

SEYMOUR, JANE
Young Mr. Bobbin
NBC-TV

SHARP, KENNY
The Star Time Kids
NBC-TV

SHELDON, HERB
The Herb Sheldon Show
NBC, NBC-TV

SHERWOOD, BOBBY
Texaco Star Theatre, NBC-TV;
Quick As A Flash, ABC-TV;
Bert Parks Show, CBS-TV;
The Bobby Sherwood Show
WABC

SHRINER, HERB
Two for the Money
NBC-TV

SILVER, JOE
Red Buttons Show
CBS-TV

SKELTON, RED
B. July 18th, Vincennes, Indiana;
Red Skelton Show, NBC-TV and
Radio

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, KATE
The Kate Smith Hour
NBC-TV

SMOLEN, VIVIAN
Stella Dallas
NBC

SMYTHE, ANTHONY
One Man's Family
NBC

SNYDER, BOB
The Bob Snyder Show
NBC

SOTHERN, ANN
Private Secretary
CBS-TV

SOULE, OLAN
First Nighter
NBC

SPIVAK, LAURENCE E.
Meet the Press
NBC-TV

STEIN, FRED
Life Begins at Eighty
DuMont

STERLING, JACK
Big Top, CBS-TV; Top O' the
Morning, WCBS



BETTY WHITE
"LIFE WITH ELIZABETH"
"HOLLYWOOD ON TELEVISION"
KLAC-TV



STAATS COTSWORTH
TITLE ROLES:
"FRONT PAGE FARRELL" — NBC
"MARK TRAIL" — ABC
LEAD:
"LONE JOURNEY" — ABC

STONE, CLIFFIE

B. Mar. 1, 1917, Stockton, California; Hometown Jamboree, KXLA; Hometown Jamboree, KLAC-TV

STONE, HARLAN

Adventures of Archie Andrews
NBC

STONE, PAULA

Mutual

STORM, GALE

My Little Margie
CBS-TV

STUART, MARY

Search For Tomorrow
CBS-TV

STUDEBAKER, HUGH

Beulah
CBS-TV

**SUSANN,
JACQUELINE**

This Is Show Business, Studio One, Your Surprise Store, CBS-TV; Arthur Murray Show, Rocky King, DuMont; Who Said That, NBC-TV; Jacqueline Susann Show, WOR-TV

SULLIVAN, BOB

What's the Story
DuMont

SULLIVAN, ED

Toast of the Town
CBS-TV

SWENSON, KARL

Lorenzo Jones
NBC

— T —

TAYLOR, MARY LEE

The Mary Lee Taylor Show
NBC

TENNESSEE ERNIE

B. Feb. 13, 1919, Bristol, Tennessee; The Tennessee Ernie Show, ABC; Hometown Jamboree, KLAC-TV

TETLEY, WALTER

The Great Gildersleeve
NBC

TEXTOR, KEITH & SYLVIA

Fred Waring Show
CBS-TV

THOMAS, DANNY

All-Star Revue
NBC-TV

THOMPSON, HANK

Brazo Valley Boys
Mutual

THOR, JEROME

Foreign Intrigue
NBC-TV

THORPE, NANCY

Meet Me at the Zoo
CBS-TV

THREE SUNS TRIO

NBC

TILLSTROM, BURR

Kukla, Fran and Ollie
NBC-TV

TILTON, MARTHA

Curt Massey Time
Mutual

TOMACK, SID

My Friend Irma
CBS-TV

TRACY, LEE

Martin Kane, Private Eye
NBC-TV

TREMAINE, LES

The Woman in My House
NBC

TRENDLER, ROBERT

Mutual

TRUMAN, MARGARET

RCA Victor Show
All-Star Revue
NBC-TV

TUCKER, SOPHIE

All-Star Revue
NBC-TV

TYLER, DICK

Aldrich Family
NBC-TV



RALPH CAMARGO

RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600



SHIRLEY EGGLESTON

RADIO
BROADWAY

TV
SCREEN

LExington 2-1100

— U —

ULMER, FRED
Meet Me at the Zoo
CBS-TV

— V —

VALENTINE, BARRY
Valentine Show
ABC

VALENTINE, GRACE
Stella Dallas
NBC

VALENTINE, JACK
Action In The Afternoon
CBS-TV

VANCE, VIVIAN
I Love Lucy
CBS-TV

VANDER PYL, JEAN
Father Knows Best
NBC

VAN DEVENTER, FRED
Twenty Questions
DuMont

VAN DYKE, MARCIA
Wisdom of the Ages
DuMont

VAN HORNE, HARRIET
What's the Story
DuMont

VAN HORNE, ARTHUR
Time Capsule
Dean Cameron
ABC

VAN PATTEN, DICK
Mama
CBS-TV

VERDUGO, ELENA
Meet Millie
CBS-TV

VUOLO, TITO
Papa Cellini
WABC-TV

— W —

WADE, ERNESTINE
Amos 'n' Andy
CBS-TV

WALDECKER, FRANK
Twenty Questions
DuMont

WALL, LUCILLE
Lorenzo Jones
NBC

WALLACE, MIKE
Mike and Buff, CBS-TV; All
Around the Town, CBS-TV;
There's One in Every Family,
CBS-TV.

WARING, FRED
Fred Waring Show
CBS-TV

WARNER, GERTRUDE
Whispering Streets
ABC

WATERMAN, WILLARD
The Great Gildersleeve
NBC

WATTS, MARY ELAINE
Action In The Afternoon
CBS-TV

WEAVER, JACKSON
Frank and Jackson
ABC

WEAVER, NED
Young Widder Brown
NBC

WEBB, JACK
Dragnet
NBC-TV

WEBER, HENRY
Chicago Theater
Mutual

WEIGEL, JOHN
All Sweet Music Box
Mutual



EARL HAMMOND

TELEVISION

RADIO

LExington 2-1100



FRANK PULASKI

ACTOR — ANNOUNCER

SCREEN — TV — RADIO

N. Y.—SU 7-5400 Hollywood—CR 5-4588

Currently "THE DESERT RATS" — Fox
"THE ROBE" — Fox

WESTMAN, NYDIA

Young Mr. Bobbin
NBC-TV

WHEATLEY, JO ANNE

Fred Waring Show
CBS-TV

WHITE, BETTY

B. Jan. 1926, Oak Park, Illinois;
Life With Elizabeth, KLAC-TV;
Hollywood On Television, KLAC-TV

WHITEMAN, PAUL

TV Teen Club
WABC-TV

WHITFIELD, ANN

Phil Harris-Alice Faye Show
NBC

WHITING, BARBARA

Junior Miss
CBS-TV

WICKER, IRENE

Story Time
WABC-TV

WILLIAMS, FLORENCE

Front Page Farrell
NBC

WILLIAMS, SPENCER, JR.

Amos 'n' Andy
CBS-TV

WILLIS, RICHARD

B. Baltimore, Maryland; Here's
Looking At You, NBC

WILLS, BEVERLY

Junior Miss
CBS-TV

WILLYS, SUNDAY

Armed Forces Radio "Jubilee";
Theater Of The Air Club; Mac-
Gregor Transcriptions

WILSON, DON

Jack Benny
CBS-TV

WILSON, LOIS

The Aldrich Family
NBC-TV

WILSON, MARIE

My Friend Irma
CBS-TV

WINCHELL, PAUL

Paul Winchell-Jerry Mahoney
Show
NBC-TV

WISMER, HARRY

Harry Wismer Sports
WOR-TV
Sports Parade
MBS

WOOD, PEGGY

Mama
CBS-TV

WRAGGE, BETTY

Pepper Young's Family
NBC

WYATT, FRANCES

Fred Waring Show
CBS-TV

— Y —

YOUNG, ALAN

B. Nov. 19, North Shield, North-
umberland, England; Alan Young
Show, CBS-TV

YOUNG, ROBERT

Father Knows Best
NBC

YOURMAN, ALICE

Adventures of Archie Andrews
NBC

— Z —

ZABACH, FLORIAN

Club Embassy
NBC-TV



RONALD DAWSON

RADIO

TV

LE. 2-1100



BILLY BARTY

"A little bit of everything"

THE DEEJAY'S BEST FRIEND

Value Of 45 RPM Record Equipment Stressed

By R. H. COFFIN, Director
RCA Victor Consumer Advertising

DEEJAYS and "45s" got together in a big way in Philadelphia only a little more than a year ago. Today, the 45-rpm record has become as much a part of the disc jockey's standard equipment as his musical know-how.

Radio stations — from Los Angeles to New York and Miami to Portland — now serve their recorded-music offerings on 45-rpm platters. The trend continues. More stations, including both network affiliates and independents, are scheduled to begin 45-rpm music operations during the next several months.

Behind the broadcasting industry's "swing to 45" are numerous compelling advantages of the system to the broadcaster, the disc jockey, and the listening audience. The use of 45s means to the station more play per dollar; to the disc jockey, streamlined handling; and to the audience, better music reproduction.

Roger W. Clipp, general manager of WFIL, Philadelphia, summed this up last year when the ABC affiliate became the nation's first broadcast outlet to go on "45."

"In the 45-rpm system," he said, "we have found the answers to numerous problems which confront broadcasters of recorded music programs. The small size of the records and the simplicity of the equipment effect a tremendous saving in valuable storage space, facilitate programming and record handling by the disc jockey and record librarian, and streamline the entire recorded music operation. To these considerations must be added the superior reproduction quality and fidelity of the 45-rpm records, which provide increased listening pleasure for our audiences."

In Boston, Bob Clayton of WHDH, one of the city's most popular disc jockeys, sees the new system from the viewpoint of the man who plays the records.

Bob points out that he normally uses 110 records in his weekly music schedule. Prior to WHDH's "swing to 45," Bob and Nancie Cole, the station's music librarian, had to select and carry around some 47 pounds of shellac records per week. Today, the 110 records they compile weekly are the featherweight "45s," and the weight of the week's supply is down to less than seven pounds.

Other disc jockeys who have joined the

45-rpm bandwagon include Martin Block, New York; LeRoy Miller and Bob Horn, WFIL, Philadelphia; Dave Starling, KFI, Los Angeles; Tom Brown, WHK, Cleveland; Ed Stevens, WERE, Cleveland; Jack the Bell Boy, WXYZ, Detroit, and Jay Miltner, WTAM, Cleveland.

Although RCA Victor developed and introduced the 45-rpm system, virtually all record companies now have growing 45-rpm record catalogs. This is an important consideration for the broadcaster contemplating 45-rpm operation. It means that the most modern music reproduction system can provide the station's listeners with music by any of the vocalists, instrumentalists, and orchestral combinations recording for any of the major companies.

Many of the stations that have "gone 45" have started operations with a basic library of 45-rpm discs embracing more than 5,000 titles. To this library, of course, are added the new releases as they become available, assuring the disc jockey that he is offering his listeners the best and the latest.

It is quickly obvious that the design characteristics of the 45-rpm discs make for easier handling by the jockey. The handling ease results from the 45's small size and light weight, and the large spindle-hole which is a feature of its unique construction. Further, the record's non-breakable nature allows considerably more freedom in handling, and assures the jockey that the selection in his library will be there when needed to fill a listener request.

From the station standpoint, the 45-rpm system represents substantial savings in money, time, and space. Consider the dimensions of the 45-rpm disc. It is less than seven inches in diameter, is wafer thin, and is made in one standard size for seven different classifications of music.

Added up, these features mean that the broadcaster can significantly decrease his record storage space and standardize his facilities. More than 150 of these tiny, thin discs can be stored in a single foot of shelf space. Furthermore, because of the weight and standard-size advantages, the storage facilities can be of lighter, simpler, and less costly construction — and the space they save, compared with facilities required for the heavier, bulkier, 10-inch and 12-inch shellac records, can be put to better use.

"... thrush sings warmly ... is fresh and photogenic ..."

— **BILLBOARD**

"... she's just great!"
— *Sam Rowland*

"... her piquant pitch ...
candlelight and wine intimacy
... distinctive delivery ...
polished ..."
— *Al Sharper*
DAILY VARIETY

"... the emotion and glow
she puts in a song ..."
— *Bill*
CHICAGO SUN-TIMES

"... fine voice ... and beau-
tiful, too ..."
— *Jerry Tidwell*
RADIO-TELEVISION DAILY

There's going to be a lot of RAINÉ this year!

LORRY RAINE

"DISCLICKS: Pensive piped Lorry Raine's moonlight mood in tenderly telling the evergreen 'Am I Blue' and her sensational 'Five A.M.'"

— *Jimmy Starr*

Recordings
OKEH
Subsidiary Columbia Records

Management
TIM GAYLE
Hollywood Knickerbocker Hotel
1714 No. Ivar
Hollywood 28, Calif.
GL. 3171

Personal Appearances
Associated Booking Corp.
Joe Glaser, Pres.

Pictures
LEON O. LANCE AGENCY
8820 Sunset Blvd. CR. 6-6014

VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1952



— A —

ADAMS, EDYTHE
Kovacks Unlimited
WCB5-TV, New York

ADDISON, AL
Westernaires
CHUB, Nanaimo, B. C.

ALFORD, HELEN
Songs The World Remembers
WCAO, Baltimore, Md.

ALLEN, AARON
Allen's Album
KWED, Seguin, Tex.

ANDERSON, LES
(CARROT TOP)

Jack McElroy
TV
Town Hall Party
TV and Radio

ANDERSON, PAUL
Breakfast with Bigelows
WJTN, Jamestown, N. Y.

ANDREWS, CHRISSE
CJON, St. John's Newf.

ANDREWS, JOHNNY
WNBK, Cleveland, O.

APRIL, ODETTE
CJFP, Riviere du Loup
Quebec

ARGERSINGER, JACK
Marel Time
WCSS, Amsterdam, N. Y.

ARLAND, JEANNIE
WCCO, Minneapolis, Minn.

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ASTON, BUZZ
WJAS, Pittsburgh, Pa.

ATKINSON, RAY
TV Dinner Date
WOR-TV, New York

AVRAM, GENE
Mother's Matinee
WXYZ-TV, Detroit, Mich.

— B —

BACK, GLORIA
Songs by Gloria
WFBM-TV, Indianapolis, Ind.

BALDWIN, BONNIE
Bonnie Baldwin Show
WMON, Moundsville, W. Va.

BALLARD, LYN
Shoot the Works
WLW-C, Columbus, O.

BARFIELD, WARREN
WPTF, Raleigh, N. C.

BARIL, ARMAND
Les Chansons d'Armand
CHFA, Edmonton, Alta.

BARNES, WAYNE
The Old Corral
KGPH, Flagstaff, Ariz.

BARNETT, BUDDY
Buddy Barnett Show
WEAR, Pensacola, Fla.

BARRETT, RONNIE
Say It With a Song
WMMW, Meriden, Conn.

BARTON, EILEEN
The Bill Goodwin Show
NBC-TV

BASS, DOUG
Hi Neighbor Boys
WALT, Tampa, Fla.

BAUER, DELL
Jim Deline Gang
WSYR, WSYR-TV, Syracuse,
N. Y.

BEAL, JOY
Jump with Joy
WJER, Dover, O.

BECKER, JOHNNIE
Lou & Johnnie
KIUP, Durango, Colo.

BEERS, BOBBY
Bobby's Bandstand
KOA, Denver, Colo.

BENNETT, BOYD
Breakfast Club
WVJS, Owensboro, Ky.

BENNETT, SUE
Breakfast with Music
NBC-TV

BENNETT, TINY
WHAP, Hopewell, Va.

BERG, JUNE
June Berg Sings
KFAM, St. Cloud, Minn.

BETTY AND LYN
KMA, Shenandoah, Iowa

BLAINE, VIVIAN
Those Two
NBC-TV

BLAIR, VICKY
WTMC, Ocala, Fla.

BLAND, SAM
Sam Bland Show
WCEC, Rocky Mount, N. C.

BOLEN, JIM
WLW-D, Dayton, O.

BORESON, STAN
Peoples Parade
KING, KING-TV, Seattle,
Wash

BOS, JUNE
Console Moods
WFUR, Grand Rapids, Mich.

BOUCK, LOUIS
Name the Song
WMTG, Vanclve, Ky.

BIGGS, SALLY
Sally Briggs Show
KWTO, Springfield, Mo.

BRIGHT, WELDON
Bright Show
KGNC, Amarillo, Texas

BRITON, JAMES
WHEC, Rochester, N. Y.

BROOKS, KENNETH L.
WVIN, Olney, Ill.

BROWN, DOTTIE
Doin' The Town
KSL-TV, Salt Lake City, Utah

BROWN, GEORGE
CFAC, Calgary, Alta.

BROWN, MARGARET
A Girl & A Song
CFGP, Grande Prairie, Alta.

BROWN, OLLIE
Western Song Time
WICU, Erie, Pa.

BUCKHANON, JUNIOR
Tygart Valley Pioneers
WDNE, Elkins, W. Va.

BULLARD, GENE
Ballards by Bullard
KSUM, Fairmont, Minn.

BURCHETT, LANIER
Rhythms in Black and White
WAIN, Columbia, Ky.

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, O.

BUTLER, WARDE, JR.
WHIZ, Zanesville, O.

— C —

CAHILL, BOB
WOW, KMTV, Omaha, Neb.

CALDWELL, BOB
Room with a View
WDTV, Pittsburgh, Pa.

CAMERON, BARBARA
Dave & Barbara Show
WKRC, Cincinnati, O.

CAMPANA, FRANK
B. Sept. 6, 1925, New York;
Jacqueline Susann, WPXI; Bill
Silbert, WABD; Fred Robbins,
WOR-TV; Bob Smith, WABD;
Marilyn Cantor, WMGM; Bob
Roberts, WMCA

CANOVA, JUDY
The Judy Canova Show
NBC
Colgate Comedy Hour
NBC-TV

CARAGHER, JIMMY
Morning Call
WMBD, Peoria, Ill.

CARLSEN, HARRY & ESTHER
Rainbow Hour
WC DL, Carbondale, Pa.

CARR, NANCY
WGN, Chicago, Ill.

CARROLL, JUNE
WMAR-TV, Baltimore, Md.

CARSON, JACK
All Star Revue
NBC-TV

CARTER, ELMER
Bit of Ireland
WHAY, New Britain, Conn.

CHILDS, LELAND
WSFA, Montgomery, Ala.

CLARKE, HARRY
KSL, Salt Lake City, Utah

CLITES, MINOR
Minor Plays The Majors
KRES, St. Joseph, Mo.

CLOONEY, ROSEMARY
Colgate Comedy Hour
NBC-TV

COBIA, VIRGIL
KSJB, Jamestown, N. D.

CODY, WAYNE
Cody Show
KALL, Salt Lake City, Utah

COLLINS, DOROTHY
Your Hit Parade
NBC-TV

COMO, PERRY
Perry Como Show
CBS-TV

CONLEY, JACK
Stardust Serenade
KLMR, Lamar, Colo.

COOK, BOB
Uncle Bob's Ranch Time
WPTW, Piqua, O.

COOPER, GENEVA
WINN, Louisville, Ky.

COUTS, ABE
Cowboy Troubador
KYJC, Medford, Ore.

CORRADO, JOY
The Two J's
WLCR, Torrington, Conn.

COURY, ROSELLE
WCOU, Lewiston, Maine

COX, JIMMY
Jimmy & Cliff Show
KCSJ, Pueblo, Colo.

CRANE, DICK
Dick Crane Show
KNEA, Jonesboro, Ark.

CROOK, MARIAN
KOWH, Omaha, Neb.

CROSBIE, PHIL
KHQ, Spokane, Wash.

CRUMP, PAULINE
WSOK, Nashville, Tenn.

CRUSADERS QUARTET
WVOK, Birmingham, Ala.

CULLEN, NORMA
Biggest Show in Town
WMBD, Peoria, Ill.

CURTIS, BETTY JANE
Variety Stand
WTAR-TV, Norfolk, Va.

CUTRIGHT, PEGGY
Time for Peggy
WRAY, Princeton, Ind.

— D —

DALE, DIANE
Diane Dale Show
WXYZ-TV

DANIELS, TEX
Lazy H Ranch
WSID, Baltimore, Md.

DAVID, JEFFREY, JR.
Jeffrey David Show
KSLO, Opelousas, La.

DAY, DENNIS
RCA Victor Show
NBC-TV

DAWN, MARION
Club 1300
WFBR, Baltimore, Md.

DELOATCH, MARY
WRAP, Norfolk, Va.

DESLISLE-COUTURE, VIOLETTE
CBV, Quebec

DESMOND, JOHNNY
Breakfast Club
ABC

DEVLIN, COLETTE
CKCH, Hull, Que.

DONADIO, TONY
Tee Vee Jamboree
WAAM, Baltimore, Md.

DOUGLAS, LARRY
American Music Hall
ABC

DUGUAY, JEANNETTE
J. D. Sings
CFNB, Fredericton, N. B.

DUNCAN, JAMES
CBW, Winnipeg

duPRAVE, PAM
Music Shop
WDSU-TV, New Orleans, La.

DUTRO, RONALD
Ladies' Day with Lee
KPIX, San Francisco, Cal.

DU VALL, RAY
WHEC, Rochester, N. Y.



FRANK CAMPANA
JUBILEE RECORDS - RADIO - TV



Personal Manager:
BILL ETH
673 Broadway
New York 12
OR 4-6300

DICK FREITAS
Musical Dir.

— E —

EDWARDS, JOAN

Joan Edwards Show
WCBS, New York, N. Y.

ELLIS, LEE AND LORRAINE

WLNZ, Miami, Fla.

ELLIS, PEGGY ANN

Dancing Party
ABC

ELLIS, VEP

WFLA, Tampa, Fla.

ETHERIDGE, "TEXAS BOB"

Hillbilly Hoedown
KPHO, Phoenix, Ariz.

EVANS, BOB

Velda Boy
WALT, Tampa, Fla.

EVANS, JOHN

Songs The World Remembers
WCAO, Baltimore, Md.

EVANS, MICKIE

Mickie's Musical Corral
WTMT, Trenton, N. J.

FISHER, JACK

Third Call
WWJ, Detroit, Mich.

FITCH, MARCIE

KGIN, Glenwood Springs,
Colo.

FOLEY, RED

Prince Albert Grand Ole Opry
NBC

FONDELL, GERTRUDE

WHJC, Matewan, W. Va.

FONTAINE, BOB

CKLB, Ossawa, Ont.

FORKLEY, WM.

KSJB, Jamestown, N. D.

FOXWORTH, BOBBY JEAN

WJAY, Mullins, S. C.

FRANKS, BETTY

WESC, Greenville, S. C.

FRIZZELL, TOMMY

McLean Jamboree
WVJS, Owensboro, Ky.

FURTADE, THOMAS

Dancing Party
ABC

GENTLEMEN SONGSTERS

Silver & Gold
WHEC, Rochester, N. Y.

GEOR, GEORGE

Saturday Night Jamboree
CKCL, Truro, N. S.

GILHAM, ART

The Whispering Pianist
WQXI, Atlanta, Ga.

GIPSON, JACK

Morning Matinee
WBAP-TV, Ft. Worth, Tex.

GONZALES, WM.

WMIA, Caguas, P. R.

GOOD WILL QUARTET

WCOH, Newnan, Georgia

GORDON, PHIL

Phil & Jack
WDSA, New Orleans, La.

GRAY, DELORES

Buick Circus Hour
NBC-TV

GRESHAM, ELIZABETH

WKGN, Knoxville, Tenn.

GRIST, PHILIP

Club 1300
WFBR, Baltimore, Md.

GROVE, BETTY ANN

The Big Payoff
NBC-TV

GUIZAR, TITO

Tito Guizar Show
KTTV, Los Angeles, Cal.

GUY, GRADY

Tygart Valley Pioneers
WDNE, Elkins, W. Va.

— F —

FAIRCLOTH, PEANUT

Peanut Faircloth
WRDW, Augusta, Ga.

FISHER, CHET

Star Hostess Party
KNXT, Hollywood, Cal.

— G —

GAINES, WALT

WIEL, Elizabethtown, Ky.

GAUDREAU, CARMELLE

CJEM, Edmundston, N. B.

GEDDES, CAMERON

CJCS, Stratford, Ont.

**JEAN MARTIN**

Singing Star

Sammy Kaye Show, NBT

**Sunday Willys**

Personal Management:

TIM GAYLE

Hollywood Knickerbocker Hotel

Hollywood 28, Calif.

— H —

HAAAS, LUCILLE
Songs by Lucille
KSUM, Faimont, Minn.

HAGGART, BUD
Blues Chasers
WFDF, Flint, Mich.

HALIMAN, ART
C'KEY, Toronto, Ont.

HAMILTON, DAVE
Hymn Time
WFBM-TV, Indianapolis, Ind.

HANSON, BURT
WCCO, Minneapolis, Minn.

HARDIN, SARA
Sunday Morning Devotions
WVCG, Coral Gables, Fla.

HARMONEERS, QUARTET
Gospel Quartet Time
WEAS, Decatur-Atlanta, Ga.

HARMONY BOYS QUARTET
WMOK, Metropolis, Ill.

HARP, MARTHA LOU
Chamber Music Society of
Lower Basin Street
NBC
Dream Harbor
ABC

HARP, NANCY
Ladies' Day with Lee
KPIX, San Francisco, Cal.

HARRIS, NANCY
WGNS, Murfreesboro, Tenn.

HARVEY, LLOYD
Music Whirl
WIRL, Peoria, Ill.

HAYES, BILL
Your Show of Shows
NBC-TV

HAYMES, BOB
Bob Haymes Show
WCBS, New York, N. Y.

HENDERSON, JODY
Here's to Music
KHBG, Okmulgee, Okla.

HENDRICKSON, OLAF
Olaf Sings
KDEC, Decorah, Iowa

HILBURN, RED
Singing Range Rider
KBOP, Pleasanton, Tex.

HILL, ALLEN
Java Jingle Time
WLCM, Lancaster, S. C.

HILL, DOLORES
Sunday Get Together
WNAX, Yankton, S. D.

HINDS, BILL
WJAS, Pittsburgh, Pa.

HIT PARADERS
Your Hit Parade
NBC-TV

HOMELAND HARMONY
QUARTET
Gospel Quartet Time
WEAS, Decatur, Atlanta, Ga.

HUDDLESTON, EV.
Ev Huddleston Show
WWCA, Gary, Ind.

HUFFMAN, JULE
Bride To Be
WCPO-TV, Cincinnati, O.

HUNT, BOB
Ladies Date
WABD, New York

HUTCH, NITA
Club 6:30
WTVN, Columbus, O.

HUTTON, INA RAY
Ina Ray Hutton All Girl Show
KTLA, Los Angeles, Cal.

HYDE, DICK
Hydetime
WKRC-TV, Cincinnati, O.

— I —

IVANY, HAROLD
VOGM, St. John's Newf.

— J —

JACKSON, EDDIE
All-Star Revue
NBC-TV

JACOBS, FRAN
Golden Moments of Song
WHAY, New Britain, Conn.

JAMES, ARLENE
It's in the Bag
NBC-TV

JESTER, SHIRLEE
Cinderella Week-end
WKRC-TV, Cincinnati, O.

JOHNSON, JUDY
Your Show of Shows
NBC-TV

JOHNSON, STELLA
WRAP, Norfolk, Va.

W. R. JOHNSTON, JR.
Doc & Neal Show
WBIR, Knoxville, Tenn.

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

JOSEPH, EDDY
WHLA, Niagara Falls, N. Y.

JOPLIN, JAY
WIEL, Elizabethtown, Ky.

JOURDAIN, LAUREN
CKBL, Matane, Que.

JUBILEE SINGERS OF
HOMESTEAD
WVCG, Coral Gables, Fla.

— K —

KALLAS, BESS
Lady Professor
WKBI, St. Marys, Pa.

KALLEN, KITTY
Colgate Comedy Hour
NBC-TV

KEMPF, "HOWDY"
Chuck Wagon Time
KPHO, Phoenix, Ariz.

KERN, GENETA
1490 Club
WKBV, Richmond, Ind.

KEUR, CORNELIUS
KULA, Honolulu, Hawaii

KIFFER, ADELINE
Uncle Al
WCPO-TV, Cincinnati, O.

KIEFFER, RAMONA
WHIZ, Zanesville, O.

KING, W. O.
Hymns of the People
WTOC, Savannah, Ga.

KINNEY, WENDELL
Patterns in Black & White
KMO, Tacoma, Wash.

KIRK, LISA
Colgate Comedy Hour
NBC-TV

KIRSTEN, DOROTHY
Railroad Hour
NBC

KISSEL, JOT
The Two J's
WLCR, Torrington, Conn.

KLEIN, BROS.
KAYL, Storm Lake, Iowa

KNOWLES, NORMA
Stylings
KGEM, Boise, Idaho

KOCUR, BOB
Bob & the Boomerangs
KCOG, Centerville, Iowa

KOENIG, LEONA
Saturday Date
KGPH, Flagstaff, Ariz.

KOENIG, VERNE
Verne Koenig Show
KDEC, Decorah, Iowa

KOTHE, BONNIE SUE AND
MAXINE
Saddle Pals
KCHI, Chillicothe, Mo.

KRAL, BARBARA
WSPD-TV, Toledo, O.

KRUEGER, DICK
Dick Krueger Show
KXYZ, Houston, Tex.

— L —

LACHANCE, MADELEINE
CBV, Quebec

LAINE, DOREY
Morning Call
WMBD, Peoria, Ill.

LAINE, FRANKIE
All-Star Revue
NBC-TV

LANE, FRANCEY
Breakfast with Music
WNBT, New York

LANSON, SNOOKY
Your Hit Parade
NBC-TV

LANTRY, GLADYS
Four for a Quarter
KIMA, Yakima, Wash.

LANZA, MARIO
The Mario Lanza Show
NBC

LAWRENCE, AIMEE
Breakfast Gang
KFRC, San Francisco, Cal.

LAWRENCE, PAULINE
Breakfast Gang
KFRC, San Francisco, Cal.

LEE, MARY
Mary Lee Show
KSOX, Harlington, Tex.

LEE, MEL
"Show Me" Rangers
KTT, Rolla, Mo.

LEE, PEGGY
NBC, CBS

LEGREE, LT. WILBURN
The Singing Cop
WFDF, Flint, Mich.

LEROYE, JEAN
CKCV, Quebec

LIDSTONE SISTERS
VOGM, St. John's Newf.

LINN, JACKIE
Morning Bandwagon
WTAM, Cleveland, Ohio

LINN, ROBERTA
The Gypsy
KTLA-TV
Lawrence Welk Show
KTLA-TV

LOGAN SISTERS
WAGA-TV, Atlanta, Ga.

LoMASCOLO, NICOLO
Songs for You
WRAD, Radford, Va.

LOVELL, MARILYN
Coffee And
WNBQ, Chicago, Ill.

LUCAS, TOMMY
The Pioneers
WJEH, Gallipolis, Ohio

LUYBEN, RITA
Song Time
WKUL, Cullman, Ala.

LYNCH, CHRISTOPHER
Voice of Firestone
NBC, NBC-TV

LYNN, BOB
Bob Lynn's Mystery Tunes
WTVJ, Miami, Fla.

— M —

MACHIN, DANNY
Allen Jeffreys Show
WTOP, Washington, D. C.

MacRAE, GORDON
The Railroad Hour
NBC

MAIDS OF NOTE
WHEC, Rochester, N. Y.

MANNING, HOWARD
Stars of Excellence
WBEN-TV, Buffalo, N. Y.

MARLENE
Tee Vee Jamboree
WAAM, Baltimore, Md.

MARTIN, DEAN
B. June 7, 1917, Steubenville,
Ohio; Comedy Hour, NBC-TV;
Martin & Lewis Show, NBC

MARTIN, GEORGE
WOKZ, Alton, Ill.

MARTIN, TONY
B. Dec. 25, 1913, Oakland, Cal.;
Colgate Comedy Hour, NBC-TV

MARVIN, BOB
Homemaker's Hob Nob
WBNS-TV, Columbus, O.

MASON, TERRY
Dinner Date
WAGA-TV, Atlanta, Ga.

MATTISON, HENRY
The Plainsman
WRHD, Duncan, Okla.

MAXON, TERRY
Dinner Date
WAGA, Atlanta, Ga.

MAXTON, SHORTY
WHAP, Hopewell, Va.

McCORMICK, JETTIE LEE
We Three
WGAR, Cleveland, O.

McDONALD, RUSTY
Tumblewees Jamboree
KTRM, Beaumont, Texas

McDOUGAL, EDDY
WOWL, Florence, Ala.

McHALE, LARRY
KALB, Alexandria, La.

McINTIRE, RUSS
Songs by Russ McIntire
WSTP, Salisbury, N. C.

McKNIGHT, GENE
Sat. Night Jamboree
WSAZ-TV, Charleston, W. Va.

MEIERS, MARVIN
Marv Meiers Sings
KCOT, Fort Collins, Colo.

MELLILLO, DOLLY
Songs by Dolly
WLAD, Danbury, Conn.

MELTON, JAMES
Ford Festival Time
NBC-TV

MERCEDEES
KING, Seattle, Wash.

MERIWETHER, LAWRENCE
Songs by Meriwether
WGL, Fort Wayne, Ind.

MERIDEW, REG
Reg & Henry
WGAR, Cleveland, O.

MERRILL, ROBERT
Encore
NBC

RCA Victor Records
Metropolitan Opera

MESERVY, NORM
WOLF, Syracuse, N. Y.

MEYER, ALLEN
Allen Meyer Show
WJAG, Norfolk, Neb.

MILLS, MARALYN
Jack McElroy Show
KNBH, Hollywood, Cal.

MILNE, NANCY
Milne & Townsend
WDBJ, Roanoke, Va.

MILNER, CAL
Kitchen Concret
WDAS, Phil., Pa.

MILTNER, JAY
Morning, Bandwagon
WTAM, Cleveland, Ohio

MIZE, BILLY
Billy Mize Show
KAFY, Bakersfield, Calif.

MOORE, HARRIET
WHO, Des Moines, Iowa

MORRIS, ROD
Morris & His Missourians
WJAG, Norfolk, Neb.

MORRISON, BOB
S'prize Party
WIRE, Indianapolis, Ind.

MUNGALL, JOHNNY
WTAC, Flint, Mich.

MURRAY, GEORGE
CFRB, Toronto, Ont.

— N —

NEAL, BRANCH
Doc & Neal Show
WBIR, Knoxville, Tenn.

NESBITT, FRED
Melody Time
KOA, Denver, Colo.

NEW YORKERS
Star Hostess Party
KNXT, Hollywood, Cal.

NOEL, DICK
Dick Noel Show
WLW, Cincinnati, O.

NOEL, MICHEL
CKAC, Montreal

NORMAN, CAROL
Money to Burn
WBTV, Charlotte, N. C.

NORMAN, JEAN
Family Party
WMBD, Peoria, Ill.

NORWOOD, JACK
Songs Inc.
WTAR-TV, Norfolk, Va.

— O —

O'BRIEN, LOUISE
Matinee
KOTV, Tulsa, Okla.

O'HEREN, RICHARD
WHK, Cleveland, O.

OLIVER, JEAN
Guest Book
WFAA-TV, Dallas, Texas

O'NEIL, DANNY
Breakfast with Danny O'Neil
WBKB-TV, Chicago, Ill.

ORTIZ, JOSE INES
WCMN, Arecibo, P. R.

OSTUNI, PHILOMENA
Suffolk Society Musicales
WALK, Patchogue, N. Y.

OWEN, MARGARET
Breakfast with Bigelows
WJTN, Jamestown, N. Y.

OWENS, JIM
Hillbilly Fever
WVMI, Biloxi, Miss.

— P —

PAGE, PATTI
Scott Music Hall
NBC-TV

PALMER, COY
Sunshine Man
KPDN, Pampa, Texas

PALMER, JANIE
Musically Speaking
WWJ-TV, Detroit, Mich.

PARKER, GLORIA
WJZ-TV, New York

PARSON, KAY
Girl O'Yesterday
KENO, Las Vegas, Nev.

PAYNE, FRED
WESC, Greenville, S. C.

PEERCE, JAN
Freedom Sings
Metropolitan Auditions of the Air
ABC

PHILLIPS, DUB
Silver River Time
WPAL, Charleston, S. C.

PIAZZA, MARGUERITE
Show of Shows
NBC-TV
Encore
NBC

PICKENS, JANE
Pickens Party
NBC

PIERCE, BILL
B. P. at the Piano
KBUH, Brigham City, Utah

PIERCE, BRUCE
Barn Dance
WBAP-TV, Fort Worth, Tex.

PINZA, EZIO
All Star Revue
RCA Victor Show
NBC-TV
Telephone Hour
NBC

POST, BILL
Doin' The Town
KSL-TV, Salt Lake City,
Utah

POWELL, HERMAN
Melody Ramblers
WSPT, Thomaston, Ga.

PRESSNALL, JAN
Piano Portraits
KJAN, Atlantic, Iowa

— Q —

QUIGGLE, HELEN
Helen's Show
WKBI, St. Marys, Pa.

QUINN, B. F.
Rainbow Revue
KSCB, Cedar City, Utah

— R —

RAABE, ROY
Tune Topper
KBOP, Pleasanton, Tex.

RADIO WRANGLERS
WAGA, Atlanta, Ga.

RAINE, LORRY
Armed Forces Radio "Jubilee,"
Command Performance, Coral
and Okeh (Columbia) Records,
Art Ford Show, NBC; Rudy Vallee
TV Films, NBC-CBS

RANGER, MARY
WTAC, Flint, Mich.

RASOR, JERRY
Club 6:30
WTVN, Columbus, O.

RIATT, JOHN
Buck Circus Hour
NBC-TV

RICHARDS, CAROL
Ralph Edwards Show, NBC-
TV; Martin & Lewis Show,
Edgar Bergen Show

RICHMOND, BOB
The Marling Show
WREN, Topeka, Kansas

REE, NANCY
Bill Silbert Show
WABD, New York

RENO, JACK
Rhythm Ranger
KCOG, Centerville, Iowa

REYNOLDS, BRAD
Brad Reynolds Show
KGW, Portland, Ore.

REYNOLDS, LLOYD
Presenting Lloyd Reynolds
KBLI, Blackfoot, Idaho

RILEY, DALE
Evening Vespers
WLDY, Ladysmith, Wis.

RIISING SUN GOSPEL SINGERS
WCGG, Coral Gables, Fla.

RITCHIEY, CHARLES E.
WVAM, Altoona, Pa.

ROBBINS, GEORGE
Listen While You Lunch
WEBR, Buffalo, N. Y.

ROESE, RAY
Hospitality House
WRFO, Worthington, O.

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati,
Ohio; Roy Rogers Show, NBC-TV

ROMERO, NED
Ned Romero Show
WJBO, Baton Rouge, La.

ROSS, GLENN
Glenn Ross Sings
WIRK, West Palm Beach, Fla.

ROY, MARY
Stump Us
WWJ-TV, Detroit, Mich.

RUCKER, JOAN
Joan Sings
WEND, Orangeburg, S. C.

RUSSELL, CONNIE
Breakfast with Music
NBC-TV
Dial Dave Garroway
NBC

RUSSELL, JACK
Your Show of Shows
NBC-TV

RYAN, JOHNNY
Party Line
KVOO, Tulsa, Okla.

— S —

SALGADO, OLGA MARGARITA
WCMN, Arceibo, P. R.

SANTA FE RIDERS
WKTV, Utica, N. Y.

SARGENT, MICHAEL
Music Michael Please
WBIW, Bedford, Ind.

SCHAD, HARRY
Breakfast at the Lenox
WBEN, Buffalo, N. Y.

SEARLES, TOM
Tom & Abigail
KELO, Sioux Falls, S. Dak.

SEAY, ALBERT
WSOK, Nashville, Tenn.

SHAFFER, DICK
WLW-D, Dayton, O.

SHAUGHNESSY, MARGIE
KCRC, Enid, Okla.

SHEER, ORAL
CKOY, Ottawa, Ont.

SHERWOOD, BOBBY
The Milton Berle Show
NBC-TV

SHORE, DINAH
B. March 1, 1917, Winchester,
Tenn.; Jack Smith-Dinah Shore-
Margaret Whiting Show, CBS;
Dinah Shore Show, CBS-TV

SHEREVE, BOB
Moments Musical
WGL, Fort Wayne, Ind.

SILVER KINGS, THE
WLAG, LaGrange, Ga.

SIMPSON, RALPH
Singing Crusader
WAKE, Greenville, S. C.

**SIZEMORE, GORDON AND
LITTLE DOC**
WPKY, Frankfort, Ky.

SLOCUM, BILL
Wandering Minstrel
KPOJ, Portland, Ore.

SMILEY, BETTE
Gitsshop
WCAE, Pittsburgh, Pa.

SMITH, ANN
Heartwarmer
WFEC, Miami, Fla.

SMITH, BEN
Ben Smith Sings
KVMA, Magnolia, Ark.

SMITH, HANK
WFJA, Fort Payne, Ala.

SMITH, KATE
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV

SMITH, RAY
WCOP, Boston, Mass.

SNARY, BILL
Breakfast Party
WGN-TV, Chicago, Ill.

SNODGRASS, ELMER
Elmer's Tunes
WAKE, Greenville, S. C.

SONGFELLOS, THE
KLMR, Lamar, Colo.

SONGFELLOWS, THE
WHO, Des Moines, Iowa

**SOUTHERN MELODY
QUARTET**
WLAG, LaGrange, Ga.

SOUTHLAND QUARTET
WVIN, Olney, Ill.

SPELMAN, MARIAN
WLW, Cincinnati, O.

STACEY, JEAN
Jean Stacey Sings
KTAT, Frederick, Okla.

STALKER, CAY
Breakfast Frolic
KFH, Wichita, Kan.

STANDARD, TED
Guest Book
WFAA-TV, Dallas, Tex.

STARKEY, ROY
Silhouettes of the West
WBKB-TV, Chicago, Ill.

STARR, JACKIE
Western Jamboree
WSAZ-TV, Charleston, W. Va.

STEBER, ELEANOR
Voice of Firestone
NBC, NBC-TV

★ ★ ★ **VOCAL ARTISTS—RADIO-TELEVISION** ★ ★ ★

STEIN, GERTRUDE
Music of Masters
WJEL, Springfield, O.

STEPHENS, GINNY
Just You-Just Me
WCAU, Philadelphia, Pa.

STEVENS, GARRY
TV Showcase
WRGB, Schenectady, N. Y.

STEVENS, RICHARD
CKLN, Nelson, B. C.

STEVENS, RISE
Voice of Firestone
NBC, NBC-TV

STEWART, MARTHA
Those Two
NBC-TV

STRINGER, TIPPY
Allan Jeffreys Show
WTOP, Washington, D. C.

SUITS, GORDON
Suits Song Shop
KGNC, Amarillo, Texas

SWEETLAND, SALLY
Words in the Night
NBC

SWERER, BOB
Bob Swerer Show
KCOL, Fort Collins, Colo.

— T —

TANGEN, CLARA
Clara Tangen Show
KDEC, Decorah, Iowa

TANZER, JACKIE
These Are My Favorites
WREB, Holyoke, Mass.

TAYLOR, MORRIS
Country Music Hall
KMOR, Oroville, Cal.

TAYLOR, PEGGY
Breakfast Club
ABC

TAYLOR, WAYNE
Wayne Taylor Show
KTUL, Tulsa, Okla.

TERRY, AL
Evangeline Round-up
KVOL, Lafayette, La.

THOMAS, DELL
Songs with a Western Touch
KFAM, St. Cloud, Minn.

THOMAS, MATT
WMAR-TV, Baltimore, Md.

THOMASON, JIMMY
Jimmy Thomason Show
KAFY, Bakersfield, Calif.

THOMPSON, SUE
Dude Martin Show
KTTV, Los Angeles, Calif.

TOWNSEND, DUDLEY
Milne & Townsend
WDBJ, Roanoke, Va.

TRENERRY, ANN
Girl with a Song
KIMA, Yakima, Wash.

TURNER, DALLAS
Songs of the West
KWJJ, Portland, Ore.

— U —

UPSON, DAVE
Dave & Barbara Show
WKRC, Cincinnati, O.

UPTON, DON
Don Upton Show
WLVA, Lynchburg, Va.

— V —

VALENTINE, BARRY
WJZ-TV, New York

VALLI, JUNE
Your Hit Parade
NBC-TV

VAN, JACKIE
Breakfast Party
WGN-TV, Chicago, Ill.

VANDERBILT, EILEEN
Songs by Eileen
WPLA, Plant City, Fla.

VAUGHAN, DENNY
CFRB, Toronto, Ont.

— W —

WAKELY, JIMMY
The Jimmy Wakely Show
KNXT

WALKER, DUSTY
Chef Milani
KNBH, Hollywood, Cal.

WALKER, GINNY
Third Call
WWJ, Detroit, Mich.

WALKER, MADELINE
WOW, Omaha, Neb.

WARENSKJOLD, DOROTHY
Ford Festival Time
NBC-TV

WARREN, "DOC"
Cracker Jack Show
WPDQ, Jacksonville, Fla.

WASHBURN, EDIE
Eggs at Eight
KVOO, Tulsa, Okla.

WATKINS, GRACE
Words and Music
KBIS, Bakersfield, Calif.

WATTS, SLIM
Kinsel Jamboree
KTRM, Beaumont, Texas

WAUER, JUANITA
WHO, Des Moines, Iowa

WAYNE, DICK
Lonesome Serenade
KFEQ, St. Joseph, Mo.

WAYNE, EDDY
Eddy Wayne Show
WCUE, Akron, O.

WEBB, HELEN
Sooner Shindig
WKY-TV, WKY, Oklahoma
City, Okla.

WEBSTER, JOE
Sooner Shindig
WKY-TV, WKY, Oklahoma
City, Okla.

WEISS, DICK
A Date With Dick
WGBA, Columbus, Ga.

WESSELS, MAX H.
Continental Varieties
WWVL, New York, N. Y.

WHEATLEY, JOANNE
American Music Hall
ABC

WHITE, BARBARA
Stardust Serenade
KLMR, Lamar, Colo.

WHITE, JOHNNY
Johnnie White and his Sons
WNAX, Yankton, S. D.

WHITING, MARGARET
Dancing Party
ABC

**WILLIAMS, BILLY
QUARTET**
Your Show of Shows
NBC-TV

WILLIAMS, EDDIE
Western Songs
KDAL, Duluth, Minn.

WILLIAMS, FRANK
Refreshment Time
WMRY, New Orleans, La.

WILLYS, SUNDAY
Armed Forces Radio, "Jubilee,"
Theater of the Air Club, Mac-
Gregor Transcriptions

WILSON, EILEEN
Your Hit Parade
NBC-TV

WILSON, HAPPY
WAPI, Birmingham, Ala.

WILSON, PAT
Homemaker's Hob Nob
WBNS-TV, Columbus, O.

WOOD, AUSTIN
Missouri Swingsters
KTTR, Rolla, Mo.

WOODWARD, ARLISS
WSAM, Saginaw, Mich.

WOODWARD, MARGARET
WHO, Des Moines, Iowa

WORKMAN, DICK
WSYR, WSYR-TV, Syracuse,
N. Y.

WORTH, MARION
WAPI, Birmingham, Ala.

WRIGHT, RUBY
WLW, Cincinnati, O.

— Y —

YOUNG, FLORENCE
Florence Young Show
KOA, Denver, Colo.

YOUNG, JEAN ANNE
WPFB, Middletown, O.

— Z —

ZEIDMAN, IRVING
Irving Sings
KNOE, Monroe, La.



THE NEW YORK TIMES,
FRIDAY, JANUARY 2, 1953

RADIO & TELEVISION

A Laconic Bill Stern, Accepting Conditions of New TV Medium, Calmly Describes Cotton Bowl Game

By JACK GOULD

Bill Stern, the veteran sportscaster, showed a rare brand of both courage and common sense yesterday. Noted for years as an announcer who practically never stopped talking, he completely altered his technique in giving over the N. B. C. network an account of the Cotton Bowl game between Texas and Tennessee.

The contrast between the Stern of yesterday and the Stern of old was so marked—and so welcomed—that there could be no doubt that the sportscaster had deliberately elected to heed the cries of many football fans to let the TV camera tell the story. Bill deserves credit for making an about face. For a person in the public eye that is never easy.

The Texas-Tennessee game was an acid test for Mr. Stern because the Cotton Bowl attraction was an incredibly dull one. But whereas in days gone by Mr. Stern would have endeavored to camouflage the obvious with a torrent of words, yesterday he succinctly observed that Tennessee was not very good and let it go at that.

Mr. Stern's major improvement was that he did not chatter while a play was in progress, for the most part restricting his comment to giving the name of the player who carried the ball. On passes and kicks, he kept still and allowed the viewer to see for himself what was happening. Even during several occasions when the teams took time out, he said nothing. The viewers waited along with the spectators of the bowl for the game to resume, which is enlightened television.

Similarly, Mr. Stern abstained from analyzing the game in technical gobbledegook. Mr. Stern should complete successfully the transition from radio to TV. His worst troubles apparently are over.

THANKS JACK GOULD



*Bill
Stern*

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1952



— A —

ADAMS, NOREY
KPUG, Bellingham, Wash.

ADAMS, TONY
Sports Tonight
WCAX, Burlington, Vt.

ADELSON, JAMES
KCJB, Minot, N. D.

AFMAN, FRED
WMUU, Greenville, S. C.

ALBERTSON, DON
KGDE, Fergus Falls, Minn.

ALBY, WYNN
Sports Shots
WWOOD, Lynchburg, Va.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, MAHLON R.
Sports Page
KFRU, Columbia, Mo.

ALEXANDER, PAUL
KSL-TV, Salt Lake City, Utah

ALLAN, STAN
WPAC, Parchoque, N. Y.

ALLBRIGHT, NAT
Sports Hi-Way
WEAM, Arlington, Va.

ALLEN, KIRBY
KXEO, Mexico, Mo.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham;
G. M. Football
NBC-TV

ALLEN, PERC
CKOC, Hamilton, Ont.

AMBROSE, JOHNNY
WTAG, Worcester, Mass.

ANDERSON, ALLEN
WASA, Havre de Grace, Md.

ANDERSON, ARNOLD
Speaking of Sports
CKPC, Brantford, Ont.

ANDERSON, DICK
Dick's on at Six
WEOA, Evansville, Ind.

ANDERSON, JACK
WKIM, Mayfield, Ky.

ANDERSON, TOM
Sports Roundup
WGEZ, Beloit, Wis.

ANDREWS, JEAN
Play by Play
WINX, Rockville, Md.

ANGST, B. A.
WPAM, Pottsville, Pa.

ANSELMO, VINCE
KJRL, Pocatello, Idaho

ARMSTRONG, STU
According to the Couch
WSIV, Pekin, Ill.

ARNOLD, FULTON
F. A. Sports Roundup
WTTM, Trenton, N. J.

ARO, SAM
Sports Jottings
WMCA, New York, N. Y.

ARTHUR, FRANK
Sports Report
KSN, San Francisco, Cal.

AUCLAIR, G.
CJSO, Serel, Que.

AUSTIN, TED
Sports Edition
WFAI, Fayetteville, N. C.

— B —

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAIR, PAUL
A Bearing on Sports
WEOA, Evansville, Ind.

BAKER, BILL
WROY, Carmi, Illinois

BAKER, DICK
WSAI, Cincinnati, O.

BAKER, JIM
Branney's Bandstand
KVOC, Casper, Wyo.

BAKER, NELSON
Melody Scoreboard
WFB, Baltimore, Md.

BAKER, PAUL
Play by Play
WLAD, Danbury, Conn.

BALCH, FRANK
Sports Today
WJOY, Burlington, Vt.

BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.

BALDWIN, BILL
KWRO, Coquille, Ore.

BAMMANN, GLEN
Outdoors Ohio
WGAR, Cleveland, O.

BARBER, RED
Orange Bowl Game
Fred Waring Show
CBS-TV

BARBOSE, JOHN
WSNJ, Bridgeton, N. J.

BARBOUR, HERSHELL
WCKB, Dunn, N. C.

BARCLAY, AL
Sports Trail
WAMS, Wilmington, Del.

BARNETT, RUSS
Scoreboard
WTOL, Toledo, O.

BARRETT, BILL
WCJU, Columbia, Miss.

BARRETT, WM. R.
WJLS, Beckey, W. Va.

BARRINGTON, JAY
Sports Final
WDAF-TV, Kansas City, Mo.

BARRY, GUY
Sports Parade
WCOJ, Coatesville, Pa.

BARRY, JOSH
Sports Parade
WNOR, Norfolk, Va.

BARTON, DALE
Sports Parade
KCIM, Carroll, Iowa

BARTER, PHIL
CJAV, Port Alberni, B. C.

BASSMAN, DON
Your Sports Parade
KVKM, Monahans, Tex.

BATES, MARVIN
WGBF, Evansville, Ind.

BAXTER, BOB
Football Finals
WMSC, Columbia, S. C.

BAYEUR, ROLAND
CKVL, Verdun

BEATTY, ROSS
WELM, Elmira, N. Y.

BEDELL, FORREST
WFRC, Reidsville, N. C.

BEHAN, DENNIS
Spotlight on Sport
KLMR, Lamar, Colo.

BEKAS, TONY
WKAP, Allentown, Pa.

BELCHER, ROD
KOL, Seattle, Wash.

BELL, GABBY
WILD, Birmingham, Ala.

BELOTE, WILLARD
WGAF, Valdosta, Ga.

BENDER, BOB
WGY, WRGB, Schenectady,
N. Y.

BENDER, TOM
Pigskin Preview
WSAV, Savannah, Ga.

BENNETT, DEAN
KSL, Salt Lake City, Utah

BERMAN, AL
WEVD, New York

BERNAM, MEL
Sports To-day
WHAT, Phil., Pa.

BERNDT, IRVING A., JR.
WRAK, Williamsport, Pa.

BERGER, JEAN
CKBL, Matane, Que.

BERRELL, LARRY
Sports Headlines
KBIG, Avalon, Calif.

BIEDRZYCKI, TOM
Tip Off On Sports
Miles City, Mont.

BIRD, BUD
KISD, Sioux Falls, S. Dak.

BIRD, FRANK
CJOC, Lethbridge, Alberta

BIRDSONG, HUGH
Spotlight on Sports
WFPM, Fort Valley, Ga.

BIRLEFFI, LARRY
KFEC, Cheyenne, Wyo.

BISHOP, FRED
CKWX, Vancouver, B. C.

BISSETT, DAVE
WRAD, Radford, Va.

BISSETT, FRANK
Sportsreel
KEPO, El Paso, Texas

BLACK, MARTIN
HighLife Sports Review
KRAM, Las Vegas, Nev.

BLACKBURN, BOB
Sports Edition
KEX, Portland, Ore.

BLAIS, YVON
CKAC, Montreal

BLAKE, CHAS. A.
Parade of Sports
WSON, Henderson, Ky.

BLOOM, MARY
WCED, DuBois, Pa.

BLUM, BOB
Sportsbook
KEEN, San Jose, Cal.


- BODNEY, AL**
Sports Today
KDSH, Boise, Idaho
- BOGGESS, JOHN**
Sports Panorama
WLAG, Lagrange, Ga.
- BOHEMIER, ETIENNE**
Chronique Sportive
CKSB, St. Boniface, Manitoba
- BOHNHOFF, ED**
KILO, Grand Forks, North Dakota
- BOICE, CHUCK**
KOCO, Salem, Ore.
- BOKER, BILL**
Sports Hi Lites
WMIK, Middleboro, Ky.
- BOLAND, CHARLIE**
KRLD, KRLD-TV, Dallas, Tex.
- BOLAND, JOE**
WSBT, South Bend, Ind.
- BOND, VIRGIL**
Games
KTKT, Tucson, Ariz.
- BONIFAY, BOB**
The Sportsreel
WTSP, St. Petersburg, Fla.
- BONIN, DONALD**
KANE, New Iberia, La.
- BOOTH, AUSTIN**
KMMO, Marshall, Mo.
- BOWER, BILL**
First Call to Sportscall
WTIP, Charleston, W. Va.
- BOWMAN, HUGH**
CJOY, Guelph, Ont.
- BOWSER, BEN**
Armstrong County Sports
WACB, Kittanning, Pa.
- BOYD, DON**
Sports Final
WCLO, Janesville, Wis.
- BOYER, DEAN**
WCOL, Columbus, O.
- BOYER, JOHNNY**
KDKA, Pittsburgh, Pa.
- BRADLEY, JACK**
Sports Almanac
WSAZ-TV, Charleston, W. Va.
- BRAMLETT, RALPH**
To-day's Sports
WANS, Anderson, S. C.
- BRANNON, JIM**
WJEH, Gallipolis, Ohio
- BRANSON, TERRY**
KWBW, Hutchinson, Kansas
- BRANSON, TODD**
5:30 Sport Show
WWCA, Gary, Ind.
- BRAY, DICK**
Sports Roundup
WCPO-TV, Cincinnati, O.
- BREAUX, JERRY**
WLCS, Baton Rouge, La.
- BREMSER, LYELL**
Sports by Bremser
KFAB, Omaha, Neb.
- BRICKHOUSE, JACK**
WGN-TV, Chicago, Ill.
- BRITT, JIM**
WNAC-TV, Boston, Mass.
- BRODE, BUDDY**
WNAE, Norristown, Pa.
- BROGAN, PAUL**
Sports Newsreel
WLAM, Lewiston, Maine
- BROOKBANK, JIM**
Sports Parade
KCKY, Coolidge, Arizona
- BROOKS, BILL**
In the Press Box
WEBJ, Brewton, Ala.
- BROOKS, LEE**
Spotlight
KCSU, Provo, Utah
- BROWN, BILL**
WBTA, Batavia, N. Y.
- BROWN, BOB**
KGGM, Albuquerque, N. M.
- BROWN, F. FRED, JR.**
Sports Line-Up
WLOS, Asheville, N. C.
- BROWN, GLENN**
KVET, Austin, Texas
- BROWN, JOHNNY**
Sports Review
WCOH, Newnan, Ga.
- BROWN, WARREN**
Sports Page
WBKB-TV, Chicago, Ill.
- BRUSE, LEE**
Sports Roundup
WHIT, New Bern, N. C.
- BRYAN, BILL**
KTOW, Oklahoma City, Okla.
- BULLETT, BERNARD**
"BUCKY"
Sports Trail
WMNB, North Adams, Mass.
- BUNN, NEAL**
Spotlight of Sports
KNEA, Jonesboro, Ark.
- BUPP, BOB**
WPTW, Piqua, O.

New York Rangers
HOCKEY MADISON SQ. GARDEN

"TODAY'S BASEBALL" NEW YORK WORLD-TELEGRAM and SUN

"TAKE A TIP FROM ME"
"WARM-UP TIME" • "SPORTS EXTRA"

BERT LEE
WMGM
"The Call Letters of the Stars"
NEW YORK



★ ★ ★ SPORTS COMMENTATORS—RADIO-TELEVISION ★ ★ ★

BURCHETT, LANIER
WAIN, Columbia, Ky.

BURGESS, JACK
WOSC, Fulton, N. Y.

BURGESS, SMOKY
Sports Page
WGBA, Columbus, Ga.

BURKE, GORDON
Sports Parade
KULA, Honolulu, T. H.

BURNS, LYNN
Basketball Tips
KELK, Elko, Nev.

BURR, CHUCK
Sports Excerpts
WXRA, Buffalo, N. Y.

BURT, JIM
Sports Final
KELO, Sioux Falls, S. D.

BURTON, DON
WLBC, Muncie, Ind.

BUTCHART, BOB
Sportstime
CFGP, Grande Prairie, Alberta

BUTTERFIELD, RAY
What's New in Sports
WLOX, Biloxi, Miss.

BYER, HAL
Sportslants
KWIL, Albany, Ore.

BYRD, HERBERT
Brownie's Sports
KXLR, Little Rock, Ark.

CAMPBELL, BILL
WCAU, Phila., Pa.

CAMPBELL, BOB
Sports Headlines
WVMI, Biloxi, Miss.

CAMPBELL, BUD
WIND, Chicago, Ill.

CAMPBELL, DAVE
WAPI, Birmingham, Ala.

CAMPBELL, JOHN
Sportsreview
KXLL, Missoula, Mont.

CAMPBELL, MALCOLM
WCUM, Cumberland, Md.

CAMPBELL, NEENIE
Caravan of Sports
WMCK, McKeesport, Pa.

CAMPOFREDA, NICK
The Sportsman
WAAM, Baltimore, Md.

CANDELARIO, MIGUEL A.
WMLA, Casuar, P. R.

CANNON, WILSON, JR.
Pau Hana Time
KMVI, Wailuku, Maui, T. H.

CANTFORT, VAN
WPAY, Portsmouth, O.

CARAY, HARRY
WIL, St. Louis, Mo.

CARBURY, JOE
CJCA, Edmonton, Alta.

CARDILLE, BOB
WICU, Erie, Pa.

CARIKER, KEN
Sports Review
KRBC, Abilene, Tex.

CARMICHAEL, LEE
Sports Revue
KWK, St. Louis, Mo.

CARNEAL, HERB
WSPR, Springfield, Mass.

CARNEGIE, TOM
Sports Wire
WIRE, Indianapolis, Ind.

CARNEY, J.
WCAP, Lowell, Mass.

CARPENTER, JIM
WDBQ, Dubuque, Iowa

CARR, GEORGE
WFEB, Sylacauga, Alabama

CARTER, BILL
KRUS, Ruston, La.

CARTER, CAL
Sports Roundup
KAMD, Camden, Ark.

CARY, ANDY
Today in Sports
WNOK, Columbia, S. C.

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Sunday Quarterback
WSGN, Birmingham, Ala.
- HICKMAN, HERMAN**
The Herman Hickman Show
NBC-TV
- HICKS, EARL**
KBOL, Boulder, Colorado
- HICKS, TOM**
WELC, Welch, W. Va.
- HIGGINBOTHAM, BILL**
KWAK, Stuttgart, Ark.
- HILL, CARROLL**
Sports Hilights
KTBS, Shreveport, La.
- HILL, JOE**
WVKO, Columbus, O.
- HIRSCH, BUDDY**
KBIZ, Ottumwa, Iowa
- HIXSON, GLEN**
Sports Roundup
WJAG, Norfolk, Neb.
- HOAG, HOWARD**
Sports Room
KJEF, Jennings, La.
- HODGES, RUSS**
G. M. Football
NBC-TV
- HODGE, VIC**
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WUST, Bethesda, Md.
- HODGKINSON, BRIAN**
WHK, Cleveland, O.
- HOEKSEMA, DICK**
KOBK, Owatonna, Minn.
- HOFFMAN, BOB**
KALG, Alamogordo, N. M.
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WKBI, St. Marys, Pa.
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- HOONAN, BOB**
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KBKW, Aberdeen, Wash.
- HOOPER, JACK**
WHGB, Harrisburg, Pa.
- HOPKINS, GEO.**
Karavan of Sports
KVAN, Vancouver, Wash.
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KGEQ, St. Joseph, Mo.
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KMAN, Manhattan, Kansas
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WTVN, Columbus, O.
- HOWELL, CHAS. A., III**
Sports at a Glance
WKSR, Pulaski, Tenn.
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WCPO-TV, Cincinnati, O.
- HUBBELL, NED S.**
WHLS, Port Huron, Mich.
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WBEN-TV, Buffalo, N. Y.
- HUDSON, BOB**
Sportotpics
WSOK, Nashville, Tenn.
- HUDSON, LELAND**
Sports Review
WKLF, Clanton, Ala.
- HUGGINS, C. R.**
CKEN, Kentville, N. S.
- HUGHES, DON**
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KVLH, Pauls Valley, Okla.
- HUGHES JIM**
KNOR, Norman, Okla.
- HULL, FRED VANT**
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KEYD, Minneapolis, Minn.
- HULL, DICK**
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WFRP, Savannah, Ga.
- HUME, ARTHUR**
WORL, Boston, Mass.
- HUNDLEY, ED**
Sportsline
KLWN, Lawrence, Kansas
- HUNTER, DAN**
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WDFD, Flint, Mich.
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KTAC, Tacoma, Wash.
- HURLEY, JAMES**
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WIKK, Erie, Pa.
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WNXT, Portsmouth, Ohio
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WDBQ, Dubuque, Iowa
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WMGM, New York, N. Y.
- HUSTED, DON**
Sports Parade
KIUP, Durango, Colo.
- HUTCHINSON, HARDY**
KGMB, Honolulu, Hawaii
- HUYCKE, AD**
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INGALLS, WALLIE
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JACKSON, CARROLL
WLAJ, Laurel, Miss.
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W3AL, Logansport, Ind.
JACKSON, WAYNE
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Spees on Sports
WTSV, Clarendon, N. H.
JACOBUS, JAY
KLX, Oakland, Cal.
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KNHC-TV, New Haven, Conn.
JAMES, KEN
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JANSEN, RON
KEYS, Corpus Christie, Texas
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KAYS, Hays, Kansas
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WSMI, Litchfield, Ill.
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WPFB, Middletown, O.
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WCMB, Harrisburg, Pa.
JONES, JIMMY
KGVJ, Greenville, Texas
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KIST, Santa Barbara, Cal.
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WARE, Ware, Mass.
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WCBT, Roanoke Rapids, N. C.
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WMAZ, Macon, Ga.
KAUFMAN, SAM
WOL, Washington, D. C.
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WHYN, Holyoke, Mass.
KEENE, ED
KGBS, Harlingen, Texas
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KNBH, Hollywood, Cal.
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WILM, Wilmington, Delaware
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WKRC, Cincinnati, O.
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KFYO, Lubbock, Texas
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WPAZ, Pottstown, Pa.
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WDSM, Superior, Wis.
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WVEC, Hampton, Va.
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WWNC, Asheville, N. C.
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WTWA, Thomson, Ga.
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KFBK, Sacramento, Cal.
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KFIR, North Bend, Ore.

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LANE, DICK
KTLA, Los Angeles, Cal.
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WFMJ-TV, Youngstown, O.
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KOL, Seattle, Wash.
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KXOK, St. Louis, Mo.
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KWHN, Ft. Smith, Ark.
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WMGM, New York, N. Y.
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WPAR, Parkersburg, W. Va.
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WFCE, Dunkirk, N. Y.
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NIEHAY, ED
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KDAS, Malvern, Ark.

NIEMI, WALT
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WMBL, Morehead City, N. C.

NIMS, ROBERT
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NIX, ED
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KVOE, Santa Ana, Cal.

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KLMR, Lamar, Colo.

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WSAR, Fall River, Mass.

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O'CONNOR, JOHN
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KRIZ, Phoenix, Ariz.

O'DONNELL, BILL
WCNT, Centralia, Ill.

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CKLN, Nelson, B. C.

OLMES, JAMES
WCPA, Clearfield, Pa.

OLSON, BOB
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WACE, Springfield-Chicoree, Mass.

OMARA, BILL
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KING-TV, Seattle, Wash.

ORNEST, LEO
CJVI, Victoria, B. C.

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WGBS, Miami, Fla.

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WAIN, Columbia, Ky.

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WROK, Rockford, Ill.

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WSKI, Montpelier, Vt.

PAGE, JOHN
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WCSS, Amsterdam, N. Y.

PAIGE, CARL
Hams Sportslite
KLAS, Las Vegas, Nev.

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WCAV, Norfolk, Va.

PALMER, BUD
Madison Square Garden
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PALMQUIST, CHARLES R.
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CKOV, Kelowna, B. C.

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PARKER, JOHN
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KXJK, Forrest City, Ark.

PARKER, TONY
WDZ, Decatur, Ill.

PARKS, DARYL
WKRC-TV, Cincinnati, O.

PARSONS, MARSHALL
Parsons Sports
WQAM, Miami, Fla.

PARTON, RED
Sportscoop
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PASEK, CHUCK
KYSM, Mankato, Minn.

PASSE, LOEL
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WHOL, Allentown, Pa.

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PEISS, ED
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PIGGOTT, JOE
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PIPHER, BILL
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POPE, BILL
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WPIC, Sharon, Pa.

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WCOS, Columbia, S. C.

POVICH, SHIRLEY
WTOP, Washington, D. C.

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KLCH, Libby, Montana

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WCYA, Culpepper, Va.

POWERS, JIMMY

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WRBC, Jackson, Miss.

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WNRB-TV, Binghamton, N. Y.

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WCFC, Rocky Mount, N. C.

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PROCTOR, ROBT. L.

WLBJ, Bowling Green, Ky.

PURSER, WILLARD J.

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PALES, DAVE

WMOA, Marietta, Ohio

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WIND, Chicago, Ill.

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REGAN, BOB

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REICH, STANLEY S.

WGGG, Gainesville, Fla.

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CKOV, Kelowna, B. C.

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WASK, Lafayette, Ind.

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KMO, Tacoma, Wash.

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ROBERTSON, JIM

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ROBINSON, JIM

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KWEB, Beatrice, Neb.

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KSOO, Sioux Falls, S. Dak.

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ROSS, EARL

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CKCW, Moncton, N. B.

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SAMM, JOHN

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WPAM, Pottsville, Pa.

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KPRL, Paso Robles, Cal.

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WWSR, St. Albans, Vt.
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TRUITT, ROLLIE
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VAZQUEZ, PEDRO
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KGS, Torrington, Wyo.

VESTRO, AL
WATR, Waterbury, Conn.

VEY, JOHN
Sports in Your Community
CFNB, Fredericton, N. B.

VIDNOVIC, SAM
Review in Sports
WMCK, McKeesport, Pa.

VINEY, HENRY
Sports Digest
CFGN, Calgary, Alberta

VOGEL, GEORGE
KCOW, Alliance, Neb.

— W —

WAGNER, BOB
WHIZ-TV, Zanesville, O.

WAGNER, JAY
WLEC, Sandusky, O.

WAINES, DANE
WIEL, Elizabethtown, Ky.

WAITE, DAVE
Speaking of Sports
WFOR, Hattiesburg, Miss.

WALDEN, WARREN
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WJAR, Providence, R. I.

WALKER, HAL
Sportingly Yours
WCAN, Milwaukee, Wis.

WALKER, JAMES P.
Sports Hillies
KFPW, Fort Smith, Ark.

WALLACE, AL
10 o'clock Wire
WRLD, Lewiston, Idaho

WALLACE, BOB
WROW, Albany, N. Y.

WALLACE, JACK
KBST, Big Spring, Tex.

WALSH, FRANK J.
WBCM, Bay City, Mich.

WALSH, LLOYD P.
WGAT, Utica, N. Y.

WALSHEK, DAVID
KCTI, Gonzales, Texas

WALTON, RAY
Sports Page
WIBG, Philadelphia, Pa.

WARD, BILL
Sports Spotlight
WSGN, Birmingham, Ala.

WARD, BILL,
WHOW, Clinton, Ill.

WARD, VERNON
Sports Scene
WREL, Lexington, Va.

WARDEL, J.
CFAR, Flin Flon, Man.

WARNER, MEL
WCEC, Rocky Mount, N. C.

WARREN, KENNETH
Sports Jamboree
KERG, Eugene, Ore.

WATERMAN, BERNIE
News & Sports
WMAY, Springfield, Ill.

WATSON, CHARLES
KBOA, Kennett, Mo.

WATSON, DRANE
WDUN, Gainesville, Ga.

WATTS, DUANE L.
KHAS, Hastings, Neb.

WATTRICK, DON
WXYZ, Detroit, Mich.

WEATHERLY, BOB
Sports Roundup
WTAN, Clearwater, Fla.

WEAVER, RIK
Sports Comments
WVLN, Olney, Ill.

WEBB, HUGH
WMGY, Montgomery, Ala.

WECKERLE, JOE
Let's Talk Sports
WIZE, Springfield, O.

WEITZEL, JACK
Sports Scoreboard
WCHA, Chambersburg, Pa.

WELCH, CHARLIE
Sports Preview
WOWL, Florence, Ala.

WELCH, JACK
WVVA, Wheeling, W. Va.

WELLS, BOB
KIUL, Garden City, Kansas

WELLS, JACK
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CKRC, Winnipeg

WELSH, BILL
KTTV, Los Angeles, Cal.

WENDELL, CARL
WWGS, Tifton, Ga.

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WRRF, Washington, N. C.

WEST, BILL
KPBM, Carlsbad, N. M.

WESTERMEIER, BOB
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WCSI, Columbus, Ind.

WHALEN, BILL
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WCUE, Akron, O.

WHEELER, JOE
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WGAP, Maryville, Tenn.

WHEELER, RAN
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KTAT, Frederick, Okla.

WHITAKER, EUGENE
WREV, Reidsville N. C.

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WGBI Seranton Pa

WHITELY, HOWARD
KBIX, Muskogee, Okla.

WHITING, GIL
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WCAM, Camden, N. J.

WHITMORE, TOM
WWCA, Gary, Ind.

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WILK, Wilkes-Barre, Pa.

WIDMAN, RALPH
WFAA, Dallas, Texas

WIGGINS, JIM
KABC, San Antonio, Texas

WILBE, DARL
Let's Talk Sports
WBOW, Terre Haute, Ind.

WILBER, DEL
KXLW, St. Louis, Mo.

WILCOX, GEORGE A.
KWBU, Corpus Christi, Texas

WILKINS, KEN
KTRR, Rolla, Mo.

WILKINSON, JIM
Sports News
WOMI, Owensboro, Ky.

WILLIS, JACK
KYUM, Yuma, Ariz.

WILLIAMS, AL
WEVE, Eveleth, Minn.

WILLIAMS, BILL
WJVB, Jacksonville, Fla.

WILLIAMS, CHARLES
KWNO, Winona, Minn.

WILLIAMS, DALE
Focus on Sports
WOT-TV, Ames, Iowa

WILLIAMS, KENT
Sportlight
WDOK, Cleveland, O.

WILLIAMS, OMAR
WLW-D, Dayton, O.

WILLIAMS, PAUL
Sports Roundup
WWJ-TV, Detroit, Mich.

WILLIAMS, PETE
Sportsman's Hour
WAGC, Chattanooga, Tenn.

WILLIAMS, TONY
KCMO, Kansas City, Mo.

WILSON, BERT
WIND, Chicago, Ill.

WILSON, BUD
WXKL, Concord, N. H.

WILSON, CHUCK
The Sportreel
WBVP, Beaver Falls, Pa.

WILSON, DAVE
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KANS, Wichita, Kans.

WILSON, GLENN
Sports Look
WLW, Cincinnati, O.

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WOLFE, WOOD
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WOLFE, ROLAND C.
WKGK, Knoxville, Tenn.

WOLFF, BOB
Bob Wolff Show
WWDC, Washington, D. C.

WOLPART, EDWARD
WFPG, Atlantic City, N. J.

WOOD, ROBERT
Sport's Notebook
KORN, Mitchell, S. Dak.

WOODS, JIM
World of Sports
WAGA-TV, Atlanta, Ga.

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WDNC, Durham, N. C.

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WVJS, Owensboro, Ky.

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KBOR, Brownsville, Tex.

WULCHIN, STEVE
WHAP, Hopewell, Va.

WYLIE, BOB
Sports Quiz
WAKR, Akron, Ohio

WYMAN, MAL
KALL, Salt Lake City, Utah

WYNN, JIM
KVIM, New Iberia, La.

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Sports Special
WOWL, Florence, Ala.

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YONTZ, BOB
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WWSO, Springfield, Ohio

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WACB, Kittanning, Pa.

YOUNG, JAY
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WERC, Erie, Pa.

YOUNG, TOMMY
Play By Play
KWAT, Watertown, S. D.

YOUNGBLOOD WESLEY
KSEL, Lubbock, Texas

— Z —

ZABEL, JIM
WHO, Des Moines, Iowa

ZARO, RIO
Sports Forecasts
KYCA, Prescott, Ariz.

ZASTROW, DON
Sport Capsule
WTKM, Hartford, Wis.

ZEGARSKIE, EDDIE
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WHUB, Coosaville, Tenn.

ZEIDMAN, IRV
Sports Whirl
KNOE, Monroe, La.

ZELICH, MARK
World of Sports
WATW, Ashland, Wis.

ZIMMERMAN, BOB
In the World of Sports
KOEL, Oelwein, Iowa

ZOGG, HAL
Roundtable of Sports
KUTA, Salt Lake City, Utah



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NBC-TV

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1952



— A —

ABBOTT, TOM
WJMR, New Orleans, La.

ABELS, ED
Comments on Local Affairs
KLWN, Lawrence, Kansas

ACKERLY, ROBT. J.
KXA, Seattle, Wash.

ADAMS, BILL
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KGO, San Francisco, Cal.

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WCCO-TV, Minneapolis, Minn.

ADKINS, JOHN
WETB, Johnson City, Tenn.

AGRAIT, GUSTAVO
WIPR, San Juan, Porto Rico

AGRONSKY, MARTIN
Martin Agronsky and the News
ABC

AHEARN, TOM
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WXYZ-TV, Detroit, Mich.

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Shell News Digest
WFBR, Baltimore, Md.

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CKOY, Ottawa, Ont.

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WPAZ, Pottstown, Pa.

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WBVP, Beaver Falls, Pa.

ALLEN, PHIL
KOIL, Omaha, Neb.

ALLEN, SPENCER
S. A. & the News
WGN-TV, Chicago, Ill.

ANDERSON, TREZZVANT W.
Pittsburgh Courier News
WUST, Bethesda, Md.

ANDREWS, EARL
WAUD, Auburn, Ala.

ANDREWS, HIRAM G.
Dispelling the Fog
WARD, Johnstown, Pa.

ANDREWS, M. CARL
Over the Editor's Desk
WDBJ, Roanoke, Va.

ANGELL, JACK
WNBQ, Chicago, Ill.

ANTHONY, DICK
KDAL, Duluth, Minn.

ANTHONY, JULIAN
News of Tomorrow
Headline Edition
ABC

ANTHONY, LEE
WTAD, Quincy, Ill.

ARMSTRONG, BILL
WRAL, Raleigh, N. Carolina

ARNOLD, BILL
WTOD, Toledo, O.

ARTHUR, BILL
Buckeye Viewpoint
WRFO, Worthington, O.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

ARTHUR, BOB
Voice of the News
WEEK, Peoria, Ill.

ARTHUR, FRANK
News at Thirty
KSN, San Francisco, Calif.

ASHLEY, CHARLES
WEEL, Boston, Mass.

AUSTIN, BILL
WPLH, Huntington, W. Va.

AYARSE, JOSEPH
Delaware Valley Review
WTTM, Trenton, N. J.

— B —

BACH, GUNNAR
Headline Edition, News of Tomorrow, This Week Around the World, ABC

BAGDASARIAN, A. C.
WNBZ, Saranac Lake, N. Y.

BAIR, PAUL
WEOA, Evansville, Ind.

BAIRD, NEIL
KXOL, Fort Worth, Tex.

BAKER, JOHN
WHBC, Canton, O.

BAKER, ROLAND
Headline Digest
KXYZ, Houston, Tex.

BALDWIN, FRANCES OAKES
CKLN, Nelson, B. C.

BALL, BOB
WHO, Des Moines, Iowa

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2:55 Newscast, NBC; 6:66 P.M. Newscast, WNBC; 11:00 P.M. Newscast, WNBC; Proudly We Hail, U. S. Army Syndicated 2,000 stations.

BARBER, GEORGE
WCOG, Greensboro, N. C.

BRABER, JULIAN
WGIV, Charlotte, N. Carolina

BARNES, HARRIET
Hello People
KSRQ, Santa Rosa, Cal.

BARRIAULT, ARTHUR
News
NBC

BARRY, LESTER
On The Farm
KVCV, Redding, Cal.

BARTON, FRANK
11th Hour News
KNBH, Hollywood, Cal.

BASSINDALE, BOB
News with Bassindale
WBAP-TV, Fort Worth, Tex.

BASSO, NICK
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WSAZ-TV, WSAZ, Charleston, W. Va.

BATSON, GAY
Shell News
WDSA, New Orleans, La.

BATTS, JAMSE W.
Eight O'Clock News
WNNC, Newton, N. C.

BAUGH, ERNEST
WMAR-TV, Baltimore, Md.

BAUKHAGE, H. R.
Mutual

BEATTY, MORGAN
News of the World
NBC

BECK, BILL
WBBZ, Ponca City, Okla.

BEEBNER, HUGH
Town Talk
CKPC, Brantford, Ont.

BELKUNP, AL
WEST, Salem, Mass.

BELL, ED
WIVY, Jacksonville, Fla.

BELL, GLENN
Between the Lines
KLMR, Lamar, Colo.

BELLO, TONY
WJPF, Herrin, Ill.

BELNAP, W. J.
Town Crier
KMVI, Lailuku, Maui, T. H.

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KOWH, Omaha, Neb.

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News Editor
WOL, Washington, D. C.

BERGHOLM, NORMAN
WNAV, Annapolis, Md.

BERNAN, MEL
WHAT, Philadelphia, Pa.

BERNHARD, PAT
Broadside of News
WFOY, St. Augustine, Fla.

BERRELL, LARRY
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KBIG, Avalon, Calif.

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WOWL, Florence, Ala.

BIDDLE, RUTH
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BIGLER, TOM
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WILK, Wilkes-Barre, Pa.

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WMBD, Peoria, Ill.

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KUGN, Eugene, Ore.

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KCSJ, Pueblo, Colo.

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BOUTET, G.
Nouvelles de chez nous
CHEF, Granby, Que.

BOUTON, ED
WRTV, Utuca, N. Y.

BOWERS, BILL
KTTTS, Springfield, Mo.

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CFBC, St. John, N. B.

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BOYETTE, PAT
KEYL, San Antonio, Tex.

BOYLE, WM.
WCPA, Clearfield, Pa.

BRADFORD, BOB
Bradford Views the News
WREL, Lexington, Va.

BRADLEY, FRANK R.
KELY, Ely, Nev.

BRANCH, NEAL
WBIR, Knoxville, Tenn.

BRANCH, TAYLOR
WRR, Dallas, Texas

BRECKEN, PHIL
WVYW, Fairmont, W. Va.

BRENNER, SID
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WNHC, New Haven, Conn.

BRENCIA, MATTY
KWEM, West Memphis, Ark.

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BRINKLEY, DAVID
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NBC-TV

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WSTV, Steubenville, O.

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Fresno, Cal.

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WDLP, Panama City, Fla.

BROOKS, CLIFF
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WGBF, Evansville, Ind.

BROOKS, NED
Sunoco Three Star Extra

BROPHY, FRED
WHIO, Dayton, Ohio

BROUGHAM, GLEN
Columbus Newsreel
WGBA, Columbus, Ga.

BROUSSEAU, CLAUDE
CKCH, Hull, Que.

BRUCE, DONALD
WIRE, Indianapolis, Ind.

BRUNEAU, ROGER
CKCV, Quebec

BRUNER, ROBERT
WIOU, Kokomo, Ind.

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BROWN, HOWARD
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WKNY, Kingston, New York

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KTSM, El Paso, Texas

BRYSON, LYMAN
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WMSL, Decatur, Ala.

BULLEN, REED
KVNU, Logan, Utah

BULLER, DICK
WKMH, Dearborn-Detroit, Mich.

BUMPUS, HAL
KVOR, Colorado Springs, Colo.

BUR, NIC
WBAY, Green Bay, Wis.

BURDET, WINSTON
CBS

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Editor of the Air
KFVD, Los Angeles, Cal.

BURKS, WALTER
KIMO, Independence, Mo.

BURNS, JOSEPH
Mid-Afternoon News Report
KNHC-TV, New Haven, Conn.

BURTON, BILL
Farm News and Views
WJER, Dover, O.

BURTT, EVELYN
WHAI, Greenfield, Mass.

BUSLEE, HENRY
WISC, Madison, Wis.

BUTLER, FRANK
WTCN, Minneapolis, Minn.

BUTLER, HOMER
Marion Daily Republican
WEBQ, Harrisburg, Ill.

BUTSCHER, TOM
WMOA, Marietta, Ohio

BUTT, BERT
Daily News
St. John's, Nfld.

BUTT, J. KINGSLEY
WIRA, Ft. Pierce, Fla.

BUTZ, BOB
KBOL, Boulder, Colo.



DOUGLAS EDWARDS

CBS News Commentator



GUY RUNNION

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

CALVIN, HAROLD
Passing Parade
WPFB, Middletown, O.

CAMPBELL DAVE
WAPI Birmingham, Ala.

CANHAM, ERWIN D.
Christian Science Monitor
Views and News
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Carey's Corner
WSPB, Sarasota, Fla.

CARR, JOHN
WIL, St. Louis, Mo.

CARRINGTON, BOB
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WXYZ-TV, Detroit, Mich.

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WOTW, Nashua, N. H.

CARTER, CAL
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WNBFTV, Binghamton, N. Y.

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WHOL, Allentown, Pa.

CHANDLER, TED
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Yellow River Farm
WEAS, Decatur, Ga.

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KLX, Oakland, Cal.

CHEVERTON, DICK
WMT, Cedar Rapids, Iowa

CHILDS, RALPH
KMA, Shenandoah, Iowa

CHRISTIE, GEORGE
Old Crusader
WFEA, Manchester, N. H.

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CKLW, Detroit, Mich.

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WAGA, Atlanta, Ga.

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KWIE, Kennewick, Wash.

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WAYS, Charlotte, N. C.

CLARK, RAY
WOW-TV, WOW, Omaha, Neb.

CLAWSON, JAMES G.
12-15 Edition
KRKK, Rexburg, Idaho

CLEARY, J. M.
WESB, Bradford, Pa.

CLEMENTS, JACK
WWNC, Asheville, N. C.

CLINE, KEN
WJBK-TV, Detroit, Mich.

CLOS, JEAN
Clos Look at the News
WKLO, Louisville, Ky.

CLOUD, RAY
News Editor
KAVL, Lancaster, Cal.

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WEIR, Weirton, W. Va.

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WTOP, Washington, D. C.

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WFBC, Greenville, S. C.

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WRUF
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WGL, Fort Wayne, Ind.

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KSFO, San Francisco, Cal.

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KFEQ, St. Joseph, Mo.

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KLCB, Libby, Montana

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ABC

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WHPE, High Point, N. C.

COMPTON, GEO. C.
WJPS, Evansville, Ind.

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KTHH, Houston, Texas

CONDON, GLENN
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WFIN, Findlay, Ohio

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WBRE, Wilkes-Barre, Pa.

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WCOP, Boston, Mass.

COX, MERLIN
Meaning Behind the News
WTBF, Troy, Ala.

COX, REG
WCAP, Lowell, Mass.

COY, JIM
WNBC, New York City

CRAIG, CHARLES
WDYA, Danville, Va.

CRAIG, VERN
Open Mike Forum
WKAP, Allentown, Pa.

CRAMER, JOHN E.
This Week in Review
WMIX, Mt. Vernon, Ill.

CRISWELL, WILLIAM
6 o'clock News
WCUM, Cumberland, Md.

CRONKITE, WALTER
WTOP, Washington, D. C.

CROWLEY, BILL
WARA, Attleboro, Mass.

CUMMISKEY, JOE
WAGE, Syracuse, N. Y.

CUNNINGHAM, BILL
WNAC-TV, WNAC, Boston,
Mass.

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Behind the News
KSUE, Susanville, Cal.

CURTIS, FRANK
WTRF, Bellaire, Ohio

CUTLER, JIM
WKIP, Poughkeepsie, N. Y.

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DABECCO, HENRY
WJAS, Pittsburgh, Pa.

DABOUL, JOE
WJKO, Springfield, Hampden,
Mass.

D'ACCARDO, GENE
Between the Lines
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WNAB, Bridgeport, Conn.

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KEYS, Corpus Christie, Texas

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Your 1460 Commentator
WBET, Brockton, Mass.

DALRY, JOHN
This Week Around The World
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WKBY, Richmond, Ind.

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R. D.'s Commentary
WCAV, Norfolk, Va.

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WAKN, Aiken, S. C.

DAVIS, ELMER
Elmer Davis and the News
ABC

DAVIS, REX
KMOX, St. Louis, Mo.

DAVIS, ZONA B.
News Column of the Air
WCRA, Effingham, Ill.

DAY, CHARLES
Shell News
WGAR, Cleveland, O.

DEBNAM, W. E.
Debman Views the News
WPTF, Raleigh, N. C.

DEEGAN, JOHN
Eastern Pa. Today
WHUM-TV, WHUM, Reading,
Pa.

DELL, FREDERIC T.
KGDE, Fergus Falls, Minn.

DENNETT, JACK
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DERBACK, ED
CKY, Winnipeg

DESMOND, EDWARD
WINA, Charlottesville, Va.

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WERL, Westerly, R. I.

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News by DeYoannes
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WTRF, Bellaire, Ohio

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WJAS, Pittsburgh, Pa.

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WBEV, Beaver Dam, Wis.

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WILS, Lansing, Mich.

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WLW-D, Dayton, O.

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WNBZ, Chicago, Ill.
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KELD, Eldorado, Ark.

DUGGAN, VINCE
CKOK, Penticton, B. C.

DULANE, CIUICK
WGAY News
WGAY, Silver Spring, Md.

DUNCAN, JOHN
KIST, Santa Barbara Cal.

DUNHAM BOB
KVOR Colorado Springs, Col.

DUNN, JACK
WDAY, Fargo, N. D.

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WSNJ, Bridgeton, N. J.

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KPAC, Port Arthur, Texas

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WPBC, Minneapolis, Minn

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WSID, Baltimore, Md.

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WJPF, Herrin, Ill.

EBEL, WALTER
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EDMONDS, GEN, J. E.
WLOS, Asheville, N. C.

EDMONDS, JAMES
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EDWARDS, CURT
WTCN, Minneapolis, Minn.

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EDWARDS, JOHN
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EDWARDS, ROSS
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EID, LEIF
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KBIS, Bakersfield, Calif.

ELIOT, IAN A.
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ERICKSON, CARL
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FALK, ED
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FREEMAN, HARRY
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GEBERS, KEITH
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KPIR, North Bend, Ore.

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GORDON, ROGER V.
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GOTBERG, GEORGE
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GOW, GEORGE
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MAYNE, JACK
KVCV, Redding, Cal.

MEHRMAN, BOB
WTAO, Cambridge, Mass.

MEIER, EVANS
WJAG, Norfolk, Neb.

MELLA, WM. F.
WWNC, Asheville, N. C.

MELTON, ORRIN
KSOO, Sioux Falls, S. Dak.

MERRILL, GLACUS G.
WHAR, Clarksburg, W. Va.

MERRITT, LEE
KTBB, Tyler, Texas

MERRYMAN, PHILIP
The World Tonight
WICC-TV, Bridgeport, Conn.

MEYNEKS, JOSE ARNALDO
WAPA, San Juan, P. R.

MIDMORE, JOE
CKWX, Vancouver, B. C.

MISKSCHE, MIKE
Central Ore. Roundup
KRCC, Pringle, Ore.

MILLER, JULIUS
It Happened Today
WTTV, Bloomington, Ind.

MILLER, KEN
News & Views
KVOO, Tulsa, Okla.

MILLS, E. C.
WRJW, Picaune, Miss.

MILLER, BILL
WTAX, Springfield, Ill.

MILLER, DOROTHY
WHAI, Greenfield, Mass.

MILLER, NOAH
Bedford Story
WBIW, Bedford, Ind.

MITCHELL, FORD
KABC, San Antonio, Texas

MITCHELL, J. W.
KSFA, Nacogdoches, Texas

MILLS, WILLIAM
Valley News
KEEN, San Jose, Cal.

MITCHUM, M. M.
Behind The Headlines
KTTR, Rolla, Mo.

MOFIELD, RAY
DX News
WPAD, Paducah, Ky.

MONTANO, JUAN LOPEZ
WCMN, Arecibo, P. R.

MONROE, JIM
KCMO, Kansas City, Mo.

MORGAN, EDWARD P.
CBS

MORGAN, MURRAY
KTAC, Tacoma, Wash.

MORRIS, EDMUND
CJCH, Halifax, N. S.

MORRIS, JACK
KTUL, Tulsa, Okla.

MORRIS, MERRILL
WMTR, Morristown, N. J.

MORRISON, WILBUR
WRUN, Utica, N. Y.

MOTT, HARVEY L.
Harvey Mott Commentary
KOY, Phoenix, Ariz.

MOUZON, H. D.
Dateline Collin County
KMAE, McKinney, Tex.

MUNGER, JOHN
WJPS, Evansville, Ind.

MUNN, E. HAROLD, JR.
WTVB, Coldwater, Mich.

MUNYAN, HARRY
The Rambler
WIOD, Miami, Fla.

MURGOY, LEAR
KGHL, Billings, Mont.

MURPHY, C. JIM
The World Today
WRLD, Lanett, Ala.

MURRAY, DAVE
The World Tonight
WDTV, Pittsburgh, Pa.

MURROW, EDWARD R.
CBS

MUSSON, CHARLES
WJEH, Gallipolis, Ohio

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NAGLE, DAVE
KTHT, Houston, Texas

NAHAS, FRED
Tomorrow's History
KXYZ, Houston, Tex.

NASH, BOB
KFYO, Lubbock, Texas

NASH, JERGEN
WLOL, Minneapolis, Minn.

NEIL, JACK
KTRM, Beaumont, Texas

NEILLY, JOE MAC
Five Star Final
WKTM, Mayfield, Ky.

NELSEN, M. L.
WHO, Des Moines, Iowa

NELSON, BOB
WSAU, Wausau, Wis.

NELSON, PAUL
Farm Reporter
KFRE, Fresno, Cal.

NELSON, ROBERT
WSYR, Syracuse, N. Y.

NELSON, TED
KOBK, Owatonna, Minn.

NETTLESHIP, HAL
WKID, Urbana, Ill.

NICHOLS, DAVID
WTVN, Columbus, O.

NICHOLS, LES
Mutual

NICHOLS, LESLIE
News Views
WGN-TV, Chicago, Ill.

NICHOLSON, DON
WTAD, Quincy, Ill.

NIEHAY, ED
MidDay News
KDas, Malvern, Ark.

NISBET, NEIL
CKWX, Vancouver, B. C.

NOLAN, JOHN
CJON, St. John, Newf.

NORWOOD, CHARLES
World News Today
WNHC-TV, New Haven, Conn.

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OAKLEY, BILL
It Happened Last Night
WEEK, Peoria, Ill.

O'BRIEN, LEE
Women in News
KIUP, Durango, Colo.

O'BRIEN, LEO
News & You
WRGB, Schenectady, N. Y.

O'BRIEN, LEO W.
WPTN, Albany, N. Y.

O'BRIEN, MICHAEL
Maine Political Scene
WFAU, Augusta, Maine

O'BRIEN, PAT
As It Looks From Here
KIUP, Durango, Colo.

O'BRIEN, THOS.
KHBC, Hilo, Hawaii

O'CONNOR, JACK
Six PM News
WJHP, Jacksonville, Fla.

O'CONNOR, JOHN
Colorado Report
KCRT, Trinidad, Colo.

O'CONNOR, LEN
News on the Spot
WMAQ, Chicago, Ill.

ODSON, BOB
WMOH, Hamilton, O.

OGREN, CHARLES
WHUC, Hudson, N. Y.

O'HALLORAN, HAL
KFH, Wichita, Kan.

OLIVER, WM. M., SR.
WREV, Reidsville, N. C.

O'MEARA, DAN
Six-Thirty News
WIBC, Indianapolis, Ind.

ONCKEN, ED
Nev. News Digest
KENO, Las Vegas, Nev.

ORR, WYNTHROP
Beyond the News
KGU, Honolulu, Hawaii

OVERTON, GEORGE
News Review
KMUS, Muskogee, Okla.

OWENS, RAYMOND KRISSE
Today in Syracuse
WFBL, Syracuse, N. Y.

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PALMER, CHUCK
KRNO, San Bernardino, Cal.

PALMER, GEORGE
Front Page News
WKRC-TV, Cincinnati, O.

PARKER, AL
WJJD, Chicago, Ill.

PARKER, BEN L.
Your News Analyst
KBOP, Pleasanton, Tex.

PARKER, LARRY
KKJK, Forrest City, Ark.

PARKER, LAWRENCE
KMA, Shenandoah, Iowa

PARNELL, BOB
KALE, Richland, Wash.

PASHLEY, RALPH
CJVI, Victoria, B. C.

PARSONS, LOUELLA O.
B. Freeport, Illinois; Louella Par-
sons Show, Radio Network.

PAUL, NORMAN
KSJO, San Jose, Cal.

PAULIN, ED
Local Beat
WJER, Dover, O.

PAULL, ED
WCED, DuBois, Pa.

PAULOS, BOB
Noontime News
KJRL, Pocatello, Idaho

PAYTON, JAMES T.
WDSM, Superior, Wis.

PEARSON, DREW
ABC

PEARSON, LEON
World News Roundup
Critics At Large
NBC

PEDACE, JAMES V.
Around the Town
WICH, Norwich, Conn.

PEELE, HERBERT
Peelings
WGAI, Elizabeth City, N. C.

PELLEIN, JEAN
CHLN, Trois-Rivieres, Que.

PEPPER, FRANK W.
WTNT, Tallahassee, Fla.

PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.

PETERSON, CHARLIE
KLIZ, Brainerd, Minn.

PETERSON, ELMER
Elmer Peterson & The News

PETTI, RALPH
WJAS, Pittsburgh, Pa.

PETTIT, ED
Mutual

PHILLIPS, GEORGE
WAVZ, New Haven, Conn.

PHILLIPS, HAL
KTOK, Oklahoma City, Okla.

PIERCE, JENNINGS
KMED, Commentary
KMED, Medford, Ore.

PIERSON, BILL
WHKK, Akron, O.

PIGGOTT, JOE
News Roundups
WLRP, New Albany, Ind.

PISTON ED
KYNO, Fresno, Cal.

POITRAS, OLIVA
CKBL, Matane, Que.

PORTER, HOMER
Community News
WDLB, Marshfield, Wis.

POULIN, HENRI
CKVL, Verdun, Canada

POWELL, ED
Youngstown News
WWCA, Gary, Ind.

POWELL, CHARLIE
WWCA, Gary, Ind.

POWELL, TOM
WGBI, Scranton, Pa.

PRICE, GRANT
KXEL, Waterloo, Iowa

PRICE, JOHN
Price News
WKAT, Miami Beach, Fla.

PUTNAM, GEORGE
B. Minnesota; George Putnam
and the News, KTTV.

PYNE, JOE
WILM, Wilmington, Del.

— R —

RADFORD, JACK
CFJR, Brockville, Ont.

RANDALL, JIM
KFSB, Joplin, Mo.

RANEY, REX
WBIR, Knoxville, Tenn.

RAYMER, GEORGE
WHHH, Warren, O.

READE, JOHN C.
CFRB, Toronto, Ont.

REDMAND, ANN
WIEL, Elizabethtown, Ky.

REEVES, GRADY M.
WBEP, Huntsville, Ala.

REEVES, HAL
KVOS, Bellingham, Wash.

REINHART, TED
WEAM, Arlington, Va.

REITER, FRED
Special Edition
WFLA, Tampa, Fla.

RENICK, RALPH
Renick Reporting
WTVJ, Miami, Fla.

REVELLE, ORVILLE
WFTL, Ft. Lauderdale, Fla.

REX, JOE
WLOK, Lima, O.

REYNOLDS, FRANK
Peak of the News
WBKB, Chicago, Ill.

RHOADES, PAUL
KRNT, Des Moines, Iowa

RICHMOND, FRANCIS
Avisco News Reporter
WMGW, Meadville, Pa.

RIDDEL, CORWIN
KSEL, Lubbock, Texas

RIDENOUR, GEORGE
Ridenour Checks the News
WELM, Elmira, N. Y.

RILEY, D. X.
KILQ, Grand Forks, N. D.

RILEY, JOHN E.
WVAM, Altoona, Pa.

RINEMAN, JOHN F.
WLAN, Lancaster, Pa.

RITCHIE, CARL
Second Look
KOCO, Salem, Ore.

ROBBINS, BILL
WSAI, Cincinnati, O.

ROBERTS, PETER
NBC, NBC-TV

ROBINS, GUS
WHAP, Hopewell, Va.

ROBINSON, STAN
Around the Globe
WTNS, Coshocton, O.

ROBINSON, WIP
KFNF, Shenandoah, Iowa

ROGERS, JACK
KBRO, Bremerton, Wash.

ROGERS, MACK
News Room
WKY-TV, Oklahoma City,
Okla.

ROPER, ELMO
Political Analyst
NBC

ROSS, STAN
One Man's Viewpoint
CJCA, Edmonton, Alta.

ROSS, THELMA
KORC, Mineral Wells, Texas

ROWLEY, ROBERT
WXEL, Cleveland, O.

ROYEN, JAY
Today in Washington
WNBW, Washington, D. C.

ROYSTER, N. L.
As I See It
WGBR, Goldsboro, N. C.

RYAN, GEORGE
WPMP, Pascagoula, Miss.

RYAN, JACK
WHUM, Reading, Pa.

RYAN, MICHAEL
News This Morning
WLEA, Hornell, N. Y.

RYAN, P. F.
Inland Newsreel
CBT, Grand Falls, Newf.

RYAN, "RED"
WMGY, Montgomery, Ala.

RUCKER, J. ROSS
This is Monahans
KVKM, Monahans, Tex.

RUMMINGER, ELMER
WMUU, Greenville, S. C.

RUNNION, GUY
News
KFWB, Los Angeles, Cal.

RUNYON, BOB
Runyon Reporting
WOOD-TV, Grand Rapids,
Mich.

RUSSELL, DAVE
KFDM, Beaumont, Texas

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SAGUE, SR.
WSRS, Cleveland, Ohio

ST, GEORGE, DORIAN
Nightcap News
WJZ-TV, New York, N. Y.

SALMON, DR. E. T.
CKOC, Hamilton, Ont.

SANCHEZ, ALBERTO
WIPR, San Juan, P. R.

SANDERS, ALBERT
Mercury News
WMAZ, Macon, Ga.

SANDERS, J. L.
Editorials in Review
KGFH, Flagstaff, Ariz.

SANTIAGO, RAFAEL RIVERA
WAPA, San Juan, P. R.

SARTAIN, AUNFORD
Sartain Observations
WTBF, Troy, Ala.

SAVAGE, R. J.
KGBG, Galveston, Texas

SCHHEYNG, KARL F.
WLAN, Lancaster, Pa.

SCHWAMB, RUSS
Town Crier
KDRS, Paragould, Ark.

SCHWEER, ROLAND
KRIO, McAllen, Texas

SCOFIELD, CARTER
WDBO, Orlando, Fla.

SEEL, CHAS.
WFPG, Atlantic City, N. J.

SEIBELS, GREN
WMSC, Columbia, S. C.

SENNING, JOHN
WBRD, Ft. Lauderdale, Fla.

SEVAREID, ERIC
CBS

SEXTON, JESSE
Noon Edition
KALB, Alexandria, La.

SHADEL, BILL
CBS

SHAW, CHARLES
WCAU, Philadelphia, Pa.

SHAW, TOM
KFDA, Amarillo, Texas

SHILL, TED
WBNS, Cleveland, Ohio

SHIELLEY, JACK
WHO, Des Moines, Iowa

SHERMAN, RAY
WLEC, Sandusky, O.

SHERWOOD, DON
WIKY, Evansville, Ind.

SHIELDS, A. T.
WLDY, Lady-smith, Wis.

SHINN, JUNEAU
Report to the Valley
KLIX, Twin Falls, Idaho

SHUREK, JAMES, JR.
KFGO, Fargo, N. D.

SHROYER, LARRY
Shroyer Speaks
WPRC, Lincoln, Ill.

SHUFFETT, CHUCK
WVLK, Lexington, Ky.

SILVER, DOUGLAS
WIRA, Ft. Pierce, Fla.

SIMS, EDW.
This Week in S. C.
WTND, Orangeburg, S. C.

SINGISER, FRANK
Mutual

SKILLERN, KEN
KSEY, Seymour, Texas

SLACK, BEN L.
KVOA, Tucson, Arizona

SMITH, ALEX L.
News in Review
CJOS, Stratford, Ont.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, BILL
Week in Review
WBIW, Bedford, Ind.

SMITH, F. COURTNEY
WEOA, Evansville, Ind.

SMITH, DAVE
KVET, Austin, Texas

SMITH, FRANK
KRES, St. Joseph, Mo.

SMITH, HARRY
WSAM, Saginaw, Mich.

SMITH, HOWARD K.
CBS

SMITH, JIM
WCUE, Akron, O.

SMITH, JIM
Evening Roundup
WTMC, Ocala, Fla.

SMITH, LEON
WFNS, Burlington, N. C.

SMITH, ROLF
WCOW, S. St. Paul, Minn.

SMITH, STAN
WJRD, Tuscaloosa, Alabama

SOKOLSKY, GEORGE
George Sokolsky Program
ABC

SPRAGG, GRAYDON H.
WHA1, Greenfield, Mass.

SPRAGUE, WILLIAM
NBC

STADLER, GLEN
News Analyst
KERG, Eugene, Ore.

STANSELL, C. V.
WDAF, Kansas City, Mo.

STANTON, WELCOME
KICK, Springfield, Mo.

STAPLES, JOHN
KRNO, San Bernardino, Cal.

STEELE, JOHN
Behind the News
KRMG, Tulsa, Okla.

STEELMAN, JOHN
Battle Report
NBC-TV

STEPHENSON, RON
WJAC, Johnstown, Pa.

STERNBERGER, ESTELLE M.
You and the News
WLIB, New York, N. Y.

STEVEN, JOHN
KEVT, Kerryville, Texas

STEWART, HOWARD
WBOW, Terre Haute, Ind.

STEVENS, LEN
WHAT, Phil., Pa.

STEWART, PHILIP
KFXM, San Bernardo, Cal.

STEWART, WM. G.
Washington Highlights
KFKA, Greeley, Colo.

STICKLE, DAVID V. R.
WMAR-TV, Baltimore, Md.

STRATTON, GEORGE
KWRO, Coquille, Ore.

STUCKENRATH, ROBERT
Stuckenrath & The News
WKVA, Lewistown, Pa.

STURM, DEAN
WNXT, Portsmouth, Ohio

SULLIVAN, PAUL
WIP, Phil., Pa.

SUMPF, RUSS
Late Evening News
WBRY, Waterbury, Conn.

SUNKEL, CARL E.
WPRS, Paris, Ill.

SWAYZE, JOHN CAMERON
B. April 4, 1906, Wichita, Kansas; Camel News Caravan, NBC-TV; Sidelines on the News, NBC.

SWEENEY, RAY
WHLD, Niagara Falls, N. Y.

SWENSON, JACK
WFYR, Bismarck, North Dak.

SWITZER, WM.
WORZ, Orlando, Fla.

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TABER, BOB
Between the Lines
WKLF, Clanton, Ala.

TAINTER, ERIC
KCKN, Kansas City, Kans.

TALBOT, BILL
KODL, Omaha, Neb.

TALL, MARTIN
WCRB, Waltham, Mass.

TAYLOR, BRYSEN
WVPO, Stroudsburg, Pa.

TAYLOR, DR.
KING-TV, Seattle, Wash.

TAYLOR, GENE
Highlights and Sidelines
KIKI, Honolulu, T. H.

TAYLOR, HENRY J.
Your Land and Mine
ABC

TAYLOR, LEE
WINZ, Miami, Fla.

TAYLOR, VESTAL C.
WFNC, Fayetteville, N. C.

TEASDALE, REYNALD
CJEM, Edmunston, N. B.

TEMBY, BRITT
WKNX, Saginaw, Mich.

TEMPLE, ALVIS H.
Day in Review
WKCT, Bowling Green, Ky.

TERRY, BILL
WJAR, Providence, R. I.

TERRY, JOHN
Ohio Go Round
WVKO, Columbus, O.

TERWY, TYS
WMP5, Memphis, Tenn.

THEERINGER, GEORGE
News & Views
WRBL, Columbus, Ga.

THOMAS, LOWELL
CBS

THOMAS, LYNN C.
Imperial Valley News
KROP, Brawley, Cal.

THOMAS, LYNN C.
KWRO, Coquille, Ore.

THOMAS, W. J.
WCPA, Clearfield, Pa.

THOMAS, WARREN
WKRC-TV, Cincinnati, O.

THOMPSON, A. J.
WVMI, Biloxi, Miss.

THOMPSON, JIM
WJLL, Niagara Falls, N. Y.

THOMPSON, RAY
KROC, Rochester, Minn.

THOMSEN, CHRISTIE
WBEL, Beloit, Wis.

THORNBERG, OLIVER
News at Noon
WAGA-TV, Atlanta, Ga.

THORNE, TED
Covering Calumet
WWCA, Gary, Ind.

THORGERSEN, ED
March of Time Sport Series;
Dumont News and Sports; Stude-
baker Televiews of the News,
WPIX.

THEMAL, HARRY F.
WILM, Wilmington, Del.

TILLER, GUY
Spotlight on Ga.
WQXI, Atlanta, Ga.

TILLMAN, JOHN
Telepix
WPIX, New York, N. Y.

TITCHENER, DOROTHY
WENE, Binghamton-Endicott,
N. Y.

TOBIAS, RICHARD
WCLI, Corning, N. Y.

TODD, JACKIE
Evangeline News
KJEF, Jennings, La.

TOLEMAN, E. C.
Behind the News
WZIP, Covington, Ky.

TOMLINSON, GEORGE
WEOK, Poughkeepsie, N. Y.

TRAVIS, G. EDWARD
WGH, Newport News, Va.

TREMBLE, AL
KDDD, Dumas, Texas

TREXLER, LARRY
WING, Dayton, O.

TRIBULET, LESLIE, PROF.
Trend of the Times
WLAD, Danbury, Conn.

TRIPP, BOB
WFAA, Dallas, Texas

TROTTER, JOHN R.
Behind the News
KHBG, Okmulgee, Okla.

TROUT, ROBERT
CBS

TRUE, HAROLD
WWJ, Detroit, Mich.

TRUE, J. SCOTT
True to the Farm
WFTM, Maysville, Ky.

TUCKER, JACK
WTVR, Richmond, Va.

TUMA, CY
Window of World Events
KOTV, Tulsa, Okla.

TURNER, JIM
WSTP, Salisbury, N. C.

TURNER, ULMER
Ulmer Turner & The News
WBBK, Chicago, Ill.

TYLER, NOAH
WWPB, Miami, Fla.

TYLER, WAYNE
WLVA, Lynchburg, Va.

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UTLEY, CLIFTON
NBC

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VACCA, JOHN
Behind the Headlines
KOSA, Odessa, Tex.

VAILE, DAVID
KNX, Los Angeles, Cal.

VAINRIB, STAN
WILD, Birmingham, Ala.

VAN DYKE, RUSS
KRNT, Des Moines, Iowa

VAN HAGEL, PAUL
WEAM, Arlington, Va.

VAN HORN, GEORGE
WIKY, Evansville, Ind.

VAN LYLE
WOR, N. Y.

VIDLER, KEITH
Vidler Views the News
KSYC, Yreka, Cal.

VINALL, JIM
KICA, Clovis, N. M.

VOGEL, PHIL
WGRV, Charleston, W. Va.

VOGELMAN, ROY
WNA, Madison, Wis.

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WADE, TOM
WIMA, Lima, O.

WALLACE, ED
WTAM, WNBK, Cleveland, O.

WALTERS, JACK
WCAU, Phil., Pa.

WALTON, ROBERT
WJBS, DeLand, Fla.

WALSH, FRANK J.
WBCM, Bay City, Mich.

WARMOTH, ED
KNPT, Newport, Ore.

WARNER, ALBERT
Sunoco Three Star Extra
NBC

WARNER, CARL
WJJD, Chicago, Ill.

WARNER, FORD
KXOB, Stockton, Cal.

WARREN, BOB
NBC

WARREN, C. V.
Behind The News
KJFJ, Webster City, Iowa

WASHBURN, SHERMAN
First Edition
KIX, Portland, Ore.

WASS, BOB
WERE, Cleveland, Ohio

WATERHOUSE, PHIL
KERN, Bakersfield, Cal.

WATERS, PHIL
Hometown Reporter
KOOS, Coos Bay, Ore.

WATSON, BROOKS
WMBD, Peoria, Ill.

WATERSON, BILL
WJEH, Gallipolis, Ohio

WAY, DOUGLAS L.
Long Island Today
WALK, Patchogue, N. Y.

WAYMAN, KEN
KFOR, Lincoln, Neb.

WAYNE, MAURY
KTBS, Shreveport, La.

WEATHERWAX, BEN K.
KBKW, Aberdeen, Wash.

WEBB, BERT
KORC, Mineral Wells, Texas

WEBER, GLENN
World News
WMOO, Covington, Ga.

WEIKLEY, DOUGLAS
Lee's Commentary
WMNE, Menomonie, Wis.

WEISS, DR. ERIC
KGOB, Portland, Ore.

WELCH, WALTER
KENI, Anchorage, Alaska

WELLS, FRANK
WSGW, Saginaw, Mich.

WELLS, JIM
KSPI, Stillwater, Okla.

WEST, DICK
Sacramento News Letter
KBOX, Modesto, Cal.

WEST, KELLY
KLYN, Amarillo, Texas

WESTBROOK, TED
WKBV, Richmond, Ind.

WESTERKAMP, DICK
WBEN, Buffalo, N. Y.

WESTON, ED
WCPO-TV, Cincinnati, O.

WHALEN, BILL
WCUE, Akron, Ohio

WHEELER, C. D.
Inside Oregon
KLIQ, Portland, Ore.

WHEELER, DICK
KTBB, Tyler, Texas

WHELOCK, HOWARD E.
WKNE, Keene, N. H.

WHITE, DON W.
WHOK, Lancaster, O.

WHITE, HYLAND
Looking into News
WLBR, Lebanon, Pa.

WHITE, KEN
Denver Post News
KTLN, Denver, Colo.

WHITEHOUSE, JACK
KYUM, Yuma, Ariz.

WHITTAKER, TOM
WGSM, Huntington, N. Y.

WICK, PETE
The Editor
KIT, Yakima, Wash.

WICKENBERG, CHARLES
WMSC, Columbia, S. C.

WILDER, JAMES M.
WFRP, Savannah, Ga.

WILEY, VIC
Tri-County Comments
WWSC, Glens Falls, N. Y.

WILKERSON, JOE
KVIM, New Iberia, La.

WILLIAMS, BYRON
WAJR, Morgantown, W. Va.

WILLIAMS, DOC
WADC, Akron, Ohio

WILLIAMS, JOHN K.
WFOU, Marietta, Ga.

WILLIAMS, VERN
Report to Southern Wisconsin
WCLO, Janesville, Wis.

WILLSON, JAMES
WEBK, Tampa, Fla.

WILSON, BOB
WADC, Akron, Ohio

WILSON, BOB
REVIEW of the News
NBC-TV

WILSON, CHUCK
KODI, Cody, Wyo.

WILSON, DON
Story Behind the News
CDKA, Victoria, B. C.

WILSON, PHIL
WMBD, Peoria, Ill.

WILSON, LARRY
WNOE, New Orleans, La.

WILSON, RAY
KFMB, San Diego, Cal.

WINCHELL, WALTER
Walter Winchell Program
ABC

WINGATE, JOHN
WNBT, New York

WINN, LORIS
Legion-Air
KBKH, Pullman, Wash.

WINTER, WILLIAM
William Winter and the News
KGO, San Francisco, Cal.

WINTER, WM.
News Analysis
KPIX, San Francisco, Cal.

WOOD, ED
WDTV, Pittsburgh, Pa.

WOOD, LEE
KNXT, Ten O'Clock News
KNXT, Hollywood, Cal.

WOODALL, SAM
KXLW, St. Louis, Mo.

WOODSON, STEVE
World at Noon
WFRD, Reidsville, N. C.

WOODWARD, MARTIN
KNPT, Newport, Ore.

WORKHOVEN, MERRILL
WOW, Omaha, Neb.

WORKMAN, W. D., JR.
WIS, Columbia, S. C.

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YOUNG, JIM
KROW, Oakland, Cal.

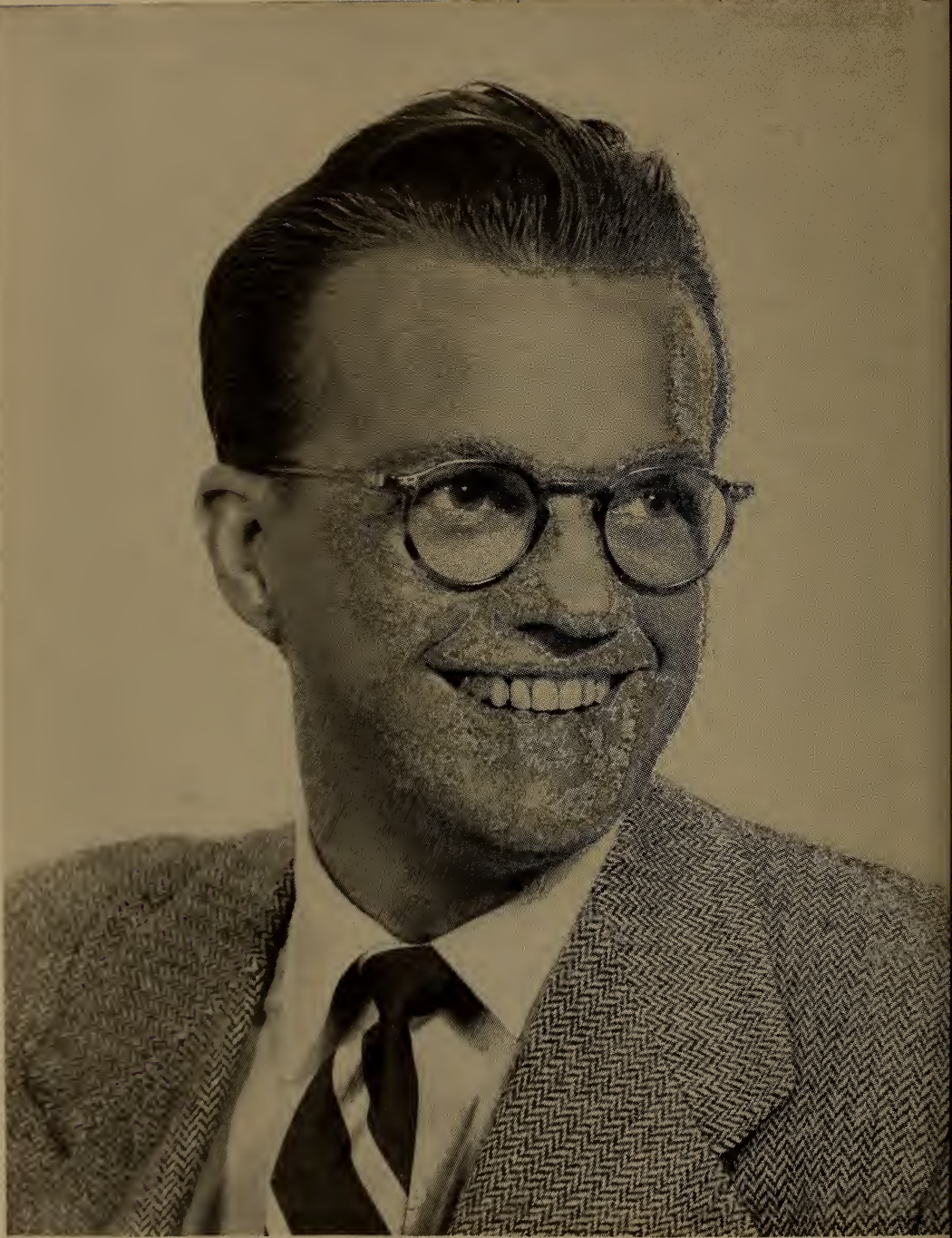
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ZEIGIN, JACK
WING, Dayton, O.

ZINK, JOE
KCRE, Crescent City, Calif.

ZIEBARTH, E.
WCCO, Minneapolis, Minn.

ZIMMERMAN, HARRY
KEYD, Minneapolis, Minn.



BILL CULLEN

Exclusive Management
Martin Goodman

ANNOUNCERS — MC'S

RADIO AND TELEVISION

—their work during 1952



— A —

ABBOTT, WARREN
KWSH, Wewoka, Okla.

ADAMS, BILL
Let's Pretend
CBS

ADAMS, CEDRIC
WCCO, Minneapolis, Minn.

ADAMS FELIX, JR.
WPMP, Pascagoula, Miss.

ADAMS, LEE
KMOX, St. Louis, Mo.

ADAMS, ROBERT
WBSM, New Bedford, Mass.

ADAMS, SUSAN
Kitchen Fare
DuMont

ADELL, RAY
Highways of Melody
WGSM, Huntington, N. Y.

ADEMY, JOHN
WCAO, Baltimore, Md.

ADKINS, GALES
WSAT, Salisbury,
N. Carolina

ADRED, JOEL
Guiding Light, CBS

ALBERGHINI, HAROLD
Down on the Farm, WCOU,
Lewiston, Maine

ALEMAN, JOE
KPRL, Paso Robles, Cal.

ALEXANDER, JACK
Phil & Jack, WDSA,
New Orleans, La.

ALLARD, BOB
KNEL, Waterloo, Iowa

ALLEN, BILL
KWFC, Hot Springs, Ark.

ALLEN, BOB
KLWN, Lawrence, Kansas

ALLEN, C. O.
KODI, Cody, Wyo.

ALLEN, DAVE
WJEJ, Hagerstown, Md.

ALLEN, DON
Klix Kiddie Karnival
KLIX, Twin Falls, Idaho

ALLEN, EARNIE
KYUM, Yuma, Ariz.

ALLEN, JACK
KRMQ, Monett, Mo.

ALLEN, OLIVER
WRAP, Norfolk, Va.

ALLEN, PETER
WQXR, New York, N. Y.

ALLEN, RON
WNOP, Newport, Ky.

ALTMAN, LEN
WSAR, Fall River, Mass.

ALTON, GENE
CJLS, Yarmouth, N. S.

ALVES, JOHN
Star Room
KSOX, Harlington, Tex.

AMBROISE, ROY
WBKV, West Bend, Wis.

ANDERSON, ALEX
Coffee Shop
WSKI, Montpelier, Vt.

ANDERSON, ANDY
Rise 'n' Shine
KTFY, Brownfield, Tex.

ANDERSON, BILL
WBAT, Marion, Indiana

ANDERSON, BILL
WDIA, Memphis, Tenn.

ANDERSON, CRAIG
KMPC, Hollywood, Cal.

ANDERSON, DON
KASH, Eugene, Ore.

ANDERSON, DON
Breakfast Frolic
KFH, Wichita, Kan.

ANDERSON, DON
Luncheon Club
WNMP, Evanston, Ill.

ANDERSON, JIM
WMAS, Springfield, Mass.

ANDERSON, JOHN
KSWB, Roswell, N. M.

ANDERSON, RUBY
WGN, Chicago, Ill.

ANDERSON, STAN
Housewives Holiday
KIKI, Honolulu, T. H.

ANDERSON, SUGARFOOT
CKXL, Calgary, Alta.

ANDREWS, DAVID
WHTB, Talladega, Ala.

ANDREWS, PERRY
WFPG, Atlantic City, N. J.

ANGEL, W. F.
KFDX, Wichita Falls, Tex.

ANSBRO, GEORGE
Live Like a Millionaire
ABC

ANSPACH, ELDON
WOW-TV, Omaha, Neb.

ANTHONY, GEORGE
KXL, Portland, Ore.

ANTOINE, TEX
Weather By Wethbee
NBC-TV

ARBOGAST, BOB
Arbogast Show
WMAQ, Chicago, Ill.

ARCHER, DON
Platter Parade
KWHN, Ft. Smith, Ark.

ARCHER, GRAHAM
KGW, Portland, Ore.

ARMSTRONG, STU
Man-on-the-Street
WSTV, Pekin, Ill.

ARMSTRONG, TED
Polka Party
WGAR, Cleveland, O.

ASKEY, BOB
1. 2. 3. 4 Club
KFOR, Lincoln, Neb.

ATRINS, JIMMY
Serial Theatre
DuMont

AUSTIN, BOB
Music for the Missus
KSDO, San Diego, Cal.

AYLWARD, GUY
For Men Only
WFOY, St. Augustine, Fla.

AYRES, JIM
KAYS, Hays, Kansas

— B —

BAEKEY, ED
WASA, Havre de Grace, Md.

BAER, TOM
Face the Music
WNHC, New Haven, Conn.

BAGDASARIAN, A. C.
Experts Table
WNBZ, Saranac Lake, N. Y.

BAHR, GIL
KGOS, Torrington, Wyo.

BAILEY, BILL
KTOK, Oklahoma City, Okla.

BAILEY, CARL
Jack The Early Bird
KBIG, Avalon, Calif.

BAILEY, JACK
Queen
Mutual

BAKER, ART
You Asked For It, ABC-TV; Stars
On Stage, KTTV; Dinah Shore
Show, Art Baker News, NBC.

BAKER, EDDIE
WAYZ, New Haven, Conn.

BAKER, FRED
WICA, Ashtabula, O.

BAKER, PAUL
Good Morning Sports
WLAD, Danbury, Conn.

BALDWIN, BILL
Edgar Bergen-
McCarthy Show
CBS

BALDWIN, BILL
KSO, Des Moines, Iowa

BALEAEN, GEO.
CKY, Winnipeg

BALLINGER, DON
1340 Club
KROS, Clinton, Iowa

BANDY, BOB
Morning Watch
WSGN, Birmingham, Ala.

BANN, BOB
Shafter Home Hour
KWSO, Wasco, Cal.

BANTON, W. A.
WBLT, Bedford, Va.

BARCLAY, GEORGE
Bob Hawk Show
CBS

BARLOW, JOHN
KSL, Salt Lake City, Utah

BARNETT, RUSS
Russ Joe Show
WTOL, Toledo, O.

BARR, DWIGHT
WLBC, Muncie, Ind.

BARRETT, BILL
WCJU, Columbia, Miss.

BARRETT, BRUCE
KEYL, San Antonio, Tex.

BARETT, DICK
Report to the Valley
KSRV, Ontario, Ore.

BARRICK, ELDON
Breakfast Club
KBOX, Modesto, Cal.

BARRY, BERT
KFBK, Sacramento, Cal.

BARRY, DICK
WKNX, Saginaw, Mich.

BARRY, JACK
Juvenile Jury
NBC, NBC-TV

BARUCH, ANDRE
The Andre Baruch Show
NBC

BATES, KARL
Bates Bedlam
WNRK, Cleveland, O.

BARTON, BEV
WPLH, Huntington, W. Va.

BARTON, JOHN
WHOW, Clinton, Ill.

BARTON, JOHNNY
CKRD, Red Deer, Alta.

BARNHARD, DALLAS
KOL, Seattle, Wash.

BARZE, KEITH E.
Music in the Air
WJHO, Opelika, Ala.

BASELEON, GEO.
WEEK, Peoria, Ill.

BASSETT, JOHN
WNEB, Worcester, Mass.

BAUM, ROBERT
WOKW, Sturgeon Bay, Wis.

BAXTER, DAN
KSCB, Liberal, Kansas

BAY, RICHARD
KMTV, Omaha, Neb.

BEASELEY, BOB
WFKY, Frankfort, Ky.

BEARD, LANCE
Dawn Patrol
WMOH, Hamilton, O.

BEARD, SAM
Time Out
WPTF, Raleigh, N. C.

BEAVER, WIN
WRAG, Carrollton, Ala.

BECKER, BOB
WBKV, West Bend, Wis.

BECKER, HARRY
KIMO, Independence, Mo.

BECKER, LINDSEY
Little Lindsey
KIUP, Durango, Colo.

BECKMAN, SPOOK
Shoot the Works
WLW-C, Columbus, O.

BEDGLEY, BOB
WHO, Des Moines, Iowa

BedILLION, BILL
Polka Party
WJPA, Washington, Pa.

BELANGER, LOUIS
CKAC, Montreal

BELL, GENE
Hellers Hour
KYOS, Merced, Cal.

BELL, GEORGE (GABBY)
WILD, Birmingham, Ala.

BELL, GLENN
The Glenn Bell Show
KIMR, Lamar, Colo.

BELL, WAYNE
WFTM, Maysville, Ky.

BELLO, TONY
WJPF, Herrin, Ill.

BELOTE, WILLARD
Farmers Call to Breakfast
WGAF, Valdosta, Ga.

BENAC, HENRY
WENY, Elmira, N. Y.

BENDER, TOM
Tops of the Morning
WSAV, Savannah, Ga.

BENGSTON, CHARLES
WATR, Waterbury, Conn.

BENKELMAN, ROBERT F.
WBCM, Bay City, Mich.

BENNETT, MYRON J.
KOIL, Omaha, Neb.

BENNINGTON, BILL
KJBC, Midland, Tex.

BENSON, RED
Let's Go Bowling
DuMont

BENTON, SAM
WILD, Birmingham, Ala.

BENTZ, BUD
WPAZ, Pottstown, Pa.

BERCH, JACK
Jack Berch Show
ABC

BERG, KARA
KWBB, Wichita, Kansas

BERGESON, CHUCK
WJBK-TV, Detroit, Mich.

BERNAM, MEL
WHAT, Phila., Pa.

BERNARD, LEO
Record Matinee
KSUN, Bisbee, Ariz.

BERNIER, GUS
WMUR, Manchester, N. H.

BERRY, BOB
WOTW, Nashua, N. H.

BERRY, JACK
Anything Goes
WMIE, Miami, Fla.

BERTLEMANN, DICK
Stars in the After
WNAB, Bridgeport, Conn.

BEUTEL, FRANK
WDGY, Minneapolis, Minn.

BIEDRZYCKI, TOM
Tom's Tunes
KRJE, Miles City, Mont.

BILL, CHUCK
WBKB, Chicago, Ill.

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N



BILLINGSLEY, W. P.
WADE, Wadesboro, N. C.

BINFORD, BILL
KORKY Goes A'Wandering
KORK, Las Vegas, Nev.

BIRD, AL
WJAC, Johnston, Pa.

BISH, DON
KGEM, Boise, Idaho

BLACK, JOE
WHK, Cleveland, O.

BLAIR, DON
Town Crier
WNBZ, Saranac Lake, N. Y.

BLAIR, FRANK
Today in Washington
WNBW, Washington, D. C.

BLAKE, ALIX
Star Dreams
WABY, Albany, N. Y.

BLAKE, BRUCE
WHKK, Akron, O.

BLAKE, MILTON
KLX, Oakland, Cal.

BLAKELY, CLINT
WAPI, Birmingham, Ala.

BLAND, SAM
Carolina Coffee Time
WCEC, Rocky Mount, N. C.

BLASE, ARNO (BOB)
Kiddie Karnival
WFAA-TV, Dallas, Tex.

BLECKLEY, W. J.
WLCS, Baton Rouge, La.

BLESSING, SAM
KMAN, Manhattan, Kansas

BLOOM, LYNN
The Old Farmhand
WKVA, Lewistown, Pa.

BLOWER, CHARLES
Let's Play Records
KTKT, Tucson, Ariz.

BOATMAN, J. ROBERT
WFCB, Dunkirk, N. Y.

BOELTER, IRWIN
KMUR, Murray, Utah

BOGDEN, HILARY
WJAS, Pittsburgh, Pa.

BOLTON, LES
KARK
Little Rock, Ark.

BOLTON, JOE
WPIX, New York

BONDARIN, AV.
This Is It
KFOR, Lincoln, Neb.

BOONE, MARV
Tops of the Week
WMMN, Fairmont, W. Va.

BOSLEY, LYLE
WXXW, Albany, N. Y.

BOREN, BILL
KGFF, Shawnee, Okla.

BOSMAN, JOHN
WINS, New York, N. Y.

BOSTON, DON
WCDD, Carbondale, Pa.

BOWDEN, DON
Katy Korral
KATY, San Luis Obispo, Cal.

BOWEN, CHARLEY
WELQ, Tupelo, Miss.

BOWLES, AL
KYAK, Yakima, Wash.

BOWICK, BILL
WALB, Albany, Ga.

BOWMAN, GUY
WJBK-TV, Detroit, Mich.

BOWEN, GENE
WMOA, Marietta, Ohio

BOWLES, FRAN
WOAP, Owosso, Mich.

BOUDREAUS, BROPHIS
WTIX, New Orleans, La.

BOYD, DALLAS
WTLS, Beckley, W. Va.

BOYLE, MAC
CKOV, Kelowna, B. C.

BOYSEN, JIM
WTCN, Minneapolis, Minn.

BRADFORD, JOHN
WINS, New York, N. Y.

BRADFORD, JERRY
KGCX, Sidney, Mont.

BRADFORD, JOHN
WINS, New York, N. Y.

BRADLEY, DICK
WQXR, New York, N. Y.

BRADLEY, BILL
WGY, Schenectady, N. Y.

BRADY, DICK
WPTW, Piqua, O.

BRADSHAW, BILL
WCKY, Cincinnati, O.

BRAGG, NELSON
WCOP, Boston, Mas..

BRANCH, MARION
At Your Command
KVAN, Vancouver, Wash.

BRANDT, MEL
News
NBC

BRANT, BILL
For You, Mom
WDTV, Pittsburgh, Pa.



JACK STERLING

"The Jack Sterling Show"

WCBS

"The Big Top"

CBS-TV

BRASSFIELD, JIM
KCRV, Caruthersville, Mo.

BRAY, ED
Sunrise Serenade
WKTG, Thomasville, Ga.

BRELAND, ED
WAML, Laurel, Miss.

BRENNAN, DAN
Dixie Jamboree
WVOK, Birmingham, Ala.

BRENNER, SID
TV Screen Test
WNHC-TV, New Haven, Conn.

BREWSTER, DICK
WSNJ, Bridgeton, N. J.

BRIDGES, DAN
KGPF, Shawnee, Okla.

BRIGGS, FRED
KFMB-TV, San Diego, Cal.

BRIGGS, JACK
KFMB-TV, San Diego, Cal.

BRISENDONE, ROBERT H.
WERD, Atlanta, Ga.

BRITTON, BILL
WNDB, Daytona Beach, Fla.

BRODERICK, JOHN J.
Manhattan Review
WREB, Holyoke, Mass.

BROKAW, JIM
CYO Caravan
WCOP, Boston, Mass.

BROKENSHIRE, NORMAN
Theatre Guild On The Air
NBC

BROOK, PHIL
WDDB, Orlando, Fla.

BROOKS, DEEN
WKWK, Wheeling, W. Va.

BROOKS, TOM
Ashland Serenade
WSAZ-TV, Charleston, W. Va.

BROPHY, JOHN
KALL, Salt Lake City, Utah

BROTMAN, CHARLES
Charlie's Music Shop
WJBS, DeLand, Fla.

BROWN, ART
Home Edition
WDTV, Pittsburgh, Pa.

BROWN, ART
Art Brown Show
WWDC, Washington, D. C.

BROWN, DON
Rhythm Ranch
KUBA, Yuba City, Cal.

BROWN, GALE
WROK, Rockford, Ill.

BROWN, HARRY
CJON, St. John's, Newfoundland

BROWN, HARVEY
WSBB, New Smyrna Beach, Fla.

BROWN, HERBERT W.
KCVR, Lodi, Cal.

BROWN, JIM
VOGM, St. John's, Newf.

BROWN, NELSON
WNLC, New London, Conn.

BROWN, PAUL E. X.
WERD, Atlanta, Ga.

BROWN, PERRY
"Sunday Showtime"
WTAC, Cambridge, Mass.

BROWN, SAM
Music Hall
WARL, Arlington, Va.

BROWN, TED
The Paul Winchell-Jerry Mahoney Show
NBC-TV

BROWN, WAYNE
WBLL, Blackfoot, Idaho

BRUGGER, BOB
Town Talks
WBUX, Doylestown, Pa.

BRUNER, ROBERT B.
KXEO, Mexico, Mo.

BRUTON, GEORGE
KLVT, Levelland, Tex.

BRYANT, GEORGE
Party Line
WSAI, Cincinnati, O.

BRYANT, JIM
WJVB, Jacksonville, Fla.

BRYER, BOB
Feature Theatre
DuMont

BUBB, BOB
WPTW, Piqua, O.

BUCHANAN, GEORGE
Pony Express Requests
KJSO, San Jose, Cal.

BUCHTER, FRANK
Bulletin Board
KYJC, Medford, Ore.

BUCK, JACK
WBNS-TV, Columbus, O.

BUCK, LOUIS
Home Folks
CBS

BUCKINGHAM, BOYD
WATS, Sayre, Pa.

BUCKLEY, BILL
Your School
KTMS, Santa Barbara, Cal.

**CBS — STAFF
ANNOUNCER**

for

**"FBI IN PEACE
AND WAR"**

**"THERE'S MUSIC
IN THE AIR"**

"THE PEOPLE ACT"

for

FORD FOUNDATION



COMMERCIAL VOICE

for

"WESTINGHOUSE"

on

REPUBLICAN

and

DEMOCRATIC

CONVENTIONS

OLIN TICE

PL 1-2345

★ ★ ★ ANNOUNCERS — M - C ' S ★ ★ ★

BUCKNER, NORMAN
KDLR, Devils Lake, N. D.

BUDD, MILTON
Morning Call
WMBD, Peoria, Ill.

BULLER, DICK
WKMH, Dearborn-
Detroit, Mich.

BUTLER, FRANKLIN
WRFC, Athens, Ga.

BURCHELL, MAURICE
CBW, Winnipeg

BURCHETT, LANIER
Borderline Boys
WAIN, Columbus, Ky.

BURGESS, DAN
WMSA, Massena, N. Y.

BURGESS, DICK
WBSM, New Bedford, Mass.

BURKHEAD, WILLIE
KTR, Rolla, Mo.

BURNETT, JIM
WFMJ, Youngstown, O.

BURNETE, DALLAS
WHAP, Hopewell, Va.

BURNHAM, ART
WKHM, Jackson, Mich.

BURNS, DICK
Trenton Symphony Hour
WTTM, Trenton, N. J.

BURNS, STAN
WINS, New York, N. Y.

BURWELL, TED
Wake Up & Smile
WCKB, Dunn, N. C.

BUSBIN, THOMAS
WBHP, Huntsville, Ala.

BUTHERUS, ED
KGW, Portland, Ore.

BUTLER, CLIFF
WLOU, Louisville, Ky.

BUTLER, DON
Butler Pantry
WGBS, Miami, Fla.

BUTLER, ROGER
KBUN, Bemidji, Minn.

BYRAM, GEO.
KFBC, Cheyenne, Wyo.

— C —

CABRALES, ALECIA
Latin American
KDIA, Auburn, Cal.

CAHILL, JACK
KLX, Oakland, Cal.

CAIN, BOB
KVEN, Ventura, Cal.

CALDWELL, LARRY
WPIC, Sharon, Pa.

CALDWELL, MERLE
KOLS, Pryor, Okla.

CALHOUN, JOHN
WFLO, Farmville, Va.

CALLAHAN, CHAS.
Lucky Seven
WESB, Bradford, Pa.

CAMPBELL, BOB
WVMI, Biloxi, Miss.

CAMPBELL, DEWITT
WING, Dayton, O.

CAMPBELL, EARL
CJOY, Guelph, Ont.

CAMPBELL GEORGE
WHLN, Niagara Falls, N. Y.

CAMPBELL, REX
KSL, Salt Lake City, Utah

CAMPOFREDA, NICK
Tee Vee Jamboree
WAAM, Baltimore, Md.

CAPLE, JOHNNY
KVNI, Coeur D'Alene, Idaho

CARDONA, HECTOR PEREZ
WCMN, Arecibo, P. R.

CARLY, STANLEY
Song Evangelist
WGAC, Augusta, Ga.

CARINO, BILL
Bill's Coffee Club
WKBI, St. Mary's, Pa.

CARLETON, LAD
WDAR, Lake City, Fla.

CARLISLE, PAUL
WAML, Laurel, Miss.

CARPENTER, KEN
Lux Radio Theatre
CBS

CARR, EDNA
KGFX, Pierre, S. Dak.

CARR, WESS
KLYN, Amarillo, Texas

CARRON, CHUCK
WLVA, Lynchburg, Va.

CARSON, JOHN
Carson's Cellar
KNXT, Hollywood, Cal.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, TONY
WAUD, Auburn, Ala.

CARVER, RON
WFMJ, Youngstown, O.

CARVIN, EDDIE
WMSA, Massena, N. Y.

CASE, KEN
Kitchen Klub
WDAF-TV, Kansas City, Mo.

CASE, LEE
WITH, Baltimore, Md.



ANNOUNCER
"BIG STORY"

NARRATOR
"CAVALCADE
OF
AMERICA"

"11th HOUR
THEATRE"
WNBT

HOST
ON
"HOLLYWOOD
PLAYHOUSE"
WNBT

"BROADWAY TO
HOLLYWOOD"
DUMONT
NETWORK

CY HARRICE

CASE, NELSON

B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Amahl and the Night Visitors, NBC-TV; Jackie Gleason show, CBS-TV; Road of Life, CBS.

CATUDAL, JACQUES

CKAC, Montreal

CAVANAGH, LLOYD

CKCL, Truro, N. S.

CERNA, JOSE

KLVJ, Pasadena, Texas

CHAMBERS, BOB

WEBK, Tampa, Fla.

CHAMBERS, STAN

Frosty Frolies
KTLA, Los Angeles, Cal.

CHANDLER, ED

Bob Hawk Show
CBS

CHANDLER, ROBIN

Quick on the Draw
DuMont

CHANEY, BILL

Let's Get Acquainted
KEEN, San Jose, Cal.

CHANNEL, WM. V.

KHBC, Hilo, Hawaii

CHAPMAN, DAVE

KALB, Alexandria, La.

CHAPP, TONY

This Is Kansas City
WDAF-TV, Kansas City, Mo.

CHARLES MASSIE

WNA, Charlottesville, Va.

CHASE, BILL

Music for America
KXLE, Ellensburg, Wash.

CHASE, GENE

WJL, St. Louis, Mo.

CHASE, LYNN

Personality Time
WFAU, Augusta, Maine

CHASE, WARD

WBAY, Green Bay, Wis.

CHASUK, DAVID

KTIM, San Rafael, Cal.

CHOMEL, FRANCIS

WCNB, Connersville, Ind.

CHRISLER, TONY

WOKO, Albany, N. Y.

CHRISTENSEN, DON

Reville Revels
WHBL, Sheboygan, Wis.

CHRISTENSON, ELMER L.

WTHB, Stillwater, Minn.

CHRISTIAN, HARRY

WGN-TV, Chicago, Ill.

CHRISTISON, LOWELL

Western Hits
KVER, Albuquerque, N. M.

CHRYSLER, AL

CKOY, Ottawa, Ont.

CITRO, VINCE

WAZL, Hazleton, Pa.

CITY, JIM

Trading Post
KTBS, Shreveport, La.

CLAIRE, MAL

The Mal Claire Show
KTUC, Tucson, Ariz.

CLARK, GEORGE

KCOW, Alliance, Neb.

CLARK, JAMES L.

WBLJ, Dalton, Ga.

CLAWSON, JAMES G.

Three Alarm Quiz
KRXK, Rexburg, Idaho

CLAWSON, LEW

Musical Clock
WVVA, Wheeling, W. Va.

CLAYTON, BOB

Boston Ballroom
WHDI, Boston, Mass.

CLAYTON, JOHN

Man on the Street
WRFW, Eau Claire, Wis.

CLEARY, BILL

WDGY, Minneapolis, Minn.

CLEARY, ED

WELQ, Tupelo, Miss.

CLEAVER, MARSHALL S.

Polka Dots
WKAP, Allentown, Pa.

CLIFTON, JACK

Sunshine Club
WCUE, Akron, O.

CLINE, KEN

WJBK, Detroit, Mich.

CLUTE, JOHN

Farmer John
WEAV, Plattsburg, N. Y.

COBB, JACK

Cobb's Corner
WTVJ, Miami, Fla.

COFFEE, DICK

WOW-TV, Omaha, Neb.

COLE, FRED B.

Carnival of Music
WHDH, Boston, Mass.

COLE, GRADE

WBT, Charlotte, N. C.

COLE, PHIL

WKAI, Macomb, Ill.

COLEMAN, CHAS.

WGKV, Charleston, W. Va.

COLLINS, AL

CJVI, Victoria, B. C.

KEVIN KENNEDY

NEWS AT — 7:00-7:15 P.M.
MON. THRU SAT.

TV

COMMENTATOR

N. Y. KEFAUVER
HEARING

IT HAPPENED
THIS WEEK

MATINEE NEWSREEL

IN THE COURSE OF
HUMAN EVENTS

SPORTS PAGE

RADIO

SPORTS HEADLINES
PRINCETON FOOTBALL

WPIX



TV

SALESMAN

MOBILGAS

NASH-KELVINATOR

PIEL'S BEER

EMBASSY CIGARETTES

B. F. GOODRICH

TORINO

NOMA

ADAM HATS

PAUL WHITEMAN SHOW
COAST TO COAST

CURTISS-WRIGHT
AERONAUTICS

RICE-CHEX

BEECHNUT GUM

Murray Hill 2-1234

- COLLINS, DON**
 Holiday for Ladies
 WCBT, Roanoke Rapids,
 N. C.
- COLLINS, ROBERT**
 KEXO, Grand Junct., Colo.
- COLLYER, CLAYTON
 BUD**
 Break the Bank, NBC
- COMEAU, DENNY**
 CJLS, Yarmouth, N. S.
- COMER, FRANK**
 Club 800
 WLAD, Danbury, Conn.
- COMO, HUNTER**
 KDAL, Duluth, Minn.
- CONE, ROBERT**
 KDSJ, Deadwood, S. Dak.
- CONFER, BILL**
 WJAC-TV, Johnstown, Pa.
- CONIFE, FRANK**
 The Week in Review
 DuMont
- COON, FLOYD**
 Rhythm Roundup
 KASH, Eugene, Ore.
- CONNELLY, BILL**
 WPAM, Pottsville, Pa.
- CONNOR, RALPH**
 CKOY, Ottawa, Ont.
- CONRAD, RUSS**
 KEX, Portland, Ore.
- CONWAY, HARLAN**
 KGGF, Coffeyville, Kansas
- COOGAN, MIKE**
 KOL, Seattle, Wash.
- COOK, RICHARD**
 WMDM, Midland, Mich.
- COOPER, AL**
 Of Words & Music
 WFMY-TV, Greensboro, N. C.
- COOPER, BOB**
 WPBC, Minneapolis, Minn.
- COOPER, RALPH**
 Spotlight on Harlem
 WJZ-TV, New York, N. Y.
- CORCORAN, BILL**
 Kings Camera
 KING-TV, Seattle, Wash.
- CORCORAN, BILL**
 Meet Your Neighbor
 KLFY, Lafayette, La.
- CORNELL, BOB**
 KFAC, Los Angeles, Cal.
- CORNELL, CAMERON**
 Evening News
 DuMont
- COURTNEY, DEL**
 Del Courtney Show
 KPIX, San Francisco, Cal.
- COVERT, DALE**
 Dimes to Donuts
 KHBG, Okmulgee, Okla.
- COWAN, STEVE**
 Birthday Club
 KCTX, Childress, Tex.
- COX, RICKEY**
 KIXL, Dallas, Texas
- COX, VIC**
 KRMO, Monett, Mo.
- COYLE, JERRY**
 WRGB, Schenectady, N. Y.
- CRAIG, BILL**
 Blue Ridge Jamboree
 WATA, Boone, N. C.
- CRANE, BOB**
 The Bob Crane Show
 WICC-TV, Bridgeport, Conn.
- CRAVEN, HAROLD**
 WHPE, High Point, N. C.
- CRAWFORD, GENE**
 WGBF, Evansville, Ind.
- CRAWLEY, MARSHAL**
 WREV, Reidsville, N. C.
- CREEL, MARTIN**
 WTVB, Coldwater, Mich.
- CREW, NOBLE**
 Sierra Sidewinder
 KOLO, Reno, Nev.
- CRISTIL, JACK**
 WROX, Clarksdale, Miss.
- CROFT, DON**
 Housewives Matinee
 KFPW, Fort Smith, Ark.
- CROMWELL, REX**
 KALB, Alexandria, La.
- CROOKS, BILL**
 WFMJ, Youngstown, O.
- CROSS, MILTON**
 Piano Playhouse, Metropol-
 itan Opera, Metropolitan
 Opera Auditions of the Air
 ABC
- CROTTY, ELLIE**
 KRES, St. Joseph, Mo.
- CROWLEY, RICHARD**
 WJIM, Lansing, Mich.
- CRUICKSHANK, BUD**
 CKNX, Ontario
- CRUM, BARTLEY C.**
 Inside Israel
 DuMont
- CRUTCHLEY, BILL**
 WNDB, Daytona Beach, Fla.
- CUDABAC, BILL**
 Music til Midnite
 WMIE, Miami, Fla.

Thanks to two great guys —

DAVE GARROWAY and JACKIE GLEASON

Jack Lescoulie

CULLEN, BILL

Bill Cullen Show, CBS-TV
Give and Take, CBS

CUNNINGHAM, OWEN

KGU, Honolulu, Hawaii

CURRIE, EBEN

Red's Rodeo
WABM, Houlton, Maine

CURRY, H. L.

Record Roundup
KFPW, Fort Smith, Ark.

CURTIS, HUGH

CJVI, Victoria, B. C.

CURTIS, RAE

County Party Line
KJFJ, Webster City, Iowa

CURTIS, RONALD

Coffee with Curtis
WFBL, Syracuse, N. Y.

— D —

DAHLSTROM, EARL

You're the Doctor
KRJF, Miles City, Mont.

DAIL, AMBERT

WGH, Newport News, Va.

DAILEY, TOM

KWK, St. Louis, Mo.

DAIZ, JOSE RAMON

WAPA, San Juan, P. R.

DALE, BILL

WTAO, Cambridge, Mass.

DALE, JIM

WIND, Chicago, Ill.

DALY, JOHN

What's My Line
NBC

DALY, RANNY

Date with Daly
WPFB, Middletown, O.

DAME, JOHN ALBERT

WACB, Kittanning, Pa.

DANIELS, BOB

Off the Record
WFHR, Wisconsin Rapids,
Wis.

DARDANO, NICHOLAS

WGAT, Utica, N. Y.

DARLAND, BILL

KELD, El Dorado, Ark.

DAVENPORT, WM. E.

WVWB, Miami, Fla.

DAVIS, BOB

WOL, Washington, D. C.

DAVIS, CLYDE

KNOR, Norman, Okla.

DAVIS, DAVE

Music till Midnight
KRMG, Tulsa, Okla.

DAVIS, DON

Open House
KFRG, San Francisco, Cal.

DAVIS, EDDIE

KFAB, Omaha, Neb.

DAVIS, EDWARD

WFPG, Atlantic City, N. J.

DAVIS, GEOFF

B. July 26, 1918, Edmonton,
Alta., Can.; Yankee Baseball

DAVIS, GEORGE

Friendly Manor
WRBL, Columbus, Ga.

DAVIS, HERB

WOL, Washington, D. C.

DAVIS, JACK

WJLS, Beckley, W. Va.

DAVIS, JEFF

WSFT, Thomaston, Ga.

DAVIS, JOHNNY SCAT

Coffee & Cakes
WXYZ-TV, Detroit, Mich.

DAVIS, MARY HELEN

WHBB, Selma, Ala.

DAVIDSON, WILF

Recipe for Happiness
CHNO, Sudbury, Ont.

DAWES, BILL

Bill Dawes Show
WCPO-TV, Cincinnati, O.

DAWSON, BILL

WGKV, Charleston, W. Va.

DAWSON, JACK

Daily Derby
CFRB, Toronto, Ont.

DAY, GENE

Matinee in Rhythm
WCOA, Pensacola, Fla.

DEANE, JERRY

KXEL, Waterloo, Iowa

DEANE, JOE

WHEC, Rochester, N. Y.

DECKER, BEN

B. D.'s Almanac
WIRK, West Palm Beach,
Fla.

DEEGAN, JOHN

WHUM, Reading, Pa.

DeHAVEN, BOB

Breakfast with Bob
WCCO, Minneapolis, Minn.

DeKINDER, BEN

KWCO, Chickasha, Okla.

DELFINO, FRANK

WSTC, Stamford, Conn.

DELINE, JIM

Jim Deline Gang
WSYR-TV, Syracuse, N. Y.

BEST WISHES TO THE RADIO DAILY STAFF FROM THE WINS DAILY RADIO STAFF

JOHN BOSMAN

JOHN BRADFORD

STAN BURNS

LEW FISHER

JACK LACY

JACK LIGHTCAP

BRAD PHILLIPS

ART SCANLON

PAUL SHERMAN

CHARLIE STARK

W-I-N-S

1010 ON YOUR DIAL

NEW YORK, N. Y.

★ ★ ★ ANNOUNCERS—M-C'S ★ ★ ★

DeMARSE, BILL
WRNY, Rochester, N. Y.

DENNEY, LLOYD
KXJK, Forrest City, Ark.

DENTON, CLYDE
Mail Box Roundup
WSFC, Somerset, Ky.

DENVER, DEE D
KFEEQ, St. Joseph, Mo.

DEUEL, LES
WOKO, Albany, N. Y.

DEUEL, WM.
Poem Peddler
WLYC, Williamsport, Pa.

DeVICTOR, MARTY
WBNS, Cleveland, Ohio

DeYOUNG, JOHN
Talkin' Time
WGL, Fort Wayne, Ind.

DIBBLE, WALTER
WSTC, Stamford, Conn.

DICKEY, GENE
WSPD, Toledo, O.

DICKEY, JAMES
WSLS, Roanoke, Va.

DICKSON, JOHNNY
Bandstand of Stars
KBON, Omaha, Neb.

DILLWORTH, DONALD
Kids and Company
Dumont

DILSON, BERT
WJW, Cleveland, Ohio

Di MICHALE, JIM
WBIS, Bristol, Conn.

DINSMORE, ED
Sunday Party
WBEN-TV, Buffalo, N. Y.

DiSALVO, HUGO
WIOU, Kokomo, Ind.

DIXON, BOB
Ferry Mason
CBS

DIXON, JOHN
WFOR, Hattiesburg, Miss.

DIXON, PAUL
The Paul Dixon Show
DuMont

DOBSON, BILL
CHUB, Nanaimo, B. C.

DOERING, CHAS.
1070 Supper Club
CHOK, Sarnia, Ont.

DOHERTY, SID
WJLS, Beckley, W. Va.

DOLL, BOB
What's My Number
WCSI, Columbus, Ind.

DONAHOO, DEL
WHO, Des Moines, Iowa

DONALDSON, CHRIS
Guest of Honor
WOI-TV, Ames, Iowa

DONALDSON, DAN
Ma Perkins
CBS

DONALDSON, FRANK
Donaldson on Disc
WNOE, New Orleans, La.

DONNELLA, BILL
Music for Everyone
WTIP, Charleston, W. Va.

DORAN, JIM
KSCO, Santa Cruz, Cal.

DOREMUS, WARREN
WHEC, Rochester, N. Y.

DORNAN, KEN
KGCX, Sidney, Mont.

DOROUGH, H. L.
WVOP, Vidalia, Ga.

DORR, RUSSELL
WGAN, Portland, Maine

DOUBLEDAY, DEACON
The Deacon Speakin
WSYR, Syracuse, N. Y.

DOUGLAS, LEE
Swap Shop
WIRC, Hickory, N. C.

DOUGLAS, MERL
KMA, Shenandoah, Iowa

DOUGLAS, SCOTT
B. New York City; The Late
Show, CBS-TV; Young Dr. Ma-
lone, CBS; Hallmark Playhouse,
Stars Over Hollywood, CBS; Black
Hood, The Batman, MBS

DOWNES, HUGH
Coffee And
WNBQ, Chicago, Ill.

DOYLE, EDWIN
Morning Special
WDNE, Elkins, W. Va.

DREPPERD, BOB
Variety Stand
WTAR-TV, Norfolk, Ca.

DRESDEN, CHUCK
KPRL, Paso Robles, Cal.

DRISKILL, JOHNNY MACK
WHITE, Talladega, Ala.

DROUBAY, PAUL
KEEP, Twin Falls, Idaho

DRUMMOND, JIM
College Days
KFKA, Greeley, Colo.

DUBOIS, ROLAND
Ragtime
KJRL, Pocatello, Idaho

DUDLEY, DICK
Rockabye Dudley
NBC



JACK GREGSON

DUFOR, YVON
CKCH, Hull, Que.

DUFRESNE, LOUIS
CHLN, Trois Rivières, Que.

DUFRESNE, PIERRE
CKCH, Hull, Que.

DUNAWAY, CHARLES
Dunaway Discery
KTLW, Texas City, Tex.

DUNLAP, WALLIE
Wallie Dunlap Show
WICC-TV, Bridgeport, Conn.

DUNN, EDDIE
Eddie Dunn Show
WJZ, New York, N. Y.

DUNNICLIFF, JOHN
KTRE, Thief River Falls,
Minn.

DUPREY, RICHARD
WMUR, Manchester, N. H.

DURMA, ED
PM Capers
WSCR, Scranton, Pa.

DURRANT, DOLLY
Bozo & His Pals
KWRN, Reno, Nev.

— E —

EAGLES, HARRISON
WMAR-TV, Baltimore, Md.

EAST, BILL
Music You Want
WLEA, Hornell, N. Y.

EAST, HENRY
Breakfast Club
WLAG, LaGrange, Ga.

EATON, ROBERT
WJPF, Herrin, Ill.

EBELING, WADE
KBUH, Brigham City, Utah

ECKERT, JOHN
WDAN, Danville, Ill.

EDELL, BOB
WROK, Rockford, Ill.

EDEN, FRED
WGAY, Silver Spring, Md.

EDWARDS, EARL
WELR, Roanoke, Ala.

EDWARDS, GENE
WATS, Sayre, Pa.

EDWARDS, GLEN
KYUM, Yuma, Ariz.

EDWARDS, GEORGE
WQXR, New York, N. Y.

EDWARDS, JOHN
WIP, Phil., Pa.

EDWARDS, LARRY
Morning Watch
KVER, Albuquerque, N. M.

EDWARDS, TOM
WERE, Cleveland, Ohio

EDWARDS, TOMMY
Merchants Parade
WAYX, Waycross, Ga.

EDWARDSSEN, BILL
Breakfast with Bill
WNAB, Bridgeport, Conn

EGGERT, GEORGE
WFBG, Altoona, Pa.

EGGLESTON, BILL
Platter Party
WSWN, Belle Glade, Fla.

EIGEN, JACK
Chez Show
WMAQ, Chicago, Ill.

ELAMON, JIM
KELD, El Dorado, Ark.

ELLETT, DUANE
WHO, Des Moines, Iowa

ELLIOTT, BILL
Bill's Bandstand
WNOE, New Orleans, La.

ELLIOTT, BRUCE
Twenty Questions
DuMont

ELLIOTT, CHUCK
Atomic Boogie
WMGY, Montgomery, Ala.

ELLIOTT, FRANK
Frank's Half Hour
WKLV, Blackstone, Va.

ELLIS, BLAKE
WPOR, Portland, Maine

ELLIS, BOB
KGW, Portland, Ore.

ELLIS, BRUCE
Bruce on the Loose
KVNU, Logan, Utah

EMERICK, BOB
U. S. A. 11:59
DuMont

EMERSON, FAYE
Author Meets the Critics
DuMont

EMERY, RALPH
WLAV, Grand Rapids,
Mich.

ERICKSON, BOB
WDAN, Danville, Ill.

ERICKSON, LEO
KVAN, Vancouver, Wash.

ERICKSON, ROGER
WSHB, Stillwater, Minn.

ERICSON, MICHAEL
WJLB, Detroit, Mich.

ERLICH, MIKE
Matinee
WVNH, Rochester, N. H.

BILL SILBERT SHOW

WABD
11:30 P.M. to 12 Midnight
Monday Thru Friday

“SILBERT AT SIX”
WMGM
Monday Thru Saturday
6 to 7 P.M.

“LET'S GO BOWLING”
WABD
2:30 to 3:30 P.M. Saturday



★ ★ ★

EVANS, AL
KGNG-TV, Amarillo, Tex.

EVANS, ALAN
WHOK, Lancaster, O.

EVANS, BOB
KWBW, Hutchinson, Kans.

EVANS, E. B.
WWST, Wooster, Ohio

EVANS, MARK
WTOP, Washington, D. C.

EVANS, ROBLEY
WHK, Cleveland, O.

EVANS, STEVE
Valley Poll
KYOS, Merced, Cal.

EVERHARD, RAY
KALI, Pasadena, Cal.

FARRON, ED
Night Shift
WKLO, Louisville, Ky.

FAUCHER, RALPH
Platter Party
WTAQ, LaGrange, Ill.

FAULCONER, FANC
WLAP, Lexington, Ky.

FAULK, A. L.
Cape Fear Capers
WCKB, Dunn, N. C.

FEAREY, JACK
Johnny Bargain Show
KVOS, Bellingham, Wash.

FELLMER, FRANK
WMTB, Morristown, N. J.

FELSHER, ARNOLD
Valley Special
WBVP, Beaver Falls, Pa.

FELTON, HAPPY
American Way
CBS

FENNEMAN, GEORGE
You Bet Your Life
NBC TV

FENNIE, ROBERT R.
WJPD, Ishpeming, Mich.

FIELDS, BILL
WSOK, Nashville, Tenn.

FILKINDS, LARRY
KSCB, Liberal, Kansas

FILES, FRANK
WNAE, Warren, Pa.

FINDLAY, JIM
CFRN, Edmonton, Alta.

FINN, TOM
WSPD, Toledo, O.

FISCHLER, JOE
WHCU, Ithaca, N. Y.

FISHER, BOB
KGST, Fresno, Cal.

FISHER, EARL
WVJS, Owensboro, Ky.

FISCHER, EUGENE
Toast & Coffee Club
WLRP, New Albany, Ind.

FISHER, JACK
Fun With Fisher
KBIS, Bakersfield, Calif.

FISHER, LEW
WINS, New York, N. Y.

FITCH, JERRY
KGLN, Glenwood Springs, Colo.

FITTS, SLIM
Boogie Hour
WKLP, Clanton, Ala.

FITZGERALD, ED
Before the Bar
WOOD-TV, Grand Rapids, Mich.

FITZGERALD, JAMES
WPDX, Clarksburg, W. Va.

FITZGERALD, JOHN
WXEL, Cleveland, O.

FITZGIBBONS, JACK
WAKR, Akron, O.

FITZMAURICE, MICHAEL
B. April 28, 1908; Chicago, Ill.
Sammy Kaye Show, CBS-TV;
Whispering Streets, ABC; Live
Like a Millionaire, NBC, CBS-
TV; Flying Tigers, DuMont; Right
to Happiness, NBC; Arthur Mur-
ray Party, DuMont; Telenews
Sportsreel.

— F —

FABELO, RUBEN
Spanish Programs
WALT, Tampa, Fla.

FACEMEYER, ROY
WSNJ, Bridgeton, N. J.

FAGAN, JIM
Platter Parade
WBTA, Batavia, N. Y.

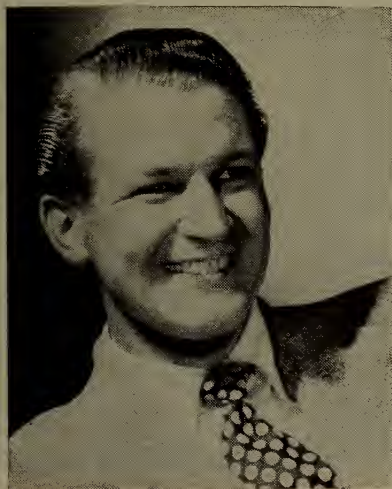
FAIR, CHARLIE
CFCE, Montreal

FARMER, JON
TV Ranch
WAGA-TV, Atlanta, Ga.

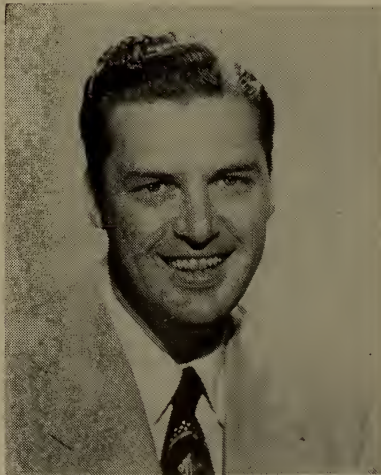
FARREL, PETE
WCHA, Chambersburg, Pa.

FARRINGTON, FIELDEN
Romance of Helen Trent
CBS

FARRINGTON, GLEN
WTAX, Springfield, Ill.



BUD COLLYER



WALTER HERLIHY

FITZPATRICK, JAMES H.
WLYC, Williamsport, Pa.

FLAGLER, PHIL
What's New
CJBQ, Belleville, Ont.

FLEMING, ED
Our Gal Sunday
CBS

FLETCHER, TOM
WHK, Cleveland, O.

FLINN, PAUL
WJAC, Johnstown, Pa.

FLINT, WALTER
The Walter Flint Show
WGPC, Albany, Ga.

FLORENCE, DAVID
KIXL, Dallas, Texas

FLUERY, JACK
KBKW, Aberdeen, Wash.

FLYNN, CHAS.
Your Music Hour
WCAX, Burlington, Vt.

FLYNN, HOWARD
KMPG, Hollywood, Cal.

FLYNN, JOHN
WICY, Malone, N. Y.

FOLAND, MYLES
Myles Foland Show
WIRL, Peoria, Ill.

FORD, DOUG
Afternoon Serenade
WHIS, Bluefield, W. Va.

FORD, MILTON Q.
Ford Show
Prize Party
WWDC, Washington, D. C.

FORLAND, KURT
Kurt's Kapers
KRJF, Miles City, Mont.

FORSYTHE, GRANT
CKLB, Oslawa, Ont.

FORTIN, LOUIS
Soiree A Quebec
CBV, Quebec

FOSSELMAN, GENE
WDAN, Danville, Ill.

FOSTER, BOB
WSRS, Cleveland, Ohio

FOSTER, DON
KFKA, Greeley, Colo.

FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.

FOSTER, LEVERNE
WELR, Roanoke, Ala.

FOX, GARY
At Your Command
KROX, Crookston, Minn.

FOX, LARRY
WIKY, Evansville, Ind.

FOX, ROGER P.
KFAL, Fulton, Mo.

FRANK, JOE
The Rhythmi Spinner
KTKT, Tucson, Ariz.

FRANK, PAUL
WHKC, Columbus, Ohio

FRANKLIN, JOE
WDUN, Gainesville, Ga.

FRASER, JOHN G.
ABC

FREDERICKS, PAT
Let's Talk It Over
WMAV, Springfield, Ill.

FREAULT, LEE
Your L.I. Philosopher
WALK, Patchogue, N. Y.

FRED, ALAN
Mid-day Movie
WXEL, Cleveland, O.

FREEMAN, FRANK
WHBF, Rock Island, Ill.

FREEMAN, TOM
KCCW, Alliance, Neb.

FRENCH, DICK
WLS, Lansing, Mich.

FRENCH, GLENN
WDKD, Kingstree, S. C.

FRIBLEY, JOE
Classical Hour
KPBS, Shreveport, La.

FRIZZELL, HUGH
KBTM, Jonesboro, Ark.

FRON, DAVE
WLS, Lansing, Mich.

FRYER, HAROLD B., JR.
Star of Lisbon
WLIO, E. Liverpool, O.

FULLER, CHUCK
Charleston Alley
WORZ, Orlando, Fla.

FULLER, CLAUDE
Canyon Caravan
KAMQ, Amarillo, Tex.

FULTON, BILL
CJCH, Halifax, N. S.

— G —

GADD, CARL
KTOK, Oklahoma City,
Okla

GADOURY, PAUL
CHFA, Edmonton, Alta.

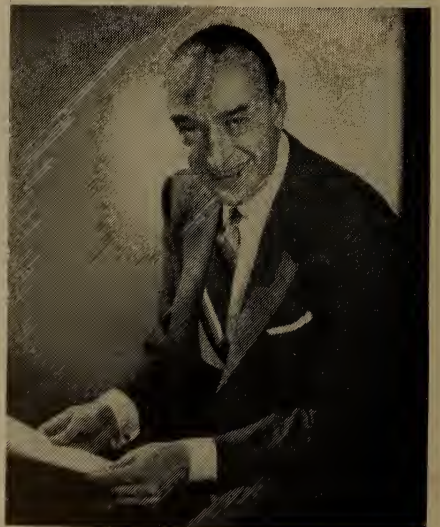
GADWA, TOM
KGAR, Garden City, Kans.

GAGNON, NORMAND
CHRL, Roberval, Que.

GAILEY, GEORGE
Gailey-Go-Round
WESA, Charleroi, Pa.



NELSON CASE



FRANK GALLOP

GAINES, ED
KBKI, Alice, Texas

GAINES, PHIL
WDBO, Orlando, Fla.

GAINES, WALT
WIEL, Elizabethtown, Ky.

GALE, JACK
WSRS, Cleveland, Ohio

GALE, VIRGINIA
WGN, Chicago, Ill.

GALLAGHER, ROGER
Gallagher & O'Brien Show
WMCA, New York, N. Y.

GALLOP, FRANK
Lights Out, NBC-TV

GALLOS, JOHN
WCCO-TV, Minneapolis,
Minn.

GAMBLE, WM.
KFBK, Sacramento, Cal.

GAMBLING, JOHN
Mutual

GARDINER, DON
Monday Morning Headlines
ABC

GARDNER, CLIFF
Wake Up Winnipeg
CJOB, Winnipeg, Man.

GARDNER, JACK
WBIP, Booneville, Miss.

GARNER, JIM
KATY, Bakersfield, Calif.

GARDNER, JIM
Tello Test
WJTN, Jamestown, N. Y.

GARRETT, JOE
Joe's Junction
KAMQ, Amarillo, Tex.

GASCON, JOSE
Mananetas
KDIS, Auburn, Ga.

GASKINS, MORRIS
Kentucky Farmer
WSFC, Somerset, Ky.

GASTON, LYLE
KSWO, Lawton, Okla.

GATES, ART
Sunbeam Party
WYVE, Wytheville, Va.

GAUGHAN, PATRICK J.
WMOD, Moundsville, W. Va.

GAY, CONNIE B.
Town & Country Time
WARL, Arlington, Va.

GEARY, BOB
WRAC, Racine, Wis.

GEER, SANDY
WALT, Tampa, Fla.

GEHLERT, WILLIAM
WTUX, Wilmington, Dela.

GEMAR, WM.
KFNE, Shenandoah, Iowa

GENTRY, BILL
Relay Quiz
WCHV, Charlottesville, Va.

GEORDAN, NORMAN
B. August 15, 1927, New York,
N. Y.; The Norm and Irene
Show, Junior Jury, Chime Time,
The World at Mid-Day, Teen
Tattle, The Classical Hour,
WTHI, Terre Haute, Indiana

GEORGE, CAL
Casino
CKWX, Vancouver, B. C.

GEORGE, PHILIP
KGON, Portland, Ore.

GERARD, JIM
WLW-D, Dayton, O.

GERON, NORM
WIZE, Springfield, O.

GETMAN, DAVID
WGR, Buffalo, N. Y.

GIBSON, ALEC
Alec Gibson Show
WTVJ, Miami, Fla.

GIFFORD, DICK
KFDA, Amarillo, Texas

GILBERT, AL
WIBA, Madison, Wis.

GILBERT, JAY
Pensacola After Hours
WPAR, Pensacola, Fla.

GILL, PAUL
Trading Post
WCSH, Portland, Maine

GILLUM, BOB
KWNO, Winona, Minn.

GILMORE, ART
Dr. Christian
CBS

GIRAND, JOE
Joe Girand Show
WHTT, Hartford, Conn.

GIROUX, LEE
Ladies' Day with Lee
KPIX, San Francisco, Cal.

GLEASON, BOB
KBRO, Bremerton, Wash.

GLENN, TONY
KSTL, St. Louis, Mo.

GLYNN, WILLIAM
WCNX, Middletown, Conn.

GODDARD, DICK
WPKY, Frankfort, Ky.

GODWIN, CARROLL
WDKD, Kingstree, S. C.



JOHNNY OLSEN

RUMPUS ROOM (TV)
KIDS & CO. (TV)
HOMEMAKER'S JAMBOREE (TV)
BREAK THE BANK (AM)
MOVIE QUIZ (AM)
NORA DRAKE (AM)

ART BAKER

currently emceeing
"YOU ASKED FOR IT"

plus starring in
"STARS ON STAGE"
KTTV — Hollywood

plus doing the
"DINAH SHORE
SHOW"
Television and Radio

plus the
"ART BAKER NEWS"
NBC — Network

GOLDBERG, BARNEY
Sahara Caravan
KRAM, Las Vegas, Nev.
GOLDBEN, JERRY
WLIP, Kenosha, Wis.
GOODMAN, SAM
Yawn Patrol
WCOM, Parkersburg,
W. Va.

GORDON, BILL
Bill Gordon Show
WEAT, Lake Worth, Fla.
GORDON, BILL
WQXR, New York, N. Y.
GORDON, DOROTHY
N. Y. Times Youth Forum
DuMont

GORDON, FRED
WHBF-TV, Rock Island, Ill.
GORDON, JOHN
CKLW, Detroit, Mich.

GOSS, FRANK
Hallmark Playhouse
CBS

GOWEN, ORIS
Smile with Lyle
WAIN, Columbia, Ky.

GRADY, CHAS.
WIMA, Lima O.

GRAMER, BILL
Top o' the Morning
WGBA, Columbus, Ga.

GRAMS, JOHN
1330 Club
WHBL, Sheboygan, Wis.

GRANT, BOB
KRNR, Roseburg, Ore.
GRANT, BRUCE
Record Shop

WGRD, Grand Rapids,
Mich.

GRATTON, BILL
KDSH, Boise, Idaho

GRAUER, BEN
It's A Problem, Seeing Is Believ-
ing, Royal Showcase, NBC-TV

GRAVES, HAL
WENE, Binghamton-Endi-
cott, N. Y.

GRAY, GENE
KCVR, Lod, Cal.
KCVR, Lodi, Cal.

GRAZZAN, JOE
WCPA, Clearfield, Pa.

GREGSON, JACK
Live Like a Millionaire, ABC

GREER, RUSS
Parade of Stars
KONA, Honolulu, Hawai

GRIFFIN, PETE
CKLB, Oshawa, Ont.

GRIFFITH, LESTER L.
Les Griffith and the News
ABC

GRIFFITHS, WM.
Cornflakes with Griffiths
WKRT, Cortland, N. Y.

GRISWOLD, JACK
Big Broadcast
WCSS, Amsterdam, N. Y.

GROBE, ALBERT
WQXR, New York, N. Y.

GROSSMAN, BOB
WIL, St. Louis, Mo.

GROUT, HAROLD
Trading Post
WDEV, Waterbury, Vt.

GRAY, BARRY
Barry Gray Show
DuMont

GUILBEAU, NED
KVIM, New Iberia, La.

GUILFOYLE, BUDDY
Home Folks Hour
CHOK, Sarna, Ont.

GUNN, GEORGE
ABC

GUTHRIE, HERB
WRAG, Carrollton, Ala.

GUTHRIE, KEN
KXJK, Forrest City, Ark.

GUTHRIE, WINK
KPDQ, Portland, Ore.

GWYN, JACK
Movie Quick Quiz
KRDL-TV, Dallas, Texas

— H —

HAACKE, LAUREN
Heckle & Jeckle Show

KDIX, Dickinson, N. D.

HADLEY, DOUG & JUNE
The Hadleys

WANE, Ft. Wayne, Ind.

HADLEY, ED
WCLO, Janesville, Wis.

HAGGART, BUD
WPDE, Flint, Mich.

HAGSTROM, CHARLES
Easy Listening

WJOC, Jamestown, N. Y.

HAINS, FRANK
WVIM, Vicksburg, Miss.

HALE, PHIL
KWNB-TV, New Britain,
Conn.



BEN GRAUER
NBC

Radio

TV



Geoff Davis

ANNOUNCER

DISK JOCKEY

SPORTSCASTER

NEW YORK YANKEES

HALEY, TOM
Ohio Today
WNBK, Cleveland, O.

HALL, EDWARD R.
KELD, El Dorado, Ark.

HALL, FRED
Surprise Party
KDB, Santa Barbara, Cal.

HALL, HOWARD
WOW, Omaha, Neb.

HALL, JOHN
1490 Club
WESB, Bradford, Pa.

HALL, RADCLIFFE
Today
NBC TV

HALLWOOD, RICHARD
WSAM, Saginaw, Mich.

HAMILTON, BRUCE
Record Shop
KXLL, Mssoula, Mont.

HAMILTON, BUDDY
KTOW, Oklahoma City,
Okla.

HAMILTON, JOE
Alarm Clock Club
WLBJ, Bowling Green, Ky.

HANCOCK, HUNTER
Harlematine
KPFVD, Los Angeles, Cal.

HANKINS, JIM
Tea Dance Party
WPAD, Paducah, Ky.

HANNA, ERLE W.
WJAM, Marion, Ala.

HAPGOOD, ARTHUR
Magic Rhythms
KVEC, San Luis Obispo,
Cal.

HARBAUGH, EARL
WEAM, Arlington, Va.

HARDIN, CHUCK
Highways of Melody
KOME, Tulsa, Okla.

HARDING, TED
Ted Harding Show
WCAV, Norfolk, Va.

HARMON, FRANK
WRFC, Athens, Ga.

HARRICE, CY
E. March 1, 1915, Chicago, Ill.;
Big Story, NBC; Cavalcade of
America, NBC; Broadway to Hol-
lywood, DuMont, 11th Hour The-
atre, WNBT

HARRIS, BILL
Mr. X & Mrs. X
WIEL, Elibabethtown, Ky.

HARRIS, BOB
KFRE, Fresno, Calif.

HARRIS, HERB
WQXI, Atlanta, Ga.

HARRIS, JACK
Havana Trio
KGCU, Mandan, N. D.

HARRIS, LLOYD
Hayloft Jamboree
WMAZ, Macon, Ga.

HARRISON, MEL
WDNC, Durham, N. C.

HARPEL, BILL
KNXT, Hollywood, Cal.

HARPER, JIMMY
WFRX, West Frankfort, Ill.

HARRY, RAY
Rely Quiz
WRAY, Princeton, Ind.

HARSHAW, DICK
WISE, Asheville, N. C.

HART, DALE
Morning Matinee
WBAP-TV, Fort Worth,
Texas

HART, JAMES
Italian Hour
KLAS, Las Vegas, Nev.

HARTMAN, DICK
1230 Club
KRIZ, Phoenix, Ariz.

HARTMAN, TOOTS
KFEQ, St. Joseph, Mo.

HARVEY, BILL
Western Sunrise
KVSM, San Mateo, Cal.

HARVEY, HANK
Sleepy Beacon Show
KVMA, Magnolia, Ark.

HARVEY, JACK
Club 18
WCAM, Camden, N. J.

HARVEY, JIM
KWTC, Barstow, Calif.

HARVEY, JOHN
ABC Home Digest
KGO, San Francisco, Cal.

HARVEY, LLOYD
Teen Topics
WIRL, Peoria, Ill.

HARVEY, ROY
Roy Harvey Show
WGL, Fort Wayne, Ind.

HASTINGS, JACK
WPBC, Minneapolis, Minn.

HATHAWAY, LEN
WENE, Binghamton-Endi-
cott, N. Y.



MORT LAWRENCE

Host: "Big Payoff"—NBC-TV
 Announcer: "Dog Show of Champions"—
 ABC-TV
 Announcer: "Take A Number"—MBS
 LExington 2-1100



HAL TUNIS

MC — Announcer
 Narrator

HATTON, RICHARD
WJW, Cleveland, Ohio

HAUGBEE, JOHN
WIPC, Lake Wales, Fla.

HAYES, WADE
Musical Clock
KLMR, Lamar, Colo.

HAYIG, DEAN
Campus Radlo Theatre
KMO, Tacoma, Wash.

HAWKINS, LEM
Lem Hawkins Show
KFGO, Fargo, N. D.

HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.

HAWTHORNE, BEN
Breakfast with Ben
WTHH, Hartford, Conn.

HAYES, GARY
Platter Playhouse
KYMA, Yuma, Ariz.

HAYES, GEORGE
ABC

HAYNES, JOHNNY
WMLS, Sylacauga, Ala.

HAYES, STAN
WENY, Elmira, N. Y.

HEAD, BYRON
KOIL, Omaha, Neb.

HEARTS, HARRY
Kiddieland
WJOL, Florence, Ala.

HEBENSTREIT, CARL
KGMB, Honolulu, Hawaii

HEDRICK, LEE
WSAL, Cincinnati, O.

HEINZ, BILL
Around Our Town
KMUS, Muskogee, Okla.

HELEN, MISS
Best on Wax
WKLF, Clanton, Ala.

HENDERSON, DOUG
WHAT, Phil., Pa.

HENDERSON, MAX
WTCN, Minneapolis, Minn.

HENDRICKS, STAN
WIPC, Lake Wales, Fla.

HENDRICKS, WES
WSFT, Thomaston, Ga.

HENRI, CHARLES
WHAT, Phil., Pa.

HENRY, BILL
News by Air
WDAK, Columbus, Ga.

HENRY, CLETE
KWNO, Winona, Minn.

HENRY, JOHN
KVOO, Tulsa, Okla.

HENSEN, JERRY
KRES, St. Joseph, Mo.

HENSKIE, ERIC
KLVT, Levelland, Tex.

HERLIHY, ED J.
B. August 14, 1912, Boston, Mass.; Children's Hour, WNBT; Goodyear Theatre, WNBT; Kraft Theatre, NBC-TV; Herlihy and the News at Noon; Universal Newsreel, WNBC

HERLIHY, WALTER
ABC

HERMAN, LVLE
KWAD, Wadena, Minn.

HERRMANN, R. G.
KPAL, Fulton, Mo.

HESTERMAN, BILL
Late Date with Bill
KLO, Ogden, Utah

HEULE, BILL
WSFT, Thomaston, Ga.

HENLEP, JOHN
WJEL, Springfield, O.

HICKMAN, HENRY
"Club 1300"
WFBR, Baltimore, Md.

HICKOK, BILL
Homemakers Matinee
WGAI, Elizabeth City, N. C.

HICKS, GEORGE
WHBF, Rock Island, Ill.

HICKS, GEORGE
Theatre Guild On The Air
NBC

HICKS, JOHN
ABC

HIGGINS, JOHN
KLYN, Amarillo, Texas

HILL, BILL
WTJH, East Point, Ga.

HILL, BOBBY
Good Morning Neighbor
WGBR, Goldsboro, N. C.

HILL, HOLLIS
KYCA, Prescott, Ariz.

HILL, JOE
WMGR, Bainbridge, Ga.

HILLIARD, JOHN
Battle of Music
WCOA, Pensacola, Fla.

HITES, WARREN
Symphonic Hour
WGAC, Augusta, Ga.

HOBBS, RICHARD
WJLB, Detroit, Mich.



SCOTT DOUGLAS

ANNOUNCER-ACTOR-M.C.

TELEVISION

Host M.C. "The Late Show" - - - CBS
 " Fireside Theatre" - - - - - NBC
 " Dinah Shore Show" - - - - - NBC

RADIO

"Hallmark Playhouse" - - - - Leads
 "Stars Over Hollywood" - - - - Leads



REX MARSHALL

HODGKINSON, BRIAN
 WKK, Cleveland, O.
HODKIN, DICK
 WPAC, Patchogue, N. Y.
HOHN, BILL
 WNAC-TV, Boston, Mass.
HOGUE, LLOYD
 Starduster
 KXOA, Sacramento, Cal.
HOLIDAY, JOHNNY
 Concho Room Remote
 KOY, Phoenix, Ariz.
HOLLANDSWORTH, DENNY
 Hilbilly Jamboree
 WWNR, Beckley, W. Va.
HOLMES, JOHN
 VOGM, St. John's, Newf.
HOLMES, ROBERT D.
 KAST, Astoria, Ore.
HOLMES, TED
 WBRK, Pittsfield, Mass.
HOLT, ARTHUR
 KSWs, Roswell, N. M.
HOLT, DAN
 WTCO, Campbellsville, Ky.
HOLT, DICK
 KCNO, Alturas, Cal.
HOLT, FRED
 WCKY, Cincinnati, O.
HOLTZ, THOMSON
 Helpful Holtz
 KFAB, Omaha, Neb.
HOMEL, LOUIS
 Radio Shoppers Guide
 WBLK, Clarksburg, W. Va.
HOOPER, CHARLES
 Candlelight Concert
 WDOK, Cleveland, O.
HOUGH, BOB
 KVN1, Coeur D'Alene, Ida.

HOULIHAN, BILL
 WEEK, Peoria, Ill.
HOVRIGAN, HAP
 WILS, Lansing, Mich.
HOVLAND, HENRY
 WHO, Des Moines, Iowa
HOWARD, BILL
 WJPG, Green Bay, Wis.
HOWARD, DON
 Don Howard Show
 KSDO, San Diego, Cal.
HOWARD, ERNEST
 KARK, Little Rock, Ark.
HOWARD, JIM
 Spinner Sanctum
 KXOA, Sacramento, Cal.
HOWE, LLOYD
 Meet the Artist
 WCSS, Amsterdam, N. Y.
HOWELL, WAYNE
 House of Music
 Stars Review The Hits
 NBC
HUGG, ARLIE
 WSAV Party Line
 WSAV, Savannah, Ga.
HUGHES, ELLA
 KIMO, Independence, Mo.
HULBERT, MAURICE JR.
 WITH, Baltimore, Md.
HULICK, BUDD
 WTNT, Tallahassee, Fla.
HULICK, HELEN
 WTNT, Tallahassee, Fla.
HUNTLEY, CURLEY
 Curley's Cornerib
 WKLF, Clanton, Ala.
HURST, OVERTON
 KDA5, Malvern, Ark.

HUSTED, DON
 Don's Record Shop
 KIUP, Durango, Colo.
HUFFMAN, RUSS
 KFAM, St. Cloud, Minn.
HUGHES, ED
 WCDL, Carbondale, Pa.
HUGHES, PAUL
 KTAR, Phoenix, Arizona
HULGAN, TOM
 WFPA, Fort Payne, Ala.
HUND, BOB
 Ladies Date
 DuMont
HUNTER, CLARENCE
 CKBW, Bridgewater, N. S.
HUTCHINS, ED
 KCRG, Cedar Rapids, Iowa
HUTTON, BOB
 Bob's Inn
 CKWX, Vancouver, B. C.
HRUBY, CHUCK
 WLEC, Sandusky, O
HYLE, BOB
 Boy Meets Girl
 WKVA, Lewistown, Pa.

— I —

INGEBRITZEN, LEN
 La Mina Room Remote
 KOY, Phoenix, Ariz.
IRVING, DICK
 KCHI, Chillicothe, Mo.
ISH, VICTOR
 KFBK, Sacramento, Cal.

— J —

JACKSON, JAY
 Twenty Questions
 Mutual



TODD RUSSELL

"Wheel of Fortune"—CBS-TV
 "Rootie Kazootie"—ABC-TV

Personal Management: George Gruskin
 William Morris Agency



PHIL TONKEN

ACTOR - ANNOUNCER - M.C.
 MUTUAL NEWSREEL
 ROD & GUN CLUB
 "NEMO" WEATHER REPORTER
 GREATEST FIGHTS OF THE CENTURY
 PLANET MAN
 RADIO ON THE RECORD
 HISTORY IN THE MAKING

RADIO

TV

- JACOBS, JOHN**
Jo Stafford Snow
CBS
- JAMES, DENNIS**
Old Gold Original Amateur
Hour
NBC-TV
- JAMES, DON**
Ole Black Joe
WORZ, Orlando, Fla.
- JAMES, HUGH**
Second Mrs. Burton
CBS
- JAMES, KEN**
WOW, Omaha, Neb.
- JAMES, RALPH**
Ralph's Records
KSOX, Harlington, Tex.
- JAMISON, RUSS**
Friendship Circle
KMED, Medford, Ore.
- JEFFREYS, ALLAN**
WTOP, Washington, D. C.
- JENKINS, ALUN**
WHK, Cleveland, O.
- JENKINS, BILL**
The Bill Jenkins Show
WONS, Hartford, Conn.
- JENKINS, BOB**
Take 60
KGY, Olympia, Wash.
- JENKINS, WAYNE**
Breakfast with Blondie
WBOW, Terre Haute, Ind.
- JENSEN, BOB**
KGMB, Honolulu, Hawaii
- JENSEN, ERV**
KCOW, Alliance, Neb.
- JENSEN, LEIF**
WDRG, Hartford, Conn.
- JENSEN, PAUL**
Chow Call
KOIN, Lincoln, Neb.
- JENSEN, RAN**
WOC-TV, Davenport, Iowa
- JESSEE, RANDALL**
Community Forum
WDAF-TV, Kansas City, Mo.
- JOHN, AMOS**
KAFY, Bakersfield, Calif.
- JOHNSON, ART**
WATR, Waterbury, Conn.
- JOHNSON, BILL**
WPIK, Alexandria, Va.
- JOHNSON, BILL**
KSUM, Fairmont, Minn.
- JOHNSON, KARL**
Heckle & Jeckle Show
KDIX, Dickinson, N. D.
- JOHNSON, RON**
WBEX, Chillicothe, Ohio
- JOHNSON, WALLY**
KFEQ, St. Joseph, Mo.
- JONES, CHARLES L.**
WSTR, Sturgis, Mich.
- JONES, DAN**
What's Your Job
KTAT, Frederick, Okla.
- JONES, DON**
Sunny Side Up
WLEA, Hornell, N. Y.
- JONES, MAL**
WFOR, Hattiesburg, Miss.
- JONES, PAUL**
WSAI, Cincinnati, O.
- JONES, REN**
KOME, Tulsa, Okla.
- JONES, VERN**
Tons in Pops
WARE, Ware, Mass.
- JOHNSTON, BRYCE**
Easy Rhythms
KOOS, Cook Bay, Gre.
- JORDAN, MURRAY**
WLIB, New York, N. Y.
- JORGENSEN, FRED**
Monday with Freddie
KGO-TV, San Francisco, Cal.
- JOSEPH, EDDY**
WILLD, Niagara Falls,
N. Y.
- JUDGES, COLIN**
CJNT, Quebec
- JULIAN, JOSEPH**
WILLD, Niagara Falls,
N. Y.

— K —

- KANE, BOB**
Stuff & Things
WRGO, Richland Center,
Wis.
- KARMEN, JACK**
Crackpot College
WCOU, Lewiston, Maine
- KARMER, JAMES W.**
Siesta Serenade
WDNE, Elkins, W. Va.
- KARRENBAR, BILL**
Top of the Morning
WHBC, Canton, O.
- KARSEN, ANDY**
Matinee Revue
WKLV, Sparta, Wis.
- KAY, WALT**
TNT
WDOK, Cleveland, O.
- KAYE, DICK**
WCRB, Waltham, Mass.
- KEANE JERRY**
Variety Time
WMOC, Covington, Ga.
- KEARNEY, DES**
CKY, Winnipeg
- KEARNEY, GERRY**
1370 Streamliner
WFEA, Manchester, N. H.
- KEECH, KELVIN**
ABC
- KEELER, DAN**
KSL-TV, Salt Lake City,
- KEITH, BOB**
WLOF, Orlando, Fla.
- KEITH, ROLAND**
Mrs. goes to Super Market
WLIO, E. Liverpool, O.
- KELLEMS, VIVIAN**
The Power of Women
DuMont
- KELLER, ROBT.**
Man on the Street
WLBR, Lebanon, Pa.
- KELLY, JOE**
Quiz Kids
NBC-TV
- KELLY, WARREN M.**
Warren Michael Kelly Show
WXYZ, Detroit, Mich.
- KELPE, HENRY**
KOIL, Omaha, Neb.
- KENDALL, DON**
Parade of Stars
WBEQ, Harrisburg, Ill.
- KENNEDY, KEVIN**
Famous Fights from Madison
Square Garden, DuMont
- KENNEDY, MICHAEL**
KTOW, Oklahoma City,
Okla.
- KENNEDY, TERRY**
WBCK, Battle Creek, Mich.
- KENNEDY, WARREN**
WNTZ, New Orleans, La.
- KENNEY, STU**
Wake Up Ontario
CKEY, Toronto, Ont.
- KENT, FRANK**
WPEN, Phil., Pa.
- KETCHAM, JIM**
WHUM, Reading, Pa.
- KETCHERSID, LESTER**
WDBL, Springfield, Teun.
- KEYS, WILL**
WHAP, Hopewell, Va.
- KEYSER, WARREN**
WILM, Wilmington, Dela.
- KIBBE, TOM**
WHWB, Rutland, Vt.
- KIBBY, GORDON**
Hub Show
WFUR, Grand Rapids,
Mich.
- KIDNEY, DICK**
Radio
WBPZ, Lock Haven, Pa.
- KIERMAN, WALTER**
Who Said That
NBC-TV
- KIHN, ED**
KHAS, Hastings, Neb.
- KIKER, W. A.**
WADB, Wadesboro, N. C.
- KILLEBREW, DICK**
WBLR, Roanoke, Ala.
- KIMBLE, EMERSON**
WSPD, Toledo, O.
- KING, BOB**
WRAP, Norfolk, Va.
- KING, CARL**
E. Dec. 30, 1921, St. Louis, Mo.;
King's Crossroads, Nationally
Syndicated Films; Capt. Video,
DuMont
- KING, FRANK E., JR.**
KCIL, Houma, La.
- KING, JAMES**
WSBB, New Smyrna Beach,
Fla.
- KING, JOE**
Mr. and Mrs. North
Vaughn Monroe Show
CBS
- KING, JOHNNY**
Cinderella Weekend
WJ-TV, Detroit, Mich.
- KING, JOHN REED**
Ford Festival Time
NBC-TV
- KINGSTON, WALTER**
KFAC, L. A., Cal.
- KINSINGER, JOHN**
KGAR, Garden City, Kans.
- KIRBY, DURWARD**
Hilltop House
CBS
- KIRBY, GEORGE**
Melody Manor
KDRS, Paragould, Ark.
- KIRBY, LEE**
Stag Session
WBTV, Charlotte, N. C.
- KITCHEN, CORKY**
WKLV, Blackstone, Va.
- KITTELL, CLYDE**
News
NBC
- KLOSS, BOB**
WHLI, Wheeling, W. Va.
- KNIGHT, FRANK**
Rise 'n' Shine
WARE, Ware, Mass.
- KNIGHT, FRED**
Auto Show
WIBG, Philadelphia, Pa.
- KNIGHT, KEN**
Hit Parade
WINN, Louisville, Ky.
- KOBAK, ED**
Morning Matinee
WTWA, Thomson, Ga.
- KOLE, GORDON**
WAUX, Waukesha, Wisc.
- KOPLOW, GEORGE**
WHBT, Rock Island, Ill.

- KORMANN, HAL**
Band of the Week
WWRU, New York, N. Y.
- KOSAK, JOE**
WVNL, Olney, Ill.
- KOVACE, ERNIE**
Kovacs Unlimited
WCBS-TV, New York
- KRAEHLING, BUD**
WCCO-TV, Minneapolis,
Minn.
- KRAHLING, BOB**
Easy Listening
WHBC, Canton, O.
- KREMER, VERN**
Concert Hour
KAYL, Storm Lake, Iowa
- KRIEGER, ED**
WSOO, Sault Ste. Marie,
Mich.
- KROLL, JAY**
Housewives Only
WELS, Kinston, N. C.
- KULZ, BOB**
WNDB, Daytona Beach, Fla.
- KURTZ, SPYKER**
WRAC, Williamsport, Pa.
- KUZNETSOV, WILLIAM**
Kentuckiana
WLBK, Bowling Green, Ky.
- L —
- LACEY, BRAD**
WKXL, Concord, N. H.
- LACY, JACK**
WINS, New York, N. Y.
- LAKE KATIE**
Two at 2
KFJI Klamath Falls, Ore.
- LAMB, ART**
WTTG, Washington, D. C.
TV Disc Jockey
- LAMB, DONALD**
WPDx, Clarksburg, W. Va.
- LAMBERT, KEN**
WLDS, Jacksonville, Ill.
- LAMOND, DON**
KERO, Bakersfield, Calif.
- LAX, TED**
Open House
KXGI, Fort Madison, Iowa
- LAND, ZACK**
WMA5, Springfield, Mass.
- LANDELL, AUSTIN**
WAAB, Worcester, Mass.
- LANDRY, JIM**
WJBW, New Orleans, La.
- LANG, FRED**
WNAC-TV, Boston, Mass.
- LANSFORD, CHUCK**
WDSR, Lake City, Fla.
- LANGFORD, TOM**
WTND, Orangeburg, S. C.
- LAMERE, ROY**
Your Boy Roy
WFHR, Wisconsin Rapids,
Wis.
- LARKE, STAN**
CFOR, Orilla, Ont.
- LAUB, DARYL**
WTCN, Minneapolis, Minn.
- LAURENCE, JOCK**
WPWA, Chester, Pa.
- LAWRENCE, CARL**
KOJM, Havre, Mont.
- LAWRENCE, DICK**
Problem Corner
KXGI, Fort Madison, Iowa
- LAWRENCE, FRANK**
1320 Club
KWHN, Ft. Smith, Ark.
- LAWRENCE, JOHNNY**
WOKO, Albany, N. Y.
- LAWRENCE, KEN**
WSPD, Toledo, O.
- LAWRENCE, MORT**
Big Payoff, NBC-TV; Dog Show
of Champions, ABC-TV; Take a
Number, MBS.
- LAWSON, RALPH**
Concert Hall
WZIP, Covington, Ky.
- LEAHY, ED**
Campus Favorites
WHMP, Northampton, Mass.
- LeBLANC, DON**
KTRH, Houston, Texas
- LEE, DOUG**
CKX, Brandon, Manitoba
- LEE, MRS. JOHN G.**
The Power of Women
DuMont
- LEEDS, LYLE**
KOJM, Havre, Mont.
- LeFEBRE, BILL**
"Melody Ballroom"
FWBR, Baltimore, Md.
- LENHART, PHILIP**
WAKR, Akron, O.
- LEIBERT, AL**
WICC, Bridgeport, Conn.
- LEMEN, HYLE**
1400 Club
KCOG, Centerville, Iowa
- LeMOND, BOB**
Bob Hawk Show
Our Miss Brooks
CBS
- LENHARDT, NORMAN**
WJBK, Detroit, Mich.
- LEONARD, ARCHIE**
WHO, Des Moines, Iowa
- LEONARD, ART**
Suit Yourself
CJAD, Montreal
- LEONARD, MAXWELL**
WMGY, Montgomery, Ala.
- LePAGE, JEAN**
WMSA, Massena, N. Y.
- LESCOULIE, JACK P.**
B. Nov. 17, Sacramento, Cal.;
Jackie Gleason Show, CBS-
TV; Today, Dave Garroway, NBC-
TV; Dennis Day Show, NBC-TV
- LESIK, EDWARD L.**
ABC
- LESTER, DON**
WSAI, Cincinnati, O.
- LESTER, MICKEY**
CKEY, Toronto, O.
- LEVIN, SYLVAN**
Mutual
- LEWIS, ALLAN**
WGR, Buffalo, N. Y.
- LEWIS, DAVE**
KBLI, Blackfoot, Idaho
- LEWIS, DAVE**
Dave Lewis Show
WTTV, Bloomington, Ind.
- LEWIS, DICK**
KCID, Caldwell, Idaho
- LEWIS, GEORGE**
Man on the Street
WKNB, New Britain, Conn.
- LEWIS, JOHN**
"Leo, The Lion"
WCAO, Baltimore, Md.
- LEWIS, THOM**
Opera Theatre
WNMP, Evanston, Ill.
- LEWIS, WALTER**
Commuter's Time
WHLI, Hempstead, L. I.
- LEXOTTE, GEORGE**
WAVZ, New Haven, Conn.
- LIBUTTI, GEORGE**
WRNY, Rochester, N. Y.
- LIEBMAN, JERRY**
WPIC, Sharon, Pa.
- LIGHTCAP, JACK**
WINS, New York, N. Y.
- LILES, MARDI**
WFLA Farm Hour
Tampa, Fla.
- LILLICO, DICK**
CHAB, Moosejaw, Sask.
- LILLIGREN, CHUCK**
1450 Club
WDLB, Marshfield, Wis.
- LINDAMOOD, FRANK FOX**
WYVE, Wytheville, Va.
- LINDSEY, JIM**
Listen with Lindsey
KRIC, Beaumont, Tex.
- LINKOUS, MELVIN**
WSLS, Roanoke, Va.
- LINN, CLARE**
WKMH, Dearborn-Detroit,
Mich.
- LINN, SAM**
Western Jamboree
WSAZ-TV, Charleston,
W. Va.
- LISSANDRI, DOMINIC**
WJKO, Springfield,
Hamden, Mass.
- LOCKE, ED**
WIP, Phil., Pa.
- LOFLIN, BOB**
Listenin with Lofin
WCBI, Columbus, Miss.
- LOFTESNESS, RAY**
Ray's Corner
KSOO, Sioux Falls, S. Dak.
- LOGSDON, JIMMIE**
Jimmie Logsdon Show
WINN, Louisville, Ky.
- LONG, DEANE**
Dean's Den
KVOE, Santa Ana, Cal.
- LONG, DAN**
Musical Clock
WJVB, Jacksonville, Fla.
- LONG, KENNETH**
WGAN, Portland, Maine
- LOHMAN, JIMMY**
KANE, New Iberia, La.
- LOMAX, KENNETH**
Music for the Mrs.
KERG, Eugene, Ore.
- LOMBARDO, GUY**
Mutual
- LONG, SHORTY**
WPAZ, Pottstown, Pa.
- LONGWORTH, BILL**
WGBI, Scranton, Pa.
- LOPEZ, VINCENT**
Mutual
- LOTT, JOHNNIE**
Chuck Wagon
WERH, Hamilton, Ala.
- LOUGHANE, DON**
Juke Box Serenade
KOWI, Omaha, Neb.
- LOVE, BOB**
KGST, Fresno, Cal.
- LOWE, BRYAN**
WAYB, Waynesboro, Va.
- LOWE, DON**
ABC
- LOWE, SUN**
Sun Lowe Show
KIKI, Honolulu, T. H.
- LOWRY, KEN**
Pop O the Morning
WGTA, Summerville, Ga.
- LUCAS, WM. E.**
Staff Breakfast
KOLN, Lincoln, Neb.
- LUDDEN, ALLEN**
Mind Your Manners
NBC-TV
- LUDWIG, JAMES**
WDHL, Olean, N. Y.

LUDWIG, LYELL
Cinderella Weekend
WTBM-TV, Indianapolis,
Ind.

LUKE, HARRY
WICC, Bridgeport, Conn.

LUND, ROGER
Platter Parade
WXR-A, Buffalo, N. Y.

LUNDBERG, VIC
Turn the Tune
KTUL, Okla. Tulsa

LUNDBERG, WYN
KRYN, Lexington, Neb.

LUNDBOM, DEL
KGEM, Boise, Idaho

LUPTON, JOHN
Mon on the Street
WLAN, Lancaster, Pa.

LYNDON, DAVE
WQXI, Atlanta, Ga.

LYNN, MEL
KHOZ, Harrison, Ark.

— Mc —

McCANN, BOB
Tuen Time
KBYM, Billings, Mont.

McCANN, DICK
Dick McCann Show
KBON, Omaha, Neb.

McCARATHY, CHARLES F.
News
NBC

McCARATHY, JACK
WPIX, New York

McCARATHY, RED
WHGB, Harrisburg, Pa.

McCAY, RAY
Swingbillies
WLT-V, Atlanta, Ga.

McCLENDON, JOHN
WRAP, Norfolk, Va.

McCONNOCHE, JAMES
ABC

McCORD, BILL
Brighter Day
CBS

McCOY, DUANE
Melody Round-Up
KMON, Great Falls, Mont.

McCOY, HUGH
KFAR, Omaha, Neb.

McCOY, JACK
Live Like A Millionaire
NBC

McCOY, RONNIE
KFEL, Denver, Colo.

McCRAE, EARL
WTVY, Jacksonville, Fla.

McCRANEY, BETTY
WGAF, Valdosta, Ga.

McCRARY, JOHN F., JR.
WCRK, Morristown, Tenn.

McCURDY, H. T.
News Quiz
CJAD, Montreal, P. Q.

McCURRY, BILL
McCurry at the Mike
KRAM, Las Vegas, Nev.

McDOWELL, LYNN
Rise & Shine
WBRH, Hamilton, Ala.

McELROY, JACK
Jack McElroy Show
KNBH, Hollywood, Cal.

McENANEY, JAMES
WNLG, New London, Conn.

McFARLANE, MONTY
CJOR, Vancouver, B. C.

McGAVIN, BOB
CFRN, Edmonton, Alta.

McGEE, ART
Musical Shopper
WALB, Albany, Ga.

McGOWAN, GEORGE
KEX, Portland, Ore.

McGRAW, Mac
KFTM, Fort Morgan, Colo.

McGUANE, GENE
KSL-TV, Salt Lake City,
Utah

McGUINNESS, JOHN
WILD, Birmingham, Ala.

McHALE, BOB
Hillbilly Hit Parade
WSCR, Scranton, Pa.

McHALE, TOM
WSOO, Sault Ste. Marie,
Mich.

McINTOSH, HUGH
1350 Club
KRRC, Lewiston, Idaho

McKAY, ANNE
WGAF, Valdosta, Ga.

McKAY, LES
Timber Trails
KRCC, Prineville, Oreg.

McKINNEY, JIM
Mac's Record Rack
WMIX, Mt. Vernon, Ill.

McKINNON, W. F.
CJFX, Antigonish, N.S.

McKISSON, PERC
KWRO, Coquille, Ore.

McLEAN, PHIL
WERE, Cleveland, Ohio

McMILLEN, GENE
KRAL, Rawling, Wyo.

McNEE, GEO.
CJNT, Quebec

McNEIL, MARSHALL
Meet the Boss
DuMont

McVAY, BOB
Two at 2
KFJL, Klamath Falls, Ore.

— M —

MacBRIAR, WALLACE, JR.
WJON, St. Cloud, Minn.

MacDONALD, DON
KCMJ, Palm Springs, Cal.

MAK, BERNIE
KMUR, Manchester, N. H.

MACK, BILL
Music Time
WEDC, Chicago, Ill.

MACK, CLARENCE
Good Deed Club
CFAC, Calgary, Alta.

MACK, TED
Old Gold Original
Amateur Hour
NBC-TV

MACK, WAYNE
Afternoon Concert
WDOK, Cleveland, O.

MADER, JIM
WIBA, Madison, Wis.

MAHER, IDA MAE
Happy's Party
DuMont

MAHONEY, ED
WTAX, Springfield, Ill.

MAKI, ROBERT
WTVH, Peoria, Ill.

MALDEN, KEN
"Hall of Ebony"
WBMS, Boston, Mass.

MALLOY, LES
Malloy & Co.
KGO-TV, San Francisco,
Cal.

MALONEY, KEN
WMOH, Hamilton, O.

MALOW, HENRY
Kid Stuff
WTRY, Troy, N. Y.

MANCHELL, BOB
WRMN, Elgin, Ill.

MANDRAKE, CHAS.
WICA, Ashtabula, O.

MANN, LARRY
CHUM, Toronto, Ont.

MANNING, JOE
WBTA, Batavia, N. Y.

MANN'S, BILL
WIP, Phila., Pa.

MANSFIELD, SAM
Record Hillites
WJBS, DeLand, Fla.

MARCH, JIM
KVOC, Casper, Wyo.

MARES, JERRY
WCBM, Baltimore, Md.

MARION, DICK
WMOA, Marietta, Ohio

MARKLE, TINY
WAVZ, New Haven, Conn.

MARLOWE, OWEN
WALK, Patchogue, N. Y.

MARLOWE, PAUL
WNDB, Daytona Beach,
Fla.

MARSH, FREDERICK RAY
WCOL, Columbus, O.

MARSHALL, BOB
Party Line
WGBS, Miami, Fla.

MARSHALL, REX
B. Jan. 10, 1919; Suspense,
CBS-TV; Ellery Queen, ABC-TV;
Sunday Matinee, DuMont; Date
With Rex, WABB.

MARTIN, CLIF
WMRP, Flint, Mich.

MARTIN, EARL
Sharecroppers Roundup
WMJM, Cordele, Ga.

MARTIN, FRANK
WIKK, Erie, Pa.

MARTIN, JOHNNY
WLOU, Louisville, Ky.

MARTIN, JOE
KCLX, Colfax, Wash.

MASON, BRUCE
Western Record Party
KVLH, Pauls Valley,
Okla.

MASON, ELLA
(Brooks Stevens)
Food for Thought
DuMont

MAST, BENNY
Hillbillie Houseparty
WATA, Boone, N. C.

MATHIS, LEE
Linger with Lee
WFPM, Fort Valley, Ga.

MATLOCK, STAN
Magazine of Air
WKRC, Cincinnati, O.

MATTESON, CONNIE
Party Time
WKTU, Utica, N. Y.

MATTESON, DEAN
KSDN, Aberdeen, S. Dak.

MATTHEWS, JIM
People Are Funny
CBS

MAU, LOUISE
Listen Awhile
KBOX, Modesto, Cal.

MAY, MIKE
WCSI, Columbus, Ind.

MAYO, BEN
Juke Box
WCPS, Tarboro, N. C.

MEAD, JIM
WFRG, Reidsville, N. C.

MEATH, EDDIE
WHEC, Rochester, N. Y.

MEKES, MAX
Alarm Clock Club
WMFR, High Point, N. C.

- MELTON, DAVE**
Radio Reveries
KOEL, Oelwein, Iowa
- MENDINE, MARTIN**
Night Watch
KCRT, Trinidad, Colo.
- MERCHANT, BILL**
WMUS, Muskegon, Mich.
- MEREAU, DANNY**
Phil Space
WREB, Holyoke, Mass.
- MEREDISH, LEE**
KWHI, Brenham, Tex.
- MERKER, GEORGE J.**
WRMN, Elgin, Ill.
- MERRITT, HERBERT A.**
WHAJ, Greenfield, Mass.
- MERTZ, BILL**
WVKO, Columbus, O.
- MEYER, MIKE**
KRVN, Lexington, Neb.
- MICHAEL, BOB**
WENY, Elmira, N. Y.
- MICHAEL, GEORGE**
Farm Bureau Show
WVNH, Rochester, N. H.
- MICHAELS, JOHN**
WVKO, Columbus, O.
- MICHLER, GEORGE**
Sunshine Special
WBBW, Youngstown, O.
- MILLER, BILL**
WATS, Sayre, Pa.
- MILLER, DON**
KEEP, Twin Falls, Idaho
- MILLER, JOHN Z.**
Swap Shop
KGCU, Mandan, N. D.
- MILLER, JOHNNY**
Johnny Miller Show
WTOB, Winston-Salem, N. C.
- MILLER, MAUREY**
KSO, Des Moines, Iowa
- MILLER, PAUL**
WHOC, Philadelphia, Mass.
- MILLER, WILLIAM S.**
WSTR, Sturgis, Mich.
- MILLS, ALLAN**
Sunrise Roundup
WMOC, Covington, Ga.
- MILLS, BOB**
Western Theatre
WSAZ-TV, Charleston, W. Va.
- MILLS, BOB**
WRNY, Rochester, N. Y.
- MILLS, DEXTER**
WDBJ, Roanoke, Va.
- MILLS, FRANK**
What's Cooking
WBAP-TV, Ft. Worth, Texas
- MILWEE, N. C.**
WVJS, Owensboro, Ky.
- MINSHALL, BILL**
Record Shop
KRMG, Tulsa, Okla.
- MINTON, MARK**
KGGF, Coffeyville, Kansas
- MITCHELL, EVERETT**
National Farm & Home Hour
NBC
- MITCHELL, ROY**
KCMC, Texarkana, Texas
- MİYANISHI, JAMES**
KILA, Hilo, Hawaii
- MOEGLE, FRED**
KWVK, St. Louis, Mo.
- MOFFETT, RAYMOND, R.**
WCAO, Baltimore, Md.
- MOHNKERN, LEN**
WHHH, Warren, O.
- MOLDEN, BOB**
Hillbilly Harmony
WKDK, Newberry, S. C.
- MONTGOMERY, BILL**
Hillbilly Jamboree
WCUE, Akron, O.
- MOORE, BOB**
WBCK, Battle Creek, Mich.
- MOORE, CLYDE**
KCUL, Fort Worth, Tex.
- MOORE, LEE**
Jamboree Party
WVVA, Wheeling, W. Va.
- MOORE, VIRGIL**
WJAM, Marion, Ala.
- MORAGA, PEDRO**
KIPN, Phoenix, Ariz.
- MORAN, WARREN**
Moran with Music
WHIZ, Zanesville, O.
- MORGAN, BILL**
WHO, Des Moines, Iowa
- MORGAN, DICK**
WDBJ, Roanoke, Va.
- MORGAN, HAL**
Morgan's Pop Concert
WGAR, Cleveland, O.
- MORGAN, JIM**
Birthday Club
WHLN, Harlan, Ky.
- MORGAN, JIMMIE**
WBIP, Booneville, Miss.
- MORNINGSTAL, FRED**
Hymns for Homefolks
WHJC, Matewan, W. Va.
- MORRIER, B.**
CJSO, Sorel, Que.
- MORRIS, BEN**
Sooner Shindig
WKY-TV, Oklahoma City, Okla.
- MORRIS, GILBERT**
WDAS, Phil., Pa.
- MORRIS, JACK**
KLX, Oakland, Cal.
- MORRISSEY, BILL**
WCCM, Lawrence, Mass.
- MORSE, TONY**
ABC Home Institute
KGO, San Francisco, Cal.
- MORTON, LOU**
WNXT, Portsmouth, Ohio
- MOYER, CHAS. N.**
WACB, Kittanning, Pa.
- MULLENS, JACK D.**
WVYO, Pineville, W. Va.
- MULLIGAN, RAY**
WPAM, Pottsville, Pa.
- MUNDY, ED.**
Requestfully Yours
KCSB, San Bernardino, Cal.
- MUNRO, DAVE**
CFAR, Flin Flon, Man.
- MUNT, PAUL**
KOLB, Omaha, Neb.
- MUNYAN, HARRY**
Miami Civic Forum
WIOD, Miami, Fla.
- MURDOCK, ED**
Wax Showcase
WMGA, Moultrie, Ga.
- MURPHY, BILL**
Are You From Dixie
WAKR, Akron, Ohio
- MURPHY, ED**
Ed Murphy Show
WSYR-TV, Syracuse, N. Y.
- MURRAY, DON**
WFOM, Marietta, Ga.
- MURRAY, FRED**
Murray at Mike
WWOD, Lynchburg, Va.
- MURRAY, PHIL**
Magical Moondial
WJOC, Jamestown, N. Y.
- MURRY, HANK**
WTCO, Campbellsville, Ky.
- MUSIC, REX**
KSO, Des Moines, Iowa
- MUSSER, WALTER J.**
WBCM, Bay City, Mich.
- MYERS, KENT**
KCSU, Provo, Utah

— N —

- NADEL, HOWARD I.**
WCOL, Columbus, O.
- NAGLE, JEFF**
KMJ, Fresno, Cal.
- NANCE, BOB**
KBKI, Alice, Texas
- NAUGHTON, RUSS**
WDRG, Hartford, Conn.
- NEAL, BOB**
WBIG, Greensboro, N. C.
- NEARNS, JOE**
Top o' Morning
KNBY, Newport, Ark.
- NEDIN, DICK**
WEOK, Poughkeepsie, N. Y.
- NEELD, HUGH**
KMUS, Muskogee, Okla.
- NEHRING, WALLY**
S'prize Party
WIRE, Indianapolis, Ind.
- NEIL, JACK**
WVNC, Asheville, N. C.
- NEILAN, RAY**
WKNB-TV, New Britain, Conn.
- NEIMAN, WALTER**
Musical Fantasies
WGSN, Huntington, N. Y.
- NELSON, DAVE**
WRMN, Elgin, Ill.
- NELSON, HAROLD**
KCMC, Texarkana, Texas
- NELSON, HERMAN**
WLCS, Baton Rouge, La.
- NELSON, JOHN**
KFTV, Paris, Texas
- NELSON, WARREN**
KSO, Des Moines, Iowa
- NELSON, WAYNE**
Vaughn Monroe Show
CBS
- NEWHOUSE, HAL**
Tune Test
KRCO, Prineville, Ore.
- NEWMAN, EDDIE**
WDAS, Phila., Pa.
- NEWTON, JIM**
Disc Din
KNBY, Newport, Ark.
- NICHOLS, FLOYD**
KWRO, Coquille, Ore.
- NICHOLS, JOHNNY**
WJBW, New Orleans, La.
- NICHOLS, ROY**
KXLR, Little Rock, Ark.
- NICHOLSON, NICK**
KNBC, San Francisco, Cal.
- NIELSON, WARREN**
KMA, Shenandoah, Iowa
- NIGHTINGALE, EARL**
Earl Nightingale Show
WGN, Chicago, Ill.
- NILES, DAVID**
WEVD, New York, N. Y.
- NIMMO, BILL**
B. June 18, 1917, Cincinnati, Ohio; Jackie Gleason, CBS; Wednesday Boxing, CBS; Crime Syndicated, CBS; Heaven for Betsy, CBS; Plainclothes Man, Du Mont
- NIMS, ROBERT**
WAAB, Worcester, Mass.
- NIXON, MILTON**
WRAP, Norfolk, Va.

NOEL, DICK
Quick on the Draw
The Week in Review
DuMont

NOLAN, GEORGE
KFDA, Amarillo, Texas

NORDSTRAND, RAY
Eventide Concert
WNMP, Evanston, Ill.

NORDEN, LEE
WSAM, Saginaw, Mich.

NORMAN, ALAN
WFDF, Flint, Mich.

NORRIS, KATHI
The Kathi Norris Show
DuMont

NORTH, CHARLES
Man on Street
WFEC, Miami, Fla.

NORTON, IVERS J.
WHDL, Olean, N. Y.

NORTON, RICHARD
Coffetime Musicale
WFAU, Augusta, Maine

NOVAK, JOHN VICTOR
Polish Bells Program
WABY, Albany, N. Y.

— O —

O'BRIEN, ELLIS
Better Homes for Maine
WCSH, Portland, Maine

O'BRIEN, JOE
Rosemary
CBS

O'BRIEN, JOE
Gallagher & O'Brien Show
WMCA, New York, N. Y.

O'CONNOR, LILLIAN
KILA, Hilo, Hawaii

O'DELL, STEWART
Coffee Time
WLSI, Pikesville, Ky.

O'HORA, PAT
WBAY, Green Bay, Wis.

O'LEARY, JIM
KCBQ, San Diego, Cal.

OLSEN, JOHNNY
B. Windom, Minnesota; Rumpus Room, Kids and Company, DuMont; Homemaker's Jamboree, ABC-TV; Break the Bank, ABC; Movie Quiz, MBS; Nora Drake, CBS

OLSON, HARVEY
WBRC, Hartford, Conn.

OLSON, MILES
Song Shop
WKBZ, Muskegon, Mich.

OLSON, NATE
Sage Brush Review
KOOS, Coos Bay, Ore.

O'NEIL, CHUCK
1270 Streamliner
WFEA, Manchester, N. H.

O'NEILL, HENRY
Novlex for Mom
WLW-C, Columbus, O.

O'NEILL, J. F.
Paging the Stars
KOWH, Omaha, Neb.

OSBORNE, BILL
K1BC, Cheyenne, Wyo.

OSMUNDSON, DEAN
WBIZ, Eau Claire, Wis.

OSSINA, ALEX
WICY, Malone, N. Y.

O'TOOLE, BILL
The Power of Women
Take the Break
DuMont

OVERTON, RAY
KFBC, Cheyenne, Wyo.

OWENS, AL
WFNC, Fayetteville, N. C.

OWENS, LOY
Hollywood Reporter
CFRB, Toronto, Ont.

OXFORD, GEORGE
Sepia Serenade
KWBR, Oakland, Cal.

OZIMEK, STAN
Hartford Polish Hour
WKNB, New Britain, Conn.

— P —

PACKARD, CHARLIE
Borden Show
KMOD, Modesto, Cal.

PACKHAM, BILL
Dinner Date
WAGA-TV, Atlanta, Ga.

PAGE, SAM
Meet Your Neighbor
WNBF-TV, Binghamton, N. Y.

PALEN, DAN C.
KXGN, Glendive, Mont.

PALO, GEORGE
KBUN, Bemidji, Minn.

PARISEAY, GUY
CHFA, Edmonton, Alta.

PARKER, AL
WJJD, Chicago, Ill.

PARKER, ERICK
WMAM, Marinette, Wis.

PARKER, THOMAS
850 Club
WKBZ, Muskegon, Mich.

PARKINSON, RUTH
WPAC, Patchogue, N. Y.

PARNACOTT, OWEN
WDDW, Dawson, Ga.

PARNELL, REX
KWFC, Hot Springs, Ark.

PARRISH, JOHN
Music Man
WVLC, Lexington, Ky.

PARSON, NATHAN
KWCO, Chickasha, Okla.

PARTA, PAT
RED
KFSA, Ft. Smith, Ark.

PATRICK, GEORGE
G. P. Show
WHIZ, Zanesville, O.

PATTERSON, CREAM
Connecticut Ballroom
WONS, Hartford, Conn.

PATTERSON, JOHN R.
KDLR, Devils Lake, N. D.

PATTERSON, PAT
HiWay Patrol
KBIS, Bakersfield, Calif.

PATILLO, BOB
WHSY, Hattiesburg, Miss.

PAUL, DON
WTAX, Springfield, Ill.

PAUL, RALPH
B. Oct. 11, 1920, Denver, Colorado; Strike It Rich, CBS-TV and NBC-Radio; Aldrich Family, NBC-TV; Bob Trout News, CBS

PAYE, DON
WICY, Malone, N. Y.

PAYE, JIMMY
Jimmy Paye Show
WFAI, Fayetteville, N. C.

PAYNE, MAURAY
General Utah Matinee
KOVO, Provo, Utah

PEARSON, DREW
Washington Merry Go Round
DuMont

PIER, LEE
KOOK, Billings, Mont.

PENNEWELL, RALPH
"Record Land"
WWIN, Baltimore, Md.

PEREZ, RUDY
Musical Scrapbook
WCMI, Ashland, Kentucky

PERKER, EDDIE
WKGK, Knoxville, Tenn.

PERKER, KEN
WDVA, Danville, Va.

PERKINS, JUDY
Morning Matinee
WLW, Cincinnati, Ohio

PERRIE, DON
Musical Encores
WJBO, Baton Rouge, La.

PERRY, DICK
WBOB, Galax, Va.

PERRY, GEORGE
Six Gun Playhouse
WPMY-TV, Greensboro, N. C.

PERRY, KEN
KFBK, Sacramento, Cal.

PERRY, SID
WVLN, Olney, Ill.

PETERS, BOB
WFAS, White Plains, N. Y.

PETERS, BRAD
Western Sunrise & Shine
KSJO, San Jose, Cal.

PETERSON, ANDY
Alarm Clock
WREL, Lexington, Va.

PETERSON, DON
KBIX, Muskogee, Okla.

PETERSON, DON
KRGV, Weslaco, Tex.

PETERSON, JIM
KSUM, Fairmont, Minn.

PETERSON, JOHN
WHHH, Warren, O.

PETERSON, VIRGILIA
Author Meets the Critics
DuMont

PETTAY, FRAN
WKMH, Dearborn-Detroit, Mich.

HELPS, KENNETH
WMFD, Wilmington, N. Carolina

PHILIP, DICK
Breakfast with Zenith
WPEO, Peoria, Ill.

PHILLIPS, BRAD
WINS, New York, N. Y.

PHILLIPS, BYRON
WGBI, Scranton, Pa.

PICKETT, ROY
Silver Dollar Man
KTUL, Tulsa, Okla.

PIERCE, BARRETT
KALI, Pasadena, Cal.

PIERCE, BILL
WQAN, Scranton, Pa.

PIERCE, RUSS
KGGF, Coffeyville, Kansas

PIERZY, FRED
KABY, Bakersfield, Calif.

PIMENTEL, JUAN
WMLA, Gaguas, P. R.

PIQUETTE, BOB
KTAC, Tacoma, Wash.

PIRNIE, DUNCAN
WQXI, New York, N. Y.

PITMAN, DON
WBBZ, Ponca City, Okla.

PLACHTA, AL
Around the Clock
KCLF, Butte, Mont.

PLANT, RUDY
KBOA, Kennett, Mo.

PLATT, STEWART
Musical Clock
WLAJ, Lexington, Ky.

POLLACK, TED
Mon on the Street
WLAN, Lancaster, Pa.

- POLLARD, JIM**
Bob Hawk Show
CBS
- POOLE, HARVEY**
Spiritual Hour
WSWN, Belle Glade, Fla.
- POPE, BILL**
KXOC, Chico, Cal.
- POTTER, GAIL**
Univ. Workshop
WFLA, Tampa, Fla.
- POTTER, PHIL**
WOMB, Harrisburg, Pa.
- POWERS, DON J.**
KXGN, Glendive, Mont.
- POWERS, JIMMY**
Famous Fights from
Madison Square Garden
DuMont
- POWERS, RAY**
WHBS, Huntsville, Ala.
- PRATER, FRANK**
WBNS, Cleveland, Ohio
- PRICE, GRANT**
WPPA, Pottsville, Pa.
- PRICE, JAMES**
WSBB, New Smyrna Beach,
Fla.
- PRICE, JOE**
WVMI, Biloxi, Miss.
- PRICE, MEL**
WASL, Annapolis, Md.
- PROUGH, CARL**
KCID, Caldwell, Idaho
- PURCELL, CHARLES W.**
Nocturne
WCAO, Baltimore, Md.
- Q —
- QUINN, DOMINIC**
WFDF, Flint, Mich.
- QUINN, PAT**
WPAG, Ann Arbor, Mich.
- R —
- RAFFERTY, TOM**
CKNX, Ontario
- RAFUSE, BRUCE**
CJFX, Antigonish, N. S.
- RAINES, JIM**
WCBC, Anderson, Indiana
- RAKE, JOE**
Breakfast Club
WGNV, Newburgh, N. Y.
- RAMSELL, DON**
KXEL, Waterloo, Iowa
- RANDALL, DALE**
KWWL, Waterloo, Iowa
- RANDALL, WM. D.**
WTOC, Savannah, Ga.
- RANDALL, WILLIAM E.**
WHAI, Greenfield, Mass.
- RASH, LES**
KGOS, Torrington, Wyo.
- RAWSON, RON**
Young Dr. Malone
CBS
- RAYMOND, JACK**
WISN, Milwaukee, Wis.
- RAYMOND, GENE**
Musictime
KERG, Eugene, Ore.
- RAYMOND, OLLIE**
KMOX, St. Louis, Mo.
- RAYNER, RAY**
Who, What, Where, When
WOOD-TV, Grand Rapids,
Mich.
- REAGAN, FRANK**
WEOK, Poughkeepsie,
N. Y.
- REAGAN, JOE**
Reagan's Roundup
WEAM, Arlington, Va.
- REAGH, BOB**
Talent Hunt
CJOC, Lethbridge, Alta.
- REAVES, JOE**
Music Shop
WLTV, Atlanta, Ga.
- REAVIS, HERMAN**
WBOB, Galax, Va.
- REDDY, TOM**
Tom Keady Show
WABC, New York, N. Y.
- REDDING, JOHN**
Fun Time
WVLK, Lexington, Ky.
- REDFERN, JACK**
Requestfully Yours
WWIN, Baltimore, Md.
- REID, MITCH**
WITH, Baltimore, Md.
- REID, PAUL**
CKLB, Oshawa, Ont.
- REIGHARD, RICH**
WHKK, Akron, O.
- REILLY, ED**
WGAD, Gadsden, Ala.
- REISING, KEITH**
Stork Club
WLRP, New Albany, Ind.
- REITH, HARRY**
WKST, New Castle, Pa.
- RENSCH, TY**
KGFX, Pierre, S. Dak.
- REYES, NICK**
Pop Shop
WFTC, Kinston, N. C.
- REYNOLDS, FRANK**
WBKB-TV, Chicago, Ill.
- REYNOLDS, PAUL**
Million Dollar Bandstand
WOSP, St. Petersburg,
Fla.
- REYNOLDS, QUENTIN**
Author Meets the Critics
DuMont
- RHODES, JOHN**
WGEZ, Beloit, Wis.
- RHODES, RICHARD A.**
WAYB, Waynesboro, Va.
- RICE, CRAWFORD**
Tops In Hillbilly
WAPX, Montgomery, Ala.
- RICE, RICK**
Nite Cap Show
KCAP, Helena, Mont.
- RICHARDS, BOB**
WAZL, Hazleton, Pa.
- RICHARDS, DICK**
KONO, San Antonio, Tex.
- RICHARDS, FLOYD**
Cinderella Weekend
WTIC, Hartford, Conn.
- RICHARDSON, RUSS**
Light & Lyrical
CKOK, Penticton, B. C.
- RICHMOND, HYLE**
P. M. Pops
WXRA, Buffalo, N. Y.
- RIELEY, PRESTON**
WHTC, Holland, Mich.
- RIGGS, DAVE**
Music for the Missus
KNPT, Newport, Ore.
- RIGGS, GLENN**
My True Story
ABC
- RILEY, BOB**
Hey Bob Show
KRNT, Des Moines, Iowa
- RILEY, BUD**
Bud Riley Presents
WTAQ, LaGrange, Ill.
- RILEY, JAY**
Jay's Notebook
WMOK, Metropolis, Ill.
- RILEY, JOHN E.**
Riley's Rooster Review
WVAM, Altoona, Pa.
- RINGER, RON**
WJAC-TV, Johnstown, Pa.
- RITCH, JIM, JR.**
KVON, Napa, Cal.
- ROARK, JOHNNY**
KRGV, Weslaco, Texas
- ROBBIE, GORDON**
WDSR, Lake City, Fla.
- ROBE, LARRY**
KIND, Independence,
Kansas
- ROBERTS, DICK**
KBOE, Oskaloosa, Iowa
- ROBERTS, DON**
Music Shop
WKNE, Keene, N. H.
- ROBERTS, JIM**
Music in the Air
WHBC, Canton, O.
- ROBERTS, KEN**
This is Nora Drake
CBS
- ROBERTS, KENNETH**
KIMR—Pioneer Musical
Court
KIMR, Lamar, Colo.
- ROBERTS, MORGAN**
KSWO, Lawton, Okla.
- ROBERTS, STAN**
WQXR, New York, N. Y.
- ROBERTS, STAN**
WWYO, Pineville, W. Va.
- ROBERTSON, LLOYD**
Teen Town
CJCS, Stratford, Ont.
- ROBERTSON, TRAFTON**
Relax
WTAR-TV, Norfolk, Va.
- ROBEY, TOM**
Morning Musical Clock
WTAD, Quincy, Ill.
- ROBISON, HERMAN**
Farm Time
KAST, Astoria, Ore.
- ROBISON, RON**
Casino
CJOC, Lethbridge, Alberta
- ROBINSON, WAYNE**
KFLD, Flaydada, Tex.
- ROBINSON, BILL**
KRLW, Walnut Ridge,
Arkansas
- ROBINSON, DON**
KIXL, Dallas, Texas
- ROBINSON, JIM**
KSBW, Salinas, Cal.
- ROBINSON, JOHN**
CJKL, Kirkland Lake,
Ont.
- ROBINSON, MAX**
Breakfast with Bigelows
WJTN, Jamestown, N. Y.
- ROCKWELL, JAMES**
WSAM, Saginaw, Mich.
- RODEWALD, DON**
Wasco Calling
KWSO, Wasco, Cal.
- RODRIGUEZ, EDDIE**
Buenas Dias
KFVD, LA, Cal.
- ROGERS, EDDIE**
KOA, Denver, Colo.
- ROGERS, JOHN T.**
J.T. Your Spinning M.C.
WCVA, Culpeper, Va.
- ROGERS, RALPH**
WAPI, Birmingham, Ala.
- ROGERS, TED**
KMUR, Murray, Utah
- ROHLING, LARRY**
Listen Closely
WOWL, Florence, Ala.
- ROLLINS, WAYNE**
Talk of the Town
KYCA, Prescott, Ariz.
- ROLLISON, FRED**
WGBF, Evansville, Ind.

ROMANO, TOM
Answer Me This
WNHC-TV, New Haven,
Conn.

ROSE, ALLEN
WHOC, Philadelphia, Miss.

ROSELLE, JIM
WHGB, Harrisburg, Pa.

ROSS, BILL
Youth Roundup Speaks
WIOD, Miami, Fla.

ROSS, STEVE
Club 810
WCEC, Rocky Mount,
N. C.

ROTH, KEN
Rhythm Harmonizers
KNOW, Monroe, La.

ROTHSCHILD, SIGMUND
Trash or Treasure
DuMont

ROWAN, ROY
My Little Margie
Escape
CBS

ROWAND, ALF
WEFR, Weirton, W. Va.

ROWLAND, NEAL
KIND, Independence,
Kansas

RUDES, JIM
WSPD, Toledo, O.

RUFFNER, TINY
WIP, Phila., Pa.

RUGGLES, DON
KRES, St. Joseph, Mo.

RUNKLE, HAL
WPTW, Piqua, O.

RUNNION, GUY
B. Venita, Oklahoma; Westing-
house Summer Theatre, CBS-TV;
Danger, CBS-TV; News, ABC-TV

RUSE, DON
Seramble Gamble
KYJC, Medford, Ore.

RUSE, PAUL
Sun Dial
KOEL, Odweim, Iowa

RUSH, FORD, JR.
WWSO, Springfield, Ohio

RUSSELL, DON
Guide Right
Trash or Treasure
Take the Break
Easy Chair Theatre
DuMont

RUSSELL, TODD
Wheel of Fortune
CBS-TV
Roche Kazootie
ABC-TV

RTLLEDGE, BILL
Variety Playhouse
KENT, Shreveport, La.

RYAN, JACK
11th Hour News
WHUM-TV, Reading, Pa.

— S —

SAADI, RAYMOND A.
KCIL, Houma, La.

SACHS, JERRY
KCOW, Alliance, Nebraska

SAENGER, JAMES
KOJM, Havre, Mont.

SAFFORD, THEODORE
WTTM, Trenton, N. J.

SALERNO, SAM
KDON, Santa Cruz, Calif.

SAMPSON, GEORGE
KCVR, Lodi, Cal.

SAND, LES
Kiddle Kollege
DuMont

SANDERS, GEORGE
Sanders Meanders
KFVD, Los Angeles, Cal.

SANDSTROM, ROBERT E.
WJPD, Ishpeming, Mich.

SANTON, CHESTER
WQXR, New York, N. Y.

SAPP, MARK
Sunrise Serenade
KGPH, Flagstaff, Ariz.

SAUNDERS, JOHN
WSPD-TV, Toledo, O.

SAVARD, RAOUL
CJPP, Riviere du Loup
Quebec

SAVARY, PIERRE
Soiree A Quebec
CBV, Quebec

SAWYER, TOM
Tom Sawyer Time
WHOO, Orlando, Fla.

SCHANLON, ART
WINS, New York, N. Y.

SCHADER, CONRAD
KTIL, Denver, Colo.

SCHAEFER, ART
Gospel Songs
WAPX, Montgomery, Ala.

SCHAFER, DON
KVNI, Coeur D'Alene,
Idaho

SCHAEFER, JACK
WOKW, Sturgeon Bay,
Wis.

SCHAEFER, JOE
Yawn Club
WNHC, New Haven, Conn.

SCHAFFER, RON
KBRL, McCook, Neb.

SCHUELER, RICHARD
WKHM, Jackson, Mich.

SCHLEIDER, VIC
Homenaker Harmonies
WGET, Gettysburg, Pa.

SCHNEBLY, LARRY
Musical Healers
KGPH, Flagstaff, Ariz.

SCHOLES, CHARLES
Jukebox Junction
WKTU, Mayfield, Ky.

SCHULDT, ARTHUR
KFIR, North Bend, Ore.

SCHULZ, MYRON
WAAF, Chicago, Ill.

SCHUSSLER, DALE M.
WKWK, Wheeling, W. Va.

SCOTT, BILL
KSCB, Liberal, Kansas

SCOTT, BOB
WIOU, Kokomo, Ind.

SCOTT, CHARLEY
Hillbilly Hoedown
KTFY, Brownfield, Tex.

SCOTT, ED
Quiz Kids
CBS

SCOTT, TED
Coffeeholles Anonymous
KULA, Honolulu, T. H.

SCOTT, W. D.
CKIN, Nelson, B. C.

SEAMAN, BILL
WKNX, Saginaw, Mich.

SEANEY, JIM
WDZ, Decatur, Ill.

SEBASTIAN, MARTY
KTOH, Lihue, Kauai,
T. H.

SEVERE, HOWARD
WHEC, Rochester, N. Y.

SEWALL, BUD
KCBQ, San Diego, Cal.

SEXTON, CARROL
WLBG, Laurens, So. Car.

SEYMOUR, BOB
WKMH, Dearborn-Detroit,
Mich.

SEYMOUR, DAN
We, The People
NBC-TV

SHAFFER, MAX
Musical Clock
WVAN, Danville, Ill.

SHAFRE, JACK
KSWs, Roswell, N. M.

SHAIN, JOHN W.
Sat. Nite Frolics
KSM, Sikeston, Mo.

SHALLENBERGER, DAVE
Milman's Matinee
WARD, Johnstown, Pa.

SHANNON, JACK
WLECC, Sandusky, O.

SHAPEL, PAUL
KTUM, San Rafael, Cal.

SHARPE, BILL
KRES, St. Joseph, Mo.

SHAW, CHAS.
Sunrise Serenade
WOLF, Syracuse, N. Y.

SHAW, HUGH
KWFT, Wichita Falls,
Texas

SHAW, JOE
Silver Dollar Show
WTSV, Claremont, N. H.

SHAW, MYRON
WMDN, Midland, Mich.

SHAWYER, WILLIS M.
Cornbread Matinee
WCPS, Tarboro, N. C.

SHEEHAN, BILL
WDRC, Hartford, Conn.

SHEEHAN, BOB
KSTL, St. Louis, Mo.

SHEELDS, DANNY
Danny Shields Show
WCAV, Norfolk, Va.

SHELDON, HERB
Feb. 9, 1913, Brooklyn, New
York; Herb Sheldon Show, WABC-
AM.

SHELTON, BANNER
WBIG, Greensboro, N. C.

SHELTON, JIM
Pick-a-Pocket
WBIC, Indianapolis, Ind.

SHEPHARD, BOB
Twenty Questions
DuMont

SHERMAN, ART
WJAC-TV, Johnstown, Pa.

SHERMAN, BILL
Bill Sherman Show
WKOX, Framingham,
Mass.

SHERMAN, DEAN
WDGY, Minneapolis, Minn.

SHERMAN, DONALD A.
WBGM, Bay City, Mich.

SHERMAN, PAUL
WINS, New York, N. Y.

SHERWOOD, BURT
WJJD, Chicago, Ill.

SHEILDS, LARRY
Country Chapel
WFRP, Savannah, Ga.

SHEILDS, TOM
Lucky Street
WGNV, Newburgh, N. Y.

SHORT, LARRY
1450 Club
KCLX, Colfax, Wash.

SHREVE, LEN
KGW, Portland, Ore.

SHREVE, THERON
WJIM, Lansing, Mich.

SHUTE, ELDEN H., JR.
Coffee Time
WLAM, Lewiston, Maine

- SIDERS, GENE**
 KROP, Brawley, Cal.
SIEMER, JOHN
 WIOU, Kokomo, Ind.
SILBERT, BILL
 B. Jan. 1, 1921, Detroit, Mich.;
 Bill Silbert Show, WABD; Silbert
 at Six, WMGM; Let's Go Bowl-
 ing, WABD
SILER, ROBERT
 WFTM, Maysville, Ky.
SILVER, WARREN
 Wake Up with Warren
 KFDX, Wichita, Falls,
 Tex.
SIMON, ERNIE
 Breakfast Party, WGN-TV, Chi-
 cago, Ill.
SIMONS, DON
 KLIZ, Brainerd, Minn.
SIMPSON, ART
 KBKW, Aberdeen, Wash.
SIMPSON, JOHN
 Songs of the Hills
 WCOM, Parkersburg,
 W. Va.
SIMS, FRANK
 WKMH, Dearborn-Detroit,
 Mich.
SIRY, ED
 WBIS, Bristol, Conn.
SKELTON, DAN
 WELO, Tupelo, Miss.
SLATER, BILL
 Twenty Questions
 Broadway to Hollywood
 DuMont
SLATTER, BILL
 Music for Today
 WJBO, Baton Rouge, La.
SLATTERY, JACK
 House Party
 CBS
SLOANE, ROBERT
 The Big Story
 NBC
SMART, DWIGHT
 KAPA, Raymond, Wash.
SMITH, BILL
 WFTL, Ft. Lauderdale,
 Fla.
SMITH, BILL
 WSFA, Montgomery, Ala.
SMITH, BOB
 Jive til Five
 WVOP, Vidalia, Ga.
SMITH, BOB
 Sports Varieties
 DuMont
SMITH, CLARENCE
 WAUX, Waukesha, Wis.
SMITH, HARRY
 Polka Patch
 WKDN, Camden, N. J.
SMITH, PAGE
 Anniversary Time
 WFCR, Reidsville, N. C.
SMITH, RALPH
 KFEQ, St. Joseph, Mo.
SMITH, SEALY
 KWKC, Abilene, Tex.
SMITH, VERNE
 Louella Parsons Show
 CBS
SNEIDER, KEN
 KGDE, Fergus Falls, Minn.
SNIDER, JOHN
 WCBS, Anderson, Ind.
SNYDER, ED
 Campus Capers
 WJHO, Opelika, Ala.
SOMMER, BILL
 WKST, New Castle, Pa.
SOMMERVILLE, DICK
 WTHH, Port Huron, Mich.
- SOWARDS, JOHN**
 Wake Up Tri-State
 WCMI, Ashland, Ky.
SPAHR, BILL
 WVGS, Tifton, Ga.
SPANGLER, DAN
 Hillybilly Program
 WJOI, Florence, Ala.
SPANN, OWEN
 Morning Man
 WTOB, Winston Salem,
 N. C.
STAHL, PHILIP
 WQXR, New York, N. Y.
STALKER, DON
 WLAV, Grand Rapids,
 Mich.
STALLING, CURT
 Mid-Morning Melodies
 KDRS, Paragould, Ark.
STAMPS, MACK
 WFNC, Fayetteville, N. C.
STANFORD, BOB
 Dollar Derby
 WFAA-TV, Dallas, Tex.
STANLEY, AL
 Mama Goes A Shopping
 WARD, Johnstown, Pa.
STANSBERRY, GENE
 KNOR, Norman, Okla.
STANTON, PAT
 WJMJ, Phila., Pa.
STANZIOLA, JOHN
 WAZL, Hazleton, Pa.
STAPLETON, JIM
 WLVA, Lynchburg, Va.
STARK, CHARLIE
 WINS, New York, N. Y.
STARR, RAY
 KWWL, Waterloo, Iowa
STAVAS, JOE
 KBRL, McCook, Neb.
STEFFES, ART
 KVOX, Moorhead, Minn.
STEGMAN, HARVEY
 WHHM, Memphis, Tenn.
STEIN, IRV
 Nite Owl Club
 CJOB, Winnipeg, Man.
STENGER, PETE
 Jamboree Matinee
 WWVA, Wheeling, W. Va.
STEPHENS, ROBERT
 KWKC, Abilene, Tex.
- STERLING, JACK**
 Top O the Morning, WCBS,
 WCBS-TV, New York, N. Y.
STEVENS, DON
 WAAB, Worcester, Mass.
STEVENS, LEN
 WHAT, Phila., Pa.
STEWART, AL
 Al's Corall
 KBRO, Bremerton, Wash.
STEWART, BILL
 WPBC, Minneapolis, Minn.
STEWART, JOSEPH
 WDAF, Kansas City, Mo.
STEWART, WILLIAM
 WFTM, Mayville, Ky.
STILL, JAY
 WDUN, Gainesville, Ga.
STINGLEY, ROY
 WHOK, Lancaster, O.
STORIE, ED
 WISE, Asheville, N. C.
STRAUSS, WM.
 WQXR, New York, N. Y.
STREETER, HOWARD
 WFMD, Frederick, Md.
STROH, BOB
 Movietime
 WCOG, Greensboro, N. C.
- STROTHMAN, BILL**
 What's New
 KXLL, Missoula, Mont.
STULLA, BILL
 Bill Stulla Show
 KNBH, Hollywood, Cal.
STUMP, GEORGE
 KCKN, Kansas City,
 Kansas
SUGARS, TOM
 KWFT, Wichita Falls,
 Texas
SULLIVAN, JOSEPH
 WLNH, Laconia, N. H.
SUTTER, DICK
 WRMN, Elgin, Ill.
SUTTON, LEE
 Chow Time
 KPH, Wichita, Kan.
SWANSON, GREG
 KXEO, Mexico, Mo.
SWART, JACK
 WFTL, Ft. Lauderdale,
 Fla.
SWARTZ, BOB
 KHQ Money Man
 KHQ, Spokane, Wash.
SWEENEY, WARREN
 Robert Q. Lewis Show
 CBS
SWINEHART, DAVID K.
 WTOG, Savannah, Ga.
SWITER, ROBT.
 CJAY, Port Alberni, B. C.
CYNAN, J. E.
 WBLT, Bedford, Va.
- T —
- TAGGART, BYRON**
 WKRC, Cincinnati, O.
TAGGETT, VIC
 Songs of Times
 KRAI, Craig, Colo.
TANSEW, LEROY
 CJDC, Dawson Creek, B. C.
TAPP, GORDON
 CHML, Hamilton, Canada
TARKINSON, CHARLES G.
 WLAW, Boston, Mass.
TAYLOR, BILL
 KDSE, Boise, Idaho
TAYLOR, DEL
 WLW-D, Dayton, O.
TAYLOR, DICK
 WBCU, Union, S. C.
TAYLOR, JOHN
 WIKY, Evansville, Ind.
TAYLOR, SAM
 KALL, Salt Lake City,
 Utah
TEAS, WALTER
 Eggs at Eight
 KVOO, Tulsa, Okla.
TETER, LEWIS
 KDAS
 Malvern, Ark.
TETRAULT, ERNIE
 WRGB, Schenectady, N. Y.
TEUBER, RON
 WMRP, Flint, Mich.
THALL, BILL
 Bill Thall Show
 WLW, Cincinnati, O.
THAXTON, LLOYD
 WSPD-TV, Toledo, O.
THOMAS, BERNIE
 Polka Time
 WJVA, South Bend, Ind.
THOMAS, D. GLENN
 WJEF, Hagerstown, Md.
THOMAS, DON
 CFCN, Calgary, Alberta
THOMAS, EARL
 T.N.T.
 WWSC, Glens Falls, N. Y.
THOMAS, GEORGE
 WCAU, Phila., Pa.

THOMAS, JIM
WJGY, Minneapolis, Minn.

THOMAS, LLOYD
KHAS, Hastings, Neb.

THOMAS, MATT
WMAR-TV, Baltimore, Md.

THOMAS, TED
WJKO, Springfield,
Hampten, Mass.

THOMPSON, DON
WBRK, Pittsfield, Mass.

THOMPSON, FRANCIS
WPDJ, Clarksburg, W. Va.

THOMPSON, JACK C.
CKOV, Kelowna, B. C.

THOMPSON, JAMES
WPPA, Pottsville, Pa.

THOMPSON, JERRY
WYMI, Biloxi, Miss.

THOMPSON, OLIVER
KGNO, Dodge City, Kansas

THOMAS, WAYNE
KTIM, San Rafael, Cal.

THOMPSON, WOODY
Supper Party

WHIZ, Zanesville, O.

THOR, LARRY
Suspense

THURMAN, WALTER
Family Party

WMBD, Peoria, Ill.

TICE, OLIN J.
B. August 23, 1919, Savannah,
Ga.; Democratic-Republican Con-
ventions, FBI in Peace and War,
Peggy Lee Show, Mindy Carson
Show, There's Music in the Air,
People Act; CBS.

TILLEY, LYNN
KMTV, Omaha, Neb.

TILLMAN, JOHN
Frontier Theatre

DuMont

TINGLEY, IRV
Toast 'N' Tunes

Beloit, Wis.

TINLEY, HOWARD
WREY, Reidsville, N. C.

TIPTON, JOE
WCDL, Carbondale, Pa.

TOBIE, MIKE
WIIHI, Warren, O.

TOLEMAN, E. C.
WZIP, Covington, Ky.

TONEY, LYNN
Club Midnight

WKRG, Mobile, Ala.

TONKEN, PHIL
B. Apr. 13, 1919, Hartford,
Conn.; Rod and Gun Club, MBS;
Greatest Fights of the Century,
ABC-TV; The Planet Man —
Transcribed; Radio on the Record
— Transcribed; Nemo-Weather
Reporter, MBS; History in the
Making, MBS

TONNER, WM.
CFBC, St. John, N. B.

TORGRUD, RAY
CKRD, Rod Deer, Alta.

TOWNELL, ESKO
WIK, Cleveland, O.

TRACEWELL, JEM
1370 Club

KCSB, San Bernardino,
Cal.

TRATNER, JIM
Buffalo Amateur Show

WBEN-TV, Buffalo, N. Y.

TRIMBLE, JOHN
WTOP, Washington, D. C.

TROMPETER, JAY
WIND, Chicago, Ill.

TUNIS, HAL
The Hal Tunis Show, WMGM,
New York

TUPPER, HOWARD
WGY, Schenectady, N. Y.

TURNER, DALLAS
KFTV, Paris, Texas

TURNER, ANN
Main St. Ambassador

WSTP, Salisbury, N. C.

TURNER, RAYMOND
Times for Teens

WWSR, St. Albans, Vt.

TWERELL, BRUCE
KOJM, Havre, Mont.

TYLER, JANET
Weather Girl

DuMont

TYROL, BOB
Cinderella Weekend

WTIC, Hartford, Conn.

— U —

UNDERWOOD, JAMES
WPDQ, Jacksonville, Fla.

UMMEL, JACK
KBIX, Muskogee, Okla.

UPTON, DON
WLVA, Lynchburg, Va.

— V —

VALENTINO, GENE
WVCC, Waterbury, Conn.

VALENZUELA, EFREN
Serenata Nocturnal

KRIZ, Phoenix, Ariz.

VALLE, DAN
WFAS, White Plains, N. Y.

VALLE, PETE
All Electric Cooking School

KDB, Santa Barbara, Cal.

VANASSE, B.
Revue des talents

CHEF, Granby, Que.

VANDEVENTER, FRED
Twenty Questions

Mutual

VANE, BILL
WCEM, Cambridge, Md.

VAN GUNDY, CHAS.
KVKM, Monahans, Tex.

Van KUREN, JIM
CKLW, Detroit, Mich.

VASEN, WARREN
Golden Opportunity

WOC-TV, Davenport, Ia.

VEILLEUX, PIERETTE
CHEF, Grandby, Que.

VENTER, MAL
Breakfast Gang

KFRC, San Francisco, Cal.

VENTRELLA, TONY
Midnight Flyers

WEDC, Chicago, Ill.

VERNON, WES
KOVO, Provo, Utah

VESCOI, TONY
WNAE, Warren, Pa.

VICKERS, LEE
WTOP, Washington, D. C.

VICKERS, LOYAL H.
Howdy Neighbor

KRUL, Corvallis, Ore.

VIGUERIE, AL
Al's Record Shop

KJEF, Jennings, La.

VOGEL, GEORGE
KCOW, Alliance, Neb.

VOLL, EDDIE
Ple & Shovel

WKBI, St. Marys, Pa.

— W —

WADE, OZZIE
Sunrise Serenade

WKNE, Keene, N. H.

WAGNER, GENE
Binyon Eye Opener

KMO, Tacoma, Wash.

WALDRON, BOB
KPKL, Kirkland, Wash.

WALK, LEONARD
Homestead Calling

WHOD, Homestead, Pa.

WALLACE, CHAS. JR.
KSWs, Roswell, N. M.

WALLGREN, REX
Rex 'N' Records

KLO, Ogden, Utah

WALKER, BILL
Walker's Wigwam

CKRC, Winnipeg

WALKER, BOB
WCLO, Janesville, Wis.

WALKER, BUD
Sportlite

WJEL, Springfield, O.

WALKER, DREW
KROP, Brawley, Cal.

WALKER, FLETCHER
WHMA, Anniston, Ala.

WALKER, HAROLD
KWSH, Wewoka, Okla.

WALKER, LEW
KFBK, Sacramento, Cal.

WALLACE, FORREST
KFAL, Fulton, Mo.

WALLER, DUDLEY
7-11 Club

KVMA, Magnolia, Ark.

WALTERS, ARTHUR
WCPA, Clearfield, Pa.

WALTON, GEO.
Fashions in Music

KENI, Anchorage, Alaska

WALTON, HUGH
WCAU, Phil., Pa.

WARD, BILL
WHOW, Clinton, Ill.

WARD, PAT
WCCM, Lawrence, Mass.

WARD, PAT
Pat's Open House

WTVN, Columbus, O.

WARD, PERRY
Matinee

KOTV, Tulsa, Okla.

WARD, SMOKEY
WPFJ, Middletown, O.

WARLAND, G. D.
Music by Request

KJFJ, Webster City, Ia.

WARNER, CARL
WJJD, Chicago, Ill.

WARNER, DICK
Dick Warner Show

WRDW, Augusta, Ga.

WARNER, NEWELL
Morning Glories

WCFM, Baltimore, Md.

WARREN, JIM
KERN, Bakersfield, Cal.

WARREN, MIKE
Great Day

CKPC, Brantford, Ont.

WEAVER, BEN T.
Uncle Ben Show

KWIE, Kennewick, Wash.

WEAVER, JOE
Russ-Joe Show

WTOL, Toledo, O.

WEBB, CHARLES
KVOA, Tucson, Arizona

WEBB, DEWEY
WBBS, Huntsville, Ala.

WEB, JERRY
KYAK, Yakima, Wash.

WEBER, JOHN PAUL
WIP, Phil., Pa.

WEBSTER, DAVE
WJNO, West Palm Beach
Fla.

WEBSTER, KURT
Kurt's Kaleidoscope
WBT, Charlotte, N. C.

WEGENER, ED
Televisits
WOI-TV, Ames, Iowa

WEGGELAND, BOB
KLIX Kwiz
KLIX, Twin Falls, Idaho

WEILAGE, DON
Radio Ranch
KFKA, Greeley, Colo.

WEIST, DWIGHT
Grand Slam
CBS

WEITZEL, TONY
Town Crier
WNBQ, Chicago, Ill.

WELCH, CHARLIE
Once Over Lightly
WOWL, Florence, Ala.

WELCH, JOE
WSAR, Fall River, Mass.

WELLINGTON, JACK
Jack's Jukebox
KYMA, Yuma, Ariz.

WELLS, BOB
Hi-Teen Show
WEER, Buffalo, N. Y.

WELSH, DICK
WHA, Rogers City, Mich.

WENDELL, BILL
Stage A Number
DuMont

WENSTROM, SAM
WFAM, St. Cloud, Minn.

WESLEY, PETE
Juke Box Review
WMLS, Sylacauga, Ala.

WEST, WAYNE
Biggest Show in Town
WMBD, Peoria, Ill.

WESTON, BILL
WRIB, Providence, R. I.

WHEDBEE, WM.
KGU, Honolulu, Hawaii

WHEELER, DICK
KCUL, Fort Worth, Tex.

WHEELLOCK, HOWARD
WKAM, Warsaw, Ind.

WHITAKER, EUGENE
WREV, Reidsville, N. C.

WHITAKER, JIM
Farm & Home Program
WVVA, Wheeling, W. Va.

WHITE, DICK
KGWA, Enid, Okla.

WHITE, DUANE
KTAC, Tacoma, Wash.

WHITE, MAURY
KGHL, Billings, Mont.

WHITE, MORGAN
Whirl Em with White
KVNU, Logan, Utah

WHITEHEAD, BOB
WBAX, Wilkes-Barre, Pa.

WHITLEY, FRANK
KCOW, Alliance Neb.

WHITIS, ED
KRLD, Dallas, Tex.

WHITMORE, TOM
Mr. Music
WVCA, Gary, Ind.

WICKER, IRENE
Little Ladies Party
DuMont

WICKERSHAM, HARRY
Range Rhythms
KSAN, San Francisco, Cal.

WIDDER, DAVID
WDAF, Kansas City, Mo.

WILDER, LEE
Morning Moods
WMIK, Middleboro, Ky.

WILCOX, HARLOW
Suspense
CBS Radio

WILCOX, JOHN
WIP, Phil., Pa.

WILKIE, JACK
CFAR, Min Mon, Manitoba

WILKERSON, JOE
KVM, New Iberia, La.

WILKINS, PAT
KGW, Portland, Ore.

WILLARD, HAL
Homemaker's Harmonies
WHIR, Danville, Ky.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, BILL
Matinee Playhouse
WILK, Wilkes-Barre, Pa.

WILLIAMS, BOB
WHO, Des Moines, Iowa

WILLIAMS, BOB
Where Was I?
DuMont

WILLIAMS, CHARLIE
Mailbag
WJAG, Norfolk, Neb.

WILLIAMS, DANNY
Danny Williams Show
WKY-TV, Oklahoma City, Okla.

WILLIAMS, DICK
WKID, Urbana, Ill.

WILLIAMS, DICK
WCKY, Cincinnati, O.

WILLIAMS, GORDON
KWYO, Sheridan, Wyo.

WILLIAMS, JERRY
What's On Your Mind
WKDN, Camden, N. J.

WILLIAMS, JIM
KTRH, Houston, Texas

WILLIAMS, JOHNNY
WSFT, Thomaston, Ga.

WILLIAMS, LES
Wake Up with Williams
WWGP, Sanford, N. C.

WILLIAMS, TROY
WREV, Reidsville, N. C.

WILLIAMS, VERNE
Cinderella Weekend
WBZ, Boston, Mass.

WILLIAMSON, JOHN
KWPC, Muscatine, Iowa

WILLIS, CLIT
WIMA, Lima, O.

WILLIS, JIM
KBLL, Blackfoot, Idaho

WILLISON, TOM
WKGN, Knoxville, Tenn.

WILLMA, CHUCK
WJON, St. Cloud, Minn.

WILLS, HARRY
WHLB, Virginia, Minn.

WILSON, BOB
WHO, Des Moines, Iowa

WILSON, BUD
WKXL, Concord, N. H.

WILSON, CHUCK
Wilson's Wax Works
WBVP, Beaver Falls, Pa.

WILSON, DON
Jack Benny Program
CBS

WILSON, ED
WWNR, Beckley, W. Va.

WILSON, GEORGE
Open House
CKFH, Toronto

WILSON, JOHN
WEAV, Plattsburg, N. Y.

WILSON, JOHN J.
Wack's Museum
WFTC, Kinston, N. C.

WILSON, READ
WWNC, Asheville, N. C.

WILSON, STUART
KBIG, Avalon, Cal.

WINN, BERT
KYA, San Francisco, Cal.

WINTER, CHARLES
KRAL, Craig, Colo.

WINTERS, GEORGE
WCKY, Cincinnati, O.

WISE, EDDIE
WEBQ, Harrisburg, Ill.

WOLF, JOHN ALLEN
WSEA, Montgomery, Ala.

WOLFE, BOB
WHKC, Columbus, Ohio

WOOD, ROY
WIBC, Indianapolis, Ind.

WOOD, STAN
WTTV, Bloomington, Ind.

WOODROW, BOB
WWSO, Springfield, Ohio

WOODS, CHARLES W.
Your Land and Mine
Life Begins at 80
ABC

WOODWARD, LEROY
WVJS, Owensboro, Ky.

WOODWARD, QUENTIN
KBST, Big Spring, Tex.

WOODWARD, ROSS
KDSH, Boise, Idaho

WOODY, FLOYD
WGRO, Bay City, Mich.

WOOTEN, DON
WHBF-TV, Rock Island, Ill.

WOOTEN, BILL
WIRC, Hickory, N. C.

WOOTEN, JOHN
WIRK, West Palm Beach, Fla.

WRIGHT, BILL
WPIN, St. Petersburg, Fla.

WRIGHT, JEFF
Early Listening
WKCT, Bowling Green, Ky.

WRIGHT, NAT
WEEU, Reading, Pa.

WRIGHT, ROBERT
WJIM, Lansing, Mich.

WRIGHT, SPEC
WRBL, Columbus, Ga.

WUSSOV, GEORGE
KVCV, Redding, Cal.

WYDLER, BILL
KGGG-TV, Amarillo, Texas

WYLLIE, BOB
WAKR, Akron, Ohio

WYMER, JACK
Man on the Street
WING, Dayton, O.

— Y —

YAGER, DOYLE
WPEO, Peoria, Ill.

YELLAND, STARR
KOA, Denver, Colo.

YOCAM, JOE
KFWB, Los Angeles, Calif.

YOUNG, AL
WCMA, Corinth, Miss.

YOUNG, HENRY PRESTON
WHLF, South Boston, Va.

YOUNG, L. N., JR.
KBST, Big Spring, Tex.

YOUNT, CHUCK
WKBV, Richmond, Ind.

YOST, JACK
WFLO, Farmville, Va.

— Z —

ZAK, JOE
KTRH, Houston, Texas

ZIMMERMAN, DAVID
WWJ-TV, Detroit, Mich.

ZIMMERMAN, HARRY
KEYD, Minneapolis, Minn.

AL GOODMAN

GENERAL MUSICAL DIRECTOR
COLGATE COMEDY HOUR — NBC-TV



Al Goodman and His Orchestra
Musical Album

NBC



Exclusive RCA-Victor Recordings

ALLEN ROTH

Musical Conductor

MILTON BERLE SHOW



ORCHESTRA LEADERS MUSICAL CONDUCTORS

and

ORGANISTS

RADIO AND TELEVISION

—their work during 1952



— A —

- ABBOTT, WALT**
KCSE, San Bernardino, Cal.
- ACKLEY, WAYNE**
KRNT, Des Moines, Iowa
- ADKINS, ROBERT D.**
KBKH, Pullman, Wash.
- AJELLO, JEFF**
CKOK, Penticton, B. C.
- ALBERT, EUG.**
CJFP, Riviere du Loup
Quebec
- ALLEN, JAMES**
WTJS, Jackson, Tenn.
- ANDREWS, EARL**
WAUD, Auburn, Ala.
- ARCHER, DON**
KWHN, Ft. Smith, Ark.
- ARD, WILBUR**
WFAA, Dallas, Texas
- ARGERSINGER, JACK**
WCSS, Amsterdam, N. Y.
- ARMBRUSTER, ROBT.**
Western Division, NBC, RCA
Victor, Red Seal Records
- ARMSTRONG, BERNIE**
KDKA, Pittsburgh, Pa.
- ARMSTRONG, ORMA**
CHOK, Sarnia, Ont.
- ARTHUR, DOUG**
WIBG, Philadelphia, Pa.
- ATTEBERRY, MONA**
KCOL, Fort Collins, Colo.
- AYRES, NORMAN V.**
WCSH, Portland, Maine
- BARD, LYLE**
KFRC, San Francisco, Cal.
- BARLOW, HOWARD**
The Voice of Firestone
NBC, NBC-TV
- BARRON, JOHN**
CFGP, Grande Prairie, Alta.
- BARTON, JOHN**
WHOW, Clinton, Ill.
- BARTY, BILLY**
James Melton, NBC-TV; Milton
Berle, NBC-TV; Your Hit Parade,
ABC-TV; Ken Murray, CBS-TV;
Frank Sinatra, CBS-TV
- BASS, ED**
WMJM, Cordele, Ga.
- BASS, FRED**
CKWX, Vancouver, B. C.
- BAUGH, GENE**
WBAP-TV, Ft. Worth, Tex.
- BAXTER, LEO**
WBOW, Terre Haute, Ind.
- BEALS, RAY H.**
KVOB, Great Bend, Kansas
- BENNETT, GENE**
WJIG, Tullahoma, Tenn.
- BENNETT, WM.**
TV Screen Test
WNHC-TV, New Haven,
Conn.
- BERCOVITZ, ABE**
KGW, Portland, Ore.
- BERESFORD, CHARLES**
WCCP, Savannah, Ga.
- BERK, SAMMY**
WSRS, Cleveland, Ohio
- BERQUIS, WHITEY**
Design For Listening
National Farm & Home Hour
NBC
- BERVE, NANCY**
KFEL, Denver, Colo.
- BIIKSKE, ROBERT F.**
WNEB, Worcester, Mass.
- BINGHAM, PETE**
WJOI, Florence, Ala.
- BIRD, CHARLES, JR.**
WKBZ, Muskegon, Mich.
- BISHOP, BETTY**
WLBG, Laurens, So. Car.
- BLACK, FRANK**
Ford Festival Time
NBC-TV
- BLANK, RALPH**
WJJD, Chicago, Ill.
- BLEDSOE, ALMA**
KHBG, Okmulgee, Okla.
- BLEYER, ARCHIE**
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV
- BOISJOLI, JACQUES**
CKAC, Montreal
- BOISVERT, LOUIS A.**
WBRY, Waterbury, Conn.
- BOLENDER, RICHARD**
WBRK, Pittsfield, Mass.
- BOON, HARRY**
CJCA, Edmonton, Alta.
- BOONE, RUTH**
KICA, Clovis, N. M.
- BORTEL, CLAUDE**
WSYR, WSYR-TV, Syracuse,
N. Y.
- BOVERO PHIL**
KGO-TV, San Francisco, Ca.
- BOWER, RICHARD W.**
WWPA, Williamsport, Pa.
- BOERS, FERN**
WPPA, Pottsville, Pa.
- BOYER, MARTHA**
KCOW, Alliance, Neb.
- BRADE, WILLIAM P.**
WEDC, Chicago, Ill.
- BRADLEY, OSCAR**
We, The People
NBC-TV
- BRAY, EDITH**
KVMK, Monahans, Tex.
- BRENNER, JOHN**
WBMS, Boston, Mass.
- BRESTOFF, PHIL**
Starlit Stairway
WXYZ-TV, Detroit, Mich.
- BRIGHT, WELDON**
KGNC, KGNC-TV,
Amarillo, Texas
- BRINKLEY, J. B.**
WBAP-TV, Ft. Worth, Tex.
- BRINKMAN, HELEN**
WDLB, Marshfield, Wis.
- BRISTOWE, BRUCE**
CFAC, Calgary, Alta.
- BRITAIN, HERBERT**
CKRC, Winnipeg, Man.

— B —

- BAKER, DEAN**
KCRS, Midland, Texas
- BALDWIN, BILL**
KSO, Des Moines, Iowa
- BANCROFT, PIERSON**
KTAR, Phoenix, Ariz.
- BANKS, MARGARET**
WBIG, Greensboro N. C.
- BANN, R. T.**
KWSO, Wasco, Cal.
- BANNON, ROBERT J.**
WSKI, Montpelier, Vt.
- BARAN, HARRY**
WVEC, Hampton, Va.

BROWN, DENNIS N.
WBGR, Jesup, Ga.

BROWN, LES
The Bob Hope Show
Colgate Comedy Hour
NBC, NBC-TV

BROWN, NOLWOOD
WFRP, Savannah, Ga.

BRUCE, PEG
KQV, Pittsburgh, Pa.

BRYAN, GIL
WTNS, Coshocton, O.

BUCK, GEO. A., JR.
WJNO, West Palm Beach, Fla.

BUILEMA, ROBERT
WFUR, Grand Rapids, Mich.

BUNCH, GLENN
WMAR-TV, Baltimore, Md.

BUNN, NEAL
KNEA, Jonesboro, Ark.

BURGESS, JACK
KFYO, Lubbock, Texas

BURHAM, BOBBY
KLVT, Levelland, Tex.

BURKE, JOE
WSCR, Scranton, Pa.

BURLESON, BERNEY
WETB, Johnson City, Tenn.

BURT, GARLAND
WLAJ, Lakeland, Fla.

BUTLER, JANE
WGBS, Miami, Fla.

BUTTERS, HARLEY
WROK, Rockford, Ill.

BUTTZ, CHARLENE
WIRE, Indianapolis, Ind.

— C —

CALABRESE, RAY
WHIM, Bloomsburg, Pa.

CAMPBELL, WILLARD
WHIO, Dayton, Ohio

CAMPBELL, WISHART
CFRB, Toronto, Ont.

CAMPEN, LARRY
KYA, San Francisco, Cal.

CANDY, ERIC
CFRN, Edmonton, Alta.

CANTELLI, QUIDO
NBC Symphony
NBC

CARLEW, JIM
WPIN, St. Petersburg, Fla.

CARPENTER, ETHEL M.
WDBQ, Dubuque, Iowa

CARROLL, GEORGE
WEEU, Reading, Pa.

CARTR, FRED
KAMD, Camden, Ark.

CARTER, RAY
Arthur Murray Party
DuMont

CASEY, JEWEL
WSAV, Savannah, Ga.

CAWLEY, BOB
Matinee
KOTV, Tulsa, Okla.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHEESMAN, A.
WGBB, Freeport, N. Y.

CLARK, ALLAN
WKY, WKY-TV, Oklahoma
City, Okla.

CLAUSER, JOSEPH
Hymn Time
WFBM-TV, Indianapolis, Ind.

CLEAVER, MARSHALL S.
WKAP, Allentown, Pa.

COGGSHALL, A. O.
WGY, Schenectady, N. Y.

COLLINS, ART
CHUM, Toronto, Ont.

COLLINGSWORTH, JACK
WLAG, LaGrange, Ga.

COLLINS, DOROTHY
WITZ, Jasper, Indiana

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Texas

CONCIE, BOB
KALE, Richland, Wash.

CONROY, ELIZABETH
KRAL, Craig, Colo.

CONWAY, DOT
WMGY, Montgomery Ala.

COOKE, LUCILLE
KLIF, Dallas, Texas

COOLEY, JOHN
WEAM, Arlington, Va.

COOLEY, SPADE
B. Grand, Oklahoma; Spade
Cooley Show, KYLA

CORRINGTON, BILL
KENT, Shreveport, La.

ARCHIE BLEYER



★ ORCHESTRA LEADERS ★

- CORRINGTON, JAY**
WATA, Boone, N. C.
- COSTA, JOHN**
WDTV, Pittsburgh, Pa.
- COURTNEY, DEL.**
KPIX, San Francisco, Cal.
- COVINGTON, BUDDY**
KNUZ, Houston, Tex.
- CRAMER, DOUG**
KGIL, San Fernando, Cal.
- CROMWELL, VIRGINIA**
KFDA, Amarillo, Texas
- CROOK, GEORGE**
Organ Recital
NBC
- CROSBY, BOB**
B. Aug. 23, 1913, Spokane, Wash-
ington; "Club 15," CBS; Jack
Benney Show, CBS-TV
- CUSICK, PHIL**
WBAX, Wilkes-Barre, Pa.
- CUTRIGHT, PEGGY**
WRAY, Princeton, Ind.

— D —

- DAHLSTROM, EARL**
Tip Off On Sports
KRJF, Miles City, Mont.
- DAHLVIG, J. I.**
WLDY, Ladysmith, Wis.
- DALTON, OWEN**
WLBJ, Bowling Green, Ky.
- DANNA, VIC**
WEBR, Buffalo, N. Y.
- DAUGHERTY, STAN**
KMOX, St. Louis, Mo.
- DAVIS, EARL**
WBOK, New Orleans, La.
- DAVIS, GEORGE**
WRBL, Columbus, Ga.
- DAVIS, GLENN**
KULF, Alpine, Tex.
- DeBENEDETTO, EDITH**
WBBW, Youngstown, O.
- DEEGAN, MICHAEL**
WJMJ, Phila., Pa.
- DeLAND, FREDDIE**
Dinner Date
WAGA-TV, Atlanta, Ga.
- DeLUGG, MILTON**
Breakfast with Music
WNBT, New York
- DEMAREST, MARY ANN**
WABY, Albany, N. Y.
- DENNIS, GENE**
WVOM, Boston, Mass.
- DeREMER, LIONEL H.**
WBCM, Bay City, Mich.
- DeSTEFANO, HELEN**
WPTR, Albany, N. Y.
- DEUEL, LES**
WOKO, Albany, N. Y.
- De VOL, FRANK**
Jack Smith, Dinah Shore—Ginny
Simms Show, CBS-Radio; Frank
De Vol Show
- DIA, DICK**
WOV, New York, N. Y.
- DICKEY, GENE**
WSPD, Toledo, O.
- DOHERTY, ED**
WBIP, Booneville, Miss.
- DONALDSON, EARL**
KALL, Salt Lake City, Utah

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KIDDIE LAND RECORDS

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WALTZ TIME

ESSEX HOUSE

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DOOP, BETTY JEAN
KITO, San Bernardino, Cal.
DRAKE, MILDRED
WMTG, Vanceleve, Ky.
DRESDEN, CHUCK
KPRL, Paso Robles, Cal.
duBOIS, CHARLES
KBMV, Billings, Mont.
DUDLEY, ALLEN
WFIN, Findlay, Ohio
DUPREE, BOB
WGBR, Goldsboro, N. C.
DURAN, KEN
KXYZ, Houston, Tex.
DWELLEY, DALE
KSUE, Susanville, Cal.

— E —

EARLY, GERTRUDE
WJMA, Orange, Va.
ECKFORD, RAY
CKGB, Timmins, Ont.
EDGES, CLARENCE
WBAY, Green Bay, Wis.
EDMONDSON, NEAL
KSBW, Salinas, Cal.
ELLIS, JANET
WALB, Albany, Ga.
ELLSWORTH, JACK
WALK, Patchogue, N. Y.
EMERSON, BYRON
WWHG, Hornell, N. Y.
EMMEL, JOHN
KEX, Portland, Ore.

ENGLISH, RANDOLPH S.
WTRY, Troy, N. Y.
EPPEL, R. V.
KORN, Mitchell, S. Dak.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EVANS, SUE
KWEN, West Memphis, Ark.
EVRSOLE, JACK
WKCT, Bowling Green, Ky.
EXUM, LORETTA
WDAK, Columbus, Ga.

— F —

FEAREY, JACK
KVOS, Bellingham, Wash.
FELTER, RUTH
WDLA, Walton, N. Y.
FESSLER, JEAN
WTAD, Quincy, Ill.
FIELDING, JERRY
Jerry Fielding Show
KNXT, Hollywood, Cal.
FINELLI, CARLENE
KTRN, Wichita Falls, Tex.
FINN, MICHAEL
WEOA, Evansville, Ind.
FITCH, MARCIE
KGIN, Glenwood Springs,
Colo.
FITZSIMMONS, PAUL
CKOC, Hamilton, Ont.
FORMA, DICK
KBOX, Modesto, Cal.

FOWLER, BOB
KBOR, Brownsville, Tex.
FRANKLIN, HUGH
WLGR, Torrington, Conn.
FRIAR, CHARLES E.
WGIV, Charlotte, N. Carolina
FRIELING, JAMES J.
WXRA, Buffalo, N. Y.
FRIENDLY, LEONARD
KSL, Salt Lake City, Utah
FRITZ, HAROLD
WKBI, St. Mary's, Pa.
FRYE, J. ALLEN
KBKI, Alice, Texas
FUKUHARA, WM.
KULA, Honolulu, Hawaii
FULKS, MOZELLE
KVSM, San Mateo, Cal.
FULLER, LORENZO
Kiddie Kollege
DuMont
FULTON, ROBERT
KERG, Eugene, Ore.

— G —

GAGNE, ALINE
CKCL, Matane, Que.
GALLICCHIO, JOSEPH
Big City Serenade
NBC
GANTER, RAYMOND
WFBL, Syracuse, N. Y.
GARDINER, RUTH
WLEA, Hornell, N. Y.

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starring

MINDY CARSON



HENRY "HANK" SYLVERN

Director of Music

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GARRETT, MERLE
WGBA, Columbus, Ga.

GART, JOHN
Paul Winchell-Jerry Mahoney,
WNBT; Chance of a Lifetime,
ABC-TV; Balance Your Budget,
WCBS-TV

GASQUE, KENNETH
WJAY, Mullins, S. C.

GEER, SANDY
WALT, Tampa, Fla.

GEISLER, BETTY
WCPO, Cincinnati, O.

GERNETZKE, HOWARD
WSAU, Wausau, Wis.

GEYER, BILLY
WFDF, Flint, Michigan

GIBBONS, FRED
KTRH, Houston, Texas

GIBSON, DOROTHY
KFPW, Fort Smith, Ark.

GIERSDORF, RIP
KRLD, Dallas, Tex.

GIRARD, RAE
Tee Vee Jamboree
WAAM, Baltimore, Md.

GITZ, JEAN
KRDO, Colorado Springs, Colo.

GLYNN, JOHN
WIRA, Ft. Pierce, Fla.

GODFREY, BARBARA
WMAZ, Macon, Ga.

GODLING, G.
CJSO, Sorel, Que.

GOLDBERG, LOUIS
WCOP, Boston, Mass.

GOODMAN, AL
"Colgate Comedy Hour," NBC-
TV; "Al Goodman Musical Al-
bum," NBC-Radio

GORDON, LLOYD P.
WESB, Bradford, Pa.

GOULD, DOROTHY
WJNC, Jacksonville, N. Car.

GOW, ART
KLZ, Denver, Colo.

GRAHAM, ELLEN
KWTZ, Waco, Texas

GRANVILLE, BILL
KOIL, Omaha, Neb.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAY, MITCHELL
WJPA, Washington, Pa.

GREEN, BERNARD
Top Guy
Melody Highway
Valentino
ABC

GREEN, JANE
KIUP, Durango, Colo.

GREENE, SHERRIE
WIS, Columbia, S. C.

GREGORY, WILLIAM
WTVH, Peoria, Ill.

GRIBBEN, ROBERT
KDTH, Dubuque, Iowa

GRIEB, HERBERT
WILD, Birmingham, Ala.

GROULX, AURELE
CKCH, Hull, Que.

GUDDENDORF, KATHLEEN
WMRO, Aurora, Ill.

GUDENBERG, MARTIN
KIXL, Dallas, Texas

— II —

HAACKE, LAUREN
KDIX, Dickinson, N. D.

HACKETT, RAY
KCBS, San Francisco, Cal.

HALEY, PAT
WMCK, McKeesport, Pa.

HANSEN, EARLE BARR
WIOD, Miami, Fla.

HARLING, HUGH
KVEE, San Luis Obispo, Cal.

HARMON, CLARICE
WMON, Montgomery, W. Va.

HARPER, MARGE
KMUS, Muskogee, Okla.

HARRIMAN, PAUL J.
WLAW, Boston, Mass.

HARRIS, JACK
KGCU, Mandan, N. D.

HARRISON, GUY FRASER
Oklahoma Symphony
Mutual

HART, JOAN
WICA, Ashtabula, O.

HARTEL, PATRICIA
WBIZ, Eau Claire, Wis.

HARVER, MARY
WGEM, Quincy, Ill.

HATCH, WILBUR
KNX, Los Angeles, Cal.

HATHAWAY, LEN
WENE, Binghamton-Endicott,
N. Y.

HAVEN, BROOK
KRAL, Rawlins, Wyo.

HAVENS, WADE
KLMR, Lamar, Colo.

HAVERSTICK, CHARLOTTE
WWIN, Baltimore, Md.



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MUSICAL DIRECTOR

BOB AND RAY
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PERRY MASON

BENJ. MOORE PAINT SHOW
PENTHOUSE SERENADE
VOICE OF AMERICA

RCA VICTOR RECORDING ARTIST

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YOUNG**

HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.

HAYES, GARY
KYMA, Yuma, Ariz.

HAYS, REX
WNAX, Yankton, S. D.

HAINES, SHIRLEY
WJPS, Evansville, Ind.

HELLING, JACK
KTLN, Denver, Colo.

HENKE, CARL
WCMB, Harrisburg, Pa.

HENLEY, HAROLD
WOPI, Bristol, Va.

HENNINGER, GEORGE
Whispering Streets
Homemaker's Jamboree (TV)
Valentino
ABC

HETRICK, PHYLLIS
KCBQ, San Diego, Cal.

HEULE, BILL
WSFT, Thomaston, Ga.

HIATT, PAUL
Pat's Open House
WTVN, Columbus, O.

HILL, J.
KLIX, Twin Falls, Idaho

HILL, ROBERTA
WBSM, New Bedford, Mass.

HILTON, FREDA
WLOF, Orlando, Fla.

HIXSON, GLEN
WJAG, Norfolk, Neb.

HOBBIE, CHARLES D.
KWBC, Ft. Worth, Texas

HOGAN, HARLAN
WSBT, South Bend, Indiana

HOGAN, JIM
Jim Deline Gang
WSYR-TV Syracuse, N. Y.

HOLT, LEAH
KWJJ, Portland, Ore.

HOLTON, FRANK
CKPC, Brantford, Ont.

HOPKINS, RAYMOND
WIBC, Indianapolis, Ind.

HORRIGAN, ALBERT F.
KFGO, Fargo, N. D.

HORSLEY, ROBERT
WMC, Memphis, Tenn.

HOUSTON, ED
CKEY, Toronto, Ont.

HOWARD, BRYCE
KSVF, Artesia, N. M.

HOWARD, CAMMIE
CKOY, Ottawa, Ont.

HOWELL, BERNIE
KCBD, Lubbock, Texas

HOYT, HELEN
KOEL, Oelwein, Iowa

HUBBARD, HENRY M.
KVOA, Tucson, Arizona

HUGH, IVOR
WCCC, Hartford, Conn.

HULL, JOY
KCID, Caldwell, Idaho

HUMPHREY, HARVEY
WPAT, Paterson, N. J.

HUNDLEY, ALLEN JR.
KDSX, Denison, Tex.

HURWITZ, ZIGGY
Money to Burn
WBTW, Charlotte, N. C.

— J —

JACKSON, MAURICE
WVVKO, Columbus, O.

JACKSON, SARA F.
WSPC, Anniston, Ala.

JENKINS, GORDON
Royal Showcase
NBC TV

JENKINS, POLLY
WDEV, Waterbury, Vt.

JENSEN, BYRON
KOVO, Provo, Utah

JEROME, JERRY
WPIX, New York

JESTER, SHIRLEE
WKRC-TV, Cincinnati, O.

JOHNSTON, EDDIE
WTRF, Bellaire, Ohio

JONES, BARBARA
KEYS, Corpus Christie, Texas

JONES, ROBERT S.
KCMO, Kansas City, Mo.

JOPLIN, JAY
WIEL, Elizabethtown, Ky.

JORDEN, ED
WNOK, Columbia, S. C.

JOSEPH, AL
WCBT, Roanoke Rapids, N. C.

JOYNER, GORDON
WPEO, Peoria, Ill.

JOYNES, DUFF
WNOR, Norfolk, Va.

— K —

KALER, RANDALL
WFAS, White Plains, N. Y.

KANOY, PEG
WSAT, Salisbury, N. Car.

MURRAY ROSS

MUSICAL DIRECTOR — ORGANIST

NEWSSTAND THEATRE

THE CONTINENTAL

DREAM HARBOR

TOP GUY



CHARLES PAUL

Conductor - Composer

KATIMS, MILTON
NBC Symphony
NBC

KAYE, JIMMY
KTHT, Houston, Texas

KAYE, SAMMY
Sammy Kaye's Sunday Sere-
nade
NBC

KEEFE, PAUL H.
WOTW, Nashua, N. H.

KELLOGG, JOHN
WMBG, Richmond, Va.

KELLY, JIM
WROY, Carmi, Ill.

KELTON, LEE
WJAS, Pittsburgh, Pa.

KENTON, STAN
Stan Kenton Concert
NBC

KERN, GENETA
WKBV, Richmond, Ind.

KIEL, ERWIN
KHUB, Watsonville, Cal.

KILEY, JOHN
WMEX, Boston, Mass.

KING, JAMES C.
WKGN, Knoxville, Tenn.

KING, PEE WEE
King And Orchestra
NBC

KING, WALLACE
WATR, Waterbury, Conn.

KIPEN, MAURICE
Blue Room
WTMJ, WTMJ-TV, Milwaukee,
Wis.

KISTLER, JACK
WPFB, Middletown, O.

KLECKNER, TOM A.
KDAC, Fort Bragg, Cal.

KLINGER, EDITH
WFVD, L. A., Cal.

KNIGHT, FRANK
WARE, Ware, Mass.

KNICK, WALTER
WBNS-TV, Columbus, O.

KOENIG, MARJORIE
WMT, Cedar Rapids, Iowa

KOTTLER, MISCHA
WWJ-TV, Detroit, Mich.

KRAUSS, MILTON
Live Like a Millionaire
ABC

KREHBIEL, MEL H.
WCBC, Anderson, Ind.

KRIEGER, ED
WSOO, Sault Ste. Marie, Mich.

KRUEGER, RALPH
WJIL, Niagara Falls, N. Y.

KUHN, JOHN J.
WKIP, Poughkeepsie, N. Y.

— L —

LANDIS, PATTY
KIOA, Des Moines, Iowa

LANE, HAZEL
KROW, Oakland, Cal.

LANG, SID
WIND, Chicago, Ill.

LARSEN, BILL
KISD, Sioux Falls, S. Dak.

LaTULIPPE, DON
WJDA, Quincy, Mass.

LAUDEMANN, PETE
WDSU-TV, New Orleans, La.

LAVALLE, PAUL
Cities Service Band of Amer-
ica
NBC

LAWRENCE, ANNA MAY
WFBM-TV, Indianapolis, Ind.

LAWRENCE, ELLIOTT
Guide Right
DuMont

LAWRENCE, MILTON
WSGN, Birmingham, Ala.

LEA, ROD
WWOD, Lynchburg, Va.

LEALI, LEE
WTOL, Toledo, O.

LEE, MEL
KTRR, Rolla, Mo.

LEIBERT, RICHARD
Organist
NBC

LENHORN, HENRY
KWED, Seguin, Tex.

LEON, MAX M.
WDAS, Phil., Pa.

LEONARD, BOB
WMMN, Fairmont, W. Va.

LEVERETT, LULA MAE
WVOP, Vidalia, Ga.

LEVY, HAROLD
Theatre Guild On The Air
NBC

LEVIN, SYLVAN
WOR, New York City

LEVINE, HENRY
Chamber Music Society of
Lower Basin Street
NBC

LEWIS, ROBERT
WHBQ, Memphis, Tenn.

FRANK DeVOL

MUSICAL CONDUCTOR

COMEDIAN

MCA

ROBERT ARMBRUSTER

Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS

Management
ART RUSH, Inc.

LILICO, DOUGLAS O.
WEOL, Elyria, O.
LOE, THOMAS J.
WTH, East Point, Ga.
LOESCH, RITA
WLRP, New Albany, Ind.
LOFTNESS, RAY
KSOO, Sioux Falls, S. Dak.

LOMBARDO, GUY
Your Hit Parade, NBC
LONG, EDITH
WLCM, Lancaster, S. C.
LOOS, JACK
WOWO, Ft. Wayne, Ind.
LOOSE, CARL L.
WBLK, Clarksburg, W. Va.
LORD, EDWIN J.
WDBO, Orlando, Fla.
LOUGHMAN, GERALD
WREB, Holyoke, Mass.
LOWERY, GENE
WVLN, Olney, Ill.
LOVEJOY, GORDON
WRNO, Orangeburg, S. C.
LUDWICK, JEAN
WFOU, Marietta, Ga.
LYNCH, DARRELL
KUKI, Ukiah, Cal.
LYNN, JACK
WCAV, Norfolk, Va.

— Mc —

McCARL, ROBERT S.
KLIO, Portland, Ore.
McCLUNY, BETTY
WGAD, Gadsden, Ala.
McCULLY, JOE
WSNJ, Bridgeton, N. J.
McCUTCHEON, KEN
WKY, Evansville, Ind.
McGEEHAN, MARY
WTUX, Wilmington, Dela.
McGILL, MILDRED
WMIX, Mt. Vernon, Ill.
McGRATH, MARGARET E.
KOWH, Omaha, Neb.
McHALE, LARRY
KALB, Alexandria, La.
McHUGH, PAT
KRUL, Corvallis, Ore.
McKAY, ANNE
WGAF, Valdosta, Ga.
McKINLAY, LYNN
KSL TV, Salt Lake City, Utah
McKINNEY, ALENE
KFAB, Omaha, Neb.
McLARTY, SARAH
KELD, El Dorado, Ark.
McLEAN, DON
KFYR, Bismarck, N. D.
McNEIL, IDA A.
KGFZ, Pierre, S. Dak.

— M —

MACK, JOHNNY
KBOA, Kennett, Mo.
MACKAY, J. WRIGHT
WRAK, Williamsport, Pa.
MAIN, RALPH E.
KXGN, Glendive, Mont.
MAITHOUSE, PEGGY
CHAE, Moosejaw, Sask.
MANNING, JUNE
WPLH, Huntington, W. Va.
MANSFIELD, ROGER
WKTG, Thomasville, Ga.
MANTOVANI
Music By Mantovani
NBC
MAPES, MARIAN
WPP, Dallas, Texas
MARCOTTE, DON
WMAO, Chicago, Ill.

MARTIN, DUDE
Dude Martin Show
KTTV, Los Angeles, Cal.
MARTIN, JOHN
KLIZ, Brainerd, Minn.
MATEER, MARY
WJEL, Hagerstown, Md.
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAYEUX, JULES
WJBO, Baton Rouge, La.
MAYFIELD, ALICE
WSFA, Montgomery, Ala.
MELANSON, PAUL
WVAM, Altoona, Pa.
MERCHANT, BILL
WMUS, Muskegon, Mich.
MERRIMAN, BERNARD V.
KVIN, Coeur D'Alene, Idaho
MERRITT, EDWARD L., JR.
WARC, Rochester, N. Y.
MESERVY, NORMAN
WOLF, Syracuse, N. Y.
METCALFE, ROBERT
WOHI, East Liverpool, Ohio
METCHNEK, WILLIAM
WCCO-TV, Minneapolis, Minn.
MICHAELSON, EDWARD
WBNX, New York, N. Y.
MILLER, ARNOLD E.
WSBC, Chicago, Ill.
MILLER, CLIFF
KBUC, Corona, Cal.
MILLER, HARRISON A.
KIT, Yakima, Wash.
MINER, CHAS.
WMIA, Caguas, P. R.
MOFIELD, RAY
WPAD, Paducah, Ky.
MONROE, VAUGHN
The Camel Caravan
The Vaughn Monroe Show
NBC
MOORE, A. RAYMOND
WHUM, Reading, Pa.
MORGAN, JIM
WHAY, New Britain, Conn.
MORGAN, WAYNE
WMFR, High Point, N. C.
MOSENA, RICHARD
KHUR, Burlington, Iowa
MOSER, CLYDE
WTFR, Norfolk, Va.
MULLEN, DAN
WLAV, Grand Rapids, Mich.
MULVANEY, DON
KROX, Crookston, Minn.
MUNRO, BILLY
GKVL, Verdun
MURFF, FRED
WLAG, Nashville, Tenn.
MURRAY, HUGH
KYOS, Merced, Cal.
MUSIC, MARY
WCUE, Akron, O.

— N —

NAPIER, BILL
KCRC, Enid, Okla.
NASH, BARNES
WHIS, Bluefield, W. Va.
NATHANSON, MARTY
WMIS, Natchez, Miss.
NEAL, PAUL
WBNS, Cleveland, Ohio
NEARNS, JOE
Top O'Morning
KNBY, Newport, Ark.
NELMS, BILL
WTAX, Springfield, Ill.
NELSON, GENE
KFAM, St. Cloud, Minn.
NELSON, STAN
KITE, San Antonio, Texas
NELSON, WILFORD
WHSC, Hartsville, S. C.

NIDES, HARRY
WROL, Knoxville, Tenn.
NIEMI, WALT
WMBL, Morehead City, N. C.
NININGER, EVE
WDBJ, Roanoke, Va.
NIXON, GENE
WMSC, Columbia, S. C.
NOBLE, LEIGHTON
Bandstand Revue
KTLA, Los Angeles, Cal.
NORMAN, RALPH
Heritage
Nancy Craig (TV)
Valentino
ABC
NORRIS, JULIE
WNMP, Evanston, Ill.
NUTTALL, JANE
KSAN, San Francisco, Cal.

— O —

ODERMAN, ESTHER
WLIO, E. Liverpool, O.
O'HAGAN, VIRGINIA
WKRC, Cincinnati, O.
O'HARA, JANE
WQAN, Scranton, Pa.
O'NEILL, JOE
KVOO, Tulsa, Okla.
O'NEILL, MARTIN
WKXY, Sarasota, Fla.
OSBORNE, HAROLD
WMBD, Peoria, Ill.
OSBORNE, SHIRLEY
WINN, Louisville, Ky.
OSSER, GLENN
American Music Hall
Dancing Party
Paul Whiteman Teen Club
ABC
OTTERTON, LOUISE
WJVA, South Bend, Ind.
OUELLETTE, GRATIEN
WCOU, Lewiston, Maine
OVERSTREET, MAVIS
WLSL, Roanoke, Va.
OWEN, EMLYN
KXEL, Waterloo, Iowa

— P —

PAGE, DOROTHY
WPAY, Portsmouth, O.
PALM, BETTY LOU
WTOU, Toledo, O.
PALMER, GEORGE
WNHC-TV, New Haven, Conn.
PARADIS, GABRIEL
CHFA, Edmonton, Alta.
PARKER, LEONRE
KTPI, Twin Falls, Idaho
PARKER, ROBERT
KLRA, Little Rock, Ark.
PARRY, DAVE
WLAP, Lexington, Ky.
PATTERSON, LOUISE WARE
WFAU, Augusta, Maine
PAUL, CHARLES F.
B. New York City; Martin Kane,
NBC; Mr. & Mrs. North, CBS;
The Shadow, WOR; The American
Trail
PAUL, SYD
WHOL, Allentown, Pa.
PAULSON, AL
WDGY, Minneapolis, Minn.
PAVEY, R.
WJLB, Detroit, Mich.
PAYTON, ERNIE
WSNJ, Bridgeton, N. J.
PEARCH, ERNIE
CKDA, Victoria, B. C.
PELLETIER, WILFRED
NBC Symphony
NBC

PETERS, WALLY
CJCR, Vancouver, B. C.

PFLIEGER, GEORGE C.
WJTN, Jamestown, N. Y.

PHELPS, AGNES
WNAV, Annapolis, Md.

PICKENS, CHARLES
WHBC, Canton, O.

PIERCY, FRED
KAFY, Bakersfield, Calif.

PILDNER, HENRY
WGAR, Cleveland, O.

PLAGENS, RAY
WFAA-TV, Dallas, Tex.

POMEROY, RICHARD
WILS, Lansing, Mich.

POOLE, JEE
WNAO, Raleigh, N. Carolina

POTT, WILLARD
WHK, Cleveland, O.

POTTER, BETH
KFRD, Rosenberg, Texas

POWELL, BOB
WDVA, Danville, Va.

POWELL, RICHARD
WTOP, Washington, D. C.

PRENTICE, CHARLES D., JR.
WHAI, Greenfield, Mass.

PRESSON, JAKE
WCBS, Greenwood, S. C.

PRESTON, LEW
KWOE, Clinton, Okla.

PRITCHARD, MARJORIE
WMPS, Memphis, Tenn.

PRITCHARD, PENELOPE
KFDM, Beaumont, Texas

PYM, H. V.
CKNX, Ontario

— R —

RAMEY, A. MAXWELL
CKBW, Bridge water, N. S.

RAMIREZ, LUIS A.
WIPR, San Juan, P. R.

RANDALL, GORDIE
TV Showcase

WRGB, Schenectady, N. Y.

RANDOM, MICHAEL DOWN
KIX, Oakland, Cal.

RANNIE, THOMAS A.
CIAV, Port Alberni, B. C.

RASE, BILL
KCR A, Sacramento, Cal.

RAVEN, GEORGE C.
KSYC, Yreka, Cal.

REBEL, DE'ORES
WMAR-TV, Baltimore, Md.

RECORE, ARVIE
WLW D, Dayton, O.

REDUS, JACK
KPKA, Greeley, Colo.

REEDER, CHAS.
WING, Dayton, O.

REGAN, BOB
WKNB, New Britain, Conn.

RENNER, FRANKIE
WADC, Akron, Ohio

REUTER, JOHN
WRCO, Richland Centre, Wis.

RHAME, RICHARD
WTND, Orangeburg, S. C.

RHODRIGUEZ, MILDRED
KJEF, Jennings, La.

RICKEY, AL
Mr. Keen—9 Years; Kiddie Land Records; Decca Records.

RILEY, IOMAN B.
WDYK, Cumberland, Md.

RILEY, RALPH
WHIZ, WHIZ-TV, Zanesville, O.

RIO, ROSA
My True Story
When a Girl Marries
Ted Malone
ABC

ROBARDS, CARY
WSIV, Pekin, Ill.

ROBERTS, DON
WKNE, Keene, N. H.

ROBINSON, FRANCES
WVMI, Biloxi, Miss.

ROESE, RAY
WRFO, Worthington, O.

ROHR, JACK
WCBM, Baltimore, Md.

RONGO, BARBARA
KTBC, Austin, Texas

ROSE, DAVID
The Red Skelton Show
NBC-TV

ROSS, MURRAY
Tales of Tomorrow, Dream Harbor, The Adventurer, ABC

ROSS, ROY
WNEW, New York City

ROTH, ALLEN
Milton Berle Show, NBC-TV

RUDOLPH, JOE
WAIT, Chicago, Ill.

RUMMINGER, BARBARA
WMU, Greenville, S. C.

RUPP, ESSIE
WCKY, Cincinnati, O.

RUSSELL, BAZ
CJCH, Halifax, N. S.

RYAN, JAMES
KWPC, Muscatine, Iowa

— S —

SALTER, BOB
KDSH, Boise, Idaho

SALTER, HARRY
Name That Tune
NBC

SANDEFUR, BILL
WBTM, Danville, Va.

SANFORD, CHARLES
Your Show of Shows, NBC-TV

SARGENT, MICHAEL
WBIW, Bedford, Ind.

SASLAVSKY, NICHOLAS L.
WEVD, New York, N. Y.

SAUER, FLORENCE
CHVC, Niagara Falls, Ont.

SAVCO, BETH
WICC, Bridgeport, Conn.

SAXON, JIM
KRIC, Beaumont, Tex.

SCHARR, WALTER
The Phil Harris-Alice Faye Show
NBC

SCHEYING, VALERIE
WLAN, Lancaster, Pa.

SCHMUTX, FREDERICK H.
KVIC, Little Rock, Ark.

SCHORR, ARNOLD
WFEC, Miami, Fla.

SCHUMAKER, BETTY
KAYS, Hays, Kansas

SCHURR, BARBARA
WASL, Annapolis, Md.

SCOTT, ALICE
WCSC, Charleston, S. C.

SCOTT, BILL
WRLD, Lanett, Ala.

SCOTT, FRANK
WDAY, Fargo, N. Dak.

SCOTT, JACK
KPDN, Pampa, Texas

SCOTT, JEFF
WPWA, Chester, Pa.

SCOTT, KEN
WCNT, Centralia, Ill.

SCOTT, R. A. JR.
WBLT, Bedford, Va.

SCOTT, RAY
WZIP, Covington, Ky.

SCOTT, RAYMOND
Your Hit Parade
NBC-TV

SCOTT, SID
WPAC, Patchogue, N. Y.

SEESE, LUCILLE
KEAR, San Mateo, Cal.

SELBY, NELSON
WBEN, Buffalo, N. Y.

SEMMENS, JO ANN
WACB, Kittanning, Pa.

SERRA, LOUIS
WEIR, Weirton, W. Va.

SHEAN, EARL J.
WJAR, Providence, R. I.

SHELDON, EARL
Musak Associated Transcriptions; Fashion Magic, CBS-TV; Embassy Club

SHERWOOD, BOBBY
Texaco Star Theatre
NBC-TV

SHIELDS, ROY
Promenade Concert
NBC

SHIMP, BERT
WSAZ, Huntington, W. Va.

SHUMWAY, JIM
WPLA, Plant City, Fla.

SILFEN, CARL
WAGE, Syracuse, N. Y.

SIMON, TAUDIE
KBOL, Boulder, Colorado

SKYLES, JACK
KEYL, San Antonio, Tex.

SLACK, PETER, DR.
KGER, Long Beach, Cal.

SMITH, HANK
WPFA, Fort Payne, Ala.

SMITH, PEGGY
KSIB, Creston, Iowa

SOLITO, AL
Variety Stand
WTAZ-TV, Norfolk, Va.

SONTAG, GEORGE
WOC-TV, Davenport, Iowa

SOWARDS, JOHN
WOMI, Ashland, Ky.

SPEAR, SAM
Cavalcade of Stars
DuMont

SPIRS, JOHN
Coffee Time
WKTV, Utica, N. Y.

STABLE, DICK
Colgate Comedy Hour
NBC-TV

STANLEY, LEONARD
Melodies 'n' Money
WXYZ-TV, Detroit, Mich.

STARR, RAY
KWWL, Waterloo, Iowa

STEADMAN, BILL
WNBB, Daytona Beach, Fla.

STEELE, JIM
WIRK, West Palm Beach, Fla.

STEENROD, ANNE
WPTW, Piqua, O.

STEIN, REX
WLDS, Jacksonville, Ill.

STEPHENS, DAVID
WCAU, Phil., Pa.

STEVENS, LEONARD
WHAT, Phil., Pa.

STEWART, BOB
Hit the Deck
WBRY, Waterbury, Conn.

STITELER, FRANK
WGLS, Decatur, Ga.

STOKER, ED
KUTA, Salt Lake City, Utah

STOMME, RUTH
WAVZ, New Haven, Conn.

STORR, WILBERT
WLET, Toccoa, Ga.

STOVALL, RUBY PEARL
WKAY, Glasgow, Ky.

STUART, EARL
Musically Speaking
WVJ TV, Detroit, Mich.

SUDDUTH, GENE
WEAR, Pensacola, Fla.

SULLIVAN, ROBERT E.
WMRN, Marion, Ohio

SUMMERS, BILL
WLBC, Muncie, Ind.

SVEHLA, WALT
WQAM, Miami, Fla.

SWARTZ, JACK
KGPB, Flagstaff, Ariz.

SYLVERN, HENRY
"HANK"

"This Is Show Business," CBS-TV; "USA Canteen," CBS-TV; "Suspense," CBS-TV; Sam Levenson Show, CBS-TV; "Nick Carter," "Boston Blackie"

— T —

TALMADGE, BILLYE
KMO, Tacoma, Wash.

TANNE, ERNIE
WGAY, Silver Springs, Md.

TAUBMAN, PAUL
Bob & Ray (Colgate), NBC; Perry Mason, CBS; True Detective, WOR; Penthouse Serenade, WOR-NBC; Voice of America

TAYLOR, BETTY LEE
Gift Shop
WTVJ, Miami, Fla.

TAYLOR, WEBSTER
WMIK, Middleboro, Ky.

TEMPLEMAN, MARIAN
KWPC, Muscatine, Iowa

THOMAS, LEE
WHLB, Virginia, Minn.

THOMPSON, JOE
KJIZ, Phoenix, Ariz.

THOMSON, IAN
CFJR, Brockville, Ont.

TOWNSEND, WALLY
CKLW, Detroit, Mich.

TOSCANINI, ARTURO
NBC SYMPHONY
NBC

TRAVIS, VICTOR
WMLB, Atlantic City, N. J.

TRENDLER, ROBERT
WGH TV, Chicago, Ill.

TROTTER, MARY ALICE
KANE, New Iberia, La.

TURNER, DORICE
WBCB, Harrisburg, Ill.

TURNER, HARRY
KGHL, Billings, Mont.

TUTTLE, HARRIETT
WTOG, Savannah, Ga.

— U —

USHER, FRED
CJVI, Victoria, B. C.

— V —

VAN DAMME, ART
Coffee And
WNEO, Chicago, Ill.

VAN WAGENEN, HAROLD E.
KCSJ, Provo, Utah.

VAN ZANT, BOBBY
KVIC, Victoria, Texas

VENN, MARLENE
KSUM, Fairmont, Minn.

VINSON, JIMMY
WBML, Macon, Georgia

VOEGELI, DONALD
WNA, Madison, Wis.

VOGT, GERALD
WHEC, Rochester, N. Y.

VOLLUM, ROBERT
CKLB, Oshawa, Ont.

VOORHEES, DONALD
The Telephone Hour
NBC

— W —

WACKS, LOU
WMCA, New York, N. Y.

WADSON, RALPH
WLOW, Norfolk, Va.

WALDRON, R. H.
KRKL, Kirkland, Wash.

WALKER, ED C.
WDAE, Tampa, Fla.

WALKER, HARRY
KMOR, Oroville, Cal.

WALKER, ROBERT
WJHL, Johnson City, Tenn.

WALLENSTEIN, ALFRED
Symphonies for Youth
Mutual

WALTERS, FAUSTINE
KMJ, Fresno, Cal.

WAMSER, FRED
KXLW, St. Louis, Mo.

WARMOTH, ED
KNPT, Newport, Ore.

WATERS, RUSS E.
CFOR, Orillia, Ont.

WATKINS, EVA
WHJC, Matewan, W. Va.

WATSON, BILLYE
KDWT, Stamford, Texas

WATTS, SAM
KWBR, Oakland, Cal.

WAY, ROBERT
WESC, Greenville, S. C.

WAYNE, BERNIE
Music for Paramount Pictures; All original music and musical commercials on the Sammy Kaye Show, WNB

WAYNE, ROGER
WHLL, Hempstead, N. Y.

WAYNICK, HOWARD
WFMY-TV, Greensboro, N. C.

WEAMER, DAVID
WBUX, Doylestown, Pa.

WEAVER, TOM
WCMA, Corinth, Miss.

WEBB, GEORGE
WGTC, Greenville, N. C.

WEBER, ART
KGVO, Missoula, Mont.

WEBER, HENRY
WGN, Chicago, Ill.

WEBSTER, MALCOM
CJON, St. John's, Newf.

WEED, BUDDY
American Sports Page
Buddy Weed Trio
Valentino
ABC

WEINER, MILTON
WLW, Cincinnati, O.

WELK, LAWRENCE
Welk's Champagne Music
KTLA, Los Angeles, Cal.

WERLLA, JERRY
KULP, El Campo, Texas

WERNER, BARBARA
WRFW, Eau Claire, Wis.

WESTON, PAUL
The Paul Weston Show

WHEELER, RON
KTAT, Frederick, Okla.

WHITE, ALBERT
KSFQ, San Francisco, Cal.

WHITE, GEORGE
WSOK, Nashville, Tenn.

WHITE, ORSON
WRNJ, Racine, Wis.

WHITENTON, RETA
WCKB, Dunn, N. C.

WHITFIELD, DUKE
KNEB, Scottsbluff, Neb.

WIELADT, ALLO
WFBG, Altoona, Pa.

WILBUR, R. D.
WINS, New York

WILD, ERIC M.
CBW, Winnipeg

WILDERSON, MAXINE
KFH, Wichita, Kan.

WILLIAMS, BILL
WIMS, Michigan City, Ind.

WILLIAMS, DICK
WKID, Urbana, Ill.

WILLIAMS, JAY
KTSW, Emporia, Kansas

WILLIAMS, WALLY
KCKY, Coolidge, Arizona

WILSE, BILL
WICE, Providence, R. I.

WILSON, MEREDITH
The Big Show—NBC
Meredith Willson's Music Room—NBC
All-Star Revue—NBC-TV
Encore—NBC

WILSON, BOB
KWYO, Sheridan, Wyo.

WILSON, GRANT
WXEL, Cleveland, O.

WILSON, HAPPY
WAPI, Birmingham, Ala.

WILSON, JOHN
WEAV, Plattsburg, N. Y.

WILSON, VIRGIL
Songs, Inc.
WTR-ATV, Norfolk, Va.

WIRGES, BILL
Stage a Number
Kids and Company
DuMont

WITTGES, DOLLY
KVOR, Colorado Springs, Colo.

WOLFF, KARL
CKFI, Fort Frances, Ont.

WOOD, EARL
WOL, Washington, D. C.

WORDEN, BILLIE
WMAN, Mansfield, O.

WORTLEY, ROBT.
KTUL, Tulsa, Okla.

WRIGHT, GEO. W.
WMOD, Moundsville, W. Va.

WRIGHT, JANE
KRMG, Tulsa, Okla.

WYMAN, ALICE
WFBC, Greenville, S. C.

— Y —

YATES, J. NEWTON
KPOL, Los Angeles, Cal.

YOHE, C. RUSSELL
WBOC, Salisbury, Md.

YOKOM, MOSE
CJLK, Kirkland Lake, Ont.

YOUNG, MARLENE
KOVE, Lander, Wyo.

YOUNG, VICTOR
B. August 8, 1900, Chicago, Ill.;
Carnation Contented Hour, CBS;
Musical Director of Paramount
and Republic

RADIO-TV PRODUCERS

Network and Independent
and their work in 1952



— A —

ADAMS, BOB
Star Hostess Party
KNXT, Hollywood, Cal.

ALLEN, BUDDY
Barry Gray Show
DuMont

ALLEN, EDWARD
WTVR, Richmond, Va.

ANDERSON, STAN
KGMB, Honolulu, T. H.; KHBC,
Hilo, T. H.

ANDORN, SIDNEY
Man About Town
WXEL, Cleveland, O.

ARNELL, PETER E.
B. October 11, 1921, Bridgeport,
Conn.; The Name's the Same,
ABC-TV; Wheel of Fortune, CBS-
TV; Balance Your Budget, CBS-
TV

ARNOUX, PAT
Relax
WTAR-TV, Norfolk, Va.

— B —

BACH, BOB
What's My Line
CBS-TV

BACHMAN, JOHN
Morning Chapel
DuMont

BACKLUND, RALPH
You and the World
CBS

BAER, NORMAN
Maggi McNellis
WABC

BAILEY, JUDSON
Sports Spot
CBS-TV

BAIRD, JOHN
Morning Chapel, Protestant
DuMont

BAKER, GEORGE
Spotlight Theater
WNBW, Washington, D. C.

BALDOUR, CHARLES
Meet Your Neighbor
WDTV, Pittsburgh, Pa.

BANNER, ROBERT
Fred Waring Show
CBS-TV

BARNOUW, ERIK
Horizons
Seminar
ABC-TV

BARRY, JACK
Life Begins At Eighty
Wisdom of the Ages
Oh Baby
DuMont

BAUGHN, TED
WRGB, Schenectady, N. Y.

BEASLEY, IRENE
Grand Slam
CBS

BECKER, VERNON
Kiddie Kollege
DuMont

BENNETT, DONN
The Big Idea
DuMont

BERGESON, CHARLES
Ladies Day
WBK-TV, Detroit, Mich.

BERNARD, DON
Bob Hawk Show
CBS

BERNARD, PAUL
W.W.-D. Dayton, O.

BERNS, LARRY
Our Miss Brooks
CBS-TV

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

ARTHUR B. MODELL

PRODUCER

DIONÉ LUCAS HOUR

DOMESTICALLY YOURS

WABC-TV

CHARLES MARTIN

PRODUCER - DIRECTOR

PHILIP MORRIS PLAYHOUSE



AL SPAN

CBS - TV

producer of the
"Red Buttons Show"

BLAND, AL
Space Adventures of Super
Noodle
CBS

BORDENKIRCHER, TOM
The News Picture
WSAZ-TV, Charleston, W. Va.

BORGE, PAUL
KMTV, Omaha, Neb.

BORIES, ROBERT A.
Food for Thought
DuMont

BRENNAN, BILL
Bachelor's Haven
KNXT, Hollywood, Cal.

BRIGGS, STEVE
Happy Valley Folks
WTTV, Bloomington, Ind.

BRILL, RICHARD
Wheel of Fortune
CBS-TV

BRODKIN, HERB
ABC Album
WABC-TV

BROOKE, NED
Sat. Nite Jamboree
WSAZ-TV, Charleston, W. Va.

BUNETTA, FRANK
Dark of Night
DuMont

BURCH BILL
Gene Autry Show
CBS

BURKE, CAROLINE
Masterpiece Playhouse; Red
Feather Revue; Heralds Of Good
Will; Around The Town; Voca-
tion Wonderland; Watch The
World; Operation Frontal Lobes,
NBC-TV

BURNETT, MURRAY
Time For Love
CBS

— C —

CADY, CHARLES S.
WBNS-TV, Columbus, O.

CAREY, BERNIE
Peoples Parade

CAREY, RALPH
WOW-TV, Omaha, Neb.

CARNEY, JACK
Give and Take
CBS

CARTOUN, ALAN
Chronoscope
KNGG-TV, Amarillo, Tex.
CBS-TV

CHERTOK TELEVISION, INC.
Private Secretary
CBS-TV

CHRISTENSEN, JIM
Plain and Fancy Cookin'
WBEN-TV, Buffalo, N. Y.

CLAMPETT, BOB
Time for Beany
KTLA, Los Angeles, Cal.

CLARK, JOHN
Captain Video
DuMont

CLARK, JOHN L.
The Plainclothes Man
DuMont

COOK, DON
WGN-TV, Chicago, Ill.

COOLEY, LEE
B. Oakland, Calif.; Perry Como
Show, CBS-TV; Eddy Arnold
Show, CBS-TV

COOPER, HAL
Magic Cottage
DuMont

CORBIN, TIP
Smokey Rogers General Store
KFMB-TV, San Diego, Cal.

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

CORRIGAN, WM. T.
B. August 27,
Hollywood Opening Night, Lights
Out, The Clock, Musical Comedy
Time, Hollywood Hall of Fame,
Masterpiece Playhouse, NBC-TV

COWAN, ABE
Amateur Boxing
WCPQ-TV, Cincinnati, O.

CROTHERS, GEORGE
Invitation to Learning
CBS

CUMMINGS, IRVING
Lux Radio Theatre
CBS

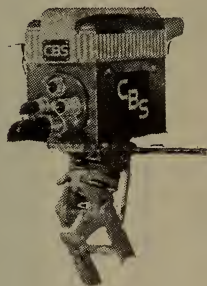
CYR, GEORGE
Living Fashion
WNBK, Cleveland, O.

— D —

DANZIG, JERRY
Crime Syndicated
CBS-TV

DARGAN, TOM
Mercedeses
KING-TV, Seattle, Wash.

DAVIS, WATSON
Adventures in Science
CBS



IRVING MANSFIELD

DEGEN, CARL

Little Playhouse
WNBW, Washington, D. C.

DEMPSEY, WM.

Educational Programs
KPIX, San Francisco, Cal.

DIGBYN, NOEL

Home Folks
CBS

DIGGS, DICK

Louella Parsons Show
CBS

DODGE, BRUCE

Fun for All
CBS

DONAHUE, JACK

Meet Millie
CBS-TV

DRUCE, OLGA

Captain Video
DuMont

DUNLOP, JAKE

Your Home Hour
WOI-TV, Ames, Iowa

DUTTON, MARALEITA

Mr. Wizard, NBC-TV

DUTEN, MIKE

Bill Cullen Show
CBS-TV

— E —

EASTMAN, CARL

Perry Mason
CBS

ESTABROOK, TED

Ted Steel Program
WPIX, New York

EVANS, RICHARD L.

Salt Lake Tabernacle Choir
CBS

EWING, ED

Shoot the Works
WLW-C, Columbus, O.

— F —

FASSETT, JAMES

N. Y. Philharmonic-Symphony
CBS

FERRIN, FRANK

Smilin' Ed
CBS-TV

FLENNIKEN, BRENT

KING-TV, Seattle, Wash.

FLORENCE, LOU

WPIX, New York

FOREST, ROBERT

What in the World.
CBS-TV

FRAMER, WALT

B. April 7, 1908, * Pittsburgh,
Pa.; Strike It Rich, CBS-TV,
NBC; The Big Payoff, NBC-TV;
Double or Nothing, CBS-TV,
NBC; The Greatest Man on
Earth, ABC-TV

FREEMAN, ESTED D.

Shopping Guide
WFBM-TV, Indianapolis, Ind.

FRIENDLY, FRED

See It Now
CBS-TV

FROILAND, LOUISE

Vaughn Monroe Show
CBS

FROMMERT, PETER J.

WFMJ-TV, Youngstown, O.

FULLER, SAM

Colgate Comedy Hour, All Star
Revue, NBC-TV

— G —

GALEN, FRANK

Meet Millie
CBS

GARRIGUS, FRED

You and the World
CBS

GAY, BILL

Hallmark Playhouse
CBS

GERRY, ROGER

Guide Right
Stage a Number
DuMont

GIERLACH, CHET

Kis and Company
DuMont

GILL, FRANK, JR.

Edgar Bergen-Charlie
McCarthy Show
CBS

GLUCKSMAN**ERNEST D.**

Colgate Comedy Hour, All Star
Revue, NBC-TV

GODSON, FREEMAN

Amos 'n' Andy
CBS-TV

GOODMAN, MARTIN

It Happens Every Day
CBS

GOODSON & TODMAN

I've Got A Secret
CBS-TV

GOORIAN, LENNIE

Paul Dixon Show
WCPO-TV, Cincinnati, O.

ERNEST D. GLUCKSMAN

NBC — Producer-Director

"COLGATE COMEDY HOUR"

"ALL-STAR REVUE"

NBC-Hollywood

Martin and Lewis

Donald O'Connor

Ben Blue

George Jessel

Judy Canova

Ritz Brothers

**LEE PANTON**

Producer-Director

"MRS. U S A"

NBC-TV

PROLOGUE TO THE FUTURE

NBC-TV

OUTDOORS WITH ED DODD

RADIO

★ ★ ★ PRODUCERS—NETWORK-INDEPENDENT ★ ★ ★

GRAMMER, BOB
Memory Lane
WBAP-TV, Ft. Worth, Tex.

GRAY, NORMAN
Dinner Date
WAGA-TV, Atlanta, Ga.

GREER, MILAN
George Hamilton Combs
WABC

GROSS, JACK J.
Big Town
CBS-TV

GRUENBERG, AXEL
Armour Star Playhouse—
NBC-TV

Hallmark Playhouse—
NBC-Radio
Stars Over Hollywood—
NBC-TV

GUEDEL, JOHN
People Are Funny—CBS-Radio
Art Linkletter's House Party—
CBS-Radio-TV

GUIDICE, VIC
Keep Posted
WTTG, Washington, D. C.

GUY, BILL
Let's Visit
WFMY-TV, Greensboro, N. C.

— H —

HALDI, JOHN
WBNS-TV, Columbus, O.

HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.

HARRISON, ARCH
WTVR, Richmond, Va.

HARVEY, RICHARD
Variety Stand
WTAR-TV, Norfolk, Va.

HAUFMAN, HAL
WOOD-TV, Grand Rapids,
Mich.

HEIDER, FREDERICK
MCA Films
WABC-TV

HELLER, FRANKLIN
Eddie Albert Show
CBS-TV

HEPNER, CHARLES
Frontier Theater
DuMont

HIRCHMAN, HERBERT
The Web
CBS-TV

HODAPP, BILL
American Inventory
NBC-TV

HOLLANDER, JEAN
Beat the Clock
CBS-TV

HORRELL, MARTIN
Grand Central Station
CBS

HOWELL, CLIFF
Amos 'n' Andy
CBS

HUGHES, T. GORDON
My Little Margie
CBS

HUMMERT, FRANK AND ANNE
Romance of Helen Trent
CBS

HURDLE, JACK
B. June 13, 1909, Washington,
D. C.; Jackie Gleason Show,
CBS-TV

— I —

IRVING, CHARLES
Search for Tomorrow, CBS-TV
IRWIN, CAROL
I Remember Mama, CBS-TV

— J —

JERKINS, JOE
Oklahoma Farmer
WKY-TV, Oklahoma City,
Okla.

JONES, CHARLES
Music Is Fun
WDAF-TV, Kansas City, Mo.

JOHNSON, GLEN
Stag Session
WBTW, Charlotte, N. C.

JOHNSON, ROY
WLTV, Atlanta, Ga.

— K —

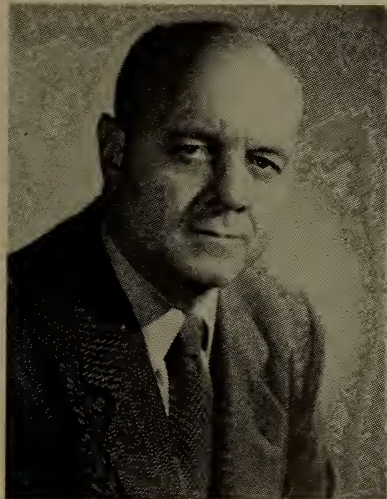
KALMUS, JANE
Herb Sheldon Show, WNBT;
Ask the Camera, WNBT

KAUFMAN, MURRAY
Eva Gabor
WABC

KEECH, BRUNCH
Brunch Time
Kelvin Keech Visits
WABC

KELLING, ROY
Schlitz Playhouse
CBS-TV

KETCHAM, JAMES
Keystone Breakfast Club
WHUM-TV, Reading, Pa.



JACK HURDLE
PRODUCER
of the
"JACKIE GLEASON SHOW"
CBS-TV

SAM FULLER

EXECUTIVE PRODUCER

"Colgate Comedy Hour"

"All Star Revue"

NBC TV

KING, LYN

Jet Pilot
WNBO, Chicago, Ill.

KOSTE, WALTER

Playschool
WWJ-TV, Detroit, Mich.

KOVACS, ERNIE

Ernie Kovacs Show
CBS-TV

KRANTZ, STEVE

Herb Sheldon Show
WNBT, New York

KRASNE, PHILIP N.

Big Town
CBS-TV

KUHL, CALVIN

Lux Video Theatre
CBS-TV

— L —

LADESH, BILL

Sundown Uptown
WDAF-TV, Kansas City, Mo.

LAIR, JOHN

Renfro Valley Sunday
Gathering
CBS

LANDSBERG, KLAUS

Frosty Frolics
KTLA, Los Angeles, Cal.

LANE, ALAN

This is for You
WHUM-TV, Reading, Pa.

LANG, TONY

WNAC-TV, Boston, Mass.

LAWRENCE, BILL

Bob Hope Show—NBC Radio

LESAN, DAVID

Guiding Light
CBS

LEVITAN, PAUL

U. N. In Action
CBS-TV

LEVY, JACK

Jack Benny
CBS-TV

LEVY, PARKE

December Bride
CBS

LEWIS, ELLIOTT

Suspense
Cathy & Elliott Lewis Onstage
CBS

LESTER LEWIS ASSOCIATES

Meet Betty Furness
CBS-TV

LEWIS, MARLO

Toast of the Town
CBS-TV

LIEBMAN, MAX

Your Show of Shows, NBC-TV

LINKROUN, RICHARD

Freedom Rings
CBS-TV

LOCKE, NORTON

Teen Time
WTVN, Columbus, O.

LOEWI, BOB

Kitchen Fare
DuMont

LOVETON, JOHN W.

Mr. and Mrs. North
CBS-TV

LUFT, JOHN

KSL-TV, Salt Lake City, Utah

LUND, BILL

KMTV, Omaha, Neb.

LUPPINO, NICHOLAS

WLW-C, Columbus, O.

— Mc —

MacDONALD, DUNCAN

The Power of Women
DuMont

MacDONNELL, NORMAN

Bakers' Theatre of Stars
CBS

McCANN, DOROTHY

Dr. Christian
CBS

McCOLLUM, TOM

Charade Parade
WSYR-TV, Syracuse, N. Y.

McDERMOTT, TOM

Wendy Warren and the News
CBS

McKINLEY, BARRY

WGN-TV, Chicago, Ill.

McKNIGHT, TOM

Beulah
CBS

— M —

MACKENZIE, MURDO

Sing Crosby Show
CBS

MACKENZIE, W. H.

Musical Penny
WTVN, Columbus O.

MACKIN, JOHN

WTVR, Richmond Va.

MADDOX, KELLY

KGNG-TV, Amarillo Texas

MANDEILLE BETTY

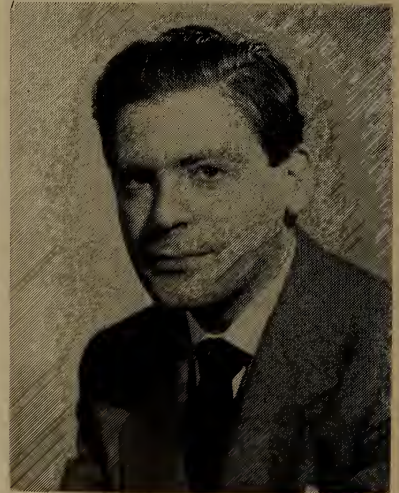
FBI in Peace and War
CBS

MANN, CLAIRE

Glamour, WJZ-TV; It's A Woman's World, WJZ-TV

**CAROLINE BURKE**

NBC-TV Producer Director

**CHARLES POLACHECK**

NBC-TV PRODUCER
"VOICE OF FIRESTONE"
"RECITAL HALL"
ASSOCIATE PRODUCER
"NBC OPERA THEATER"

★ ★ ★ PRODUCERS—NETWORK-INDEPENDENT ★ ★ ★

MANSFIELD, IRVING

CBS-TV
MANULIS MARTIN
 Suspense
 CBS-TV
MARCUS, AL
 Morning Chapel
 (Protestant Segment)
 DuMont
MARKHAM, JACK
 Touchdown Parade
 WFMY-TV, Greensboro, N. C.
MARKLE, FLETCHER
 Studio One
 CBS-TV
MARKS, HILLIARD
 Jack Benny Program
 CBS

MARTIN, CHARLES

Philip Morris Playhouse, CBS
MASTERSON, NELSON
 Bride and Groom
 CBS-TV
MASTERSON, REIDY
 Bride and Groom
 CBS-TV
MAYER, BRUCE
 Ladies Date
 DuMont
MEIKLE, PAT
 Magic Cottage
 DuMont
MELCHER, MARTIN
 Doris Day Show
 CBS
MENKEN, LAWRENCE
 One Man's Experience
 One Woman's Experience
 DuMont

MEREDITH, EARL
 Jack's Magic Shop
 KFMB-TV, San Diego Cal.

MILLS, ANNIE
 Helpfully Yours
 KNBH, Hollywood, Cal.

MODELL, ARTHUR B.
 Dione Lucas Hour, Domestically
 Yours, WABC-TV

MONTAGNE, EDWARD J.
 Man Against Crime
 CBS-TV

MORGAN, AL.
 Washington, U.S.A.
 CBS

MORGAN, EDWARD P.
 This I Believe
 CBS

MORRIS, JOHNNY
 The American Way
 CBS

MORROW, BILL
 Bing Crosby Show
 CBS

MURPHY, BOB
 Bob Murphy Calling
 WJBK-TV, Detroit, Mich.

MURRAY, KEN
 Time to Smile
 CBS-TV

MURROW, ED
 See It Now
 CBS-TV

— N —

NELSON, RAY
 Little Ladies Party
 DuMont

— O —

OLSEN, BARBARA
 It's News to Me
 CBS-TV
OPENSHAW, BYRON
 KSL-TV, Salt Lake City, Utah

— P —

PAGET, PORTMAN
 WLW-D, Dayton, O

PAINTON, LEE
 Mrs. U. S. A., Prologue to the
 Future, NBC-TV; Outdoors With
 Ed Dodd

PALMER, TOM
 Channel Inn
 WFAA-TV, Dallas, Tex.

PARK, JAMES
 Jack McElroy Show
 KNBH, Hollywood, Cal.

PERRIN, NAT
 My Friend Irma
 CBS-TV

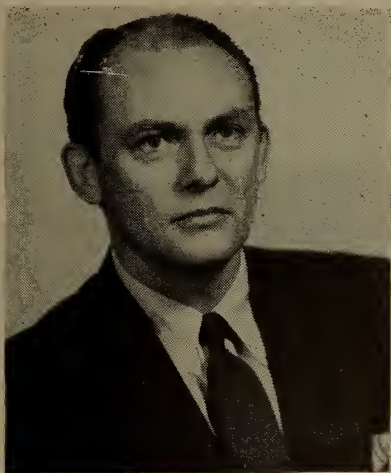
PERRY, DICK
 The Paul Dixon Show
 DuMont

PEYSER, ARNOLD
 Trash or Treasure
 DuMont

POLACHECK, CHAS.
 Voice of Firestone, NBC-TV; Re-
 cital Hall, NBC-TV; Associate
 Producer NBC Opera Theater

POOLE, LYNN
 Johns Hopkins Science Review
 DuMont

POST, TED
 Schlitz Playhouse
 CBS-TV



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Kids

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PRODUCER:

George Scheck

PRODUCTION ASSOCIATE:

Mike Gargiulo

AGENCY:

The Arnold Cohan Corporation

SPONSOR:

Bruno—New York, Inc.

POTTER, DON

Morning Chapel
(Protestant Segment)
DuMont

POWERS, CHARLES

Ma Perkins
CBS

PREVATTE, NORMAN

Money to Burn
WBTV, Charlotte, N. C.

— Q —

QUINLAN, S. C.

WBKB-TV, Chicago, Ill.

— R —

RAGAJCZAK, RAYMOND

WMAR-TV, Baltimore, Md.

REDMAN, ISABEL

Lamp Unto My Feet
CBS-TV

REESE, IRWIN

Let's Go Bowling
DuMont

REULEAUX, WALTER

Cinderella Weekend
WFBM-TV, Indianapolis, Ind.

REYNOLDS, VERN

WOW-TV, Omaha, Neb.

RICHARDS, ALDEN

KSL-TV, Salt Lake City, Utah

ROACH, HAL, JR.

My Little Margie
Racket Squad
CBS-TV

ROBERTSON, JAMES

WOOD-TV, Grand Rapids,
Mich.

ROPER, DONALD G.

Georgetown U. Forum
WTTG, Washington, D. C.

ROSS, BERNIE

Meet the Millers
WBEN-TV, Buffalo, N. Y.

ROSSELL, WARREN

Jim Deline Gang
WSYR-TV, Syracuse, N. Y.

ROUNTREE, MARTHA

Keep Posted
DuMont

RUSSELL, CHARLES

You Are There
CBS-TV

— S —

SADLER, BILL

Kiddie Karnival
WFAA-TV, Dallas, Tex.

SANFORD, HERB

Garry Moore Show
CBS-TV

SCHAEFER, KERMIT

Quick on the Draw
DuMont

SCHECK, GEORGE

Star Time, WNBT

SCHENCK, CHARLES

Love of Light
CBS-TV

SCHNEIDER, GIL

Our Better Shelves
WKY-TV, Oklahoma City,
Okla.

SCOTT, JOHN

KGMB, Honolulu, T. H.; KHBC,
Hilo, T. H.

SEABORNE, JIM

Road of Life
CBS

SELDEN, JEFF

Double C. Canteen
DuMont

SELDEN, WALTER

City Hospital
CBS-TV

SHARP, JIM

WLTW, Atlanta, Ga.

SHARPE, DONALD W.

Four Star Playhouse
CBS-TV

SHAY, BETTY

Rosemary
CBS

SHOLLENBERGER, LEWIS

Capitol Cloakroom
CBS

SIDDONS, HEYWARD

Today in Washington
WNBW, Washington, D. C.

SIGSBEE, CHARLES

WMAR-TV, Baltimore, Md.

SILBERT, BILL

Bill Silbert Show
WABD, New York

SLINGLAND, FRANK

Margaret's Kitchen
WNBW, Washington, D. C.

SMITH, BEVERLY

Second Mrs. Burton
CBS

SMITH, FRED

KEYL, San Antonio, Tex.

SMITH, LAMAR

WOI-TV, Ames, Iowa



William Corrigan

Producer-Director

NBC-TV



SMITH, SID
Barn Dance
WBAP-TV, Fort Worth, Tex.

SPAN, ALFRED
Red Buttons Show, CBS-TV

SPIER, BILL
Omnibus
CBS-TV

SPILLMAN, SANDY
Teletrips
KPIX, San Francisco, Cal.

SPIVAK, LAWRENCE
Keep Posted
DuMont

STANSON, MILTON
Kddie Kollege
DuMont

STAUDERMAN, BRUCE
WXEL, Cleveland, O.

STEARNS, JOHN
Breakfast with Music
WNBT, New York

STEEL, BOB
Aunt Jenny
CBS

STEFFY, GEORGE
WNAC-TV, Boston, Mass.

STERNBERG, AL
Uncle Al's Corner
WCPO-TV, Cincinnati, O.

STEVENS, GARY
Twenty Questions
DuMont

STEVENSON, RACHEL
Quiz Kids
CBS-TV

STONE, MARTIN
Author Meets the Critics
DuMont

SULLIVAN, ED
Toast of the Town
CBS-TV

— T —

TODMAN, BILL
What's My Line
CBS

TOLEN, JACK
Kiddie Kastle
WDTV, Pittsburgh, Pa.

TOWNSEND, DALIAS
Aircraft Flash
CBS

TULL, BOB
TV Dance Party
WAGA-TV, Atlanta, Ga.

— V —

VANDA, CHARLES
M & M Candy Carnival
Big Top
CBS-TV

VAN FREMD, CHARLES
State of the Nation
CBS-TV

— W —

WALLACH, GEORGE
B. Sept. 25th, New York City;
Jane Pickens Show, NBC; Holly-
wood U.S.A., NBC; "Bwana
Devil" First 3-D Full Length Film

WARREN, FRANK
Al Jazbo Collins Show
DuMont

WEBLEY, EDWARDS
Parade of Stars, Spotlite
Revue
KONA, Honolulu, Hawaii

WERRENRATH, REINALD, JR.
Ding Dong School
WMBQ, Chicago, Ill.

WHITE, LAWRENCE
(White-Rosenberg, Inc.)
Where Was I
DuMont

WHITE, SID
First in Fashion
Fashion Premiere
DuMont

WHITE, WALTER, JR.
Tarzan
CBS

WOOD, WILLIAM
Man of the Week
CBS-TV

WOOLF, LARRY
Quiz Kids
CBS

WORMINGTON, BILL
Television Starbeams
WDAF-TV, Kansas City, Mo.

WRIGHT, BURTON
Cinderella Weekend
WWJ-TV, Detroit, Mich.

WYNNE, KENNETH, JR.
WNHC-TV, New Haven, Conn.

— Z —

ZEIGLER, JOHN
Charming Children
WNBK, Cleveland, O.

ZIRATO, BRUNO, JR.
Robert Q. Lewis Show
CBS

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DIRECTOR

OF

"THE BIG STORY"

NBC-TV



DON HILLMAN

NBC-TV
DIRECTOR

RADIO-TV DIRECTORS

—and their work during 1952



— A —

ABEL, RAY ----
Rootie Kazootie,
Home Gardener
Good Looks and Good Living
WABC-TV

ANDREWS, CLARK
Top Guy
ABC

ANDREWS, MARTIN
My True Story
ABC

ASHER, WILLIAM
I Love Lucy
CBS-TV

ASHLEY, IRA
Fun For All
CBS

ATKINS, IRV
People Are Funny
CBS

AUERBACH, LARRY
Love of Light
CBS-TV

AYERS, KIRBY
Grand Slam
CBS

— B —

BAILEY, JUDSON
Sports Spot
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARBOUR, OLIVER
Weather Girl
DuMont

BARTON, CHARLES
Amos 'n' Andy
CBS-TV

BEAL, WILLIAM
Kitchen Kapers, Dione Lucas,
John Reed King, Fitzgeralds,
Dog Show of Champions
WABC-TV

BERNARD, DON
Bob Hawk Show
CBS

BERNARD, GLEN
Meet Me At The Zoo
CBS-TV

BRENNAN, BILL
Jo Stafford Show
CBS

BROWN, MENDE
Inside Israel
DuMont

BRYAN, WILLIAM
The Adventurer
Paul Whiteman Teen Club
ABC

BUNETTA, FRANK
Life Is Worth Living
DuMont

BURCH, BILL
Gene Autry Show
CBS

BURGGRAF, PAUL
Rootie Kazootie, Papa Cellini,
Away You Go,
Home Maker's Jamboree,
Nancy Craig
WABC-TV

— C —

CAHAN, GEORGE
My Friend Irma
CBS-TV

CARNEY, JACK
Give and Take
CBS

JOSEPH SANTLEY

PRODUCER-DIRECTOR

JIMMY DURANTE SHOW

GEORGE JESSEL SHOW

PERRY COMO SHOW

“ALL STAR REVUE”

NBC-HOLLYWOOD

CHIRKINIAN, FRANK
M & M Candy Carnival
CBS-TV

**COOK, FIELDER
AND GOODE, R.**
Lux Video Theatre
CBS-TV

COOLEY, LEE
B. Oakland, Cal.; Perry Como
Show, CBS-TV; Eddy Arnold
Show, CBS-TV

CORDAY, TED
Guiding Light
CBS-TV

CRAMER, NED
Ernie Lovacs
CBS-TV

CROTTY, BERKE
Eastern Parkway Boxing
Dumont

CURRIE, ROBERT
In the Dark
CBS-TV

— D —

DARLEY, DIK
B. Dec. 12, 1923, Hollywood, Cal.;
Space Patrol, Personal Appearance
Theatre, All American Jubilee,
Jerry Colonna Show, ABC-TV

DEMAREST, BILL
Heritage
ABC

DICK, HENRY
Maggi McNellis
ABC

DIGBY, NOEL
Home Folks
CBS

DIGGS, DICK
Louella Parsons Show
CBS

DISKIN, MARSHAL
What's Your Bid
Seminar, Walter Winchell
WABC-TV

DODSON, WILLIAM
Joe Franklin's Memory Lane,
Yachting Show, Spotlight On
Harlem, Homemaker's Jambo-
ree, Nancy Craig, First Edition
WABC-TV

DONAHUE, JACK
Meet Millie
CBS-TV

DOYLE, ROBERT
Perspective
WABC-TV

DUERK, FRED
Mary Margaret McBride
Cal Tinney
ABC

DUTTON, MIKE
Bill Cullen Show
CBS-TV

— E —

EASTMAN, CARL
"Perry Mason"
CBS

EBL, EARL
Lux Radio Theatre
CBS

EUBANKS, GENE
Space Adventures of Super
Noodle
CBS

— F —

FARNSWORTH, SCOTT
When a Girl Marries
ABC

FINKEL, ROBERT S.
B. March 25, 1918, Pittsburgh,
Pa.; The Ruggles, Hollywood The-
ater Time, ABC-TV; Biff Baker,
U.S.A., NBC-TV; Chevron The-
ater, all networks

FLOREY, ROBERT
Four Star Playhouse
CBS-TV

FOREST, ROBERT
What In The World
CBS-TV

FRANKS, JEROME
City of Hope Telethon, Cerebral
Palsy Telethon, John Reed
King's "Tootsie Hippodrome,"

CLAY YURDIN

DIRECTOR

ABC — TV



BARRY SHEAR
DUMONT - TV

DIRECTOR OF
"BARRY GRAY SHOW"
"GUIDE RIGHT"
"STAGE A NUMBER"

★ ★ ★ RADIO-TELEVISION DIRECTORS ★ ★ ★

Billy Graham's "Hour of Decision," "On Trial, Songtime, ABC-TV

FROLAND, LOUISE
Vaughn Monroe Show
CBS

— G —

GARRISON, GREG
NBC

GAY, BILL
Hallmark Playhouse
CBS

GLUCKSMAN, ERNEST D.
V. Vienna; Colgate Comedy Hour, NBC-TV

GOODMAN, MARTIN
It Happens Every Day
CBS

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAM, JOE
B. Sept. 15, 1916; Whispering Streets, ABC; It's Your Business, ABC

GREINER, BOB
Valentino
Eddie Dunn Show
ABC

— H —

HANNA, ARTHUR
This Is Nora Drake, Our Gal
Sunday
CBS

HARLIB, MATT
Strike It Rich (Daytime)
CBS-TV

HARRIS, MARY
Second Mrs. Burton
CBS

HELLER, FRANKLIN
What's My Line
CBS-TV

HEWITT, DON
Doug Edwards
CBS-TV

HIGHT, JEAN
Let's Pretend
CBS

HILL, CHARLES
State Of The Nation
CBS-TV

HILL, MARTIN
Art Linkletter's House Party
CBS-TV

HILLMAN, DONALD STUART

B. April 3, 1925, New York, N. Y.; The Herman Hickman Show, American Inventory, Youth Wants to Know (Winner of the

Sylvania Television Award for "Best Public Interest Show"), American Forum, Kate Smith Show, Jane Pickens Show, NBC

HUGHES, T. GORDON
My Little Margie
CBS

HURDY, RAI
Stork Club
CBS-TV

HUSTON, TED
Meet Betty Furness
CBS-TV

— I —

IRVING, CHARLES
Search For Tomorrow
CBS-TV

— J —

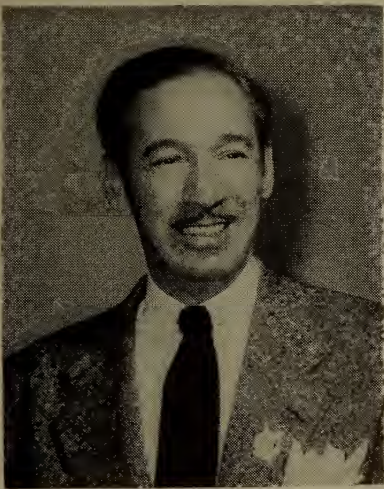
JOHNSTONE, JOHN
Hollywood Star Playhouse
NBC

— K —

KENNY, WES
The Power Of Woman
Dumont

— L —

LARGE, DON
Make Way For Youth
CBS



JEROME FRANKS

DIRECTOR

Olsen & Johnson's "Hellzapoppin"
City of Hope Telethon
Cerebral Palsy Telethon
John Reed King's "Tootsie Hippodrome"
Billy Graham's "Hour of Decision"

FRANK SATENSTEIN

CBS—TV

DIRECTOR

of

The Jackie Gleason Show

LEFTWICH, ALEX

B. Feb. 13, 1910, Philadelphia, Pa.; The Lilli Palmer Show, CBS-TV

LEFTWICH, ED

Bridge And Groom
CBS-TV

LEVIN, MIKE

Life Is Worth Living
Dumont

LEVY, PARKE

December Bride
CBS

LEVY, RALPH

Jack Benny
CBS-TV

LEWIS, A.

Our Miss Brooks
CBS-TV

LEWIS, ELLIOTT

Cathy and Elliott Lewis On Stage
CBS

LINKROUN, RICHARD

Freedom Rings
CBS-TV

LOVETON, JOHN W.

Mr. and Mrs. North
CBS

LOWE, DAVID

Life Begins At Eighty
What's The Story
Dumont

LUMET, SIDNEY

Danger
CBS-TV

— *Mc* —

McCALLUM, BILL

Live Like a Millionaire
Mystery Theatre
Editing on Time Capsule
ABC

MacDONNELL, NORMAN

Bakers' Theatre of Stars
CBS

McCULLOUGH, ANDREW

Omnibus
CBS-TV

McKEE, WES

Brighter Day
CBS

MacDONNELL, NORMAN

Escape
CBS

MAGNER, MARTIN

Where Was I
Dumont

MANDEVILLE, BETTY

FBI In Peace And War
CBS

MANHOFF, BILL

Meet Millie
CBS

— *M* —

MARKS, SHERMAN

Balance Your Budget
CBS-TV

MARSHALL, BILL

Whispering Streets
Metropolitan Auditions of the Air
Metropolitan Opera
ABC

MARTIN, CHARLES

Philip Morris Playhouse, CBS

MEDFORD, DON

Tales of Tomorrow
Eddie Nugent Talent Patrol
Quick As A Flash
All-Star News
WABCS-TV

MELCHIOR, IB

Perry Como
CBS-TV

MONTAGNE, EDWARD J.

Man Against Crime
CBS-TV

MORRIS, JOHNNY

The American Way
CBS

MULLIGAN, ROBERT

Suspense
CBS-TV

MURPHY, RALPH

Mr. and Mrs. North
CBS-TV

ARTHUR PENN

Associate TV Director:

“Colgate Comedy Hour”

Staged:

“Ezio Pinza Show”

Writing Credits:

“Ezio Pinza Show” (2)

“Hollywood Opening
Night” (3)

NBC—TV



ROBERT FINKEL

DIRECTOR

LIVE

FILM

The Ruggles — ABC
Dennis Day Show — NBC

Chevron Theater
Biff Baker, U.S.A.

In Preparation

“Pride of the Family”

with

Paul Hartman

— N —

NELSON, RALPH

I Remember Mama
CBS-TV

NEUMAN, ALAN J.

The Kate Smith Hour-NBC
Lights Out-NBC
Blind Date-NBC
Here s To Your Health-NBC

**NICKELL, PAUL AND
SCHAFFNER, FRANKLIN**

(Alternate Directors)
Studio One
CBS-TV

NOBLE, ROBERT

Drew Pearson
Life Begins at 80
Vacationland USA
ABC

NYBY, CHRISTIAN

Private Secretary
CBS-TV

— P —

PAINTER, DON

Jack Berch Recordings
Champagne Fashions
Musical Previews
ABC

PAUL, BYRON

This Is Show Business
CBS-TV

PAINTER, DON

This Is Show Business
CBS-TV

PENN, ARTHUR H.

B. Sept. 27, 1922, Philadelphia,
Pa.; Colgate Comedy Hour, NBC-
TV; Ezio Pinza Show, NBC-TV

PEYSER, JOHN

Crime Syndicated
CBS-TV

PIANO, TONY

American Music Hall
Dancing Party
ABC

— R —

REAGON, NEIL

Dr. Christian
CBS

REISNER, ALAN

City Hospital
CBS-TV

RICCA, ERNIE

Romance of Helen Trent
CBS

RICHARDS, ARTHUR

Rosemary
CBS

RITTS, PAUL

Big Top
CBS-TV

RUBIN, JACK

Hilltop House
CBS

RUSHKIN, COBY

Arthur Murray Party
Dumont

— S —

SANTLEY, JOSEPH

All Star Revue, NBC-TV

SATENSTEIN, FRANK

B. Oct. 7, 1924, New York City;
Ken Murray, CBS-TV; Frank Sin-
atra Show, CBS-TV; The Show
Goes On, CBS-TV; Jackie Gleason
Show, CBS-TV

SCANLON, WALTER

Headline Edition
News of Tomorrow
Una Mae Carlisle
George Sokolsky
Walter Winchell
ABC

SCHIMMEL, CLARENCE

Garry Moore Show
CBS-TV



Dick Darley

ABC TV

SDG
RTDG
ATAS

SID SMITH

TV DIRECTOR

**“ALL STAR
REVUE”**

NBC, HOLLYWOOD

JIMMY DURANTE SHOW

GEORGE JESSEL SHOW

RITZ BROTHERS SHOW

SCHNEIDER, DICK

The Big Story, NBC-TV; Door
Way to Danger, NBC-TV; Kate
Smith Show, NBC-TV

SCHNUR, JERRY

It's News To Me
CBS-TV

SCHOPE, ROGER

Basketball, Nancy Craig, First
Edition, Rudolph Halley, Ital-
ian Cookery, Pet Party
WABC-TV

SHEA, TOM

Break the Bank
Gloria Parker
Melvin Keech Show
ABC

SHEAR, BARRY

Kathie Norris Show, WABD;
Barry Gray, WABD; Stage A
Number, DABD; Inside Israel,
WABD; Midway, WABD

SHELDON, JAMES

Eddie Albert Show
CBS-TV

SHEVELOVE, BERT

Red Buttons Show
CBS-TV

SMITH, SID

All Star Revue, Jimmy Durante
Show, George Jessel Show, Ritz
Brothers Show, NBC-TV

SOMMERVILLE, WARREN

Bobby Sherwood
Tales of Tomorrow
ABC

STEDMAN, BILL

Bobby Sherwood
Tales of Tomorrow
ABC

STEEL, BOB

Aunt Jenny
CBS

STERNBERG, AL

The Paul Dixon Show
Dumont

SWIFT, LELA AND

HIRCHMAN, HERBERT
The Web
CBS-TV

— T —

TORMEY, BOB

News of Tomorrow
Headline Edition
Greatest Story
ABC

— U —

URBACH, LESLIE

(unit directors under Urbach
are **BODE, WILLIAM AND**
ULRICH, JOHN)
Action in the Afternoon
CBS-TV

— W —

WALLACE, DON

Wendy Warren And The
News
CBS

WEAVER, PAT

Quiz Kids
CBS

WEIST, GEORGE

My True Story
American Music Hall
Sparring Partners
ABC

WHITING, JUDSON

Lamp Unto My Feet
CBS-TV

WOLFE, ED

Ma Perkins
CBS

WRAY, JOHN

Toast Of The Town
CBS-TV

— Y —

YURDIN, CLAY

ABC-TV

— Z —

ZIRATO, BRUNO, JR.

Robert Q. Lewis Show
CBS

GREG GARRISON

DIRECTOR

TEXACO STAR THEATRE

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance
and their work during 1952



— A —

ABRAMS, CARL
Rocky King
DuMont

ADAMS, CEDRIC
Cedric Adams
CBS

ALSBERG, ARTHUR
Our Miss Brooks
CBS

— B —

BARNETT, S. H.
Lux Radio Theater
CBS

BARNOUW, ERIK
Theater Guild On The Air
NBC

BALZER, GEORGE
Jack Benny Program
CBS

BECHER, BILL
Vaughn Monroe Show
CBS

BENNER, BILL
Captain Video
DuMont

BIXBY, CARL
B. May 4, 1895, Worcester,
Mass.; Life Can Be Beautiful,
NBC

BLUME, BUDD
Space Adventures Of Super
Noodle
CBS

BRAUN, GIL
The Plainclothes Man
DuMont

BROOKS, MEL
Your Show of Shows, NBC-TV

BURCH, BILL
Gene Autry Show
CBS

— C —

CARRINGTON, ELAINE
Rosemary
CBS

CHEVIGNY, HECTOR
Second Mrs. Burton
CBS

CLOK, HENRY
Life of Riley
NBC-TV

CORCORAN, BOB
Rocky King
DuMont

CRUTCHFIELD, LES
Bakers' Theater of Stars
CBS

— D —

DAILEY, GENE
Space Adventures of Super
Noodle

DALZELL, BILL
Stage A Number
DuMont

DOUGALL, BERNARD
Mr. President, The Adventur-
er, Tales of Tomorrow, Amer-
ican Music Hall, WABC

DRAKE, GALEN
GALEN, DRAKE
CBS

DUTTON,
MARALEITA
Mr. Wizard
NBC-TV

— E —

EALTON, BRYCE
Captain Video
DuMont

ELKIN, SAM
Rocky King
DuMont

ETTINGER, ED
Dream Harbor, Paul White-
man Teen Club, Gloria Parker,
Saturday Night Dancing Par-
ty, WABC

— F —

FINE, MORTON
Suspense
CBS

FINKE, JACK AND
PELLETIER, LOUIS
FBI In Peace And War
CBS

FRANKEL, DORIS
Brighter Day
CBS

FREE LANCE WRITERS
Aunt Jenny
Mr. & Mrs. North

CBS
FRIEDKIN, DAVID
Suspense
CBS

FUNT, JULIAN
Young Dr. Malone
CBS

— G —

GREENE, JOHN
People Are Funny
CBS

GUEDEL, WALTER
People Are Funny
CBS

GUSSMAN, CHARLES
Road of Life
CBS

— H —

HAWK, BOB
Bob Hawk Show
CBS

HITE, KATHLEEN
Bakers' Theater Of Stars
CBS

HOLLOWAY, JEAN
Hallmark Playhouse
CBS

HUMMERT, FRANK AND
ANNE
Our Gal Sunday
CBS

— I —

IRVING, CHARLES
This Is Nora Drake
CBS

— J —

JONES, J. FRANKLIN
Fun For All
CBS

JOSEFSBERG, MILT
Jack Benny Program
CBS

— K —

KALLEN, LUCILLE
Your Show of Shows, NBC-TV

KANE, JOEL
Meet Millie
CBS

KAUFMAN, MILLARD
Baker's Theater Of Stars
CBS

KLINKER, ZENKO
Edgar Bergen-Charlie McCar-
thy Show
CBS

**CARLTON E.
MORSE**

WRITER-PRODUCER

**ONE
MAN'S
FAMILY
(Radio)**

**ONE
MAN'S
FAMILY
(TV)**

**I
LOVE
A
MYSTERY
(Radio)**

**THE
WOMAN
IN
MY
HOUSE
(Radio)**

★ **RADIO-TV WRITERS** ★

— **L** —

LACHMAN, MORT
Bob Hope Show
NBC-Radio
Martin & Lewis Show
NBC-Radio

LAIR, JOHN
Renfro Valley Sunday Gather-
ing
CBS

LEWIS, AL
Our Miss Brooks
CBS

LOWTHER, GEORGE
Dark of Night
DuMont

— **M** —

MANHOFF, BILL
Meet Millie
CBS

MARION, IRA
Mr. President, Milton Cross
Opera Album, Metropolitan
Auditions Of The Air, Vacac-
tionland U. S. A., WABC

MORRISON, WILLIAM
Captain Video
DuMont

**CARL
BIXBY**

Life Can Be Beautiful

•
Television
•

Sturges Highway
Southport, Conn.
Fairfield 9-3275

MORROW, BILL
Bing Crosby Show
CBS

**MORSE,
CARLTON E.**
One Man's Family, NBC, NBC-TV; I Love A Mystery, MBS; The Woman in My House, NBC.

— N —

NEWMAN, WALTER
Bakers' Theater Of Stars
CBS

— P —

PAUL, NORMAN
Edgar Bergen-Charlie McCarthy Show
CBS

PERRIN, SAM
Jack Benny Program
CBS

PHILLIPS, ARTIE
Edgar Bergen-Charlie McCarthy Show

CBS
PHILLIPS, IRNA
Guiding Light
CBS

**PICKARD, JOHN AND PROVO,
FRANK**
(CBS radio news for news portion)
Wendy Warren And The News
CS

— Q —

QUILLAN, JOE
Our Miss Brooks
CBS

— R —

RADCLIFFE, VIRGINIA
One Woman's Experience
DuMont

RAUGHT, KENNY
It Happens Every Day
CBS

**RIGHTON, ADDY AND STONE,
LYNN**
Hilltop House
CBS

— S —

SANGSTER, MARGARET
My True Story
Whispering Streets
ABC

SHARP, PHIL
December Bride
CBS

SHIP, REUBEN
December Bride
CBS

SKLAR, MIKE
Time Capsule, The Adventurer, Tales of Tomorrow, Morning Song, WABC

STANLEY, JACKSON
People Are Funny
CBS

— T —

TACKABERRY, JOHN
Jack Benny Program
CBS

TOLKIN, MEL
Your Show of Shows, NBC-TV

TOVROV, ORIN
Ma Perkins
CBS

— V —

VENDIS, IRVING
dramatizes Erle Stanley Gardner Stories
Perry Mason
CBS

— W —

WEBSTER, TONEY
Your Show of Shows, NBC-TV

WHEATON, GLENN
Jo Stafford Show
CBS

WITTY, DON
Una Mae Carlisle, The Adventurer, Tales Of Tomorrow,
WABC

WOOD, ARLENE
Valentino AM & TV
WABC

Join
CIVIL DEFENSE
NOW



ART GREEN

MIAMI'S TOP DISC JOCKEY-SALESMAN

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1952



— A —

ABBOTT, BOB
1480 Club
KAUS, Austin, Minn.

ABBOTT, WALT
Morning Varieties
KCSB, San Bernardino, Cal.

ABELL, FRAN
G. A. Bargain Show
KBOX, Modesto, Cal.

ADAMS, ARCHIE
Platter Chatter
WTWA, Thomson, Ga.

ADAMS, CHARLES
Sunrise Salute
WTAN, Clearwater, Fla.

ADAMS, EDDIE
Clock Spinner
WDAR, Savannah, Ga.

ADAMS, JIM
Jim Adams Show
WNOP, Newport, Ky.

ADAMS, JIM
Nite Club of the Air
WSTV, Steubenville, O.

ADAMS, JOE
Mayor of Melody
KOWL, Santa Monica, Cal.

ADAMS, WARREN
Hillbilly Hits
WIHL, Hammond, La.

AGEE, LESTER
Melody Market
KRHD, Duncan, Okla.

ALBERT, FREDDIE
Ranch House Roundup
WJAT, Swainsboro, Ga.

ALBRECHT, PAUL
Music with Paul
WBIZ, Eau Claire, Wis.

ALBRITTON, DAVE
Dave Albritton Show
WING, Dayton, O.

ALDEN, TOM
You Name It
KOLS, Pryor, Okla.

ALEMAN, JOE
KPRL, Paso Robles, Cal.

ALEXANDER, DICK
Dick's Den
WICC, Bridgeport, Conn.

ALEXANDER, KURT
Roll Jordan
WEAS, Decatur, Atlanta, Ga.

ALFORD, DICK
Strollin' with Alford
KXLR, Little Rock, Ark.

ALLEN, AL
Al's Jive Til Five
KXLR, Little Rock, Ark.

ALLEN, ILL
Tempo and Time
KXLE, Ellensburg, Wash.

ALLEN, BILL
KWFC, Hot Springs, Ark.

ALLEN, DEL
Melody Til Midnite
KROS, Clinton, Iowa

ALLEN, DON
Band Box
WATH, Athens, Ohio

ALLEN, FRED
It Pays To Listen

KCLE, Cleburne, Texas

ALLEN, GEO.
Listen While You Work
WBVP, Beaver Falls, Pa.

ALLEN, JIM
Back of the Hit Parade
KVER, Albuquerque, N. M.

ALLEN, LEE
Musical Bazaar
WSCR, Scranton, Pa.

ALLEN, PAUL
Musical Clock
CJAD, Montreal

ALLIGER, DICK
Alliger's Almanac
WBUX, Doylestown, Pa.

ALLINGER, RALPH
Musical Clock
WIBX, Utica, N. Y.

ALLISON, DANNY
Shop and Save
KCLE, Cleburne, Texas

AMAN, LLOYD
Nite Owl
KALE, Richland, Wash.

AMORY, JOE
Off the Record
KWIL, Albany, Ore.

ANDERSON, GORDON
UP N Atom
WAUG, Augusta, Ga.

ANDERSON, KIRK
A.M. Alley
WFGM, Fitchburg, Mass.

ANDERSON, MILTON
Platter Party
WJAS, Pittsburgh, Pa.

ANDREWS, DAVID
Night Beat
KOLN, Lincoln, Neb.

ANDREWS, JIM
Cousin Andy
WINX, Rockville, Md.

ANDREWS, JOHNNY
Morning Bandwagon
WTAM, Cleveland, Ohio

ANDERSON, ANDY
Dance Date
KENI, Anchorage, Alaska

ANDERSON, BILL
Request Show
CFBC, St. John, N. B.

ANDERSON, EDDIE
Night Hawk
KIKI, Honolulu, T. H.

ANSON, BILL
Hollywood Bandstand
KFWB, Los Angeles, Cal.

ANTHONY, BOB
Sleepwalker's Serenade
KVOO, Tulsa, Okla.

ANTHONY, MARY
Mary Anthony Show
WSPT, Stevens Point, Wis.

APP, JAMES
Second Breakfast
WVOD, Lynchburg, Va.

ARBUCKLE, BRYANT
Tunes From Texas
KURV, Edinburg, Texas

ARENS, WALLY
Dinnerbell Show
CFCN, Calgary, Alberta

ARKELL, BUD
Ribs & Hot Sauce
WSIR, Winter Haven, Fla.

ARMAND, RAY
Hillbilly Stars
WARR, Arlington, Va.

ARMSTRONG, BOB
WCNT, Bandwagon
WCNT, Centralia, Ill.

ARO, BOB
Finnish Folk Song
WHLB, Virginia, Minn.

ARTER, MEL
You Name It
WKOK, Sunbury, Pa.

ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASHBY, DICK
940 Special
WMAZ, Macon, Ga.

ATKINSON, GORDON
Words & Music
CHUM, Toronto, Ont.

ATKINSON, J. C.
Waking with WAKN
WAKN, Aiken, S. C.

AUGELLO, JOSEPH
Hub Cap Caravan
WJLB, Detroit, Mich.

AUSTIN, BOB
KSDO, San Diego, Cal.

AVILA, MANUEL
Mexican Canta
KWBC, Ft. Worth, Texas

AYCOCK, BOB
Commuters Special
WMPS, Memphis, Tenn.

— B —

BABCOCK, WILLIAM
Bing Crosby Time
WJAS, Pittsburgh, Pa.

BAER, MAX
KFBB, Sacramento, Cal.

BAERG, ROYCE
Musical Varieties
KNEX, McPherson, Kansas

BAILEY, BILL
Welcome Inn
KRIZ, Phoenix, Ariz.

BAILEY, BILL
Smilin' Time
WMIX, Mt. Vernon, Ill.

BAILEY, GENE
Trading Post
KGCBC, Galveston, Texas

BAILEY, RAY
Melody Matinee
KATY, San Luis Obispo, Cal.

BAINTER, BILL
Record Room
KIT, Yakima, Wash.

BAKER, BABE
In the Groove
WSAI, Cincinnati, O.

BAKER, BOB
Sunnyside Serenade
KORK, Las Vegas, Nev.

BAKER, GEOFGE
Polka Party
WESA, Charleroi, Pa.

BAKER, MERRILL
WOAP, Owosso, Mich.

Thousands of Folks Attend "MID-DAY MATINEE"



with



**MONDAY THRU SATURDAY
12:15 to 2:00 P.M.**



- ★ POPULAR
- ★ NOVELTY
- ★ HILLBILLY
- ★ RACE

IN ¼ HOUR
SEGMENTS!



**Dick
IS ITCHIN'
TO DO YOUR
PITCHIN'!**



Get on Stage WITH **Dick Granville**

*that Sunny
Funny Fellow
with A PEACH
OF A PITCH!*

FOR RATES AND AVAILABILITIES
WRITE — WIRE OR PHONE NOW!

WBGE AM
FM

ATLANTA, GEORGIA

"WAKE UP & SMILE!"



MUSIC

WEATHER

GAGS

NEWS

GIMMICKS

Dick GRANVILLE

The DISC JOCKEY SHOW THAT HAS
Everything!

6:00 to 9:00 A.M. MONDAY thru SATURDAY

ATLANTA'S
MOST POWERFUL
FULL TIME
Independent
STATIONS

WATL

AM-FM
ATLANTA

FOR RATES and AVAILABILITIES — WIRE TODAY!

- BAKER, PAUL**
Singing Stars
WLAD, Danbury, Conn.
- BALDRIDGE, GENE**
Gene's Record Shop
WSIP, Paintsville, Ky.
- BALDWIN, BUD**
Bud Baldwin Show
WING, Dayton, O.
- BALDWIN, GENE**
Silver Dollar Time
Time to Dance
KFKA, Greeley, Colo.
- BANK, GAIL**
Time Out For Melody
KWBB, Wichita, Kans.
- BARAN, HENRY**
Designs for Dancing
WVEC, Hampton, Va.
- BARBER, CON**
Today's Top Five
WGBS, Miami, Fla.
- BARBOUR, HERSH**
Musical Varieties
WCKB, Dunn, N. C.
- BARCLAY, AL**
Al Barclay's Danceland
WAMS, Wilmington, Del.
- BARL, VERN**
Hale Kula
KULA, Honolulu, T. H.
- BARBER, BILL**
Morning Jamboree
WSIP, Paintsville, Ky.
- BARKLEY, JAMES**
News and Music
KSUM, Fairmont, Minn.
- BARLOW, JACK**
Penthouse Party
WTOL, Toledo, O.
- BARLOW, JAY**
Mantrip
WHIN, Harlan, Ky.
- BARNETT, PAUL**
970 Club
WNEA, Jonesboro, Ark.
- BARR, FRED**
Spiritual Time
WWRL, New York, N. Y.
- BARRY, GENE**
Swing with Wing
WING, Dayton, O.
- BARTELL, ED**
Mr. Music
KQV, Pittsburgh, Pa.
- BARTELL, PAUL**
Fox Club
WFOX, Milwaukee, Wis.
- BARTON, HAL**
Synceopation Time
WTAD, Quincy, Ill.
- BATEMAN, RAY**
Ray Bateman Show
- BATEY, HUGH**
Music 'Til Midnight
WPDQ, Jacksonville, Fla.
- BATTISTI, PAUL**
Musical Clock
KRSN, Los Alamos, N. M.
- BAUMAN, BILL**
1140 Club
KSOO, Sioux Falls, S. Dak.
- BAXTER, GORDON**
Jambalaya
KTRM, Beaumont, Texas
- BAULU, MARCEL**
On prend le cafe
CKVL, Verdun, Canada
- BEARD, LANCE**
Club 900
WCOR, Lebanon, Tenn.
- BEARD, PAT**
Strictly from Dixie
WSTP, Salisbury, N. C.
- BEASLEY, BOB**
Yawn Patrol
WFKY, Frankfort, Ky.
- BEAULIEU, HENRI**
Club Ici L'on Danse
CJFP, Riviere du Loup
- BEAULIEU, ROBT.**
CJEM, Edmundston, N. B.
- BEAUMONT, JOE**
Hep-Parade
WJAT, Swainsboro, Ga.
- BEAUMONT, PERRY**
Music Shop
WLOK, Lima, O.
- BECKWITH, SAM**
\$1,000,000 Ballroom
KEEN, San Jose, Cal.
- BEECHER, DON**
Start with a Whistle
WEOA, Evansville, Ind.
- BEERS, BOBBY**
Bobby's Bandstand
KOA, Denver, Colo.
- BEGIN, JEAN-PAUL**
A vos Disques et perils
CKCH, Hull, Que.
- BEINERT, TED**
WDZ, Decatur, Ill.
- BENDER, TED**
Open Mike
KFSM, El Paso, Texas
- BENEDICT, NITA**
Wishing Well
KPOA, Honolulu, T. H.

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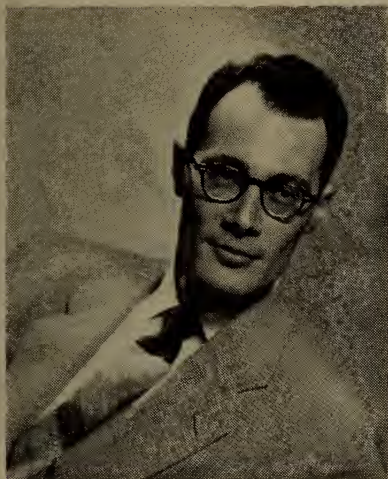
WHAM-TV



MORT NUSBAUM

- BENNETT, ZANE**
Alarm Clock Club
WHJC, Matewan, W. Va.
- BENOIT, LEO**
CHLN, Trois-Rivieres, Que.
- BENSON, BOB**
Bob Benson Show
WBIZ, Eau Claire, Wis.
- BERG, HAL**
Clubtime
WILK, Wilkes-Barre, Pa.
- BERGIE, BOB**
Melody Matinee
KWBE, Beatrice, Neb.
- BERGNER, CARL**
Early Risers
WLAV, Grand Rapids, Mich.
- BERLIN, PAUL**
Dinner Date
KNUZ, Houston, Tex.
- BERNARD, PAUL**
Musically Yours
KWAT, Watertown, S. D.
- BERRY, BILL**
Berry's Band Stand
WDBO, Orlando, Fla.
- BERRY, STAN**
Be Merry with Berry
WBET, Brockton, Mass.
- BETHEL, AL**
Club 690
WHLM, Bloomsburg, Pa.
- BEVERLY**
Time for Beverly
KDB, Santa Barbara, Cal.
- BEWICK, DOUG**
Top O the Morning
WSPR, Springfield, Mass.
- BIGLEY, DAVE**
Rickey's Request Time
KFJI, Klamath Falls, Ore.
- BILLS, DICK**
Dick Bills Show
KOB, Albuquerque, N. M.
- BILODEAU, JACQUES**
American Hit Parade
CKBL, Metane, Que.
- BINGHAM, PETE**
WJOI, Florence, Ala.
- BINTLIFF, TOM**
1490 Club
KORN, Mitchell, S. Dak.
- BIRD, BUD**
Musical Mailbox
KISD, Sioux Falls, S. Dak.
- BIRD, CHARLES, JR.**
Showcase of the Stars
WKBZ, Muskegon, Mich.
- BIRDSELL, JOHN**
Melody, Inc.
KWAT, Watertown, S. D.
- BIRELL, HARRY**
Day-Breaker
WSTV, Steubenville, O.
- BLACK, CHARLIE**
Charlie Black Show
WSAI, Cincinnati, O.
- BLACK, MARTIN**
Martin lack Show
KRAM, Las Vegas, Nev.
- BLADMOND, VERNON**
House of Blue Lights
WSID, Baltimore, Md.
- BLADON, DOYLE**
Happy Time
KFOR, Lincoln, Neb.
- BLAIR, DON**
This is the Hour
WNBZ, Saranac Lake, N. Y.
- BLAIR, HARRY**
Late Date
WGL, Fort Wayne, Ind.
- BLAIR, LES**
Dance Date
WGET, Gettysburg, Pa.
- BLAKE, CHAS.**
Goodtime Charlie
WSON, Henderson, Ky.
- BLAKELY, CLINT**
WAFI, Birmingham, Ala.
Musical Clock
- BLANCHARD, LOWELL**
Musical Clock
WNOX, Knoxville, Tenn.
- BLASKE, ART**
Musical Almanack
KFAM, St. Cloud, Minn.
- BLEVINS, KEN**
Ken's Korner
WTHH, Port Huron, Mich.
- BLOCK, MARTIN**
Make Believe Ballroom
WNEW, New York, N. Y.
- BLOODWORTH, BILL**
Coffee Pot Parade
WMVG, Milledgeville, Ga.
- BLUM, GEORGE**
Alarm Clock Club
KORN, Mitchell, S. Dak.
- BOATES, F. M.**
Breakfast with Boates
CKLN, Nelson, B. C.
- BOBROW, NORM**
Jazz at the Philharmonic
KOMO, Seattle, Wash.
- BODA, LOU**
Good Morning
WJER, Dover, O.
- BOEHM, LUCIAN**
1490 Club
WCPM, Cumberland, Ky.

Channel 73



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Youngstown, Ohio



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- BOGESS, JOHN**
Request Hour
WLAG, LaGrange, Ga.
- BOGGS, RAN**
Music of the Masters
WMTC, Vancleve, Ky.
- BOKER, BILL**
Western Caravan
WMLK, Middleboro, Ky.
- BOLDT, VIC**
Polka Times
KVIC, Victoria, Texas
- BOLES, JERRY J.**
Battle of Baritones
WMON, Moundsville, W. Va.
- BONNER, ED**
St. Louis Ballroom
KXOK, St. Louis, Mo.
- BONNETT, JIM**
Hillbilly Hits
KALB, Alexandria, La.
- BOONE, JOE**
Moonlight Melodies
WMVG, Milledgeville, Ga.
- BOOTH, TED**
Call the Spin
The Music Booth
WJVB, Jacksonville, Fla.
- BORDEN, JACK**
910 Club
WHAY, New Britain, Conn.
- BOSTIC, JOE**
Gospel Train
WLIB, New York, N. Y.
- BOUCHER, WALTER**
KXRK, San Jose, Calif.
- BOURQUE, WARREN**
Club 1230
WERI, Westerly, R. I.
- BOWICK, BILL**
Coffee with Bill
WALB, Albany, Ga.
- BOZARTH, DICK**
Requestfully Yours
WEBQ, Harrisburg, Ill.
- BRADLEY, CURTIS P.**
Requestfully Yours
WCRA, Effingham, Ill.
- BRADLEY, LEM**
KENA, Mena, Ark.
- BRADLEY, WESLEY**
Yawn Patrol
KRDO, Colorado Springs, Colo.
- BRAGG, DEAN**
Club 1230
WAYX, Waycross, Ga.
- BRANCH, GEORGE**
Yours for the Asking
WELC, Welch, W. Va.
- BRAND, FRANK**
Hot and Sweet
CKPR, Ft. Williams, Ont.
- BRASCLIA, VINCE**
Top Five
KCRT, Trinidad, Colo.
- BREN, SHELDON**
Night Mayor of Honolulu
KULA, Honolulu, T. H.
- BRENNAN, DAN**
Breakfast Jamboree
WVOK, Birmingham, Ala.
- BRENNER, PAUL**
Requestfully Yours
WAAT, Newark, N. J.
- BRIENNEN, DONALD**
Record Party
WHSC, Hartsville, S. C.
- BRIGHT, HOWARD**
Bright & Early
WSAL, Logansport, Ind.
- BRINGIER, ERNIE**
Ernie the Whip
WMRY, New Orleans, La.
- BRITO, PHIL**
Phil Brito Show
WKAT, Miami Beach, Fla.
- BRITTON, BASHFUL RED**
Red Britton Show
KCSB, San Bernardino, Cal.
- BRITTON, BILL**
WNDB, Daytona Beach, Fla.
- BROCK, RAY**
The Fox Club
WHBY, Appleton, Wis.
- BRODE, BUDDY**
Jukebox Jamboree
WNAR, Norristown, Pa.
- BROOK, NAT**
K'Mon Along and Listen
KMON, Great Falls, Mont.
- BROOKE, KIRBY**
Kirby Brooke Show
WQAM, Miami, Fla.
- BROOKS, LOU**
1150 Club
WCOX, Middletown, Conn.
- BROOKS, TOM**
Babbling Brooks Show
WSAZ, Huntington, W. Va.
- BROWN, BERNARD**
Sittin In
WAPO, Chattanooga, Tenn.
- BROWN, BILL**
AM 1230 Club
WNEB, Worcester, Mass.
- BROWN, CHUCK**
Morning Melodies
WMA, Orange, Va.
- BROWN, DALE C.**
Songs of our Times
KLO, Ogden, Utah



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BROWN, DENNIS N.

Georgia Jamboree
WBGR, Jesup, Ga.

BROWN, H. A.

Rhythm Roundup
CBT, Grand Falls, Newf.

BROWN, LARRY

Rhythm Club
WPEN, Phil., Pa.

BROWN, PHIL

Breakfast with Brown
WGBA, Columbus, Ga.

BROWN, TED

Ted Brown Show
WMGM, New York, N. Y.

BROWNELL, LARRY

Larry Brownell Show
WHHH, Warren, O.

BROWNING, BILL

Best by Bill
KUTA, Salt Lake City, Utah

BRUCE, JACK

Barn Dance
WNAX, Yankton, S. D.

BRUCE, RAMON

Snap Club
WHAT, Phil., Pa.

BRUNS, DARLEEN

Date with Darleen
KIST, Santa Barbara, Cal.

BRUNS, GEORGE

Diggin' In
KWED, Seguin, Tex.

BRYAN, GIL

Bandstand
WTNS, Coshocton, O.

BRYAN, TONY

Klock Request
KNPT, Newport, Ore.

BRYANT, GEORGE

George Bryant Record Show
WSAI, Cincinnati, O.

BRYANT, KEN

Austin Radio Clock
KAUS, Austin, Minn.

BRYANT, WILLIE

Swing Matinee
WHOM, New York, N. Y.

BUCKLEY, NEIL

Requestfully Yours
WPFB, Middletown, O.

BUEHLMAN, CLINT

Clint Buehlman Show
WBEN, Buffalo, N. Y.

BUFFAY, JERREY

2nd Cup of Coffee Time
WCVB, Culpeper, Va.

BURCH, BOB

Discriminatorily Yours
KCSJ, Pueblo, Colo.

BURFORD, WM. R.

Morning on the Mahoning
WHHH, Warren, O.

BURGE, HARRY

Juke Box Serenade
WQAM, Miami, Fla.

BURGESS, FRANK

WHMA, Anniston, Ala.

BURGESS, RALPH

Party Line
WGBA, Columbus, Ga.

BURGESS, TOM

Saturday Matinee
WMSC, Columbia, S. C.

BURGHARDT, JACK

Spotlight on Welland
CHVC, Niagara Falls, Ont.

BURGIN, ROBIN

KDAC, Fort Bragg, Cal.

BURNS, ALLEN

Household Quizzer
WMPB, Memphis, Tenn.

BURTON, BOB

Breakfast with Burton
WEEK, Peoria, Ill.

BUSSE, ROB

Robin's Nest
WTHH, Port Huron, Mich.

BUTLER, JIM

Records Till Dawn
KMOX, St. Louis, Mo.

BUTTON, DAVE

Uncle Dave Makin with Music
KSPV, Artesia, N. M.

BUZZARD, DICK

1400 Club
WELM, Elmira, N. Y.

— C —

CADDELL, RAYMOND

Music Room
WHSC, Harrisville, S. C.

CADWELL, CLYDE

KFVD, L. A., Cal.

CALLEN, DON

Southland Serenade
KBIG, Avalon, Calif.

CALISTI, ALBERT

Trading Post
WDNE, Elkins, W. Va.

CAMPBELL, BOB

Coffee Time
WVMI, Biloxi, Miss.

CAMPBELL, CLIFF

Midnight Merry-Go-Round
KMO, Tacoma, Wash.

CAMPBELL, DICK

Top of the Morning
WDVA, Danville, Va.

CAMPERSO, WILLARD

Bill Camperson Show
WHOL, Allentown, Pa.

CANNON, STEVE

Cannonball Express
WISN, Milwaukee, Wis.

CANTOR, MARILYN

Republic Star Time
WMGM, New York, N. Y.

CARLEY, JIM

Carley's Corner
WPIN, St. Petersburg, Fla.

CARLTON, JOHN

Timekeeper
WERC, Erie, Pa.

CARMAN, J. C.

Platter Party
KWEO, Clinton, Okla.

CARPENTER, BOB

Breakfast Notes
WDBQ, Dubuque, Iowa

CARR, BILL

KWFC, Hot Springs Ark.

CARROLL, RAY

After Hours Swing Session
WHOM, New York, N. Y.

CARROLL, VINCE

Breakfast Parade
WBAX, Wilkes-Barre, Pa.

CARTER, BOB

KDB, Santa Barbara, Cal.

CARTER, CAL

Musical Clock
KAMD, Camden, Ark.

CARTER, LEROY

Carter's Clambake
KCTX, Childress, Tex.

CARTER, VAL

Joy a la Carter
WJOY, Burlington, Vt.

CARVER, JOHN

Moonlight Serenade
KODY, North Platte, Neb.

CASADY, DAVE

Platter Chatter
KXRA, Alexandria, Minn.

CASHIN, MICHAEL

Show Business
CKEY, Toronto, Ont.

CASSADAY, BILL

KBTM, Jonesboro, Ark.

CASTILLO, LOUIS J.

Record Review
KSLO, Opelousas, La.

CATO, EVELYN

Guest Dee-Jay
WMFS, Chattanooga, Tenn.

CAUDILL, CARL

Caudill's Coffee Club
WFTC, Kingston, N. C.

CAVANAUGH, JOE

Joe Cavanaugh Show
WARD, Johnstown, Pa.

CHAMBERS, PAT

Gulf Coast Serenade
WFLA, Tampa, Fla.

CHANDLER, JOEL

Melody Corner
WJOY, Burlington, Vt.

CHANDLER, MIMI

Coffee Time
WVLK, Lexington, Ky.

CHAPMAN, JERRY

The Lowdown
WIRE, Indianapolis, Ind.

CHARBONNEAU, GENE

CKY, Winnipeg

CHILES, LOUIS

Country Playhouse
WROL, Knoxville, Tenn.

CLARK, BRUCE

Openhouse
WLRP, New Albany, Ind.

CLARK, COTTONSEED

Cottonseed Clark Time
KSYM, San Mateo, Cal.

CLARK, GORDON

Afternoon Variety
KRAL, Rawlins, Wyo.

CLARK, GORDON

Gordon's Recordin'
KRIC, Beaumont, Tex.

CLARK, HOWARD

Barnyard Frolics
WPDQ, Jacksonville, Fla.

CLARK, JACK

Bill Weaver Show
KCBS, San Francisco, Cal.

CLARK, JERRY

Spin In
WJBW, New Orleans, La.

CLARK, JIM

Hillbilly Hayride
WWGP, Sanford, N. C.

CLARK, TED

Off the Record
WCED, DuBois, Pa.

CLAUSER, AL

Morning Ramble
KTUL, Tulsa, Okla.

CLAY, TOM

Moonlight Serenade
WKOP, Binghamton, N. Y.

CLAYTON, BOB

Waitin' for Clayton
WPIN, St. Petersburg, Fla.

CLAYTON, BOB

Tune Time
WVVV, Fairmont, W. Va.

CLEM, DON

Old Time Melodies
KWRE, Warrenton, Mo.

CLEMENT, JOHNNIE

Record Shop
WKLK, Blackstone, Va.

CLEMENTS, JOHN

The Time, Temp & Tune
KELO, Sioux Falls, S. D.

CLIFTON, JACK

Clifton's House Party
WJW, Cleveland, Ohio

COBB, WALLY

Wally's Follies
WWPB, Miami, Fla.

COCHEMS, BOB

Wake Up and Live
KYCA, Prescott, Ariz.

- COCHRANE, TOM**
Musical Meeting Place
KWYO, Sheridan, Wyo.
- COCKERILL, CLEM**
Readin' Rittin' Rhythum
WKCT, Bowling Green, Ky.
- CODDINGTON, BOB**
P. G.'s Parade
WGN, Lakeland, Fla.
- COGGINS, JIMMIE**
Wake Up and Sing
WKDK, Newberry, S. C.
- COKER, WILL**
Pony Express
KFDM, Beaumont, Texas
- COLE, CLIFF**
Cliff's Corner
KERG, Eugene, Ore.
- COLE, MAX**
Wake Up New York
WOV, New York, N. Y.
- COLEMAN, BOB**
Midnite Merry-Go-Round
WJPA, Washington, Pa.
- COLEMAN, LES**
Coleman's Clockwatchers
WFAI, Fayetteville, N. C.
- COLEMAN, PAUL**
Timekeeper
WINR, Binghamton, N. Y.
- COLEMAN, RALPH**
Saturday Showcase
KLTJ, Longview, Texas
- COLLIE, BIFF**
Collie's Corral
KNUZ, Houston, Tex.
- COLLINS, TOM**
Western Jamboree
KPBW, Carlsbad, N. M.
- COLONE, ANN**
Ann Colone Show
WGL, Fort Wayne, Ind.
- COLUMBUS, JOHN A.**
Requestfully Yours
WPUV, Pulaski, Va.
- COMER, FRANK**
800 Radio Row
WLAD, Danbury, Conn.
- COMPTON, AL**
Mail Bag
WCKB, Dunn, N. C.
- CONLEY, BOB**
WAGR, Morsantown, W. Va.
- CONLY, FRANK**
Nitewatch
WHUN, Huntington, Pa.
- CONNELL, PAT**
Requestfully Yours
KGVO, Missoula, Montana
- CONNOR, HUGH**
Off the Record
WQAN-Seranton, Pa.
- CONNOR, TED**
Ted Conner Show
WFMJ, Youngstown, O.
- CONNORS, MYLES**
Journey Into Melody
WTWN, St. Johnsburry, Vt.
- CONSTANTIN, JOE**
KIST, Musiclock
KIST, Santa Barbara, Cal.
- COOK, ED**
Red, Hot and Blue
WMBM, Miami Beach, Fla.
- COOK, JACK**
Melody Playhouse
WNOK, Columbia, S. C.
- COOK, RUSS**
Records with Russ
WHBY, Appleton, Wis.
- COOK, VERNE**
980 Melody Lane
WTRY, Troy, N. Y.
- COOPER, BILL**
Hillbilly Hit Parade
WOBS, Jacksonville, Fla.
- COOPER, BOB**
Tops in Pops
WPBC, Minneapolis, Minn.
- COOPER, LEE**
Club Matinee
WFNS, Burlington, N. C.
- COOPER, TOM**
Red Rooster
WACB, Kittanning, Pa.
- COOPWOOD, JESSE**
Stompin' Room
WWCA, Gary, Ind.
- COPE, FRANK**
Alarm Klok Klub
KJBS, San Francisco, Cal.
- COPELAND, CHAS.**
Jupe Box Serenade
CKBW, Bridgewater, N. S.
- GORDON, JERRY**
Club 1400
WSLB, Ogdensburg, N. Y.
- CORE, HOUSTON**
Morning in Carolina
WAYS, Charlotte, N. C.
- CORLEY, BOB**
Cuzzin Lem
WQXI, Atlanta, Ga.
- CORMIER, FLOYD J.**
Floyd's Record Shop
KSLO, Opelousas, La.
- COSSMAN, BOB**
Western Aires
WINX, Rockville, Md.
- COSTON, MONROE**
Shoppin Guide
KCLE, Cleburne, Texas
- COTTONGIM, EARL**
Madness for Monday
WSFC, Somerset, Ky.
- COURTNEY, ERNIE**
Wax Wagon
CKX, Brandon, Manitoba
- COUGHLIN, LOUIS**
Music For You
WCLL, Corning, N. Y.
- COVERT, DALE**
Melody Go-Round
KHBG, Okmulgee, Okla.
- COWELL, ED**
Breakfast Club
WJHL, Johnson City, Tenn.
- COWELL, EDDIE**
The Corner
WCYB, Bristol, Va.
- COX, HERBERT**
Ebony House
KXEL, Waterloo, Iowa
- CRADDOCK, MYRON**
Melody Roundup
WMLS, Sylacauga, Ala.
- CRAGER, BOB**
Melody Matinee
WWCO, Waterbury, Conn.
- CRAIG, BILL**
Coffee Time
WATA, Boone, N. C.
- CRAIG, GEORGE**
Coffee with Craig
KFDX, Wichita Falls, Tex.
- CRAIG, REG**
Sunrise Jamboree
WEBJ, Brewton, Ala.
- CRANDALL, RAY**
First Call
WAAF, Chicago, Ill.
- CRANE, BOB**
The Town Crier
WICC, Bridgeport, Conn.
- CRAYER, J. C.**
Morning in Montgomery
WMON, Montgomery, W. Va.
- CRAVEN, TED**
Dusty Discs
KWBG, Boone, Iowa
- CRAWFORD, GEORGE**
Go-Round
WOL, Washington, D. C.
- CRAWFORD, JIM**
J. C. Show
WERC, Reidsville, N. C.
- CRIST, JIM**
Morning in Maryland
WFBK, Baltimore, Md.
- CROCKER, SID**
Sad Sack
KLFY, Lafayette, La.
- CROMBIE, DICK**
Dance Time
KJR, Seattle, Wash.
- CRONE, BILL**
Jay & Ginger
CROY, Ottawa, Ont.
- CROOKER, WAYNE**
Wayne Crooker, D. J.
WFAU, Augusta, Maine
- CROPP, GORDON**
Yours for the Asking
WREL, Lexington, Va.
- CROSKERY, BOB**
KCRK, Enid, Okla.
- CROSS, GEORGE**
Afternoon Varieties
WHLS, Port Huron, Mich.
- CROUTER, WALLY**
Top O' the Morning
CFRB, Toronto, Ont.
- CROWELL, GEORGE**
Club 930
KHJ, L. A., Cal.
- CRUMPLEY, GUY**
Gospel Train
WOBS, Jacksonville, Fla.
- CRUTCHLEY, BILL**
WNBE, Daytona Beach, Fla.
- CUMMINS, RAY**
Carolina Hayride
WMBL, Morehead City, N. C.
- CUMMINGS, TONY**
Tony's Twilight Tune Time
WIKK, Erie, Pa.
- CUNNINGHAM, CHUCK**
Turntable Time
KTRR, Rolla, Mo.
- CURTIS, GENE**
Just 'Forenoon
KGLN, Glenwood Springs, Col.
- CURTIS, MARK**
Mark Time
KOLO, Reno, Nev.
- CURTIS, RONALD**
Musical Matinee
WFBL, Syracuse, N. Y.

— D —

- DAHL, DON**
Open House
KDAL, Duluth, Minn.
- DAIGLE, JEAN**
Grenier do la Chanson
CKBL, Matane, Que.
- DALE, REX**
Makebelieve Ballroom
WCKY, Cincinnati, O.
- DALY, BUD**
930 Melody Lane
WSAZ, Huntington, W. Va.
- DAMERON, CHARLIE**
Charlie's Top Ten
WFLL, Ft. Lauderdale, Fla.
- D'ANGELO, ARNIE**
Music Time
WAGE, Syracuse, N. Y.
- D'ANGELO, MIKE**
1490 Club
WGMW, Meadville, Pa.
- DARIEN, FRANK, JR.**
Frank's Juice Box
KSJO, San Jose, Cal.
- DARLAND, BILL**
KELD, El Dorado, Ark.
- DARY, ALAN**
Dary-Go-Round
WORL, Boston, Mass.

- DAUGHERTY, DICK**
Coffee Time
WFIN, Findlay, Ohio
- DAUGHERTY, "DOC"**
1250 Luncheon Club
WNOW, York, Pa.
- DAVIS, ART**
Western Roundup
KEPO, El Paso, Texas
- DAVIS, BILL**
Hillbilly Jamboree
WCOH, Newnan, Ga.
- DAVIS, BOBBIE LEE**
Record Room
KTMS, Santa Barbara, Cal.
- DAVIS, DON**
Open House
KFRC, San Francisco, Cal.
- DAVIS, ERNIE**
Ernie Davis Show
WABY, Albany, N. Y.
- DAVIS, GENE**
Requests Review
WAKR, Akron, Ohio
- DAVIS, HAL**
Musical Merry-Go-Round
WPAR, Parkersburg, W. Va.
- DAVIS, JOHN E.**
The EasySide
KLYN, Amarillo, Texas
- DAVIS, TEX**
All Star Record Roundup
WELS, Kinston, N. C.
- DAVIDSON, BRYAN**
Platter Magic
WRAY, Princeton, Ind.
- DAWS, HOBSON**
860 Club
KOSE, Osceola, Ark.
- DAWES, BILL**
Bill Dawes Show
WCPO, Cincinnati, O.
- DAWSON, CHUCK**
Reelaxin' Time
KMVI, Wailuku, Maui, T. H.
- DAY, DON**
Coffee Hour
WSWN, Belle Grade, Fla.
- DAY, GEORGE**
Daytimes
KERO, Bakersfield, Calif.
- DEAL, ARCHIE**
Wake Up Club
WIRC, Hickory, N. C.
- DEAL, BILL**
Clock O' the Morn
WCAM, Camden, N. J.
- DEAL, JACK**
Jack Deal Show
WCHU, Ithaca, N. Y.
- DEAN, BOB**
Tops in Pops
WFUN, Huntsville, Ala.
- DEAN, WESLEY**
Farmfolks Jamboree
KGRI, Henderson, Texas
- DEANE, BUDDY**
Wake Up Baltimore
WITH, Baltimore, Md.
- DEANE, JOE**
Open House
WHEC, Rochester, N. Y.
- DEAY, JIM**
Early Bird Show
KTSW, Emporia, Kansas
- DeBEAU, LARRY**
Timekeeper Show
WTAC, Flint, Mich.
- DEBENPORT, CHARLES**
Memos and Melodies
KITE, San Antonio, Texas
- DEBNAM, BOB**
Pastel Room
WCOG, Greensboro, N. C.
- DEE, MARY**
Mary Dee Show
WHOD, Homestead, Pa.
- DEE, TOMMY**
Rise and Shine
WSBT, South Bend, Indiana
- DEER JIMMY**
Jimmy Deer Show
WDAK, Columbus, Ga.
- DEITZ, LARRY**
Midnight Frolics
WVVW, Fairmont, W. Va.
- DELMONT, JIMMY**
Five O'clock Club
WTCN, Minneapolis, Minn.
- DEMING, CHARLIE**
Gloom Chaser
WKPT, Kingsport, Tenn.
- DERRY, DUKE**
Swingtime
WJAG, Norfolk, Neb.
- DERRICK, JIM**
Swing Out Sweet Music
WPLA, Plant City, Fla.
- DEVILLE, BOB**
Saturday Session
WJER, Dover, O.
- DIANE**
Diane Program
WBEN, Buffalo, N. Y.
- DIEBEL, DICK**
Music Mart
KURV, Edinburg, Texas
- DIEHL, JACK**
Requestfully Yours
KIUP, Durango, Colo.
- DILL, GLEN**
The Sundial
WTSP, St. Petersburg, Fla.
- DINSMORE, ED**
Luncheon Club
WBEN, Buffalo, N. Y.
- DIXON, DAVE**
Rhythm and Blues
KSTL, St. Louis, Mo.
- DIXON, PAUL**
Paul Dixon Show
WCPO, Cincinnati, O.
- DIXON, RANDY**
Ebony Hall of Fame
WDAS, Phil., Pa.
- DIXON, ROY**
Top of the Trail
KTRM, Beaumont, Texas
- DOBBS, LARRY**
Platter Party
WRLD, West Point, Ga.
- DOBBS, HARVEY**
Date with Dobbs
CHUM, Toronto, Ont.
- DOBBS, JACK**
Platter Party
WZOB, Fort Payne, Ala.
- DOENGES, JOHN**
Sunrise Serenade
KBNZ, La Junta, Colo.
- DOKEY, OKEY**
Okey Dokey Show
WBOK, New Orleans, La.
- DOLL, BOB**
Doll House
WCSI, Columbus, Ind.
- DONALDSON, SAM**
Sams Show
KEPO, El Paso, Texas
- DONNELLY, JIM**
Red Rooster
WCOJ, Coatesville, Pa.
- DONOGHUE, STEVE**
Dawn Patrol
WHMP, Northampton, Mass.
- DOOLEY, PETE**
Top Tunes
WOMI, Owensboro, Ky.
- DOREMUS, JOHN**
Melody Bandstand
KRMG, Tulsa, Okla.
- DOREY, RAY**
Ray Dorey Show
WHDH, Boston, Mass.
- DORN, BILL**
The Bill Dorn Show
WEEK, Peoria, Ill.
- DORRIS, DAVE**
KYA, San Francisco, Cal.
- DORRIS, LEE**
Red Hot and Blue
WSOK, Nashville, Tenn.
- DORSEY, ROD**
Nightowl Serenade
WJNC, Jacksonville, N. C.
- DOUGLAS, JOHN**
Name This Program
KCSJ, Pueblo, Colo.
- DOUGLAS, MERL**
Merl Douglas Show
KMA, Shenandoah, Iowa
- DOUGLAS, MIKE**
1490 Club
KYCA, Prescott, Ariz.
- DOW, WM.**
Turntable Terrace
WCAX, Burlington, Vt.
- DOWELL, SAXIE**
Sincerely Yours
WGN, Chicago, Ill.
- DOWNEY, JACK**
Jack's Waxworks
WONS, Hartford, Conn.
- DRESDEN, CHUCK**
KPRL, Paso Robles, Cal.
- DRESSELHUY, TOM**
Night Watch
KSDN, Aberdeen, S. Dak.
- DRISCOLL, DICK**
Music Before Midnight
KXRA, Alexandria, Minn.
- DRURY, RAY**
Platter Date
WSPR, Springfield, Mass.
- DUDLEY, BILL**
Club A M
WMLS, Sylacauga, Ala.
- DUFFY, LEE**
Wills Creek Hoedown
WTBO, Cumberland, Md.
- DUDDALE, CHARLIE**
Here's Charlie
KFOR, Lincoln, Neb.
- DUKAS, JIM**
Moonlight Savings Time
WPAR, Parkersburg, W. Va.
- DUKE, BILL**
950 Club
KDSX, Denison, Tex.
- DULANE, CHUCK**
Chuck Dulane Show
WGAY, Silver Spring, Md.
- DUMAS, ROLAND**
Tops in Pops
WMAS, Springfield, Mass.
- DUNBAR, EDWARD**
Cousin Ed
WBBQ, Augusta, Ga.
- DUNCAN, DOPEY**
Crossroad Store
WKAP, Allentown, Pa.
- DUNCAN, J. AL**
Jam, The Boogie Man
WJAM, Marion, Ala.
- DUNCAN, LEE**
Lucky Lager Dance Time
KRAM, Las Vegas, Nev.
- DUNCAN, W. J.**
KSEL, Lubbock, Texas
- DUNLAP, WALLIE**
Dial Dunlap
WICC, Bridgeport, Conn.

DUNN, BOB
Night Watch
KWBR, Oakland, Cal.

DUNN, BOB
1240 Club
KRAL, Rawlins, Wyo.

DUNSTAN, KEN
Range Roundup
CFGP, Grande Prairie, Alta.

DUQUET, WALLY
920 Club
WTTM, Trenton, N. J.

DUTRISAC, JEAN
Club 1450
CHEF, Granby, Que.

DURAND, TOM
Tom Durand Show
WTTM, Trenton, N. J.

DWELLEY, DALE
Lassen Roundup
KSUE, Susanville, Cal.

DYER, BOB
Hall of Records
WKNX, Saginaw, Mich.

— E —

EAGER, CLAY
Clay's Country Capers
WLOK, Lima, O.

EARLY, BOB
Bob Early Show
WALK, Patchogue, N. Y.

EASON, DICK
Talent House
KREL, Baytown, Texas

EAST, HENRY
Noontime Frolic
WLAG, LaGrange, Ga.

EATON, GORDON
Music made in USA
WCCO, Minneapolis, Minn.

EDGAR, BILL
Hillbilly Hits
KTRN, Wichita Falls, Tex.

EDGAR, GEORGE
Klan Klub
KLAN, Renton, Wash.

EDWARDS, BOB
Tops In Pops
KCBD, Lubbock, Texas

EDWARDS, CHARLIE
Charlie Edwards Show
WPDQ, Jacksonville, Fla.

EDWARDS, DICK
1340 Club
WBIW, Bedford, Ind.

EDWARDS, LARRY
Larry Edwards Show
WJEL, Springfield, O.

EDWARDS, MARTIN
Wake Up Baltimore
WITH, Baltimore, Md.

EDWARDS, RICK
Your Request
WRAC, Racine, Wis.

EICHHORN, ROBERT
Swingtime Serenade
WCLT, Newark, O.

ELAMON, JIM
KELD, El Dorado, Ark.

ELLIOT, BRUCE
Harmony Lane
KODL, The Dalles, Ore.

ELLIOTT, DOYCE
Yours til Midnite
KOSA, Odessa, Tex.

ELLIOTT, GLENN
Spins & Needles
WANE, Ft. Wayne, Ind.

ELLIOT, HANK
Music Hall
WMEX, Boston, Mass.

ELLIS, PETE
Man About Midnight
WENE, Binghamton-Endicott,
N. Y.

ELLWANGER, DAVID
1490 Club Musical Clock
WHBB, Selma, Ala.

ELSNER, ROY
920 Special
KECK, Odessa, Tex.

ELLSWORTH, JACK
Memories in Melody
WALK, Patchogue, N. Y.

EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kansas

EMM, LOU
Kaffee Klatsch
WHIO, Dayton, Ohio

ENO, JACK
Musical Market Basket
WEBR, Buffalo, N. Y.

EPPERSON, BOB
You Name It, I'll Spin It
WSYD, Mt. Airy, N. C.

ERWIN, JIM
Jim's Place
WMIX, Mt. Vernon, Ill.

ERWIN, SKIP
Skipper's Showboat
WMOK, Metropolis, Ill.

ESHELMAN, JIM
Music for You
WKLV, Sparta, Wis.

ESTES, DAVE
The Bestes' With Estes
KWTO, Springfield, Mo.

EVANS, AL
Words and Music
KGNC, Amarillo, Texas

EVANS, ALAN
Heavens, It's Evans
WHOK, Lancaster, O.

EVANS, BILL
WGAU, Athens, Ga.

EVANS, BILL
Bill Evans Show
WGN, Chicago, Ill.

EVANS, GREG
Music & Stuff
WFAU, Augusta, Maine

EVANS, JOHN
Johnny Calling
WIS, Columbia, S. C.

EVANS, LOU
Shopping Newsicale
KSUN, Bisbee, Ala.

EVANS, MARK
Housewife's Protective
League
WTOP, Washington, D. C.

EVANS, MILTON
Question Man
KLTI, Longview, Texas

EVANS, RONNIE
Yawn Patrol
WRBL, Columbus, Ga.

EVERSON, CHRIS
Red, Hot and Blue
WCBL, Columbus, Miss.

EWING, CLIFF
KOOK, Billings, Mont.

EYRICH, DICK
Matinee Frolic
WSIR, Winter Haven, Fla.

FAHRENBRUCK, JERRY
Musical Clock
KBRL, McCook, Neb.

FALCON, BOB
Bay Window
WGRO, Bay City, Mich.

FAREY, ED
Spinner Sanctum
KQDA, Victoria, B. C.

FARKAS, CHUCK
Platter Party
KBKI, Alice, Texas

FARMER, JON
The Early Worm
WAGA, Atlanta, Ga.

FARRAR, WAYNE
Morning Madness
KMAE, McKinney, Tex.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FAULK, JOHN HENRY
John Henry Faulk Show
WCBS, New York, N. Y.

FAULKNER, HARRY
Nite Watch
WBRY, Waterbury, Conn.

FELLER, SHERM
WLAW, Boston, Mass.

FELTHAM, LYALL
Stretch and Yawn
CJAV, Port Alberni, B. C.

FENNER, LYLE
Nite Watch
KRNK, Roseburg, Ore.

FERGUSON, BILL
Wake Up with WONN
WONN, Lakeland, Fla.

FIELD, CHUCK
Flying Discs
KMED, Medford, Ore.

FIELD, TOM
11th Hour News
WTAM, Cleveland, Ohio

FIELDS, CUYLER P.
Coffee Club
WRHI, Rock Hills, S. C.

FILE, AUGIE
Records for Rising
WLOX, Biloxi, Miss.

FILKINS, LARRY
Ladies Choice
KACB, Liberal, Kansas

FILIPIAK, STEVE
Matinee at Sun-up
WHRV, Ann Arbor, Mich.

FINEGAN, JOE
Reville Rendezvous
WBUX, Doylestown, Pa.

FINLEY, LARRY
The Larry Finley Show
KFWB, L. A., Cal.

FINN, LEO
Spin with Finn
WMMW, Meriden, Conn.

FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.

FISCHER, LARRY
Record Shop
WLWL, Minneapolis, Minn.

FITZGERALD, COLIN
Morning Informalities
CJOR, Vancouver, B. C.

FITZGERALD, ED
Discs and Dollars
WOOD, Grand Rapids, Mich.

FITZGERALD, PAT
Fitz Parade
WNOK, Columbia, S. C.

FLAHERTY, BOB
Nighthawks
WCKY, Cincinnati, O.

FLANAGAN, PAUL
Record Man
WTRY, Troy, N. Y.

— F —

FABIEN, LOU
Dawn Patrol
WARC, Rochester, N. Y.

FAGUE, RICHARD
Nite Watch
WHAY, New Britain, Conn.

FLEET, TOM

Radio Relay Quiz
KCNV, San Marcos, Texas

FLEISNER, RON

Music of the Masters
WTKM, Hartford, Wis.

FLINDERS, DON

Flinders Frolic
KLIX, Twin Falls, Idaho

FLOOD, JOE

Upsee Daisy
KTLN, Denver, Colo.

FLORENCE, GEORGE

Dancing in the Dark
WGAU, Athens, Ga.

FLOWERS, TIGER

Coffee Club
WDSA, New Orleans, La.

FLOYD, PHIL

Date with a Disc
CFGP, Grande Prairie, Alta.

FOLAND, MYLES

Myles Foland Show
WIRL, Peoria, Ill.

FOLLOWILL, MURRAY

Western Hit Parade
KDSX, Denison, Tex.

FORBES, BOB

Musical Alarm
WJMX, Florence, S. C.

FORBES, JERRY

Melody Express
WMA5, Springfield, Mass.

FORD, CLIFF

Disc Derby
KFRU, Columbia, Mo.

FORD, DES

Music Till Midnight
WTND, Orangeburg, S. C.

FOREMAN, R. I.

Musical Forum
WLDY, Ladysmith, Wis.

FOWLER, BILL

WGPC, Albany, Ga.

FOWLER, BOB

Ham with your Eggs
KBOR, Brownsville, Tex.

FOWLER, JIM

WGPC, Albany, Ga.

FOX, DAVID

Platter-Chatter
WICH, Norwich, Conn.

FRANCIS, BILL

House Party
WNHC, New Haven, Conn.

FRANCIS, RED

Red Francis Show
WHBG, Okmulgee, Okla.

FRANK, BEECHER

Continental Room
WKLO, Louisville, Ky.

FRANKLIN, JOE

B. Mar. 9, 1926, Bronx, N. Y.;
Joe Franklin's Memory Lane,
WABC-TV

FRANKLIN, JOHN

Disc Jockey Revue
KUKI, Ukiah, Cal.

FRASER, RAY

Country Store
WHAP, Hopewell, Va.

FRAY, JACUES

Listening with Jacques Fray
WQXR, New York, N. Y.

FRAZIER, HAL

Breakfast Club
WSTP, Salisbury, N. C.

FREDERICKS, HAL

Song and Dance Parade
KXOK, St. Louis, Mo.

FREDERICKS, PAT

Coffee Time
WMAY, Springfield, Ill.

FRED, ALAN

Moon Dog House
WJW, Cleveland, Ohio

FREELAND, BILL

Sweet Peach Show
WRUF, Gainesville, Fla.

FREEMAN, OLIE

Jazzland
KTM, San Rafael, Cal.

FREGOSO, TEDDY

KALI, Pasadena, Cal.

FREIMUTH, BOB

Yops In Pops
KVIC, Victoria, Texas

FRENCH, BOB

Spin A Tunes
WVSC, Somerset, Pa.

FRENCH, JIM

Club 1090
KING, Seattle, Wash.

FRISCH, BOB

Party Line
WCAN, Milwaukee, Wis.

FRITZ, JOHN

Ol' Man Fritz
WFMJ, Youngstown, O.

FRITZE, MEL

KYA, San Francisco, Cal.

FROEMKE, RICH

Million Dollar Ballroom
KTLN, Denver, Colo.

FROEMMING, BOB

Happy Days
WRFW, Eau Claire, Wis.

FROST, O'NEIL

WAUD, Auburn, Ala.

FUSCO, DAN

Date with Danny
WRUN, Utica, N. Y.

FRYER, HAROLD B., JR.

Pop Shop
WLIO, E. Liverpool, O.

FULLEN, GENE

Club 33
WBNS, Columbus, Ohio

FULLER, CARRY

Carry Fuller Show
WLIB, New York, N. Y.

FULLER, PHYLLIS

Telegram Request
WSLB, Ogdensburg, N. Y.

— G —

GAINES, CHUCK

Music from Record Room
WLET, Toccoa, Ga.

GAINES, ED

Disc and Data
KBKI, Alice, Texas

GAINES, JERRY

WHAT, Phil., Pa.

GAINES, ROY

Music for Today
WLET, Toccoa, Ga.

GAINES, WALT

Hit Parade
WIEL, Elizabethtown, Ky.

GALE, JOHN

John Gale Show
WJNN, Louisville, Ky.

GALE, MIKE

Spinner Sanctum
WHHH, Warren, O.

GALGON, PAUL

Morning-Go-Round
WKAP, Allentown, Pa.

GALLAHER, EDDIE

Sundial
WTOP, Washington, D. C.

GALVIN, BILL

Date with a Disc
WKOX, Framingham, Mass.

GANNAWAY, TOM

Sincerely Yours
WRAD, Radford, Va.

GARCIA, GENE

Unk Gene
WALT, Tampa, Fla.

GARDNER, JACK

Ranch Party
WBIP, Booneville, Miss.

GARRI, NICK

Night Watch
WHAT, Phil., Pa.

GARWOOD, JOHN

1450 Club
WNBZ, Saranac Lake, N. Y.

GARY, ANDY

Juke Box Review
WNOK, Columbia, S. C.

GASS, GEOFF

Rumpus Room
KSRV, Ontario, Ore.

GASTON, LYLE

Jamboree
KSWO, Lawton, Okla.

GASTON, MARCUS

Musical Moments
KSIW, Woodward, Okla.

GERE, STEVE

Let's Get together with rec-
ords
WLCR, Torrington, Conn.

GEORDAN, NORMAN

B. August 15, 1927, New York,
N. Y.; The Norm and Irene
Show, Junior Jury, Chime Time,
The World at Mid-Day, Teen
Tattle, The Classical Hour,
WTHI, Terre Haute, Indiana

GERO, NORMAN

Club Rendezvous
WCOG, Greensboro, N. C.

GEXER, GEORGE

George Geyer Show
WMUR, Manchester, N. H.

GHIORSE, LARRY

Platter Patter
WBET, Brockton, Mass.

GIBBONS, BILL

Club 1570
WFGN, Gaffney, S. C.

GIBSON, TOM

Sharecroppers Roundup
WTJH, East Point, Ga.

GIDLEY, JAMES M.

Club 1450
KXLQ, Zozeman, Montana

GILLILAND, JOHN

KOLJ, Quanah, Texas

GILLIS, BUD

Bud Gillis Show
WHKC, Columbus, Ohio

GILMORE, BRUCE

WGH, Digest
WGH, Newport News, Va.

GILREATH, H. C.

Gospel Song Time
WVOP, Vidalia, Ga.

GISH, EDDIE

KLIX Ballroom
KLIX, Twin Falls, Idaho

GLENN, RICH

Hillbilly Supper Club, Swing
Shift
KXOL, Fort Worth, Tex.

GLYNN, JOHN

Melody Clock
WIRA, Ft. Pierce, Fla.

GODDARD, DICK

Rhythm Ranch
WFKY, Frankfort, Ky.

GOLDMAR, ERIC

Goldmar's Gambols
KTLW, Texas City, Tex.

GONZALES, ED

Big Rig Serenade
WCMB, Harrisburg, Pa.

GOODMAN, JOHNNY

Top of Morning
KSQX, Harlington, Tex.

GOODRICH, JIM

Hour of Charm
KCLX, Colfax, Wash.

- GOODRICH, JIM**
Mostly Music
KVOS, Bellingham, Wash.
- GOODWIN, ART**
Music Man
WAGE, Syracuse, N. Y.
- GOUNDER, JACK**
Music for Motoring
WEEU, Reading, Pa.
- GOVE, ELLIOTT**
Club 570
WSYR, Syracuse, N. Y.
- GOWAN, ORIS**
Let's Go with Gowen
WAIN, Columbia, Ky.
- GRADY, JOE**
950 Club
WPEN, Phil., Pa.
- GRAHAME, DICK**
WIS Goes Calling
WIS, Columbia, S. C.
- GRAINGER, GERRY**
Coffee Capers
KOSA, Odessa, Texas
- GRANT, IAL**
Musical Clock
WDBJ, Roanoke, Va.
- GRANT, JOHNNY**
KMPC, Hollywood, Calif.
- GRANT, LARRY**
Vagabond House
KHON, Honolulu, T. H.
- GRANT, LLOYD**
Musical Almanac
WNAX, Yankton, S. D.
- GRANT, MILT**
WOL, Washington, D. C.
- GRANT, RAY**
Western Jamboree
KCTI, Gonzales, Texas
- GRANVILLE, DICK**
Mid-Day Matinee, WBGE; Wake
Up and Smile, WATL; Atlanta,
Ga.
- GRATTON, BILL**
Sunrise Serenade
KDSH, Boise, Idaho
- GRAULICK, BERT**
Burnt Toast and Coffee
WCCG, Coral Gables, Fla.
- GRAVES, TOM**
Siesta Time
KOLS, Pryor, Okla.
- GRAWER, JOE**
Dance Time
KOLS, Pryor, Okla.
- GRAY, BARRY**
Barry Gray Show
WMCB, New York, N. Y.
- GRAY, JOHN**
Gray's Array
WDOD, Chattanooga, Tenn.
- GRAY, SOLOH**
Roll Call
KCOL, Fort Collins, Colo.
- GRAY, STUART**
Stuart Gray Show
WKRC, Cincinnati, O.
- GRAZZAN, JOE**
Hits for Today
WCPA, Clearfield, Pa.
- GREEN, ART**
Make Believe Ballroom
WINZ, Miami
Curtain Calls
WTVJ, Miami
- GRIFFIN, DEAN**
Platter Part
WHSY, Hattiesburg, Miss.
- GRIFFIN, ZEKE**
Boogie Beat
KSAN, San Francisco, Cal.
- GRIGGS, JERRY**
Middy Parade
WMSL, Decatur, Ala.
- GRIMES, LEONARD**
Musical Clock
WCLD, Cleveland, Miss.
- GRISCHOW, GENE**
Alarm Clock Review
KIT, Yakima, Wash.
- GRISWOLD, JOHNNY**
Johnny G. Show
KOB, Albuquerque, N. M.
- GROCE, ROCKY**
Rockin' Rhythm
WFEC, Miami, Fla.
- GROVE, MACK**
Wax Works
WICA, Ashtabula, O.
- GUTIEREZ, LUPE**
Latin Home Hour
KCSB, San Bernardino, Cal.
- GUY, AUBRY**
Dixie Merry Go Round
WMC, Memphis, Tenn.
- GUY, JUAN PILAU**
Guy Show
Lihue, Kauai, T. H.
- GWYNN, EASY**
Easy Does It
WIBC, Indianapolis, Ind.

— H —

- HAASER, CHARLIE**
Shoppers Special
WMA5, Springfield, Mass.
- HAGAN, STAN**
Top Tune Time
KFH, Wichita, Kans.
- HAGGART, BUD**
Blues Chasers
WFDF, Flint, Mich.
- HAGLER, BILL**
Coffee Time
WSFC, Anniston, Ala.
- HAHN, BILL**
Breakfast with Bill
WNAC, Boston, Mass.
- HAIL, MAL**
Willie & Mal
WKIP, Poughkeepsie, N. Y.
- HAINES, FRANK**
KVEN, Ventura, Cal.
- HAINES, HAPPY**
Moon Dial
KOEL, Oelwein, Iowa
- HAINES, JIM**
Concert Hour
KBKW, Aberdeen, Wash.
- HAINS, FRANK**
Record Shop
WVIM, Vicksburg, Miss.
- HAIDEMAN, GLENN**
Platter Parade
WHUM, Reading, Pa.
- HALE, CHARLIE**
Charlie's Village
WCMJ, Ashland, Ky.
- HALE, PHIL**
Phil Hale Show
WKNB, New Britain, Conn.
- HALL, CHARLES**
Yawn Patrol
WCSC, Charleston, S. C.
- HALL, EDWARD R.**
KELD, El Dorado, Ark.
- HALL, JACK**
KMJ, Fresno, Calif.
- HALL, JIM**
Jim Hall Show
WFNS, Burlington, N. C.
- HALL, JOE M.**
Night Train
WKSJ, Pulaski, Tenn.
- HALL, REDD**
KM Revue
WTKM, Hartford, Wis.
- HALPERN, ALLAN**
Music for You
WICH, Norwich, Conn.
- HALSTEAD, C.**
Club 1490
KDIA, Auburn, Calif.
- HAMANN, CLARENCE**
Popa Stoppa
WJMR, New Orleans, La.
- HAMBY, BILL**
Alarm Clock Club
WTJS, Jackson, Tenn.
- HAMILTON, BOB**
Top 20 at 1230
WDSA, New Orleans, La.
- HAMILTON, BUDDY**
Vocal Spotlight
KTOW, Oklahoma City, Okla.
- HAMILTON, GORDON**
980 Club
WCAP, Lowell, Mass.
- HANCOCK, DENNIS**
Best on Wax
WCLD, Cleveland, Miss.
- HAMRICK, HAL**
Late Date
WLOS, Asheville, N. C.
- HAMBLEY, BOB**
Top O' The Morning
WNJR, Newark, N. J.
- HAMLETT, JIM**
Cactus Jim Show
KUTA, Salt Lake City, Utah
- HANCOCK, CHARLES**
Top Tunes
KDET, Center, Texas
- HANCOCK, LAVERNE**
Record Rendezvous
WHSC, Hartsville, S. C.
- HANEY, BOB**
Yawn Patrol
WSFC, Somerset, Ky.
- HANKIN, WALLY**
WGH Digest
WGH, Newport News, Va.
- HANLY, JOHN**
Hanly's House of Music
WNAV, Annapolis, Md.
- HANNA, BOB**
The Bob Hanna Show
WWPB, Miami, Fla.
- HANNA, ERLE**
Hanna's Hayride
WJAM, Marion, Ala.
- HANNA, RICK**
Coffee Club
WBUT, Butler, Pa.
- HANSEN, JOHN**
Musical Clock
KDEC, Decorah, Iowa
- HANSEN, KEN**
Listen Ladies
KXLE, Butte, Mont.
- HARDGROVE, FRANK**
Wake Up and Shine
KCLE, Cleburne, Texas
- HARDT, BILL**
Time Tunes
KIMO, Independence, Mo.
- HARDY, HONEYBOY**
Sweet Chariot
WBOK, New Orleans, La.
- HARLING, HUGH**
Coffee Time
Bve Bye Blues
KVEC, San Luis Obispo, Cal.
- HARPER, WAYNE**
KWFC, Hot Springs, Ark.
- HARRIS, JACK**
Platter Parade
KGGU, Mandan, N. D.
- HARRIS, JINX**
Hi Jinx
KBLI, Blackfoot, Idaho
- HARRIS, RICHARD B.**
Poor Richard's Almanac
WNAR, Norristown, Pa.

HARRIS, TOM
Farm Party
WHUB, Coosaville, Tenn.

HARRISON, CHARLES
Clockwatcher
WETB, Johnson City, Tenn.

HARRISON, HARRY
Hillbilly Jamboree
KOGT, Orange, Texas

HARRISON, OLEN
Rythm Box
KBIS, Bakersfield, Calif.

HART, JOHN
Music of the Masters
KTMS, Santa Barbara, Cal.

HART, MAURICE
Straight from the Hart
KFWB, L. A., Cal.

HARVEY, ED
Here's Harvey
WCAU, Phil., Pa.

HARVEY, LLOYD "MOE"
The Moe Show
WIRL, Peoria, Ill.

HARVEY, L. V.
Top of the Morning
CBT, Grand Falls, Newf.

HARVEY, TOM
Music Hall
WIBG, Phil., Pa.

HASTINGS, JACK
Jukebox Scoreboard
WPBC, Minneapolis, Minn.

HATT-COOK, JOE
Rumpus Room
CKRM, Regina, Sask.

HAUSER, J. H.
1340 Club
WLDY, Ladysmith, Wis.

HAYENS, RUTH
Teen Time
WGL, Fort Wayne, Ind.

HAWKINS, LEM
Lem Hawkins Show
KFGO, Fargo, N. D.

HAYDEN, FRANK
Pop Time
WTCO, Campbellville, Ky.

HAYDEN, JIM
Hayden Hassle
KBIS, Bakersfield, Calif.

HAYDEN, JIM
Good Time Charlie
KSRV, Ontario, Ore.

HAYES, GARY
Platter Playhouse
KYMA, Yuma, Ariz.

HAYES, RAY
Rendezvous with Ray
WTNS, Ccshocon, O.

HAYWORTH, HERB
Good Morning
WOWO, Ft. Wayne, Ind.

HEALEY, JERRY
Healey's Here
WSCR, Scranton, Pa.

HEARNE, FRED
Sandman Serenade
CJCH, Halifax, N. S.

HEATLAND, JOHN
Let's Go Western
KCOL, Fort Collins, Colo.

HEBERT, ROY
Morning Special
WJBO, Baton Rouge, La.

HECKMAN, FRED
Heckman's House Party
WESC, Greenville, S. C.

HECOX, CLARENCE
Shorty the Hired Hand
KVAN, Vancouver, Wash.

HEGLER, DALTON
Bandstand
WTNT, Tallahassee, Fla.

HELGESON, BOB
Helgy's Place
KSOO, Sioux Falls, S. Dak.

HELTON, BOB
WMGY, Montgomery, Ala.

HENDERSON, GIG
Platter Party
WINH, Laconia, N. H.

HENDRIX, CLIFF
Rise & Shine
KCSJ, Pueblo, Colo.

HENNING, BILL
Seven to Two
KXLE, Ellensburg, Wash.

HENRY, ALAN
Midnight Matinees
WONS, Hartford, Conn.

HENRY, CARL
WRIB, Providence, R. I.

HENRY, EARL
Platter Parade
WHUM, Reading, Pa.

HENRY, GIL
King's Open House
KING, Seattle, Wash.

HERMAN, DON
Discapades
WHRV, Ann Arbor, Mich.

HERRERA, ALFRED
Good Neighbor Hour
KWED, Seguin, Tex.

HERRIN, WINDY
Musical Clock
WCCP, Savannah, Ga.

HERRING, BILL
Tune Factory
KWTX, Waco, Texas

HESS, BOB
Time and Tune Parade
KLRA, Little Rock, Ark.

HESTER, VERNON
Disc Date
WLYC, Williamsport, Pa.

HEYWOOD, BILL
Dancing Party
WSID, Baltimore, Md.

HICKOK, BILL
Albemarle Round-Up
WGAI, Elizabeth City, N. C.

HICKOK, BILL
Alarm Clock Club
WXKW, Albany, N. Y.

HICKS, BOB
Merry Go Round
KERA, Little Rock, Ark.

HIGGINS, CLYDE
Day-Dreamers
WSTV, Steubenville, O.

HILDERBRANDT, NOD
920 Club
WTND, Orangeburg, S. C.

HILDRETH, BOB
The Waxworks
WVCG, Coral Gables, Fla.

HILL, BOB
Platter Club
WANE, Ft. Wayne, Ind.

HILL, CLAUD
KENA, Mena, Ark.

HILL, DOC
KBOX, Music Box
KBOX, Modesto, Cal.

HILLIARD, STEVE
Well, Listen Here
WLNH, Laconia, N. H.

HINES, PETE
Music, Inc.
WRUF, Gainesville, Fla.

HIRSHMAN, JERRY
KWTC, Barstow, Cal.

HITE, BOB
Bob Hite Show
KWBG, Boone, Iowa

HIVES, ART
Art's Gallery
CKFH, Toronto

HOAG, DAVE
Stars by Starlight
WTSV, Claremont, N. H.

HODGES, GENE
Gene Hodges Show
WRRF, Washington, N. C.

HOFFER, BOB
Bob Hoffer Show
WTSP, St. Petersburg, Fla.

HOFFMAN, HENRY
Musical Clock
WZOB, Fort Payne, Ala.

HOGAN, ED
Musical Party Line
WFAA, Dallas, Texas

HOGUE, IVAN
You Name It
WLAQ, Rome, Ga.

HOLLAND, LUTHER
Progressive Serenade
WFTL, Ft. Lauderdale, Fla.

HOLMES, BOB
Record Room
WPAC, Patchogue, N. Y.

HOLMES, JACK
Jack Holmes Show
WLOW, Norfolk, Va.

HOOPEY, TOMMY
Record Roundup
WKTM, Mayfield, Ky.

HORN, BOB
1460 Club
KIMA, Yakima, Wash.

HORNBECKER, HARRY
800 Club
WHTN, Huntington, W. Va.

HORST, DICK
Dance Matinee
WRAC, Williamsport, Pa.

HORTON, SHELDON
Shel's Bandwagon
WHUN, Huntington, Pa.

HOSEY, WOODY
Wax Works
WLAU, Laurel, Miss.

HOSKINS, JACK
Morning Coffee
WHLN, Harlan, Ky.

HOWARD, BRYCE
Requestfully Yours
KSVP, Artesia, N. M.

HOWARD, DON
KSDO, San Diego, Cal.

HOWARD, HERB
Hidal and Herb
WJHL, Johnson City, Tenn.

HOWARD, PAUL
Top O Morning
WRRF, Bellaire, Ohio

HOWARD, WED
Melody Magazine
WMAQ, Chicago, Ill.

HOWE, LLOYD
Tops in Pops
WCSS, Amsterdam, N. Y.

HUBBARD, HARRY
KFIR, North Bend, Ore.

HUBBELL, BOB
Around the Town
WBCK, Battle Creek, Mich.

HUCKABY, DICK
Coffee Club
KNEA, Jonesboro, Ark.

HUDSON, ED
Melody Matinee
WPIK, Alexandria, Va.

HUDSON, HARVEY
Harvey Hudson Show
WLEE, Richmond, Va.

HUFF, ARLE
Breakfast with Arlie
WSAV, Savannah, Ga.

HUESTIS, LOWELL
Club 1240
CSRW, Summerside, P. E. I.

HUGHES, KEN
Ken Hughes Show
CKWS, Vancouver, B. C.

HULL, CHUCK
Other Side of the Morning
KLAS, Las Vegas, Nev.

HULL, DICK
Make Believe Danceland
WFRP, Savannah, Ga.

HULL, DOC
Sleepwalker's Serenade
KVOO, Tulsa, Okla.

HULL, H. JR.
Caribbean Matinee
WAPA, San Juan, P. R.

HULL, JOY
For You from JOY
KCID, Caldwell, Idaho

HUMBLE, BILL
Night Hawk
WHED, Washington, N. C.

HUMPHREY, OTIS
Winston Wax Works
WTOB, Winston-Salem, N. C.

HUNNICUTT, CLIFF
Dancing Party
WJAT, Swainsboro, Ga.

HUNTER, STEVE
Campus Dance Party
WTNT, Tallahassee, Fla.

HURST, ED
950 Club
WPEN, Phil., Pa.

HURST, OVERTON
KDAS, Malvern, Ark.

HURST, WILSON
Wilson Hurst Show
KARK, Little Rock, Ark.

HUSAK, JOHN
This is the Time
WDBQ, Dubuque, Iowa

HUSING, TED
Bandstand
WMGM, New York

HUSSON, CHARLES
Midway Matinee
WJEH, Gallipolis, Ohio

HUSTED, CLAUDE
WILM, Wilmington, Delaware

HUTTON, JIM
On the Town
KELO, Sioux Falls, S. D.

— I —

IDE, CARL
S S Cool
WNJR, Newark, N. J.

IRVING, BOB
Irving Serving
WMAY, Springfield, Ill.

ISON, HAPPY
Orange Blossom Special
WORZ, Orlando, Fla.

— J —

JACKSON, BILL
B J Show
WPTF, Raleigh, N. C.

JACKSON, DAVE
Moon Dial
KHBC, Hilo, Hawaii

JACKSON, HAL
All American Revue
WMCA, New York, N. Y.

JACKSON, MAURICE
Jackson's Beat
WVKO, Columbus, O.

JACKSON, SANDY
Sandy Jackson Show
KOWH, Omaha, Neb.

JAEGER, BILL
Bright Side
WJWL, Georgetown, Del.

JAMES, ALLEN
Allen James Show
WRFO, Worthington, O.

JAMES, BOB
Melody Time
WWHG, Hornell, N. Y.

JAMES, MIKE
Mike James Mess
WWIN, Baltimore, Md.

JEFFERS, SLEEPY
Magic Valley Jamboree
WTPJ, Charleston, W. Va.

JEFFREYS, ALLAN
Starlight Salute
WTOP, Washington, D. C.

JENKINS, BOB
Matinee Dance Time
WJEL, Springfield, O.

JENKINS, ED
Open House
KOEL, Oelwein, Iowa

JENNINGS, JAY
Farmyard Frolics
WMIS, Natchez, Miss.

JENSEN, DAVE
Dave's Disc Den
WBTA, Batavia, N. Y.

JOHNS, MAXIE
Round Up
KGRJ, Henderson, Texas

JOHNSON, BILL
Musical Clock
WNAX, Yankton, S. D.

JOHNSON, BILL
Morning Serenades
WRHC, Jacksonville, Fla.

JOHNSON, BILL
Dinner Bell
WROL, Knoxville, Tenn.

JOHNSON, BOB
Rise with Rhythm
WCUE, Akron, O.

JOHNSON, IRWIN
WBNS, Columbus, Ohio

JOHNSON, JAY JAY
Harlem Express
WWPB, Miami, Fla.

JOHNSON, JERRY
House Party
KHUB, Watsonville, Cal.

JOHNSON, KEN
Record Room
WGAP, Mayville, Tenn.

JOHNSON, KIMBERLEY
Top of the Morning
WCSH, Portland, Maine

JOHNSON, TOM
WAPX, Montgomery, Ala.

JOHNSTON, EDDIE
Record Show
WRRF, Bellaire, Ohio

JOHNSTONE, FRANK
Open House
KFRC, San Francisco, Cal.

JOINER, JERRY
Good Yawin
WLOK, Meridian, Miss.

JOLLS, TOM
Rise N' Shine
WUSJ, Lockport, N. Y.

JONES, BOB
Jones Junction
KFAB, Omaha, Neb.

JONES, DANA
Sunny Side of Street
WBEC, Pittsfield, Mass.

JONES, DON
You Ask For It
WLEA, Hornell, N. Y.

JONES, HASKELL
Request Club
KWTX, Waco, Texas

JONES, J. D.
Alarm Clock Club
WMLS, Sylacauga, Ala.

JONES, JIMMY
Dr. Pepper Time
KGVL, Greenville, Texas

JONES, KEN
Melody Hill
WHTN, Huntington, W. Va.

JOSEPH, AL
Blues, Bop & Boogie
WCBT, Roanoke Rapids, N. C.

JOSEPH, EDDY
Eddy Joseph Show
WHLI, Niagara Falls, N. Y.

JOURARD, LEE
Make Mine Music
CJBQ, Belleville, Ont.

JOYNES, JERRY
Tune Shop
WVEC, Hampton, Va.

JUDSON, BOB
Music Off the Record
WGNY, Newburgh, N. Y.

— K —

KALIL, FRANK
Teen Club
KTCT, Tuscon, Ariz.

KAMMAN, LEIGH
1280 Club
WOV, New York, N. Y.

KANE, DAVE
Rhythm Matinee
WLAU, Laurel, Miss.

KARAN, TONY
Serenatas Mexicanas
KRIO, McAllen, Texas

KARANT, MARTIN
Five O'Clock Shadow
WKPT, Kingsport, Tenn.

KARNOW, DICK
Life Begins at 740
WGSM, Huntington, N. Y.

KASSEL, CY
WERI, Westerly, R. I.

KAY, ARTY
590 Club
WVLC, Lexington, Ky.

KAY, FRANKIE
Western Hit Parade
KIMO, Independence, Mo.

KAY, LARRY
KCMJ, Palm Springs, Cal.

KAYE, BARRY
The Barry Kaye Show
WMIE, Miami, Fla.

KEENE, ED
Kits and Headlines
KGBS, Harlingen, Texas

KEITH, ROLAND
Smile Awhile
WLIO, E. Liverpool, O.

KELLER, NORM
Record Shop
WMOH, Hamilton, O.

KELLUM, SHELTON
Spinning Session
WNC, Jacksonville, N. C.

KENNEDY, BILL
Dinner Date
WMSC, Columbia, S. C.

KENNEDY, BOB
Kennedy Kalling
KPWB, L. A., Cal.

KENNEDY, DON
After Hours Stuff
WBVP, Beaver Falls, Pa.

KENNDY, MICHAEL
Musical Matinee
KTOW, Oklahoma City, Okla.

KENT, HAL
The Brighter Side
WGBS, Miami, Fla.

KENYON, WAYNE
Platter Palace
KGNC, Amarillo, Texas

KERCE, CECIL
Trade Winds
WRGA, Rome, Ga.

KERR, ROBT. A.
Afternoon Concert
CFCN, Calgary, Alberta

KEY, BARBARA
Coffee Time
KWHS, Wewoka, Okla.

KEY, JIM
Sunnyside Up
KLRB, Little Rock, Ark.

KEYES, FRANK
Record Request
WLPO, La Salle, Ill.

KEYS, RICHARD
Sunrise Serenade
WOHT, East Liverpool, Ohio

KEYSERM, RALPH
1570 Club
KFGF, Forest Grove, Ore.

KIENZLE, GEO.
1270 Club
WLBR, Lebanon, Pa.

KIHL, NORM
Make Believe Ballroom
CJAD, Montreal

KILIMAN, EARL
Music Time
WEBQ, Harrisburg, Ill.

KINCAID, FRED
Coffee Time
KWBB, Wichita, Kansas

KING, BOB
Night Editor
WNAX, Yankton, S. D.

KING, CHARLEY
Ballroom
WPAZ, Pottstown, Pa.

KING, CYRUS
Popular Music Time
WHBO, Tampa, Fla.

KING, DON
WIZE, Owl Club
Springfield, O.

KING, FULTON
Coffee Pot
WTON, Staunton, Va.

KING, JEAN PAUL
King's Truth
KENO, Las Vegas, Nev.

KING, NELSON
Daily Hit Parade
WCKY, Cincinnati, O.

KING, PAUL
1280 Club
WONW, Defiance, O.

KING, ROBERT
Night Watch
WMBD, Peoria, Ill.

KING, STUBBY
Rise & Sing
WKBI, St. Marys, Pa.

KINKER, DON
Variety Hall
WATH, Athens, Ohio

KINOSKY, JOE
Breakfast at Covins
WOAP, Owosso, Mich.

KINSEY, CURLY
Combread Jamboree
WGTA, Summerville, Ga.

KIRK, CUPPY
Tivy Jive
KEVT, Kerrville, Texas

KIRK, RED
Saturday Night Jamboree
WOPI, Bristol, Va.

KLAUSS, CARL
Wake Up Burlington
KBUR, Burlington, Iowa

KNISEL, BOB
KWTC, Barstow, Cal.

KNIEVAL, JOHN
Rocket Rhythms
KIMA, Yakima, Wash.

KNIGHT, AL
All Night with Al Knight
KITO, San Bernardino, Cal.

KNIGHT, FRANK
Parade of Bands
WARE, Ware, Mass.

KNIGHT, JOE
Tulsa Ballroom
KRMG, Tulsa, Okla.

KOBAK, ED
Kobak's Korn
WTWA, Thomson, Ga.

KOENIG, VERNE
Western Serenade
KDEC, Decorah, Iowa

KOLZ, BOB
WNDB, Daytona Beach, Fla.

KORTE, ODELL
Ranch House
WNOK, Metropolis, Ill.

KOSAK, JOE
Record Varieties
WVLN, Olney, Ill.

KOSTER, HERBERT
Request Time
WKRT, Cortland, N. Y.

KNUTSON, HAL
Early Bird Show
KENI, Anchorage, Alaska

KNUTSON, DARYL
West End Hour
WDSM, Superior, Wis.

KRELL, FRED
Krell Show
WSGW, Saginaw, Mich.

KRIEGLER, GIL
WITH, Baltimore, Md.

KRIEGHOFF, BOB
Personality Time
WTOL, Toledo, O.

KULP, KEN
Stars at Night
WISL, Shamokin, Pa.

KULT, IRV
Irv's Morning Parade
WDLB, Marshfield, Wis.

KUTAN, DICK
1580 Club
WBUT, Butler, Pa.

— L —

LABARR, FRANK
Music After Midnight
WBRE, Wilkes Barre, Pa.

LACKEY, OWEN N.
Lax-Wax
WJVA, South Bend, Ind.

LACY, JACK
WINS, New York

LADAS, HARRY
Record Shop Time
WLSI, Pikeville, Ky.

LAFLEK, ALAN
Strictly Off the Record
WNAV, Annapolis, Md.

LAFLIN, JACK
Name Your Number
WESB, Bradford, Pa.

LAMAR, JACK
Housewives Serenade
WCAM, Camden, N. J.

LAMBERT, EDDIE
E. L. Show
WEAT, Lake Worth, Fla.

LAMBERT, ROGER
Insomnia Club
WTAC, Flint, Mich.

LAMONT, RAY
Manhattan Melodies
KBIO, Burley, Idaho

LAMPKIN, EMMETT
In The Garden
WPAL, Charleston, S. C.

LANDERS, PAUL
Campus Capers
WGFT, Gettysburg, Pa.

LANE, JIM
Wax Museum
KMVI, Walluku, Mui, T. H.

LANE, LARRY
Melody Roundup
KFGO, Fargo, N. D.

LANE, VAN
Sleepy Serenade
WEIR, Werriton, W. Va.

LANG, FRED
Record Revue
WNAC, Boston, Mass.

LARKIN, DON
Home Town Frolic
WAAT, Newark, N. J.

LARSON, PAUL
Timekeepers
WNEB, Worcester, Mass.

LAUGHNER, ROY
Man on Street
KTAR, Phoenix, Ariz.

LAURENSEN, GARY
1240 Club
KSUE, Susanville, Cal.

LAUZAU, FRAN
Rise & Shine
WMMN, Fairmont, W. Va.

LAVERNE, MIKE
Western Hour
CJDC, Dawson Creek, B. C.

LAWRENCE, BOB
Bob Lawrence Show
KVIC, Little Rock, Ark.

LAWRENCE, DICK
620 Club
WWNR, Beckley, W. Va.

LAWRENCE, JERRY
Musical Matinee
WCMA, Corinth, Miss.

LAWRENCE, LARRY
Midnight Milkman
WCOP, Boston, Mass.

LAWRENCE, MILTON
In the Groove
WSGN, Birmingham, Ala.

LAYNE, MARK
1400 Club
WHMP, Northampton, Mass.

LEAHY, ED
Ed Leahy
KWJJ, Portland, Ore.

LEAVITT, ROBERT
Disc Digest
WWSR, St. Albans, Vt.

LEDIN, DON
1450 Club
WRCO, Richland Center, Wis.

LEE, BOBBIE
Record Shop
KGGF, Coffeyville, Kansas

LEE, CARROLL
Folktune Frolics
WANS, Anderson, S. C.

LEE, JACK
R. F. D. 1090
WCRA, Effingham, Ill.

LEEDS, JERRY
Bunkhouse Jamboree
KVSM, San Mateo, Cal.

LEGOFF, JACK
LeGoff's Kitchen
WFMJ, Youngstown, O.

LEHMAN, DAVE
Caffine Club
WCRS, Greenwood, S. C.

LEIGHTON, GEORGE
White Tower Show
WROW, Albany, N. Y.

LEMON, DOC
Ol Doc Lemon Show
WLOK, Lima, O.

LENAWAY, ED
1340 Club
KOWB, Laramie, Wyo.

LENAY, WILL
Will Lenay Show
WCPO, Cincinnati, O.

- LENIHAN, BOB**
Bob's Boogie Beat
WMGA, Moultrie, Ga.
- LENSKY, HERMAN**
Nightwatchman
KECK, Odessa, Tex.
- LEONARD, LEE**
Lee Leonard Show
WLOW, Norfolk, Va.
- LEONARD, MAXWELL**
Luncheon Lyrics
WMGY, Montgomery, Ala.
- LEONARD, RAY**
Around the Town
KRAI, Craig, Colo.
- LEONARD, ROY**
Roy with Records
WKOX, Framingham, Mass.
- LESTER, BILL**
Record Matinee
KOY, Phoenix, Ariz.
- LETT, HOWARD**
Mail Order Music
WTBF, Troy, Ala.
- LEVI, ARTHUR, JR.**
Music Woven Love
WJMR, New Orleans, La.
- LEVY, SI**
Sandman Serenade
KVER, Albuquerque, N. M.
- LEWIS, ANN**
Shopping the Town
WCVA, Culpoper, Va.
- LEWIS, BOB**
Bob Lewis Show
CJON, St. John's, Newf.
- LEWIS, EARL**
Record Bar
WGBR, Goldsboro, N. C.
- LEWIS, FRED**
Lewis in Wonderland
WJNO, W. Palm Beach, Fla.
- LEWIS, GERRY**
Gerry Lewis, DJ
WCSH, Portland, Maine
- LEWIS, HAL**
J. Akuhead Pupule Program
KHON, Honolulu, T. H.
- LEWIS, JIMMY**
Jimmy Lewis Show
KXYZ, Houston, Tex.
- LEWIS, MILT**
Platter Party
WIBC, Indianapolis, Ind.
- LEWIS, RALPH**
Songs for Sunday
WTAD, Quincy, Ill.
- LEWIS, SABBY**
Rythmmin Blues
WBMS, Boston, Mass.
- LEWY, HENRY**
Helpful Henry
KENO, Las Vegas, Nev.
- LEYDEN, BILL**
Bill Leyden Show
KFWB, L. A., Calif.
- LIEBMAN, RANDY**
Request Club
KEEN, San Jose, Cal.
- LIEDEL, WAYNE**
Breakfast Party
WGEZ, Beloit, Wis.
- LINDERMANN, BUD**
Time Watcher Show
WGRD, Grand Rapids, Mich.
- LINDSAY, BROOKE**
Listen With
WIST, Charlotte, N. C.
- LINN, BANDEL**
Bandel Linn Show
WSPB, Sarasota, Fla.
- LOCKBEAM, ROGER**
House of Music
KGGU, Mandan, N. D.
- LOCKE, ED**
Dawn Patrol
WIP, Phil., Pa.
- LOCKHARDT, JOHN**
Off the Record
KRSN, Los Alamos, N. M.
- LODGEN, ED**
Platter Party
WBUT, Butler, Pa.
- LOE, TOM**
Camp Meeting
WTJH, East Point, Ga.
- LOPEZ, JOE**
Memory Song Man
WIOD, Miami, Fla.
- LORD, CHAS.**
Platter Call
KSDJ, Deadwood, S. Dak.
- LOUDEN, JOHN**
Juke Box Johnny
KFOR, Grand Coula, Wash.
- LUDEN, ROD**
Magic in Music
KPOJ, Portland, Ore.
- LOVE, DAN**
Tin Pan Alley
KTBC, Austin, Texas
- LOVE, SID**
Juke Box Review
KCOY, Santa Maria, Cal.
- LOVETT, FOREST**
1310 Club
KNPT, Newport, Ore.
- LOWE, HOLLAND**
Show Time
WVNH, Rochester, N. H.
- LUCAS, BEN**
Talk of Town
WRGA, Rome, Ga.
- LUCIA, FRANK**
Hayloft Harmonies
WJWL, Georgetown, Del.
- LUCK, "LUCKY"**
Wake Up Hawaii
KPOA, Honolulu, T. H.
- LUKENS, NED**
Jack the Bellboy
WEAS, Decatur, Atlanta, Ga.
- LUND, DICK**
Cornlovers Hour
WFRP, Savannah, Ga.
- LUND, JACK**
Sweet and Sentimental
KXRR, San Jose, Calif.
- LUPTON, JOHN**
Lupton's Matinee
WLAN, Lancaster, Pa.
- LYNN, ANDY**
Open House
KAYL, Storm Lake, Iowa
- LYONS, JIMMY**
Discapades
KGO, San Francisco, Cal.
- LYONS, TOM**
Dancing in the Dark
WJHL, Johnson City, Tenn.

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- McANULTY, BOB**
Roberts Roost
KWJJ, Portland, Ore.
- McBRIDE, JIM**
Kaffy's Korner
KAFY, Bakersfield, Calif.
- McCALL, GEORGE**
Spins 'N Needles
WEEU, Reading, Pa.
- McCARTHY, RED**
Red McCarthy Show
WHGB, Harrisburg, Pa.
- McCAULEY, JOE**
Dawn Patrol
WIP, Phil., Pa.
- McCLAIN, DEAN**
Blues at Sunrise
KWBC, Ft. Worth, Texas
- McCLENDON, RAY**
Platter Paradise
WGSV, Guntersville, Ala.
- McCORMACK, JACK**
Mac's Wax Works
WIRK, West Palm Beach, Fla.
- McDANIELS, EARL**
KFVD, L. A., Calif.
- McDEVITT, LEO**
1230 Club
WBSM, New Bedford, Mass.
- MacDONALD, BILL**
Music Hall Varieties
WKTM, Mayfield, Ky.
- McDONALD, ROSA**
No Name Jive
KLVK, Pasadena, Texas
- McDOUGAL, EDDY**
Music RFD
WOWL, Florence, Ala.
- McENANEY, JOHN**
Hooper J. Socker
WIZE, Springfield, O.
- McFARLAND, HARRY**
Disc Hits
KSIW, Woodward, Okla.
- McFARLAND, WAYNE**
Night Watch
KNEB, Scottsbluff, Neb.
- McGEE, ART**
Let's Get Together with Records
WALB, Albany, Ga.
- McGEE, DAVE**
Musical Clock
WMRO, Aurora, Ill.
- McGOUGAN, GERALD**
WJCM, Sebring, Fla.
- McGRATH, NED**
Hurdy Gurdy
WJOC, Jamestown, N. Y.
- McGRAW, MAC**
Western Roundup
KFTM, Fort Morgan, Colo.
- McGUIRE, MAC**
Start the Day Right
WIP, Phil., Pa.
- McHALE, LARRY**
Big Top Ten
KALB, Alexandria, La.
- McILHENNY, BOB**
Crazy Corners
KLMR, Lamar, Co. Co.
- McKAY, JAMES**
Records at Random
WLBB, Carrollton, Ga.
- McKEE, BOB**
Sunnyside Up
WQXI, Atlanta, Ga.
- McKELVIE, ART**
Saturday Matinee
KHQ, Spokane, Wash.
- McKINLEY, LARRY**
Fun at Two
WMRY, New Orleans, La.
- MacLAREN, ROBT.**
Juke Box Serenade
CKBW, Bridgewater, N. S.
- McLEAN, R. BRUCE**
West End Hour
WDSM, Superior, Wis.
- McLEAN, DONALD F.**
Morning Serenade
WHDL, Olean, N. Y.
- McLEOD, ED**
Poor Man's Program
WCBT, Roanoke Rapids, N. C.
- McLEOD, REID**
Platter Express
CHUB, Nanaimo, B. C.
- McLESKEY, JOE**
Music for Dancing
WSPC, Anniston, Ala.
- McLURE, TINY**
Jamboree
KSNAN, San Francisco, Cal.

- McMASTER, JAY**
WMEX, Boston, Mass.
- McMICHAEL, DICK**
Bandstand
WBML, Macon, Ga.
- McMULLEN, JACK**
Let's Give It Away
WBMS, Uniontown, Pa.
- McMURRY, BRYAN**
Matinee Time
WMEV, Marion, Va.
- McNAMARA, ROBERT**
Roll-Out with Robert
KAPA, Raymond, Wash.
- McNUTT, LONA**
The Lona McNutt Show
KTSW, Emporia, Kans.
- McRAE, JOHN**
Platter Pantry
KPTM, Fort Morgan, Colo.
- McRAE, JUNE**
Wake Up Miami
WFEC, Miami, Fla.
- M —
- MACFARLAND, DOUG**
Parade of Hits
CJAV, Port Alberni, B. C.
- MACK, BOB**
WMTR, Morristown, N. J.
- MACK, JOHNNY**
All Request Jamboree
KBOA, Kennett, Mo.
- MACK, WALLY**
Dawnbusters
WFNS, Burlington, N. C.
- MACKECHNIE, BILL**
Time Teller
WALT, Tampa, Fla.
- MAGERA, GEORGE**
1280 Musical Journal
WJAY, Mullins, S. C.
- MAGILL, MAURY**
Maury Magill Show
WBBW, Youngstown, O.
- MAHAN, JOHNNY**
Tops In Pops
WDAS, Phil., Pa.
- MAHONEY, JOHN**
Everybody's Bandstand
WJTN, Jamestown, N. Y.
- MAILLET, CHAS. R.**
Tik Tok Club
WFLO, Farmville, Va.
- MAIN, RALPH E.**
Requestfully Yours
KXGN, Glendive, Mont.
- MAINS, MEL**
Sunday Variety Time
KIMO, Independence, Mo.
- MANDEL, LEE**
Morning Roundup
KCOY, Santa Maria, Cal.
- MANN, EARL**
Radio Rhythm Ranch
KDIX, Dickinson, N. D.
- MANN, GUS**
Record Rendezvous
WCOH, Newnan, Ga.
- MANN, RALPH**
1340 Club
WKUL, Cullman, Ala.
- MANNING, ART**
Breakfast Call
WBGR, Jesup, Ga.
- MANNING, DAY**
Dawn Patrol
WIL, St. Louis, Mo.
- MARGGRAF, NORM**
Fritz the Plumber
WML, Milwaukee, Wis.
- MARGUERITE, LEON**
Make Mine Music
WARC, Rochester, N. Y.
- MARLOWE, PAUL**
WNDB, Daytona Beach, Fla.
- MARQUARDT, JACK**
Best on Wax
WKNY, Kingston, N. Y.
- MARQUIS, ANDREW**
Time Out with Music
CKFI, Ft. Frances, Ont.
- MARSHALL, BOB**
Record Jury
WGBS, Miami, Fla.
- MARSHALL, CHARLEY**
KFBK, Sacramento, Cal.
- MARTIN, BOB**
Record Round Up
WALT, Tampa, Fla.
- MARTIN, CHARLES**
Dancing in Dark
WANS, Anderson, S. C.
- MARTIN, DELLA**
Teen-Tattle Time
KPHO, Phoenix, Ariz.
- MARTIN, GEORGE**
Tenn. Valley Playhouse
WKSJ, Pulaski, Tenn.
- MARTIN, FRANK**
Top of the Morning
WIKK, Erie, Pa.
- MARTIN, JOHN**
Sleepy Time Show
KLIZ, Brainerd, Minn.
- MARTIN, RONALD**
Skyline Patrol
WMFR, High Point, N. C.
- MARTIN, TOM**
Southern Hospitality
KTRN, Wichita Falls, Tex.
- MARTINEZ, AL**
Music Unlimited
WKIP, Poughkeepsie, N. Y.
- MARVIN, ED**
Best on Wax
WOCB, West Yarmouth, Mass.
- MASHBURN, WAYNE**
Night Watchman
WDOD, Chattanooga, Tenn.
- MASON, CHARLES**
After Hours
WJMX, Florence, S. C.
- MASON, DON**
Music For Sunday
KDAL, Duluth, Minn.
- MASON, GENE**
4:00 O'clock Special
WLBJ, Bowling Green, Ky.
- MASSEY, JON**
\$500 Massey
WWDC, Washington, D. C.
- MAST, BENNY**
1450 Club
WATA, Boone, N. C.
- MASTERS, JACK**
Musical Clock
CKPR, Ft. Williams, Ont.
- MATHENY, O. R.**
Musical Merryground
KRCO, Prineville, Oreg.
- MATTISON, HANK**
Hillbilly Hit Parade
KRHD, Duncan, Okla.
- MATTHEWS, BILL**
Red River Rondelay
KALB, Alexandria, La.
- MAURADA, FRED**
Concert Matinee
WDAR, Savannah, Ga.
- MAXWELL, BOB**
Man About Town
WWJ, Detroit, Mich.
- MAXWELL, CHARLES**
Waxwell with Maxwell
WDAF, Kansas City, Mo.
- MAXWELL, RUDY**
Moonlight Nocturne
WRNO, Orangeburg, S. C.
- MAXWELL, TOM**
Breakfast with Tom
WLCR, Torrington, Conn.
- MAY, FRED**
Mood Indigo
WPTR, Albany, N. Y.
- MAY, MIKE**
Western Jamboree
KBLI, Blackfoot, Idaho
- MAY, MIKE**
Platters for Your Pleasure
WCSI, Columbus, Ind.
- MAYER, BILL**
Mayer of Morning
WGAR, Cleveland, O.
- MAYER, JACK**
Sweet & Swing
WALB, Albany, Ga.
- MAYHUGH, BILL**
Breakfast Time
WPIK, Alexandria, Va.
- MAYS, JOHN**
Mays Music Mart
KBOA, Kennett, Mo.
- MEARIAN, MIKE**
Club 1080
WXRA, Buffalo, N. Y.
- MEATH, EDDIE**
Musical Clock
WHEC, Rochester, N. Y.
- MEAZELL, EUGENE**
Anything Goes
KCLE, Cleburne, Texas
- MEEHAN, BOB**
Just Name It
WEAN, Providence, R. I.
- MEHAN, TOM**
Tremontion, Turntable
KBUH, Brigham City, Utah
- MELTON, FRANKLIN**
Musical Clock
KGVL, Greenville, Texas
- MENARD, RALPH**
Midnight til Dawn
KCBQ, San Diego, Cal.
- MERKER, GARY**
Gary's Song Shop
WWHG, Hornell, N. Y.
- MERRY, DEAN**
Dream Dust
WESB, Bradford, Pa.
- MERTZ, BILL**
Music Maestro
WVKO, Columbus, O.
- METZGER, DON**
Music After Hours
WMAM, Marinette, Wis.
- MEYER, ALLEN**
Polka Party
WJAG, Norfolk, Neb.
- MEYER, BILL**
The Party Line
WRAY, Princeton, Ind.
- MEYER, TED**
Classical Concert
WRHC, Jacksonville, Fla.
- MEYERS, DON**
Matters Musical
WFIN, Findlay, Ohio
- MICHAEL, JAY**
WCAE, Pittsburgh, Pa.
- MICHAELS, JOHN**
Music Box
WVKO, Columbus, O.
- MIDDLETON, BOB**
Best on Wax
WWSC, Glens Falls, N. Y.
- MIDDLETON, DAVID E.**
Saturday Special
KBKH, Pullman, Wash.
- MIKSCH, MIKE**
Sunny Side of the Street
KRCO, Prineville, Oreg.
- MILAM, CHAS.**
Strictly for Ladies
KYJC, Medford, Oreg.

- MILES, DEKE**
Musical Milestones
WRFO, Worthington, O.
- MILLAR, JOHN**
John Millar Show
WSKI, Montpelier, Vt.
- MILLER, BOB**
Route 101 Show
KVCV, Ventura, Cal.
- MILLER, DOROTHY**
A Miss with the Hits
WBBQ, Augusta, Ga.
- MILLER, ED**
Music Hall
WCOJ, Coatesville, Pa.
- MILLER, HANK**
Western Request Time
WMBG, Richmond, Va.
- MILLER, PAUL**
Paul Miller Show
WCKY, Cincinnati, O.
- MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.
- MILLER, TED**
Music for Asking
WBEC, Pittsfield, Mass.
- MILLER, WES**
Notes by Notables
KCOY, Santa Maria, Cal.
- MILLS, DICK**
The Dick Mills Show
KIOA, Des Moines, Iowa
- MILLS, LEE**
Coffee Time
WRAD, Radford, Va.
- MILLS, RALPH**
Hill Billy Hits
KHBG, Okmulgee, Okla.
- MILTON, BOB**
Roadside Inn
WMLS, Sylacauga, Ala.
- MILTON, PEGGIE**
Pleasantly your, Peggie
WMAZ, Macon, Ga.
- MINTER, DAN**
Ladies Nite Out
WOWO, Ft. Wayne, Ind.
- MINTZ, DAVE**
Dave's Ditties
KVOS, Bellingham, Wash.
- MITCHELL, BETTY**
Betty Mitchell Show
WKAB, Mobile, Ala.
- MOBERLY, MARVIN**
Hi Neighbor
WKLV, Sparta, Wis.
- MOCK, JACK**
Sunrise Serenade
WOOF, Dothan, Ala.
- MIGDELAND, VERNE**
Alarm Clock Club
KJFJ, Webster City, Iowa
- MOHR, BILL**
Friendly Time
WDAY, Fargo, North Dakota
- MOELLER, BILL**
Rhythms at Random
KONP, Port Angeles, Wash.
- MOESTELLER, JERRY**
Hometown Follies
WAKE, Greenville, S. C.
- MOLNAR, EMERY**
Mid-Afternoon Serenade
WMCK, McKeesport, Pa.
- MONKMAN, BOB**
Robins Nest
WRNJ, Racine, Wis.
- MONROE, GEORGE**
Musical Eye Opener
KFDM, Beaumont, Texas
- MONROE, JOE**
Aven Mayhem
KENT, Shreveport, La.
- MOON, HAL**
Music for Milady
KGBD, Lubbock, Texas
- MOONEY, FRANK**
Platter Parade
WHUM, Reading, Pa.
- MOORE, ARLAN**
Music of the Masters
WMTC, Vanclve, Ky.
- MOORE, HAL**
Rhythm on Records
KMUR, Murray, Utah
- MOORE, JERRY**
Rise and Shine
WKOK, Sunbury, Pa.
- MOORE, RONNIE**
Houseparty
KCLX, Colfax, Wash.
- MONTGOMERY, PAUL**
Notes and Nonsense
WNAO, Raleigh, N. C.
- MORALES, LUIS A.**
Hora del Automovilista
WPAB, Ponce, P. R.
- MORGAN, HENRY**
Here's Morgan
WMGM, New York, N. Y.
- MORGAN, JOE**
Corral Call
KEVT, Kerrville, Texas
- MORGAN, JIMMIE**
Ole Corral
WBIP, Booneville, Miss.
- MORRIS, BILL**
Juke Box Review
WLAQ, Rome, Ga.
- MORRIS, HARRY**
Club 707
KRAI, Craig, Colo.
- MORRIS, JOE**
Let's Get Together
WKDK, Newberry, S. C.
- MORRIS, JOHNNY**
Mr. Music
WLOL, Minneapolis, Minn.
- MORRIS, LEROY**
R.F.D. 1230
WEAR, Pensacola, Fla.
- MORRIS, MONTIE**
Wastebasket Review
KSYC, Yreka, Cal.
- MORRIS, ROY**
Yours Til Midnight
WAGC, Chattanooga, Tenn.
- MORRISON, BOB**
Music Till Midnight
WIRE, Indianapolis, Ind.
- MORSE, CHUCK**
Chugging with Chuck
WBSR, Pensacola, Fla.
- MORSE, CLINT**
Music a la WHY-L
WHYL, Carlisle, Pa.
- MORTIMER, AL**
Music Al
WRAC, Williamsport, Pa.
- MOSELEY, LINWOOD**
Hotfoot Club
WELS, Kinston, N. C.
- MOUNTEER, JOHN**
Daily Hit Parade
WKKW, Albany, N. Y.
- MOWERS, ROBERT**
Spinners Sanctum
WGAN, Portland, Maine
- MOYLE, WILL**
Music Before Midnight
WBRE, Wilkes Barre, Pa.
- MULHOLLAND, ROSS**
WWJ, Detroit, Mich.
- MULLINS, DISHMAN**
1270 Club
WAIN, Columbia, Ky.
- MUNDEN, GROVER**
740 Club
WMBL, Morehead City, N. C.
- MUNI, SCOTT**
The Sandman
WJBO, Baton Rouge, La.
- MULLALLY, DON**
1340 Club
WTWN, St. Johnsbury, Vt.
- MULLIGAN, RAY**
Anthracite Club
WPAM, Pottsville, Pa.
- MURDOCK, JIM**
Jim Murdock Show
KCKY, Coolidge, Arizona
- MURPHREE, JACK**
Strictly Informal
WOMI, Owensboro, Ky.
- MURPHREE, LEON**
Morning Percolator
WKUL, Cullman, Ala.
- MURPHY, ROBERT**
Symphony Hall
WJBK, Detroit, Mich.
- MURRAY, HAL**
Sweet Corn Serenade
WSKY, Asheville, N. C.
- MURRAY, HUGH**
Bernie's Bandwagon
KYOB, Merced, Cal.
- MURRAY, LEE**
Murray-Go-Round
WMCK, McKeesport, Pa.
- MURSU, JOHN**
Western Jamboree
KVOC, Casper, Wyo.
- MYERS, DICK**
All Request Show
KROX, Crookston, Minn.
- MYERS, PAUL**
Sandman's Serenade
KFPW, Fort Smith, Ark.

— N —

- NABORS, TED**
Top O' the Morning
KTHT, Houston, Texas
- NAIMO, JOHN**
Bedford Bandstand
WBIW, Bedford, Ind.
- NANCE, LEE**
Lee Nance Show
WATL, Atlanta, Ga.
- NASH, ROGER**
Music Women Love
WJMR, New Orleans, La.
- NAYLOR, TONY**
Tony's Time
WBTM, Danville, Va.
- NEILAN, RAY**
Request Matinees
WKNB, New Britain, Conn.
- NEILL, JIMMIE**
Teen Time Tunes
KOBK, Owatonna, Minn.
- NELSON, CHARLES**
Requestfully Yours
WFBG, Altoona, Pa.
- NELSON, CY**
Half Music, Half Nelson
KXEL, Waterloo, Iowa
- NELSON, STAN**
Musical Clock
KITE, San Antonio, Texas
- NELSON, WILFORD**
Music Shoppe
WHSC, Hartsville, S. C.
- NENNO, ROBERT**
Matinee Mailbag
WGVG, Geneva, N. Y.
- NESBITT, BARRY**
Campus Call
CKFH, Toronto
- NEUSCHWANDER, JOHN**
Music Til Midnight
KOOS, Coos Bay, Ore.

NEWMAN, BOB
Musical Echoes
WEUU, Reading, Pa.

NEWMAN, JIM
Musical Clock
W5C, Somers, Pa.

NEWSOME, GIL
Bandstand Revue
KWK, St. Louis, Mo.

NICHOLS, BOB
My Favorite Records
KOMO, Seattle, Wash.

NICHOLS, BOB
Blues 'n' Boogie
WPAL, Charleston, S. C.

NICHOLS, JACK
Harlem Hive
KSAM, Huntsville, Tex.

NICKEL, PHIL
Melody By Moonlight
KSEL, Lubbock, Texas

NIERSBACH, BILL
Breakfast with Bill
WKBV, Richmond, Ind.

NIGOCIA, HARRY
Midday Serenade
WJBW, New Orleans, La.

NIX, ED
Disc & Chat
Campus Review
KVOE, Santa Ana, Cal.

NIXON, NICK
Just Jazz
WARC, Rochester, N. Y.

NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.

NOLAN, TIM
Sun Dial
KXYZ, Houston, Tex.

NOLAN, TOM
Crossroad Store
WGLS, Decatur, Ga.

NORMAN, ALAN
Minute Man
WFDF, Flint, Mich.

NORMAN, ROBERT C.
Mailbag Matinee
WHDL, Olean, N. Y.

NORRIS, RANDY
Random Ranch
KEYD, Minneapolis, Minn.

NORTH, PETER
Club 1240
CJCS, Stratford, Ont.

NORTON, PAUL
Tuneville Trolley
KAMD, Camden, Ark.

NORVELL, GEORGE
Percolator Club
KGLN, Glenwood, Colo.

NUSBAUM, MORT
WHAM, WHAM-TV, Rochester,
N. Y.

NYQUIST, CARROLL
Turntable Time
WNMP, Evanston, Ill.

— O —

OAKS, DALLIN H.
Platter Party
KCSU, Provo, Utah

O'BRIAN, TEX
Western Jamboree
KCHI, Chillicothe, Mo.

O'BRIEN, DAVE
Dixieland Matinee
WDXI, Jackson, Tenn.

O'BRIEN, JIM
Cat's Meow
WMRO, Aurora, Ill.

O'CONNELL, EILEEN
For Children Only
WGMG, New York, N. Y.

O'CONNELL, TERRY
Barn Dance
WSWN, Belle Glade, Fla.

O'DONNELL, BOB
Insomnia Inn
WSYR, Syracuse, N. Y.

OFFMISS, MARTY
Pulaski Nite Spot
WPUV, Pulaski, Va.

OLIVE, GRAY
Toast & Coffee
WOOD, Lynchburg, Va.

OLSON, MAX
Tippin's Inn
KULF, Alpine, Tex.

OLSON, OLE
House of Music
WILS, Lansing, Mich.

O'NEILL, TOM
Tippy's Scrapbook
CKDA, Victoria, B. C.

OPHEIM, DON
Record Rack
KFAM, St. Cloud, Minn.

O'RANCH, JACK
Musical Showcase
WKRT, Cortland, N. Y.

ORNELAS, MANUEL
Fiesta Time
KTKT, Tucson, Ariz.

OSBORNE, LEN
Len Osborne Show
WTBO, Cumberland, Md.

OSBORNE, TIM
Tim Time
KTHT, Houston, Texas

OSTERBERG, BOB
Music Parade
WMUU, Greenville, S. C.

OTTE, JOHNNY
Tops in Pops
WJCD, Seymour, Indiana

OWEN, AL
Music Room
WMID, Atlantic City, N. J.

OWEN, DON
Postcard Parade
KWSH, Wewoka, Okla.

OWENS, JACK
Alarm Clock Club
WNEK, Macon, Ga.

OWNBEY, BILL
WCOG, Greensboro, N. C.

O'WRILL, BOB
Matinee Frolic
WPOR, Portland, Maine

OXINER, KENNETH
Melody Times
WHOC, Philadelphia, Miss.

— P —

PAGE, DAVE
KIRO, Paging
KIRO, Seattle, Wash.

PAINTER, DICK
KVGB, Great Bend, Kans.

PALMER, CLARK
Your Song
WRPO, Worthington, O.

PALMER, JIM
Record Shop
KSIM, Sikeston, Mo.

PARKER, BOB
Ala Carte
KLRA, Little Rock, Ark.

PARKER, FRED
Juke Box
WJWL, Georgetown, Del.

PARKS, ERV
Coffeepot Capers
WMIS, Natchez, Miss.

PARKER, GENE
Parker's Platters
WPRC, Lincoln, Ill.

PARNELL, REX
KWFC, Hot Springs, Ark.

PARSONS, BOYD
Alarm Clock Club
WGAD, Gadsden, Ala.

PARSONS, BRUCE
Ebony Boogie
WVIM, Vicksburg, Miss.

PATTERSON, JIMMY
By Jimmy
WBT, Charlotte, N. C.

PAUL, SYD
Coffee Pot
WHOL, Allentown, Pa.

PAXTON, TOM
Variety Package
WKY, Oklahoma City, Okla.

PEARS, TOM
Crossroads Jamboree
KVOL, Lafayette, La.

PEARSON, AL
Melody Ranch
KSRQ, Santa Rosa, Cal.

PEARSON, CHARLIE
WCJU, Columbia, Miss.

PEARSON, JOHNNY
Johnny Pearson Show
KOWH, Omaha, Neb.

PEBBLES, ED
Sundial
WBML, Macon, Ga.

PELLE, FRED
Requestfully Yours
WCRK, Morristown, Tenn.

PENNEY, ED
Penny Serenade
WTAO, Cambridge, Mass.

PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Neb.

PERKINS, RAY
KFEL, Denver, Colo.

PERRIN, KEYES
WROW, Ballroom
WROW, Albany, N. Y.

PERRY, BOB
980 Club
WCAP, Lowell, Mass.

PERRY, JOE
Te Music Shop
GFG, Kalamazoo, Mich.

PERRY, "TUT"
T. P.'s Wigwag
WCDL, Carbondale, Pa.

PERRYMAN, TOM
Hillbilly Hit Parade
KSIJ, Gladewater, Texas

PERSICO, JOHN
Musicross
WISL, Shomokin, Pa.

PETERS, BILL
Hi Neighbor
WOLS, Florence, S. C.

PETERS, JOHN
Dawnbusters
WPDX, Clarksburg, W. Va.

PETERSON, ARNOLD
Musical Reveille
WATW, Ashland, Wis.

PETERSON, GEORGE
Dancing Party
WBSC, Bennettsville, S. C.

PETERSON, HAL
Personality Time
WSAR, Fall River, Mass.

PETERSON, ROLFE
Rolfe Peterson Show
KSL, Salt Lake City, Utah

PETTERSEN, LEON
Big Eight
WISC, Madison, Wis.

PETTI, DICK
Music for Birds
WBCK, Battle Creek, Mich.

PHEIFFER, BILL
Polka Parade
WVNR, Beckley, W. Va.

PHILIP, DICK

Paul Beard Show
WPEO, Peoria, Ill.

PHILLIPS, BILL

Bill Phillips Show
WBAX, Wilkes-Barre, Pa.

PHILLIPS, DEWEY

Red Hot and Blue
WHBQ, Memphis, Tenn.

PHILLIPS, GEORGE

Top o' the Morning
WJNO, W. Palm Beach, Fla.

PHILLIPS, JOE

Carolina in the Morning
WRNO, Orangeburg, S. C.

PHILLIPS, PHIL

1260 Bandstand
WNXT, Portsmouth, Ohio

PHILLIPS, RALPH

Encore Matinee
WFBR, Baltimore, Md.

PHILLIPS, WALTER

Mission Midnight
WLW, Cincinnati, O.

PICCOLO, DOM

Dom Piccolo Show
WKBI, St. Marys, Pa.

PICKETT, BILL

Requestfully Yours
KGPB, Flagstaff, Ariz.

PICKETT, ROY

Roy Pickett Show
KTUL, Tulsa, Okla.

PIERCE, ART

Turntable Ballroom
WABM, Houlton, Maine

PITCOCK, BOB

Supper Club
KFSA, Ft. Smith, Ark.

PLATT, CHUCK

Varsity Club
KDHS, Boise, Idaho

POLAND, SAM

Sam's Show
WCHS, Charleston, W. Va.

POLK, BILLY

Good Morning Man
WJAT, Swainsboro, Ga.

POLLARD, JACK

After Hours
CKCK, Regina, Sask.

POLLMAN, HANK

Western Request
KUPJ, Durango, Colo.

POLLON, RAY

Music with Ray
WATW, Ashland, Wis.

POPE, BILL

You Name It—We Play It
WABY, Albany, N. Y.

PORTER, TED

Musical Roundup
KDRS, Parasould, Ark.

PORWANIECKI, LEO

Music for Today
WLIP, Kenosha, Wis.

POWELL, ED

Duneland Danceband
WWCA, Gary, Ind.

POWELL, BILL

Bouncing with Billy
WSOK, Nashville, Tenn.

POWELL, STEVE

KCRC, Enid, Okla.

POWER, TOM

Sunrise Serenade
WMCR, Manchester, N. H.

POWERS, TED

Powerhouse
WDEV, Waterbury, Vt.

PRODER, GEORGE

Harlem Express
KGBC, Galveston, Texas

PRATT, JIM

Hits and Headlines
KGBS, Harlingen, Texas

PRENDERGAST, ED

Man from Mars
WBOK, New Orleans, La.

PRENEVOST, BILL

Juke Box Review
KSDN, Aberdeen, S. Dak.

PRESLEY, R. N.

Radio Relay Quiz
KCON, San Marcos, Texas

PRICE, CHARLIE

Charlie's Night Train
WOAY, Oak Hill, W. Va.

PRICE, CLAYD

Popular Music
WFMH, Cullman, Ala.

PRICE, VICTOR

Linger Awhile with Music
CFKI, Ft. Frances, Ont.

PROCTER, GENE

Proc's Pops
WSGN, Birmingham, Ala.

PUCKETT, TRUMAN

Truman Puckett Show
WJLD, Homewood, Ala.

PUDNEY, EARLE

Earle Pudney Show
WGY, Schenectady, N. Y.

PRYOR, CACTUS

Music Maker
KQBC, Austin, Texas

PURNELL, CHARLIE

WILM, Wilmington, Del.

PYNE, JOE

WILM, Wilmington, Del.

— Q —

QUAVE, MACKIE

In the Groove
WIS, Columbia, S. C.

QUICK, JERRY

Dawn in Dixie
WHSC, Hartsville, S. C.

QUIGLEY, DON

Discin with Don
KCID, Caldwell, Idaho

QUILAN, TOM

Requestfully Yours
KWBG, Boone, Iowa

QUINN, DOMINIC

Polka Hour
WFDF, Flint, Mich.

— R —

RADCLIFFE, BILL

Echoes of the Spheres
CKX, Brandon, Manitoba

RAINES, JIM

Platter Parade
WCBC, Anderson, Indiana

RAMPY, C. W.

1600 Club
KMAE, McKinney, Tex.

RAMSEY, BILL

Songs in Flight
WVOT, Wilson, N. C.

RAMSEY, RAY

Spin a Platter
WHIR, Danville, Ky.

RAND, HARRY

KOBK Musical Clock
KOBK, Owatonna, Minn.

RANDALL, SCOTT

Anything Goes
CKGB, Timmins, Ont.

RANDEL, TED

Lucky Lager Dance Time
KGEM, Boise, Idaho

RATHE, BOB

Coffee Time
WGEZ, Beloit, Wis.

RAULERSON, SPENCE

Raulerson Rambles
WMGA, Moultrie, Ga.

RAVEN, GEORGE

By Request
KSYC, Yreka, Cal.

RAY, BOB

Bob Ray Show
WIRK, West Palm Beach, Fla.

RAY, GENE

Cornfield Frolics
WPAL, Charleston, S. C.

RAYNEE, RAY

WOOD, Grand Rapids, Mich.

READING, GEORGE

Moonlight Capers
WFNS, Burlington, N. C.

RECTOR, BOB

Best By Request
KWTO, Springfield, Mo.

REDBAUGH, HAROLD

KRDO, Colorado Springs, Col.

REDFERN, TED

1490 Club
WSTP, Salisbury, N. C.

REED, GLEN

Town & Country Club
WMNE, Menomonie, Wis.

REGAN, MATT

Early Riser's Club
WBTA, Batavia, N. Y.

REEVES, GENE

Redezvous with Reeves
WLOK, Meridian, Miss.

REEVES, GLENN

Reeves Record Room
KCTX, Childress, Tex.

REICH, EDDIE

Record Review
WOSC, Fulton, N. Y.

REID, BILL

WEOL, Elyria, O.

REILLY, ED

It's Melody Time
WBRY, Waterbury, Conn.

REINDL, JACK

Clockwatcher
KCRG, Cedar Rapids, Iowa

REISING, KEITH

1570 Club
WLRP, New Albany, Ind.

REITMAN, WILLIAM

WGIL, Galesburg, Ill.

REMINGTON, JACK

Jack Remington Show
WKRC, Cincinnati, O.

REYNOLDS, FRED

Reynolds on Records
WGN, Chicago, Ill.

REYNOLDS, JIMMY

Jimmy Reynolds Show
WGAC, Augusta, Ga.

REYNOLDS, RUSSELL

Sundial-Romney Hour
WCUM, Cumberland, Md.

REZNOR, JOHNNY

Johnny's Matinee
WFFB, Middletown, O.

RHEUBOTTOM, HARRY

Harry's Swing Session
KCSB, San Bernardino, Cal.

RHODES, BOB

Rhodes Record Room
WHOQ, Orlando, Fla.

RICE, CRAWFORD

WAPX, Montgomery, Ala.

RICHARDS, BILL

Richards Redezvous
WGKV, Charleston, W. Va.

RICHARDS, WM.

Melody Mill
WESA, Charleroi, Pa.

RICHARDSON, C. B.

Hillbilly Show
KBOP, Pleasanton, Tex.

RICHARDSON, TED

1450 Club
WMOH, Hamilton, O.

- RIGGS, TOMMY**
WAPI, Birmingham, Ala.
- RIMMERMAN, MARV**
Platter Party
- RISD, SIoux Falls, S. Dak.**
- RIPLEY, RONALD**
Night Watch
- KBWD, Brownwood, Texas**
- ROBBINS, BETTE**
Robbins Corner
- WCEM, Cambridge, Md.**
- ROBERTSON, BILL**
WHMA, Anniston, Ala.
- ROBERTS, CAL**
Cal Roberts Show
- CHVC, Niagara Falls, Ont.**
- ROBERTS, DON**
Music Shop
- WKNE, Keene, N. H.**
- ROBERTS, EARL**
Farm Frolics
- KOSE, Osceola, Ark.**
- ROBERTS, ED. A.**
Early Morning Prog.
- WRHI, Rock Hills, S. C.**
- ROBERTS, KEN**
Tops In Pops
- WMGM, New York, N. Y.**
- ROBERTS, KENNETH**
Top Ten
- KLMR, Lamar, Colo.**
- ROBERTS, MARTY**
Night Riders
- WCXY, Cincinnati, O.**
- ROBINSON, PARK**
Coffee with Parks
- WJEH, Gallipolis, Ohio**
- RODRICK, BOB**
Rod and His Records
- KGCX, Sidney, Mont.**
- ROGERS, DON**
Star Wagon
- WRIB, Providence, R. I.**
- ROGERS, CLIFF**
Saddle Pals
- WHKK, Akron, O.**
- ROGERS, RALPH**
WAPI, Birmingham, Ala.
- ROGERS, TED**
Corn-cert
- WDVA, Danville, Va.**
- ROHN, JIM**
Fun Club
- KSJB, Jamestown, N. D.**
- ROLAND, BOB**
Rise with Roland
- WDYK, Cumberland, Md.**
- ROMANO, PAT**
Music Shop
- WPAW, Pawtucket, R. I.**
- ROPOLO, JOE**
Musical Clock
- KFPW, Fort Smith, Ark.**
- ROSCOE, BEN W.**
Cousin Ben Show
- KWIE, Kennewick, Wash.**
- ROSE, JOE**
Rose Room
- KGU, Honolulu, Hawaii**
- ROSEHILL, DAVE**
Parade of Stars
- WGSM, Huntington, N. Y.**
- ROSS, BILL**
The Bill Ross Show
- WIOD, Miami, Fla.**
- ROSS, BOB**
Music Till Midnight
- CKOV, Kelowna, B. C.**
- ROSS, DAVE**
1450 Club
- WDSG, Dyersburg, Tenn.**
- ROSS, DON JOHN**
Reveille, Rendezvous
- WJTN, Jamestown, N. Y.**
- ROSS, JOHN**
Variety Times
- KPDN, Pampa, Texas**
- ROSS, NORMAN**
400 Hour
- WMAQ, Chicago, Ill.**
- ROSS, WALT**
1380 Club
- KSRV, Ontario, Ore.**
- ROSSMAN, MERLE**
Midnite Merry Go Round
- KHUB, Watsonville, Cal.**
- ROUSCH, SIG**
Blabbermouth Clambake
- WORZ, Orlando, Fla.**
- ROWAN, STEVE**
After Hours
- KILO, Grand Forks, N. D.**
- ROWE, RED**
Red Rowe Rancho
- KFWB, L. A., Cal.**
- ROWLAND, MARSHALL**
Ole Country Boy
- WJHP, Jacksonville, Fla.**
- ROWLEY, TOM**
Melody Matinee
- WENE, Binghamton-Endicott, N. Y.**
- ROWZIE, JACK**
Night Beat
- WWDC, Washington, D. C.**
- ROYE, CHAZ**
Top Five
- WDAE, Tampa, Fla.**
- ROYER, VIRGIL**
Rendezvous
- WTVB, Coldwater, Mich.**
- RUBEN, FABELO**
Spanish Programs
- WALT, Tampa, Fla.**
- RUCKLE, BOB**
1480 Special
- WRDW, Augusta, Ga.**
- RUDOLPH, HOWARD**
Melody Market
- WITH, Baltimore, Md.**
- RUETZ, ED**
Coffee Time
- WRAC, Racine, Wis**
- RUFUS, JAMES G.**
Tune Time
- KXLQ, Bozeman, Montana**
- RUIZ, PETE**
Peter's Platter Party
- KCRT, Trinidad, Colo.**
- RUMORE, DUKE**
Duke Rumore Show
- WJLD, Homewood, Ala.**
- RUMORE, JOE**
Roundup Time
- WVOK, Birmingham, Ala.**
- RUSS, JOE**
Midnight Ramble
- WEVE, Eveleth, Minn.**
- RUSSELL, BILL**
Startime
- KSEK, Pittsburg, Kans.**
- RUSSELL, CY**
The Cy Russell Show
- WMIE, Miami, Fla.**
- RUSSELL, WEBB**
Rumpus Room
- WHBC, Canton, O.**
- RUTLIDGE, NED**
All Around the Mulberry Bush
- WHVR, Hanover, Pa.**
- RYAN, BILL**
Records with Ryan
- KJRL, Pocatello, Idaho**
- RYAN, DAN**
Dan Ryan Show
- WBBW, Youngstown, O.**
- RYAN, JACK**
Request Please
- WHUM, Reading, Pa.**
- RYAN, PAUL**
You Name It
- WBEV, Beaver Dam, Wis.**
- RYAN, PHIL**
Coffee Club
- RYE, JACK**
Big Record Room
- KTSM, El Paso, Texas**
- RYKEW, JOHN**
Rhythm & Rhyme on Record
- KLAS, Las Vegas, Nev.**
- RYMAN, PAUL**
Music for Everyone
- KERG, Eugene, Ore.**

— S —

- SALTER, RUSS**
Ole Time Jamboree
- WTAQ, LaGrange, Ill.**
- SAMI, JOHN**
Toons For Teens
- WPAM, Pottsville, Pa.**
- SAMPSON, BOB**
The Request
- KXLE, Ellensburg, Wash.**
- SANCHEZ, TED**
Spanish Serenade
- KULF, Alpine, Tex.**
- SANDERS, LEON**
Hillbilly Club
- KDET, Center, Texas**
- SANFORD, CHARLES**
560 Review
- WGAN, Portland, Maine**
- SANFORD, PHIL**
Platter Parlor
- WGRO, Bay City, Mich.**
- SANDLER, JACK**
Sports Trail
- KOWH, Omaha**
- SANDY, KEITH**
1230 Calling
- WBSM, New Bedford, Mass.**
- SAUCEMAN, CARL**
Hillbilly Hits
- WRAG, Carrollton, Ala.**
- SAUNDERS, ALLEN**
Alarm Clock Club
- WCHA, Chambersburg, Pa.**
- SAUNDERS, BRUCE**
Record Shop
- WSBT, South Bend, Ind.**
- SAUNDERS, EDDIE**
Jump & Jive
- WVKO, Columbus, O.**
- SAWTELL, EDWARD**
1400 Club
- WJLB, Detroit, Mich.**
- SCAMMELL, JACK**
Jack's Bar X Ranch
- WELC, Welch, W. Va.**
- SCHAEFER, ART**
WAPX, Montgomery, Ala.
- SCHAEFER, JOE**
Melody Matinee
- WNHC, New Haven, Conn.**
- SCHAEFER, RON**
1450 Club
- KBRL, McCook, Neb.**
- SCHENCK, BUD**
Music Room
- WTRF, Bellaire, Ohio**
- SCHINDLER, PETE**
Studio Party
- KASH, Eugene, Ore.**
- SCHLIMMER, JOHN**
Commuter's Express
- WNMP, Evanston, Ill.**
- SCHMIDT, KAY**
Disc & Data
- KBKW, Aberdeen, Wash.**
- SCHNEBLY, LARRY**
LS Show
- KGPH, Flagstaff, Ariz.**
- SCHOLZ, BOB**
Scholz Business
- WBEL, Beloit, Wis.**

- SCHULTZ, DICK**
Records with the Redbird
WLOX, Biloxi, Miss.
- SCOTT, ANDY**
Beale Street Jive
WOWL, Florence, Ala.
- SCOTT, BILL**
Mail Order Melodies
KSCB, Liberal, Kansas
- SCOTT, BILL**
Especially for You
WRLD, West Point, Ga.
- SCOTT, DALE**
Mr. Groovie Show
WJHO, Opelika, Ala.
- SCOTT, DANE**
Square Block
WIEL, Elizabethtown, Ky.
- SCOTT, DAVE**
Time In A Jiffy
KQV, Pittsburgh, Pa.
- SCOTT, GEORGE**
Howdy Neighbor
WHIN, Gallatin, Tenn.
- SCOTT, HANK**
Polka Party
WKXX, Saginaw, Mich.
- SCOTT, JIM**
KSCO, Santa Cruz, Cal.
- SCOTT, JOE**
Scotts Coffee Shop
WERE, Wilkes-Barre, Pa.
- SCOTT, JOHN**
Back Bay Matinee
WHDH, Boston, Mass.
- SCOTT, PETER**
Man About Midnight
CHNO, Sudbury, Ont.
- SCOTT, RAY**
Country Music Time
WZIP, Covington, Ky.
- SCOTT, SID**
Brunch with Scott
WPAC, Patchogue, N. Y.
- SEARCY, JESSE**
Hymn Time
WELP, Easley, S. C.
- SEARS, BILL**
That Man Sears
WCAU, Phil., Pa.
- SELLECK, JOHNNY**
Records, Inc.
KLFY, Lafayette, Pa.
- SELLERS, BILL**
Coffee Time
WHIN, Gallatin, Tenn.
- SEYMOUR, BOB**
Bobbin' with Bob
WKMH, Dearborn-Detroit,
Mich.
- SHADBURN, BILL**
Ole Night Watchman
WATL, Atlanta, Ga.
- SHADDOCK, ROBERT**
Club Shadrack
WCLI, Corning, N. Y.
- SHARP, IRVING**
Daily Dozen
WDBJ, Roanoke, Va.
- SHARP, JIM**
Rise 'N Shine
WICA, Ashtabula, O.
- SHARPE, EDWARD C.**
Rhythm Clinic
WNEX, Macon, Ga.
- SHAVER, DUSTY**
Dusty Shaver Show
WBSC, Bennettsville, S. C.
- SHAW, HAROLD**
Early Bird
WSTA, Brattleboro, Vt.
- SHEEHAN, ED**
Cavalcade of Music
KIKI, Honolulu, T. H.
- SHELL, BILL**
1100 Club
WLB, Carrollton, Ga.
- SHELTON, JIM**
Hillbilly Hits
KTAN, Sherman, Tex.
- SHELTON, KEN**
Ask and it is yours
WJWL, Georgetown, Del.
- SHEPPARD, GIL**
Colony Time
WCPO, Cincinnati, Ohio.
- SHERBAHAN, DICK**
Wake Up Smiling
WLAN, Lancaster, Pa.
- SHERRICK, JAN**
Burgie Music Box
KROP, Brawley, Cal.
- SHERWOOD, DON**
Sharps, Flats & Sherwood
KROW, Oakland, Cal.
- SHINE, BILL**
Club 1230
KLAN, Brenton, Wash.
- SHOMETTE, BILL**
Radio Rodeo
WOAI, San Antonio, Texas
- SHORE, AL**
Hillbilly Roundup
KRHD, Duncan, Okla.
- SHORT, DOUG**
Record Digest
CFAC, Calgary, Alta.
- SHUMWAY, HI**
Nite Mayor
WASK, Lafayette, Ind.
- SHUPE, DICK**
Tiny Tot Time
KLMR, Lamar, Colo.
- SHUPE, EVERETT**
804
KLMR, Lamar, Colo.
- SHURLAN, BUD**
Disc Caravan
WARE, Ware, Mass.
- SILBERT, BILL**
B. Jan. 1, 1921; Bill Silbert
Show, WABD; Silbert at Six,
WMGM; Let's Go Bowling,
WABD
- SILVERA, ED**
Mr. Music
WISC, Madison, Wis.
- SIMMONS, JACK**
Music a la WHY-L
WHYL, Carlisle, Pa.
- SIMON, ERNIE**
Breakfast Party
WGN-TV, Chicago, Ill.
- SIMON, WILLIAM**
Sy's Session
KVON, Napa, Cal.
- SIMPSON, GEORGE**
After Hours
WJNO, W. Palm Beach, Fla.
- SIMPSON, KEN**
Saturday Serenade
CFJR, Brockville, Ont.
- SINCLAIR, GORD**
Morning Show
CFCF, Montreal
- SINCLAIR, JOHN**
Cousin John
WLEE, Richmond, Va.
- SKAFF, NED**
Clockwatcher
WCHS, Charleston, W. Va.
- SLANK, ED**
Request Time
WCFV, Flifton Forge, Va.
- SLATE, CHARLIE**
Farm & Home Time
WBTM, Danville, Va.
- SLATTERY, JACK**
Jack's TNT Club
WELM, Elmire, N. Y.
- SLAYTON, GLEN**
Musical Clock
WFUN, Huntsville, Ala.
- SLIGH, CHARLES**
Rocket "88"
WOLS, Florence, S. C.
- SLOAN, BILL**
Polka Revue
KFRD, Rosenberg, Texas
- SLOCUM, CLICK**
T N T
WORC, Worcester, Mass.
- SLUSSER, WM.**
Beyond the Blue
KBIO, Burley, Idaho
- SMALLS, THOMAS**
Dr. Jive Program
WRRL, New York, N. Y.
- SMILEY, BOB**
Bob Smiley Show
WGAR, Cleveland, O.
- SMITH, BILL**
Waker Upper
KTTR, Rolla, Mo.
- SMITH, BOB**
Hoe Down Party
WVOP, Vidalia, Ga.
- SMITH, CY**
KRNO, San Bernardino, Cal.
- SMITH, DICK**
Record Shop
WORC, Worcester, Mass.
- SMITH, DON**
Insomnia Serenade
WRUF, Gainesville, Fla.
- SMITH, DON**
Club 90
WWGS, Tifton, Ga.
- SMITH, ED**
Round and Round Society
KLWN, Lawrence, Iowa
- SMITH, EDSEL**
Sheriff Ed
WWNC, Newton, N. C.
- SMITH, GEO.**
Open House
KSLM, Salem, Oreg.
- SMITH, HAL**
Hilltop Hoedown
WELP, Easley, S. C.
- SMITH, HUGH**
The Old Clockwatcher
KOGT, Orange, Texas
- SMITH, JOE**
Record Park
WARD, Johnstown, Pa.
- SMITH, LOREN**
The New Show
WTSA, Brattleboro, Vt.
- SMITH, ROBERT**
Breakfast Express
WBLJ, Dalton, Ga.
- SMITH, ROBERT**
Theater of Melody
WTIC, Hartford, Conn.
- SMITH, VINSON**
Milkman's Matinee
WRLD, West Point, Ga.
- SMITH, VINCENT**
Milkman's Matinee
WRLD, Lanett, Ala.
- SMITH, WM.**
Discoption
WMFR, High Point, N. C.
- SMITHEM, DIANE**
Sagebrush Serenade
KSJO, San Jose, Cal.
- SMITHERMAN, ROSS**
Smithermans Shehanigans
WHBS, Huntsville, Ala.
- SMOLLON, JACK**
Moonshine with Smollon
WJHO, Opelika, Ala.
- SMYTHE, PETE**
General Store
KTLN, Denver, Colo.

- SNOW, BOB**
Record Review
WSIV, Pekin, Ill.
- SOLES, PAUL**
Route 78
CFPL, London, Ont.
- SOMMER, BILL**
We Congratulate
WKST, New Castle, Pa.
- SOMONANO, HECTOR**
WCMN, Arecibo, P. R.
- SOSKIN, TED**
Ted Soskin Show
CKXL, Calgary, Alta.
- SPANGLER, BOB**
Iowa State Houseparty
KASI, Ames, Iowa
- SPAUDING, RALPH**
Howe Down
KRUL, Corvallis, Ore.
- SPIRO, WALTER**
Koffee Time
WCOV, Montgomery, Ala.
- SPOO, ED**
Time & Tempo
WVHG, Hornell, N. Y.
- SPOTTS, JIM**
Jim's Place
WBPZ, Lock Haven, Pa.
- SPOTTS, RALPH**
Bar None Ranch
WTRR, Sanford, Fla.
- SPRY, GENE**
Gene Spry Show
KPHO, Phoenix, Ariz.
- STAMBUCK, WALLY**
Music Till One
CJOC, Lethbridge, Alta.
- STAMPER, BILL**
Tune Factory
WKDN, Camden, N. J.
- STAMPS, WILLIAM**
Whistling in the Dark
WLBj, Bowling Green, Ky.
- STANFORD, RAY**
Morning Melodies
WVWV, Fairmont, W. Va.
- STANLEY, BILL**
Happiness Exchange
WNOE, New Orleans, La.
- STANT, JACK**
Pajama Parade
WAMS, Wilmington, Del.
- STARK, CHARLIE**
WINS, New York, N. Y.
- STARK, CHARLES**
Folktune Frolics
KDRS, Paragould, Ark.
- STARR, JOE**
Starr Time
WATL, Atlanta, Ga.
- ST. CLAIR, ED**
Polk County Express
WSIR, Winter Haven, Fla.
- STEBBINS, ROGER**
1260 Club
WERC, Erie, Pa.
- STELL, BILL**
Mailbag Programs
WSVS, Crewe, Va.
- STEPHENS, DICK**
Coffee Club
WJPA, Washington, Pa.
- STEPHENS, MIKE**
Musical Clock
CKCW, Moncton, N. B.
- STERLING, KEITH**
Make Believe Ballroom
CKOY, Ottawa, Ont.
- STERLING, VIC**
Nitewatchman
KUKI, Ukiah, Cal.
- STEVENS, AL**
Al Stevens Show
WWIN, Baltimore, Md.
- STEVENS, BOB**
Pushin' Sand
WVCG, Coral Gables, Fla.
- STEVENS, CHUCK**
Yawn Patrol
WPAW, Pawtucket, R. I.
- STEVENS, MATT**
Off the Record
WCED, DuBois, Pa.
- STEVENSON, CHAS. JOHN**
The Chanticleer
WGY, Schenectady, N. Y.
- STEWART, CAL**
Telltost
WOWO, Ft. Wayne, Ind.
- STEWART, JACK**
Jack Stewart Show
CKXL, Calgary, Alta.
- STEWART, TOM**
Tunetown
KTAT, Frederick, Okla.
- STEWART, TOM**
Musical Clock
WPAQ, Mt. Airy, N. C.
- STIERMAN, VERN**
Play Radio Show
KDTF, Dubuque, Iowa
- STINGLEY, ROY**
Fairfield Jamboree
WHOK, Lancaster, O.
- STODDARD, DICK**
KLTI, Longview, Texas
- STONE, AL**
Wax Works
WCSO, Charleston, S. C.
- STONE, DAVE**
Cornall Club
KSEL, Lubbock, Texas
- STONE, JIM**
KBTM, Jonesboro, Ark.
- STOREY, BOB**
Storey Time
WGL, Fort Wayne, Ind.
- STORV, DOLORES**
1120 Club
KCLE, Cleburne, Texas
- STRADLER, TED**
Smoke Dreams
WJHP, Jacksonville, Fla.
- STRICKLAND, BILL**
Juke Box
WIRA, Ft. Pierce, Fla.
- STRONG, JACK**
Cornbread Matinee
WGAC, Augusta, Ga.
- STUART, ALLEN**
Cavalcade of Music
WJZ, New York, N. Y.
- STUART, HALL**
1450 Club
WHIT, New Bern, N. C.
- STUTHMAN, FRED**
Relaxin' Time
KGO, San Francisco, Cal.
- STURTZ, HOWIE**
Nellsville Hour
WDLB, Marshfield, Wis.
- SUDDUTH, GENE**
Record Revue
WEAR, Pensacola, Fla.
- SUGAR, DICK**
Latin American Hour
WEVD, New York, N. Y.
- SULLIVAN, DENNIS**
Musical Clock
WFBL, Syracuse, N. Y.
- SULLIVAN, MORRIE**
Tops and Pops
WMUS, Muskegon, Mich.
- SULLIVAN, PERRY**
Perry Sullivan Show
WRDW, Augusta, Ga.
- SUMMERFIELD, JOHN**
Morning Music Club
WAKE, Greenville, S. C.
- SUMMERISE, BOB**
Bob Summerise Show
KMO, Tacoma, Wash.
- SUNDHOLM, DALE C.**
Club 690
KRCO, Prinville, Oreg.
- SUTPHEN, CLARK**
Wax Works
KBMY, Billings, Mont.
- SUTTON, SCOTT**
Tops in Pops
WGGG, Gainesville, Fla.
- SWENSON, JACK**
KFEL, Denver, Colo.
- SWENY, ROBERT M.**
Showtime
KDDD, Dumas, Texas

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- TABLER, W. D.**
Saturday Serenade
WDNE, Elkins, W. Va.
- TALBOTT, JOHN**
Sweet and Solid
KBZ, Ottumwa, Iowa
- TALFORD, BRUCE**
Melody Merchant
WTSV, Claremont, N. H.
- TALLEY, JOHN**
Hayloft Jamboree
WYVE, Wytheville, Va.
- TAMBLYN, BOB**
Party Line
WCSO, Charleston, S. C.
- TAFLER, VINCE**
Rhythm Matinee
WTJS, Jackson, Tenn.
- TAPLIN, TAP**
T. N. T. Show
WEER, Buffalo, N. Y.
- TARASI, FRED**
Sunset Serenade
WACB, Kittanning, Pa.
- TATE, HAL**
Who's Talking
WBKB-TV, Chicago, Ill.
- TAYLOR, AL**
KMJ
Fresno, Cal.
- TAYLOR, BEN**
Cousin John
WLEE, Richmond, Va.
- TAYLOR, BILL**
A Date with Bill
WNNC, Newton, N. C.
- TAYLOR, SAMMY**
Sammy Taylor Show
KGOV, Portland, Ore.
- TEETER, LEWIS**
KDas, Malvern, Ark.
- TERMINE, JIM**
Platter Party
WCPS, Tarboro, N. C.
- TERRY, LILLIAN**
Tea Time with the Terrys
WAPA, San Juan, P. R.
- THAYER, JACK**
Star Gazing
WTCN, Minneapolis, Minn.
- TERRIEN, LARRY**
930 Club
WREB, Holyoke, Mass.
- THIELE, MIKE**
Duke Till Dawn
WNOE, New Orleans, La.
- THOMAS, BILL**
Sunrise Serenade
KDTF, Dubuque, Iowa
- THOMAS, GILBERT**
Sunny Side of the Street
WHTC, Holland, Mich.
- THOMAS, GORDON**
Informally Yours
WWPA, Williamsport, Pa.

THOMAS, JOHN
To-day's Top Tunes

THOMAS, MITCH
WILM.
Wilmington, Delaware

THOMPSON, RON
Records and Rhythm
WWSO, Springfield, Ohio

THOMAS, STEVE
Tune Tavern
WAKN, Aiken, S. C.

THOMAS, VAL
Melody Circus
WGAY, Silver Springs, Md.

THOMASON, BILL
Studio Party
WLAQ, Rome, Ga.

THOMASON, JIMMY
Jimmy Thomason Show
KAFY
Bakersfield, Calif.

THOMPSON, CHUCK
Chuck and Elmer
WFOR, Hattiesburg, Pa.

THOMPSON, CHUCK
The Chuck Thompson Show
WITH, Baltimore, Md.

THOMPSON, GOLDIE
Gaddii with Goldie
WHBO, Tampa, Fla.

THOMPSON, JERRY
Musical Clock
WVMI, Biloxi, Miss.

THOMPSON, JIM
Mr. Music
KQV, Pittsburgh, Pa.

THOMPSON, RUSS
Dreamtime
CJBQ, Belleville, Ont.

THOMPSON, VERLA
Studio Party
KASH, Eugene, Ore.

TIBBETTS, DON
Don Tibbetts Show
WFEA, Manchester, N. H.

TINNEY, CAL
Cal Tinney Show
ABC

TOBY, MARK
This Is Toby
WEVD, New York, N. Y.

TOLBERT, ROBERT
Wake Up Time
WTBF, Troy, Ala.

TOTTEN, VERN
Music of the West
KXLF, Butte, Mont.

TOWNE, GORDON
WHOO Wakes Up
WHOO, Orlando, Fla.

TRACY, BILL
Jive Till Five
WSKB, McComb, Miss.

TRAP, BOB
Koffee Koncert
WFUR, Grand Rapids, Mich.

TRAP, WILLIAM
Breakfast with Trap
WKBZ, Muskegon, Mich.

TRAYLOR, GENE
Night Train
WPKY, Frankfort, Ky.

TREGALLAS, JACK
Enchanted Hour
CJVI, Victoria, B. C.

TRINE, PHIL
Advance Release
KUKI, Ukiah, Cal.

TRUSSELL, CHARLIE
Top of the Morning
WNGW, York, Pa.

TUCK, GEORGE C.
Top o' the Mornin'
WGUY, Bangor, Maine

TUCKER, DICK
Dick Tucker Show
WBZ, Boston, Mass.

TUCKER, DON
Country Music Time
WARL, Arlington, Va.

TUCKER, FRANK
Tunes for Teens
WCOV, Montgomery, Ala.

TUNIS, HAL
Tunis Show
WMGM, New York, N. Y.

TYSON, DAVE
Wake up with Davey
WCAE, Pittsburgh, Pa.

— U —

UMBACK, BOB
Atomic Boogie Hour
WJLD, Homewood, Ala.

UNCLE, IRV
Happiness Exchange
KNOE, Monroe, La.

UNDERHILL, LEO
Breakfast Time
WCKY, Cincinnati, O.

— V —

VALLEY, NORM
Rise 'n' Shine
WHOB, Gardner, Mass.

VANCE, TONY
Our Saturday Date
WHIS, Bluefield, W. Va.

VANCE, VAN
Easy Listening
WKA Y, Glasgow, Ky.

VANDERHOOF, BRUCE
Vanderhoof's Yawiversity
KNAK, Salt Lake City, Utah

VAN SLYCKE, HARRY
950 Club
KSEL, Lubbock, Texas

VAUGHN, WALTER
Hillbilly Breakfast Club
KTAN, Sherman, Tex.

VERDON, BOB
Top 30
KGOS, Torrington, Wyo.

VERDON, MARIO
CKAC, Montreal

VICKROY, DON
Mixing Bowl
KOOS, Coos Bay, Ore.

VIZINA, BOB
B's Wax
KELK, Elko, Nev.

VOGEL, ART
Top Tunes
WMIL, Milwaukee, Wis.

VOGT, KEN
8-6-0 Show
WFOX, Milwaukee, Wis.

VON TRESS, FAYE
Sleepy Time Gal
WJLD, Homewood, Ala.

— W —

WADD, JOHN
1240 Club
WOBT, Rhinelander, Wis.

WADSWORTH, RALPH
Date with the Stars
KPXK, Rexburg, Idaho

WAGNER, JACK
Rise and Shine
KHJ, LA, Calif.

WAGNER, PAUL
KCOL Karavan
KCWL, Fort Collins, Colo.

WAGNON, BUCK
Ranch House Rhythms
KTAT, Frederick, Okla.

WAITS, ERNIE
Ernie Waits Show
WNOP, Newport, Ky.

WALKER, ED C.
Hits and Bits
WDAE, Tampa, Fla.

WALKER, HARRY
Dealer's Choice
KMOR, Oroville, Cal.

WALKER, JIMMY
Jimmy Walker Show
KGU, Honolulu, Hawaii

WALKER, LEE
Record Man
WCHV, Charlottesville, Va.

WALLACE, BOB
590 Club
WROW, Albany, N. Y.

WALLACE, CAL
Man at the Door
WZIP, Covington, Ky.

WALSHAK, DAVID
1450 Club
KCTI, Gonzales, Texas

WALTERS, BILL
Easy Listening
WDUZ, Green Bay, Wis.

WALTERS, BUCKY
WNXT, Portsmouth, Ohio

WALTERS, FRANK
Club 1230
KYJC, Medford, Ore.

WALTON, DICK
No. Main St. Hour
WICE, Providence, R. I.

WAMBACH, PETE
Pete Wambach Show
WCMB, Harrisburg, Pa.

WANKE, HUGH
"Morning Musical Clock"
WXAQ, Baltimore, Md.

WANZER, HAL
Request Club
KCOG, Centerville, Iowa

WARD, BILL
Bill Ward's Doghouse
CKWX, Vancouver, B. C.

WARD, JIM
River Rhapsody
CFJR, Brockville, Ont.

WARD, JIM
The Wake-Up Ward
KAPA, Raymond, Wash.

WARD, JIM
Morning Mayor's Show
WILK, Wilkes Barre, Pa.

WARD, RUSS
Records at Random
WDYK, Cumberland, Md.

WARREN, DOC
Crackerjack Show
WPDQ, Jacksonville, Fla.

WARREN, DOUG
Talk of the Town
WKDN, Camden, N. J.

WARREN, JACK
Club Matinee
KWRN, Reno, Nev.

WARREN, JAMES
Dance Time
KJR, Seattle, Wash.

- WATERS, VIC**
Vic Waters Show
CJOR, Vancouver, B. C.
- WATER, LUCIEN**
CKAC, Montreal
- WAYNE, STU**
WDAS, Phil., Pa.
- WEATHERLY, BOB**
WTAN, Clearwater, Fla.
- WEAVER, ROBYN**
Robyn Weaver Show
WIRL, Peoria, Ill.
- WEBB, DUDE**
1280 Klub
WYVE, Wytheville, Va.
- WEBB, FRED**
Studio Party
WGAA, Cedartown, Ga.
- WEBB, J. R.**
Western Serenade
WIHL, Hammond, La.
- WEBB, RED**
R. F. D. Piedmont
WLBG, Laurens, So. Car.
- WEBER, ART**
Music You Want
KGVO, Missoula, Montana
- WEBER, FRED**
1340 Club
WIZE, Springfield, O.
- WEBSTER, JAMES**
Melody Ballroom
WUCM, Cumberland, Md.
- WEBSTER, KURT**
Dancing Party
WBT, Charlotte, N. C.
- WEGMAN, BILL**
Night Watchman
WGEM, Quincy, Ill.
- WEILER, ROBT. J.**
Ham and Egg Time
KDIX, Dickinson, N. D.
- WEITZEL, JACK**
Wax Works
WCHA, Chambersburg, Pa.
- WELCH, CLARENCE**
Negro Spirituals
KALI, Pasadena, Cal.
- WELCH, ED**
Concentratin On You
KBON, Omaha, Neb.
- WELCH, LARRY**
Voice of Turtle
WCOP, Boston, Mass.
- WELLINGTON, JACK**
Jack's Jukebox
KYMA, Yuma, Ariz.
- WELLS, JACQUES**
Well's Belles
WCBM, Baltimore, Md.
- WELLS, JOHN**
1270 Club
WLBR, Lebanon, Pa.
- WELSBACHER, RICHARD**
Buckeye Bugle Call
WCLT, Newark, O.
- WENDLING, JIM**
Record Shop
WATH, Athens, Ohio
- WENDT, DUDLEY**
Record Rodeo
KOVE, Lander, Wyo.
- WESLEY, JIM**
Wake Up With Wesley
WGLS, Decatur, Ga.
- WEST, Bill**
KMOR, Oroville, Cal.
- WEST, CHARLEY**
West Calling
WREB, Holyoke, Mass.
- WEST, WAYNE**
Wayne West Show
WMBD, Peoria, Ill.
- WESTER, BOSTWICK**
KSDO, San Diego, Cal.
- WESTCOTT, GEORGE**
Rockin' Time
KKOB, Stockton, Cal.
- WHALEN, BILL**
Luncheon Date
WCUE, Akron, O.
- WHEELER, DICK**
Club 600
KTBB, Tyler, Texas
- WHEELER, DOC**
Morning Spirituals
WRWL, New York, N. Y.
- WHITAKER, JACK**
Jack the Batchelor
KOVO, Provo, Utah
- WHITCOMB, BOB**
Polka Time
WGRD, Grand Rapids, Mich.
- WHITE, DON**
Record Room
KMAN, Manhattan, Kansas
- WHITE, JIM**
Club Matinee
KWEN, Reno, Nev.
- WHITE, NORMAN**
Dancing Session
KCSU, Provo, Utah
- WHITE, WAYMAN**
Duke of Wax
WAUG, Augusta, Ga.
- WHITE, WORTH**
Hillbilly Jukebox
WPTF, Raleigh, N. C.
- WHITEHILL, ROBERT**
Music at Dinnertime
WBLK, Clarksburg, W. Va.
- WHITTINGTON, JAMES**
Gospel in Song
WMFS, Chattanooga, Tenn.
- WHITNEY, BOYD**
Hillbilly Houseparty
KTRM, Beaumont, Texas
- WIEDMAN, JACK**
WROY, Carmi, Ill.
- WIENER, BUDD**
Requestfully Yours
KOPO, Tuscon, Ariz.
- WIGGINS, GERRY**
Midnight Merry-Go-Round
CFRB, Toronto, Ont.
- WIKEN, DAVE**
Dancing Party
WCHS, Charleston, W. Va.
- WILCOX, FRED**
Hoop-Dee-Do
KOY, Phoenix, Ariz.
- WILCOX, JOHN**
Words and Wax
KBOL, Boulder, Colorado
- WILDE, TED**
Best on Wax
WAKN, Aiken, S. C.
- WILDER, JAMES**
Howdy Neighbor
WFRP, Savannah, Ga.
- WILDER, LEE**
Music off the Disc
WMIK, Middleboro, Ky.
- WILLET, SLIM**
Big State Jamboree
KRBC, Abilene, Tex.
- WILLIAMS, CAL**
Cal Calling
WHAT, Phil., Pa.
- WILLIAMS, CARY**
Musical Clock
WWPA, Williamsport, Pa.
- WILLIAMS, GENE**
Dancing Party
KMOD, Modesto, Cal.
- WILLIAMS, KENT**
Melody Matinee
WDOK, Cleveland, O.
- WILLIAMS, JAY**
Club "1400"
KTSW, Emporia, Kansas
- WILLIAMS, ROD**
1340 Club
WKIC, Hazard, Ky.
- WILLIAMS, STAN**
Record Club
CKLB, Oshawa, Ont.
- WILLIAMS, VINCE**
Vince Williams Show
WJZ, New York, N. Y.
- WILLIAMS, WALLY**
Wally's Platter Party
KCKY, Coolidge, Ariz.
- WILLIAMSON, JIM**
Rhythm Hour
WTRR, Sanford, Fla.
- WILLMAN, JACK**
Morning Spirituals
WMRY, New Orleans, La.
- WILLSON, GARY**
Call for Music
WSGW, Saginaw, Mich.
- WILSON, LARRY**
Working with Wax
WNOE, New Orleans, La.
- WILSON, STU**
Sweet and Sentimental
KBIG, Avalon, Calif.
- WILSON, WALTER**
Jump School
WHOP, Hopkinsville, Ky.
- WILSON, WARREN**
Hotcakes and Coffee
KONP, Port Angeles, Wash.
- WIMBERLY, DOROTHY**
Kitty V LA call Show
KVIC, Little Rock, Ark.
- WINN, Bill**
Alarm Clock Club
WJOC, Jamestown, N. Y.
- WINSLOW, VERNON**
Boogie Beat Breakfast
WMRY, New Orleans, La.
- WINTER, PAUL**
Winter's Wonderland
WXYZ, Detroit, Mich.
- WINTERS, DICK**
Breakfast Express
WAAF, Chicago, Ill.
- WISCHMEYER, GEORGE**
Music in the Night
WONN, Lakeland, Fla.
- WITT, CHARLES**
Melody Matinee
WAYX, Waycross, Ga.
- WITTE, BUD**
Best on Wax
WDUZ, Green Bay, Wis.
- WOEHRMANN, BILL**
Spinning Wheel
WCNB, Connersville, Ind.
- WOLF, FRED**
Get Up and Go
WXYZ, Detroit, Mich.
- WOLFE, AL**
Wolf Works
WHGB, Harrisburg, Pa.
- WOLFE, W.**
Breakfast Bell
CHWK, Chilliwack, B. C.
- WOLOSON, MIKE**
One Mike to Another
WNOR, Norfolk, Va.
- WOOD, CALLIE**
The Early Bird
WVOT, Wilson, N. C.

WOOD, DEL
Juke Box Review
KTLN, Denver, Colo.

WOOD, FRED
Woodchopper's Ball
WWBZ, Vineland, N. J.

WOOD, MIKE
Michael Wood Show
CKCW, Moncton, N. B.

WOOD, PAUL
Paul's Platter Party
WEBJ, Brewton, Ala.

WOODBINE, DALE
Matinee in Music
KAYS, Hays, Kans.

WOODS, JEAN
Lobo Frolics
KVKM, Monahans, Tex.

WOODS, JOHN
WTAG, Worcester, Mass.

WOOLRIDGE, FRED
Fantasy Bandstand
VOGM, St. John's Newf.

WOOTEN, BILL
Club 630
WIRC, Hickory, N. C.

WORLEY, JACK
Let's Dance
WGAD, Gadsden, Ala.

WORTMAN, ART
Let's Dance
WABM, Houlton, Maine

WRAY, JOHN
Club 590
KUGN, Eugene, Ore.

WRIGHT, BOB
Session on 570
KVI, Seattle, Wash.

WRIGHT, GUS
Star Tune Request Time
WMOD, Moundsville, W. Va.

WRIGHT, KEN
Time and Tune Parade
WKY, Oklahoma City, Okla.

WRIGHT, LLOYD
Yawn Patrol
CFPL, London, Ont.

WRISLEY, JOHN
Ramblin' with Wrisley
WSAV, Savannah, Ga.

— Y —

YAGER, DOYLE
Washington Chronicle
WPEO, Peoria, Ill.

YANDLE, JIMMIE
1290 Club
WTMC, Ocala, Fla.

YEAGER, RAY
Ray's Record Revue
KROW, Oakland, Cal.

YELLAND, STARR
Food Derby
KOA, Denver, Colo.

YOCAM, JOE
The Joe Yocam Show
KFWB, L. A., Cal.

YOCUM, CARL
Starlight Ballroom
KXOC, Chico, Cal.

YORKE, WALLY
Swing Inn
CHWK, Chilliwack, B. C.

YOUNG, DUKE
Duke's Dilemma
KUGN, Eugene, Ore.

YOUNG, JOE
Club 1310
KPKA, Greeley, Colo.

YOUNG, O. C.
Bits of Hits
WHIS, Bluefield, W. Va.

YOUNGBLOOD, CHARLIE
Melody Range
KPOJ, Portland, Ore.

YOUNGBLOOD, JIM
Farm & Home Hour
WPAD, Paducah, Ky.

— Z —

ZACHARY, HIGH
Sunny Side of Seven
WFAL, Fayetteville, N. C.

ZAPUTIL, BILL
Eleven-O-Five Club
KBMV, Billings, Mont.

ZIEGLER, DICK
Record Reville
WEIM, Fitchburg, Mass.

ZIMMERMAN, HARRY
Record Rodeo
KEYD, Minneapolis, Minn.

ZOOK, DICK
Zaggin with Zookie
KVVC, Ventura, Cal.

For
"BEHIND THE MIKE
AND
BEFORE THE CAMERA"
LISTINGS FOR ALL TALENT

SEE PAGE 1005

WOMEN COMMENTATORS

HOME ECONOMISTS

of U. S. TV and Radio Stations



— A —

Abbanat, Dottie.....WBCK, Battle Creek, Mich.
 Abdou, Gloria.....WCAE, Pittsburgh, Pa.
 Adams, Carol.....WHBC, Canton, Ohio
 Adams, Jane.....KYUM, Yuma, Ariz.
 Adams, Louise.....WCMB, Harrisburg, Pa.
 Adams, Mary.....WPPA, Fort Payne, Ala.
 Adams, Opal.....WPMP, Pascagoula, Miss.
 Adams, Sally.....KVOU, Uvalde, Texas
 Adams, Susan.....WABD, New York
 Aders, Edna.....WLSI, Pikeville, Ky.
 Adkins, Denise.....KMAE, McKinney, Tex.
 Aea, Nancy K.....KULA, Honolulu, T. H.
 Aitken, Kate.....DFRB, Toronto, Ont.
 Alberson, Jo.....KSIM, Sikeston, Mo.
 Albrecht, Anita E.....WSHB, Stillwater, Minn.
 Alden, Ann.....WBAP-TV, Fort Worth, Texas
 Alex, Susan.....KSAN, San Francisco, Cal.
 Alexander, Jeanne.....WBT, Charlotte, N. C.
 Alexander, Mildred.....WGH, Newport News, Va.
 Allen, Anne.....KARK, Little Rock, Ark.
 Allen, Ardith.....WDLB, Marshfield, Wis.
 Allen, Barbara.....KVSM, San Mateo, Cal.
 Allen, Barbara.....WCOS, Columbia, S. C.
 Allen, Bettye.....WCMI, Ashland, Ky.
 Allen, Carla.....KIUP, Durango, Colo.
 Allen, Judie.....KLAS, Las Vegas, Nev.
 Allen, Mona.....CFAR, Flin Flan, Man.
 Allen, Roz.....WHEC, Rochester, N. Y.
 Allison, Mayme.....KBON, Omaha, Neb.
 Anderson, Alice M.....WTHP, Port Huron, Mich.
 Anderson, Fran.....KXRA, Alexandria, Minn.
 Anderson, Nancy L.....WKOX, Framingham, Mass.
 Anderson, Ruby.....WGN, Chicago, Ill.
 Anne, Dorothy.....WJNC, Jacksonville, N. C.
 Anno, Mary Jean.....WATW, Ashland, Wis.
 Antenucci, Norma.....WCPO-TV, Cincinnati, Ohio
 Anthony, Jo.....WBEL, Beloit, Wis.
 Anthony, Nina.....CKWX, Vancouver, B. C.
 Antonetti, Clara C.....WTSA, Brattleboro, Vt.
 Apple, Marie.....KWCB, Searcy, Ark.
 Arch, Shirley.....WHLN, Niagara Falls, N. Y.
 Arden, Georgie.....WDAY, Fargo, N. D.
 Arledge, Mabel.....KIVY, Crockett, Texas
 Arlen, Margaret.....WCBS-TV, New York
 Armand, Dorothy.....WCOV, Montgomery, Ala.
 Arrington, Lucile L.....KQOA, Siloam Springs, Ark.
 Arseneault, Odette.....CKBL, Matane, Que.
 Ashton, Ruth.....KNX, Los Angeles, Cal.
 Ashwell, Mary.....CFPL, London, Ont.
 Atkins, Carol.....WICC-TV, Bridgeport, Conn.
 Atter, Virginia.....WMBR-TV, Jacksonville, Fla.
 Ayer, Esther.....WMUR, Manchester, N. H.

— B —

Bacher, Jeanne.....KGST, Fresno, Calif.
 Bahman, Alice.....WIZE, Springfield, O.
 Baier, Grace.....WRAC, Williamsport, Pa.
 Bailey, Cis.....KSJB, Jamestown, N. D.
 Bailey, Mildred.....WLAW, Boston, Mass.
 Bailey, Norma.....WROK, Rockford, Ill.
 Baker, Barbara.....WTOO, Toledo, O.
 Baker, Betty.....WHO, Des Moines, Iowa
 Baker, Betty.....WPIX, New York
 Baker, Evangeline.....KGO-TV, San Francisco, Calif.
 Baker, Mary V.....WSBC, Chicago, Ill.
 Baldi, Diana.....WOV, New York
 Baldwin, Bettie.....KMMO, Marshall, Mo.
 Baldwin, Helen.....WNBF-TV, Binghamton, N. Y.
 Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.

Ballinger, Marilee.....KGRI, Henderson, Texas
 Bammel, Jo.....WBCM, Bay City, Mich.
 Bancroft, Barbara.....WMMB, Melbourne, Fla.
 Barnes Dixie.....KAMQ, Amarillo, Tex.
 Barnes, Dorothy.....WIOU, Kokomo, Indiana
 Barnett, Marilyn.....WTIX, New Orleans, La.
 Barth, Karen.....KEVT, Kerrville, Tex.
 Barthell, Lois.....WHLN, Harlan, Ky.
 Bartholomew, Grace.....CJAD, Montreal
 Bartlett, Edna.....WELM, Elmira, N. Y.
 Bartlett, Hughene.....WXRA, Buffalo, N. Y.
 Barton, Betty.....WNBH, New Bedford, Mass.
 Barton, Virginia.....WPIK, Alexandria, Va.
 Basnight, Kay.....WCAV, Norfolk, Va.
 Bates, Mercedes.....KNXT, Hollywood, Cal.
 Baustian, Evelyn.....KROX, Crockston, Minn.
 Bayne, Alice.....WIBC, Indianapolis, Ind.
 Bayne, Barbara.....WL0L, Minneapolis, Minn.
 Beachna, Donna.....WFAI, Fayetteville, N. C.
 Beal, Joy.....WUER, Dover, Ohio
 Beatty, Arline.....WJJD, Chicago, Ill.
 Beck, Margaret.....WKVA, Lewiston, Pa.
 Beeley, Helen.....WORD, Spartanburg, S. C.
 Begich, Cecilia.....WEVE, Eveleth, Minn.
 Behan, Claire.....KLMR, Lamar, Colo.
 Beitz, Blanche.....KIBE, Palo Alto, Cal.
 Bejano, Pierra.....WGGG, Gainesville, Fla.
 Beiden, Virginia.....KCKY, Coolidge, Arizona
 Bell, Alice.....WAGA-TV, Atlanta, Ga.
 Bell, Muriel M.....WBOB, Galax, Va.
 Bell, Peggy.....KFYO, Lubbock, Texas
 Benell, Julie.....WFAA-TV, Dallas, Texas
 Bennett, Margaret Anne.....WESC, Greenville, S. C.
 Benoit, Virginia.....KOPO, Tucson, Ariz.
 Bentley, June.....WMAV, Springfield, Ill.
 Bentz, Sylvia.....WVMI, Biloxi, Miss.
 Berry, Deanne.....WLAD, Danbury, Conn.
 Best, Laverne.....WTAJ, Springfield, Ill.
 Biddle, LaFawn.....KRBC, Abilene, Tex.
 Biddle, Mary.....WIP, Philadelphia, Pa.
 Biddle, Ruth.....WOWL, Florence, Ala.
 Biehl, Josephine.....KGU, Honolulu, Hawaii
 Bieser, Shirley Anne.....WCNT, Centralia, Ill.
 Binns, Barbara.....WVCG, Coral Gables, Fla.
 Bishop, Diana.....CKEN, Kentville, N. S.
 Bishop, Doris.....WCSS, Amsterdam, N. Y.
 Blake, Julie.....WFEE, Manchester, N. H.
 Blalock, Muriel E.....WASL, Annapolis, Md.
 Bland, Mildred.....KLFY, Lafayette, La.
 Bleck, Ruth.....WIMS, Michigan City, Ind.
 Bliss, Alice.....WFOM, Marietta, Ga.
 Bohlsen, Martha.....WOW-TV, Omaha, Neb.
 Booth, Bett.....KLWN, Lawrence, Kansas
 Bosse, Carolyn.....WEOA, Evansville, Ind.
 Bost, Cecile R.....WNCC, Newton, N. C.
 Bowers, Floye.....WISE, Asheville, N. C.
 Bowman, Faye.....KBMX, Coalinga, Cal.
 Boyer, Martha.....KCOV, Alliance, Neb.
 Bradford, Ann.....WLLH, Lowell-Lawrence, Mass.
 Bradford, Corinne E.....WPAL, Charleston, S. C.
 Bradley, Ina.....WICC-TV, Bridgeport, Conn.
 Bradley, Shirley.....KFMB-TV, San Diego, Cal.
 Brady, Toni.....WABY, Albany, N. Y.
 Brazeau, Henrietta.....WPAA, Pawtucket, R. I.
 Breeze, Ruth.....KNOE, Monroe, La.
 Brennan, Libby.....WILK, Wilkes-Barre, Pa.
 Brennan, Nora.....WRBL, Columbus, Ga.
 Briggs, Ruth.....KENI, Anchorage, Alaska
 Brooks, Dorothy.....WTAN, Clearwater, Fla.
 Brooks, Helen.....WFTB, Baltimore, Md.
 Brooks, Jane Masters.....KBUR, Burlington, Iowa
 Brooks, Martha.....WGY, Schenectady, N. Y.
 Brophy, Margaret.....CKNX, Ontario

Broschee, Dean..... WTGO, Campbellsville, Ky.
 Brown, Barbara..... WCHV, Charlottesville, Va.
 Brown, Betty Jan..... WHHH, Warren, O.
 Brown, Camille..... WSFA, Montgomery, Ala.
 Brown, Gloria..... WNBK, Cleveland, O.
 Brown, Liz..... KDAL, Duluth, Minn.
 Brown, Mae..... WMAS, Springfield, Mass.
 Browne, Olivia..... WMC, Memphis, Tenn.
 Browning, Lillian..... WESB, Bradford, Pa.
 Bruce, Fran..... KVCV, Redding, Cal.
 Burbank, Vauinia..... KODY, North Platte, Neb.
 Burchett, Lillian..... WNAC-TV, Boston, Mass.
 Burg, Margaret..... WMNE, Menomonic, Wis.
 Burns, Roberta..... KBQE, Oskaloosa, Iowa
 Burr, Gwen W..... KQSE, Susanville, Cal.
 Burt, Ellen T..... WIBX, Utica, N. Y.
 Bush, Janet..... KGVV, Greenville, Texas
 Bussanich, Dorothy..... KTKN, Ketchikan, Alaska
 Bussard, Adaline..... KTEL, Walla Walla, Wash.
 Butler, Ann G..... WJMA, Orange, Va.
 Butler, Gwenth..... KBUN, Bemidji, Minn.
 Butler, Jane..... WGBS, Miami, Fla.
 Butler, Jane..... WJAT, Swainsboro, Ga.
 Byron, Eva..... WALT, Tampa, Fla.
 Byrne, Elizabeth..... WSKI, Montpelier, Vt.
 Byrne, Maggi..... WNBK, Cleveland, O.

— C —

Cail, Gloria..... WOKO, Albany, N. Y.
 Caldwell, Joan..... WLDZ, Jacksonville, Ill.
 Callahan, Ellen..... WWNC, Asheville, N. C.
 Callaway, Carol..... KCSB, San Bernardino, Cal.
 Cameron, Barbara..... WKRC, Cincinnati, Ohio
 Cameron, Dianne..... WTTG, Washington, D. C.
 Campbell, Lanthe..... WHKY, Hickory, N. C.
 Campbell, Marianne B..... WJEH, Gallipolis, Ohio
 Campbell, Wanda..... WBOW, Terre Haute, Ind.
 Candler, Barbara..... WQXI, Atlanta, Ga.
 Cantrell, Jane..... KWAL, Wallace, Idaho
 Capland, Letha Lee..... KPAC, Port Arthur, Texas
 Carlisle, Joyce..... KLVV, Levelland, Texas
 Carlson, Mildred..... WBZ-TV, Boston, Mass.
 Carr, Paula..... WMOA, Marietta, Ohio
 Carroll, Elaine..... WKBN, Youngstown, Ohio
 Carson, Mead..... KGBM, Honolulu, T. H.
 Carson, Mead..... KHBC, Hilo, T. H.
 Carter, Carol..... KSWO, Lawton, Okla.
 Carter, Francis..... WAZL, Hazelton, Pa.
 Carter, Helen..... WFEB, Sylacauga, Ala.
 Carter, Lynn..... WJPA, Washington, Pa.
 Carter, Sata Jo..... WGAJ, Valdosta, Ga.
 Cartwright, Christian..... WCCM, Lawrence, Mass.
 Casey, Wynne..... WJOY, Burlington, Vt.
 Cass, Betty..... WIBA, Madison, Wis.
 Cattell, Margaret..... WEIR, Weirton, W. Va.
 Chamberlain, Alice..... KHON, Honolulu, T. H.
 Champoux, Pierette..... CKVL, Verdun, Que.
 Chancelloc, Betty..... KGKB, Tyler, Texas
 Chandler, Mimi..... WVLK, Lexington, Ky.
 Chantry, Ruth..... CHVC, Niagara Falls, Ont.
 Chapman, Doris J..... KRXX, Rexburg, Idaho
 Chase, Julie..... WTAG, Worcester, Mass.
 Chase, Penny..... WAAM, Baltimore, Md.
 Chatain, Mrs. Paul..... CHFA, Edmonton, Alta.
 Cheatham, Mary R..... WFLO, Farmville, Va.
 Cherry, Nada..... WKCT, Bowling Green, Ky.
 Cherry, Opal..... WKAY, Glasgow, Ky.
 Chesser, Faye..... KWED, Seguin, Tex.
 Childs, Elaine..... KJRL, Pocatello, Idaho
 Chilton, Ruth..... WJMJ, Philadelphia, Pa.
 Chornik, Pauline..... CKPR, Ft. William, Ont.
 Clader, Lou..... WHOL, Allentown, Pa.
 Clark, Beryl..... WSGW, Saginaw, Mich.
 Clark, Connie..... KEXO, Grand Junction, Colo.
 Clark, Faith..... WAVZ, New Haven, Conn.
 Clark, Hilde..... KTUC, Tucson, Ariz.
 Clark, K..... KBIO, Burley, Idaho
 Clark Lucille..... WTAR-TV, Norfolk, Va.
 Clark, Pat..... KYMA, Yuma, Ariz.
 Clarkson, Ida..... CJVI, Victoria, B. C.
 Close, Vivian..... KALB, Alexandria, La.
 Coats, Vivian..... WATH, Athens, Ohio
 Coggina, Marcia..... WKDK, Newberry, S. C.
 Colbert, Jean..... WTIC, Hartford, Conn.
 Coleman, Dottie..... WCXN, Middletown, Conn.

Collins, Kay..... WIS, Columbia, S. C.
 Condon, Nancy..... KFAB, Omaha, Neb.
 Connelly, Jeanne..... WNEB, Worcester, Mass.
 Connors, Dorsey..... WNBQ, Chicago, Ill.
 Conroy, Elizabeth..... KRAI, Craig, Colo.
 Cook, Irene..... KGER, Long Beach, Cal.
 Cook, Tish..... KXGI, Fort Madison, Iowa
 Cooke, Catherine..... WFTC, Kinston, N. C.
 Cooke, Joyce..... KRIC, Beaumont, Tex.
 Coon, Dorothy..... WSPD-TV, Toledo, Ohio
 Cooney, Jo..... WFBG, Altoona, Pa.
 Cooper, Mildred..... KORT, Trinidad, Cal.
 Copenhaver, Carley..... KWIL, Albany, Ore.
 Cordwell, Brenda..... CFAC, Calgary, Alta.
 Corman, Frantzel..... KWLK, Longview, Wash.
 Costello, Beverly C..... WGVY, Silver Springs, Md.
 Cottle, Betty Jean..... KSL-TV, Salt Lake City, Utah
 Couch, Margie..... WCPM, Cumberland, Ky.
 Coury, Roselle..... WCOU, Lewiston, Maine
 Cox, Fan..... WMBG, Richmond, Va.
 Craig, Helen..... CKFH, Toronto
 Craig, Louise..... WSFC, Somerset, Ky.
 Craig, Nancy..... WABC-TV, New York
 Cramer, Alma..... WARD, Johnstown, Pa.
 Crane, Ruth..... WMAL-TV, Washington, D. C.
 Crawford, Nonnie..... WBUX, Doylestown, Pa.
 Crowell, Frances..... WGVV, Charlotte, N. C.
 Cudworth, Helen..... KFTM, Fort Morgan, Colo.
 Colkin, Anne..... WSCR, Scranton, Pa.
 Cummins, Ray..... WMBL, Morehead City, N. C.
 Curley, Gertrude..... WESB, Bradford, Pa.
 Currier, Bernice..... KMA, Shenandoah, Iowa
 Cutright, Peggy..... WRAY, Princeton, Ind.
 Cry, Jacqueline..... CJEM, Edmunston, N. B.

— D —

Dale, Dorothy..... WBET, Brockton, Mass.
 Dalton, Jane..... WSPA, Spartanburg, S. C.
 Darden, Jane..... WPAD, Paducah, Ky.
 Data, Marisha..... WSCB, Chicago, Ill.
 Daugherty, Nancy..... WHOK, Lancaster, Ohio
 Davis, Gary..... WMFR, High Point, N. C.
 Davis, Helen..... KSLM, Salem, Ore.
 Davis, Lillian..... WCOH, Newman, Ga.
 Daye, Sunny..... WLOS, Asheville, N. C.
 Dayton, Patricia..... KTMS, Santa Barbara, Cal.
 Dean, Doris..... WBTM, Danville, Va.
 Deane, Martha..... WOR, New York, N. Y.
 De Garay, Lydia..... KCOR, San Antonio, Tex.
 Delaney, Ursula..... CJNT, Quebec
 Delgado, Paulita..... WMLA, Caguas, P. R.
 Deloye, Delores..... CKKL, Kirkland Lake, Ont.
 Dennis, Mimi..... WAPI, Birmingham, Ala.
 Des Rameaux, Rejeanne..... CKAC, Montreal
 DeShazo, Catherine P..... WNNT, Warsaw, Va.
 DeTamayo, Bertha..... WAEL, Mayaguez, P. R.
 Dettinger, Alma..... WQXR, New York
 Devaney, Maxine..... WMBH, Poplin, Mo.
 De Vivier, Jeanne..... KFBK, Sacramento, Cal.
 Devlin, Marion..... KVNQ, Napa, Cal.
 Dibble, Judith..... WREB, Holyoke, Mass.
 Debnay, Dora..... CFNC, Calgary, Alta.
 Dickens, Betty..... WIOD, Miami, Fla.
 Diekman, Jane Ann..... WPTR, Albany, N. Y.
 Di Fant, Mary..... KMOD, Modesto, Cal.
 Dikeman, Elizabeth..... KTUL, Tulsa, Okla.
 Dillon, Alberta..... WFOY, St. Augustine, Fla.
 Dixon, Mo..... KNPT, Newport, Ore.
 Dixon, Nancy..... KTTV, Los Angeles, Cal.
 Donahue, Ruth C..... WLOF, Orlando, Fla.
 Donald, Elaine..... WESA, Charleroi, Pa.
 Donohue, Beulah..... WTMJ-TV, Milwaukee, Wis.
 Donovan, Bea..... KING-TV, Seattle, Wash.
 Donovan, Joyce..... WTRY, Troy, N. Y.
 Dooley, Dorothy..... KFDX, Wichita Falls, Tex.
 Doran, Jeanne..... WMRO, Aurora, Ill.
 Dow, Marjorie..... WTWN, St. Johnsbury, Vt.
 Dowst, Kay..... WDAE, Tampa, Fla.
 Drewsen, Dorothy..... WHMP, Northampton, Mass.
 Drooz, Elaine..... WROW, Albany, N. Y.
 Duewall, Doris..... WTVH, Peoria, Ill.
 Dugas, "Tippy"..... KCIL, Houma, La.
 Duhamel, Madeleine..... CKCH, Hull, Que.
 Duke, Ann..... WDBL, Springfield, Tenn.
 Du Mond, Irene..... KXEL, Waterloo, Iowa

Dunn, Jo.....WTRF, Bellaire, Ohio
 Duvall, Carol....WOOD-TV, Grand Rapids, Mich.

— E —

Earin, Barbara....KVNI, Coeur D'Alene, Idaho
 Easton, Sally.....WBIS, Bristol, Tenn.
 Easton, Marguerite M.....WJMX, Florence, S. C.
 Ebling, Deann.....KBUH, Brigham City, Utah
 Edgar, June.....KALE, Richland, Wash.
 Edrington, Ann.....KOSE, Osceola, Ark.
 Edwards, Lou Don.....KNEM, Nevada, Mo.
 Edwards, Ruby.....WHAT, Philadelphia, Pa.
 Edwards, Sue.....WPLH, Huntington, W. Va.
 Ellerman, Carmen G.....WZIP, Covington, Ky.
 Eldon, Polly.....WSTP, Salisbury, N. C.
 Elk, Carol.....KCLS, Flagstaff, Ariz.
 Ellen, Kaytee.....KTLN, Denver, Colo.
 Ellis, Caroline.....KFRM, Kansas City, Mo.
 Ellis, Connie.....WENY, Elmira, N. Y.
 Emerson, Faye.....WNBC, New York
 Engel, Rita.....KIJV, Huron, S. D.
 Enno, Ruby.....CKRD, Red Deer, Alta.
 Erdman, Dona.....WTKM, Hartford, Wis.
 Erickson, Cathy.....WJOC, Jamestown, N. Y.
 Essate, Leslie.....WRAD, Radford, Va.
 Eubanks, Velma.....WMUU, Greenville, S. C.
 Evans, Christine.....WHDH, Boston, Mass.
 Evans, Stacey.....WWCA, Gary, Ind.
 Everetts, Helen.....CFJR, Brockville, Ont.

— F —

Fakosh, Marilyn.....WBZP, Lock Haven, Pa.
 Falk, Florence.....KMA, Shenandoah, Iowa
 Farmer, Helen.....WMAZ, Macon, Ga.
 Faushn, Helen.....WMOK, Metropolis, Ill.
 Faulk, Polly.....WCKB, Dunn, N. C.
 Faye, Dorothy.....WDAF, Kansas City, Mo.
 Festress, Nancy.....WLOW, Norfolk, Va.
 Fields, Geraldine.....WAYX, Waycross, Ga.
 Fillingham, Joan.....KANS, Wichita, Kans.
 Fincher, Shorty.....WCMB, Harrisburg, Pa.
 Fine, Esther.....WEVD, New York
 Finks, Fran.....WKTU, Mayfield, Ky.
 Flora, Catherine.....WCUM, Cumberland, Md.
 Fisher, Alice E.....KBIZ, Ottumwa, Iowa
 Fitch, Marcie.....KGLN, Colorado Springs, Colo.
 Fitzgerald, Peregine.....WABC-TV, New York
 Flanders, Dorothy.....KIMO, Independence, Mo.
 Fletcher, Louise.....WSOK, Nashville, Tenn.
 Fletcher, Marian.....WLOK, Lima, Ohio
 Flohr, Mildred.....KYSM, Mankato, Minn.
 Flournoy, Rose.....WRBL, Columbus, Ga.
 Floyd, Marguerite L.....WGUY, Bangor, Maine
 Foley, Barbara.....WVCO, Columbus, Ohio
 Foley, Bernie.....WCPO-TV, Cincinnati, Ohio
 Forester, Bobbie.....KXLR, Little Rock, Ark.
 Forester, Dot.....WRLD, West Point, Ga.
 Foret, Betty.....KVOL, Lafayette, La.
 Forgue, Sonia.....WLAM, Lewiston, Maine
 Foster, Fran.....WHKK, Akron, O.
 Fountain, Jean.....WMFD, Wilmington, N. C.
 Fouts, Nell Y.....WTNC, Thomasville, N. C.
 Frank, Norida.....WOC-TV, Davenport, Iowa
 Frazier, Darleen.....WHUN, Huntington, Pa.
 Frederick, Joy.....WTRW, Two Rivers, Wis.
 Frederick, Pauline.....WABC, New York
 Freeland, Mildred.....WMID, Atlantic City, N. J.
 French, Maxine.....WHPE, High Point, N. C.
 Friberg, Alice F.....WCYB, Bristol, Va.
 Friend, Dorothy.....KOTV, Tulsa, Okla.
 Frowe, Maida.....CKPC, Brantford, Ont.
 Funnell, Mildred.....WTAM, Cleveland, Ohio
 Fryar, Jan.....WLIO, E. Liverpool, Ohio

— G —

Gabrial, Nel.....WBMS, Boston, Mass.
 Gaffney, Pauline.....WHEC, Rochester, N. Y.
 Gaines, Mitzi.....WLET, Toccoa, Ga.
 Gale, Marion.....WWHG, Hornell, N. Y.
 Galvin, Grace.....WBRV, Waterbury, Conn.
 Gamron, Kay.....KPHO, Phoenix, Ariz.

Gannaway, Jean.....WWOD, Lynchburg, Va.
 Gantner, Evelyn.....KICA, Clovis, N. M.
 Gardiner, Dorothy.....KTLA, Los Angeles, Cal.
 Gardiner, Evelyn.....KDKA, Pittsburgh, Pa.
 Gathe, Louise.....KFQD, Anchorage, Alaska
 Geis, Joanne.....WCNB, Connorsville, Ind.
 George, Lynn.....WPAZ, Pottstown, Pa.
 Gerken, Frances Jean.....KBNZ, La Junta, Colo.
 Rhodes, Louise.....WSAU, Wausau, Wis.
 Gibbs, Mavis.....WTVR, Richmond, Va.
 Gibson, Jane.....KQV, Pittsburgh, Pa.
 Gibson, Martha.....WJOI, Florence, Ala.
 Gilchrist, Norma.....KNBH, Hollywood, Cal.
 Godofsky, M. N.....WHLI, Hempstead, N. Y.
 Goodman, Ruth.....WTOC, Savannah, Ga.
 Gordon, Marian A.....WPRC, Lincoln, Ill.
 Gosar, Donna.....KOVU, Provo, Utah
 Gottfried, Delores.....KOCO, Salem, Ore.
 Gottleib, Ruth.....WMSC, Columbia, S. C.
 Gould, Joan.....KYOS, Merced, Cal.
 Gowan Larilyne P.....WDXI, Jackson, Tenn.
 Graham, Lucille.....WNXT, Portsmouth, Ohio
 Graham, Peg.....KDXI, Dickson, N. D.
 Grange, Alice.....KGOS, Torrington, Wyo.
 Gray, Jane.....CHEML, Hamilton, Ont.
 Gray, Kitty.....WBOS, Salisbury, Md.
 Green, Halene.....WMIK, Middleboro, Ky.
 Greene, June K.....WHAI, Greenfield, Mass.
 Greer, Lois.....KQMA, Magnolia, Ark.
 Gregg, Mary.....KAFY, Bakersfield, Cal.
 Griem, Beta.....WTMJ-TV, Milwaukee, Wis.
 Griffin, Catherine.....WJVA, South Bend, Ind.
 Griffin, Helen.....WLBJ, Bowling Green, Ky.
 Griffith, Marjorie.....WRTA, Altoona, Pa.
 Grim, Lee.....KOME, Tulsa, Okla.
 Grover, Gertrude.....WHCU, Ithaca, N. Y.
 Gunning, Elizabeth.....WJAR, Providence, R. I.
 Guy, Corris.....KTLA, Los Angeles, Cal.

— H —

Haas, Rose Marie.....KAGH, Crossett, Ark.
 Haden, Evelyn.....WKWK, Wheeling, W. Va.
 Hadley, Cis.....KCJB, Minot, N. D.
 Haerberle, Arle.....WCCO-TV, Minneapolis, Minn.
 Hagan, Frances.....KIND, Independence, Kans.
 Haines, Joan.....KGVO, Missoula, Mont.
 Haines, Mary.....WCAM, Camden, N. J.
 Hall, Connie.....WFPM, Fort Valley, Ga.
 Hall, Dorothy.....WFAA, Dallas, Tex.
 Hall, Harriett.....WBSM, New Bedford, Mass.
 Hall, Jean Hayes.....KENO, Las Vegas, Nev.
 Halpin, Josephine.....WINS, New York
 Hambricht, Jo.....WFGN, Gaffney, S. C.
 Hammersley, Evadna.....KOA, Denver, Colo.
 Hamilton, Berta.....WTYS, Marionna, Fla.
 Hamilton, Jean.....KTOW, Oklahoma City, Okla.
 Hammill, Dot.....WETB, Johnson City, Tenn.
 Hamscomb, Olga.....WFLA, Tampa, Fla.
 Hanlon, Pat.....CKOK, Penticton, B. C.
 Hensen, Edith.....KMA, Shenandoah, Iowa
 Hanson, Eleanor.....WHK, Cleveland, O.
 Hanson, Flo.....KFRE, Fresno, Cal.
 Hanzel, Betty.....WBBW, Youngstown, O.
 Hardaway, June.....WGBA, Columbus, Ga.
 Harmon, J. Marion, Sr.....WTRR, Sanford, Fla.
 Harper, Mary E.....WEBQ, Harrisburg, Ill.
 Harris, Charmin.....KALG, Alamozordo, N. M.
 Harris, Dorothy.....WROX, Clarksdale, Miss.
 Harris, Dottie.....WSAV, Savannah, Ga.
 Harris, Fran.....WWJ, Detroit, Mich.
 Harris, Francis Kay.....KGBC, Galveston, Texas
 Harris, Joan.....KSTA, Coleman, Texas
 Hart, Elizabeth.....WMAQ, Chicago, Ill.
 Hart, Helen.....WHVR, Hanover, Pa.
 Hart, Jane.....WPKY, Frankfort, Ky.
 Hart, Jean.....WSTR, Sturris, Mich.
 Hart, Joan.....WICA, Ashtabula, O.
 Hartman, Hazel.....WFPG, Atlantic City, N. J.
 Harvey, Helen.....WCOL, Columbus, O.
 Harvey, Mary.....WGEM, Quincy, Ill.
 Hatchett, Betty.....KWKC, Abilene, Tex.
 Hausler, Barbara A.....KCTI, Gonzales, Tex.
 Hayes, Ann.....KCMO, Joplin, Mo.
 Hayes, Bette.....WDAF-TV, Kansas City, Mo.
 Hayes, Fern.....KVAN, Vancouver, Wash.

Hayes, Martha.....WIVY, Jacksonville, Fla.
 Hays, May B.....WICC, Bridgeport, Conn.
 Hayward, Joyce.....WGAC, Augusta, Ga.
 Hazard, Aline.....WNA, Madison, Wis.
 Healy, Mrs. Tim.....KIXL, Dallas, Texas
 Heath, Felicity.....CBG, Gander, Newf.
 Heath, Nancy.....CHUB, Nanaimo, B. C.
 Heckman, Nan.....WEEU, Reading, Pa.
 Heitzer, Abbie.....WBIW, Bedford, Ind.
 Hembarger, Lou.....KFAM, St. Cloud, Minn.
 Henderson, Doris.....KICK, Springfield, Mo.
 Henderson, Eve.....CFRN, Edmonton, Alta.
 Henderson, Freddie.....WERD, Atlanta, Ga.
 Henderson, Louise.....WSNJ, Bridgeton, N. J.
 Henderson, Margaret.....WGSV, Guntersville, Ala.
 Hendries, Peg.....KBUC, Corona, Cal.
 Hendryks, Jan.....WANE, Ft. Wayne, Ind.
 Henry, Eileen.....CJFX, Antigonish, N. S.
 Henry, Ellen.....KDLR, Devils Lake, N. D.
 Hepburn, Helen.....WKBZ, Muskegon, Mich.
 Herbst, Eina A.....KCRG, Cedar Rapids, Iowa
 Herrick, Lee.....WSIV, Pekin, Ill.
 Hersh, Gladys.....WKAP, Allentown, Pa.
 Hiatt, Alma.....WSYD, Mt. Airy, N. C.
 Hicks, Fran.....WIEL, Elizabethtown, Ky.
Hightower, Jill.....WOAP, Owosso, Mich.
 Hightower, Marie.....WLBB, Carrollton, Ga.
 Hines, Marvalice.....KIMA, Yakima, Wash.
 Hines, Ruth Ann.....KBMV, Billings, Mont.
Hobson, Marie.....WJEL, Hagerstown, Md.
 Hoffman, Helen Ruth.....KYAK, Yakima, Wash.
 Holden, Ann.....KGO, San Francisco, Cal.
 Holmase, Helen.....KSDN, Aberdeen, S. Dak.
 Holmes, Alma.....KFLD, Flavaada, Tex.
 Holmgren, Lois R.....WJPD, Ishpeming, Mich.
 Hope, Helen.....WHYN, Holyoke, Mass.
 Horen, Barbara.....KFGO, Fargo, N. D.
 Horsfall, Dorothy.....WPDQ, Jacksonville, Fla.
 Horstman, Betty Ann.....WLW-D, Dayton, O.
 Horton, Marie.....KELO, Sioux Falls, S. D.
 Horvet, June.....KGHF, Pueblo, Colo.
 Hotton, Esther.....WTMJ, Milwaukee, Wis.
 Houghlum, Mimi.....KUGN, Eugene, Ore.
House, Betty.....KYCA, Prescott, Ariz.
 Houston, Katie.....KTHT, Houston, Texas
 Howard, Nancy.....KMUS, Muskogee, Okla.
 Howard, Peg.....WTOL, Toledo, Ohio
 Howe, C.....KMAM, Manhattan, Kan.
 Hubbard, Kay.....KHUB, Watsonville, Cal.
 Huffman, Helen M.....WAYB, Waynesboro, Va.
 Huie, Mildred.....WALB, Albany, Ga.
 Hulick, Helen.....WTNT, Tallahassee, Fla.
 Hull, Martha.....KCID, Caldwell, Idaho
 Hunt, Jean.....KRES, St. Joseph, Mo.
 Hunter, Beth.....CJOY, Guelph, Ont.
 Hurlburt, Mimi.....WATR, Waterbury, Conn.
 Huse, Polly.....WBZ-TV, Boston, Mass.
 Hutch, Nita.....WTVN, Columbus, Ohio
 Hutchins, Minnabelle.....WPTW, Piqua, Ohio
 Hutchinson, Elaine.....WVVW, Fairmont, W. Va.
 Hydrick, Betty.....WRNO, Orangeburg, S. C.
 Hylland, Miriam.....KLIZ, Brainerd, Minn.

— I —

Isaac, Rose.....WJMS, Ironwood, Mich.

— J —

Jabens, Elaine.....WOW, Omaha, Neb.
 Jamelson, Marjorie.....CJDC, Dawson Creek, B. C.
 James, Carolyn.....KCSU, Provo, Utah
 James, Virginia.....WCKY, Cincinnati, Ohio
 Jaman, Frances.....WDNC, Durham, N. C.
 Jennings, Helen Macey.....WLSB, Baton Rouge, La.
 Jewel, Izetta.....KCBQ, San Diego, Cal.
 Jo, Peggy.....KGDE, Ferris Falls, Minn.
 John, Alma.....WWRU, New York
 Johnson, Bea.....KFRM, Kansas City, Mo.
 Johnson, Gerry.....KRLD-TV, Dallas, Texas
 Johnson, Gwen.....KROS, Clinton, Iowa
 Johnson, Siblyl.....WKY-TV, Oklahoma City, Okla.
 Jones, Gwen.....WGSN, Huntington, N. Y.
 Jones, Pauline.....KMJ, Fresno, Cal.
 Jones, Sallye.....KRGV, Westaco, Tex.

Jones, Shirley.....WDSG, Dyersburg, Tenn.
 Junkins, Rita.....WABM, Houston, Maine
 Jurgenson, Johnette.....KOBK, Owatonna, Minn.

— K —

Kay, Frances.....WEAS, Atlanta-Decatur, Ga.
 Kay, Kathryn.....KVOA, Tuscon, Ariz.
 Kay, Lorraine.....WRNJ, Racine, Wis.
 Kaye, Barbara.....WKRQ, Mobile, Ala.
 Kaye, Susan.....WRGB, Schenectady, N. Y.
 Keane, Leontine R.....WJLB, Detroit, Mich.
 Keaton, Verona.....KBKW, Aberdeen, Wash.
 Kelly, Elly.....WRFW, Eau Claire, Wis.
 Kelly, Lois.....KGHL, Billings, Mont.
 Kendall, Marge.....KXLE, Ellensburg, Wash.
 Kennedy, Kim.....WJIM, Lansing, Mich.
 Kenney, Pat.....CKOY, Ottawa, Ont.
 Kerr, Paula.....WIRE, Indianapolis, Ind.
 Kercheval, Mary.....WSAZ, Huntington, W. Va.
 Key, Barbara.....KWSH, Wewoka, Okla.
 Kibbee, Lois.....KROD, El Paso, Texas
 Kidd, Pat.....WMOK, Metropolis, Ill.
 Kieckafer, Anne.....WBKV, West Bend, Wis.
 Kimball, Elizabeth.....WHAY, New Britain, Conn.
 Kimball, Helen.....KIRO, Seattle, Wash.
 Kimbrough, Emily.....WCBS, New York, N. Y.
 King, Carol.....WCAX, Burlington, Vt.
 King, Ethel Jane.....KFH, Wichita, Kan.
 King, Una.....WTHT, Hartford, Conn.
 Kirby, Bea.....WTTM, Trenton, N. J.
 Kirk, Dorothy Ann.....KILQ, Grand Forks, N. D.
 Kitchel, Donna.....WKBY, Richmond, Ind.
 Klake, Lillian.....WLDY, Ladysmith, Wis.
 Knauss, Margaret.....WTVB, Coldwater, Mich.
 Knight, Lee.....WSPD, Toledo, Ohio
 Knight, Nancy.....WCHV, Charlottesville, Va.
 Knights, Kay.....CKDA, Victoria, B. C.
 Kobak, Joyce.....WTWA, Thomson, Ga.
 Kopriver, Terry.....WWGP, Sanford, N. C.
 Kovar, Anne.....WMBS, Uniontown, Pa.
 Krehlow, Jean.....WBIZ, Eau Claire, Wis.
 Krehbiel, Lois R.....WCBC, Anderson, Ind.
 Krimm, Joan.....WLYC, Williamsport, Pa.
 Kroll, Bonnie.....WJMR, New Orleans, La.
 Kurtz, Mary Ellen.....WLBK, Lebanon, Pa.
 Kyle, Peggy.....WELS, Kingston, N. C.

— L —

Labbitt, Myrtle.....CKLW, Detroit, Mich.
 Lachance, Madeleine.....CKCV, Quebec
 Lackey, Bonnie B.....WHOP, Hopkinsville, Ky.
 Lake, Katie.....KFJI, Klamath Falls, Ore.
 Lake, Kit.....WALK, Patchogue, N. Y.
 Lake, Nancy.....WLEC, Sandusky, O.
 Lane, Abbie.....CJCH, Halifax, N. S.
 Lane, Barbara.....WISC, Madison, Wis.
 Lane, Laura.....WMBY, New Orleans, La.
 Lane, Martha.....KXOK, St. Louis, Mo.
 Lapp, Mae.....KCOY, Santa Maria, Cal.
 LaRoy, Rita.....KTTV, Los Angeles, Cal.
 Larsen, Shirley.....KISD, Sioux Falls, S. Dak.
 Larson, Ruth.....KIYI, Shelby, Mont.
 Latham, Iris.....WTNS, Coshocton, O.
 Lauderdale, Pat.....WLou, Louisville, Ky.
 Laurence, Dorothy.....WICU, Erie, Pa.
 Lauritzen, Laurie.....KGON, Portland, Ore.
 Lavitan, Gladys.....WAYS, Charlotte, N. C.
 Lawski, Eleanor.....KFNF, Shenandoah, Iowa
 Lee, Alice.....WTTV, Bloomington, Ind.
 Lee, Ann.....WGFG, Kalamazoo, Mich.
 Lee, Elinor.....WTOP, Washington, D. C.
 Lee, Gretchen.....WOOD, Grand Rapids, Mich.
 Lee, Jane.....KSFO, San Francisco, Cal.
 Lee, Jeanette.....WFBM-TV, Indianapolis, Ind.
 Lee, June.....KFJX, Grand Junction, Colo.
 Lee, Mary.....KSOX, Harlington, Tex.
 Lee, Nora Lou.....KFPW, Fort Smith, Ark.
 LeGrand, Gladys.....KHBG, Okmulgee, Okla.
 Lemma, Joyce.....KBWD, Brownwood, Texas
 Leonard, Beth.....KING-TV, Seattle, Wash.
 Leslie, Ann.....WISN, Milwaukee, Wis.
 Lewis, Wilma.....KAVL, Lancaster, Cal.
 Ley, Martha.....WHOM, New York

Lightfoot, Pat. KDAS, Malvern, Ark.
 Lindaman, Jeanne M. WVAM, Altoona, Pa.
 Lindenborg, Jane. KTRU, Turlock, Cal.
 Lindley, Dorothy. KRSB, Creston, Iowa
 Lindsay, Elizabeth. KVOP, Plainville, Tex.
 Little, Sue. KVER, Albuquerque, N. M.
 Lockwood, Llyn. WINZ, Miami, Fla.
 Lockwood, Lynn. WKAT, Miami Beach, Fla.
 Loesch, Rita. WLRP, New Albany, Ind.
 Lombardi, Angela. WEAM, Arlington, Va.
 Long, Mary W. WFMD, Frederick, Md.
 Lou, Anita. WASA, Havre de Grace, Md.
 Love, Ailene. WRLD, Lanett, Ala.
 Lowe, Kay. WKLO, Louisville, Ky.
 Ludlum, Lillian. WLCR, Torrington, Conn.
 Luedke, Florence. WMBD, Peoria, Ill.
 Lull, Lucia. WHBS, Huntsville, Ala.
 Lynn, Kathryn. KFAL, Fulton, Mo.
 Lynn, Melba. WGRO, Bay City, Mich.
 Lyon, Sandra. WCSC, Charleston, S. C.

— Mc —

McAllister, Ruth. KRPL, Moscow, Idaho
 McBride, Alys Mae. WHLB, Virginia, Minn.
 McBride, Maureen. WBBZ, Ponca City, Okla.
 McCall, Bettie. WCAO, Baltimore, Md.
 McCartney, Malda H. KOJM, Havre, Mont.
 McCloy, Ruth. KOMO, Seattle, Wash.
 McCollum, Audrey. KWAT, Watertown, S. D.
 McCormick, Dorothy. WSON, Henderson, Ky.
 McCormick, Marie. WKIP, Poughkeepsie, N. Y.
 McCoy, Rita. WMRF, Lewiston, Pa.
 McCraney, Betty. WGRA, Valdosta, Ga.
 McCrary, Jinx Falkenburg. WNBZ, New York
 McCarthy, Josephine. WNBZ, New York
 McDonell, Margaret. KOSA, Odessa, Tex.
 McDonald, Mary. WGL, Fort Wayne, Ind.
 McDonnell, Margaret. KOSA, Odessa, Tex.
 McFarland, Dorothy. KCHA, Charles City, Iowa
 McGavren, Marge. KWBE, Beatrice, Neb.
 McGahan, Mary. KWRN, Reno, Nev.
 McGeary, Ruth. WPAR, Parkersburg, W. Va.
 McIntyre, Susie. WBT, Charlotte, N. C.
 McKay, Anne. WGRA, Valdosta, Ga.
 McKay, Muriel. CJON, St. John's, Newf.
 McKeegan, Margaret. WOLT, Ames, Iowa
 McKinnie, Peggie. WTJS, Jackson, Tenn.
 McKittrick, Dorothy. WEIM, Fitchburg, Mass.
 McMillan, Mary Sue. WILD, Birmingham, Ala.
 McNeely, Beth. WTSP, St. Petersburg, Fla.
 McNeil, Ida A. KGFX, Pierre, S. D.
 McNellis, Margi. WABC, New York
 McNutt, Lons. KTSW, Emporia, Kan.
 McShane, Lucille. KSRV, Ontario, Ore.

— M —

MacDonald, Elaine. CHOK, Savnia, Int.
 Macdonald, Mildred. CHAB, Moosejaw, Sask.
 Mack, Mary. WMFS, Chattanooga, Tenn.
 Maddox, Marilou. WJPS, Evansville, Ind.
 Magglebee, Ruth. WNAC-TV, Boston, Mass.
 Magno, Nina. WADC, Akron, O.
 Mahoney, Esther. WSFA, Montgomery, Ala.
 Mahoney, Mildred. WJLS, Beckley, W. Va.
 Malicord, "Boo". WHOO, Orlando, Fla.
 Malmgren, Loys. WNHC-TV, New Haven, Conn.
 Mann, Margaret. KDIX, Dickinson, N. D.
 Manners, Martha. WKTV, Utica, N. Y.
 Manning, Mary. WLAC, Nashville, Tenn.
 Mar, Ann. WMAR-TV, Baltimore, Md.
 Mariner, Marjorie. WFMJ-TV, Youngstown, Ohio
 Market, Hazel. WWDC, Washington, D. C.
 Marsh, Jan. WCRB, Waltham, Mass.
 Marshall, Mary Louise. WOC-TV, Davenport, Iowa
 Martin, Evelyn, H. WWVO, Pineville, W. Va.
 Martin, Jean. KEEN, San Jose, Cal.
 Martin, Josephine. KFRC, San Francisco, Cal.
 Martin, Juanita. KVEC, San Luis Obispo, Cal.
 Martin, Mary Anne. WRF, Athens, Ga.
 Martin, Rosemary. WNOP, Newport, Ky.
 Mason, Ella. WABD, New York
 Mason, Mary. WJVB, Jacksonville, Fla.
 Mason, Ruth. WREB, Holyoke, Mass.

Masters, Margaret. KSL-TV, Salt Lake City, Utah
 Matthews, Margaret. WNBW, Washington, D. C.
 Matthews, Rita. KWHW, Altus, Okla.
 Mattingly, Phyllis. KCOL, Fort Collins, Colo.
 May, Catherine. KIT, Yakima, Wash.
 Maxwell, Bette. WLAP, Lexington, Ky.
 Mead, Dottie. WSPB, Sarasota, Fla.
 Mellen, Kate. WOW-TV, Omaha, Neb.
 Melrose, Edythe Fern. WXYZ-TV, Detroit, Mich.
 Meyer, Mary Lee. WJPG, Green Bay, Wis.
 Meyners, Delia Q. Arnaldo. WAPA, San Juan, P.R.
 Michaels, Gloria. WHLM, Bloomsburg, Pa.
 Mickieu, Lillian. WHGB, Harrisburg, Pa.
 Middleton, Kay. WGN-TV, Chicago, Ill.
 Miles, Bonnie. KRLW, Walnut Ridge, Ark.
 Miller, Claire. KOEL, Oelwein, Iowa
 Miller, Dottie. WBBQ, Augusta, Ga.
 Miller, Elwanda. WTGO, Campbellsville, Ky.
 Miller, Meta. WNOK, Columbia, S. C.
 Miller, Mildred. WBEN-TV, Buffalo, N. Y.
 Miller, Phoebe. WORZ, Orlando, Fla.
 Mills, Sarah Beth. WERR, Hamilton, Ala.
 Minnick, Stella. W DAR, Savannah, Ga.
 Mitchell, Courtney. WICE, Providence, R. I.
 Mitchell, Hazel. WWGS, Tifton, Ga.
 Mick, Doris. WMSL, Decatur, Ala.
 Moon, Virginia. KTRM, Beaumont, Texas
 Moore, Eleanor. WSBT, South Bend, Ind.
 Moore, Mary. WLTV, Atlanta, Ga.
 Morehead, Jean. WTAR-TV, Norfolk, Va.
 Morgan, Ann. KUKL, Ukiah, Cal.
 Morgan, Louise. WNAC-TV, Boston, Mass.
 Morgan, Marion. CKLB, Oshawa, Ontario
 Morgan, Mary. CKLW, Detroit, Mich.
 Morgan, Mary F. WBSA, New Orleans, La.
 Morin, Jacqueline. CHLN, Trois-Rivers, Quebec
 Morris, Helen. WONS, Hartford, Conn.
 Morris, Louise. WDAK, Columbus, Ga.
 Morsch, Fern. KOVC, Valley City, N. D.
 Morse, Molly. KFMB, San Diego, Cal.
 Mosier, Sue. KFKA, Greeley, Colo.
 Mossman, Sally. WMCK, McKeesport, Pa.
 Motha, Lillane. CJSO, Sorel, Quebec
 Mugglebee, Ruth. WNAC, Boston, Mass.
 Mullinu, Esther. WGAR, Cleveland, Ohio
 Mulvey, Maxine. KLZ, Denver, Col.
 Murray, Jean. WRDO, Augusta, Maine
 Muske, Joy. KVKM, Monahans, Tex.

— N —

Nachman, Susanne. KWRE, Warrenton, Mo.
 Narel, Dorothy, A. WKNY, Kingston, N. Y.
 Negri, Eleanor. WPDZ, Clarkburg, W. Va.
 Neilson, Shirley. WHWF, Rutland, Vt.
 Nekuda, Lydia. KFOR, Lincoln, Neb.
 Nelson, Irene B. WLIP, Kenosha, Wis.
 Nelson, Lorell. WCMT, Newark, Ohio
 Neville, Helen. WKBW, Buffalo, N. Y.
 Newman, Ida. WJDA, Quincy, Mass.
 Nichols, Mary. WHO, Des Moines, Iowa
 Nicholson, Barbara. WCTA, Andalusia, Ala.
 Nolting, Gladys. WCSI, Columbus, Ind.
 Noreen, Ann. WJAG, Norfolk, Neb.
 Norman, Kay. KNEA, Jonesboro, Ark.
 Norman, Nan. WDJ, Decatur, Ill.
 Norris, Betty Sue. WATA, Boone, N. C.
 Norris, Maxine. KELY, Ely, Nev.
 North, Nora. CFOR, Orillia, Ont.
 Notari, S. WEDC, Chicago, Ill.

— O —

Oberto, Betty. WLPO, La Salle, Ill.
 O'Connor, Ruth E. WCFB, Dunkirk, N. Y.
 O'Day, Billie. WIOD, Miami, Fla.
 O'Neill, Jean. WCUE, Akron, Ohio
 O'Neill, Kay. CBW, Winnipeg
 Oppenheimer, Kitty. KTIM, San Rafael, Cal.
 Orr, Ethel. WKGN, Knoxville, Tenn.
 Osgood, Nancy. WNBW, Washington, D. C.
 Overton, Helen. WHBQ, Memphis, Tenn.
 Owens, LaNora. KECK, Odessa, Tex.
 Owen, R. A. WBLT, Bedford, Va.

— P —

Padfield, Mary Beth.....KBOL, Boulder, Colo.
 Page, Patricia.....WTTM, Trenton, N. J.
 Paige, Wendy.....CHUM, Toronto, Ont.
 Panages, Alicia.....WCSH, Portland, Maine
 Parker, Priscilla.....WHUM-TV, Reading, Pa.
 Parks, Connie.....WIOC, Bridgeport, Conn.
 Parris, Helen.....WAGA-TV, Atlanta, Ga.
 Parrish, Helen.....WKLF, Clanton, Ala.
 Parry, Betty.....WKKW, Albany, N. Y.
 Parsons, Constance.....KINY, Juneau, Alaska
 Parter, Clarine.....WCOA, Pensacola, Fla.
 Pattee, Betty.....WKNB-TV, New Britain, Conn.
 Patterson, Engleberk.....WCRK, Morristown, Tenn.
 Patterson, Mitzi.....KMUR, Murray, Utah
 Patton, Inez.....KCNV, San Marcos, Texas
 Patton, Rae.....KRAM, Las Vegas, Nev.
 Pearce, Dorothy.....KBOX, Modesto, Cal.
 Pedlow, Marion.....WPWA, Chester, Pa.
 Penland, Nell Bates.....WACL, Waycross, Ga.
 Person, Violet.....WMTG, Vanceboro, Ky.
 Perrault, Della.....KPKW, Pasco, Wash.
 Peterson, Kitty Martin.....WVOP, Vidalia, Ga.
 Pfeiffer, Mary Lou.....WRFO, Worthington, O.
 Pfisterer, Anita.....KRAL, Rawlins, Wyo.
 Phair, Jean.....WBNS-TV, Columbus, O.
 Phillip, Lee.....WBKB-TV, Chicago, Ill.
 Phillip, Mary Jane.....KGFH, Flagstaff, Ariz.
 Pickering, Helen.....WHJC, Matewan, W. Va.
 Pierce, Jackie.....WTVJ, Miami, Fla.
 Pierson, Rama.....WSPR, Sturgis, Mich.
 Plank, Laura.....KASH, Eugene, Ore.
 Plunkett, Olive.....WZOB, Fort Payne, Ala.
 Poindexter, Ella K.....WHLF, South Boston, Va.
 Pomeroy, Priscilla.....WHUM, Reading, Pa.
 Popham, Virginia F.....KTLW, Texas City, Tex.
 Porter, Jane.....WGAN, New Haven, Conn.
 Porter, Jeanne.....WELI, New Haven, Conn.
 Pressley, Peggy.....WGBF, Evansville, Ind.
 Presnall, Jan.....KJAN, Atlantic, Iowa
 Price, Marjorie.....WILM, Wilmington, Delaware
 Powers, Louise.....WNRJ, Newark, N. J.
 Preiser, Margaret.....WWNR, Beckley, W. Va.
 Prescott, Mary.....WJGJ, Tullahoma, Tenn.
 Pressly, Harriet.....WPTF, Raleigh, N. C.
 Priess, Shirley.....KOLO, Reno, Nev.
 Pritchard, Joan.....CKOK, Hamilton, Ont.
 Pruett, Rozna Jane.....KLTJ, Longview, Tex.
 Pulliam, Billie.....KPDN, Pampa, Tex.
 Purcell, Joan.....WCLL, Corning, N. Y.
 Putnum, Helen.....KSRO, Santa Rosa, Cal.

— R —

Rafuse, Norma.....CKBW, Bridgewater, N. S.
 Ramey, Wanda.....KROW, Oakland, Cal.
 Ramsower, Grace.....KTFY, Brownfield, Tex.
 Randall, Fern.....WOKZ, Alton, Ill.
 Randall, Joan.....WLAV, Grand Rapids, Mich.
 Ransom, Jane.....WASK, Lafayette, Ind.
 Ratliff, Priscilla.....KDWT, Stamford, Texas
 Ray, Suetta.....KBOA, Kennett, Mo.
 Ready, Mary Jane.....WOHI, East Liverpool, Ohio
 Reager, Zuline.....WBLK, Clarksburg, W. Va.
 Redington, Ruth.....WKNE, Keene, N. H.
 Rein, Jenni.....WCOW, S. St. Paul, Minn.
 Rentfrow, Olive.....KBUN, Bemidji, Minn.
 Revels, Gloria.....WONN, Lakeland, Fla.
 Rhodes, Roxie M.....KTTR, Rolla, Mo.
 Riano, Renie.....WTVN, Columbus, O.
 Rice, Catherine.....WFAU, Augusta, Maine
 Richards, Emma Lou.....WJCM, Sebring, Fla.
 Richards, Joan.....WIPC, Lake Wales, Fla.
 Richardson, Doris.....KCKW, Moncton, N. B.
 Richardson, Elna.....KBOP, Pleasanton, Tex.
 Richmond, Kerry.....WKID, Urbana, Ill.
 Riddick, Ruth J.....WRAP, Norfolk, Va.
 Ringler, Evelyn.....WHIS, Bluefield, W. Va.
 Ristola, Mary.....KAST, Astoria, Ore.
 Robbins, Bette.....WCEM, Cambridge, Md.
 Roberts,.....WLEA, Hornell, N. Y.
 Roberts, Marion.....WBEN-TV, Buffalo, N. Y.
 Roberts, Thelma.....WGGG, Gainesville, Fla.
 Robertson, Jeanne.....KECK, Odessa, Tex.

Robinson, Penny.....KPOJ, Portland, Ore.
 Robichaud, P.....CHEF, Granby, Que.
 Robins, Sharon.....KONP, Port Angeles, Wash.
 Robinson, Blanche.....WOCB, West Yarmouth, Mass.
 Robinson, Dottie Baker.....WENE, Binghamton-
 Endicott, N. Y.
 Rogers, Ella.....WTND, Orangeburg, S. C.
 Rogers, Elva.....KOVE, Lander, Wyo.
 Roland, Cecelia.....WKOP, Binghamton, N. Y.
 Ronan, Honore.....WDAN, Danville, Ill.
 Rosenbaum, Virginia.....WTBO, Cumberland, Md.
 Ross, Janet.....KDKA, Pittsburgh, Pa.
 Rowe, Flo Beach.....WSLE, Ogdensburg, N. Y.
 Rowe, Jo Anne.....KVOR, Colorado Springs, Colo.
 Rundvold, Inga.....WNBW, Washington, D. C.
 Russell, Rebecca.....KZIZ, Gladewater, Texas
 Ryan, Helen.....WTHI, Terre Haute, Ind.

— S —

Sachs, Mary.....WVJS, Owensboro, Ky.
 Salentine, Carole.....KFMB-TV, San Diego, Cal.
 Samples, Fern.....WRMN, Elgin, Ill.
 Samulson, Connie.....WVTN, Jamestown, N. Y.
 Sanderson, Elsie Neely.....KOLN, Lincoln, Neb.
 Sanford, Doris.....WGRO, Bay City, Mich.
 Sanford, Dorothy.....WFEC, Miami, Fla.
 Santomauro, Frances.....WBIG, Greensboro, N. C.
 Saunders, Lee.....WIST, Charlotte, N. C.
 Savell, Taris.....WEAR, Pensacola, Fla.
 Sawyer, Annie Laurie.....WJAY, Mullins, S. C.
 Saxe, Beverly.....WBEV, Beaver Dam, Wis.
 Schleider, Vic.....WGET, Gettysburg, Pa.
 Schrieter, Dalece.....KGEW, Boise, Idaho
 Schofield, Anne.....KDSH, Boise, Idaho
 Schramm, Violet.....KFVD, Los Angeles, Cal.
 Schultz, Marie.....WSKB, McComb, Miss.
 Schumaker, Betty.....KAYS, Hayes, Kansas
 Schwartz, Dorothy.....KPRL, Paso Robles, Cal.
 Scott, Pat.....WHBF, Rock Island, Ill.
 Scott, Romaine.....WPAM, Pottsville, Pa.
 Scott, Shirley Jean.....WBUT, Butler, Pa.
 Scureman, Esther.....WCDD, Carbondale, Pa.
 Seidner, Mary Lee.....KLIX, Twin Falls, Idaho
 Seiler, Faye.....KFBS, Joplin, Mo.
 Selah, Ellen.....KGFW, Kearney, Neb.
 Servino, Marie.....WCLD, Cleveland, Miss.
 Sexton, Marion.....WTAD, Quincy, Ill.
 Shafer, Betty.....KSL-TV, Salt Lake City, Utah
 Shaler, Signa.....KWBG, Boone, Iowa
 Shank, Dorothy.....WEBR, Buffalo, N. Y.
 Shank, Eleanor.....KOOS, Coos Bay, Ore.
 Sharp, Fern.....WBNS, Columbus, Ohio
 Shaw, Monette.....KABC, San Antonio, Tex.
 Shaw, Sue S.....WELP, Easley, S. C.
 Shea, Jeanne.....WBNS-TV, Columbus, Ohio
 Shelton, Kay.....KOWB, Laramie, Wyo.
 Sherman, Joe.....WARA, Attleboro, Mass.
 Sherrill, Judy.....WDOK, Cleveland, O.
 Sherwood, Peg.....WSAI, Cincinnati, O.
 Shipham, Winnie.....KHUM, Eureka, Cal.
 Shoemaker, Adella.....KMA, Shenandoah, Iowa
 Shrode, Syd.....WPIN, St. Petersburg, Fla.
 Shumate, Mae Floyd.....KSO, Des Moines, Iowa
 Shurtleff, Barbara.....WMBD, Peoria, Ill.
 Shurtz, Margaret.....WJHL, Johnson City, Tenn.
 Siford, Medora.....KAMD, Camden, Ark.
 Silver, Marjorie B.....WTRA, Ft. Pierce, Fla.
 Simms, Marge.....WMAM, Marinette, Wis.
 Simpson, N. T.....WBRK, Pittsfield, Mass.
 Singleton, Kit Lee.....KFRB, Fairbanks, Alaska
 Sladden, Jean.....WDTV, Pittsburgh, Pa.
 Sleppy, Lydia S.....KOBK, Las Cruces, N. M.
 Slon, Betsy.....WLEB, Richmond, Va.
 Smart, Sally.....WOR-TV, New York
 Smeling, Jean Ann.....KELA, Centralia, Wash.
 Smith, Alberta.....WGEZ, Beloit, Wis.
 Smith, Barbara.....WAUD, Auburn, Ala.
 Smith, Becky.....WKBI, St. Marys, Pa.
 Smith, Dixie.....WMOK, Metropolis, Ill.
 Smith, Doris.....WDUN, Gainesville, Ga.
 Smith, Drue.....WAPO, Chattanooga, Tenn.
 Smith, Evelyn.....WSMI, Litchfield, Ill.
 Smith, Faye Elizabeth.....WWJ-TV, Detroit, Mich.
 Smith, Jane.....KVEN, Ventura, Cal.

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729 SEVENTH AVENUE Telephone: Circle 5-6873 NEW YORK 19, N. Y.

PROGRAMS
1952
AM-TV



Titles

Sponsors

Products

Networks

TV Stations

Advertising Agencies

COMMERCIAL AM PROGRAMS OF 1952 (NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1952. 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 |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------|
| A Citizen Views the News | Time, Inc. (Life Magazine) | NBC | Young & Rubicam, Inc. |
| A Crime Letter From Dan Dodge | Toni (Prom Home Permanent, White Rain Shampoo) | ABC | Tatham-Laird, Inc. |
| Address by Gen. Eisenhower | Colorado Citizens for Eisenhower | CBS | Young & Rubicam, Inc. |
| Address by Philip Murray | C.I.O. Political Action Committee | CBS | Henry J. Kaufman & Associates |
| Adlai Stevenson | Liberal Party (Political) | CBS | Furman, Feiner & Co., Inc. |
| Admiral Presents World News With Robert Trout | Admiral Corp. (Radio, TV, Etc.) | CBS | Erwin, Wasey & Co., Inc. |
| Adventures of Maisie | Charles Antell & National Health Aids, Inc. (Formula #9, NHA Vitamins & Fastabs) | Mutual B.S. | Television Advertising Associates |
| Adv. of Ozzie & Harriet | Lambert Pharmacal Co. (Listerine Antiseptic, Tooth Paste, Tooth Powder, Pro-phy-lac-tic Tooth Brush, Etc.) | ABC | Lambert & Feasley, Inc. |
| Against the Storm | Philip Morris & Co. Ltd. (Cigarettes) | ABC | Cecil & Presbrey, Inc. |
| Alex Dreier | Skelly Oil Co. (Petroleum Products) | NBC | Henri, Hurst & McDonald, Inc. |
| Allan Jackson and the News | Metropolitan Life Insurance Co. | CBS | Young & Rubicam, Inc. |
| America Calling | Riggio Tobacco Corp. (Regent Cigarettes) | CBS | Hilton & Riggio, Inc. |
| American Forum of the Air | American Trucking Assoc. Inc. (Institutional) | NBC | The Biow Company, Inc. |
| Armstrong Theater of Today | Armstrong Cork Co. (Quaker Rugs, Linoleum Products) | CBS | |
| Arthur Godfrey Show | The Wander Co. (Ovaltine) | CBS | Grant Advertising, Inc. |
| Artificial Roses | Book Associates (Books) | CBS | Huber Hoge & Sons |
| Aunt Jemima Home Folks | Quaker Oats Co. (Aunt Jemima Pancake and Cake Mixes) | CBS | Price, Robinson & Frank, Inc. |

B

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------------------|--------------------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------|
| Back to God | Christian Reformed Church (Religious) | Mutual B.S. | Glenn-Jordan-Stoetzel, Inc. |
| Backstage Wife | The Procter & Gamble Co. (Dreft) | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Barrie Craig, Confidential Investigator | Lewis-Howe Co. (Tums) | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Ben Hogan, National Golf Day Tournament | Time, Inc. (Time Magazine) | CBS | Young & Rubicam, Inc. |
| Better Eyesight | Henry Holt & Co. (Books) | CBS | Thwing & Altman, Inc. |
| Betty Crocker Magazine of the Air | General Mills, Inc. (Flour & Cereals) | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Beulah | Procter & Gamble Co. (Dreft, Lava, Oxydol) | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Big Sister | Procter & Gamble Co. (Ivory Soap) | CBS | Compton Advertising, Inc. Dancer-Fitzgerald-Sample, Inc. |
| Bill Henry & the News | Johns-Manville Corp. (Building & Industrial Products) | Mutual B.S. | J. Walter Thompson Co. |
| Black Museum | Charles Antell & National Health Aids, Inc. (Formula #9, NHA Vitamins and Fastabs) | Mutual B.S. | Television Advertising Associates |
| Bill Ring Show | General Mills, Inc. (All Products) | ABC | Knox-Reeves Adv. Inc. |
| Bill Shadel and the News | General Foods Corp. (Log Cabin Syrup) | CBS | Benton & Bowles, Inc. |
| Bing Crosby Program | Liggett & Myers Tobacco Co. (Chesterfield) | CBS | Cunningham & Walsh, Inc. |
| Big Town | Lever Bros. Co. (Lifebuoy Soap) | CBS | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Blue Rose Show | Garden Guild of America | CBS | Hirsch & Rutledge, Inc. |
| Bob & Ray | Pabst Sales Co. (Beer) | NBC | Warwick & Legler, Inc. |
| Bob Hawk Show | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | CBS | Wm. Esty Co., Inc. |
| Bob Hope | General Foods Corp. (Jello) | NBC | Young & Rubicam, Inc. |
| Bobby Benson | Kraft Foods Co. (Kraft Caramels) | Mutual B.S. | J. Walter Thompson Co. |
| Breakfast Club | Philco Corp. (Refrigerators, Radios, Freezers, Air-Conditioning Units, TV Receivers) | ABC | Turner Adv. Agency |
| Break the Bank | Bristol-Myers Co. (Ipana, Sal Hepatica, Trushay & Other Products) | ABC | Doherty, Clifford, Steers & Shenfield, Inc. |
| Brighter Day | Procter & Gamble Co. (White Cheer, Blue Cheer) | CBS | Young & Rubicam, Inc. |
| Broadway Is My Beat | Wm. Wrigley, Jr., & Co. (Doublemint Chewing Gum) | CBS | Arthur Meyerhoff & Co. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------|
| Cal Tinney | General Mills, Inc. (Kitchen-Tested Flour, Cheerios, Cake Mixes & Other Products) | ABC | Walton Butterfield, Adv. |
| Camel Baseball Scoreboard | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | Mutual B.S. | Wm. Esty Co., Inc. |
| Camel Caravan Starring Vaughn Monroe | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | CBS | Wm. Esty Co., Inc. |
| Capitol Commentary | S. C. Johnson & Son, Inc. (Johnson Waxes and Finishes) | Mutual B.S. | Needham, Louis & Brorby, Inc. |
| Carl Smith Show | Kellogg Co. (Corn Flakes, Rice Krispies) | CBS | Leo Burnett Co., Inc. |
| Cavalcade of America | E. I. DuPont De Nemours & Co., Inc. (Institutional) | NBC | B.B.D.O., Inc. |
| Cecil Brown, Commentary | S. C. Johnson & Sons, Inc. (Johnson Waxes and Finishes) | Mutual B.S. | Needham, Louis & Brorby, Inc. |
| Cedric Adams | Sonotone Corp. (Hearing Aid) | CBS | Kudner Agency, Inc. |
| Charles Collingwood, Edward R. Murrow, Don Hollenbeck | Household Finance Corp. | CBS | Needham, Louis & Brorby, Inc. |
| Charlie McCarthy Show | Coca-Cola Co. | CBS | D'Arcy Advertising Co., Inc. |
| Choraliers | Longines-Wittnauer Watch Co. | CBS | Victor A. Bennett Co., Inc., Desbarats Advertising Agency (Canada) |
| Cities Service Band of America | Cities Service Petroleum Co., Inc. (Petroleum Products) | NBC | Ellington & Co., Inc. |
| City Hospital | Carter Products, Inc. (Arrid, Carter's Little Pills) | CBS | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Club 15 With Bob Crosby | Campbell Soup Co. | CBS | Ward-Wheelock Co. |
| Club Time | Club Aluminum Prod. Co. (Aluminum Household Utensils) | ABC | The Buchen Co. |
| CBS Newsroom—Sunday Desk | North American Van Lines, Inc. (Transportation, Storage) | CBS | Caston & Associates |
| Command Theater | Stanley Drug Products, Inc. (Pharmaceuticals) | CBS | Edward S. Kellogg Co. |
| Corliss Archer | Electric Companies Advertising Program (Institutional) | CBS | N. W. Ayer & Son, Inc. |
| Counterspy | Gulf Oil Company (Gasoline, Oil, Lubricants, Tires, Insecticides) | NBC | Young & Rubicam, Inc. |
| Curt Massey | Miles Laboratories, Inc. (Alka-Seltzer & One-a-Day Vitamins) | Mutual B.S. | Geoffrey Wade Advertising |

D

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------------------|--------------------------------------------------------------------------------------------------|---------|--------------------------------------|
| Dean Martin-Jerry Lewis | American Chicle Co. (Chiclets) | NBC | Sullivan, Stauffer, Colwell & Bayles |
| Defense Attorney | Goodyear Tire & Rubber Co. (Marathon Tires) | ABC | Kudner Agency, Inc. |
| Democratic National Convention | Admiral Corp. (Radios, TV Sets, Etc.) | ABC | Russel M. Seeds Co. |
| Dial Dave Garroway | Armour & Company (Dial Soap) | NBC | Foote, Cone & Belding |
| Dr. Christian With Jean Hersholt | Chesebrough Mfg. Co. (Vaseline Hair Tonic, Petroleum Jelly, Lip Ice) | CBS | McCann-Erickson, Inc. |
| Dr. Paul | Wesson Oil & Snowdrift Sales Co. (Wesson Oil & Snowdrift) | NBC | Fitzgerald Ad. Agency, Inc. |
| Double or Nothing | Campbell Soup Co. (Campbell Soups, Pork & Beans, Franco-American Spaghetti & Macaroni) | NBC | Ward-Wheelock Co. |
| Doris Day Show | CBS Columbia, Inc. (TV Sets, Radios) | CBS | Ted Bates & Co. |
| Dragnet | Liggett & Myers Tobacco Co., Inc. (Fatima Cigarettes) | NBC | Cunningham & Walsh, Inc. |
| Drew Pearson | Carter's Products, Inc. (Carter's Pills, Arrid, Rise Shave Cream) | ABC | Ted Bates & Co. |
| Duke of Paducah & Opry Gang | Locke Stove Company (Warm Morning Stoves) | NBC | Potts, Calkins & Holden, Inc. |
| Dulany Daily Double | John H. Dulany & Son, Inc. (Dulany Frozen Foods) | ABC | W. Earl Bothwell, Inc. |

E

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|--------------------------------------|---------------------------------------------------------------------------------------------------------|-----|-------------------------|
| Eddie Cantor Show | Philip Morris & Co., Ltd. | NBC | The Biow Co. |
| Edgar Bergen & Charlie McCarthy Show | Hudnut Sales Co., Inc. Division of Warner-Hudnut, Inc. (Creme Shampoo, Home Permanent, Rinse) | CBS | Kenyon & Eckhardt |
| Edward Murrow, Larry LeSueur | Theo. Hamm Brewing Co. (Hamm's Beer) | CBS | Campbell-Mithun, Inc. |
| Edwin C. Hill | Philco Corp. (Radios, Refrigerators, Freezers, TV Receivers & Other Prods.) | ABC | Hutchins Adv. Co., Inc. |
| Election Night Coverage | Admiral Corp. (Radios, TV Sets, Etc.) | ABC | Russel M. Seeds Co. |

F

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------|----------------------------------------------------------------|-------------|------------------------------|
| F. B. I. in Peace & War | Wildroot Co., Inc. (Cream Oil, Liquid Shampoo) | CBS | B.B.D. & O. |
| Father Knows Best | Crosley Div. Avco Mfg. Co. (Crosley Home Appliances) | NBC | Benton & Bowles, Inc. |
| Faultless Starch Time | Faultless Starch Co. (Starch) | NBC | Bruce B. Brewer Co. |
| Fibber McGee & Molly | Reynolds Metal (Reynolds-Wrap & Aluminum Prod.) | NBC | Buchanan & Co., Inc. |
| First Nighter | Miller Brewing Co. (Beer) | NBC | Mathisson & Associates, Inc. |
| Frank Edwards—News | American Federation of Labor (Institutional) | Mutual B.S. | Furman, Feiner & Co. |
| Frank Goss—News | Peter Paul, Inc. (Candy Bars) | CBS | Maxon, Inc. |
| Frank & Ernest | Dawn Bible Students Association (Religious) | Mutual B.S. | Wm. Gleeson Co. |

G

| | | | |
|------------------------------------|----------------------------------------------------------------------------|-------------|--------------------------------------------------|
| Gabriel Heatter | Credit Union National Association (Institutional) | Mutual B.S. | J. Walter Thompson Co. |
| Game of the Day | Falstaff Brewing Corp. (Falstaff Beer) | Mutual B.S. | Dancer-Fitzgerald-Sample, Inc. |
| Gangbusters | General Foods Corp. (Grape Nuts) | CBS | Young & Rubicam, Inc. |
| Galen Drake | Protam Corp. (Triplex Tablets) | CBS | Dowd, Redfield & Johnstone, Inc. |
| Garden Gate | Ferry-Morse Seed Co. (Seeds) | CBS | MacManus, John & Adams, Inc. |
| George Fisher's Let's Go Hollywood | North American Van Lines, Inc. (Transportation, Storage) | CBS | Castor & Associates |
| George Fisher, Hollywood Reporter | La Maur, Inc. (Modart Creme Shampoo) | CBS | Hilton & Riggio, Inc. |
| Gillette Fights | Gillette Safety Razor Co. (Safety Razors, Blades, Shaving Cream) | ABC | Maxon, Inc. |
| Gillette Warm-Up Time | Gillette Safety Razor Co. (Razors, Razor Blades & Shaving Cream) | Mutual B.S. | Maxon, Inc. |
| Gene Autry Show | Wm. Wrigley, Jr. & Co. (Doublemint Chewing Gum) | CBS | Ruthrauff & Ryan, Inc. |
| Give and Take | Cannon Mills, Inc. (Cannon Hosiery, Sheets, Towels) | CBS | Young & Rubicam, Inc. |
| Grand Central Station—Fun For All | Gillette Safety Razor Co. (Prom Home Permanent, White Rain) | CBS | Foote, Cone & Belding, 8/16 Weiss & Geller, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------------|-------------------------------------------------------------------------|-------------|------------------------------------------------------------|
| Grade Cole Show | General Foods Corp. (Calumet, Satina) | CBS | Foote, Cone & Belding |
| Grand Ole Opry | R. J. Reynolds Tobacco Co. (Prince Albert Tobacco) | NBC | William Esty Co., Inc. |
| Grand Slam With Irene Beasley | Continental Baking Co., Inc. (Wonder, Hostess Cake) | CBS | Ted Bates & Co. |
| Great Gildersleeve | Kraft Foods Co. (Parkay, Velveeta, Kraft Deluxe Cream Cheese) | NBC | Needham, Louis & Brorby, Inc. |
| Greatest Story Ever Told | Goodyear Tire & Rubber Co. (Institutional) | ABC | Kudner Agency, Inc. |
| Green Hornet | Orange-Crush Co. (Orange-Crush & Old Colony Beverages) | Mutual B.S. | Fitzmorris & Miller Adv., Eff. 9/30 H. W. Kastor & Sons |
| Gov. Earl Warren | Eisenhower-Nixon Committee | CBS | Elwood J. Robinson Adv. |
| Guiding Light | Procter & Gamble, Inc. (Duz, Ivory Flakes) | CBS | Compton Adv., Inc. |
| Gunsmoke | Chrysler Corp. (Plymouth Cars) | CBS | N. W. Ayer & Sons, Inc. |

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|----------------------------------------|----------------------------------------------------------------------------|-------------|------------------------------------------------------------------------|
| Halls of Ivy | Joseph Schlitz Brewing Co. (Beer) | NBC | Young & Rubicam, Inc. |
| Hallmark Playhouse | Hall Brothers, Inc. (Hallmark Greeting Cards) | CBS | Foote, Cone & Belding |
| Hank Thompson & His Brazos Valley Boys | Falstaff Brewing Corp. (Falstaff Beer) | Mutual B.S. | Dancer-Fitzgerald-Sample, Inc. |
| Harry Babbitt Show | S & W Fine Foods, Inc. (Coffee & Food Prods.) | CBS | Foote, Cone & Belding |
| Headline News | S. C. Johnson & Sons, Inc. (Johnson Waxes and Finishes) | Mutual B.S. | Needham, Louis & Brorby, Inc. |
| Health Quiz | American Protam Corp. (Protam, A Food Supplement) | Mutual B.S. | Dowd, Redfield & Johnstone, Inc. |
| Heralds of Truth | Churches of Christ (Institutional) | ABC | Ross Roy, Inc. |
| Hilltop House | Miles Laboratories, Inc. (Alka-Seltzer, One-a-Day) | CBS | Geoffrey Wade Advertising, Cockfield, Brown & Co., Ltd. (Canada) |
| Hollywood Barn Dance With Jimmy Wakely | Bristol-Myers Co. (Sal Hepatica) | CBS | Young & Rubicam, Inc. |
| Hollywood Star Playhouse | American Baker's Asso. (Bakery Products) | NBC | Foote, Cone & Belding |
| Hopalong Cassidy | Cella Vineyards (Betsy Ross Grape Juice) | CBS | Gerald F. Thomas Adv. |
| Hour of Decision | Billy Graham Ev. Assn. (Institutional) | ABC | Walter F. Bennett & Co. |
| House Party | Pillsbury Mills, Inc. (Flour, Pancake, Pie Crust and Cake Mixes) | CBS | Leo Burnett Co., Inc. |
| Howdy Doody | International Shoe Co. | NBC | Henri, Hurst & McDonald, Inc. |

I

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|----------------------|--------------------------------------------------------------------|---------|--------------------|
| It Happens Every Day | Gillette Safety Razor Co. (White Rain, Toni Creme Rinse) | CBS | Tatham-Laird, Inc. |

J

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|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------------|
| Jack Benny Show | American Tobacco Co. (Lucky Strike Cigarettes) | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Jack Berch Show | Prudential (Insurance) | ABC | Calkins & Holden, Carlock, McClinton & Smith, Inc. |
| Jack Hunt Show | Pillsbury Mills, Inc., Ballard & Ballard Div. (Oven-ready Biscuits) | CBS | Campbell-Mithun, Inc. |
| Jack Owens Show | Purex Corp. Ltd. (Trend Detergent) | CBS | Foote, Cone & Belding |
| Jergens Hollywood Playhouse— Hollywood Playhouse of Romance (12/4) | Andrew Jergens Co. (Lotion, Face Cream) | CBS | Robert W. Orr & Associates, Inc. Kenyon & Eckhardt, Inc. (Canada) |
| Jimmy Wakely Show | Colonial Dames, Inc. (Cosmetics) | CBS | Geoffrey Wade Advertising |
| Joe Emerson's Hymn Time | General Mills, Inc. (Red Band Flour) | ABC | Knox Reeves Adv., Inc. |
| John Cameron Swayze Highlights the News | Belmont Radio Corp. (Raytheon TV Sets) | NBC | Henri, Hurst & McDonald, Inc. |
| John Conte Show | Stokely-Van Camp, Inc. (Food Products) | ABC | Calkins & Holden, Carlock, McClinton & Smith, Inc. |
| John Daly & the News | Gulf Oil Corp. (Gulf Spray and Other Products) | ABC | Young & Rubicam, Inc. |
| Johnny Dollar | Wm. Wrigley, Jr. & Co. (Spearmint Chewing Gum) | CBS | Arthur Meyerhoff & Co. |
| Judy Canova | Emerson Drug Company (Bromo-Seltzer) | NBC | Lennen & Newell, Inc. |
| Just Plain Bill | Whitehall Pharmacal Co., Div. of American Home Products Corp. (Anacin) | NBC | John F. Murray Adv. Agency, Inc. |
| Junior Miss | Chrysler Corp. (Plymouth Cars) | CBS | N. W. Ayer & Sons, Inc. |
| Junior Rose Bowl Game | Central California Artichoke Growers | CBS | John Cohan Advertising Co. |

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| Ken Carson Sings | R. J. Reynolds Co. (Camel Cigarettes) | Mutual B.S. | Wm. Esty Co. |
| Kenneth Banghart and the News | The American Tobacco Co. (Lucky Strike Cigarettes) | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| King Arthur Godfrey and His Roundtable | Kingan & Co., Inc. (Ham, Bacon, Etc.) | CBS | Warwick & Legler, Inc. |
| Kings Row | Colgate-Palmolive-Peet Co. (Fab) | NBC | William Esty Co. |

L

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------|
| Ladies Fair | Sterling Drug, Inc. (Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Danderine, Other Products) | Mutual B.S. | Dancer-Fitzgerald-Sample, Inc. |
| Larry LeSueur and the News | Best Foods, Inc. (Rit, Shinola) | CBS | Benton & Bowles, Inc. |
| Law Book | Book Associates (Books) | CBS | Huber Hoge & Sons |
| Let's Look at the Record | Citizenship Dept. of United Auto Workers, C.I.O. | CBS | Furman, Feiner & Co., Inc. |
| Let's Pretend, 12/13 Grand Central Station | Cream of Wheat Corp. (Cereal) | CBS | B. B.D. & O. |
| Life Can Be Beautiful | The Procter & Gamble Co. (Tide) | NBC | Benton & Bowles, Inc. |
| Life With Luigi, 6/3-8/5 The Lineup | Wm. Wrigley, Jr. & Co. (Spearmint Chewing Gum) | CBS | Arthur Meyerhoff & Co., J. Walter Thompson Co., Ltd. (Canada) |
| Light & Life Hour | Free Methodist Church of N. America (Institutional) | ABC | Walter F. Bennett & Co. |
| Lone Ranger | General Mills, Inc. (Cheerios, Cake Mixes) | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Lone Journey | Lever Bros. (Surf & Other Products) | ABC | N. W. Ayer & Son, Inc. |
| Lorenzo Jones | The Procter & Gamble Co. (Cheer) | NBC | Young & Rubicam, Inc. |
| Louella Parsons' Show | Colgate-Palmolive-Peet Co. (Lustre Creme Shampoo) | CBS | Lennen & Mitchell 10/4 Lennen & Newell, Inc. |
| Lowell Thomas | Procter & Gamble Co. (Ivory Soap) | CBS | Compton Advertising, Inc. |
| Lutheran Hour | Lutheran Laymen's League (Religious) | Mutual B.S. | Gotham Advertising Co., Inc. |
| Lux Radio Theater | Lever Brothers Co. (Lux Soap, Flakes) | CBS | J. Walter Thomson Co., National Export Adv. Service (Hawaii) |

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| Ma Perkins | Procter & Gamble Co. (Oxydol) | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Man on the Farm | Quaker Oats Co. (Ful-O-Pep Feed) | Mutual B.S. | Sherman & Marquette, Inc. |
| Mark Rogers Show | Greystone Press (Books) | CBS | Huber Hoge & Sons |
| Mario Lanza Show | Coca-Cola Company | NBC | D'Arcy Advertising Company |
| Martin & Lewis | Liggett & Meyers Tobacco Co. (Chesterfield Cigarettes) | NBC | Cunningham & Walsh, Inc. |
| Martin Kane—Private Eye | U. S. Tobacco Co., Inc. (Tobacco & Tobacco Products) | NBC | Kudner Agency, Inc. |
| Mary Lee Taylor | Pet Milk Sales Corp. (Pet Milk) | NBC | Gardner Advertising Co. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------------|--------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------|
| Meet Corliss Archer | Electric Companies Adv. Pgm. (Electric Light & Power Cos.) | ABC | N. W. Ayer & Son, Inc. |
| Meet Millie | Wm. Wrigley, Jr. & Co. (Spearmint Gum) | CBS | Arthur Meyerhoff & Co. |
| Meet the Missus | Leslie Salt Co. (Salt) | CBS | Long Advertising Service |
| Metropolitan Opera | Texas Company (Gasoline & Motor Oils) | ABC | Kudner Agency, Inc. |
| Michigan for Eisenhower Committee | | CBS | Young & Rubicam, Inc. |
| Mr. Chameleon | Wm. Wrigley, Jr. & Co. (Spearmint Chewing Gum) | CBS | Arthur Meyerhoff & Co. |
| Mr. District Attorney | Bristol-Myers Co. (Ipana, Vitalis, Sal Hepatica, Hair Cream, Bufferin) | ABC | Young & Rubicam, Inc. |
| Mr. Information | National Biscuit Co. | CBS | McCann-Erickson, Inc. |
| Mr. Keen, Tracer of Lost Persons | Liggett & Myers Tobacco Co. (Chesterfield) | CBS | Cunningham & Walsh, Inc. |
| Mr. & Mrs. North | Colgate-Palmolive-Peet Co. (Halo Shampoo, Palmolive Shave Cream) | CBS | Sherman & Marquette, Spitzer & Mills, Ltd. (Canada) |
| Modern Adventures of Casanova | Charles Antell & National Health Aids, Inc. (Formula #9, NHA Vitamins and Fastabs) | Mutual B.S. | Television Advertising Associates |
| Monday Morning Headlines | P. Lorillard Co. (Old Gold Cigarettes) | ABC | Lennen & Newell, Inc. |
| Music With the Hormel Girls | Geo. A. Hormel & Co. (Meat Products) | CBS | B.B.D. & O. |
| My Friend Irma | R. J. Reynolds Tobacco Co. (Cavalier Cigarettes) | CBS | Wm. Esty Co., Inc. |
| My True Story | Sterling Drug, Inc. (Drug Products) | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Mystery Theater | Sterling Drug, Inc. (Drug Products) | ABC | Dancer-Fitzgerald-Sample, Inc. |

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| News of the World | Miles Laboratores, Inc. (Alka-Seltzer) | NBC | Geoffrey Wade |
| New York Philharmonic Symphony | Willys-Overland Motors, Inc. (Cars & Trucks) | CBS | Ewell & Thurber Associates, Spitzer & Mills, Ltd. (Canada) |
| Nick Carter | Libbey, McNeill & Libbey (All Libbey Products) | Mutual B.S. | J. Walter Thompson |
| Nightbeat | Pabst Sales Co. (Beer) | NBC | Warwick & Legler, Inc. |

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| Old Fashioned Revival Hour | Gospel Broadcasting Assn. (Institutional) | ABC | R. H. Alber Co. & Gospel B'casting Assn. |
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| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Old Dominion Barn Dance With Sunshine Sue One Man's Family | Dr. Pepper Co. (Soft Drink) | CBS | Ruthrauff & Ryan, Inc. |
| | Miles Laboratories, Inc. (Bactine, Alka-Seltzer, Tabcin, One-A-Day Vitamins) | NBC | Geoffrey Wade |
| On the Line With Bob Considine | Mutual Benefit Health and Accident Association of Omaha Insurance | NBC | Bozell & Jacobs |
| Original Amateur Hour | P. Lorillard Co. (Old Gold Cigarettes) | ABC | Lennen & Newell, Inc. |
| Orange Bowl Game— Kentucky Derby | Gillette Safety Razor Co. (Safety Razors, Blades, Shaving Cream) | CBS | Maxon, Inc. |
| Our Gal Sunday | American Home Products Corp. (Anacin, Hills Cold Tablets, Kolynos Chlorophyll) | CBS | John F. Murray Advertising Agency, Inc. |
| Our Miss Brooks | Colgate-Palmolive-Peet (Colgate Dental Cream, Palmolive Shave Cream and Soap) | CBS | Ted Bates & Co. |

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| PGA Golf Tournament, Hambletonian Stakes, Greyhound Stakes, American National Stakes, McMahon Memorial, Fox Stake, Little Brown Jug, Kentucky Futurity | Reynolds Metals Co. (Building Materials) | CBS | Buchanan & Co., Inc. |
| Pabst Blue Ribbon Bouts | Pabst Sales Co. (Blue Ribbon Beer) | CBS | Warwick & Legler, Inc. |
| Paul Harvey, News | Burton-Dixie Corp. (Mattresses, Pillows, Comforters and Other Products) | ABC | Turner Adv. Agency |
| Pee-Wee Reese Show | S. C. Johnson & Sons, Inc. (Johnson Waxes and Finishes) | Mutual B.S. | Needham, Louis & Brorby, Inc. |
| People Are Funny | Mars, Inc. (Candy Bars) | CBS | Leo Burnett Co., Inc. |
| Pepper Young's Family | The Procter & Gamble Co. (Camay Soap) | NBC | Pedlar & Ryan, Inc. |
| Perry Mason | Procter & Gamble (Tide) | CBS | Benton & Bowles, Inc. |
| Phil Harris & Alice Faye | Radio Corp. of America (Radios, TV Sets, Phonographs, Records) | NBC | J. Walter Thompson Co. |
| Philip Morris Playhouse | Philip Morris & Co., Ltd., Inc. (Cigarettes) | CBS | The Biow Co., Inc. |
| Pure Oil News Time | The Pure Oil Co. (Petroleum Products) | NBC | Leo Burnett Co., Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------------------|
| Pursuit | Sterling Drug, Inc., Chas. H. Phillips Co. Division (Pharmaceuticals) | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Protam Quiz | Protam Corp. (Reducing Tablets) | CBS | Dowd, Redfield, Johnstone, Inc. |
| Q | | | |
| Queen for a Day | P. Lorillard Co. (Old Gold Cigarettes) | Mutual B.S. | Lennen & Newell, Inc. |
| R | | | |
| Red Skelton Program | Pepperell Mfg. Co. (Sheets, Fabrics) | CBS | Benton & Bowles, Inc. |
| Renfro Valley Sunday Gatherin' | General Foods Corp. (Calumet, Postum) | CBS | Foote, Cone & Belding |
| Republican Convention (All Live Broadcasts) | Westinghouse Electric Corp. (All Products) | CBS | Ketchum, MacLeod & Grove, Inc. |
| Democratic Convention (All Live Broadcasts) | | | |
| Pick the Winner Election Returns | | | |
| Rex Allen Show | Phillips Petroleum Co. (Gasoline and Motor Oil) | CBS | Lambert & Feasley, Inc. |
| Richard Diamond, Pvt. Eye | R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Tobacco) | ABC | Wm. Esty Co. |
| Robert Hurleigh | Miller Brewing Co. (High-Life Beer) | Mutual B.S. | Mathisson & Associates |
| Robert Trout and the News | Ford Motor Co. (Cars) | CBS | J. Walter Thompson Co. |
| Red Skelton Program | Borg-Warner Corp. (Norge Division— Refrigerators, Wringer Washers, Automatic Washers, Etc.) | CBS | Russell M. Seeds Co., Inc. |
| Right to Happiness | The Procter & Gamble Co. (Ivory Soap, Duz) | NBC | Compton Advertising Inc. |
| Road of Life | Procter & Gamble Co. (Ivory Soap) | CBS | Compton Advertising Inc. |
| Rocky Jordan | Ranier Brewing Co. (Beer) | CBS | Brisacher, Wheeler & Staff |
| Romance | Wm. Wrigley, Jr. & Co. (Spearmint Gum) | CBS | Arthur Meyerhoff & Co. |
| Romance of Helen Trent | American Home Products Corp. (Aero Wax, Black Flag, Snarol, Wizard Qick, Woodbrite) | CBS | W. Earl Bothwell, Inc. (Pacific) Geyer Advertising Agency, Inc. (Pacific) |
| Romance of Helen Trent | American Home Products Corp. (Aerosol, Bisodol, Heet, Melcalose) | CBS | John F. Murray Advertising Agency, Inc. |
| Rosemary | Procter & Gamble, Inc. (Ivory Snow) | CBS | Benton & Bowles, Inc. |
| Roy Rogers | General Food Corp. (Post Cereals) | NBC | Benton & Bowles, Inc. |
| Royal Triton Baseball Roundup | Union Oil Co. of California (Royal Triton Motor Oil) | ABC | Foote, Cone & Belding, Inc. |

S

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------|
| Sammy Kaye Sunday Roundup | Sylvania Electric Products, Inc. (TV Sets and Radios) | ABC | Roy S. Durstine, Inc. |
| Sanka News Round-Up— Win Elliott | General Foods Corp. (Sanka Coffee and Other Products) | ABC | Young & Rubicam, Inc. |
| Silver Eagle | General Mills, Inc. (Wheaties, Cheerios, Kix, Betty Crocker Soups) | ABC | Knox-Reeves Adv., Inc. |
| Sky King | Derby Foods, Inc. (Peter Pan Peanut Butter, Peanut Products and Derby Line of Canned Meats) | Mutual B.S. | Needham, Louis & Brorby, Inc. |
| Smilin' Ed McConnell | Brown Shoe Co. (Buster Brown Shoes) | CBS | Leo Burnett Co., Inc. |
| Sunoco Three Star Extra | Sun Oil Co. (Oil, Fuel Oil, Sunoco Gas) | NBC | Hewitt, Ogilvy, Benson & Mather |
| Space Patrol | Ralston-Purina Co. (Ralston Wheat Cereal, Instant Ralston Cereal, Wheat-Chex, Ry-Krisp, Rice-Chex) | ABC | Gardner Adv. Co. |
| Stars Over Hollywood | Carnation Co. (All Products) | CBS | Erwin, Wasey & Co. |
| Stella Dallas | Sterling Drug, Inc. (Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O, Astring-O-Sol, Ironized Yeast, Mulsified Coconut Oil Shampoo) | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Stop the Music | General Mills, Inc. (Kix) | ABC | Tatham-Laird, Inc. |
| Strange Romance of Evelyn Winters | Philip Morris & Co., Ltd. (Cigarettes) | ABC | Cecil & Presbrey, Inc. |
| Stuart Craig Show | General Products Corp. (Looz Reducing Tablets) | CBS | Dean Simmons |
| Sunday News Special With Ron Cochran | Campana Sales Co. (Solitair Cake Make-Up, Lotion) | CBS | Wallace-Ferry-Hanly Co. |
| Super Noodle Show | I. J. Grass Noodle Co., Inc. (Noodles, Soup Mix) | CBS | Phil Gordon Agency, Inc. |
| Suspense | Electric Auto-Lite Co. (Spark Plugs, Batteries, Etc.) | CBS | Cecil & Presbrey, Inc., Ruthrauff & Ryan, Inc. (Canada) National Export Adv. Service, Inc. (Hawaii) |
| Symphonette | Longines-Wittnauer Watch Co., Inc. | CBS | Victor A. Bennett Co., Inc. |

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| Tarzan | General Foods Corp. (Krinkles, Post Toasties) | CBS | Foote, Cone & Belding |
|--------|---------------------------------------------------------|-----|-----------------------|

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|----------------------------------|
| Taylor Grant & News | P. Lorillard Co. (Old Gold Cigarettes) | ABC | Lennen & Newell, Inc. |
| Ted Husing Sports Roundup | Dr. Pepper Co. (Soft Drink) | CBS | Ruthrauff & Ryan |
| Tennessee Ernie | Toni, Inc. (Prom Home Permanent, White Rain Shampoo) | ABC | Weiss & Geller, Inc. |
| Theater Guild on the Air | U. S. Steel Corp. (Institutional) | NBC | B.B.D. & O., Inc. |
| Thread Winder | Book Associates (Books) | CBS | Huber Hoge & Sons |
| The Big Show | Whitehall Pharmacal Co. (Anacin) | NBC | John F. Murray Adv. Agency, Inc. |
| The Doctor's Wife | Ex-Lax, Inc. | NBC | Warwick & Legler, Inc. |
| The Gabby Hayes Show | Quaker Oats Co. (Quaker Oats & Mother's Oats) | Mutual B.S. | Sherman & Marquette, Inc. |
| The Hollywood Story | Lewis Food Co. (Dog and Cat Food) | CBS | Rockett-Lauritzen |
| The National Farm and Home Hour | Allis-Chalmers Mfg. Co. (Farm Equipment) | NBC | Bert S. Gittine |
| The Paula Stone Show | Amana Refrigeration Inc. (Food Freezers) | Mutual B.S. | Maury, Lee & Marshall |
| The Peggy Lee Show | General Motors Corp. (Oldsmobile Div.) | CBS | D. P. Brother & Co. |
| The Lineup | Chrysler Corp. (Plymouth Cars) | CBS | N. W. Ayer & Sons, Inc. |
| The Private Files of Matthew Bell | Seabrook Farms Co. (Frozen Foods) | Mutual B.S. | Hilton & Riggio, Inc. |
| The Railroad Hour | Assn. of American Railroads (Institutional) | NBC | Benton & Bowles, Inc. |
| The Shadow | Wildroot Co., Inc. (Wildroot Toilet Preparations and Frostilla Hand Lotion) | Mutual B.S. | B.B.D. & O. |
| The Telephone Hour | The Bell Telephone System (Institutional) | NBC | N. W. Ayer & Son, Inc. |
| The Tide Show, Starring Jack Smith, Dinah Shore, Ginny Simms | Procter & Gamble (Tide) | CBS | Benton & Bowles, Inc. |
| The Vick News With Ed Pettitt | Vicks Chemical Co. (Vick Cough Drops, Cough Syrup and VapoRub) | Mutual B.S. | Mores International, Inc. |
| The Voice of Firestone | Firestone Tire & Rubber Co. (Tires and Tubes) | NBC | Sweeney & James Co. |
| The Voice of Prophecy | General Conference of Seventh Day Adventists (Institutional) | ABC | Western Adv. Agency |
| The Whistler | Signal Oil Co. (Gasoline) | CBS | Barton A. Stebbins Adv. Agency |
| The Woman in My House | Manhattan Soap Co., Inc. (Sweetheart Soap) | NBC | Scheidler, Beck & Werner, Inc. |
| The World Today | National Biscuit Co. (Milk Bone Dog Biscuit) | CBS | McCann-Erickson, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|-------------------------------------|----------------------------------------------------------------------------------------------------|-------------|----------------------------------------|
| The World Today With Carroll Alcott | Wildroot Co., Inc. (Shampoo) | CBS | B.B.D. & O. |
| Theater of Famous Radio Players | Lewis Food Co. (Dog & Cat Food Prods.) | CBS | Rockett-Lauritzen |
| This Is Nora Drake | Seeman Brothers, Inc. (Air Wick and Nylast) | CBS | Wm. Weintraub & Co., Inc. |
| This Is Your FBI | Equitable Life Assurance Society of U. S. (Insurance) | ABC | Warwick & Legler, Inc. |
| Time for Betty Crocker | General Mills, Inc. (Kitchen-Tested Flour, Softasilk Cake Flour, Cake Mixes and Other Products) | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Titus Moody Speaking | Wildroot Co., Inc. (Wildroot Toilet Preparations and Frostilla Hand Lotion) | Mutual B.S. | B.B.D. & O. |
| Tom Corbett, Space Cadet | Kellogg, Inc. (Cereals & Other Products) | ABC | Kenyon & Eckhardt, Inc. |
| Tom Harmon's Sports Taps | Bank of America National Trust & Savings Association | CBS | Chas. R. Stuart Advertising |
| Top Guy | American Chicle Co. (Clorets Chlorophyl Gum) | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Tom Hanlon's Sports Calendar | J. B. Williams Co. (Aqua Velve) | CBS | J. Walter Thompson Co. |
| Top of the Morning Ralph Story Show | Bank of America National Trust & Savings Assn. | CBS | Chas. R. Stuart Adv. |
| True Detective Mysteries | Motorola, Inc. (Radios and TV Sets) | Mutual B.S. | Aubrey, Finlay, Marley & Hodgson, Inc. |
| True Detective Mysteries | Williamson Candy Co. (Oh Henry Candy Bars) | Mutual B.S. | Aubrey, Finlay, Marley & Hodgson, Inc. |
| Truth or Consequences | Pet Milk Co. | NBC | Gardner Advertising Co. |
| Tulip Time in Holland | Holland Furnace Co. (Heating & Air Conditioning Equipment) | CBS | Roche, Williams & Cleary, Inc. |
| TV Book | Book Associates (Books) | CBS | Huber Hoge & Sons |
| Twenty Questions | Wildroot Co., Inc. (Wildroot Toilet Preparations) | Mutual B.S. | B.B.D. & O. |

V

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| Victor H. Lindlahr | Serutan Co. (Serutan, Nutrex, R-D-X, Sedagel, Lemel, Hi-V, Journal of Living, Geritol, Histaline) | ABC | Franklin Bruck Adv. Corp. |
| Visitin' Time | Morton Salt Co. | CBS | Klau-Van Piertersom-Dunlap Assoc., Inc. |
| Voice of Prophecy | Voice of Prophecy, Inc. (Religious) | Mutual B.S. | Western Advertising, Inc. |
| Vaughn Monroe Show | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | NBC | William Esty Co., Inc. |

W

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|------------------------------------|-------------------------------------------------------------------|-------------|------------------------------|
| Walk a Mile With Win Elliott | R. J. Reynolds Tobacco Co. | CBS | Wm. Esty Co., Inc. |
| Walter Winchell | Warner-Hudnut, Inc. (Home Permanent, Shampoo & Other Products) | ABC | Kenyon & Eckhardt, Inc. |
| Welcome Travelers | The Procter & Gamble Co. (Lava, Spic & Span, Joy, Prell) | NBC | The Biow Co. |
| Wendy Warren and the News | General Foods Corp. (Diamond Crystal Salt, Post Bran Flakes) | CBS | Benton & Bowles, Inc. |
| What's My Line? | Jules Montenier, Inc. (Stopette Deodorant) | CBS | Earle Ludgin Co. |
| Wheaties Scoreboard | General Mills, Inc. (Wheaties) | Mutual B.S. | Knox-Reeves Adv. |
| When a Girl Marries | Seeman Bros., Inc. (Nylast, Air Wick) | ABC | Wm. H. Weintraub & Co., Inc. |
| Whispering Streets | General Mills, Inc. (Bisquick, Crustquick, Wheaties) | ABC | Knox-Reeves Adv., Inc. |
| Wild Bill Hickok | Kellogg Co. (All Kellogg Products) | Mutual B.S. | Leo Burnett Co., Inc. |
| Woman of the Year | General Mills, Inc. (Kix and Other Products) | Mutual B.S. | Tatham-Laird, Inc. |
| Women's News Desk With Ruth Ashton | Hills Brothers Coffee, Inc. (Coffee) | CBS | N. W. Ayer & Sons, Inc. |

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| You Bet Your Life | De Soto-Plymouth Dealers (Automobiles) | NBC | B.B.D.O., Inc. |
| Your Guide to Good Living | Doubleday & Co. (Books) | CBS | Thwing & Altman, Inc. |
| Your Home Beautiful | Benjamin Moore & Co. (Paints and Varnishes) | Mutual B.S. | St. Georges & Keyes |
| Young Dr. Malone | Procter & Gamble Co. (Crisco, Joy) | CBS | Compton Advertising, Inc., The Biow Co., Inc. |
| Young Dr. Malone | Procter & Gamble Co. (Ivory Flakes, Lilt) | NBC | The Biow Co. |
| Young Widder Brown | Sterling Drug, Inc. (Bayer Aspirin, Dr. Lyons' Tooth Powder, Energine Cleaning Fluid, Phillips' Milk of Magnesia, Ironized Yeast, Astring-O-Sol, Mulsified Coconut Oil Shampoo) | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Your Land and Mine | General Motors Corp. (Institutional) | ABC | Kudner Agency, Inc. |
| Your Hit Parade | The American Tobacco Co. (Lucky Strike Cigarettes) | NBC | Batten, Barton, Durstine & Osborne, Inc. |

COMMERCIAL TV PROGRAMS — 1952 (Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1952. The programs listed are for the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network or station 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, NBC and the television stations listed.

A

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|----------------------------------------|--------------------------------------------|---------|------------------------------|
| AB W's Green Thumb | Participating | WTAR-TV | |
| A. C. Gilbert Model Railroad Club | A. C. Gilbert Co. | KING-TV | |
| A Word from Vera | Linco Bleach (Bleach) | WBKB | Ruthrauff & Ryan |
| Across the Counter | Woodward & Lothrop (Dept. Store) | WMAL-TV | James S. Beattie Adv. |
| Action Theatre | Floyd Rice Ford Dealer | WXYZ-TV | |
| Adventure | Dayton Bread Co. | WLW-D | Herman Hutzler |
| Adventures of Patches | Von's Grocery Co. | KNBH | Mogge Privett Inc. |
| Afternoon Edition with Robert Hurleigh | Walgreen's Drug Store | WGN-TV | Schwimmer & Scott, Inc. |
| Afternoon Theater | Son-EI | KRLD-TV | |
| Alan Young Show | Esso Standard Oil Co. (Lubricants) | CBS-TV | Marschalk & Pratt Co. |
| All Aboard | Lionel Corp. (Model Trains) | CBS-TV | Buchanan & Co. |
| Allen Jackson & "News of the Night" | N. Y. Chevrolet Dealers Assn. | WCBS-TV | Campbell-Ewald, Inc. |
| Alex Drier News | Home Federal Savings | WNBQ | Advertising Div. Co. |
| All American Sports Review | Ed Wells (Pontiac) | KPIX | Bruce Sedley |
| All Star Revue | Pet Milk Sales Corp. (Pet Evap. Milk) | NBC-TV | Gardner Adv. Co. |
| Amazing Mr. Malone | Seiberling Rubber Co. (Tires) | ABC-TV | Meldrum & Fewsmith, Inc. |
| Amos 'n' Andy | Blatz Brewing Co. (Blatz Beer) | CBS-TV | Wm. H. Weintraub & Co. |
| American Forum of the Air | Bohn Aluminum & Brass Co. (Aluminum) | NBC-TV | Zimmer-Keller, Inc. |
| America's Town Meeting of the Air | Reichhold Chemical Co. (Institutional) | ABC-TV | MacManus, John & Adams, Inc. |
| Andy Gustafson | Adams Engineering (Glass Jalousies) | WTVJ | |
| Animal Fair | Kasco-Babcock | WSPD-TV | |
| Anniversary Party | Tony's Bakery | WSPD-TV | |
| Ann Alden | Stripling's (General Mdse.) | WBAP-TV | Howard Carraway |
| Answer Me This | Participating | WNHC-TV | |
| Arden Varieties | Arden Farms | KFMB-TV | Phillips-Ramsay |
| Armchair Adventure | Brenner Mtr. Sales | WSPD-TV | |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Armstrong's Circle Theater | Armstrong Floor Coverings (Building Materials) | NBC-TV | BBD & O, Inc. |
| Art Linkletter's House Party | Pillsbury Mills, Inc. (Flour, Cake Mixes, Etc.) | CBS-TV | Leo Burnett Co., Inc. |
| Art Linkletter's House Party | Kellogg Co. (All Products) | CBS-TV | Leo Burnett Co., Inc. |
| Art Linkletter's House Party | Lever Brothers Co. (Surf) | CBS-TV | N. W. Ayer & Sons, Inc. |
| Art Linkletter's House Party | Green Giant Co. (Peas, Corn, Etc.) | CBS-TV | Leo Burnett Co., Inc. |
| Arthur Godfrey Time | French Sardine Co. (Star-Kist Tuna) | CBS-TV | Rhodes & Davis Advertising Agency |
| Arthur Murray Party | Arthur Murray Dance Studios | DuMont | Ruthrauff & Ryan |
| Ashland Serenade | Ashland Oil & Refining | WSAZ-TV | Byer & Bowman |
| At Arthur Murray's | Arthur Murray | WWJ-TV | Cox & Dunbarger |
| At Home Show | C. H. Masland & Sons (Masland Rugs and Sportsmen's Clothes) | ABC-TV | Anderson & Cairns, Inc. |
| Auto Racing from the Dayton Speedway | Participating | WLW-D | |
| Away You Go | Colonial Air Lines | WJZ-TV | Hilton & Riggio |

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| Bachelor's Haven | Pearson Pharmacial (Ennds) | KNXT | Harry B. Cohen, New York |
| Balance Your Budget | Sealy Mattress Co. | CBS-TV | Olian & Bronner, Inc. |
| Barn Dance | Bewley Mills | WBAP-TV | Glenn Adv. |
| Barry Gray | Sealy Mattress Michaels Brothers | WABD | Getschal |
| Batting Practice | Walgreen Company | WGN-TV | Schwimmer & Scott |
| Battle of the Ages | The Serutan Co. | CBS-TV | Franklin Bruck Adv. |
| Battle of the Ages | The Serutan Co. (Serutan, Geritol) | DuMont | Franklin Bruck Adv. |
| Beat the Clock | Sylvania Electric Products, Inc. | CBS-TV | Cecil & Presbrey, Inc. |
| Beauty Clinic | Good Housekeeping Shops, Inc. (Samson's Enterprises, Inc.) | WTMJ-TV | Loise Mark & Associates |
| Beauty's No Mystery | Michael's Beauty Salon | KRLD-TV | |
| Behind Your Telephone | Southwest Bell Telephone Co. | WKY-TV | Lowe Runkle Co. |
| Beneath the Tower | City of Paris Dept. Store | KRON-TV | G. R. Grimaldi |
| Bert Parks' Show | General Foods Corp. (Birdseye Foods, Swansdown, Jello, Maxwell House Coffee) | CBS-TV | Young & Rubicam, Inc. |
| Betty Crocker Star Matinee | General Mills, Inc. (Bisquick, Cheerios, Flour and Other Products) | ABC-TV | Dancer-Fitzgerald-Sample |
| Beulah | Procter & Gamble Co. (Dreft & Oxydol) | ABC-TV | Dancer-Fitzgerald-Sample |
| Bible Stories | Smithfield Packing Co. | WTAR-TV | Ferguson-Kennerly |
| Biff Baker, U.S.A. | American Tobacco Co. (Lucky Strike) | CBS-TV | B. B. D. & O. |
| Big Game Hunt | Beckwith Evans Rugs | WXYZ-TV | |
| Big Seven Football Games | Phillips Petroleum (Petroleum Products) | WOW-TV | Lambert-Feasley Advertising |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Big Town | Lever Brothers Co. (Rinso, Spry) | CBS-TV | Ruthrauff & Ryan, Inc. |
| Birthday Party | Wm. H. Heinemann (Bakery) | WTMJ-TV | Mautner Agency |
| Blue Flame Theater | So. California Gas Co. (Appliances) | KNXT | McCann-Erickson |
| Bob Atcher Show | Beatrice Foods (Meadow Gold Products) | WOW-TV | Cary-Hill Advertising |
| Bon Tempi Italian Cookery Boston Blackie | Participating Speidel Watch Bands (Yes Tissues) | WNHC-TV WABD | S. S. C. & B. |
| Bowling Champions Bouquets and Bonuses Breakfast Playhouse Break the Bank | Pfeiffer Brewing Co. Allied Florists Allen Christopher Bristol-Myers Co. (Ammen, Sal Hepatica, Mum, Ipana Tooth Paste, Vitalis, Bufferin, Trushay) | WXYZ-TV WAAM WXYZ-TV CBS-TV | Maxon Agency Bozelle Jacob Allen Christopher Doherty, Clifford, Steers & Shenfield, Inc. |
| Bride & Groom | General Mills, Inc. (Bisquick, Crustquick, Cake Mix) | CBS-TV | Dancer, Fitzgerald & Sample, Inc. and Knox Reeves Advertising, Inc. |
| Brighten Up Your Home Bubble-up Scoreboard Buckskin Dan Broadway to Hollywood | South East Furniture Vess Beverage International Shoe Co. Tidewater Associated Oil Co. (Tydol) | KDYL-TV WLW-C KRON-TV DuMont | Ross Journey & Assoc. Kelly & Lamb Raymond L. Sines Lennen & Newell, Inc. |
| Bullets Basketball Burns & Allen | Hals Brewery Carnation Co. (Evaporated Milk) | WAAM CBS-TV | Joseph Katz Co. Erwin, Wasey & Co., Inc. |
| Buyer for a Day | Namm-Loeser's (Dept. Store) | WJZ-TV | |

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| Cactus Jim Cactus Pete California Living Camel News Caravan | Participating Participating Maxwell House Coffee R. J. Reynolds Tobacco Co. (Camel Cigarettes) | WNBQ WLW-D KNXT NBC-TV | Benton & Bowles Wm. Esty Co., Inc. |
| Canine Comments Cameo Theater | Capitol Distributors Riggio Tobacco Corp. (Regent Cigarettes) | WFAA-TV NBC-TV | Brooke, Smith, French & Dorrance, Inc. Wm. Esty Co., Inc. |
| Candy Carnival | Hawley & Hoops, Inc. (M & M Candy) | CBS-TV | |
| Canine Corner | Dr. Ross Dog and Cat Foods | KFMB-TV | Rockett-Lauritzen |
| Capitol News | Amer. Radiator & Standard Sanitary Corp. | WLW-C | |
| Captain Fortune Captain Video | Participating General Foods Corp. (Post Cereals) | KPIX DuMont | Benton & Bowles, Inc. |
| Cardinals Quarterback Club | Boyer Laboratories, Inc. (H-A Hair Arranger) | WGN-TV | Schwimmer & Scott, Inc. |
| Captain Z-Ro | Kendall Food (Dog Food) | KRON-TV | Dan B. Miner |
| Carefree Carnival Carpet Theater | Baker's Hair Tonic Arthur Fleischman Carpet Co. | KRLD-TV WXYZ-TV | Gandy Owens |
| Cartoon Circus | Laura Scudder Foods | KRON-TV | Ley and Livingston |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Cartoon Club | John Graf Co. (Soft Drinks) | WTMJ-TV | Al Herr Adv. Agency |
| Cartoon Theater | Mason's Root Beer (Soft Drink) | WTTG | H. J. Kaufman & Associates |
| Carson, Kit | Coca Cola Bottling Co. of California | KRON-TV | D'Arcy Adv. Co. |
| Cases of Eddie Drake | Falls City (Beer) | WTTV | Prater |
| Cavalcade of Books | St. Cal. Booksellers Assoc. (Books) | KNXT | Jack Case Advertising Agency |
| Cavalcade of Sports | Gillette Safety Razor Co. (Razors and Blades) | NBC-TV | Maxon, Inc. |
| Cavalcade of Stars | Drug Store Television Productions (Drugs) | DuMont | Product Advertising Corp. |
| CBS Television News, With Douglas Edwards | General Motors Corp. (Oldsmobile Cars) | CBS-TV | D. P. Brother Co., Inc. |
| Celebrity Guest | Socony Vacuum | WPIX | Compton Adv. |
| Celanese Theater | Celanese Corp. of America (Acetate Fabrics) | ABC-TV | Ellington & Co., Inc. |
| Celebrity Time | B. F. Goodrich Co. (Tires) | CBS-TV | B. B. D. & O. |
| Centennial Television Theater | Centennial Flour | KING-TV | Seattle, Wash. |
| Chance of a Lifetime | P. Lorillard Co. (Old Gold Cigarettes) | ABC-TV | Lennen & Newell, Inc. |
| Challenge of the '50s— Years of Crisis | American Oil Co. (Amoco Gasoline and Other Petroleum Products) | CBS-TV | The Joseph Katz Co. |
| Challenge Theater | Challenge Cream and Butter Association | KRON-TV | Davis and Co. |
| Chandler Trio | Ironrite | WTTV | |
| Charlie Wild, Detective | Wine Corp. of America (Mogen David Wine) | DuMont | Weiss & Geller, Inc. |
| Checkerboard TV Newsreel | Ralston-Purina Co. | WBAP-TV | Lowe Runkle |
| Chester the Pup | Holsum Products Co. (Foods) | WTMJ-TV | Sid Stone Adv. Agency |
| Chevrolet Movie Hits | Chevrolet Dealers (Cars) | KRON-TV | Campbell-Ewald |
| Chicago at Nite | Nelson Bros. (Furniture) | WBKB | Geo. Hartman Agency |
| Chicago Bears Quarterback Club | Standard Oil Co. | WNG-TV | McCann-Erickson, Inc. |
| Chicago Weather | Best Foods (Shinola Shoe Polish) | WBKB | Earle Ludgin & Co. |
| China Smith | Weill Furniture | WXYZ-TV | Alpert Agency |
| Chinchilla Story | Stewart Chinchilla Ranch | WKRC-TV | Dickson & Wade Advertisers |
| Chords & Comments | Participating | WTAR-TV | |
| Chit Chat | Participating | WOOD-TV | |
| Chuck Wagon | S. C. Johnson & Son (Glo-Coat) | KNBH | Needham, Louis & Brorby |
| Cinema Carnival | Muntz Car Co. (Automobiles) | KNBH | Michael Shore Adv. |
| Classic Theater | Italian Assn. (Various Italian Products) | WBKB | Alberto Conti, Inc. |
| Claudia | General Foods Corp. (Swansdown Cake Mixes and Maxwell House Coffee) | NBC-TV | Young & Rubicam, Inc. |
| Club Polka | E. and B. Brewing Co. | WXYZ-TV | Simons Michelson |
| Coast Conference Football Highlights | Tide Water Associated Oil Co. | KING-TV | |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Coffee And Coiffeurs by Autry Colgate Comedy Hour | Participating Autry's Beauty Salon Colgate-Palmolive-Peet Co. (Ajax, Palmolive Soap, Halo, Dental Cream) | WNBQ KRLD-TV NBC-TV | Carrie Rowland Ted Bates & Co. |
| Community Theater | Community Builders, Inc. | WGN-TV | Kuttner & Kuttner |
| Comedy Cameos Compo Comedy Theater | Cameo Curtains Compo-Miracle Prod. Co. | WJZ-TV WGN-TV | Product Service Inc. David Ettleson & Assoc. |
| Connecticut Spotlight | Edward Malley Co. (Dept. Store) | WNHC-TV | |
| Continental Weather Cook's Book | Continental Trailways Oklahoma Gas & Electric Co. | KRLD-TV WKY-TV | Lannan & Sanders |
| Cowboy Classics | Continental Baking (Wonder Bread) | WOW-TV | Ted Bates, Inc. |
| Courtesy Television Theater Cowboy Thrills Craig Kennedy Crime Syndicated | Courtesy Motors Everybody's Dept. Store Acme Bull Dog Beer Schick Inc. (Electric Shavers) | WGN-TV WBAP-TV KFMB-TV CBS-TV | Malcolm-Howard Adv. Agency J. T. Holmes & Assoc. Foote, Cone & Belding Kudner Agency, Inc. |
| Cunningham's News Ace | Cunningham's Drug Stores | WJBK-TV | Simons-Michelson |
| Curtain Calls | United Mortgage (Mortgage Co.) | WTVJ | |
| Curbstone Cutup | Cole Finder (Lincoln-Mercury Auto) | WBKB | Rocklin-Irving Co. |
| Custom Studio Theater | Custom Upholstering Co. (Upholstering) | WTTC | A. W. & L. Advertising |

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| Dance Lesson Dancing School | Arthur Murray Studios Fleming Co. (IGA Grocers) | WAAM WKY-TV | Joseph Katz Co. J. F. Gelders Co. |
| Dance Time | Vitamin Corp. of America | | |
| Danger | Block Drug Co., Inc. (Amm-I-Dent Tooth Paste, Pycopay Brushes) | CBS-TV | Cecil & Presbrey, Inc. |
| Dangerous Assignment | Chrysler Dealers of Washington Area | WMAL-TV | McCann-Erickson (Detroit) |
| Date With Judy | McKesson & Robbins, Inc. (All Products) | ABC-TV | J. D. Tarcher & Company |
| Date to Dance | Marion Dance Studios (Lessons) | WMAL-TV | James S. Beattie Adv. |
| Dave Lewis Show Death Valley Days | Admiral Distributors Pacific Coast Borax Co. (Twenty Mule Team Borax, Boraxo) | WTTV WABD | McCann-Erickson, Inc. |
| Decorator's Workshop Descoware Show Del Courtney Democratic Nat. Convention | Sach's Quality Stores P. E. Sanford Co. Participating Admiral Corp. (Radios, TV Sets, Etc.) | WPIX KPIX KPIX ABC-TV | Russell M. Seeds Co. |
| Diamond Jubilee | Vitamin Corp. of America (Rybutol) | ABC-TV | Kastor, Farrell, Chesley & Clifford, Inc. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|----------------------------|-------------------------------------------------------------------------------|---------|-----------------------------|
| Diamond Theater | Deroys Jewelry | WJAC-TV | Jay Reich |
| Dick Tracy | Royal Baking | KDYL-TV | Gillham Advertising |
| Didja Know | Retail Bakers | KFMB-TV | Champ-Wilson Adv. |
| Nancy Dixon | Cluett Peabody | WWJ-TV | Young & Rubicam |
| Dollar Derby | Foodtown Dealers | WOOD-TV | |
| Dorsey Connors | First Federal Savings & Loan | WNBQ | Advertising Div., Inc. |
| Douglas Fairbanks Presents | Phillips Petroleum (Petroleum Products) | WOW-TV | Lambert-Feasley Advertising |
| Double or Nothing | Campbell Soup Co. | CBS-TV | Ward Wheelock Co. |
| Double Play | California Tire Assoc. (Tires) | KRON-TV | Paul Castleman |
| Dugout Chatter | Lacy's, Inc. (Appliances) | WTTG | H. J. Kaufman & Associates |
| Down You Go | Toni Products Co. (Hair Preparations) | DuMont | Weiss & Geller, Inc. |
| Dragnet | Liggett & Myers Tobacco Co. (Fatima Cigarettes) | NBC-TV | Cunningham & Walsh, Inc. |
| Dreamdate, Brunette, Etc. | Antell's | KLRD-TV | Television Advertising |
| Drew Pearson | Carter Products Inc. (Arrid, Rise Shave Cream, Nair, Carter's Pills) | ABC-TV | Ted Bates & Co. |
| Durocher & Day | Stroz Brewing Co. (Beer) | WOW-TV | Bozell & Jacobs Advertising |
| Dunhill News | Dunhill Cigarettes | KFMB-TV | Biow Co., N. Y. |

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| Earl Nightingale Program | Bell Savings & Loan Assn. | WGN-TV | M. M. Fisher Associates |
| Easy Does It | Participating | WTAR-TV | |
| Easter Parade | Susquehanna Waist Co. (Ship 'n' Shore Blouses) | CBS-TV | Mervin & Jesse Levine, Inc. |
| Easy Chair Theater | Liggett Drug Co. (Vitamin Corp. of America and Philip Morris Co., Ltd., Inc.) | WABD | Duane-Jones Co., Inc., The Biow Co. |
| Eisenhower Speech | Michigan for Eisenhower Committee | CBS-TV | Young & Rubicam, Inc. |
| Election Night Coverage | Admiral Corp. (Radios, TV Sets, Etc.) | ABC-TV | Russell M. Seeds Co. |
| Electrical Living | Utah Power and Light | KDYL-TV | Gillham Advertising |
| Electric Theater | Detroit Edison | WXYZ-TV | Campbell-Ewald |
| Ellery Queen | Kaizer-Fraser Corp. (Cars) | ABC-TV | Wm. H. Weintraub & Co. |
| Evans Feature Film | Evans Fur Co. | WGN-TV | Arthur Meyerhoff & Co. |
| Evening News | Philip Morris (Dunhill) | WABD | Keystone Advertising |

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| Faith for Today | Voice of Prophecy, Inc. (Institutional) | ABC-TV | Laughlin-Wilson, Baxter & Parsons |
| Fairmeadows, U.S.A. | Johns-Manville Corp. (Building Materials) | NBC-TV | J. Walter Thompson Co. |
| Falstaff TV Theater | Falstaff Beer | | Dancer, Fitzgerald & Sample |
| Famous Fights | Adam Hat Stores, Inc. (Hats) | DuMont | Hirshon-Garfield, Inc. |
| Famous Playhouse | Heileman Brewing (Beer) | WOW-TV | |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|------------------------------------------|---------------------------------------------------------------------------------|---------|----------------------------|
| Famous Theater | Famous Furniture | WXYZ-TV | W. B. Donner |
| Far West Boys Club Boxing | Far West Motors | KPIX | Robert B. Selby & Assoc. |
| Fascinating Rhythm | Future Age Furniture | WTVJ | |
| Fashion Forecast | Meacham's Dept. Store (Clothes) | WBAP-TV | |
| Fashion Notes | Singer's Women's Apparel Shop | WTMJ-TV | Al Plotkin Adv. Agency |
| Fashion Review | Ray's Dept. Store | WLW-D | Carr Advertising |
| Faye Stewart—KPIX Kitchen | Participating | KPIX | |
| Feature Boxing | American Home Products (Aero-Shave) | WABD | Geyer Adv., Inc. |
| Feature Boxing | The Bayuk Co. (Phillies) | WABD | Ellington & Co., Inc. |
| Felber Theater (Front-Page Detective) | Felber Biscuit Co. | WLW-C | Harry Miller Inc. |
| Feminine Angle | Hampshire Hosiery | WXYZ-TV | Bahn Agency |
| Figure Perfect | Meltzers (Hotpoint Appliances) | WTVJ | |
| Files of Jeffrey James | Pearson Pharmacal (Ennds) | KING-TV | |
| Film Funnies | Read's Drug Stores | WAAM | |
| Film Series | National Brewing Co. (Beer) | WGN-TV | Kenyon & Eckhardt, Inc. |
| Fireside Theater | Procter & Gamble Co. (Ivory, Crisco, Duz) | NBC-TV | Compton Adv. Inc. |
| First Time Voters | Acme Brewing Co. (Beer) | KNBH | Roy S. Durstine, Inc. |
| First Hundred Years | Procter & Gamble (Tide, Spic & Span) | CBS-TV | Benton & Bowles, Inc. |
| Flying Tigers | Johnson Candy Co. (Candy) | DuMont | Franklin Bruck Advertising |
| Food Facts | Rich Plan (Freezer and Food Plan) | KRON-TV | Calvert and Perry |
| Football Highlights | First National Bank | KFMB-TV | Phillips Ramsay |
| Football This Week | National Carbon Co. (Prestone Antifreeze) | WABD | Wm. Esty Co., Inc. |
| Footlight Theater | General Foods Corp. (Sanka Coffee, Swansdown Flour) | CBS-TV | Young & Rubicam, Inc. |
| Ford Festival | Ford Motor Co. (Automobiles) | NBC-TV | J. Walter Thompson Co. |
| Foreign Intrigue | Lucky Lager Brewing Co. (Beer) | KNBH | McCann-Erickson, Inc. |
| Four-Star Playhouse | Patricia Stevens, Inc. | WBKB | Arthur Meyerhoff, Inc. |
| Forty-Eighth Street Theater | Goldberg Fashion Forum | WGN-TV | George H. Hartman Co. |
| Frankie Albert Show | S. F. Milk Ind. (Dairy Products) | KRON-TV | Brisacher, Wheeler |
| Fred Waring Show | General Electric Co. (GE Household Appliances, Lamps, Radios, TV Sets) | CBS-TV | B. B. D. & O. |
| Freshie Fun Time | Langendorf Bakeries | KRON-TV | Russell, Harris and Wood |
| Front Page Detective | Rayco Manufacturing Co. (Auto Seat Covers) | WABD | Robert B. Grade Company |
| Fur Fun | E. J. Donovan (Chinchillas) | KNXT | Allan Lane & Associates |

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| Gadabout Gaddis | Evinrude Motors | WTMJ-TV | Cramer-Krasselt Co. |
| Gabby Hayes Show | Peter Paul, Inc. (Candy) | NBC-TV | Maxon, Inc. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Gangbusters | Liggett & Myers Tobacco Co. (Fatima Cigarettes) | NBC-TV | Cunningham & Walsh, Inc. |
| Garry Moore Show | Chr. Hansen's Laboratories, Inc. (Junket Brands Division—Desserts and Puddings) | CBS-TV | McCann-Erickson, Inc. |
| Gayelord Hauser Show | Minute Maid Corp. (Frozen Orange and Lemon Juice) | ABC-TV | Ted Bates & Co. |
| The Gaylords Gene Autry | Ohio China Wm. Wrigley, Jr., Inc. (Doublemint Chewing Gum) | WSPD-TV CBS-TV | Toledo, O. Ruthrauff & Ryan, Inc. |
| Ginka | Mayer-Hughes Co. (Home Furnishings) | WTMJ-TV | Sid Stone Adv. Agency |
| Give & Take | Cannon Mills, Inc. (Towels) | CBS-TV | Young & Rubicam, Inc. |
| Gold Label Round Table Goin' Steady Golden State Movie Time Good Cooking | Acme Breweries Speedway 79 Gasoline Golden State Dairy Michigan Consolidated Gas Co. | KPIX WXYZ-TV KRON-TV WWJ-TV | Roy S. Durstine W. B. Doner Guild, Bascom and Bonfigli Fred M. Randall |
| Good Living Goodyear Television Playhouse | Participating Goodyear Tire & Rubber Co. (Tires) | WNBQ NBC-TV | Young & Rubicam, Inc. |
| Grand Marquee Grandstand Quarterbacks Gretchen Colnik | Hauser Nash Sales Whitney's Dept. Store Interstate Bakeries Corp. | WNBQ KFMB-TV WTMJ-TV | Guenther-Bradford Eves Advertising Sid Stone Advertising Agency |
| Grissom Theater Gruen Playhouse Guess What | Grissom Motors Gruen Watch Co. Wine Corp. of America (Mogen David Wine) | WXYA-TV DuMont DuMont | Castle-Werner McCann-Erickson, Inc. Weiss & Geller, Inc. |
| Gwaltney TV Theater | Gwaltney Meat Packing | WTAR-TV | Courtland B. Ferguson |

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| Hail the Champ | Fred W. Amend Co. (Chuckles Candy) | ABC-TV | Henri, Hurst & McDonald, Inc. |
| Half Hour Variety Show | Sure Save Food Mart, Inc. | WGN-TV | Kuttner & Kuttner, Inc. |
| Half Hour Youth Program Hall of Fame & Royal Playhouse | Klee Bros. Pate Oil Co. | WTMJ-TV | Kuttner & Kuttner, Inc. Al Herr Adv. Agency |
| Hallmark Hall of Fame | Hall Brothers, Inc. (Greeting Cards) | NBC-TV | Foote, Cone & Belding |
| Hand to Heaven Handy Andy Hank the Handyman | First Pilgrim Church Romney Lumber Co. Butter Hdwe. & Woodwork Co. | WMAL-TV KDYL-TV WTMJ-TV | Ted Anderson Advertising Mautner Agency |
| Happy's Party | Florida Citrus Commission (Fruit) | DuMont | J. Walter Thompson Co. |
| Happy Birthday to You Happy Valley Gang | Circus Foods Winterlein (Meats) | KRON-TV WTTV | Batten, Barton, Durstine and Osborn |
| Harry Owens' Show Hawkins Fall | United Air Lines Lever Brothers Co. (Surf) | KNXT NBC-TV | N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc. |
| Hayloft Frolic | Indiana Farm Bureau Coop. | WTTV | |
| Heart of the City | State Sample Dept. Store | WXYZ-TV | Luckoff, Wayburn & Frankel |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Heart Throb Theater Headline Edition | Hub Appliances Philip Morris & Co., Ltd., Inc. (Dunhill Cigarettes) | WXYZ-TV WABD | W. B. Doner Keystone Advertising |
| Hello Girls | Boydell Paints | WXYZ-TV | Castle-Werner |
| Henri's Hollywood | Henri's Beauty Salon | KRLD-TV | |
| Herb Shriner Time | Cluett, Peabody & Co., Inc. (Arrow Shirts and Ties) | ABC-TV | Young & Rubicam, Inc. |
| Herbie Mintz Show | P. A. Starch Piano Co. | WNBQ | Geo. H. Hartman Co. |
| High School Quiz | Participating | WNHC-TV | |
| Hockey | Stroh Brewing | WXYZ-TV | Zimmer-Keller |
| Hoffman Huddle | Hoffman Television | KFMB-TV | Foote, Cone & Belding |
| Hoffman Sportlights | Chessher-Packard Motors | KEYL | Cusick, Schwerke & Wild |
| Holiday in Paris | Rogers Jewelry, Indianapolis | WTTV | |
| Hollywood Headlines | Participating | WTAR-TV | |
| Hollywood Reporter | American Wholesalers (Serta Mattresses) | WTTG | Cohen & Miller Advertising |
| Hollywood Screen Test | Ironrite, Inc. (Ironing Machines) | ABC-TV | Brooke, Smith, French & Dorrance, Inc. |
| Hollywood Showcase | Associated Hospital Service | WGN-TV | Malcolm-Howard Adv. Agency |
| Hollywood Road to Fame | Wilshire Beverages (Creme-O-Coca) | KNXT | Factor-Breyer |
| Hostess House | Philip Shields, Inc. (Interior Decorators) | WLW-D | Carr Advertising |
| Hot Rods | Floyd Rice Ford Dealer | WXYZ-TV | |
| Hour of Decision | Billy Graham Ev. Assn. Inc. (Institutional) | ABC-TV | Walter F. Bennett & Co. |
| House Party | Style Crest Co. | WBKB | Richard Hirsch Adv. |
| Howdy Doody | Galliker | WJAC-TV | Cavanaugh-Morris |
| How To | J. L. Hudson | WWJ-TV | Raymond Morgan |

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| I Love Lucy | Philip Morris & Co., Ltd., Inc. | CBS-TV | The Biow Co., Inc. |
| I Married Joan | General Electric (Major and Small Appliances) | NBC-TV | Young & Rubicam, Inc. |
| IGA Movie Quick Quiz | IGA Grocers | KDYL-TV | Featherstone Advertising |
| Indiana University | L. Strauss of Indianapolis | WTTV | |
| Information Please | General Electric Co. (GE Household Appliances, Lamps, TV Sets, Radios) | CBS-TV | B. B. D. & O. |
| Inspector Mark Saber, Homicide Squad | Sterling Drug, Inc. (Bayer Aspirin Tablets, Philip's Milk of Magnesia, Philip's Toothpaste) | ABC-TV | Dancer-Fitzgerald-Sample |
| It's News to Me | Andrew Jergens Co. (Lotions, Creams) | CBS-TV | Robert W. Orr Associates |
| It's a Good Ideal & Person to Person | Pacific Tel. and Tel. | KING-TV, Seattle, Wash. | |
| It Happened Today | Widemann Beer | WTTV | Tatham-Laird |
| Interview With Bud Foster | Remar Bakery (Sunbeam Bread) | KRON-TV | Elliott, Goetz and Boone |
| Italian Swiss Movie Hits | Italian Swiss Colony Wine | KRON-TV | Honig-Cooper |
| It's a Fact | Safeway Stores (Lucerne Milk) | KRON-TV | J. Walter Thompson |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| It's a Good Idea | Pacific Telephone & Telegraph Co. | KNBH | B. B. D. & O. |
| It's Easy | The Emporium (Dept. Store) | KRON-TV | Merchandising Factors |

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| Jack Benny Show | American Tobacco Co. (Lucky Strike Cigarettes) | CBS-TV | B. B. D. & O. |
| Jazz Nocturne | E and B Brewing Co. | WXYZ-TV | Simons-Michelson |
| Jerry Fielding Show | Aldon Construction (Homes) | KNXT | Stiller-Rouse |
| Jim Boyd Sings | The Army Store | WFAA-TV | |
| Jim Simpson, Sports | Lo Rocca, Inc. (Dodge-Plymouth) | WTOP-TV | Harwood Martin Adv. |
| Jimmy Wakely Show | Coleman Dealers (Furnaces) | KNXT | John Riordan |
| Joe Mulvehill—News | Central Cadillac Co. | WNBK | |
| Juvenile Jury | Minnesota Mining & Mfg. Co. (Scotch Cellophane Tape) | NBC-TV | B. B. D. & O. |

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| Kate Smith Show | Cannon Mills, Inc. (Cannon Sheets and Towels and Hosiery) | NBC-TV | N. W. Ayer & Son |
| Keep Posted | Curtis Publishing | DuMont | B. B. D. & O. |
| Kentucky Derby | Gillette Safety Razor Co. (Shaving Cream, Razors, Blades) | CBS-TV | Maxon, Inc. |
| Preakness Stakes | | | |
| Kids & Company | International Shoe Co. (Red Goose Shoes) | DuMont | D'Arcy Advertising Co. |
| Kid's Capers | Participating | KPIX | |
| Kids' Karnival Kwiz | National Tea Stores (Grocery) | WBKB | Schwimmer & Scott |
| Kieran's Kaleidoscope | Thompson's Dairy | WMAL-TV | Lewis Edwin Ryan, Inc. |
| King Calico | Nicolay-Dancey, Inc. (Potato Chips) | WNBQ | Canaday, Ewell & Thurber |
| Kit Carson | Coca Cola Bottlers | WTTV | |
| Kitchen Club | Kroger | WSPD-TV | Toledo, O. |
| Know Your Sports | HiVolt Battery Co. | WTWJ | |
| Kraft Theater | Kraft Foods Co. (Cheese and Salad Dressing) | KNBH | J. Walter Thompson Co. |
| Kukla, Fran & Ollie | Radio Corp. of America (Radios, TV Sets, Records) | NBC-TV | J. Walter Thompson Co. |
| Kraft Television Theater | Kraft Foods Co. (Kraft Deluxe Slices, Velveeta) | NBC-TV | J. Walter Thompson Co. |
| Kup's Column | Sandra Motors (Automobiles) | WBKB | Larry Stein Adv. |
| Kurtain Kall | Kambers | WKY-TV | Angelo Advertising |

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| Ladies' Day With Lee | Participating | KPIX | |
| Langford-Ameche Show | Lever Bros. Co. (All Products) | ABC-TV | N. W. Ayer & Son, Inc. |
| Late Date | Participating | WTAR-TV | |
| Law of the Land | Domestic Refrigeration (Frigidaire) | WTVJ | |
| Learn to Dance | Arthur Murray Dance | WOOD-TV | |
| Leave It to George | Crosley | WTTV | Tevie Jacobs |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|------------------------------------------|------------------------------------------------------------------|---------|-------------------------------|
| Lead Off Man | Nelson Bros. Furniture Co. | WGN-TV | George H. Hartman Co. |
| Lee Dickens Show | Clearview Louvre & Nat'l Motor Exchange | WTJ | |
| Let's Cook | Participating | WTAR-TV | |
| Let's Go Fishing | Miami Ventilated Awning (Jalousie) | WTVJ | |
| Let's Go Shopping | Leonard's Dept. Store | WBAP-TV | |
| Let's Look at Books | Books, Inc. | KPIX | Ray Sines Advertising |
| Let's Look at the Facts | Employers Association of Chicago | WGN-TV | |
| Let's Look at Sports | General Cigar Co. | WNBQ | Federal Advertising |
| Let's Look at the Weather | White's Auto Stores | KRLD-TV | Watts, Payne |
| Let's Take a Holiday | Socony-Vacuum | WWJ-TV | Compton |
| Letter to Lee Graham | Red Line Commercial Co. (Bovril) | WJZ-TV | Hilton & Riggio |
| Levlore Story Theater | Levlore (Venetian Blinds) | WJZ-TV | Friend, Reiss & McGlone |
| Lt. Palmer of the Police | Kann's Department Store (Miscellaneous) | WTTG | H. J. Kaufman & Associates |
| Life Begins at 80 | The Serutan Co. (Serutan & Jeritol) | DuMont | Edward Kletterer Associates |
| Life of Christ (Film) | Greenlawn Cemetery Association | WTVN | |
| Life of the Party | Modern Appliance Co. | WAAM | Schnitker-Tracy Advt. |
| Life Is Worth Living | Admiral Television Corp. (TV Sets) | DuMont | Erwin, Wasey & Co. |
| Little Lady Party | Helene Pessl, Inc. (Toiletries) | WABD | Silberstein-Goldsmith, Inc. |
| Life With Linkletter | Green Giant Co. (Niblets, Green Giant Peas) | ABC-TV | Leo Burnett Co., Inc. |
| Lights Out | Admiral Corp. (TV and Radio Sets, Ranges, Refrigerators) | NBC-TV | Erwin, Wasey & Co., Inc. |
| Linger Awhile | Modern TV | WXYZ-TV | Broadcast Products |
| Live Like a Millionaire | General Mills, Inc. (Wheaties, Bisquick, Crustquick) | CBS-TV | Knox-Reeves Advertising, Inc. |
| Live Wrestling | Sommers Drug Stores | WOAI-TV | Thomas F. Conroy, Inc. |
| Little Amateurs | Mrs. Drenk's Foods, Inc. | WTMJ-TV | Sid Stone Adv. Agency |
| Little Lady Party | Helene Pessel | WABD | Silberstein-Goldsmith |
| Little Theater | Falstaff Beer | WTTV | D-F-S |
| Living Room Theater | Better Living, Inc. | KRLD-TV | Don King, Inc. |
| Longines Chronoscope | Longines-Wittnauer Watch Co. (Watches) | CBS-TV | Victor A. Bennett Co. |
| Longines-Wittnauer Thanksgiving Festival | Longines-Wittnauer Watch Co. (Watches) | CBS-TV | Victor A. Bennett Co. |
| Longines-Wittnauer Christmas Festival | | | |
| Lone Ranger | General Mills, Inc. (Cheerios, Bisquick, Cereals and Cake Mixes) | ABC-TV | Dancer-Fitzgerald-Sample |
| Love of Life | American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin) | CBS-TV | The Biow Co., Inc. |
| Lux Video Theater | Lever Brothers Co. (Lux Soap) | CBS-TV | J. Walter Thompson Co. |

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| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Madison Square Garden Mages Playhouse Maggi McNellis Show | Jax Beer Mages Sporting Goods Riggio Tobacco (Picadilly Cigarettes) | KRLD-TV WGN-TV WJZ-TV | Fitzgerald Malcolm-Howard Adv. Agency Hilton & Riggio |
| Magic Clown Mama | Bonomo Turkish Taffy General Foods Corp. (Maxwell House Coffee, Minute Rice) | WNBK CBS-TV | Emil Mogul Benton & Bowles, Inc. |
| Man About Town | Household Finance Corp. | WWJ-TV | Needham, Louis & Brorby |
| Man Against Crime | R. J. Reynolds Tobacco Co. (Camel Cigarettes) | CBS-TV | Wm. Esty Co. Inc. |
| March of Time Margaret Arlen March of Medicine | Miller Brewing Participating Smith Kline & French Pharmaceuticals | WSPD-TV WCBS-TV NBC-TV | Toledo, O. |
| March of Time Marmel Theater | Miller Brewing Co. Mar-Mel Co. (Midwest Sales Co.) | KFMB-TV WGN-TV | Mathesson & Assoc. (Chicago) Malcolm-Howard Adv. Agency |
| Marion Snider Trio Martin Kane—Private Eye | Leeco Products United States Tobacco Co. (Model, Old Briar, Dill's Best, Tweed) | KRLD-TV NBC-TV | Kudner Agency, Inc. |
| Matinee Playhouse Marshall Rocky | Participating Allen Christopher— Various | WNBQ WXYZ-TV | Allen Christopher Agency |
| Martha's Kitchen Mary McAadoo | Security First National Bank | WOW-TV KNBH | Foote, Cone & Belding |
| Maurice Hair Styles | Dallas Athletic Club Beauty Salon Participating | WFAA-TV | |
| Meet Mintz Meet the Champ | American Tobacco Co. (Lucky Strike Cigarettes) | WNBQ ABC-TV | B. B. D. & O. Inc. |
| Meet the Stars Meet the Masters | Participating James Lee & Sons Co. (Carpets and Rugs) | WNHC-TV NBC-TV | D'Arcy Adv. Co., Inc. |
| Meet the Press | Revere Copper & Brass, Inc. (Copper, Brass, Steel Prods.) | NBC-TV | St. Georges & Keyes, Inc. |
| Meet the UAW-CIO Meet the Victim | UAW-CIO Max I. Walker (Dry Cleaning and Laundry) | WWJ-TV WOW-TV | Luckoff & Wayburn Holland, Holland and Goodsel |
| Mexican Jamboree Michigan Outdoors Midnight Theater | Commercial Tire Co. A'tes Brewing Save-Way Super Market | WFAA-TV WWJ-TV WSPD-TV | McCann-Erickson Toledo, O. |
| Midweek News Review Milky's Movie Party Million Dollar Theater Milwaukee Newsreel | A. O. Smith Twin Pines Dairy Weill Furniture Milwaukee Gas Light Co. | KRLD-TV WJBK-TV WXYZ-TV WTMJ-TV | Luckoff & Wayburn Alpert Agency Cramer-Krasselt Co. |
| Milani Family Theater | Milani Co. (Food Products) | KRON-TV | Leonard Shane |
| Mr. and Mrs. North | Colgate-Palmolive-Peet Co. (Halo Shampoo, Colgate Tooth Paste) | CBS-TV | Sherman & Marquette, Inc. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Mr. District Attorney | Bristol-Myers Co. (Ipana, Trushay, Sal Hepatica, Vitalis) | ABC-TV | Young & Rubicam, Inc. |
| Mister Peepers | Ford Motor Co. (Automobiles and Trucks) | NBC-TV | J. Walter Thompson Co. |
| Monday Quarterbacks | Hoffman Radio Corp. (TV Sets) | KNBH | Foote, Cone & Belding |
| Morning Marketing Morning Show Movie Matinee | Kemper-Barrett Hudson Jewelers Allen Christopher— Various | KRON-TV KNXT WXYZ-TV | Kemper-Barrett Action In Advertising Allen Christopher Agency |
| Movies at Midnight | Samson's Enterprises, Inc. (Appliances) | WTMJ-TV | Mautner Agency |
| Motor City Fights Motion Picture Academy Movies for Kids Movie Theater | Pfeiffer Brewing Co. Rose Jewelers International Shoe Koolvent (Awnings, Storm Doors, Etc.) | WXYZ-TV WXYZ-TV KING-TV, Seattle, Wash. WBKB | Maxon Agency W. B. Doner Herbert S. Laufman |
| Movie Time Social | Polk Bros. (Furniture & Appliances) | WBKB | Incentive Planners |
| Musical Penny | Pennington Breao Company | WTVN | Cy Landy |
| Musically Speaking Mystery Theater | New Era Potato Chips Four Wheel Brake Service | WWJ-TV KRON-TV | Otto & Abbe John M. Gallagher |
| My Friend Irma | R. J. Reynolds Tobacco Co., Inc. (Cavalier Cigarettes) | CBS-TV | Wm. Esty Co., Inc. |

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| Name's the Same | Avco Mfg. Co. (Bendix Automatic Washers, Clothes Dryers, Ranges, Refrigerators) | ABC-T | Tatham-Laird, Inc. |
| Nancy Dixon | Cluett-Peabody (Sanforized) | WNBK | Young & Rubicam |
| Nancy's Kitchen | Participating | WNHC-TV | |
| National Health Aids, Inc. Talks | National Health Aids, Inc.—Formula #9 | WGN-TV | Television Advertising Assoc. |
| Necchi Theater | Belvedere Co. | KRON-TV | Ross Roy |
| N. Y. Giants Quarterback Huddle | Miller Brewing Corp. (Beer and Ale) | WABD | Mathisson and Assoc., Inc. |
| News & Sports NBC News Review | Gulf Oil Co. United Fidelity Insurance Co. | WKRC-TV WFAA-TV | Young & Rubicam Watts-Payne Adv. Agency |
| NBC News in Review NBC Week's News Review | Peoples Bank Necchi Sewing Machines | WLW-D WTTV | Malcolm-Howard |
| New Home Previews | Gen. Electric Supply Corp. (Appliances) | WMAL-TV | M. Belmont Ver Standig, Inc. |
| News and Sports | Stark & Wetzel (Meats) | WTTV | Baker, Johnson, Dickinson |
| News Views | Chicago Federal Savings & Loan | WGN-TV | Critchfield & Co., Inc. |
| News Headlines | Skelly Oil (Petroleum Products & Skelgas Appliances) | WOW-TV | Henri, Hurst & McDonald |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| News Final | G. E. Supply, Kemble Bros., O'Neal Furniture, First National Bank and Simmons Nash | WBAP-TV | |
| News Roundup News of the World Night Editor | Ben Griffin Motors Granite Furniture Greater N. Y. Kaiser-Frazier Dealers' Adv. Council (Cars) | KRLD-TV KDYL-TV WABD | Ira DeLoach Jarman Skaggs William H. Weintraub & Co., Inc. |
| Nightcap News | Brewing Corp. of America (Carlings Beer) | WJZ-TV | Benton & Bowles |
| Nighttime Movies | Ross Roy Co. | KRLD-TV | Don King, Inc. |

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| Oh, Baby | The Mennen Co. (Baby Products) | WABD | Kenyon & Eckhardt, Inc. |
| Ohio Today | B. C. Remedy | WNBK | N. W. Ayer |
| Old American Barn Dance | Milnot | WTTV | Potts, Calkin & Holden |
| Old Songs of the Church | Fort Lincoln Cemetery | WMAL-TV | Henry J. Kaufman & Associates |
| Omnibus | Remington Rand, Inc. (Electric Shavers) | CBS-TV | Leeford Adv. Agency, Inc. |
| On Stage | Franzia Wine | KRON-TV | Sidney Garfield |
| One Moment Please | Jackson Furniture | KRLD-TV | Don King, Inc. |
| On the Line With Considine | Mutual Benefit Health & Accident Assn. of Omaha | NBC-TV | Bozell & Jacobs, Inc. |
| Opera Cameos | Uddo & Taormina, Inc. (Progresso Foods) | WPIX | Carlo Vinti |
| Opportunity Knocks | 1st National Bank | KRLD-TV | Rogers & Smith |
| Original Amateur Hour | P. Lorillard Co. (Old Gold Cigarettes) | NBC-TV | Lennen & Mitchell, Inc. |
| Osterhouse Studio Spotlight | Phil Osterhouse Studios | WOOD-TV | |
| Our Miss Brooks | General Foods Corp. (Sanka Coffee, Swansdown Flour) | CBS-TV | Young & Rubicam, Inc. |

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| Pabst Blue Ribbon Bouts | Pabst Sales Co. (Pabst Beer & Ale) | CBS-TV | Warwick & Legler, Inc. |
| Palm Beach Round Robin Tournament | Goodall-Sanford, Inc. (Palm Beach Fabrics) | CBS-TV | Ruthrauff & Ryan, Inc. |
| Papa Bob | Glenview Country House (Restaurant) | WGN-TV | Hellenic Adv. Agency, Inc. |
| Papa Cellini | Ronzoni Macaroni | WJZ-TV | Emil Mogul |
| Par T. Pak Theater | Par T. Pak Beverage Co. | KRON-TV | Emil Reinhardt |
| Paul Calling | Indiana Fur Co., Indianapolis | WTTV | |
| Peanut Circus | Circus Foods Inc. (Nuts) | KNBH | B. B. D. & O. |
| Paul Whiteman TV Teen Club | Nash-Kelvinator Corp. (Nash Cars and Appliances) | ABC-TV | Geyer, Newell & Ganger, Inc. |
| Paul Winchell-Jerry Mahoney Show | Crosley Div., Avco Mfg. Corp. (Electrical Appliances) | NBC-TV | Benton & Bowles, Inc. |
| Peggy Wilson Show | Joske's of Texas (Dept. Store) | WOAI-TV | Pitluk Advertising Co. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| People in the News | J. R. Townsend (Automotive) | KFMB-TV | Patten & Holloway |
| Perry Como Show (7/14—8/18 Eddy Arnold Show) | Liggett & Myers Tobacco Co. (Chesterfield Cigarettes) | CBS-TV | Cunningham & Walsh, Inc. |
| Peter Potter's Juke Box Jury | Brucks Oldsmobile Co. C. Standlee Martin (Cars) | KNXT | Fennell Advertising Agency |
| Pets Unlimited | Lewis Food Co. (Dr. Ross Dog Food) | KRON-TV | Rockett-Lauritzen |
| Philco Television Playhouse | Philco Corp. (Radios, TV Sets, Refrigerators) | NBC-TV | Hutchins Adv. Co., Inc. |
| Pick Temple at Old Sagebrush Pick the Winner | Morton's Westinghouse Electric Corp. (Appliances) | WTOP-TV DuMont | Larrabee Assoc. Ketcham, McLeod & Grove, Inc. |
| Pictures for a Sunday Afternoon | Participating | WCBS-TV | |
| Pinocchio | Koren's Distributing Co. (Toys) | KPIX | Grimaldi Productions |
| Plato the Parrot | Holsum Products Co. (Foods) | WTMJ-TV | Sid Stone Adv. Agency |
| Playhouse of Stars Playtime | Schlitz Beer Edward Malley Co. (Dept. Store) | WTTV WNHC-TV | Lennen & Mitchell |
| Political Address | The Republican National Committee | CBS-TV | Kudner Agency, Inc. |
| Powers School of Charm Popular Playhouse Press Conference Pro Football | Cook's Modern Home Lone Star Beer Chicago Motor Club Standard Oil Co. of Indiana (Standard Red Crown Gas, Motorlube Motor Oil) | WFAA-TV KRLD-TV WGN-TV ABC-TV | Taylor-Norsworthy, Inc. Thos. F. Conroy Agency Service Corp. McCann-Erickson |
| Professional Football | Atlantic Refining Co. (Oil) | DuMont | N. W. Ayer & Son, Inc. |
| Pud's Prize Party | Frank H. Fleeer Corp. (Fleeer's Bubble Gum) | ABC-TV | Lewis & Gilman, Inc. |
| Pulitzer Prize Playhouse | General Motors Corp. (Frigidaire Major Appliances) | ABC-TV | Foote, Cone & Belding |
| Purity Playhouse | Purity Biscuit Co. | KDYL-TV | Gillham Advertising |

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| Quick on the Draw | Chase Federal Savings & Loan | WTVJ | Houck and Co. |
| Quiz Kids | Crosley Div. Avco Manufacturing Co. (Electric Appliances) | NBC-TV | Benton and Bowles, Inc. |

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| Racket Squad | Philip Morris & Co., Ltd., Inc. | CBS-TV | The Biow Co., Inc. |
| RCA Victor Show | Radio Corp. of America (Radios, TV Sets, Records) | NBC-TV | J. Walter Thompson |
| Railroad Club Rain or Shine | American Flyer Philip Morris (P & G) (Uncle Ben's Converted Rice) | KRLD-TV WCBS-TV | Chas. W. Hoyt |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|-------------------------------------------|-----------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------|
| Ramblin' | Aunt Jane's Pickles & Delsoy | WXYZ-TV | Gleason Agency |
| Ranger Joe | Ranger Joe, Inc. (Cereal) | ABC-TV | Lamb & Keen, Inc. |
| Raymar of the Jungle | State Sample Dept. Store | WXYZ-TV | Luckoff, Wayburn & Frankel |
| Rayner Shine | Cream-Rick Dairy | WOOD-TV | |
| Ray's Roundup | Valley City Milling Co. | WOOD-TV | |
| Regal Theater | Gee Lumber Co. | WGN-TV | Wright-Campbell Adv. |
| Rebound | Packard Motor Co. | WXYZ-TV | Maxon |
| Red Skelton Program | Procter & Gamble Co. (Tide) | NBC-TV | Benton & Bowles, Inc. |
| Red River Dave's Barn Dance | Kallison's Country Store (Various) | WOAI-TV | |
| Reddy Kilowatt's Kitchen | Dallas Power & Light Co. | WFAA-TV | Taylor-Norsworth, Inc. |
| Relay | Participating | WTAR-TV | |
| Request Playhouse | Hirsch Clothing Co., Inc. | WGN-TV | Katherine Avery & Assoc. |
| Renick Reporting | John Jones (DeSoto-Plymouth) | WTVJ | |
| Remember | Gernhardt-Stroheimer- Wedgwood Stoves | KRON-TV | Jim Diamond |
| Remember These Things | Burton-Dixie Corp. (Burton-Dixie Prods.) | ABC-TV | Turner Advertising |
| Republican Nat. Convention | Admiral Corporation (Radios, TV Sets, Etc.) | ABC-TV | Russel M. Seeds Co. |
| Reward for Talent | Television Co. of Md. | WAAM | U. S. Display Ads Inc. |
| Riders of the Purple Sage | Cain's Coffee | WKY-TV | Lowe-Runkle Co. |
| Ringside Interviews | Bayuk Cigar Co. (Cigars) | DuMont | Ellington & Co. |
| Ringside Roundup | Verkamp-Withrow Corp. | WKRC-TV | Farson, Huff & Northlich |
| Robert Montgomery Presents | The American Tobacco Co. (Lucky Strike Cigarettes—S. C. Johnson & Sons— Waxes) | NBC-TV | Batten, Barton, Durstine & Osborn, Inc. Needham, Louis & Brorby |
| Rocky King, Detective | American Chicle Co. (Clorets) | DuMont | Dancer-Fitzgerald-Sample, Inc. |
| Rolling Rhythm | Schmidt Pie Crust | WXYZ-TV | Henry Koltys |
| Ron Cochran & the News | Hechinger Co. (Building Supplies) | WTOP-TV | Courtland D. Ferguson, Inc. |
| Rose Reel | Leo Rose Clothing Co. | WGN-TV | Malcolm-Howard Adv. Agency |
| Roundup Time | Allen Christopher— Various | WXYZ-TV | Allen Christopher Agency |
| Roy Rogers Show | General Foods Corp. (Grape Nuts Flakes, Post Toasties, Sugar Crisp) | NBC-TV | Young & Rubicam, Inc. |
| The Ruggles, Jackson and Jill | Dr. Ross/Lewis Food Co. | KING-TV | |
| Rumpus Room | Helene Curtis Industries, Inc. (Permanent Waves) | DuMont | Gordon-Best Co., Inc. |
| Rusty Russell Show | Van Winkle Motors | KRLD-TV | Advertising Assoc. |
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| Sailor Dan | | WOW-TV | |
| Sally Flowers' Meetin' Time at Moore's | Moore's Stores | WLW-C | A. L. Palmer & Assoc. |
| Sandman News | Sanka Coffee | WPIX | Young & Rubicam |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Sammy Kaye Musical Variety Show | The Lambert Pharmacal Co. (Listerine Tooth Paste, Antiseptic, Pro-phy-lac-tic Tooth Brush) | CBS-TV | Lambert & Feasley, Inc. |
| Santa Claus Lane | Lane Shopping Association | WTVN | Cy Landy |
| Santa Claus Show Santa's Workshop | Titche-Goettinger The White House (Toys) | KRLD-TV KRON-TV | Sam Bloom Bernard B. Schnitzer |
| Saturday Movie Date Saturday News Final Saturday Night Feature Saturday Night Jamboree Saturday Night Theater | Libby Furniture Co. A. O. Smith Andy & Bon Used Cars Appliances & TV Sets Joseph Schlitz Brewing Co. (Beer) | WGN-TV KRLD-TV WKY-TV WSAZ-TV WTMJ-TV | Charles S. Temkin, Inc. Darwin's, Ashland Lennen & Newell, Inc. |
| Saturday Night Wrestling | Royal Crest Sales Co. (Dishes) | WABD | Product Services, Inc. |
| Say It With Acting | Brown Shoe Co. (Neutralizer Shoes—Women) | ABC-TV | Leo Burnett Co., Inc. |
| Schlitz Playhouse of Stars | Schlitz Brewing Co. (Beer and Ale) | CBS-TV | Young and Rubicam, Inc. Lennen & Mitchell, Inc. Lennen & Newell, Inc. Lowe-Runkle Co. |
| Scotty Harrel Show | Dulaney's (RCA Distributor) | WKY-TV | |
| School Days Science in Action | Belfast Beverage Co. American Trust Co. (Bank) | KRON-TV KRON-TV | J. J. Weiner McCann-Erickson |
| Search for Tomorrow | Procter & Gamble Co. (Joy, Spic & Span) | CBS-TV | The Biow Co., Inc. |
| See It Now | Aluminum Co. of America (Alcoa Aluminum Products) | CBS-TV | Fuller & Smith & Ross, Inc. |
| Shadows of Mystery Shell News Shenanigans Shirley Povich Sports Show Shoot the Works | Lee Motors Shell Oil Co. Participating Valley Forge Beer Big Bear Stores (Market) | WSPD-TV KRON-TV WPIX WTOP-TV WLW-C | J. Walter Thompson Epstein Adv. Harry Miller Agency |
| Shop By Television | The Hecht Co. (Dept. Store) | WMAL-TV | Harwood-Martin Agency |
| Shopping With Cornelia | The Rike-Kumler Co. (Dept. Store) | WLW-D | |
| Sidewalk Interviews | Gillmor Motor Co. Inc. (Automobiles) | WNHC-TV | |
| Sky King | Derby Foods, Inc. (Peter Pan Peanut Butter, Salted Peanuts and Products, Derby Canned Meats and Canned Meat Specialties) | NBC-TV | Needham, Louis & Brorby, Inc. |
| Sky King Theater Smilin' Ed McConnell | Derby Foods Brown Shoe Co., Inc. (Buster Brown Shoes) | WVJ-TV CBS-TV | Needham, Louis & Brorby, Inc. Leo Burnett Co., Inc. |
| Something to Talk About So You Know Sports | Procter & Gamble Plymouth Dealers of Detroit | WNBQ WJBK-TV | H. W. Kastor Powell-Grant |
| Songs, Inc. Songs of Inspiration | Participating Hughes Funeral Home | WTAR-TV KRLD-TV | |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
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| Songtime | Word of Life Fellowship, Inc. (Institutional) | ABC-TV | Walter F. Bennett & Co. |
| Spanish Varieties | Reyes' Super Markets | KEYL | |
| Space Patrol | Ralston Purina Co. (Wheat Chex and Rice Chex) | ABC-TV | Gardner Advertising Co. |
| Sparton Huddle | Sparton Television | KRON-TV | Bill Vernor |
| Spelling Bee | Zenith | WTAR-TV | |
| Sports Corner | Widemann Beer | WSAZ-TV | Tatham-Laird |
| Sports Desk | Morehouse-Fashion Department Store | WLW-C | |
| Sports Page | Frigidaire | WTAR-TV | |
| Sports Parade | Bristol-Myers | KRLD-TV | Doherty, Clifford & Shenfield |
| Sports Today | Commercial Solvents (Norway & Peak Antifreeze) | WLW-C | Fuller, Smith & Ross |
| Sports Quiz | Congress Cigar (LaPalina Cigars) | WBKB | Schwimmer & Scott |
| Sports Review | Harvey's Sea Food Restaurant | WABD | |
| Sports Roundup | Waco Motors (Morris Cars) | WTVJ | |
| Sports Showcase | Boyle-Midway, Inc. (Autobrite) | DuMont | Earl Bothwell |
| Sports Spot | General Cigar Co. (White Owl Cigars) | CBS-TV | Young & Rubicam, Inc. |
| Sports-O-Graf | Graf Door | WLW-C | Kelly & Lamb |
| Sports Star Time | Refiner's Pride Gasoline | WNBQ | Guenther-Bradford |
| Sports Varieties | Cowles Magazines, Inc. (Look Magazine) | WABD | McCann-Erickson, Inc. |
| The Sportsmen's Club | Hull Brewing Co. (Beer) | WNHC-TV | |
| Spotlite on Sports | Participating | WTAR-TV | |
| Story Theater | Serutan | KFMB-TV | Franklin Bruck, N. Y. |
| Sports With Sherman | West Texas Appliance Co. (ABC Washers and Lewyt Vacuum Cleaners) | WBAP-TV | James McBride |
| Sportsman's Club | Ryan-Nash Company (Cars) | WTMJ-TV | Dayton, Johnson & Hacker |
| Spotlight on Values | Matinee Magazine | WPIX | Advertel Radio |
| Standard Hour | Standard Oil Co. of Calif. | KFMB-TV | B. B. D. & O. |
| Stanway Sweepstakes | Stanway Motors (Used Cars) | KRON-TV | Russell, Harris and Wood |
| Starlight Interlude | Dulane, Inc. | KING-TV, Seattle, Wash. | |
| Stars of Tomorrow | Calborn School of Music | WTVN | |
| Star Night Theater | Restokraft Mattress Co. | WWJ-TV | Luckoff & Wayburn |
| Star of the Family | Ronson Art Metal Works, Inc. | CBS-TV | Grey Advertising Inc. |
| Stars Over Hollywood | Gallaher Drug Co. | WLW-D | Hugo Wagenseil |
| Starring the Editors | Grand Union Co. (Food Stores) | WABD | Badger, Browning & Hersey, Inc. |
| Star Hostess Party | Stanley Home Products (Various) | KNXT | Charles W. Hoyt Co., New York |
| Starlit Stairway | Pressel Sausage | WXYZ-TV | W. B. Doner |
| Steve Allen Show | Procter & Gamble Co., Inc. (Ivory Flakes) | CBS-TV | Compton Advertising Inc. |
| Stop the Press | Ray Rice Motors | KRON-TV | Sam Ewing |
| Stork Club | Liggett & Myers Tobacco Co. (Fatima Cigarettes) | CBS-TV | Cunningham & Walsh, Inc. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------|----------------------------|
| Strange Adventure & Invitation Playhouse | Ennis Motors, Inc. | WTMJ-TV | Dayton, Johnson & Hacker |
| State Your Case | First National Bank | WFAA-TV | Rogers & Smith Adv. Agency |
| Studio One | Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & Television Sets, Turbojet Plane Motors) | CBS-TV | McCann-Erickson |
| Stu Erwin Show | General Mills, Inc. (Wheaties and Gold Medal Flour) | ABC-TV | Dancer-Fitzgerald-Sample |
| Stumpus | Heckman Biscuit Co. | WXYZ-TV | Hartman Agency |
| Sunday Edition | Participating | WTAR-TV | |
| Sunday Matinee | Sealy Mattress | WXYZ-TV | Simons-Michelson |
| Sunday News Final | Bulova Watch Company | WJBK-TV | Biow Co. |
| Summer Theater | Westinghouse Electric Corp. (Kitchen Appliances, Radio & Television Sets, Turbojet Plane Motors) | CBS-TV | McCann-Erickson, Inc. |
| Super Circus | Canada Dry, Inc. (Ginger Ale, Sparkling Water and Beverages) | ABC-TV | J. W. Mathes, Inc. |
| Suspense | Electric Auto-Lite Co. (Spark Plugs, Batteries, Etc.) | CBS-TV | Cecil & Presbrey, Inc. |
| Symphony "Pops" Program | Chicago Title & Trust | WGN-TV | The Buchen Company |

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|--------------------------|-------------------------------------------------------------|---------|------------------------------|
| Tailwaggers | Arcade Pontiac Company | WMAL-TV | Kal, Ehrlick & Merrick, Inc. |
| Tales of Tomorrow | Jacques Kreisler Mfg. Co. (Watch Bands on Men's Jewelry) | ABC-TV | Hirshon-Garfield, Inc. |
| Talent Quest | Downtown Hudson | WOOD-TV | |
| Talent Revue | Arnold Sales (Appl., Furn.) | WAAM | Gil Sandler |
| Taystee Weatherman | Purity Bakery (Taystee Bread) | WBAP-TV | Young & Rubicam |
| Ted Steele | Participating | WPIX | |
| Teens Magic Show | Marlon (Candy) | WJZ-TV | Kenneth Rader |
| Teen Topics | Birtcherd's Dairy | WTAR-TV | |
| Teen Doin's | Norfolk Motor Co. | WTAR-TV | |
| Telenews Weekly | First Wisconsin National Bank | WTMJ-TV | Marvin A. Lemkuhl |
| Telepix Newsreel | Consolidated Edison | WPIX | B. B. D. & O. |
| Telephone Storybook | Michigan Bell Telephone | WWJ-TV | N. W. Ayer |
| Televiews of the News | Southwestern Bell | KRLD-TV | Gardner Adv. |
| Televiews of Week's News | Southwestern Bell Telephone Co. | WOAI-TV | Gardner Agency (St. Louis) |
| Television Theater | C. E. T. (Television Servicing) | WBKB | Olian Advertising |
| Texas in Review | Humble Oil & Refining Co. | WBAP-TV | Wilkinson, Schiwetz & Tips |
| The Aldrich Family | Campbell Soup Co. | NBC-TV | Ward-Wheelock Co. |
| The Better Home Show | Anthracite Institute (Penna. Anthracite Coal) | ABC-TV | J. Walter Thompson Co. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|----------------------------------------|-------------------------------------------------------------------------------------------------------|---------|---------------------------------------------|
| The Big Payoff | Colgate-Palmolive-Peet Co. (All Prods.) | NBC-TV | Wm. Esty Co. |
| The Big Story | American Cigarette & Cigar Co. (Pall Mall Cigarettes) | NBC-TV | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| The Big Top | National Dairy Products Co. (Sealtest Ice Cream, Dairy Products) | CBS-TV | N. W. Ayer & Sons, Inc. |
| The Bill Goodwin Show | General Electric Co. (Refrigerators, Dishwashing Equipment, Etc.) | NBC-TV | Young & Rubicam, Inc. |
| The Black Spider | State Sample Dept. Store | WXYZ-TV | Luckoff, Wayburn & Frankel |
| Terry and the Pirates | Canada Dry Ginger Ale Co. | WABD | J. M. Mathes, Inc. |
| The Buick Circus Hour | Buick Motor Division (Automobiles) | NBC-TV | Doherty, Clifford, Steers & Shenfield, Inc. |
| The Case of Eddie Drake | Holsum Bread | KRLD-TV | Clardy, Prunell & Johnston |
| The Clock | Rhodes Pharmacal Co. (Imdrin Tablets) | ABC-TV | Dowd, Redfield & Johnstone, Inc. |
| The Continental | Burlington Mills Corp. (Cameo Hosiery) | CBS-TV | Hirshon-Garfield, Inc. |
| The Arthur Murray Party (7/11—8/29) | General Foods Corp. (Maxwell House Coffee, Minute Rice) | CBS-TV | Benton & Bowles, Inc. |
| The Arthur Murray Party | Arthur Murray Dance Studios | DuMont | |
| The Cisco Kid | Skilern's (Drug Items) | WBAP-TV | Tracy-Locke Co. |
| The Den | Red Bud Super Markets | WKY-TV | |
| The Dinah Shore Show | Chevrolet Div. Gen. Motors | NBC-TV | Campbell-Ewald Co. |
| The Doctor | Procter & Gamble Co. (Camay) | NBC-TV | Benton & Bowles, Inc. |
| The Egg and I | Procter & Gamble Co., Inc. (Ivory Flakes) | CBS-TV | Compton Advertising Inc. |
| The Frank Sinatra Show | Elgin American Div. Illinois Watch Case Co. (Compacts) | CBS-TV | Russell M. Seeds Co., Inc. |
| The Gabby Hayes Show | Quaker Oats Co. (Puffed Wheat, Quaker Oats, Puffed Rice, Aunt Jemima Pancake Flour and Cake Mixes) | NBC-TV | Sherman & Marquette |
| The Garry Moore Show | Best Foods, Inc. (Shinola, Rit) | CBS-TV | Earle Judgin & Co. |
| The Goldbergs | VCA Laboratories (Rybutol and Other Vitamins) | NBC-TV | Ted Bates & Co. |
| The Inside Story | Tom Harrigan, Inc. | WGN-TV | Edward A. Grossfeld & Staff |
| The Joey Adams Show | Leon Levi (Jewelry Retail) | WAAM | |
| The Little Chinchilla Theater | World Wide Chinchilla Ranch | WGN-TV | Malcolm-Howard Adv. Agency |
| The Living Book | Restland Memorial | KRLD-TV | Taylor-Norsworth |
| The Greatest Story Ever Told | Goodyear Tire & Rubber Co. | CBS-TV | Kudner Agency, Inc. |
| The Guiding Light | Procter & Gamble Co., Inc. (Ivory Soap, Duz, Crisco) | CBS-TV | Compton Advertising, Inc. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|--------------------------|-------------------------------------------------------------------------------------------|---------|--------------------------------|
| The Jackie Gleason Show | American Chicle Co. (Co-Sponsorship) (Clorets Gum, Mints) | CBS-TV | Dancer-Fitzgerald-Sample, Inc. |
| The Ken Murray Show | Anheuser Busch, Inc. (Budweiser Beer) | CBS-TV | D'Arcy Advertising Co. |
| The Morning Show | Participating | WCBS-TV | |
| The Pet Party | Hartz Mt. (Pet Food) | WJZ-TV | Kenneth Rader |
| The Plainclothes Man | Larus & Bros. Co., Inc. (Holiday Cigarettes, Edgeworth Tobacco, Holiday Tobacco) | DuMont | Warwick & Legler, Inc. |
| The Range Rider | Langendorf United Bakeries (Bread) | KNBH | Biow Co. |
| The Royal Showcase | U. S. Rubber Co. (Tires, Keds and Others) | NBC-TV | Fletcher D. Richards, Inc. |
| The Scotti Show | Frankenmuth Brewing Co. | WWJ-TV | Ralph Sharp |
| The Singing Pastor | Superior Feed Mills | WKY-TV | James Reese Adv. |
| The Speidel Show | Speidel Corp. (Watch Bands) | NBC-TV | S. S. C. & B. |
| The Standard News | Standard Oil of Indiana | WJBK-TV | McCann-Erickson |
| The Tip Off | Sawyer Biscuit | WTTV | Geo. Hartman |
| The Unexpected | Jack Mitchell Nash | KEYL | Pitluk Adv. Co. |
| The Wayne King Program | Standard Oil of Indiana (Oil, Gasoline) | NBC-TV | McCann-Erickson, Inc. |
| The Weather Girl | Instant Maxwell House Coffee | WABD | Benton and Bowles |
| The Web | P. Lorillard Co. (Kent Cigarettes) | CBS-TV | Young and Rubicam, Inc. |
| Texaco Star Theater | The Texas Co. (Gasoline, Oil) | NBC-TV | Kudner Agency, Inc. |
| Theater Hour | Nash Dealers | WXYZ-TV | Geyer, Newell & Ganger |
| The Weatherman | Omar, Inc. (Bakery Goods) | WOW-TV | Fitzmorris & Miller |
| Theater for Youth | Miller-Jones Shoe Co. | WLW-C | |
| Theater of Romance | Wm. A. Lewis Clothing Co. | WGN-TV | W. B. Doner & Company |
| They Stand Accused | Crawford Clothes | DuMont | Al Paul Lefton Co. |
| This Is Charles Laughton | Duffy-Mott | WPIX | Young & Rubicam |
| This Is the Story | Samson's Enterprises, Inc. (Appliances) | WTMJ-TV | Loise Mark & Associates |
| This Is Show Business | American Tobacco Co. (Lucky Strike Cigarettes) | CBS-TV | B. B. D. & O. |
| This Is My Melody | A. C. Weber & Co., Inc. (Pfaff Sewing Machines) | ABC-TV | Bosell & Jacobs, Inc. |
| This Is Your Zoo | Hauswauld Bakery (Bread) | WAAM | H. Buddemeier |
| Those Two | Procter & Gamble Co. (Tide, Camay, Drene) | NBC-TV | Benton & Bowles, Inc. |
| Time for Beany | Sunbeam Bread | KFMB-TV | Dick Bradley Adv. |
| Time for Beany | Hages Dairy | KFMB-TV | Tolle Co. |
| Tim McCoy's Wild West | Ralston Purina Co. (Cereal) | KNXT | Gardner Advertising, St. Louis |
| Toast of the Town | Lincoln-Mercury Dealers (Automobiles) | CBS-TV | Kenyon & Eckhardt, Inc. |
| Today | Ponds Extract Co. (Angel Face, Dry Skin Cream) | NBC-TV | J. Walter Thompson Co. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------|------------------------------------------------------|
| Tom Corbett Space Cadet | Kellogg Co. (Corn Flakes, Pep and Other Products) | ABC-TV | Kenyon & Eckhardt, Inc. |
| Tommy Henrich | Socony Vacuum Oil Co. | WJZ-TV | Compton Advertising Agency |
| Tommy Reynolds' Show Tootsie Hippodrome | Wolff & Marx Co. Sweets Co. of America (Tootsie Rolls and Other Products) | KEYL ABC-TV | Bernard M. Brooks Adv. Moselle & Eisen |
| Top News Story of the Week Touchdown | Percy H. Goodwin Co. Mechanical Engineering Co. Participating | KFMB-TV WTAR-TV | Armstrong-Schramm John McLaughlin Agency |
| Town and Farm Toyland Party Town and Country | City of Paris Staley Milling (Milling Products) | WBNQ KPIX WOW-TV | Grimaldi Productions Bozell and Jacobs |
| Trail Time Treasure Chest Playhouse Treasury Men in Action | Meyer Jewelry Co. The Borden Co. (Instant Coffee) | WOW-TV WJBK-TV NBC-TV | Luckoff & Wayburn Doherty, Clifford & Schenfield |
| Treasure Tune Clock Triamble Theater | Dairy Belle Milk Blatz Brewing Co. (Beer) | KRON-TV WTMJ-TV | Sam Ewing Wm. H. Weintraub & Co. |
| Trupak Movie Time TWA Travelogue | Trupak Foods Trans World Airlines Inc. | KRON-TV KNBH | Honig-Cooper B. B. D. & O. |
| Twenty Questions | The Mennen Co. (Drugs) Participating | DuMont | Kenyon & Eckhardt, Inc. |
| Two Rays and Pat The World Today TV Theater | Avalawn Radio Penn Furniture | WOOD-TV KRLD-TV WJAC-TV | Don King, Inc. Jay Reich |
| U | | | |
| U. of W. vs. UCLA Uebelhart and the News Uncle Mistletoe | Richfield Oil Co. Ohio Fuel Gas Marshall Field & Co. | KING-TV WSPD-TV WGN-TV | Calkins, Holden, Carlock, McClinton & Smith, Inc. |
| Ulmer Turner & the News | Elgin Vacuum Stores (Vacuum Cleaners) | WBKB | Sander Rodkin Agency |
| V | | | |
| Valley Forge News With Bryson Rash Variety Club Vest Pocket Dramas | Valley Forge Dist. Co. (Beer, Ale) Participating General Foods (Gaines Dog Food) | WMAL-TV WNHC-TV KRON-TV | Ward Wheelock Co. (Phila.) Benton and Bowles |
| Vic Perry Show | Cole Finder (Lincoln-Mercury Auto) | WBKB | Rocklin-Irving Co. |
| Variety Theater Variety Stand Various Films | Beckwith Evans Rugs Participating National Health Aids (Formula #9 & Vitamin Complex) | WXYZ-TV WTAR-TV WOW-TV | Television Adv. Assoc. |
| Viz Quiz Viz Quiz Voice of Firestone | Super Motors Hahn Jewelers Firestone Tire & Rubber Co. (Tires, Tubes and Batteries) | WJAC-TV WJAC-TV NBC-TV | Cavanaugh-Morris Sweeney & James Co. |
| W | | | |
| Walter Winchell | Gruen Watch Co. (Gruen Precision Watches and Other Products) | ABC-TV | McCann-Erickson |
| Walt's Workshop | Hines Lumber Co. | WNBQ | Geo. H. Hartman Co. |

| TITLE | SPONSOR-PRODUCT | STATION | ADVERTISING AGENCY |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------------------|
| Washington Senators Baseball Games | Christian Heurich Brewing Co. (Beer) | WTTG | H. J. Kaufman & Associates |
| Washington Spotlight We the People | Motorists Mutual Gulf Oil Corp. (Gasoline, Oil, Lubricants, Tires, Insecticides) | WSPD-TV NBC-TV | Young & Rubicam, Inc. |
| Weather Man | Terre Haute Brewing Co. | WOOD-TV | Biow Co. |
| Weekly Previews | Cox's Dept. Store (Clothes) | WBAP-TV | |
| Webster Webfoot Weekly News Revue Welcome Travelers | Sanger Bros. Peoples Gas Helene Curtis Industries, Inc. (Spray Net) | WFAA-TV WJAC-TV NBC-TV | Herbert Rogers Co. Ketchum, MacLeod & Grove Ruthrauff & Ryan |
| Western Jamboree What's New Ladies | Fort Pitt Beer Wyatt's Stores | WSAZ-TV KRLD-TV | B. B. D. & O. Laughlin, Wilson, Baxter & Person |
| What's the Story | Sustaining (Public Service) | WTVJ | |
| What's My Line | Jules Montener, Inc. (Stopette, Poof, Finesse) | CBS-TV | Earle Ludgin & Co. |
| Where Was I | Wine Corp. of America (Mogen David Wine) | DuMont | Weiss & Geller, Inc. |
| Who Said That? Wild Bill Hickok Wonder Flame Theater | Lone Star Gas Co. Kellogg Company Washington Gas Light Co. | WFAA-TV WKRC-TV WMAL-TV | Leo Burnett Co., Inc. Harwood-Martin Agency |
| Wonders of the Wild Woods and Waters World News Today | Jax Beer Harvey Mack Pontiac G. Fox (Dept. Store) | WBAP-TV WXYZ-TV WNHC-TV | Fitzgerald Epps & Associates |
| World Today Wrestling Matches | Marlin Associates Metropolitan Utilities Dst. (Institutional) | KRLD-TV WOW-TV | Don King, Inc. Bozell & Jacobs Advertising |

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| Your Pet Show Your Treasure Chest Your Home and You Your First Show Your Esso Reporter Your Hit Parade | Flagg Pet Food Food Plan Fakes Furniture Participating Standard Oil The American Tobacco Co. (Tobacco Products of Co. and/or Its Subsidiaries) | WPIX WXYZ-TV KRLD-TV WPIX WTAR-TV NBC-TV | Solow Stark Prod. Davis-Daniels Marshak & Pratt B.B.D.O., Inc. |
| Your Lucky Clue | American Tobacco Co. (Lucky Strike) | CBS-TV | B.B.D. & O. |
| Your Commissioners Report | National Bank of Washington Participating Real Estate Assn. (Houses For Sale) | WMAL-TV WLW-D WBKB | Lewis Edwin Ryan, Inc. Walter Olson Adv. |
| Your Show Your Window Shopper Your Show of Shows | Ellis Brooks Participating Griffin Mfg. Co. (Shoe Polish) | KRON-TV WNHC-TV NBC-TV | Bill Vernor Birmingham, Castelman & Pierce |

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|---------------------------------|--------------------------------------------------|-------------------|-------------------------------------------|
| Zest TV Playhouse Zoo Parade | P & G Zest Quaker Oats Co. (Ken-L Rations) | WKRC-TV NBC-TV | Benton & Bowles Ruthrauff & Ryan, Inc. |
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Stations



In Operation
As Of
January 1, 1953

FM STATIONS IN OPERATION

As of Jan. 1, 1953

Call Letters City Licensee

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.
WJLN, Birmingham; Johnston Bcstg. Co.
WSGN-FM, Birmingham; The Birmingham News Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJDI-FM, Florence; Florence Bcstg. Co., Inc.
WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
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.
WKRQ-FM, Mobile; Giddens & Rester
WCOV-FM, Montgomery; Capitol Bcstg. Co.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.
WUOA, Tuscaloosa; Board of Trustees, U. of Ala.

ARIZONA

KTYL-FM, near Mesa; Harkins Bcstg., Inc.
KFCA, Phoenix; Phoenix College

ARKANSAS

KLON-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, Incorporated

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Company
KMAR, Bakersfield; Marmat Radio Co.
KPFA, Berkeley; Pacifica Foundation
KRE-FM, Berkeley; Central California Bcstrs., Inc.
KVCI, Chico; Golden Empire Bcstg. Co.
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Company
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert Pi Adams
KFWB-FM, Hollywood; Union Bcstg. Corp.
KHJ-FM, Hollywood; General Teleradio, Inc.

Call Letters City Licensee

KNX-FM, Hollywood; Columbia Bcstg. System, Inc.
KFOX-FM, Long Beach; Nichols & Warinner, Inc.
KLON, Long Beach; Long Beach Bd. of Education
KNOB, Long Beach; The Cerritos Bcstg. Co.
KECA-FM, Los Angeles; American Bcstg. Co., Inc.
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KMGm, Los Angeles; Metro-Goldwyn-Mayer Studios, Inc.
KNX-FM, Los Angeles; Columbia Bcstg. System
KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
KSRT, Los Angeles; School of Radio Arts
KUSC, Los Angeles; U. of Southern California
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KVME, Merced; Merced Bcstg. Co.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KXOA-FM, nr. Sacramento; Sacramento Bcstrs., Inc.
KLX-FM, Oakland; Tribune Building Company
KOEN, Oceanside; Oceanside-Carlsbad Union HS Dist.
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KVRE, nr. Redding; Golden Empire Bcstg. Co.
KPOR, Riverside; Broadcasting Corp. of America
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KXOA-FM, Sacramento; Sacramento Bcstrs., Inc.
KSBR, San Bruno; Radio Diablo, Inc.
KFSF-FM, San Diego; Airfan Radio Corp., Ltd.
KSDS, San Diego; San Diego Unified School District
KALW, San Francisco; San Francisco Board of Education
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; American Bcstg. Co., Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KRON-FM, San Francisco; The Chronicle Publishing Co.
KXXK, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Santa Clara Bcstg. Company
KCSM, San Mateo; San Mateo Junior College District
KVOE-FM, Santa Ana; The Voice of the Orange Empire
KSCU, Santa Clara; The Univ. of Santa Clara
KCRW, Santa Monica; Santa Monica School Board
KDFC, Sausalito; Sundial Bcstg. Corp.
KCVN, Stockton; College of the Pacific
KGDM-FM, Stockton; E. F. Pepper

COLORADO

KRCC, Colorado Springs; Colorado College
KFEL-FM, Denver; Eugene P. O'Fallon, Inc.
KLZ-FM, Denver; Aladdin Radio & Television, Inc.
KOA-FM, Denver; National Bcstg. Co., Inc.

CONNECTICUT

WDRG-FM, Hartford; The Connecticut Bcstg. Co.

| Call Letters | City | Licensee |
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| WTIC-FM | Hartford | Travelers Bcstg. Serv. Corp. |
| WMMW-FM | Meriden | Silver City Crystal Co. |
| WBIB | New Haven | Connecticut Radio Foundation, Inc. |
| WNHC-FM | New Haven | The Elm City Bcstg. Corp. |
| WSTC-FM | Stamford | The Western Conn. Bcstg. Co. |

DELAWARE

WJWL-FM, Georgetown; Rollins Bcstg., Inc.
WDEL-FM, Wilmington; WDEL, Inc.

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; Peoples Bcstg. Corp.
WRC-FM, Washington; National Bcstg. Co., Inc.
WTOP-FM, Washington; WTOP, Inc.
WWDG-FM, Washington, Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WIVY-FM, Jacksonville; Edward J. Oberle
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Florida Bcstg. Co.
WFSI, Lakeland; Florida Southern College
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WTHS, Miami; Lindsey Hopkins Vocational School
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.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-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
WTUN, Tampa; Univ. of Tampa
WPRK, Winter Park; Rollins College

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WABE, Atlanta; Bd. of Ed., City of Atlanta
WAGA-FM, Atlanta; Storer Bcstg. Co.
WATL-FM, Atlanta; Atlanta Bcstg. Co.
WBGH-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WGBA-FM, Columbus; Georgia-Alabama Bcstg. Corp.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.

| Call Letters | City | Licensee |
|--------------|-------------|------------------------------|
| WDUN-FM | Gainesville | Northeast Georgia Bcstg. Co. |
| WLAG-FM | LaGrange | LaGrange Bcstg. Co. |
| WBML-FM | Macon | Middle Georgia Bcstg. Co. |
| WMAZ-FM | Macon | Southeastern Bcstg. Co. |
| WNEX-FM | Macon | Macon Broadcasting 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 |
| WGOV-FM | Valdosta | WGOV, Inc. |

HAWAII

KHTL, Honolulu; Henry T. Lee

IDAHO

KSEI-FM, Pocatello; Radio Service Corp.
KRKK-FM, Rexburg; Snake River Radio & TV Co.
KTFI-FM, Twin Falls; Radio Broadcasting Corp.

ILLINOIS

WOKZ-FM, Alton; WOKZ, Inc.
WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WJNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WAAF-FM, Chicago; Corn Belt Publishers, Inc.
WBBM-FM, Chicago; Columbia Bcstg. System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; Zenith Radio Corporation
WEHS, Chicago; WHFC, Inc.
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFME, Chicago; WJJD, Incorporated
WFMT, Chicago; Gale Bcstg. Co., Inc.
WGNB, Chicago; WGN, Inc.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WCHI, Chicago Heights; Chicago Heights Bcstg. Co.
WSOY-FM, Decatur; Illinois Broadcasting Co.
WEPS, Elgin; Bd. of Ed., Union Sch. Dist. 46
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WEAW, Evanston; North Shore Bcstg. Co., Inc.
WNUR, Evanston; Northwestern University
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.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; Peoria Broadcasting Co.
WQDI, Quincy; Quincy Newspapers, Inc.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WCVS-FM, Springfield; WCBS, Inc.
WTAX-FM, Springfield; WTAX, Inc.
WIUC, Urbana; University of Illinois

| Call Letters | City | Licensee |
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INDIANA

WFUI, Bloomington; Trustees of Indiana Univ.
 WCSI-FM, Columbus; Syndicate Theatres, Inc.
 WCNSB-FM, Connersville; News-Examiner Company
 WTRC-FM, Elkhart; Truth Publishing Co., Inc.
 WEVC, Evansville; Evansville College
 WKY-FM, Evansville; South Central Bcstg. Corp.
 WMLL, Evansville; On the Air, Inc.
 WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
 WOWO-FM, Ft. Wayne; Westinghouse Radio Stations
 WGRE, Greencastle; DePauw Univ.
 WJIZ, Hammond; South Shore Bcstg. Corp.
 WVSH, Huntington; School, City of Huntington
 WAJC, Indianapolis; Jordan College of Music
 WFAM, near Lafayette; WFAM, Inc.
 WINL, Lebanon; Lebanon Bcstg. Co.
 WORX, Madison; Knight-Cutler System
 WMRI, near Marion; Chronicle Publishing Co., Inc.
 WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.
 WAUN, near Muncie; Tri-City Radio Corp.
 WWHI, Muncie; Wilson Jr. High School
 WNAS, New Albany; School, City of New Albany
 WCTW, New Castle; The Courier-Times, Inc.
 WYSN, New Castle; New Castle-Henry Twp. Schools
 WSRK, Shelbyville; Shelbyville Radio, Inc.
 WBOW-FM, Terre Haute; Banks of the Wabash, Inc.
 WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.
 WSKS, Wabash; School, City of Wabash, Inc.
 WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
 WFML, Washington; Washington Radio, Inc.

IOWA

WOI-FM, Ames; Iowa State College
 KFGQ-FM, Boone; Boone Biblical College
 KCRK, Cedar Rapids; The Gazette Company
 KROS-FM, Clinton; Clinton Bcstg. Corp.
 KSWI-FM, Council Bluffs; Nonpareil Bcstg. Co.
 WOC-FM, Davenport; Tri-City Bcstg. Company
 KDPS, Des Moines; Independent School District of
 Des Moines
 KRNT-FM, Des Moines; Cowles Bcstg. Co.
 KSO-FM, Des Moines; Murphy Bcstg. Company
 WHO-FM, Des Moines; Central Bcstg. Co.
 KDTH-FM, Dubuque; Telegraph Herald
 WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
 KFMV, Fort Dodge; Northwest Bcstg. Co.
 KSUI, Iowa City; State University of Iowa
 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
 KXEL-FM; Waterloo; Josh Higgins Bcstg. Co.
 KWAR, Waverly; Wartburg Normal College

KANSAS

KSTE, Emporia; Kansas State Teachers College
 KWBW-FM, Hutchinson; Nation's Center Bcstg. Co.
 KANU, Lawrence; The University of Kansas
 KSDB-FM, Manhattan; Kansas State College

| Call Letters | City | Licensee |
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KTJO-FM, Ottawa; Ottawa University
 KFH-FM, Wichita; Radio Station KFH Company
 KMWU, Wichita; Municipal Univ. of Wichita

KENTUCKY

WOMI-FM, Ashland; Ashland Bcstg. Company
 WLBj-FM, Bowling Green; Bowling Green Bcstg. Co.
 WSON-FM, near Henderson; Henderson Bcstg. Co., Inc.
 WHOP-FM, Hopkinsville; Hopkinsville Bcstg. Co., Inc.
 WBKY, Lexington; University of Kentucky
 WLAP-FM, Lexington; American Bcstg. Co.
 WFPL, Louisville; Bd. of Trustees, Free Pub. Library
 WSDX, Louisville; So. Baptist Theological Sem.
 WFMV-FM, Madisonville; Messenger Bcstg. Co., Inc.
 WOMI-FM, Owensboro; Owensboro Bcstg. Company
 WYJS-FM, Owensboro; Owensboro on the Air, Inc.
 WKYC, 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.
 WDRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
 WLCS-FM, Baton Rouge; Air Waves, Inc.
 WLSU, Baton Rouge; Louisiana State University
 KVOL-FM, Lafayette; Evangeline Bcstg. Co., Inc.
 KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
 WBEH, New Orleans; P. G. Beauregard School
 WDSU-FM, New Orleans; WDSU Bcstg. Corp.
 WRCM, New Orleans; Supreme Bcstg. Co., Inc.
 WSMB-FM, New Orleans; WSMB, Inc.
 KTBS-FM, Shreveport; KTBS, Inc.
 KRMD-FM, Shreveport; Radio Station KRMD
 KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WGUY-FM, Bangor; Guy Gannett Bcstg. Services
 WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
 WBjC, Baltimore; Baltimore Junior College
 WCAO-FM, Baltimore; The Monumental Radio Co.
 WITH-FM, Baltimore; Maryland Bcstg. Company
 WWIN-FM, Baltimore; Belvedere Bcstg. Corp.
 WUST-FM, Bethesda; Bcst. Management, Inc.
 WBjZ, Braddury Heights; Chesapeake Bcstg. Co., Inc.
 WCUM-FM, Cumberland; The Tower Realty Co.
 WFMD-FM, Frederick; The Monocacy Bcstg. Co.
 WJEF-FM, Hagerstown; Hagerstown Bcstg. Co.
 WESN, Salisbury; The Peninsula Bcstg. Co.

MASSACHUSETTS

WMJA, Amherst; Univ. of Massachusetts
 WBUR, Boston; Boston University
 WBZ-FM, Boston; Westinghouse Radio Stations, Inc.
 WCOP-FM, Boston; Cowles Bcstg. Co.
 WEEL-FM, Boston; Columbia Bcstg. System, Inc.
 WERS, Boston; Emerson College
 WGBH, Boston; WGBH Educational Foundation
 WHDH-FM, Boston; Matheson Radio Company, Inc.
 WNAC-FM, Boston; General Teleradio, Inc.

| Call Letters | City | Licensee |
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| WLAW-FM, Boston-Lawrence; | | Hildreth & Rogers Co. |
| WBET-FM, Brockton; | | Enterprise Publishing Co. |
| WXHR, Cambridge; | | Middlesex Bcstg. Corp. |
| WHAI-FM, Greenfield; | | John W. Haigis |
| WHYN-FM, Holyoke; | | Hampden-Hampshire Corp. |
| WLLH-FM, Lowell; | | Merrimac Bcstg. Co., Inc. |
| WLYN-FM, Lynn; | | Puritan Bcstg. Service, Inc. |
| WBSM-FM, New Bedford; | | Bay State Bcstg. Co. |
| WFMR, New Bedford; | | E. Anthony & Sons, Inc. |
| WGTR, Paxton; | | General Teleradio, Inc. |
| WBEC-FM, Pittsfield; | | Western Mass. Bcstg. Co. |
| WBZA-FM, Springfield; | | Westinghouse Radio Sta., Inc. |
| WEDK, Springfield; | | School Comm. of Springfield |
| WMAS-FM, Springfield; | | WMAS, Inc. |
| WSPR-FM, Springfield; | | WSPR, Inc. |
| WJKO-FM, Springfield; | | Springfield Bcstg. Co. |
| WOCB-FM, West Yarmouth; | | E. Anthony & Sons, Inc. |
| WTAG-FM, Worcester; | | WTAG, Inc. |

MICHIGAN

WUOM, Ann Arbor; Regents of University of Mich.
 WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
 WHFB-FM, Benton Harbor; Palladium Publishing Co.
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
 WKM-HM, Dearborn; WKM-H, Inc.
 WBRI, Detroit; Booth Radio & TV Stations, Inc.
 WDET-FM, Detroit; Wayne University
 WDR, Detroit; Bd. of Ed., City of Detroit
 WJBK-FM, Detroit; Storer Bcstg. Co.
 WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
 WWJ-FM, Detroit; The Evening News Association
 WXYZ-FM, Detroit; WXYZ, Inc.
 WKAR-FM, East Lansing; Michigan State College
 WFBE, Flint; Flint Board of Michigan
 WFUM, Flint; Regents of Univ. of Mich.
 WFRS, Grand Rapids; Grand Rapids Bcstg. Corp.
 WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
 WLAV-FM, Grand Rapids; Vergluis Radio & TV, Inc.
 WMCR, Kalamazoo; Western Mich. College of Ed.
 WMLN, Mt. Clemens; Macomb Publishing Co.
 WKBZ-FM, Muskegon; Ashbacker Radio Corp.
 WLDM, Oak Park; Lincoln Bcstg. Company
 WOAP-FM, Owosso; Owosso Bcstg. Co.
 WCAR-FM, Pontiac; WCAR, Inc.
 WOMC, Royal Oak; Royal Oak Bcstg. Co.
 WSAM-FM, Saginaw; Saginaw Bcstg. Co.

MINNESOTA

WEBC-FM, Duluth; Head of the Lakes Bcstg. Co.
 KYSM-FM, Mankato; Southern Supply Co.
 KTIS-FM, Minneapolis; Nw'n.-Theo. Sem. & Bible Trng. Sch.
 WTCN-FM, Minneapolis; Mid-Continent Radio-TV, Inc.
 WCAL-FM, Northfield; St. Olaf College
 KFAM-FM, St. Cloud; The Times Publishing Co.
 WMIN-FM, St. Paul; WMIN Bcstg. Co.
 WNOV, St. Paul; Northwestern Vocational Inst.
 KWNO-FM, Winona; Maxwell H. White

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company

| Call Letters | City | Licensee |
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| WRFM, Hattiesburg; | | Forrest Bcstg. Co., Inc. |
| WJDX-FM, Jackson; | | Lamar Life Insurance Co. |
| WAPF-FM, McComb; | | Southwestern Bcstg. Co. |
| WMMI, Meridan; | | Meridan Municipal Jr. College |
| WMOX-FM, Meridan; | | Birney Imes, Jr. |

MISSOURI

KCHR, Charleston; South Missouri Bcstg. Co.
 KFUO-FM, Clayton; Lutheran Church-Missouri Synod
 KWOS-FM, Jefferson City; Capital Bcstg. Company
 WMBH-FM, Joplin; Joplin Bcstg. Company
 KCMO-FM, Kansas City; KCMO Bcstg. Co.
 KBOA-FM, near Kennett; Kennett Bcstg. Corp.
 KWOC-FM, Pop Bluff; Poplar Bluff Bcstg. Co.
 KDRO-FM, Sedalia; Milton J. Hinlein
 KSLH, St. Louis; Bd. of Ed., City of St. Louis
 KXOK-FM, St. Louis; KXOK, Inc.
 KTTS-FM, Springfield; Independent Bcstg. Co.
 KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
 KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
 WTSV-FM, Claremont; Granite State Bcstg. Co., Inc.
 WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
 WOTW-FM, Nashua; Nashua Bcstg. Corp.

NEW JERSEY

WFMN, Alpine; Edwin H. Armstrong
 WJLK-FM, Asbury Park; Asbury Park Press, Inc.
 WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
 WPOE, Elizabeth; Radio Elizabeth, Inc.
 WAAT-FM, Newark; Bremer Bcstg. Corp.
 WBGD, Newark; Bd. of Ed., Newark
 WNJR-FM, Newark; North Jersey Radio, Inc.
 WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
 WXNJ, Plainfield; WXNJ, Inc.
 WSOU, South Orange; Seton Hall College
 WTOA, Trenton; Mercer Broadcasting Co.

NEW MEXICO

KANW, Albuquerque; Bd. of Ed. of Albuquerque

NEW YORK

WROW-FM, Albany; Hudson Valley Bcstg. Co., Inc.
 WMBO-FM, Auburn; Auburn Publishing Co.
 WHCL-FM, Alleghany; WHDL, Incorporated
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.
 WNYE, Brooklyn; Bd. of Ed., City of New York
 WBEN-FM, Buffalo; WBEN, Inc.
 WBNY-FM, Buffalo; Roy L. Albertson
 WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
 WXRC, Buffalo; Western New York Bcstg. Co.
 WVCV, Cherry Val. Twp.; Rural Radio Network, Inc.
 WCLI-FM, Corning; Elmira-Corning Bcstg. Corp.

★ ★ ★ **FM STATIONS IN OPERATION** ★ ★ ★

| Call Letters | City | Licensee |
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| WKRT-FM | Cortland | Radio Cortland, Inc. |
| WVCN | DeRuyter Twp.; | Rural Radio Network, Inc. |
| WSHS | Floral Park; Bd. of Ed., | Sewanaka High School |
| WHLI-FM | Hempstead; | FM Broadcasting Corp. |
| WWHG-FM | Hornell; | The W. H. Greenhow Co. |
| WHCU-FM | Ithaca; | Cornell University |
| WITJ | Ithaca; | Ithaca College |
| WJTN-FM | Jamestown; | James Bcstg. Co., Inc. |
| WMSA-FM | Massena; | The Brockway Company |
| WGNR-FM | New Rochelle; | New Rochelle Bcstg. Serv., Inc. |
| WBCA | New Scotland; | Capitol Bcstg. Co., Inc. |
| WABC-FM | New York; | American Bcstg. Co., Inc. |
| WABF | New York; | Metropolitan Bcstg. & TV., Inc. |
| WCBS-FM | New York; | Columbia Bcstg. System, Inc. |
| WEVD-FM | New York; | Debs Memorial Fund, Inc. |
| WFUV | New York; | Fordham University |
| WGHF | New York; | WGHF, Inc. |
| WHOM-FM | New York; | Atlantic Bcstg. Co., Inc. |
| WMGM-FM | New York; | Marcus Loew Booking Agency |
| WNBC-FM | New York; | National Bcstg. Co., Inc. |
| WNYC-FM | New York; | City of N. Y. Municipal Bcstg. Sys. |
| WOR-FM | New York; | General Teleradio, Inc. |
| WQXR-FM | New York; | Interstate Bcstg. Co., Inc. |
| WHLD-FM | Niagara Falls; | Niagara Falls Gazette Pub. Co. |
| WSLB-FM | Ogdensburg; | St. Lawrence Bcstg. Corp. |
| WALK-FM | Patchogue; | Suffolk Bcstg. Corp. |
| WHVA | Poughkeepsie; | Poughkeepsie Newspapers, Inc. |
| WHFM | Rochester; | Stromberg-Carlson Company |
| WRNY-FM | Rochester; | Monroe Bcstg. Co., Inc. |
| WBCA | Schenectady; | Capitol Broadcasting Co., Inc. |
| WGFM | Schenectady; | General Electric Company |
| WVBT | S. Bristol Twp.; | Rural Radio Network, Inc. |
| W3PE | Springville; | Central Sch. Dist. No. 1 |
| WAER | Syracuse; | Syracuse University |
| WNRD-FM | Syracuse; | Syracuse Broadcasting Corp. |
| WSYR-FM | Syracuse; | Central New York Bcstg. Corp. |
| WEVR | Troy; | Veterans Vocational School |
| WFLY | Troy; | The Troy Record Company |
| WIBX-FM | Utica; | WIBX, Inc. |
| WRUN-FM | Utica; | Rome Sentinel Company |
| WVNY-FM | Watertown; | The Brockway Company |
| WFNF | Wethersfield Twp.; | Rural Radio Network, Inc. |
| WFAS-FM | White Plains; | Westchester Bcstg. Corp. |

NORTH CAROLINA

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| WGWR-FM | Asheboro; | Asheboro Broadcasting Co. |
| WLOS-FM | Asheville; | Skyway Bcstg. Co. |
| WBBB-FM | Burling; | Alamance Bcstg. Co., Inc. |
| WFNS-FM | Burlington; | Burlington-Graham Bcstg. Co. |
| WUNC | Chapel Hill; | Univ. of North Carolina |
| WAYS-FM | Charlotte; | Inter-City Advertising Co. |
| WBT-FM | Charlotte; | Jefferson Standard Bcstg. Co. |
| WIST-FM | Charlotte; | The Bcstg. Co. of the South |
| WSOC-FM | Charlotte; | Radio Station WSOC, Inc. |
| WDNC-FM | Durham; | Durham Radio Corp. |

| Call Letters | City | Licensee |
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| WIFM-FM | Elkin; | Yadkin Valley Bcstg. Co. |
| WFNC-FM | Fayetteville; | Cape Fear Bcstg. Co. |
| WBBO-FM | nr. Forest City; | Rutherford County Radio Co., Inc. |
| WGNC-FM | Gastonia; | Catherine T. McSwain |
| WEQR | Goldsboro; | Eastern Carolina Bcstg. Co., Inc. |
| WFMY | Greensboro; | Greensboro News Co. |
| WGPS | Greensboro; | Greensboro City Admin. Unit |
| WHNC-FM | Henderson; | Henderson Radio Corp. |
| WNOS | High Point; | The North State Bcstg. Co. |
| WHPE-FM | High Point; | High Point Enterprise, Inc. |
| WHPS | High Point; | Bd. of School Commissioners |
| WMFR-FM | High Point; | Radio Station WMFR, Inc. |
| WEWO-FM | Laurinburg; | Scotland Bcstg. Co. |
| WLOE-FM | Leaksville; | WLOE, Inc. |
| WBUY-FM | nr. Lexington; | Davidson County Bcstg. Co. |
| WFMB | nr. Mayodan; | Mayo Bcstg. Corp. |
| WNAO-FM | Raleigh; | News & Observer Publishing Co. |
| WPTF-FM | Raleigh; | WPTF Radio Company |
| WRAL-FM | Raleigh; | Capitol Bcstg. Co., Inc. |
| WREV-FM | Reidsville; | The Reidsville Bcstg. 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 Bcstg. Co. |
| WSTP-FM | Salisbury; | Piedmont Bcstg. Co. |
| WSNS | Sanford; | Sanford Broadcasting Co. |
| WWGP-FM | Sanford; | Sandhille Bcstg. Corp. |
| 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. |
| WADE-FM | Wadesboro; | R. P. Lyon & Son |
| WMFD-FM | Wilmington; | Richard Austin Dunlea |
| WAIR-FM | Winston-Salem; | WAIR Broadcasting Co. |
| WSJS-FM | Winston-Salem; | Piedmont Publishing Co. |
| WMIT | Yancey County; | Mt. Mitchell Bcstrs., Inc. |

OHIO

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| WAXR-FM | Akron; | Summit Radio Corporation |
| WFAH | Alliance; | Review Publishing Company |
| WATG-FM | Ashland; | Beer & Koehl |
| WICQ-FM | Ashtabula; | WICA, Inc. |
| WOUJ | Athens; | Ohio University |
| WTRF-FM | Bellaire; | Tri-City Broadcasting Co. |
| WBGU | Bowling Green; | Bowling Green State Univ. |
| WHBC-FM | Canton; | The Ohio Bcstg. Co. |
| WCPO-FM | Cincinnati; | Scripps-Howard Radio, Inc. |
| WKRC-FM | Cincinnati; | Radio Cincinnati, Inc. |
| WLWA | Cincinnati; | Crosley Bcstg. Corp. |
| WSAI-FM | Cincinnati; | Buckeye Bcstg. Co. |
| WGAR-FM | Cleveland; | The WGAR Bcstg. Co. |
| WBOE | Cleveland; | Cleveland City. Bd. of Ed. |
| WERE-FM | Cleveland; | Cleveland Bcstg., Inc. |
| 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. |
| WELD | Columbus; | RadioOhio, Inc. |

| <i>Call Letters</i> | <i>City</i> | <i>Licensee</i> |
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| WHKC-FM, | Columbus; | United Broadcasting Co. |
| WLWF, | Columbus; | Crosley Broadcasting Co. |
| WOSU-FM, | Columbus; | The Ohio State University |
| WYKO-FM, | Columbus; | Sky Way Bcstg. Corp. |
| WHIO-FM, | Dayton; | Miami Valley Bcstg. Corp. |
| WLWB, | Dayton; | Crosley Bcstg. Corp. |
| WSLN, | Delaware; | Ohio Wesleyan University |
| 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. |
| WKSU-FM, | Kent; | Kent State University |
| WIMA-FM, | Lima; | Northwestern Ohio Bcstg. Corp. |
| WLOK-FM, | Lima; | WLOK, Inc. |
| WMRN-FM, | Marion; | Marion Bcstg. Co. |
| WMVO, | Mt. Vernon; | The Mt. Vernon Bcstg. Co. |
| WCLT-FM, | Newark; | The Advocate Printing Co. |
| WMUB, | Oxford; | Pres. & Trustees of Miami Univ. |
| WPAY-FM, | Portsmouth; | The Scioto Bcstg. Co. |
| WSTV-FM, | Steubenville; | WSTV, Inc. |
| WSPD-FM, | Toledo; | Storer Bcstg. Co. |
| WTDS, | Toledo; | Bd. of Ed., Toledo City School Dist. |
| WTOL-FM, | Toledo; | Community Bcstg. Co. |
| WTRT, | Toledo; | Unity Corp., Inc. |
| WWST-FM, | Wooster; | Wooster Republican Ptg. Co. |
| WFMJ-FM, | Youngstown; | The WFMJ Bcstg. Co. |
| WKBN-FM, | Youngstown; | WKBN Bcstg. Corp. |

OKLAHOMA

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| KMUS-FM, | Muskogee; | Muskogee Bcstg. Co. |
| WNAD-FM, | Norman; | University of Oklahoma |
| KOKH, | Oklahoma City; | Bd. of Ed., Oklahoma City |
| KBGC, | Shawnee; | Oklahoma Baptist Univ. |
| KSPI-FM, | Stillwater; | Stillwater Publishing Co. |
| KTUL-FM, | Tulsa; | Tulsa Bcstg. Co. |
| KWGS, | Tulsa; | The University of Tulsa |

OREGON

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| KWIL-FM, | Albany; | Central Willamette Bcstg. Co. |
| KRVM, | Eugene; | School Dist. 4, Lane Co. |
| KUGN-FM, | Eugene; | KUGN, Inc. |
| KWAX, | Eugene; | State of Oregon |
| KGPO, | Grants Pass; | Southern Oregon Bcstg. Co. |
| KTEC, | Oretech; | Oregon Technical Institute |
| KEX-FM, | Portland; | Westinghouse Radio Stations, Inc. |
| KWG-FM, | Portland; | Pioneer Bcstrs., Inc. |

| <i>Call Letters</i> | <i>City</i> | <i>Licensee</i> |
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| KOIN-FM, | Portland; | KOIN, Inc. |
| KPFM, | Portland; | Bcstrs. Oregon, Ltd. |
| KPOJ-FM, | Portland; | KPOJ, Inc. |

PENNSYLVANIA

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| WFMZ, | Allentown; | Penn-Allen Bcstg. Co. |
| WSAN-FM, | Allentown; | Lehigh Valley Bcstg. Co. |
| WVAM-FM, | Altoona; | The General Bcstg. Corp. |
| WGPA-FM, | Bethlehem; | Bethlehems' Globe Pub. Co. |
| WBUT-FM, | Butler; | Eagle Printing Company, Inc. |
| WCHA-FM, | Chambersburg; | Chambersburg Bcstg. Co., Inc. |
| WCED-FM, | Dubois; | Tri-County Bcstg. Co., Inc. |
| WEEX, | near Easton; | Easton Publishing Company |
| WEST-FM, | Easton; | Associated Bcstrs., Inc. |
| WERC-FM, | Erie; | Presque Isle Bcstg. Co. |
| WLEU-FM, | Erie; | WLEU Bcstg. Corp. |
| WHP-FM, | Harrisburg; | WHP, Inc. |
| WHHS, | Havertown; | Haverford Twp. Senior H. S. |
| 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. |
| WLAB, | near Lebanon; | Radio Lebanon, FM & TV, Inc. |
| WLBR-FM, | Lebanon; | Lebanon Bcstg. Co. |
| WLTN, | Lewistown; | Lewistown Bcstg. Co. |
| WMGW-FM, | Meadville; | Meadville Bcstg. Service, Inc. |
| WMCK-FM, | McKeesport; | Mon-Yough Bcstg. Co. |
| KYW-FM, | Philadelphia; | Westinghouse Radio Stations, 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. |
| WPWT, | Philadelphia; | Philadelphia Wireless Tech. Inst. |
| WRTI-FM, | Philadelphia; | Temple University |
| KDKA-FM, | Pittsburgh; | Westinghouse Radio Stations, Inc. |
| WCAE-FM, | Pittsburgh; | WCAE, Incorporated |
| WDUQ, | Pittsburgh; | Duquesne University |
| WJAS-FM, | Pittsburgh; | Pittsburgh Radio Supply House |
| WKJF, | Pittsburgh; | Agnes J. Reeves Greer |
| WWSW-FM, | Pittsburgh; | WWSW, Inc. |
| WPAM-FM, | Pottsville; | Miners Bcstg. Service, Inc. |
| WPPA-FM, | Pottsville; | Pottsville Bcstg. Co. |
| WEUU-FM, | Reading; | Hawley Broadcasting Co. |

| <i>Call Letters</i> | <i>City</i> | <i>Licensee</i> |
|---------------------|---------------|-------------------------------|
| WGBI-FM, | Scranton; | Scranton Broadcasters, Inc. |
| WQAN-FM, | Scranton; | The Scranton Times |
| WUSV, | Scranton; | The University of Scranton |
| WPIC-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 |
| WBRE-FM, | Wilkes-Barre; | Louis G. Baltimore |
| WLYC-FM, | Williamsport; | Lycoming Bcstg. Co. |
| WRAK-FM, | Williamsport; | WRAK, Inc. |
| WRAK-FM, | Williamsport; | WRAK, Inc. |
| WNOW-FM, | York; | The Helm Coal Co. |
| WNOW-FM, | York; | The Helm Coal Co. |
| WRZE, | York; | White Rose Broadcasting Co. |

RHODE ISLAND

WPJB-FM, Providence; Providence Journal Co.
 WPRO-FM, Providence; Cherry & Webb Bcstg. Co.
 WPTL, Providence; Providence Bible Institute
 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.
 WTIG, Clemson; Clemson Bcstg. Co.
 WCOS-FM, Columbia; Radio Columbia
 WIS-FM, Columbia; The Bcstg. Co. of the South
 WUSC-FM, Columbia; Extention Div. of Univ. of S. C.
 WDSC-FM, Dillon; Border Bcstg. Co.
 WESC-FM, Greenville; Greenville Broadcasting Co.
 WFBC-FM, Greenville; Greenville News-Piedmont Co.
 WMRC-FM, Greenville; Textile Bcstg. Co.
 WCRS-FM, Greenwood; Grenco, Inc.
 WTND-FM, Orangeburg; WTND, Inc.
 WRHI-FM, Rock Hill; York County Bcstg. Co.
 WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.
 WDXY, Spartanburg; The Spartan Radiocasting Co.
 WSPA-FM, Spartanburg; The Bcstg. Co. of the South
 WALD-FM, Walterboro; Walterboro Bcstg. Co.

SOUTH DAKOTA

KOZY, Rapid City; Black Hills Bcstg. Co. of Rapid City

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
 WODD-FM, Chattanooga; WODD Bcstg. Co.

| <i>Call Letters</i> | <i>City</i> | <i>Licensee</i> |
|---------------------|---------------|------------------------------|
| WTJS-FM, | Jackson; | The Sun Publishing Co., Inc. |
| WJHL-FM, | Johnson City; | WJHL, Inc. |
| WKPT-FM, | Kingsport; | Kingsport Bcstg. Co., Inc. |
| WKCS, | Knoxville; | Fulton High School |
| WBIR-FM, | Knoxville; | Radio Station WBIR, Inc. |
| WUOT, | Knoxville; | University of Tennessee |
| WLIL-FM, | Lenoir City; | Arthur Wilkerson Lumber Co. |
| WMCF, | Memphis; | Memphis Publishing Company |
| WMCF, | Memphis; | Memphis Publishing Company |
| WSIX, | Nashville; | WSIX Broadcasting Station |

TEXAS

KACC, Abilene; Abilene Christian Col.
 KREL-FM, Baytown; Tri-Cities Bcstg. Co.
 KRIC-FM, Beaumont; The Enterprise Co.
 KCLE-FM, Cleburn; Marti, Inc.
 WVTT, Dallas; Texas Trade School
 KIXL-FM, Dallas; Variety Bcstg. Co., Inc.
 KRLD-FM, Dallas; KRLD Radio Corporation
 WRR-FM, Dallas; City of Dallas
 KSMU-FM, Dallas; Southern Methodist University
 KDNT-FM, Denton; Harwell V. Shepard
 KVOF-FM, El Paso; Texas Western College
 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.
 KUHF, Houston; University of Houston
 KXYZ-FM, Houston; Shamrock Bcstg. Co.
 KLTJ-FM, near Longview; Le Tourneau Radio Corp.
 KRBA-FM, Lufkin; Darrell E. Yates
 KHBL, Plainview; Wayland Baptist College
 KISS, San Antonio; The Walmac Co.
 KITE-FM, San Antonio; Radio KITE, Inc.
 KONO-FM, San Antonio; Mission Bcstg. Co.
 K TSA-FM, San Antonio; Sunshine Bcstg. Co.
 KTEM-FM, Temple; Bell Broadcasting Co., Inc.
 KCMC-FM, Texarkana; KCMC, Incorporated
 KWFT-FM, Wichita Falls; Rowley-Brown Bcstg. Co.

UTAH

KEPH, Ephraim; Utah State Agric. Col.
 KVSC, Logan; Utah State Agricultural College
 KUTV, Salt Lake City; Utah Bcstg. & TV Co.
 KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.
 KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah

| <i>Call Letters</i> | <i>City</i> | <i>Licensee</i> |
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 WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.
 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.
 WWOD-FM, Lynchburg; Old Dominion Bcstg. Corp.
 WMVA-FM, nr. 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.
 WRVB, Richmond; Larus & Brother Co., Inc.
 WDBJ-FM, Roanoke; Times-World Corporation
 WROV-FM, Roanoke; Radio Roanoke, Inc.
 WROY-FM, Roanoke; Radio Roanoke, Inc.
 WSLS-FM, Roanoke; Shenandoah Life Stations, Inc.
 WSLS-FM, Roanoke; Roanoke Bcstg. Corp.
 WRFL, Winchester; Richard Field Lewis, Jr.

WASHINGTON

KALE-FM, Pasco; KALE, Inc.
 KING-FM, Seattle; KING Bcstg. Company
 KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.
 KISW, Seattle; Ellwood W. Lippincott
 KOMO-FM, Seattle; Fisher's Blend Station, Inc.
 KUOW, Seattle; Regents of the Univ. of Washington
 KTNT-FM, Tacoma; Tribune Publishing Co.
 KTNT, Tacoma; Tribune Publishing Co.
 KTOY, Tacoma; Tacoma School District No. 10

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
 WGKV-FM, Charleston; Kanawha Valley Bcstg. Co.
 WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
 WPDX-FM, Clarksburg; Clarksburg Bcstg. Corp.
 WJPB, Fairmont; Fairmont Bcstg. Co.
 WHTN-FM, Huntington; Greater Huntington Radio Corp.

| <i>Call Letters</i> | <i>City</i> | <i>Licensee</i> |
|---------------------|-------------|-----------------|
|---------------------|-------------|-----------------|

WPLH-FM, Huntington; Huntington Bcstg. Corp.
 WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever
 WVOW-FM, Logan; Logan Bcstg. Corp.
 WPEM-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

WHKW, Chilton; State of Wis. State Radio Council
 WHWC, nr. Colfax; State of Wis. State Radio Council
 WHAD, Delafield; State of Wis. State Radio Council
 WEAU-FM, Eau Claire; Central Bcstg. Company
 WJPG-FM, Green Bay; Green Bay Newspaper Co.
 WWCF, Greenfield Twp.; Wm. C. Forrest
 WHHI, Highland; State of Wisc., State Radio Council
 WHSA, Highland Twp.; State of Wisc., State Radio Council
 WHLA, Holmen; State of Wisc., State Radio Council
 WCLO-FM, Janesville; Gazette Printing Company
 WHA-FM, Madison; State of Wisc., State Radio Council
 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.
 WISN-FM, Milwaukee; The Hearst Corp.
 WNAM-FM, Neenah; Neenah-Menasha Bcstg. Co.
 WRJN-FM, Racine; Racine Bcstg. Corp.
 WJMC-FM, Rice Lake; WJMC, Inc.
 WJMC-FM, Rice Lake; WJMC, Inc.
 WHBL-FM, Sheboygan; WHBL, Inc.
 WHRM, nr. Wausau; State of Wisc., State Radio Council
 WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

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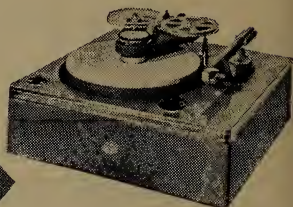
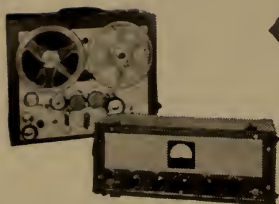
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PROJECTORS

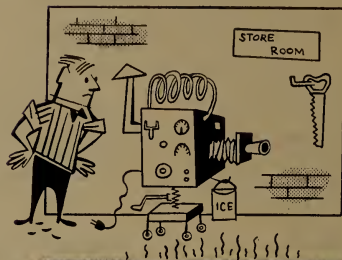
THIS LITTLE DESIGNER HAD PROBLEMS

(Just wasn't told about scale, screen-size or the like . . .)



AND MAINTENANCE HAD THEIRS, TOO

(Somebody sold somebody on something somehow . . . !)



SCREENS

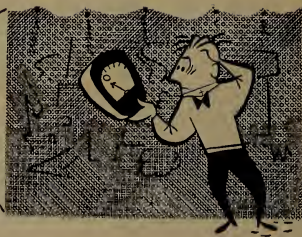
HERE EVERY SCENE HAD A "HOT-SPOT"

(Bright as can be . . . but not for TV . . .)



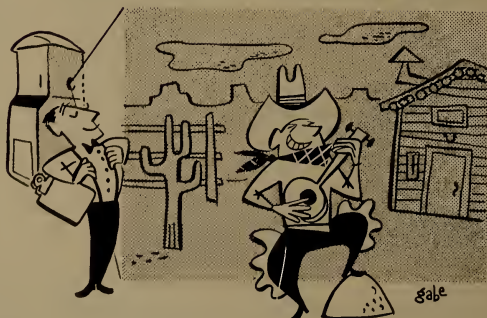
WHILE THIS LAD GOT NO LIGHT THROUGH

(Who said what about foot-candles?)



SLIDES

BUT THIS STATION MANAGER BEING A SMART STATION MANAGER CALLED ON TRANS-LUX TO EQUIP HIS STUDIO WITH THE VERY FINEST IN REAR-PROJECTION AND SO HIS SHOWS WERE FAR BETTER AND HIS ENTIRE STAFF MUCH HAPPIER ALL THE DAY LONG.



Trans-Lux

CORPORATION
Tele Process* Division

1270 SIXTH AVENUE, NEW YORK, N. Y.

PresidentFrank A. D. Andrea
 Sales ManagerLynn Eaton
 Gen. Sec. & Chief
 Engineer.....H. J. Heindel
 Service Mgr.....Joseph Haug
 Credit Manager.....Victor J. Buck
 Purchasing Agent.....Bruce B. Donald
 Industrial Relations Mgr.....John Andrea
 Export Manager.....Ramon Masvidal

PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.

Phone: TRiangle 4-4400

N. Y. Phone: RIDgewood 6-9181

Chairman, Bd. of Dir.....Dr. V. J. Andrew
 V.P. & Gen. Mgr.....C. R. Cox
 Mfg. Manager.....E. A. Kooyman
 Chief Engineer.....J. S. Brown
 Dir. of Resreach.....W. M. Scheldorf
 Sales Manager.....J. A. Estelle

PRODUCTS: Coaxial transmission line for TV-FM-AM, FM antennas, (special) TV antennas, antenna phasing and tuning equipment, monitoring equipment (AM), microwave link antennas and cable, VHF equipment.

Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.

Phone: 5-0660

President.....T. S. Harris
 Vice-President.....A. A. Zachow
 Secretary.....T. S. Harris, Jr.

PRODUCTS: Television Receivers, AM-FM Radios, Government electronic equipment.

The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.

Phone: 12-656

President.....L. D. Cahoon
 Vice-Pres. & Gen. Mgr.....George B. Fraser
 Secretary.....F. H. Kuhlman
 Asst. Secy.....H. L. Kerr
 Chmn. of Bd. & Asst. Treas....James H. Ross
 Chief Engineer.....G. A. Morrell, Jr.
 Plant Superintendent.....R. G. James
 Purchasing Agent.....J. P. Yohe

PRODUCTS: All channel TV & FM boosters, U.H.F. converters.

Audak Company

500 Fifth Ave., New York 18, N. Y.

Phone: LA 4-3723-3724

PresidentMaximilian Weil
 Vice-PresidentGeo. V. Sullivan
 AdvertisingHart Lehman
 Purchasing Agent.....J. C. Parvey

PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

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

Phone: PLaza 3-0973

PresidentWm. C. Speed
 Vice-President-Sec.Bryce Haynes

PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audiofilm).

Audio Masters Corp.

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

Phone: MURray Hill 3-3881

PresidentHerbert Rosen

PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corporation

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

Phone: PLaza 7-3091

President.....Charles E. Rynd
 Vice-President.....W. Oliver Summerlin
 Vice-President.....Kenneth B. Booth
 Vice-President.....Fred M. Thrower
 Treas. & Asst. Secy.....Paul Hilton
 SecretaryJoseph Connolly
 Sales Promotion.....Leon A. Wortman

PRODUCTS: Sales and engineering representatives for the finest line of magnetic tape and disc recording equipment manufactured by: Altec Lansing Corp., Ampex, Audiodisc, Cinema Engineering Co., Editall Tape Splicer, Electric-Voice, Fairchild Disc Recorders and Playbacks, Langevin Mfg., Jim Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Teleflex TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets. Also TV special effects equipment.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

PresidentMartin H. Benedek
Adm. Vice-Pres.....Moses Shapiro
Vice-Pres., Charge of Sales..Bert E. Smith
Chief Engineer.....Joseph A. Mazzola
Comptroller.....M. E. Silver
V.P. Charge of Oper.....J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners, Choke Coils, TV Coils, TV Transformers and Ferrite Cores.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone: 4762

PresidentJohn F. Beasley
Vice-President.....Marvin W. Kyger
Vice-President.....Lothar E. Berg
Secretary-Treas.James H. Beasley
Assistant Secretary.....Andrew B. Lytle
Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio-television towers and antennas.)

Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland
Phone: Towson 2200

General ManagerW. A. Mara
General Sales Manager.....R. W. Fordyce
Merchandise Manager.....C. J. Hassard
Adv. & Sales Prom. Mgr.....W. C. Lederer
Credit ManagerH. F. B. Kerr
Chief EngineerJ. M. Miller, Jr.
Service ManagerW. P. Muller

PRODUCTS: 17", 21" and 27" TV receivers, both table models and console AM and FM Console radios.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TOWson 2200

General Manager.....E. K. Foster
Asst. Gen. Manager.....A. E. Welch
Chief EngineerJ. Miller
Merchandising Manager.....C. J. Hassard
Purchasing AgentJ. L. Winchester

PRODUCTS: Radio and Television Receivers.

The William Brand & Co., Inc.

North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661

PresidentWilliam Brand
Vice-President.....A. W. Brand
Sales Manager.....R. H. Robinson
Purchasing Agent.....J. R. Garey
Credit Manager.....H. K. Lathrop

Chicago Office, 1313 W. Randolph St.
Phone: SEeley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbo-sil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambrics, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbo-therm insulation.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: ELizabeth 2-7600

PresidentN. Dinion
Vice-Pres. & Chief Eng.....Lincoln Walsh
Purchasing Agent.....Frank Hill

PRODUCTS: High quality audio amplifiers and systems.

**PEMBREX
TV**

**COMPLETE REAR SCREEN
PROJECTION SERVICE**

**PROJECTORS — SCREENS —
FRAMES — SLIDES — FOOTAGE**

•

**FOR LIVE OR FILM TV
ABC — NBC — CBS**

•

1969 S. Vermont Ave. Phone:
Los Angeles 7, Calif. REpublic 1-3111

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.

Phone: WInchester 6-2121

PresidentG. H. Browning
 Vice-PresidentR. L. Purrington
 Chief EngineerF. A. Spindell
 Production ManagerJ. C. Sullivan

PRODUCTS: FM tuners; FM-AM tuners; Frequency meters, cathode ray oscilloscopes. Regulated power supplies and square wave generators. Standing wave amplifiers.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.

Phone: Talbot 4943

Owner-Chief Eng....William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.

Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.

Vice-President.....Mary G. McGillen

Vice-President....Danforth W. Comins, Jr.

PRODUCTS: Frequency measuring service for AM-FM and TV lugs, terminal boards, electronic hardware, insulated terminals feed thru, coils, coil forms, chokes and tooling.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.

Phone: 3-0310

President.....J. G. Best

Exec. V.P.....B. S. Turner

V. P. & Gen. Sales Mgr.....W. A. Nicely

Secy.-Treas.....J. Mayo Lenz

Chief Engineer.....W. H. Budd

General Superintendent.....G. M. Cooper

Industrial Relations Mgr.....A. M. Daily

Traffic Manager.....R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Washington Street

Dover, N. H.

Phone: DOver 975

N. Y. Phone: MURray Hill 9-2518

Chairman of the Bd.....John Mucher

President.....Victor Mucher

Sales Mgr. Distributors

Div.Fran Chamberlain

Secretary.....Arthur Richenthal

Exec. Vice-Pres.....George Mucher

V.P. in Chg. of Sales....I. J. Youngblood

N. Y. Phone: MURray Hill 9-2518

PRODUCTS: Volume controls, tone controls, wire wound power resistors, glassohms, resistor tubes, voltage dividers, L & T pads, attenuators. Decade Bos, rotary switches, television tube beam bender.

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.

Phone: ANthony 5301

President.....Fred D. Wilson

Chairman of the Bd.....Wm. H. Harrison

Vice-Pres., Gen. Mgr....Richard A. Graver

Vice President (Research)

Philo T. Farnsworth

Vice President (Engineering) .Antony Wright

TreasurerPaul H. Hartmann

ComptrollerW. F. Hoepfner

Secretary and Asst. Treas....C. H. Wiggin

Director of Sales.....Louis J. Collins

Director of Advertising.....S. A. Morrow

Director of Purchases.....R. B. Brown

Traffic Mgr.R. M. Hoey

Credit Mgr.A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

Collins Radio Co.

855-35th St., N. E., Cedar Rapids, Ia.

Phone: 3-0281

N. Y. Phone: LOnacre 4-3930-1-2-3

President.....Arthur A. Collins

Executive V. P. (New York) .W. J. Barkley

Vice-Pres.-Gen. Mgr.R. S. Gates

V.P. Chg. Engr. & Mfg.....L. M. Craft

Secretary-TreasurerS. J. Storm

PRODUCTS: Standard radio broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories. Airborne navigation equipment.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.

Phone: Bridgeport 6-0181

N. Y. Phone: Circle 5-7300

President.....James B. Conkling

Exec. V.P.....Goddard Lieberson

V. P. in Chg. of Sales.....P. J. Wexler

V. P. in Chg. of Mfg. and Engineering

J. H. Hunter

Dir. of Research.....William Bachman

TreasurerWilliam Wilkins

Dir. of Purchases...Robert P. Robinson, Jr.

Advertising Mgr.....Irving Townsend

Export Mgr.....L. V. Ruysschaert

SecretaryK. Raine

Order Service Mgr.....E. P. Eldridge

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records and Phonographs.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: GENEVA 4140

PresidentH. R. McIlvaine
Credit ManagerJ. E. DeVleshower
Chief Engineer.....Henry Kent
Sales Manager.....E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
Phone: EVERGREEN 1137

PresidentJames O. Weldon
Vice-PresidentLester H. Carr
General Mgr.W. M. Witty

PRODUCTS: AM transmitters and associated apparatus.

Corning Glass Works

Corning, New York
Phone: CORNING 372

PresidentW. C. Decker
V.P. & Controller.....George D. Macbeth
V.P. & Secretary.....William H. Curtiss
V.P. & Treasurer.....Chas. D. LaFollette

Vice PresidentHarry M. Hosier
Vice President.....Jesse T. Littleton
Vice PresidentWilliam C. Taylor
Asst. SecretaryWm. W. Sinclair
Asst. SecretaryFrederick H. Knight
Asst. TreasurerC. H. Kruidenier
Mgr. Elec. Products Div.....J. L. Hanigan
Mfg. Mgr. Elec. Products Div....N. J. Vang
Sales Mgr. Electronic Sales Dept.

J. S. Muller
Purchasing AgentF. S. Conable
Dir. Public Relations.....Hadan Logan

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BARCLAY 7-5140

PresidentJohn Cook
TreasurerJ. 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.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
Phone: KIRBY 6600

N. Y. Phone: MURRAY Hill 3-0202

Vice-Pres. & Gen. Mgr.....John W. Craig
Vice-Pres. & Gen. Sales Mgr....Wm. A. Bles
Gen. Works Mgr.....F. L. Meacham
General Controller.....L. W. Adkins
ControllerW. A. Smith

Director of Purchases....Frank W. Warner
Director of Industrial

RelationsPaul W. Deubery
Asst. Gen. Sales Mgr. in Chg.

Sales Prom. & Adv.....R. K. White
Vice-Pres. & Asst. Gen. Mgr.

in Chg. Electronics.....L. F. Cramer
Mgr. Crosley Purchasing....B. J. Brockhaus
Gen. Sales Mgr., Electronics..E. W. Gaughan
Dir. of Public Relations...Varley P. Young
Sales Mgr., Electronics....H. E. McCullough
Mgr. Electronic Eng.....D. B. Nason
Credit ManagerJohn J. Hope, Jr.
Director of Exports.....Tye M. Lett, Jr.
Service Dept. Mgr. Richard H. Scheneberger
Traffic Dept. Mgr.....Frank C. Partlan

Crosley Radio & Television, Ltd.

121 McCormack Street
Toronto 9, Ontario, Canada
Phone: Lindhust 1186

Vice-Pres. & Gen. Mgr.....Ivor M. Leslie
Gen. Sales Mgr.....Alex Peters
Asst. Secy. & Treas.....J. M. Reynolds
Plant Supt.....H. Roper
Purchasing Agent.....H. C. Fisher
Chief Engineer.....R. W. Walker
Service Manager.....W. Whittall

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.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.
Phone: MULBERRY 4-7400
for all divisions

President.....Allen B. Du Mont
Vice-President.....Stanley F. Patten
Gen. Asst. to Pres.....Keeton Arnett
Research Director.....T. T. Goldsmith, Jr.
Dir. of Oper., TV

Receiv. & Cathode-ray Tube Div.....Irving G. Rosenberg
Dir. of Oper., Trans.

& Instru. Div.....C. E. Williams
Dir. and Gen. Mgr.,

Du Mont Televis. Netwk...Chris J. Witting
Dir. of Advertising.....Douglas Day
Controller.....B. L. Graham
Indus. Relat. Dir.....Harry Houston

Teleset Division

35 Market St., E. Paterson, N. J.

Direcotr of Operations..Irving G. Rosenberg
General Sales Manager.....Dan D. Halpin
Receiv. Mfg. Div. Mgr.....Paul Eshelman
Produc. Control Mgr.....H. A. Whitehead
Chief Engineer.....R. T. Cavanaugh
Purchasing Agent.....William Paten
TV Receivers, Yokes, Transformers, Timers, Coils, Other Parts, and Government Electronic Equipment

Cathode-ray Tube Division

750 Bloomfield Ave., Clifton, N. J.
 Dir. of Operations.....Irving G. Rosenberg
 Division Manager.....F. P. Rice
 Mfg. Manager.....William Carlin
 Prod. Control Mgr.....J. Fisher
 Chief Engineer.....A. Y. Bentley
 Gen. Sales Mgr.....William C. Scales
 Purchasing Agent.....A. R. Dutcher
 Mgr. Replacement Sales...Edward B. Hinck
 TV Receivers, Industrial and Special Purpose Cathode-ray Tubes

Transmitter Division

1500 Main Ave., Clifton, N. J.
 Dir. of Operations.....C. E. Williams
 Division Manager.....H. E. Taylor, Jr.
 Asst. Division Mgr.....R. E. Kessler
 Prod. Control Mgr.....M. Harris
 Engineering Manager.....G. S. Gregory
 Sales Manager.....J. B. Tharpe
 Television transmitters, Cameras, Studio Equipment, Field and Remote Equipment, Government Electronic Equipment

Instrument Division

1500 Main Ave., Clifton, N. J.
 Dir. of Operations.....C. E. Williams
 Division Manager.....Rudolf Felidt
 Asst. Division Mgr.....Dr. P. S. Christaldi
 Prod. Control Mgr.....F. W. Sharpwinkel
 Engineering Manager.....G. R. Mezger
 Sales Manager.....E. G. Nichols
 Design and manufacture of Cathode-ray Oscillographic and Associated equipment; Oscillographic recording and government electronic equipment

Research Division

2 Main Ave., Passaic, N. J.
 Dir. of Research.....T. T. Goldsmith, Jr.
 Dir. Tube Res. Laboratory.....S. J. Koch
 Mgr., Patent Department.....R. G. Pelton
 Government Contracts, Negotiation and Bid Division

750 Bloomfield Ave., Clifton, N. J.

Rirector.....C. E. Williams
 Manager.....H. B. Graham
 Assistant Manager.....J. N. Lord, Jr.
 Washington Representative.....Zeus Soucek
 De Sales Bldg.,
 Phone: Metropolitan 1232

International Division

Empire State Bldg., 350 Fifth Ave.
 New York, N. Y.
 Phone: MURray Hill 8-2600

Director.....Ernest A. Marx
PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Receivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Ectro, Inc.

425 S. Sandusky St., Delaware, Ohio
 Phone: 3-1201

PRODUCTS: Complete battery-operated tape recorders, chargers, earphones; particularly adapted to use in the radio and TV fields.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.
 Phone: DAVenport 4-7000

President.....James L. Hawley
 Vice-President.....Bernard Offerman
 Secretary-Treasurer.....Jules Sussman
 General Manager.....Joseph M. Vananzi
 Chief Engineer.....E. E. Ritter
 Purchasing Agent.....A. A. Hankinson

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings, rack and panel connectors, battery plugs and connectors.

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.)...Wm. F. Edwards
 Div. Mgr., TV.....L. G. Burgess
 Div. Mgr., Contracts.....D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitometer and intervalometers. 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., Chief Eng.....Henry S. Bamford
 Vice-President.....Theo. T. Toole
 Credit Manager.....William R. Morris
 Purchasing Agent.....Jacob G. Grauer
 Sales Manager.....Robert F. Brunner

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.....Dorman D. Israel

V.P. Govt. Contracts.....Morton P. Rome
 V.P. Purchasing.....Harve Tullo
 V.P. Works Manager.....E. J. Kelly
 ControllerA. Vogel
 V.P. Dir. of Engineering...R. T. Capodanno
 Director of Sales.....S. M. Abrams
 Distribution Manager.....Joseph Kattan
 Sales Promotion Mgr.....Albert Leon
 Public Relations Mgr.....E. F. Solow
 Export Manager.....Joseph Kattan
 Personnel Manager.....P. R. Certo
 Parts Sales-Service Mgr.....Floyd Makstein

PRODUCTS: Emerson Television Receivers: 17 in., 21 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 E. 72 St., New York 21, N. Y.
 Phone: TRafalgar 9-7000

President & Treas.....Nathan Pinslev
 V.P. & Sales Advtg.....W. Walter Jablon
 Vice-Pres. & Secy.....Sol Pinslev
 V.P. Eng.....Sam Sack

PRODUCTS: Model TV3K, TV Training Kit, Model 511C AM & FM Radio Receiver Chassis. 10 watts audio, Model 512C AM-FM Radio Receiver Tuner, self powered. Model 513C, AM-FM Radio Receiver Tuner, Model 514-C, amplifier & power supply, 20 watts audio for Model 513C tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
 Phone: INdependence 3-2100

President.....Sherman M. Fairchild
 Exec. Vice-Pres.....Ray F. Crews

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pickup equalizers; unitized amplifier systems and audio systems. Special development projects.

Federal Telecommunications Laboratories, Inc.

500 Washington Ave., Nutley, New Jersey
 An IT&T Associate

President.....Admiral Carl F. Holden
 V.P. and Comptroller.....J. G. Copelin
 V.P., Systems and Commercial Research and Development Laboratories...W. Hatton
 Tech. Dir., Systems and Comm. Res. and Develop. Laboratories...A. G. Clavier

PRODUCTS: Complete Television Trans-

mitting and Studio VHF and UHF Equipment including TV Mobile Pickup Units and Microwave Links.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
 Phone: NUTley 2-3600

President.....H. C. Roemer
 Vice-President.....W. Hatton
 Vice-President.....S. J. Powers
 V.P., Gen. Sales Mgr.....R. S. Perry
 Vice-President.....F. B. Powers
 Asst. to V.P.....G. T. Scharffenberger
 Comptroller.....R. D. Osborne
 Secretary.....W. B. Levett
 Treasurer.....W. E. Ogilvie, Jr.
 Dir. Vacuum Tube Div.....W. Happe, Jr.
 Dir. of Selenium Intelin Div....S. J. Powers
 Works Mgr.....T. M. Douglas
 General Sales Mgr.....R. S. Perry
 Advertising Mgr.....Crump Smith
 Sales Mgr. Vacuum Tube Div...C. J. Harrison

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.

Workshop Assoc. Div.

Endicott St., Norwood, Mass.
 Phone: Norwood 7-3300

V.P., Elec. Div.....G. G. Greene
 Sales Mgr.....C. W. Creaser, Jr.
 Division Mgr.....J. Van Epps

PRODUCTS: UHF-TV Transmitting Antenna and Related Components.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
 Phone: 8202

N. Y. Phone: MURray Hill 9-0200

President.....P. S. Gates
 Vice-President.....L. I. McEwen
 Secretary.....A. S. Petzoldt
 Chief Engineer.....F. W. Wentura
 Works Manager.....Kell Todd
 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 Electronics Inc.

101 Hazel St., Paterson 3, N. J.

Phone: MU. 4-5271

President.....D. E. Replogle
Gen. Mgr.....C. G. Hampson, Jr.
Purchasing Agent.....Martin Cottrell
Chief Engineer.....Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

**General Electric
Electronics Division**

Electronics Park, Syracuse 1, N. Y.

Phone: 76-4411

Vice-Pres. & Gen. Mgr...Dr. W. R. G. Baker
Mgr. Engineering.....I. J. Kaar
Mgr. Marketing.....E. H. Vogel
Mgr. Finance.....G. L. Chamberlin
Mgr. Mfg.....W. M. Barker
Counsel.....R. M. Estes
Gen. Mgr., Components Dept....E. L. Hulse
Gen. Mgr., Receiver Dept....W. H. Sahloff
Gen. Mgr., Comm. & Govt.

Equipment Dept.....G. F. Metcalf
Gen. Mgr. Tube Dept.....J. M. Lang

PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio

Phone: 2235

President.....Allan W. Fritzsche
V.P.-Sales Mgr., Motor Div....H. E. Moon
Sales Mgr., Plastic Div.....Steve Hildebrand
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div...Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: Elizabeth 3-4400

Chairman of the Board....A. Blumenkrantz
Pres. & Treas.....R. E. Laux
Exec. Vice-Pres.....M. Cohen
V.P. in Charge Mfg.....T. E. Keller
Treasurer.....A. Konecny, Jr.
Controller.....R. L. Klabin
Sales Manager.....E. A. Freed
Chief Engineer.....B. N. Fisher
Credit Manager.....W. W. Anderson
Dir. of Purchases.....C. B. L. Townley
Export Agents.....Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.

Phone: Victory 2-0707

President.....Morris Perlman
Chief Engineer.....Dr. Einar Hedin
Purchasing Agent.....Arthur Kossnar
Eastern Sales Mgr.....R. M. Perlman

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

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
Comm. Director.....Blair Foulds
Chief Engineer.....F. N. Gillette
Gov't Contract Rep.....W. Cooper

PRODUCTS: Television Studio and Mobile Equipment including Camera Chains, Projectors, Switchers, Syn Generators, and Video Recording equipment; also Theater Television equipment.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass

Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

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 Engng. Mgr.....M. T. Smith
Export Mgr.....S. W. DeBlois
Chief Engineer.....D. B. Sinclair
Publicity Mgr.....C. E. Worthen
Service Mgr.....H. H. Dawes

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.

Phone: LE 2-4000

President.....W. E. Henges
Vice-President.....G. F. Hessler
Genl. 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

President.....Wm. J. Halligan
Exec. Vice-Pres.....R. W. Durst
Gen. Sales Mgr.....Michael D. Kelly
Chief TV Engineer.....H. J. Adler
Advertising Manager.....John S. Mahoney
Service Manager.....Norman Cooper
Credit Manager.....Cal A. Shera
Radio Sales Mgr....William J. Halligan, Jr.

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 W. 34 St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Treasurer.....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Manager...Hugh A. McCloskey
Sales Manager.....Robert B. Moon
Chief Engineer.....S. H. Van Wambeck
Advertising Manager.....Dale Samuelson
Personnel Director.....George Gulich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls, diversity receivers.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir. Contract Adm....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent....Frank C. Waterhouse
Comptroller.....Gordon C. Genter
Production Mgr.....E. Douglas Papkee
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878

President.....George K. Haydu
Vice-Pres. and Secy.....Zoltan Haydu
Chief Engineer.....Ben Artau
Sales Manager.....Joseph Bozzelli
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.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I., N. Y.

Phone: FLushing 7-8700

President.....F. Robinson
Executive Vice-Pres.....J. B. Dow
V.P. in Chg. of Engrng.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr
Mgr. Sales.....F. Mansur

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

(Division of CBS, Inc.)

100 Endicott St., Danvers, Mass.

Phone: Danvers 2360

N. Y. Phone: MARKET 3-5832

President.....Bruce A. Coffin
Chairman of Board-Treas...Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr....John Q. Adams
V.P. Chg. of Engineering...C. F. Stromeyer
Advertising Manager.....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, germanium diodes, TV picture tubes.

The Indiana Steel Products Co.

Valparaiso, Indiana

Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
Vice-Pres., Engineering.....C. A. Maynard
Asst. Sales Mgr.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Magnetron Magnets, Magnet Assemblies.

Insuline Corp. of America

3602-35th Ave., Long Island City 1, N. Y.

Phone: ASToria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn

Advertising Manager.....A. S. Chambers
 SuperintendentF. Henneke
 Industrial Sales Mgr.....I. Romm
 Chief Engineer.....J. Abel
 Purchasing Agent.....H. Weston
 Production Chief.....J. Brush

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-PresidentRobert Apple
 Sales Manager.....J. M. Fulkerson
 Purchasing Agent.....R. C. Groves
 Credit Manager.....J. E. Beery
 Production Superintendent.....Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multi-meters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
 Phone: MANSfield 6-7161
 N. Y. Phone: BARclay 7-8972

Pres., Chair. of Board.....J. M. Bennan
 Exec. Vice-Pres.....E. J. Bennan
 Vice-Pres., Engineering.....L. Mauerer
 Treasurer.....W. S. Minter
 Secretary.....V. E. Lee
 Sales Manager.....J. D. O'Brien
 Export Manager.....M. J. Schmitt
 Works Mgr.....F. C. King
 Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
 Phone: PORTsmouth 7-7600

President.....Thomas A. White
 Vice-President.....Charles A. Hausen
 Vice-President.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
 Phone: BENsonhurst 6-9200

PresidentJulius Finkel
 Vice-PresidentAlbert Finkel
 Secretary-TreasurerEdward Finkel

PRODUCTS: VHF-UHF TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and . . . wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midjet jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
 Phone: LEXington 2-7600

Commodity Manager.....P. J. Washburn
 (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago 32, Ill.
 Phone: HEMlock 4-5500

President Roy McGinnis
 Vice-Pres., Gen. Mgr. John Conroe
 Sales Manager Paul Huebsch
 TV Manager William Kroening
 PRODUCTS: Seventeen and 21-inch table
 and console TV sets.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
 Phone: SPaulding 2-7208

President Vincent M. Kerrigan
 Vice-Pres.-Treasurer Charles F. Lewis
 Secretary Fergus Kerrigan
 PRODUCTS: Magnet and Litzendraht
 Wire.

Kimble Glass Company
subsidiary of
Owens-Illinois Glass Co.

Box 1035, Toledo 1, Ohio
 Phone: FA. 6543

N. Y. Phone: JUdson 6-2300

President S. J. McGiveran
 Gen. Sales Mgr. E. B. Dennis, Jr.
 Industrial & Electronics
 Sales Mgr. J. P. Kearney
 Sales Promotion Mgr. Harlan Hobbs
 Advertising Mgr. W. E. McWhorter
 PRODUCTS: Cathode ray bulbs, hand
 blown hard and soft glass bulbs, and lime
 glass tubing, electronic glass, tube and rod
 specialties.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
 Phone: 74-3359

President Aden J. King
 Vice-President F. M. Michaelian
 Treas. & Gen. Mgr. W. R. MacLeod
 Secretary Barbara H. Sisson
 PRODUCTS: Special alloys, chemicals and
 metals, radio tube parts, barex getters.

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 Donald S. Morgan
 Vice-President W. H. Beal
 Secretary-Treasurer H. A. Kondolf
 Sales Manager E. F. Cigvere

Engineering Director W. W. Dean
 Mgr. of Operations J. D. Calligan
 PRODUCTS: Audio Amplifiers — both
 standard and miniaturized plug-in. Power Sup-
 plies, Video Amplifiers, Consoles, Auto-
 matic Limiting Amplifiers, Audio, Power
 and Pulse Transformers. Complete custom
 design audio facilities for broadcast and
 television.

Lehigh Structural Steel Co.

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 Ver-
 tical Radiators Relay Towers.

Lomac Company

Box 1083, Macon, Ga.
 Phones: 3-7437-8

President J. T. Love
 Vice-Pres. J. M. McFerrin, Jr.
 Sec'y-Treas. Al Lowe
 PRODUCTS: Manufacturers of antenna
 masts and other electrical components.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
 Phone: STamford 4-5781

President R. R. Machlett
 Exec. V.P. Dean S. Edmonds
 Vice-Pres. of Sales W. E. Stevenson
 Treasurer J. A. Lambert
 V.P. of Production J. W. Skehan
 Mgr. Engineer T. H. Rogers
 Adv. Mgr. A. F. Machlett
 Industrial Rel. Mgr. R. Gordon Hamblen
 Export Mgr. A. J. Foster
 PRODUCTS: X-ray tubes for all medical,
 industrial and special purposes, Valve Tubes,
 Radio Transmitting Tubes, Communication
 Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
 Phone: Eastbrook 5471

Chairman of the Bd. Richard A. O'Connor
 President Frank Freedman
 V.-P. & Secretary Gerard M. Ungaro
 Treasurer J. S. Sturgeon
 Dir. of Engineering John Rankin
 Asst. to Pres. (Mfg.) D. C. Carter
 V.-P., Gen. Mgr. (Govt.
 Prod. Division) R. A. Wilson
 Chief Television Engineer Frank Norton
 Chief Radio-Phonograph
 Engineer R. H. Dreisbach
 Asst. Sales Mgr. & Merch. Mgr.-
 Radio & TV Div. Stewart Roberts
 Dir. of Adv. & Public
 Relations Lauren K. Hagaman
 Sales Manager—Industrial & Defense Prod.
 Div. Stanley S. Sondles
 Sales Mgr. Spec. Devices John C. Koonz
 Service Mgr. RP & TV Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

**Majestic Radio & Television,
Div. of Wilcox-Gay Corp.**

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President Leonard Ashbach
Vice-Pres., Gen. Mgr..... Barnett S. Trott
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.

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
Sales Manager..... Lewis A. Root
Chief Elec. Engr..... Lauge Fanoe

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.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
Phone: Malden 4-4108

President James Millen
Sales Mgr..... E. E. Williams
Credit Manager..... Frances Bearse
Purchasing Agent..... George E. Pike
Chief Engineer..... Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All

types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656

Pres. & Treas..... P. K. Trautwein
Chief Engineer..... R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPaulding 2-6500

President..... Paul V. Galvin
Exec. Vice-Pres..... Robert W. Galvin
V.P. Cons. Prod. Div.... Elmer H. Wavering
V.P. in Charge of Comm. &

Electronics Div..... D. E. Noble
V.P. Finance..... E. P. Vanderwicken
V.P. in Charge of

Procurement..... Frank J. O'Brien
V.-P. in Charge Sales.... William H. Kelley
Special Mdse. Mgr..... E. A. Holsten
Mgr. Natl. Defense Div... J. Benton Minnick
Prod. Mgr., Radio Div..... Jack Davis
Prod. Mgr., TV & Handie

Talkie Units..... E. Passow
Dir. Adv. Sales Prom..... Ellis L. Redden
Sales Mgr. Comm. &

Electronics Div..... Eugene S. Goebel
Sales Mgr., Cons. Prod. Div... James Herbert
Credit Manager..... Henry Kleinhans
Export Manager..... J. C. Weidemann
Service Manager..... A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM, AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television—table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and busses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WABash 2-8800

President..... Leslie F. Muter
Vice-Pres. & Sales Mgr..... K. E. Rollefson
Vice-Pres. & Credit Mgr..... A. A. Dailey
Purchasing Agent..... D. R. Capparelli

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

**National Carbon Co.—Div. of
Union Carbide & Carbon Corp.**

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

Chairman of Board.....J. M. Spangler
 President.....A. S. Johnson
 Exec. Vice-Pres.....C. O. Kleinsmith
 Exec. Vice-Pres.....P. M. Buhner
 Vice-President.....A. C. Bryan
 Mgr. Battery Eng. Dept.....W. H. Fritz
 V.-P., Adv. Sales Mgr.....H. M. Waren

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.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
 Phone: ORange 2-6600

President.....K. C. Meinken
 V.P. in Charge of Research...A. M. Skellett
 Equipment Sales Mgr...K. C. Meinken, Jr.
 Renewal Sales Mgr.....V. K. Ulrich
 Treasurer.....J. E. Murray
 Secretary.....J. V. Deevy
 Credit Manager.....H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, transistors and germanium diodes.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
 Phone: PHillipsburg 5-1143

President.....Joseph B. Schaefer
 Adv. Manager.....Thomas B. Armstrong
 Chief Design Eng.....Ernest D. Belanger
 Chief Engineer.....George Pappas
 Purchasing Agent.....Carl Seefter
 V.P. Mfg.....A. H. Coover
 V.P. Finance.....Kenneth Llewellyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
 Phone: ATLantic 5-6161

President.....J. D. Ceader
 V.-P., Gen. Sales Mgr.....Hugo Sundberg
 Secy. & Treas.....David E. Davis
 Chief Engineer.....K. H. Wessel
 Works Manager.....A. Sorice
 Purchasing Agent.....H. Corey

PRODUCTS: Loud speakers, dial lamps, transformers, focus coils, miscellaneous coils.

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 Dir.....Charles Askin
 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.

221 E. Callerton, Chicago 16, Ill.
 Phone: Victory 2-7234
 N. Y. Phone: Pelham 8-0120

President.....Irving Rossman
 Treasurer.....Bernard Sahlins
 Secretary.....Theodore Rossman
 Chief Engr.....Rudolph A. Bierwirth
 Comptroller.....Marshall Peiros
 Production Chief.....Irving Dubrin
 Purchasing Agent.....Donald Norlander

PRODUCTS: Tape recorders, tape playback units, electronic mike mixer, basic tape mechanism, pre-amplifiers, AM Tuner, foot pedal, speaker and baffle, continuous tape magazine, large reel adapter, telephone pickup, and other accessories.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
 Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley
 President.....William Balderston
 Exec. V.P.....James H. Carmine
 Pres.-TV & Radio Div.....Larry F. Hardy
 V.P.-Ind. Rel.....Harold W. Butler
 V.P. & Dir. of

Purchases.....William H. Chaffee
 V.P.-Oper.-TV & Radio

Division.....Joseph H. Gillies
 V.P.-Sales-TV & Radio

Div.Frederick D. Ogilby
 V.P., Gen. Sales Mgr.....John M. Otter
 V.P.-Finance.....Courtney Pitt
 V.P.-Service & Quality..Henry T. Paiste, Jr.
 V.P.-Research.....David B. Smith
 V.P.-Adv.....John F. Gilligan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, Television — Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving, UHF Converters, TV boosters.

PEMBREX TV (Div.

PEMBREX Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.

Phone: REpublic 1-3111

President.....Louis M Wutke
 Vice-President.....Edwin C. Wutke
 V.P. in Chg. of TV.....Lois E. Landon

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. Pemsync 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. TV Model Visualcast for prompting, special effects and layovers.

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 unassembled 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.

3706-36 St., Long Island City 1, N. Y.

Phone: STillwell 4-5454

President.....Isador Goldberg
 Vice-President.....J. N. Benjamin
 Secretary-Treasurer.....I. W. Wyckoff
 Sales Manager.....J. I. Benjamin
 Purchasing Agent.....Paul Lefko
 Chief Engineer.....Richard Shottenfeld

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers. AM-FM Timers Amplifiers, Pre-Amplifiers.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.

Phone: DIamond 3-5700

President.....George J. Saliba
 Secretary.....Morris M. Gruber
 Treasurer.....A. Benjamin
 Comptroller.....Ruth B. Sholes
 Sales Manager.....Thomas B. Aldrich
 Asst. Sales Mgr.....Austin B. Shules

PRODUCTS: Disc recording and transcription equipment; tape recording and

transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.

Phone: STagg 2-3464

President.....Dr. D. L. Jaffe
 Chief Engineer.....P. H. Odessey
 Chief Systems Engr.....Leo Gross
 Production Manager.....Victor Gross

PRODUCTS: TV Studio & Test Equipment, picture & waveform Monitor, Portable Picture Monitor, TV Distribution Amplifier, Dual and Single Regulated Power Unit, Radio Cue System Wide Band Video Amplifier, Color TV Studio & Test Equipment.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.

Phone: EMerson 5-5500

President.....R. E. Cramer
 Exec. Vice-President.....W. W. Paul
 Vice-President.....R. E. Cramer, Jr.
 Sales Manager.....E. J. Penberthy
 Chief Engineer.....J. S. Robb

PRODUCTS: VHF and UHF TV Tuning Devices, Variable Air Condensers, Variable Air Capacitors and Tuners for Government and Special Communications Equipment. Automotive push-button permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.

Phone: WOodlawn 3-8000

Vice-President.....Emanuel Sacks
 V.P. and Gen. Mgr.....W. A. Buck
 Oper. Vice-Pres.....C. M. Odorizzi
 V.P. Chg. of Consumer Prod.....J. B. Elliott
 V.P. Chg. of Tech. Prods.....L. W. Teegarden
 V.P., Chairman Bd., RCA Estate

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 V.P. in Chg. Org. Develop.....E. M. Tuft
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 V.P. Chg. Home Department.....H. G. Baker
 V.P., Dir. Reg. Operations.....P. A. Barkmeier
 V.P. Chg. Tube Dept.....R. T. Orth
 V.P. Chg. Eng. Prod. Dept.....W. W. Watts
 V.P. Chg. Fin.....J. S. Carter
 V.P. Chg. Materials.....V. deP. Goubeau
 V.P. Chg. Eng.....D. F. Schmit
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 Dir. Plant Eng.....Frank Sleetter
 Dir. Accounting.....D. L. Trouant
 Dir. Personnel.....A. F. Watters
 Dir. Consumer Prod. Distr.....J. M. Toney
 Dir. of Tech. Prods.....H. V. Somerville
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 Dir. of Cons. Prod. Advstg.....R. H. Coffin
 V.P., Dir. Planning.....E. D. Foster
 V.P., Western Mgr.....H. R. Maag
 Pres., RCA Service Co., Inc.....E. C. Cahill
 Pres., RCA Victor Distributing Corp.....W. M. Norton

Pres., RCA Estate Appliance Corp.....Cecil M. Dunn
 Gen. Sales Mgr., Home Instrument Department.....R. W. Saxon
 Advstg. and Sales Prom. Mgr., Home Instrument Dept.....J. M. Williams
 Gen. Sales and Mdse. Mgr., Record Department.....L. W. Kanaga
 Advstg. and Sales Prom. Mgr., Record Department.....W. I. Alexander
 Advstg. and Sales Prom. Mgr., Engr. Products Department.....John P. Taylor
 Publicity Director.....H. D. Desfor
 Gen. Sales Mgr., Tube Dept.....L. S. Thees
 Adv. and Sls. Prom. Mgr., Tube Department.....H. S. Stamm

PRODUCTS: Aircraft and airport communication systems, AM, FM, and television receivers, AM, FM and television transmitting equipment, Amateur radio equipment, Antenaplex, Antenna Systems, Aviation Radio Equipment, Beverage and ampule inspection machines, Broadcast station studio equipment, Communications equipment, Custom recordings, Direction finders, Electronic business machines, Electronic components and service parts, Electronic fire control apparatus, Electron microscopes, Electron tubes—receiving, power, cathode-ray and special types, Engineering services, Film, disc and magnetic recording equipment, Gas and electric home kitchen ranges, Heatrola space heaters, Home Air Conditioners, Industrial electronic products, Industrial television equipment, Inter-communication equipment, Microphones, Microwave equipment, Mobile radio communication equipment, Phonograph records (45, 33 1/3 and 78-rpm), Public address and industrial sound equipment, Radio batteries, Record players, Service and maintenance on electronic equipment, 16-mm and 35-mm motion picture projectors and theater equipment, Sonar apparatus, Sound-powered telephones, Test and measuring equipment, Theater television equipment, Tube parts and tube-making machinery, Victrola Radio-Phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
 Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
 V. P. & Mgr. of Sales...Frank A. Gunther
 Secy. & Dir. of Purchases.....Joseph Behr
 Chief Engineer.....Joseph Tennis
 Director of Research.....James R. Day
 Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadri-lene Amplifiers, Scrrasoid modulators, Ten watt FM educational transmitters,

Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
 Phone: HUmboldt 5-2550

President.....R. H. Ranger
 V.P. Charge Eng.....P. M. Brubaker
 Secretary.....H. Gallina
 Purchasing Agent.....A. C. Willms

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.
 Phone: 5-5860

N. Y. Phone: WHitehall 3-4980
 President.....Charles Adams
 V.-Pr. in chg. Equip. Sales.....Capt. Hull
 V.-P., Int'l Div.....R. Ellis
 Adv. Manager.....Charles Olson

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
 Phone: PLaza 9-2644

President.....Hazard E. Reeves
 Vice-President-Sales.....Frank B. Rogers
 Vice-Pres.-Production.....Homer Clapper
 V.P. Springdale Pl.....Edward Schmidt
 V.P. Allentown Pl.....Harry F. Scheirer
 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

38-01 Queens Blvd., Long Island City 1, N. Y.
 Phone: STillwell 4-7062-3-4

President, Sales Manager....George Silber
 Plant Supt.....S. Simonson
 Plant Supt.....Sidney Simonson
 Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
 Phone: UNiversity 4-2400

President.....E. Alschular
 Vice-President.....M. D. Block
 Secretary.....R. S. Lawton
 Production Manager.....I. J. Jacobsen
 Chief Engineer.....W. J. Schnell

Purchasing Agent.....J. L. Jones
 Director of Sales.....E. G. May
 Sales Manager.....R. B. Parks
 Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, N. Y.
 Phone: HYacinth 7-2820

President.....P. H. Sherron
 Vice-President.....J. W. Hunter
 Senior Vice-President.....R. M. Stock
 Director of TV Devel, Res...P. J. Gollhofer
 Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements.

Special Effects & Equipment, Inc.

418 W. 59th St., New York 19, N. Y.
 Phone: CLrCle 7-7828

President.....Roy Benjamin
 Exec. Vice-President.....Robert Lawrence
 Operations Vice-Pres.....Bob Paulson
 Treasurer.....Philip Kornblum

PRODUCTS: Complete sales, engineering, and consultation service on line of TV and film production equipment. Beseler Arc, Incandescant and T-Vu-Graph Projectors, Moving background projectors, RP screens and frames, M. B. Paul Translucent Photographic Backgrounds, Slide and Film Library, Script Prompting Service, Optical Effects Kit, Special Effects Gimmicks.

Stancil-Hoffman Corporation

1016 N. Highland Ave., Hollywood 38, Calif.
 Phone: Hillside 7461

President.....William V. Stancil
 Vice-President.....Robert Martin
 Secretary-Treasurer.....Gary Granville

PRODUCTS: Magnetic recorder/reproducer for Tape Model R4, 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—425 watts output Model V1A.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
 President.....Gerald King
 Vice-President.....Milton M. Blink
 Sales Mgr.....Gus Hagenah
 Business Mgr. & Counsel...Lewis TeeGarden

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric

Div. of Stewart-Warner Corp.

1300 N. Kostner Ave., Chicago 51, Ill.
 Phone: ALbany 2-1000

President.....J. S. Knowlson
 General Manager.....E. G. Fossum
 Gen. Sales Mgr.....E. L. Taylor
 Comm. Sales Mgr.....J. R. Howland
 Service Mgr.....R. W. Felber
 Chief Engineer.....S. C. Kolanowski
 Credit Manager.....A. W. Grossklags
 Publicity Mgr.....C. W. Grange
 Export Mgr.....J. E. Burke
 Purchasing Agent.....G. Blackberg
 Industrial Relations Mgr.....W. W. Miller
 Traffic Manager.....R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
 Phone: CUlver 0260

President.....Robert C. Tait
 Vice-Pres.....Gordon G. Hoit
 V.P. & Gen. Mgr.

Broadcasting Div.....William Fay
 V.P. Gov't Contracts.....Sidney R. Curtis
 Gen. Mgr. Tele. Div.....Arthur F. Gibson
 Secretary.....Edwin C. Roworth
 Treasurer.....Wilbur W. Hetzel
 Controller.....D. G. Schuman
 Mgr. Industrial Relations...George E. Eyer
 Mgr., Sound Equip. Div.....A. G. Schifino
 Gen. Mgr.-Radio-TV.....Clifford J. Hunt
 Mgr. Adv. & Public Rel. Stanly H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, 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.....Max F. Balcom
 President.....D. G. Mitchell
 Vice-President.....E. Finley Carter
 Vice-President.....R. H. Bishop

Exec. Vice-President.....H. Ward Zimmer
 V.P. Charge of Sales.....B. K. Wickstrum
 Gen. Sales Mgr., Radio Div.....H. P. Gilpin
 Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.
 43-20 34th St., Long Island City 1, N. Y.
 Phone: Stillwell 4-1160

Plant Manager.....E. L. Nunz
 Works Manager.....Henry M. Randall
 Chief Engineer.....Milton King
 Credit Manager.....J. Klees
 Purchasing Agent.....Jack Blau
 Service Manager.....Andrew Ruge

PRODUCTS: Laminated Bakelite Tube Sockets, Laminated Terminal Boards, Air-loop Assemblies, Wired Assemblies, Tube Contacts, Component Parts for Molded Assemblies.

Sylvania Electric Products, Inc.
Radio & Television Division
 254 Rano St., Buffalo 7, N. Y.
 Phone: Victoria 2450

General Manager.....J. K. McDonough
 General Mfg. Manager.....H. E. Riordon
 Gen. Sales Mgr.....B. O. Holsinger
 Chief Engineer.....N. L. Harvey
 Div. Controller.....E. J. Vigneron
 Div. Personnel Manager.....H. S. Hagen
 Asst. Sales Manager.....A. A. Currie
 Adv. & Prom. Mgr.....William Stroben
 Sales Mgr.—Auto Sales.....C. H. Symington
 (Detroit)

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
 Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy
 Asst. Gen. Mgr.....J. L. Lahey
 Secretary.....Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 38, N. Y.
 Phone: BEekman 3-6750

President.....John B. Milliken
 Vice-President.....Robert Sandbach
 Secretary-Treasurer.....Peter H. Milliken
 Chief Engineer.....David R. Greenberg
 Purchasing Agent.....Timothy Murphy
 Sales Manager.....Lee Baker

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment specifically test equipment.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
 Phone: WATkins 4-1550

Pres., Treas.....Morton B. Kahn
 Secretary.....F. C. Botscheller

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.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
 Phone: LIncoln 3-2705

General Manager.....Joseph Tait
 Chief Engineer.....Henry P. Meisinger
 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.

2519 Wilkens Ave., Baltimore 3, Md.
 Phone: Edmundson 2300

President.....G. A. Price
 V.P. (Cons. Prods.).....J. M. McKibbin

Television-Radio Division
 1354 Susquehanna Ave., Sunbury, Pa.
 Phone: 2520

Manager.....F. M. Sloan
 Asst. Mgr.....A. G. Rogers
 Asst. to Mgr.....L. J. Fitzpatrick
 Chief Engineer.....G. C. Larson
 Purchasing Agent.....J. R. Todd
 Sales Manager.....J. F. Walsh
 Adv. & Sales Prom. Mgr.....Earl L. Hadley
 Service Manager.....A. H. Kuttruff

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*, Industrial, 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; Worth 4-3510 in N.Y.

President.....Earl R. Mellen
 Exec. Vice-Pres.....Ross Nichols
 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: Great Neck 2-7806

President.....Harold A. Wheeler

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: Berkshire 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
 Adv. Mgr.....D. H. Grigsby
 Public Relations Director....Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.



FOR

TELEVISION

SERVICE

FIRMS

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RADIO-TELEVISION MANUFACTURERS ASSN.

Officers and Executive Personnel—1952-1953

777 14th Street, N.W., Washington 5, D. C.

President and Chairman, Board of Directors

A. D. Plamondon, Jr., Indiana Steel Products Co., Valparaiso, Ind.

Exec. V.P. and Secretary

James D. Secrest, 777 14th Street, N.W., Washington 5, D. C.

Treasurer

Leslie F. Muter, The Muter Company, Chicago 5, Illinois.

General Counsel

Glen McDaniel, 63 Wall St., New York 5, N. Y.

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(Set Division)

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(Tube Division)

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

(Parts Division)

R. G. Zender, Lenz Electric Mfg. Co., Chicago 47, Ill.

(Technical Products Division)

H. J. Hoffman, Machlett Labs., Inc., Springdale, Conn.

(Amplifier & Sound Division)

Arie Liberman, Talk-A-Phone Company, Chicago 23, Illinois.

RTMA Headquarters Staff

Asst. to Exec. V.P.

Peter H. Cousins

Editorial Director

Tyler Nourse

Service Co-Ordinator

Albert Coumont

Director of Statistics

William F. E. Long

Office Manager

Anna M. Chase

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Robert S. Bell, Packard-Bell Company, Los Angeles 64, California.

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

B. W. Cooper, Delco Radio Div., Kokomo, Ind.

Sidney Harmon, Harmon-Kardon, Inc., New York, N. Y.

H. J. Hoffman, Machlett Laboratories, Inc., Springdale, Connecticut.

H. L. Hoffman, Hoffman Radio Corporation, Los Angeles 7, California.

Arie Liberman, Talk-A-Phone Co., Chicago 23, Ill.

H. C. Mattes, Belmont Radio Corporation, Chicago 39, Illinois.

Leslie F. Muter, Treasurer, Muter Co., Chicago, Ill.

Raymond S. Perry, Federal Telephone and Radio Corp., Clifton, New Jersey.

Ray F. Sparrow, P. R. Mallory & Co., Inc., Indianapolis 6, Indiana.

Robert C. Sprague, Sprague Electric Company, North Adams, Mass.

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.

Raymond G. Zender, Lenz Electric Manufacturing Co., Chicago 47, Illinois.

Term Expiring 1954

Benjamin Abrams, Emerson Radio & Phonograph Corp., New York 11, New York.

Max F. Balcom, Sylvania Electric Products Inc., Emporium, Pennsylvania.

W. J. Barkley, Collins Radio Company, New York 18, New York.

H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Illinois.

Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Illinois.

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.

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Harlan B. Foulke, Arvin Industries, Inc., Columbus, Indiana.

G. Richard Fryling, Erie Resistor Corporation, Erie, Pennsylvania.

- J. J. Kahn, Standard Transformer Corporation, Chicago 18, Illinois.
 F. R. Lack, Western Electric Company, Inc., New York 5, New York.
 W. A. MacDonald, Hazeltine Electronics Corporation, Little Neck, Long Island, New York.
 A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Illinois.

Term Expiring 1955

- Lloyd H. Coffin, Hytron Radio & Electronics Co., Danvers, Massachusetts.
 Allen B. DuMont, Allen B. DuMont Laboratories, Inc., Clifton, New Jersey.
 Harry A. Ehle, International Resistance Company, Philadelphia 8, Pennsylvania.
 J. B. Elliott, RCA Victor Division of RCA, Camden, New Jersey.
 Frank Freimann, The Magnavox Company, Fort Wayne, Indiana.
 Paul V. Galvin, Motorola Inc., Chicago 51, Illinois.
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 W. J. Halligan, The Hallicrafters Co., Chicago 24, Illinois.
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 D. S. W. Kelly, Allen-Bradley Company, Milwaukee 4, Wisconsin.
 Matt Little, Quam-Nichols Company, Chicago 16, Illinois.
 Sam Norris, Amperex Electronic Corporation, Brooklyn 1, New York.
 W. S. Parsons, Centralab, Div. Globe-Union Inc., Milwaukee 1, Wisconsin.

RTMA DIVISION ORGANIZATION

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Tube Division

R. E. Carlson, Chairman.
 Peter H. Cousins, Staff Assistant.

Parts Division

Matt Little, Chairman.
 Albert Coumont, Staff Assistant.

Technical Products Division

Carlyle W. Miller, Chairman.
 Peter H. Cousins, Staff Assistant.

Amplifier & Sound Equipment Division

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 Floyd W. Bell, Vice Chairman.

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W. M. Adams, Sprague Electric Co.

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Chairman: John W. Craig, Crosley Division, Avco Mfg. Corp.

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Chairman: Frank W. Mansfield, Sylvania Electric Products, Inc.

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Promotion Committee

Chairman: J. J. Kahn, Standard Transformer Corporation.

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Chairman: Fred D. Wilson, DuKane, Corporation.

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Small Business Committee

(Special)

Chairman: A. D. Plamondon, Jr., The Indiana Steel Products Company.

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(Set Division)

Chairman: J. B. Elliott, RCA Victor Division.

Tax Committee

Chairman: A. M. Freedman, RCA Victor Division.

Television Committee

Chairman: W. R. G. Baker, General Electric Company.

Trade Practice Conference Committee

(Special)

Chairman: Benjamin Abrams, Emerson Radio & Phonograph Corp.

Traffic Committee

Chairman: John B. Swan, Jr., Philco Corporation.

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of RTMA and NSIA
(JEIC)**

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Co-Chairman

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.

Counsel

Sullivan, Bernard, Shea & Kenny, 1200 18th Street, N.W., Washington 6, D. C.

Secretary

H. G. Beauregard, 1200 18th Street, N.W., Washington 6, D. C.

Treasurer

J. K. Richards, National Security Industrial Assn., New York 38, N. Y.

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ADVISORY COMMITTEE
of RTMA and IRE
(JTAC)**

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Donald G. Fink, Philco Corporation, Philadelphia 34, Pa.

John V. L. Hogan, Hogan Laboratories, Inc., 155 Perry Street, New York 14, New York.

Philip F. Siling, RCA Frequency Bureau, 1625 K Street, N.W., Washington 6, D. C.

Lloyd V. Berkner, President, Associated Universities, Inc., New York, N. Y.

Dorman D. Israel, Emerson Radio & Phonograph Corp., New York, N. Y.

Ira J. Kaar, General Electric Co., Syracuse, N. Y.

A. V. Loughren, Hazeltine Electronics Corporation, 58-25 Little Neck Parkway, Little Neck, Long Island, N. Y.

L. G. Cumming, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th Street, New York 21, N. Y.

**RTMA ENGINEERING
DEPARTMENT
1952-1953**

Dr. W. R. G. Baker, Director, General Electric Company, Electronics Park, Syracuse, New York. (Syracuse 76-4411), (Schenectady 4-2211).

David B. Smith, Vice-Director, Philco Corporation, Philadelphia 34, Pennsylvania. (NEbraska 4-5100).

Virgil M. Graham, Associate Director, Sylvania Electric Products, Inc., 40-22

Lawrence Street, Flushing, New York. (FLushing 8-1600), (JUDson 6-2424).
Ralph R. Batcher, Chief Engineer, RTMA Engineering Office, New York 17, N. Y.

**General Standards
Committee**

Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp., New York 11, New York.

Observer: R. A. Hackbusch, RTMA of Canada

**JOINT ELECTRON TUBE
ENGINEERING COUNCIL
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RTMA and NEMA**

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H. J. Hoffman, Machlett Laboratories, Inc., Springdale, Connecticut.

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V. L. Ronci, Bell Telephone Laboratories, Allentown, Pennsylvania.

K. C. DeWalt, General Electric Co., Schenectady, N. Y.

J. A. McCullough, Eitel-McCullough, Inc., San Bruno, Cal.

D. D. Knowles, Westinghouse Electric Corporation, Bloomfield, New Jersey.

G. R. Shaw, RCA Victor Division of RCA, Harrison, New Jersey.

A. K. Wright, Tung-Sol Electric Inc., Bloomfield, New Jersey.

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SYSTEM COMMITTEE
(NTSC)**

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Vice-Chairman

David B. Smith, Philco Corporation, Philadelphia 34, Pennsylvania

Secretary

Mrs. Martha Kinzie, General Electric Company, Syracuse, New York.

Vice-Chairman

A. V. Loughren, Hazeltine Electronics Corp., Little Neck, Long Island, N. Y.

Vice-Chairman

E. W. Engstrom, RCA Laboratories Division, Princeton, New Jersey.

VOICE OF AMERICA IN 1952

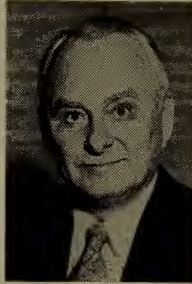
"Campaign Of Truth" Gains Over "The Big Lie"

By ALFRED H. MORTON, Director Int'l Broadcasting Service,
International Information Administration, Department of State

THE year 1952, which marked a decade since the Voice of America first began to broadcast the American story abroad, brought substantial evidence that the "Campaign of Truth" was gaining the initiative over the Big Lie of communism. Intensive Soviet jamming continued to demonstrate that the Communists regard the Voice of America as a potent threat to their designs. Their jamming network, which employs about 1,000 transmitters and many badly needed technicians, is estimated to cost the Soviet Government more than the U. S. spends for its entire international broadcasting program. But the Voice's message continued to get through to Russian listeners. And research based on interviews with thousands of persons recently escaped from the Communist orbit indicated that about 60% to 80% of radio listeners in the satellite states hear Voice of America broadcasts—and that an important announcement will spread through the entire population in a matter of hours by well-developed grapevines.

The Voice's latest answer to jamming is the U.S.C.G. Cutter *Courier*, a sea-going relay station, equipped with one 150,000-watt medium-wave and two 35,000-watt shortwave transmitters, which broadcasts from a vantage point just outside the Iron Curtain. Other more powerful transmitters now under construction in the U. S. and abroad will further assist in penetrating Stalin's electronic curtain when they are added to the Voice's present globe-girdling net of about 75 transmitters.

The Voice's sharpened attack on the Communist record and ideology has forced the Communist press and radio to defend itself more frequently than ever before. Studies of Soviet and satellite propaganda show that the Communists felt called upon to answer—and thus advertise—the Voice of America no less than 1,000 times between July, 1951, and June, 1952. On one occasion *Pravda* devoted two-thirds of an entire issue to answering Voice broadcasts which blamed the Soviet Union for the Katyn massacre.



The Voice conducted an all-out campaign to tell the world that thousands of North Korean and Chinese war prisoners in UN compounds who refused repatriation had given the lie to communism's claim that it has created a "workers' paradise" behind the Iron Curtain. In another hard hitting campaign, the Voice exposed the scientific absurdity of the Reds' accusation that the UN Command used bacteriological warfare in Korea, and revealed that Stalin himself had originated this particular lie to spread terror among Russian peasants as long ago as 1933.

To free world audiences, the Voice stressed the firm march toward unity symbolized by NATO, the signing of a peace agreement with West Germany and the European Defense Community treaty, and the initial steps taken toward the implementation of the Schuman Plan. It continued to present a positive picture of the United States with the aid of promoting greater world-wide understanding of American life, culture, and politics and their relations to U. S. international policy. The Presidential election and the campaigns preceding it, provided a particularly vivid demonstration of American democracy in Action.

Audience surveys, conducted by independent research agencies, showed the Voice getting a large and highly interested audience in Europe.

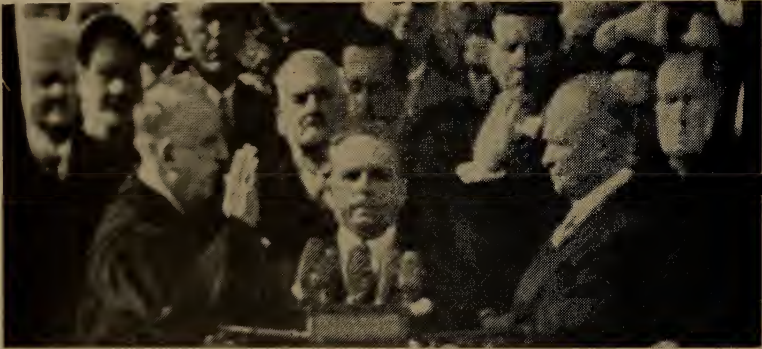
In addition to its broadcasts in 46 languages totalling about 350,000 words a day from New York, the Voice of America expanded its Munich broadcasting operation which now originates programs in Polish, Russian, Estonian, Lithuanian, Hungarian and Bulgarian.

The Voice also continued its service to commercial and government broadcasters abroad. Many Voice of America broadcasts were relayed by local stations in the free world, and VOA transcribed programs were used regularly by 234 stations in Latin America; in Western Europe, 71; 40 in the Far East, and 31 in the Near East. In addition, the Voice of America furnished scripts and other raw materials for use in producing programs in the field.

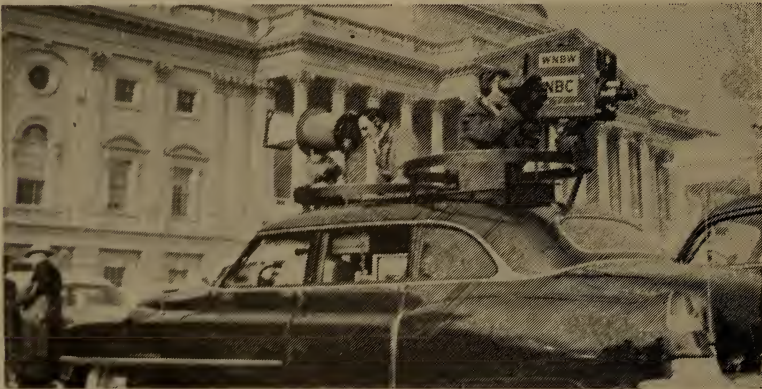
Millions "Attend" Eisenhower Inaugural



This scene, which could be duplicated in many educational institutions throughout the land, shows students of New York's Public School No. 9 gathered to view the Inauguration on a TV set furnished by the Citizenship Education Project of Teachers College, Columbia University, in co-operation with CBS-TV.



Here's the print of an unretouched "off-the-tube" photograph of Dwight D. Eisenhower being sworn in as President of the United States. The picture was taken in the television studio of the American Broadcasting Company in New York.



Cameramen of NBC TV moved about Washington on Inauguration Day in a mobile TV transmitter mounted in a converted Cadillac. They telecast the Inaugural Parade and other scenes, which assured on-the-spot coverage of the history-making event.

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

Birmingham News: Lily May Caldwell
Florence Times: Louis Eckl
Ft. Payne Journal: E. O. Davidson
Huntsville Times: Jack Langhorne
Lee County Bulletin (Auburn): Nell O. Davis
Opelika Daily News: Wink Blackburn
Post Herald (Birmingham): Fred Woodress
Selma Times Journal: Ed Fields
Sylacauga Advance: Chris Kramer
Times New-Era (Fort Payne): J. A. Downer
Union Banner (Clanton): Bob Taber

ARIZONA

Arizona Daily Sun (Flagstaff): Platt Cline
Arizona Daily Star (Tucson): Dorothy Kalil
Arizona Republic (Phoenix): Ralph Mahoney
Copper Era (Clifton): Al Fenn
Graham County Guardial (Safford): Earl Hunt
Phoenix Gazette: Bobby Johnston
Phoenix Sun: Doc Wright
Prescott Courier: Mal Hernandez
Tucson Daily Citizen: Norman Harrington
Yuma County Farmer: Merl Simpkins
Yuma Daily Sun: Jones Osborne

ARKANSAS

Arkansas Democrat (Little Rock): Dorothy Me-
nard
Arkansas Gazette (Little Rock): John Fleming
Daily Press (Paragould): Mary Moore
Harrison Daily Times: John Newman
KLRA (Little Rock): Carroll McGaughey
North Little Rock Times: John Prusinski, Jr.

CALIFORNIA

Advocate News (Ft. Bragg): Nell Virginia Kleck-
ner
Appeal Democrat (Marysville): Bill Monohan
Bakersfield Californian: Murray Arnold
Bakersfield Californian: Walt Little
Brawley News: Ray Barnes
Chico Enterprise-Record: Bill Lee
Citizen News (Hollywood): Zuma Palmer
Coalinga Record: George Edwards
Daily News (Los Angeles): Paul Price
Evening Tribune (San Diego): Dave McIntyre
Fullerton News-Tribune: Ed Elfstrom
Hanford Sentinel & Journal: Julius Jacobs
Imperial Valley Weekly (El Centro): George
Brown
Long Beach Press-Telegram: King Charles
Los Angeles Examiner: Jack Laif, Jr.
Los Angeles Herald-Express: Owen Callin
L. A. Times (Los Angeles): Walter Ames
Mirror (Los Angeles): Hal Humphrey
Morning Union (San Diego): Don Freeman
Oakland Tribune: James Abbe
Oroville Mercury-Register: Charles Randolph
Press Democrat (Santa Rosa): Chuck Carson
Redwood Journal-Press Dispatch (Ukiah): John
Oliveira
Register (Napa): Sam Shippey
San Francisco Chronicle: Terrance O'Flaherty
San Francisco Examiner: Dwight Newton
San Francisco News: Dorothy Beck
San Jose Mercury: Frank Freeman
San Jose Mercury & News: Roberta Fruits
San Mateo Times: Bob Foster
Santa Ana Independent: Hank Givens
Santa Ana Register: Pete Cooley
Santa Barbara News Press: Patricia Dayton
Sentinel News (Santa Cruz): Gordon Sinclair
Shopping News (San Francisco): Tom Foster

Telegram-Tribune (San Luis Obispo): Elliott
Curry
Telegram-Tribune (San Luis Obispo): John
Nettlehip
Telegram-Tribune (San Luis Obispo): Robert W.
Goodell
Times-Herald (Vallejo): Wynan Riley
Valley Times: (North Hollywood): Allan Rich

COLORADO

Arkansas Valley Journal (La Junta): Bob Thomp-
son
Cervi's Journal (Denver): Gene Cervi
Chieftain (Pueblo): Howard Miller
Coloradoan (Ft. Collins): Dave Watrous
Denver Monitor: Carson Harris
Denver Post: Ken White
Lamar Daily News: Claire Behan
Lamar Daily News: Fred M. Betz, Jr.
Morgan County Herald (Fort Morgan): Helen
Cudworth
Morning Light (Trinidad): John O'Connor
Post (Denver): Ken White
Rocky Mountain News (Denver): Earl Wenner-
gren
Star-Journal (Pueblo): Ralph Taylor
TV & Radio Weekly-The Monitor (Denver): Car-
son Harris

CONNECTICUT

Danbury News-Times: Steve Collins
Danbury News-Times: Frank Stevens
Hartford Courant: M. Oakley Stafford
Hartford Courant: Robt. Stansfield
Hartford Times: L. A. Young
Naugatuck News: Joseph Donahue
Norwich Bulletin: James V. Pedace
Post-Telegram (Bridgeport): Fred Russell
Stamford Advocate: Bill Brown
Sunday Herald (Bridgeport): Leo Miller
Sunday Herald (Bridgeport): Chris Wall
Torrington Register: Walter Gisselbrecht
Waterbury American: E. Christy Erk

DELAWARE

Morning News (Wilmington): Florence E. Kask

DISTRICT OF COLUMBIA

Evening Star: Harry McArthur
Times Herald: Bernie Harrison
Washington Evening Star: Harry McArthur
Washington Post: Sonia Steiu
Washington Times-Herald: Bernie Harrison

FLORIDA

Belle Glade Herald: Mary Winne
Clearwater Sun: James Beardsley
DeLand Sun-News: Morgan Welch
Ft. Lauderdale Daily News: Orville Revelle
Florida Sun (Miami Beach): Diana Burkett
Florida Times Union (Jacksonville): Judge May
Gainesville Sun: Jim Camp
Jacksonville Journal: Miss Beavers
Jacksonville Journal: George Mason
Journal (Sarasota): Phil Harris
Miami Daily News: Louise Leyden
Miami Herald: Marion Aitchison
Miami Herald: Jack Bell
Miami Times: Garth Reeves
Morning Tribune (Tampa): Phil Barney
News (Lake Wales): Owen Brice
News Herald (Panama City): Toni Veverka
News-Journal (Pensacola): Marion Gaines

Ocean Beach Reporter (Jacksonville Beach): **Jan-
neen Kea**
Orlando Daily: **Edie Green**
Orlando Daily Newspapers, Inc.: **Hanley Pogue**
Orlando Post: **Bill Albright**
Pensacola News-Journal: **Don Hogan**
Riviera Times (Coral Gables): **Al Harum**
Sarasota Breeze: **Bill Coe**
Sentinel (Orlando): **Edee Greene**
St. Petersburg Independent: **Howard Hartley**
St. Pete Independent (St. Petersburg): **Wynn
Upchurch**
Tampa Daily Times: **E. B. Wilson**
Tampa Tribune: **Phil Barney**
Times (Tampa): **Patsy Adams**
Times (Tampa): **Hampton Dpunn**
Times (St. Petersburg): **Jack Faulkner**

GEORGIA

Albany Herald: **James H. Gray**
Albany Herald: **James Robinson**
Atlanta Constitution: **Paul Jones**
Atlanta Daily World: **Marion E. Jackson**
Atlanta Journal: **Ray Shockley**
Augusta Chronicle: **Louis Harris**
Augusta Herald: **John Barnes**
Augusta Herald: **Henry Wright**
Bartow Herald (Cartersville): **Kenneth Hogg**
Chronicle (Augusta): **Mary Carter Winters**
Columbus Ledger-Inquirer: **Robert Brown**
Enquirer (Columbus): **W. C. Tucker**
Evening Press (Savannah): **John Sutlive**
Herald (Augusta): **Nancy Swan**
Hogansville Herald: **Don Downs**
LaGrange News: **Jim Wood**
Marietta Daily Journal: **Bill Kinney**
McDuffie Progress (Thomson): **Frank Hash**
Morning News (Savannah): **Frank Rossiter**
News & Citizen (Dalton): **Mark Pace**
North Georgia Herald (Toccoa): **George Hitt**
Record (Toccoa): **Robert Graves**
Rome News Tribune: **Edward I. Bernd**
Times (Thomaston): **Shed Carswell**
Valley Daily Times News (West Point): **John
McCune**
Waycross Journal-Herald: **Dorothy Smith**

IDAHO

Daily Idahoian (Moscow): **Louis Boaz**
Evening News (Kellogg): **Wendell Brainard**
Herald Bulletin (Burley): **Frank Burke**
Idaho State Journal (Pocatello): **Clayton Darrah**
News-Tribune (Calwswell): **Don Pederson**
Statesman (Boise): **Bill Wheeler**
Wallace Press Times: **Kollie Bruning**

ILLINOIS

Argus (Rock Island): **Charles Sanders**
Aurora Beacon News: **John Corkey**
Commercial News (Danville): **Carole Murray**
Courier News (Elgin): **C. Raymond Long**
Daily Mail (Olney): **Vincent Van Cleve**
Daily News (Robinson): **Kent Lewis**
Daily News (Chicago): **Jack Mabley**
Daily Register (Harrisburg): **Lucille Bare**
Daily Register (Harrisburg): **John Curtis Small**
Dispatch (Moline): **Muriel Stevens**
Gillespie News: **Elizabeth McCormick**
Herald-American (Chicago): **Janet Kern**
Journal (Peoria): **Milo M. Shepherdson**
Journal (Springfield): **Larry Shroyer**
Journal-Public (Clinton): **Ralph Karr**
Life Publications (Cicero): **Oro Lifka**
Montgomery News (Hillsboro): **Bob Bliss**
Morning Star (Rockford): **Betty L. Thro**
Star (Peoria): **Theo Jean Ahrends**
Star (Rockford): **John Sholer**
State Journal (Springfield): **Winterrose**
State Register (Springfield): **Cooper**
Sun-Times (Chicago): **Bill Irwin**
Times (Pekin): **Marie Lewis**
Tribune (Chicago): **Larry Wolters**

INDIANA

Courier (Evansville): **Jim Palmer**
Journal-Courier (Lafayette): **Bonnie Rising**

Journal-Gazette (Fort Wayne): **Jean Mack**
News (Indianapolis): **Georgia Giannokis**
News-Examiner (Connersville): **A. E. Neal**
News-Sentinel (Fort Wayne): **Wallace Waterfall**
Press (Evansville): **Sandy Stimson**
Press (Evansville): **Marjorie Waller**
Press (Muncie): **Leon Parkinson**
Star (Indianapolis): **Polly Cochran**
Star (Muncie): **Jack Paris**
Star (Indianapolis): **Barbara Wolf**
Times (Frankfort): **Russ Leonard**
Times (Indianapolis): **Kathleen Cvengros**
Tribune (New Albany): **Wally Criswell**
Tribune (Kokomo): **Dow Richardson**
WGBF (Evansville): **John Polly**

IOWA

Daily Freeman-Journal (Webster City): **C. V.
Warren**
Ellis County Farmer (Hays): **John Hogue**
Morning Democrat (Davenport): **Ina Wickham**
Register and Tribune (Des Moines): **Paul Cotton**
Times (Davenport): **Jenne Strezlicki**

KANSAS

Coffeyville Journal: **Gene Sullivan**
Hays Daily News: **Bob McFarlin**
Lawrence Outlook: **Ed Abels**
State Journal (Topeka): **Tom L. Kiene**

KENTUCKY

Advocate Messenger (Danville): **Ida C. Tipton**
Courier-Journal (Louisville): **Bill Ladd**
Gleaner & Journal (Henderson): **Hugh Edward
Sandefur**
Hardin County Enterprise (Elizabethtown): **Geo.
Wright**
Hardin County News (Elizabethtown): **Seymour
Goodman**
Hazard Herald: **Fred B. Bullard**
Herald-Advertiser (Ashland): **Ernie Salvatore**
Independent (Ashland): **John McGill**
Licking Valley Courier (West Liberty): **Bernard
Whitt**
Messenger (Mayfield): **Jess Anderson**
Park City Daily News (Bowling Green): **J. Ray
Gaines**
State Farm Journal (Frankfurt): **James Rhody**
Sun-Democrat (Paducah): **Bill Powell**
Times (Jackson): **Harold Holiday**
Times (Louisville): **Shirley Uhl**
Turret (Fort Knox): **Leonard Bean**
Wolfe County News (Campton): **Mrs. Roy Cecil**

LOUISIANA

Daily Iberian (New Iberia): **Jim Wynn**
Daily Leader (Ruston): **Esthman Newman**
Illustrated Press (New Orleans): **Aaron Edge-
comb**
Item (New Orleans): **Ted Liuzza**
Morning Advocate (Baton Rouge): **Jersey Smith**
Pittsburgh Courier (New Orleans): **Butch Curry**
States (New Orleans): **Bob Sublette**
Times Picayune (New Orleans): **Ed Brooks**
Town Talk (Alexandria): **Jim West**

MAINE

Evening Express (Portland): **F. Erwin Cousins**
Le Messenger (Lewiston): **Guy P. Ladouceur**
Pioneer-Times (Houlton): **Bernard Esters**
Press Herald (Portland): **Ernest W. Chard**
Sun, Evening Journal (Lewiston): **Rose Nickerson**
Sunday Telegram (Portland): **Richard Woodbury**

MARYLAND

Baltimore Evening Sun: **Hope Pantell**
Baltimore Evening Sun: **Robert Snyder**
Baltimore News-Post: **Jennie Bird**
Baltimore Sunday Sun: **Louise Mackall**
Cumberland, Evening News: **Martin Dillon**
Cumberland News: **Gus Brust**
Daily Banner (Cambridge): **Maurice Rlmpo**
Daily Mail (Hagerstown): **Garvin Hager**
Democrat and News (Cambridge): **Earle W. Orem**
Globe Independent (Hagerstown): **H. S. Douglas**

Havre de Grace Record: Edwin Dwyer
 Montgomery County Record (Silver Springs):
Doug Bailey
 Morning Herald (Hagerstown): Joe Harp
 Salisbury Times: Oscar L. Morris

MASSACHUSETTS

American (Boston): Anthony LaCamera
 Record American (Boston): Peter Stilla
 Background to the News, WBZ (Boston): Geoffrey
Harwood
 Berkshire Eagle (Pittsfield): Milton Bass
 Berkshire Evening Eagle, WBRK (Pittsfield): Mil-
 ton Bass
 Boston American: Joseph Albino
 Boston American: George Clark
 Boston Globe, WMEX: Elizabeth Sullivan
 Boston Post: Howard Fitzpatrick
 Boston Record: Alan Frazier
 Cape Cod Standard Times (Hyannis): Newell

Avery
 Cape Cod Standard-Times (Hyannis): John
Rogers
 Catholic Free Press (Worcester): David Sherin
 Christian Science Monitor (Boston): Al Hughes
 Community News, WJKO (Springfield, Hampden):
Ed Tribula

Enterprise Times (Brockton): Malcom Dalton
 Fall River Herald News: Bill Dube
 Globe (Boston): Elizabeth Sullivan
 Gloucester Times: Bill Cafasso
 Herald Traveler (Boston): Wm. Buchanan
 Jewish Leader (Worcester): Alfred Isenberg
 Labor News (Worcester): Alfred A. Salts
 New Bedford Standard Times: Bob LaPointe
 Post (Boston): Howard Fitzpatrick
 Salem News: Randall E. Jackson
 Springfield Union and Daily News: Harvey Grey
 Sunday Telegram (Worcester): Don Williams
 Telegram (Worcester): Don Williams
 Worcester Telegram: Fred Rushton
 Worcester Telegram and Gazette: James A.
Gourgouras

MICHIGAN

Lansing, Mich: Janet Allen
 Bay City Times: Katherine Schwall
 Chronicle (Muskegon): Louella Schaefer
 Detroit Free Press: Dick Osgood
 Detroit News: Herschell Hart
 Detroit Times: Eleanor Proeser
 Evening News (Sault Ste. Marie): Eugene Sun-
 strom
 Flint Journal: Dorothy Atheson
 Flint Labor News: Mike Burke
 Free Press (Detroit): Frank Angelo
 Grand Rapids Herald: Mary Jane Mikol
 Grand Rapids Press: Florence Maciulewski
 Holland Evening Sentinel: Richard Milleman
 Holland Evening Sentinel, WHTC: Bruce VanVorst
 Lansing State Journal: Thelma Harnett
 Mining Journal (Marquette): Robert Biolo
 Muskegon Chronicle: E. D. McNamee
 News (Detroit): Herschell Hart
 Saginaw News: Thelma McLaughlin
 Times (Detroit): Andy Wilson

MINNESOTA

Brainerd Daily Dispatch: Bea Ross
 Chisholm Free Press: Veda Ponikvar
 Daily Times (St. Cloud): Frank Ferrington
 Eveleth News Clarion: Joe Orehek
 Kossuth County Advance (Algona): Duane E.
Dewel
 Mesabi Daily News (Virginia): Everett Blongren
 Mesabi Daily News (Virginia): Armondo De-
Koannes
 Minneapolis Tribune: Will Jones
 Republican-Herald (Winona): Bill Cole
 Rochester Post and Bulletin: Ed Branley

MISSISSIPPI

Biloxi Bulletin: Clark Shaunessy
 Commercial Dispatch (Columbus): Drew Shankle
 Daily Herald (Biloxi): Cosman Eisendrath

Independent (Booneville): E. O. Roden
 Press Register (Clarksdale): Bob Jennings
 Sunday Mirror (Columbia): Marion Bullock
 Vicksburg Evening Post: Burrell Conway

MISSOURI

Central Missouri Shopper (Rolla): Bill Breuer
 Clinton Eye (Clinton): James A. Southern
 Daily Tribune (Columbia): J. P. Hamel
 Dunklin Democrat (Kennett): Milton Redd
 Globe Democrat, KXOK (St. Louis): Bob Goddard
 Globe Democrat (St. Louis): Pete Rahn
 Kansas City Star: Bob Hoyland
 KRES (St. Joseph): Ben Hubbard
 KWK (St. Louis): James Spencer
 Missourian (Columbia): Eugene Sharp
 Post Dispatch (St. Louis): James Spencer
 Post Dispatch (St. Louis): Larry Wright
 Rolla Herald: Lawrence E. May
 Springfield Daily News: Dale Freeman
 Springfield Newspapers, Inc.: Eddie Bass
 St. Joseph Gazette: Dean Wilde
 St. Joseph News Press: Arthur Burrows
 St. Louis Globe Democrat: Robert Burns
 St. Louis Globe Democrat: Richard Krohr

MONTANA

Miles City Daily Star, KRJF: Robt. Scanlan

NEBRASKA

Clipper (Lexington): Lloyd Kain
 Daily News (Norfolk): Nels Barth
 Daily Sun (Beatrice): Bob Marvin
 Lincoln Journal & Star: Don Wright
 World-Herald (Omaha): John Koffend

NEVADA

Daily Free Press (Elko): Chris Sheern
 Sun (Las Vegas): Bill Willard

NEW JERSEY

Bulletin (Bridgeton): Shike Levine
 Courier-Post (Camden): Frank Ryan
 Evening News (Bridgeton): Ralph Brandt
 Evening News (Bridgeton): Meade Landis
 Herald-News (Passaic): Allen W. Smith
 News (Newark): Roland Lindbloom
 News (Newark): Bob Taylor
 Times (Trenton): Herbert Clark
 Trentonian (Trenton): Wm. J. Blitman

NEW MEXICO

Daily Record (Roswell): D. Wright
 Journal (Albuquerque): H. P. Pickrell
 News (Alamogordo): Murray Morgan
 Tribune (Albuquerque): Dan Burrows

NEW YORK

Associated Press (New York): Charles Butterfield
 Associated Press (New York): Wayne Oliver
 Brooklyn Eagle: Bob Lanigan
 Catholic Courier Journal (Rochester): Fawn
Scheffel
 Courier Express (Buffalo): Don Schlearth
 Daily News (New York): Ben Gross
 Evening News (Buffalo): Ray Finch
 Evening Tribune (Hornell): Kelly Simon
 Gazette (Schenectady): Art Hoefs
 Herald (Syracuse): Dick Long
 Herald Tribune (New York): Gordon Allison
 International News Service (New York): John
Cooper
 Jamestown Sun: Edward Byrne
 Journal American (New York): Jack O'Brian
 Knickerbocker News (Albany): O'Brien
 Long Islander (Huntington): Clarence MacLachlan
 Newsday (Garden City): Betty McKenna
 New Yorker (Poughkeepsie): Charles Murray
 New York Daily Mirror: Nick Kenny
 New York Herald-Tribune: John Crosby
 New York Post: Al Cusick
 N. Y. Times (New York): Jack Gould
 N. Y. Times (New York): Val Adams

New York World-Telegram & Sun: Harriet Van Horne

Post Journal (Jamestown): John A. Hall
 Post Standard (Syracuse): Peg Simpson
 Press (Binghamton): Tom Cawley
 Sun (Rochester): Richard Hildreth
 Times Herald (Olean): Mike Abdo
 Times Herald (Olean): Ned Conner
 Times Herald (Olean): Chas. Fish
 Times Union (Albany): John Archer
 Times Union (Rochester): Jack Hadley
 Times Union (Rochester): Al Siegel
 Times Union (Rochester): Al Sigl
 Times Union (Rochester): Don Yergler
 United Press (New York): Jack Gaver

NORTH CAROLINA

Catawba News-Enterprise, WNNC (Newton): Chas. Preslar, Jr.
 Charlotte Observer: Bill Lampkin
 Daily Free Press (Kinston): Jack Strother
 Dispatch (Dunn): John G. Thomas
 Free Press (Kinston): Van Hecke
 News and Observer (Raleigh) Jane Hall
 Lenoir County News (Kinston): Jack Rider
 Post (Salisbury): Teenus Cheney
 Review (Reidsville): Katye P. Oliver
 Shelby Daily Star: William L. Green

NORTH DAKOTA

Bismarck Tribune (Mandan): John Hjellev
 Daily News (Minot): Ray Dobson
 Daily Pioneer (Mandan): Chas. Pierce
 KLDK (Devils Lake): Russell Dushinsky
 KOVC (Valley City): Bob Ingstad
 Press (Dickinson): Ad Nordmarken
 Sun (Jamestown): Byron Hansen
 Times-Record (Valley City): Stan McCann
 World (Devils Lake): Gordon Stefanowicz

OHIO

Advocate (Newark): Irene Cosgrove
 Beacon Journal (Akron): Art Cullison
 Blade (Toledo): R. Oviatt
 Blade (Toledo): Ralph Phelps
 Blade (Toledo): Mitch Woodbury
 Citizen (Columbus): Gene Horny
 Citizen (Columbus): Jo B. Reed
 Cleveland News: Maurice Van Metre
 Cleveland Plain Dealer: George Condon
 Cleveland Press: Stan Anderson
 Columbus Dispatch: Dean Meyers
 Daily News (Dayton): Joan Lewis
 Daily Reporter (Dayton): Harry Yockey
 Daily Times (Niles): Bessie Biddle
 Dayton Daily News: Bill Barton
 Dayton Daily News: Dale Stevens
 Enquirer (Cincinnati): McGee Adams
 Enquirer (Cincinnati): Geo. Devane
 Enquirer (Cincinnati): James Devane
 Enquirer (Cincinnati): Don Urban
 Free Press (Geneva): Leonard Dute
 Independent (Massillon): Herbert Nolte
 Journal (Middletown): Warren Wolfe
 Journal-Herald (Dayton): Max Miletick
 Marietta Times: Andy Elliott
 News (Lima): Rosemary Minardi
 News Herald (Conneaut): Jim Mohr
 News and Sun (Springfield): Alis Anthony
 Ohio State Journal (Columbus): Ken Baker
 Post (Cincinnati): Mary Wood
 Repository (Canton): Rose Mokodee
 Republican Courier (Findlay): Ed Heminger
 Star (Columbus): Pauline Smith
 Star Beacon (Ashtabula): Ross Smith
 Sunday Times-Signal (Zanesville): Robt. D. Maley
 Telegraph (Plainesville): Harold Johnson
 Times (Toledo): Ruth Elgutter
 Times (Portsmouth): John Green
 Times (Toledo): Paul Kyer
 Times-Leader (Martins Ferry): Robt. Fordyce
 Timestar (Dayton): Mike Hennessy
 Times-Star (Cincinnati): Charlton Wallace
 Tribune (Coshocton): Grier Coleman
 Tribune Chronicle (Warren): John Forrest

Indicator (Youngstown): Virginia Hurray
 WERE (Cleveland): Wayne Johnson

OKLAHOMA

Constitution (Lawton): Ted Ralston
 County News (Muskogee): Pattie Martin
 Daily Oklahoman & Times (Oklahoma City): Paul Hood
 Daily Times (Okmulgee): Joe Mansfield
 Daily Times, KOLS (Pryor): W. W. Morford
 Jeffersonian, KOLS (Pryor): James Turnbaugh
 Leader (Frederick): Bob Cull
 News (Ponca City): Gareth Muchmore
 Press (Frederick): R. H. Wessel
 Tribune (Tulsa): John Booker
 Tribune (Tulsa): Marion Cracraft
 World (Tulsa): Russell Gideon

OREGON

Budget (Astoria): Fred Andrus
 Chronicle (The Dalles): Chas Weeks
 Coss Bay Times: Harrison Hornish
 Daily Emerald (Eugene): Dan Collins
 Express (Lebanon): Ken McCoy
 Gazette, Times (Corvallis): Bob Ingalls
 Mail Tribune (Medford): Eric Allen
 Mail Tribune (Medford): E. C. Ferguson
 News (North Bend): Fred Haas
 Optimist (The Dalles): George Lindsay
 Oregonian (Portland): Francis Murphy
 Oregon Journal (Portland): Bill Moyes
 Register-Guard (Eugene): Jack Craig
 Register-Guard (Eugene): Tom Jaques
 Sentinel (Coquille): Ralph Stuller
 Times (Coos Bay): Eugene Briggs

PENNSYLVANIA

Bulletin (Philadelphia): Elmer Cull
 Call-Chronicle (Allentown): Art Gerhard
 Citizen (Ambridge): Vaughn Arnald
 Courier-Express, WCED (DuBois): Frank Gillung
 Cross Keys Reporter (Doylestown): Paul Brown
 Daily News (Carbondale): Tom Heth
 Daily News (Philadelphia): John Moore
 Daily News (Philadelphia): Mitchell Schwartz
 Daily News Digest (Allentown): Ronn Bergen
 Dispatch (Erie): Dick Haratine
 Eagle (Butler): W. M. Faust
 Era (Bradford): J. M. Cleary
 Evening Bulletin (Philadelphia): Harry Harris
 Evening Bulletin (Philadelphia): Frank Brookhauser
 Farm & Home (Quakertown): Gerald Fosbenner
 Inquirer (Philadelphia): Gene Kuniak
 Inquirer (Philadelphia): Merrill Panitt
 Intelligencer (Doylestown): Warren Brown
 Journal (Pottsville): Frank Minton
 Ledger (Elwood City): Bill Kegal
 Messenger, WHOD (Homestead): Mrs. M. Franks
 Mirror (Altoona): J. Edward Benney
 Mt. Carmel Item: William Stanton
 Morning News (Danville): G. Reed
 Observer (Johnstown): Bea Burns
 Philadelphia Inquirer: James R. George
 Pittsburgh Press: Si Steinhauer
 Pittsburgh Sun-Telegraph: Karl Krug
 Post Gazette (Pittsburgh): Harold V. Cohen
 Reading Eagle Times: Jerry Kobin
 Review (Carbondale): James F. Beamish
 Scranton Times: Joseph Gilroy
 Sentinel Co. (Lewistown): Steve O'Neil
 Sentinel Co. (Lewistown): Dick Ruble
 Shamokin News Dispatch: William Dyer
 Sun-Telegraph (Pittsburgh): Wilbur Clark
 Sun-Telegraph (Pittsburgh): Casper Monahan
 Times (Scranton): Bob Davis
 Times (Beaver): Hal Allen
 Times (Erie): Mike Mahoney
 Times-Mirror (Warren): Ed Lowrey
 Tribune (Altoona): Robert W. Keys
 Tribune (Scranton): Bill Carey
 Tribune (Scranton): Patrick McGlynn

RHODE ISLAND

Providence Journal Bulletin: William Keogh

SOUTH CAROLINA

Columbia Record: Toni Child
 News and Herald (Winnsboro): Mac Ketchin
 State, The (Columbia): John A. Montgomery

SOUTH DAKOTA

Sioux Falls Daily Argus Leader: Herb Bechtold
 Yankton Press: Byron Taft

TENNESSEE

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 Commercial Appeal (Memphis): Mike McGee
 Journal (Knoxville) Steve Humphrey
 Knoxville Journal: Juanita Glenn
 Knoxville News Sentinel: Hugh Allen
 Maryville Enterprise: Catherine Hedge
 Nashville Banner: Eddie Jones
 Nashville Tennessean: Jane Carter
 Press Chronicle (Johnson City): Mildred Dalton
 Press Chronicle (Johnson City): Ruth Holder
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 Sun (Morristown) Murrell Wessner

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 American (Odessa): Rita Darden
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 Daily Index (Mineral Wells): Bill Cameron
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 Herald Courier (Bristol): Tutts Bradford
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 News-Leader, WLEE (Richmond): John Stratton
 News Leader (Richmond): Arthur Williams
 Progress-Index (Petersburg): John Shevlin
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 Southwest Va. Enterprise (Wytheville): James A. Williams
 Star (Portsmouth): Bob Barber

Times (Roanoke): Wm. Atkinson
 Times Dispatch (Richmond): Norman Rowe
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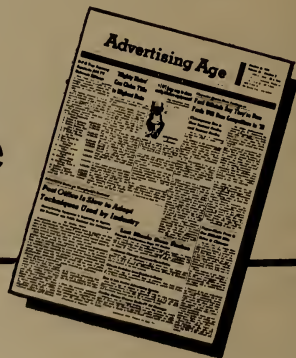
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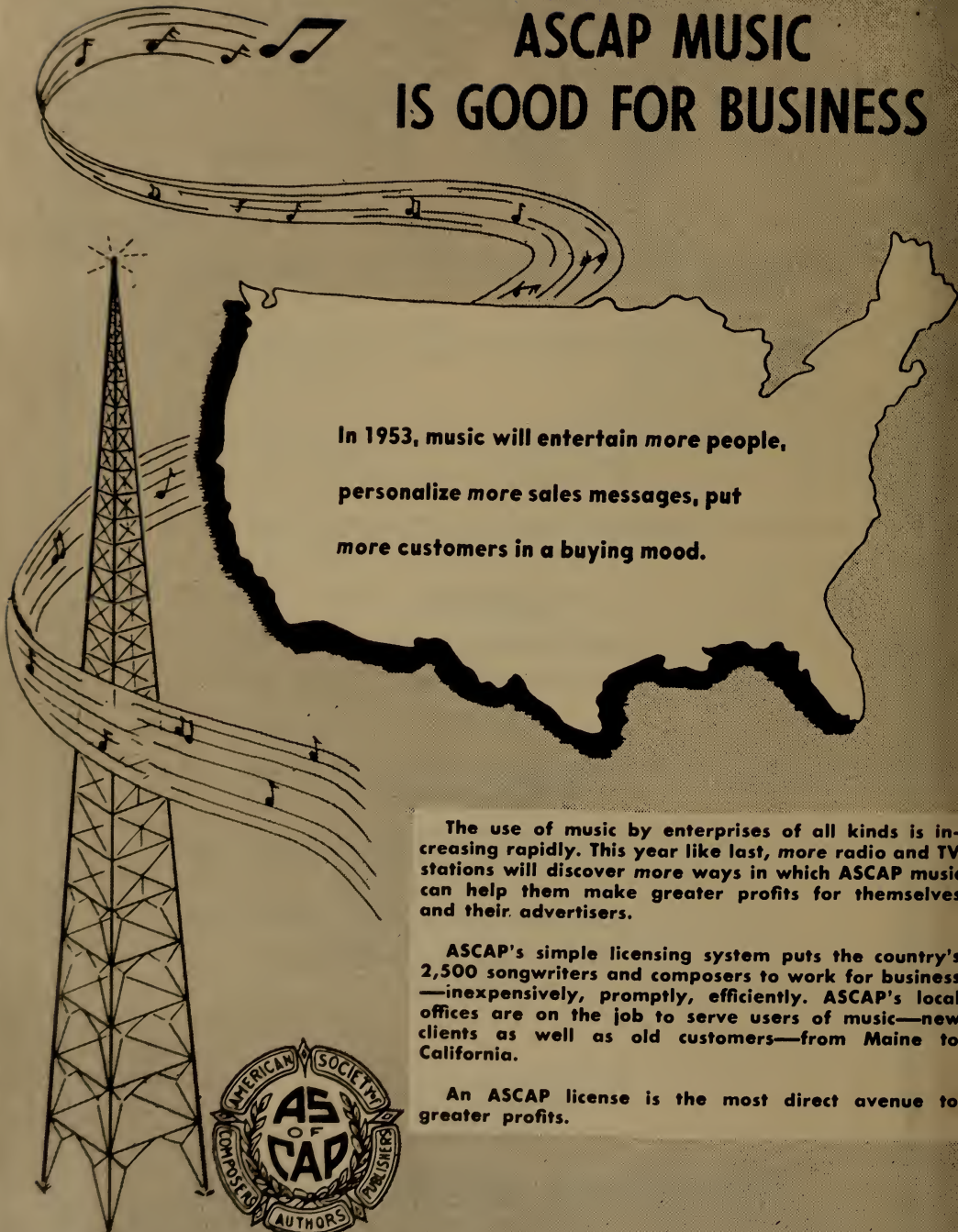
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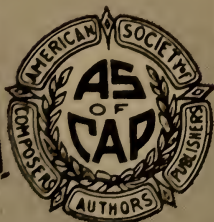


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The use of music by enterprises of all kinds is increasing rapidly. This year like last, more radio and TV stations will discover more ways in which ASCAP music can help them make greater profits for themselves and their advertisers.

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An ASCAP license is the most direct avenue to greater profits.



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Music Value is Limitless

Wide Appeal Makes It Top Programming Item

By JOE CSIDA, Vice President and General Manager,
Santly Joy, Oxford, Hawthorne and Trinity Music Firms

WHEN I resigned as editor-in-chief of *The Billboard*, a number of my good friends in radio and television were nice enough to write and express the hope that my new affiliation would enable me to continue some activity in the broadcasting-televasting industries. I told them I felt certain it would. I hope I will be forgiven the personal approach in this piece, but in truth I can think of no better way to get across my point, which I hope will be of some interest and value to broadcasters, advertisers and agency men.

For one of the most important factors which motivated me in my decision to leave *The Billboard* and go into the music publishing business was my firm belief that in the years to come music publishing would reach an era of prosperity and stability that would dwarf the very brightest days of its past. And the key to that great, new golden door, in my opinion, lies in three elements: Phonograph records, radio and television.

It has often been said, and in many instances, statistically proved, that the two types of radio programming, which most effectively meet television competition are News and Music.

There is literally no limit to the number of music shows a station may present in any given day; and there is almost an equal lack of limitation on the endless varieties of format it is possible to develop in the presentation of music programs.

Ingenious program managers and disk jockeys the length and breadth of the land have amply proved the latter point, and yet the surface has not even been scratched. Because of its fundamental and broad appeal, and because it meets the increasing demand in sound broadcasting for the most effective yet inexpensive kind of programming, I think the day will come when the networks will be doing as much record programming as many independent stations have been doing for years.

For certainly, today, the best ideas in music are being produced (and made available to broadcasters) on records. No program director or musical director on any one station or network could pos-



sibly produce the kind of a first rate musical program, which may be put together from the records turned out every week by Columbia's Mitch Miller, RCA Victor's Dave Kapp, Capitol's Alan Livingston, Decca's Jimmy Hilliard and their artist and repertoire staff men. And what these a & r executives of the four major companies occasionally fail to supply is often turned out by their counterparts on any of the smaller labels. And this applies not only to popular music, but to country and western, rhythm and blues, children's music, and indeed to semi-classical and classical music of all kinds.

The reasons for this are obvious. The best writers of all these types of music, and the publishers of same bring daily to the record companies the finest of their works. The record men have at their command the country's outstanding musicians and vocalists. Not all eight of the networks, radio and television, could afford to have under contract all these fine artists. Yet their performances—nay, their very best performances—are available to broadcasters for programming purposes at no cost whatsoever in many cases, and very little cost in others.

What is needed, however, and what accounts for the big difference between just another record show, and a musical program of distinction and high rating potential, is AN IDEA, a dozen ideas, a hundred ideas.

And since I began this essay on a personal note, it may not be amiss if I end it in like manner. I have had long and numerous talks with my new partners, George Joy and his son, Eddie, on the theory and practice of music publishing. And we are in agreement on this: A music publisher's job is to find the best songs available, to encourage established writers and develop new ones; A music publisher's job is to bring these songs to the attention of record men, not just as songs, but with ideas; and a music publisher's job is to help channels through which music is heard (radio and television, notably, of course), find ideas for the most effective presentation of music on the air.

We are, we think, loaded with such ideas, and we hope to be talking to many radio and television men about them.

A. S. C. A. P.

By OTTO A. HARBACH
President



A BLANKET AGREEMENT with The American Society of Composers, Authors and Publishers gives a client the right to use any or all of the hundreds of thousands of songs and other musical works whose public performing rights are registered with the Society. This includes most of the world's important compositions of the past fifty-seven years, plus the present and future works of America's and Europe's best authors and composers.

Therefore, ASCAP becomes a vast clearing house through which creators can do business with users. It relieves both creator and user of all contractual and legal details and all bookkeeping relating to collections and distributions. To make its vast repertory easily available to licensees, ASCAP spends more than two million dollars yearly. Thus the great costs of music clearance that otherwise would accrue to the user are borne by ASCAP, whose members similarly are relieved of the otherwise onerous—in fact, impossible—task of supervising their musical properties.

Like Radio, ASCAP is truly cosmopolitan. Members of the Society hail from every state. Foreign-born Americans from more than forty countries are included in its membership. All speak the international language of music.

ASCAP's activity in music copyright has benefited all creative talent, going far beyond its own membership. Through the years it has built up a great body of legal precedent establishing the integrity of the music performing right. At the same time, ASCAP has become a leader in many movements having for their aim the promotion and development of American musical culture.

I am happy to extend to the vast radio industry and its young partner of the air waves, the amazing television industry, the greetings of ASCAP.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan. 1, 1953, are:

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BROADCAST MUSIC, INC.

By CARL HAVERLIN

President



ONCE again BMI can report an excellent season in the popular music field, licensing more than 50 per cent of the songs heard on "Your Hit Parade" and in excess of 80 per cent of the most popular (juke box) recorded tunes in all classifications. The latter includes Pop, Western, Folk and Rhythm and Blues categories, and, in coin machine operators' polls, BMI licensed songs took all top honors.

During the past season, BMI sponsored ten concerts by the famed Berkshire Quartet at Music Mountain, Fall Village, Connecticut. This "Festival of Contemporary Chamber Music" drew many music lovers and students from far and wide. In New York, BMI sponsored a series of Contemporary Music Concerts at the Museum of Modern Art, conducted by Leopold Stokowski. These concerts were tape recorded and made available for re-broadcast by WNYC and other educational stations throughout the country.

In line with these concerts, BMI continues its campaign for more concert music on the air and over 1,200 stations have given this full cooperation and increased the broadcast of such music by many hours weekly. The Young Composers Radio Awards, administered under the aegis of BMI, musicologists, editors and composers, made its 1952 awards in December and the 1953 contest is now in progress.

Teen-Age Book Parade, a weekly series of reviews mostly of contemporary books by leading writers and newspaper book reviewers is broadcast by more than 1,000 stations. As with other BMI services, no charge is made for these reviews.

In 1952 BMI held 42 Program Clinics in the United States, Canada and one in Puerto Rico, all within a two-week period. This year in association with Broadcast Advertising Bureau there will be 42 Program and Sales Clinics, one day for each, thus saving the broadcaster time and money in not having to arrange two separate trips for himself and staff.

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 Dumac Music Corporation
 Dunhill Music Corp.
 Dunray Music Company
 Duo Music Publishing Corp.
- Eagle Music Publishing Corporation
 East Coast Music Publications
 Eastern Music Publishers
 Eberle-Maxted Music Co.
 Eccma Music Company
 Editions Musicales Victoria Musical Editions
 Editora Dominicana De Musica, C. Por A.
 Edizioni Kramer (Milano)
 Edizioni Mascheroni (Milano)
 Edizioni Musicali Di Lazzaro
 Edizioni Musicali Italiane
 Edizioni Suvini Zerboni
 Edlee Music Corp.
 Edward Music Service
 Edwards, Norman, Music Pub.
 Elkane Music Company
 Elliott, Lewis
 Elmore, C. M. Publisher
 Elsmo Bros. Publishers
 Elwood Publishing Co.
 Embassy Music Corp.
 Emco Music Company
 Emerald Music Company
 Emerson Music Publications, Inc.
 Encore Music Publications, Inc.
 Enos, Clyde
 Esquire Music Co.
 Essay Music Company
 Excelsior Music Publishing Co.
 Executive Music Corporation
- Fairfax Music Company
 Fairway Music Corp.

Fargo Music Inc.
 Fi-Del Music Publishing Co.
 Fine Songs
 Florida Music Company
 Flye-Bye-Knight Pub. Co.
 Folk Songs
 Folkways Music Publishers Inc.
 Ford Music, Inc.
 Foremost Melodies Inc.
 Four-Star Music Company
 Fowler, Wallace Publications
 France Music Company
 Francis & Wilmore Music Pub.
 Franco-American Publications
 Freed & Hall Music Publishers
 Frederick Music Publ. Co.
 Freeman, Albert Edward
 Freeman Music Co.
 Fremart Music Company
 Frey, Fran and Company
 Friedly, Lowell G. & Company

G. M. S. Music Publishing Co.
 Gainsborough Music, Inc.
 Gala Music Publishing Corp.
 Gale & Gale, Inc.
 Carlock, Scherer
 Gilbert Music Publishers
 Glamor Music Co.
 Goday Music Inc.
 Golden Gate Quartet Music Co.
 Golden Tune Publishers
 Golden West Melodies, Inc.
 Golden West Music Publications
 Goode Music, Inc.
 Gordon Music Company
 Green Music Publications
 Guinand, Clinton

H. M. Banner Publications
 Halama, Frank J., Publications
 Halliburton Music
 Helmac Company
 Hamilmeyer Music Publishing
 Company
 Hanna & Co. Music Composi-
 tions
 Happy Songs, Inc.
 Harcourt, Brace & Co., Inc.
 Harmony House
 Harmony Music Publishers
 Hartmann, Edward & Lynette
 Hartmann & Van Horn
 Harvard
 Harwall Music Publishers
 Haun, Dal E., Company
 Hawaii Conservatory Pub. Co.
 Hemispheric Publications
 Hill and Range Songs, Inc.
 Hill Music Publishing Company
 Hillbilly Music Publishing Co.
 Hilliard-Currie Music Publishers
 Hillside Music Publishers
 Hinds, Hayden & Eldredge, Inc.
 (B.M.I.)
 Hit Parade Publications

Hockenhull's Music Publications
 Hoffman, Carrie
 Holden, Alfred H.
 Holdsworth, Elmer
 Hollis Music, Inc.
 Hollywood House Music Pub-
 lishing Co.
 Hollywood Melody Publishing
 Co.
 Hollywood-Western Music Co.,
 Inc.
 Holmes Publications
 Hoosier Music Publications
 Hopkins, Earle C.
 House of Carols
 House of Fortune
 House of Irish Songs
 House of Melody
 Howard, Jack, Publications, Inc.
 Humphries, Bruce, Inc.
 Hynnes Music Company

Imco Music Publishing Co.
 Imperial Music Publishing Co.
 Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Ineman, James
 Inspired Music Company
 Inter-American Music Pub. Co.
 Intermountain Specialty Sales
 Company
 International Popular Music Co.
 Irma Music Company
 Irving Tanz Music Corp.

J.A.Y. Music Company
 Jack Glea
 Jackson Music Corporation
 Jarman Publications, Ltd.
 Jay-Dee Music Corporation
 Jay Method, Publisher
 Jean Music Company
 Jill Music Co.
 Jim Bulleit Music Corp.
 Jo-Ann Music Company
 John Mason's Pub. Co.
 Johnstone-Monteí, Inc.
 Johnstone Music, Inc.
 Jones, J. Grayson, Music Com-
 pany
 Judson Music Co.

Kammen, J. & J., Music Co.
 Kampas, William T.
 Kaolene Corp.
 Karen Publications
 Karr, Jerome J.
 Kaymusic Publishers
 Kayro Music Publishing Co.
 Keenote Music
 Kelly Music Publications
 Kelly-Stool
 Kelton-Romm Music Company

Kennedy Music Company
 Kenneth Publishing Company
 Kerr, Edward
 Keystone Music Co.
 Kingsbury Music, Inc.
 Kinkade's Songs
 Kit Music Company
 Knight Publishing Co.
 Knobloch, M. H.
 Knutson & Kilbourne Song Pub-
 lishers
 Kolbert, Marguerite (Produc-
 tions)
 Kord Music Company

L. A. Songs
 La Chapelle Music Publications
 La Rue Publishing Company
 Langley Music Co.
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Latin American Publishing Corp.
 Laura-Lea Music
 Laurel Music Publishers, Inc.
 Leal, Felipe Valdes
 Lee, Robert, Music Publishers,
 Inc.
 Lee Music
 Lennerts Music Publications
 Leora Music
 Lester, Betty
 Lester, J. L. Music Company
 Liberty Music Publishers
 Life Music, Inc.
 Life Records, Inc.
 Lincoln, F. S.
 Lind Music Company
 Linden Music Publishers
 Little Jazz Music Pub., Inc.
 Lois Music Publishing Co.
 Lomax, Carl, Music Publishing
 Company
 London Music Corp.
 Lone Star Music Co.
 Long, J. Baxter
 Lowden, C. Harold
 Lubin, Jimmy, Music Publishers
 Lucky Music Publishers
 Ludlow Music, Inc.
 Lutz Brothers Music Co., Inc.
 Lydian Music Publishers
 Lynch, Edward J.
 Lynn Music Corp.
 Lynne Music Company

- M. and F. Music Publisher, The
 M-E Melodies
 M. R. E. Music Co.
 Mac Angelo
 MacFarlane, Thomas M.
 Mack Music Company
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
 Magnet Music, Inc.
 Magnolia Music Corp.
 Main Music Publishing Company, The
 Main Street Songs, Inc.
 Majestic Music Company
 Major Melodies
 Major Minor Music
 Malamar Music, Inc.
 Mallory Music Publications
 Manhattan Melodies Music Pub.
 Mank's, Chaw, Blue Ribbon Music Co.
 Mann Music Co.
 Manning Music Company
 Marchant, J. C., Publications
 Marcy, Victor
 Mardi Gras Music Company
 Maresh Music Co.
 Marino Music Company
 Marion and Son Publishing Co.
 Mark-Lee Music Company
 Marks, E. B. Music Corp.
 Marsales, Frank
 Martens, W. F., Music Co.
 Marvel Music Pub. Co.
 Master Melodies Music Pub.
 Master Music Press, Inc.
 Master Music Publishers
 Masters Music
 Mayhams Music Company
 Maywood Music Co.
 McCall and Malin Publishing Company
 McClaran, Olive Hanson
 McClellan Music Company
 McClure Music Company
 McClure, Ruth D.
 McCune Music Company
 McDonald, J. K.
 McDonald Music Company, The
 McDowell, Frances Grider
 McGinty Music Publishing Company
 McClean, Gene, Music Co.
- McMahon, Frank
 Meadowbrook Music Publishing Co.
 Med-Rik Music Publishing Company
 Medallion Music Corp.
 Mellin Music, Inc.
 Mellow Music Publishing Co.
 Melo Music Co.
 Melo-Song Publishers
 Melodies of the Americas, Inc.
 Melody Hall Music Publishers
 Melody Lane, Inc. (Peer)
 Melody Moderne Incorporated
 Melody Trails
 Memphis Music Publishers, The
 Mercer Music
 Meridian Music Corp.
 Merit Music, Inc.
 Merit Music Publishing Co.
 Merrymount Music Press
 Merrywood Publishers
 Metro Music
 Metropolitan Music Company
 Metropolitan Music Publishers
 Michael Music Co., Inc.
 Micor Publishing Company
 Midland Music Company
 Midwestern Publishers
 Millbrook Music
 Millburn Music Publishers, Inc.
 Milliegene Music Publishing Company
 Miracle Music Company
 Mission Hills Publications
 Missud, Jean M. (B.M.I.)
 Modern Melo Melody Publications
 Modern Melodies Publishing Co.
 Modern Music Publishing Co.
 Mohawk Music Publishing Co.
 Monahan Music Publications
 Monarch Music Company
 Mongiello, Cosmo Andreotti
 Monmouth Publishing Company
 Mono-Music
 Monroe Music Company
 Monroe Publications
 Montauk Music
 Montclare Music Corp.
 Moon Ray Music Publishers
 Moonlight Music
 Morris Music Publications
- Morrison & Ewing
 Morrison Music Company
 Morrissey Music Company
 Morse, Dave, Studio Pub. Co.
 Morton Music Corp.
 Motley Music Publishing Co.
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain State Music Pub.
 Murob Music Publishers
 Music Art Publications
 Music Box Melodies
 Music City Copyrights
 Music Enterprises
 Music for Frets
 Music For Young America Co.
 Music Incorporated
 Music Manuscript Reporter
 Music Products, Inc.
 Music Row Publications
 Musin, Ovid (E. B. Marks)
 Muzik Masters Company
- National Association For Blind Composers, Inc.
 National Broadcasting Co., Inc.
 National Music Corp.
 Nationwide Songs, Inc.
 Nelson, Overson Publications
 Nettles Publishing Co.
 New England Song Publishing
 New Era Music Corporation
 New Harmony Music Publishers
 Newton, Al
 Niksch, Donald E.
 Nimisilla Music Company
 Nolan Music Co.
 Nolton, Frances Stuart
 Nordoll Music Co.
 Normandy Music, Inc.
 Normay Music Company
 Northeastern Music Company, The
 Northern Bell Music Pub. Co.
 Noteworthy Music, Inc.
 Nu-Tune Music Corporation
 Nu-View Publications
- Oahu Publishing Company
 Oliver-Jacobs Music
 Olympian Agencies
 Onyx Publishers
 Oree Music
 Original Music Publishing Co.

- Orpheum Music Corp.
 Out West Music Publisher, The
 Pace Music Co.
 Pacific Music Publications
 Palladium Music Publishing Co.
 Palomar Music Corp.
 Pan-American Publications
 Parade Music Company
 Paradise Music Company
 Paragon Publishers
 Paris, James B.
 Parliament Music, Inc.
 Pastor Music Co.
 Paterson, James A.
 Patmar Music Company, Inc.
 Patricia Music
 Paul Music
 Paul Reiner Music Pub. Co., Inc.
 Paxon, Margaret O.
 Pearl Music Company, Inc.
 Peer International Corporation
 Peerless Music Publishing Co.
 Pelkonen, Matt, Music Co.
 Pemora Music Company, Inc.
 Personal Publications
 Peskin Music Publishing Co.
 Phoenix Music Corp.
 Phono-Tunes Music Company
 Piccadilly Music Corp.
 Pitts, P. S., Publications
 Plamor Music Company
 Plumb, Neely Publishing Co.
 Pond, Frank, Music Company
 Porgie Music Corporation
 Prelude Music Co. (E. B. Marks)
 Premier Music Publishing
 Prestige Music
 Preview Music Co., Inc.
 Pre-View Publications
 Pritchett Publications
 Professional Music, Inc.
 Progressive Music Publishing Co., Inc.
 Pro Musica Publishing Co.
 Propoggio, R. N.
 Prosser Music Publishing Co.
 Proven Publications
 Pulse Music
 Putman Publications
 Quaker Music Company
 Quality Music Company, Inc.
 Quincy Music Publishers
- R. S. Rose Publishing Co.
 Radio & Video Music Publishing Company
 Radio Music Publishers
 Radio-Recording Songs, Inc.
 Radio Screen Music Pub. Co.
 Rainbow Melodies Music Co.
 Rainbow Music Publishers
 Rainier Music Publishers
 Raleigh Music Publishing Co.
 Rancho Music
 Randolph, Al, Publications
 Raymond Music Corp.
 Raymor-McCollister Music Publishers
 Rayven Music Co., Inc.
 Real Music Company
 Record Music Publishing Company
 Recordo Music Publishers
 Red River Songs
 Redskin Publishing Co.
 Redwood Music Co., Inc.
 Reeny Rhythms
 Regal Music Company, Ltd.
 Regent Music Corp.
 Remarque Music Publishing Co.
 Renown Music, Inc.
 Republic Music Corporation
 Revell, Thomas H.
 Rex Music Publishers
 Rhodes, David W.
 Rhythms Of The West
 Ricordi, G. & Co.
 Ridgeway Music
 Rinehart, Marion W., Music Enterprise
 Rinker, Charles, Music Pub.
 Rion, Johnny
 Riverdale Music Co.
 Riverdale Music, Inc.
 Rod Jon Music Company
 Rodenberg, Edward L.
 Romance Music Publications
 Romaunt Music Publications
 *Romany Music, Inc.
 Rork, Ernest A., & Son
 Rosemart Music Co.
 Rosetti, Joseph
 Roslyn Music Company
 Rossi, Edward
 Rossi, Edward and Louis
 Roth, Howard H., & Co., Inc.
- Roxy Music Corp.
 Royal Crown Music Company
 Royal Gorge Music Publishing
 Royal Music Corporation
 Royalty Music Company
 Rubens, Mark
 Ruby Music Co.
 Rudy Vallee Music Publications
 Rujanart Music Publications
 Rumbalero Music, Inc.
 Rush Music Co.
 Russell, Willard
 Russian-American Music Publishers, Inc.
 S. A. Melodi
 S. B. G. Music Publishers
 Salamanca Music Publishers
 Salvatori Music Company
 San Juan Music Publishing Co.
 Sanders, Zeb V.
 Sapphire Music Publisher
 Savoy Music Company
 Sawaya Publications, Inc., The
 Schael, August, Company
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Scholl Publishing Company
 Scripser's
 Seattle Music Publishing Co.
 Siedel, Emil, Music Pub'g Co.
 Sentinel Music Publications
 Shavers, Herman
 Shaw, Charlie, Publications
 Shealy Music Pub. Co., Inc.
 Shelby Music Publishing Co.
 Sheldon-Mitchell Pub. Corp.
 Sheldon Music, Inc.
 Shermack Company
 Shopa Music Publications
 Show-Biz Music Co.
 Shutt, Albert Music Publisher
 Signet Music Co.
 Simon House, Inc.
 Singer, Murray, Music Pub.
 Skrivanek Music
 Skyline Music Publishers
 Slate Enterprises, Inc.
 Smith, Bob
 Smith, Jerry, Publications
 Smith Publications
 Snyder, Fenton Publications
 Sobeck, Rosina

- Society of Jewish Composers,
 Publishers and Songwriters
 Soergel, Oscar
 Songette Publishing Co.
 Song-Ranch Publications
 Song Shop, The
 Song Writers' Cooperative, Inc.
 Sonorous Music Co., Inc.
 Sophisticate Music, Inc.
 Sorority Fraternity Record Co.
 Spanish Music Center
 Spin Music
 Spitzer Songs, Inc.
 Spotlight Music Company
 Spry Music Publishing Co.
 Staff Music
 Staff Music Corporation
 Stan-Host Melodies
 Stark Music Printing Company
 Starr Songs
 Stavín Milt, Music Company
 Steele, Ted, Publishing Co.
 Stern, Jos. W., & Co., (E. B. Marks)
 Stern Music Publishing Co.
 Steven, Arthur Publications
 Stevens Music Company
 Stevens Music Corporation
 Stevens, Thomas A.
 Stone Jack & Associates
 Strand Press Music Publishers
 Stratton, A. D., Music Co.
 Stuart Music, Inc.
 Stuart Hambleu Music Co.
 Sudlik & Siegel
 Sultan Associates
 Sundial Songs
 Sunrise Music Company
 Superior Melodies Publishing Co.
 Sutton Music Company
 Swansongs Publications
 Sweet Music Publications
 Sweet, William R.
 Swing & Tempo Music Co.
 Symbolic Music Publishing Co.
 Syncopation Songs
 Syndicate Music Publishers, Inc.
 Szathmary, Irving
 Tannen Music, Inc.
 Taps Agency
 Tennessee Music Corp.
 Terry Tune Studios
 Thomas Cole Publishing Co.
 Tic-Toc Publishing Company
 Tiffany Music Company
 Timberland Publishing Co.
 Time Music Company
 Times Squar Music Publishing
 Tingor Music, Inc.
 Tinker, Bill
 Toby Music Publishers
 Tomerlin, Lysle
 Tono Record Co.
 Topik Tunes
 Tracy Music Company, Inc.
 Trans-American Music Pub.
 Transatlantic Music Company
 Trend Music
 Triad Music Company
 Trianon Publications
 Trinity Music Co., Inc.
 Trio Music Company
 Tropical Song Counter
 Truntone Publishing Company
 Tune Shop Music Publishers, Inc.
 Tune-Time Music
 Tune Towne Tunes
 Turnpike Music, Inc.
 U. S. and International Music Publishers
 U. S. Music, Inc.
 Ultra Music Company
 Unger Music Publisher
 Unique Music Publishers
 United Artists Publishing Co.
 Universal Music Sales
 University of Toledo
 Uranus Music Company
 Val Music Corporation
 Valentine Music Publications
 Valiant Music Company, Inc.
 Valley-Hill Music Co.
 Valor Publications
 Van Brunt Publishing Company
 Van Dorn
 Van Russ Music
 Vance Music Company
 Vander Music Company
 Vanguard Songs
 Van's Music Company
 Variety Music Company
 Vavrin & King
 Velleca Publishing Company
 Vernon Music Publishers
 Versailles Music Co., Inc.
 Vicca's Music Co.
 Village Music Co.
 Vogue Music Corporation
 Volunteer Music Pub. Co.
 Volunteer Music Sales Co.
 Von Hallberg Music Company
 Wade Franklin, Publications
 Wahl, J. Frederick
 Walden, Orville C.
 Waldman, Irving, Music Pub.
 Wallace Publishing Company
 Ward, Allan W., Music Pub.
 Warner Studio
 Warren Publications
 Washburn, Rozella T.
 Washington Music Bazaar
 Waterss Music Publishing Co.
 Watkins Music, Inc.
 Watson, W. A.
 Wayne, D., Music Publishing
 Webster Music Company
 Weddington Music, Inc.
 Weiss & Barry, Inc.
 Wemar Music Corporation
 Whimsy, Ltd.
 Elmore White Music
 White Mountain Music
 Whitney, F. E., Publications
 Wilcox Music Publishing Co.
 Willard Herring, Ltd.
 Wilson Publishing Co.
 Winchester Music Inc.
 Winfield Music, Inc.
 Wing Music Corp.
 Winters, Leo, Inc.
 Winthrop, G. & Company
 Wise Music Publications
 Wizell, Murray, Music Co.
 Wolfe, Hugh J.
 Wood Song and Record Co.
 Woodward, Harry, Music Pub.
 Woodland Music Company
 Woods Music Co.
 Wrightman, Neale Publishers
 Wyner Music Publishers

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

SESAC, INC.

By PAUL HEINECKE

President



A YEAR AGO when I wrote a similar report, I held that as long as there were people there would be music lovers. These many months later I delight in the fact that the music lovers appear to outnumber the people. During the past year, SESAC personnel have visited thousands of radio and television stations throughout all the forty-eight states and the provinces of Canada. From the four corners of the broadcasting industry, one thought is repeated again and again: Good music has proved, beyond a shadow of a doubt, that it is the most important program material in broadcasting.

I am proud to head an organization whose repertory serves the radio and television industries so substantially through increased representation of SESAC works in the varied media of phonograph records, transcriptions and live-talent programs. Our publishers' catalogues offer superior musical and dramatic-musical works in all categories by the world's most famous composers. Your SESAC Performance License gives you simple and economical access to this ever-growing repertory of outstanding material.

The SESAC Transcribed Library proves to be more exciting than ever before, because our subscribers are so emphatic in their endorsement and support of our program efforts. In turn, we keep faith by continuing to record and bring to our Library subscriber pre-eminent artists in new and distinctive performances. The year 1952 has abounded with increased SESAC transcription production; 1953 holds even greater promise. The SESAC Script Department, an integral part of the Library, has penned over 1000 individual scripts and continuities. These well-turned shows, blended with music from the SESAC Library, are loaded with commercial potential. The result is top-notch musical programming at low monthly cost. Our sample transcriptions of complete commercial shows, produced with music from the SESAC Library, have proven excellent sales aids. They've been conceived and designed to help the subscribers increase local time sales.

Music lovers are music listeners and they remain the largest audience the world has ever known. It's this same audience that represents a large segment of the country's buying power. As throughout the past twenty-three years, SESAC will continue to meet the most exacting demands of this group and will bring to them and the radio stations who serve them the ultimate in musical programming.

- Accordion Music Publishing Co.
 Adamus, A.
 Adamus, Zenobuiz
 Albright Music Company
 Alford, Harry L.
 Alkire, Eddie, Publications
 Amsco Music Publishing Co.
 Arct, M.
 Ashmall, Wm. E., Company
 Augsburg Publishing House
 Avalon Music Publishing Co.
 Aztec Music Company
- Babwin Publications
 Barnhouse, C. L., Company
 Bartlett, E. M.
 Barwicki, K. T.
 Bass Co., The, Music Publishers
 Bava's, John, Music
 Beazley, Samuel W., & Son
 Barnes, A. S., & Company, Inc.
 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
 Breuer, Harry
 Broadcast Music Publishers
 Broadman Press, The
 Brumley, Albert E., and Sons
 Bryant Music Company
- Capitol Music Co.
 Cardilli, M. V.
 Catholic Music Co.
 Central Music Co.
 Century Music Publishing Co.
 Cerruti, John M.
 Chart Music Publishing House,
 Inc.
 Choral Press
 Church Music Co., The
 Clayton, Norman J.
 Clef Music Corp.
 Coanacher, B.
 Coleman, Robert H.
 Coleman, Robert H., Publishing
 Co.
 Composers Press, Inc., The
- Concord Music Publishing Co.,
 Inc.
 Cooper, W. Oliver
 Craig, Ivy E.
 Cummings, M. Homer
 Czytelnik
- Daniel, John, Quartet Song Pub.
 Darom
 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.
- 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 Co.
- 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
 Harper & Brothers
 Hartford Music Co., The
 Hart's Music Company
 Hathaway, Franklin Earl, Mus.
 Pub.
 Hazemer
 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
 "Iscom," Israel Society of Com-
 posers, Authors & Music Pub-
 lishers
- Jastrzab
 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, Inc.
 King Music Publishing Corp.
 Kjos, Neil A., Music Co.
 Krachtus, John, Inc.
 Krone, Max and Beatrice
 Kuthan, E.
- Lillenas Publishing Co.
 Littig, Frank, Music Publishing
 Co.
 Liturgical Music Company
 Liturgical Music Press, Inc.
- Maciejowski, ZB.
 Markiewicz, Adam
 McLaughlin & Reilly Co.

- Mercury Music Corp.
 Modern Music Library
 Moniuszko Publishing Co.
 Morris-Henson Music Co.
 Music Press
 Music Press, Inc.
 Music Products Corp.
- National Music Company
 National Music Company, Inc.
 Natrass-Schenck, Inc.
 Nazarene Publishing House
 Network Music Publishers
 Northwestern Press, The
 Nowa Scena
 Nowacki, Henryk X.
- Oak Ridge Quartet Music
 Company
 Olympia
- Pagani, O., & Bro., Inc.
 Pallma, Frank, Music Publisher
 Pallma Music Products Corp.
 Panella, Frank A.
 Paragon Music Publishers
 Parks, J. A., Company, The
 Parris Music Co.
 Parris, O. A.
 Perry, F. Clark, Co.
 Perry's Sons, A. W.
 Pioneer Music Press
 Pizmon
 Podgorski, I.
 Polonia Publishing Co.
 Polskie Towarzystwo Muzyki
 Polskie Wydawnictwo Muzyki
 Wspolczesnej
 Poltawski, Aleksander
 Pomaranski, Zygmunt
 Popular Music Publications
 Pro Art Publications
 Pro Arte
 "PWM," Polski Wydawnictwo
 Muzyczne
 "PWP," Przedstawicielstwo
 Wydawnictwo Polskich (Asso-
 ciation of Polish Publishers)
- Quartet Music Company
 Quincke, Walter A.
- Radio City Guitar Studio
 Ramola Music
 Ramsey, Will M.
 Ramsey & Parker
 Revival Music Company, The
 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
 Publishing Co.
- 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.
 Showalter, A. J., Company, The
 Simon, Frank
 Sing Time Publishing Company
 Singenberger, John
 Singenberge, r Otto
 Singspiration Associates
 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.
 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.
 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
- Vaughan, James D., Music
 Publishers
 Vitak-Elsnic Co.
 Volpe Music Co.
 Wallis, 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, Z.
 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

Radio-Television Daily's Almanac of Holiday and Special Events

1953

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.
- 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).
- 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.
- 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 Day.
- 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.
Passover week starts. Ends April 7.

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.

March

- 1: Nebraska admitted (1867).
- 2: Texas Independence Day.

- 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).
- 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).
- 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: WDRG-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).
- 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).
- 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.
- 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).

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).
- 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).

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).
- 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.
- 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).
- 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).
- 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).
- First Electric 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.
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 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).

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).

- 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 co-
 operative four-station hookup (WOR, WGN,
 WLW, and WXYZ), carrying first commer-
 cial program (1934).

October

- 7: Francisco Franco proclaimed head of Spanish
 Nationalist Government (1935).
 Germany Crossed Border Into Czechoslo-
 vakia (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 fre-
 quencies for television aural or apex broad-
 casting and relay broadcasting, above 30,000
 kc. (1937).
 19: Surrender of Cornwallis (1781).
 Volstead Act (Prohibition) passed (1919).
 John Adams born (1735).
 22: The Metropolitan Opera House opened with
 presentation of Cound'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).
 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
 WEAJ 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 C. Harding born (1865).
 George Bernard Shaw died (1950).
 3: Panama declared its independence of Colom-
 bia (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 in-
 stead of AM, is demonstrated on 2½ meter
 wave by Maj. E. H. Armstrong at the insti-
 tute of Radio Engineers, N. Y. (1935).
 American Art Week.
 7: Marie Skladouska Curie born (1867).
 8: N. Y. Symphony Orchestra gave its first con-
 cert under Leopold Damrosch (1858).
 Montana admitted (1889).
 9: Great Fire in Boston (1872).
 American Education Week.
 10: Martin Luther born (1483).
 U. S. Marine Corps was created by the Con-
 tinental 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 kinescope 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).
- 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).
- 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 Electric 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).

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).
- 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).
- 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.

ORGANIZATIONS

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



ACADEMY OF TELEVISION ARTS AND SCIENCES

Hollywood Athletic Club, 6525 Sunset Blvd.,
Hollywood 28, Calif.

OFFICERS

President.....Hal Roach, Jr.
1st Vice-President.....Charles Ruggles
Secretary.....Betty Mears
Treasurer.....Ernest Felix
Sec. to Treasurer.....Mildred Beach
Recording Secretary.....Isabelle Pantone
Director-at-large.....Hal Hudson
Director-at-large.....Cecil Barker
Director-at-large.....Harry Kaplan

BRANCH OFFICES

San Francisco, Calif. Harold See, President

FUNCTIONS

Dedicated to the purpose of advancing television.
Membership limited to persons with established television credits.

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 19, N. Y.
Plaza 7-7660

OFFICERS

President.....Ralph Bellamy
1st Vice-President.....Maurice Evans
2nd Vice-President.....Raymond Massey
3rd Vice-President.....Frederick O'Neal
4th Vice-President.....Margalo Gillmore
Treasurer.....Paul Dullzell
Recording Secretary.....John Effrat
Exec. Sec.....Angus Duncan
Ass't. Exec. Sec.....Willard Swire
Admin. Asst. Sec.....Alfred Elting
Council.....Rebecca Brownstein
Auditor.....Charles Mesurac

COUNCIL

Edward Andrews, Edith Atwater, Sidney Blackmer,
Philip Bourneuf, George Britton, Thomas Chalmers,
Dorf Clark, Edwin Clay, Clay Clement, Donald Cook,
Doris Dalton, John Drew Devereaux, Alfred Drake,
Mildred Dunnock, Tom Ewell, John Forsythe, Florida
Friebus, Marjorie Gatenon, Wynne Gibson, Richard
Gordon, Paul Kelly, Dennis King, Edith King, Ben
Kranz, Rusty Lane, Ruth Matteson, Scott McKay,
Edith Meiser, Katherine Meskill, Claudia Morgan,
Eddie Nugent, Elliott Nugent, Erin O'Brien-Moore,
Robert Perry, William Prince, Barbara Robbins, Bill
Ross, Gerald Savory, Jane Seymour, Jack Sheehan,
Kent Smith, Loring Smith, Chester Stratton, William
Talman, Ann Thomas, Frederic Tozere, Lee Tracy,
David Wayne.

THE ADVERTISING COUNCIL

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

Chairman.....H. J. Morgan
Vice-Chairman.....L. N. Brockway
Vice-Chairman.....Leo Burnett
Vice-Chairman.....Frank Stanton
Secretary.....Frederic R. Gamble
Treasurer.....Paul B. West
President.....Theodore S. Repllier
Vice-Pres.....Allan M. Wilson
Vice-Pres.....George P. Ludlam
Radio & Television Director.....Gordon C. Kinney
Public Relations Director.....Maxwell Fox

BRANCH OFFICES

1200 18th Street, N.W., Washington 6, D. C., T. S.
Repllier, President.
203 North Wabash Avenue, Chicago 1, Ill. L. S.
Schwartz, Mid-West Representative.
1680 North Vine Street, Hollywood 28, Cal. R. C.

Coleson, West Coast Representative.
425 Bush Street, San Francisco, Calif. Charles W.
Collier (AAW).

FUNCTIONS

A non-profit organization representing all phases of
advertising, 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.....Elo nG. Borton
Chairman of Board.....Robert M. Gray
Secretary.....Rita G. Eastman
Treasurer.....Ben R. Donaldson

FUNCTIONS

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

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

To promote better public understanding of adver-
tising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 18, N. Y.
Longacre 3-5100

OFFICERS

Chairman.....B. B. Geyer
Vice-Chairman.....Henry Schachte
President.....Edgar Koblak
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Dir.....A. W. Lehman
Technical Dir.....D. B. Lucas

FUNCTIONS

Impartial and objective research to promote greater
effectiveness in advertising and marketing for ad-
vertisers, agencies, and media.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

OFFICERS

Chairman of Board.....J. P. Cunningham
Vice-Chairman.....Henry M. Stevens
President.....Frederick R. Gamble
Secy.-Treas.....Harold Cabot
Vice-President.....Richard L. Scheidker
Vice-President.....Richard Turnbull
Secretary, Committee
on Broadcast Media.....Kenneth Godfrey

FUNCTIONS

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

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secy.-Treas.....Joseph F. Kehoe
Vice-President Broadcast Dept.....William Bender

Publicity Director.....Charles Silberman
International Representative.....Eugene Dupree

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
Phone: LO 4-1251. Mort Borow, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 7, 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. Have agreements with thirty stations in the East, including five contracts in the Metropolitan area of New York City.

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

570 Lexington Ave., New York 22, N. Y. Phone:
Plaza 8-0600. James C. Petrillo, Pres.
220 Mt. Pleasant Ave., Newark 4, N. Y. Phone
Humboldt 2-8010. Leo Cluesmann, Sec.
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. 44 St., New York 36, N. Y.
Vanderbilt 6-1810.

NATIONAL OFFICERS

Chairman.....Knox Manning
Co-Chairman.....Lawrence Tibbett
National Executive Secretary.....George Heller

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;
Raymond A. Jones, Central Regional Director.
Hollywood Local—6331 Hollywood Blvd., Hollywood
28, California; Claude L. McCue, Western 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, INC.

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

OFFICERS

President.....Lawrence Tibbett
1st Vice-President.....Astird Varnay
2nd Vice-President.....Jascha Heifetz
3rd Vice-President.....Mack Harrell
4th Vice-President.....Leopold Sachse
Treasurer.....Abba Bogin
Recording Secretary.....Elisabeth Hoepfel
National Executive Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Hollywood 28, Calif.
Phone: Hudson 2-2334. Edward A. Rosenberg, Rep.
216 Pine Street, San Francisco, Cal. Phone: SUTter
1-0855 Theodore Hale, Rep.
188 West Randolph Street, Chicago, Ill. Phone: State
2-0585. Irving Meyers, Rep.
215 S. Broad St., Philadelphia, Pa. Phone: Kingsley
5-4310. Edward Davis, 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 MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President.....Gordon A. Hughes
Vice-President.....Ewald T. Grether
Vice-President.....H. P. Alspaugh
Vice-President.....Wm. F. O'Dell
Secretary.....Ira D. Anderson
Treasurer.....Chas. W. Smith

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.....Charles F. McCahill
Vice-Pres.....George C. Biggers
Secretary.....Richard W. Slocum
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: 5159, C. M. Flint, Dir. of Research.

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.....Otto A. Harbach
Vice-President.....Frank H. Connor
Vice-President.....Oscar Hammerstein II
Secretary.....Paul Cunningham
Asst. Secretary.....A. Walter Kramer
Assistant Treasurer.....Donald Gray

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, 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, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, 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.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
Circle 6-1379

OFFICERS

President.....William Kent
Vice-Presidents.....H. A. Ramm, E. Elkort,
J. Lanagan, P. J. Iodice
Secretary.....Milton Berger
Treasurer.....Howard Hausman

FUNCTIONS

Trade association of Theatrical Agents

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45th Street, New York 36, N. Y.
Luxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Treasurer.....Charles A. Wall
Vice-President.....Karl Bauer
Vice-President.....Richard F. French
Vice-President.....Earl B. Hall
Secretary.....Robert J. Burton
Comptroller.....Al Nicol

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Storer Broadcasting Co.; Charles A. Wall, BMT.

ASSOC. OF CANADIAN ADVERTISERS, INC.

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

OFFICERS AND DIRECTORS

President—H. T. Venning, Shiff's Limited, Toronto, Ontario.

Exec. Vice-President—J. O. Pitt, Can. Fairbanks-Morse Co., Ltd., Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 37 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
Vice-President.....Lowell McElroy
Vice-President.....Cy Norton
Vice-Pres.-Gen. Counsel.....I. W. Digges
Secretary.....Peter W. Allport
Chairman of the Board.....J. Ward Maurer
Wildroot Co., Inc.

Vice-Chairman.....B. R. Donaldson
Ford Motor Company

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.

ASSN. OF RADIO NEWS ANALYSTS

c/o Major G. F. Elliott, 209 A East 61st St., New York 21, N. Y.
TEmpleton 8-8358

OFFICERS

President.....Major George F. Elliott
Chairman, Exec. Comm.....H. V. Kaltenborn
Executive Committee.....Wm. Hillman,
John MacVane, Robert Trout
Vice-Presidents.....Edward R. Murrow, Bill Henry
Treasurer.....Leon Pearson
Assistant Treasurer.....Cesar Saerchinger
Secretary.....George Hamilton Combs
Ass't. Sec.....John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422.
Bill Henry, Vice-President.

FUNCTIONS

The Association of Radio News Analysts, desires 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.....Merle Miller
Vice-Pres.....William Schirer
Secretary.....Phyllis McGinley
Sec. to Council.....Luise M. Sillcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Betsey Barton, Jacques Barzun, John Brick, Vance Bourjaily, John Cheever, Irmengarde Eberle, Henry Pratt Fairchild, John Gunther, John Hersey, Helen Hull, Charles Hurd, Elizabeth Janeway, E. J. Kahn, Jr., Joan Kahn, Leonard Kaufman, Robert J. Landry, John Lardner, Christopher La Farge, Richard Lockridge, Merle Miller, Maude Parker, Henry Pringle, Budd Schulberg, Rex Stout, John T. Winterich, Herman Wouk.

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
Secretary.....Erik Barnouw
Exec. Sec.....Luise M. Sillcox
Asst. Exec. Sec.....Evelyn F. Burkey

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.....John W. Hubbell
(Vice-Pres., Simmons Co.)
Vice-Chairman.....Julius Ochs Adler
(Vice-Pres., The N. Y. Times)
Vice-Chairman.....Theophil H. Mueller
(Pres., Julius Kayser & Co.)
President.....Henry E. Abt
Vice-President.....Nathan Keats
Treasurer.....Frank White
(Pres., National Broadcasting Co., Inc.)

FUNCTIONS

Conducts a national program of educational activity, to get across to consumers 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
Program Assistant.....Marian Moss
Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.
Natl. Press Bldg., Washington, D. C. Phone: Executive 1465.

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.

BROADCAST ADVERTISING BUREAU, INC.

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

President William B. Ryan
Vice-President Kevin B. Sweeney
Dir. of Local Prom. John F. Hardesty
Dir. Nat'l Prom. R. D. Kimble

BRANCH OFFICE

333 N. Michigan Ave., Chicago 1, Ill. Phone: Central 6-5066.

BOARD OF DIRECTORS

Chairman: Charles C. Caley, WMBD, Peoria, Illinois
Secretary: Simon, Goldman, WJTN, Jamestown, N. Y.
Treasurer: John Patt, WCAR, Cleveland, Ohio
Charles T. Ayres, ABC, New York
Joseph E. Baudino, Westinghouse Radio Stations, Baltimore, Md.

Kenyon Brown, KWFT, Wichita Falls, Texas
Gene Cagle, KFJZ, Fort Worth, Texas
Martin B. Campbell, WFAA, Dallas, Texas
Robert Dunville, WSW, Cincinnati, Ohio
Wm. H. Fineshriber, Jr., Mutual, New York
John K. Herbert, NBC, New York
Edgar Kobak, WTWA, Thomson, Ga.
William McGrath, WHDH, Boston, Mass.
John Meagher, KYSM, Mankato, Minn.
Adrian Murphy, CBS, New York
Arch Morton, KJR, Seattle, Wash.
H. Preston Peters, Free & Peters, New York
William B. Quarron, WMT, Cedar Rapids, Iowa
William B. Ryan, BAB, New York
George B. Storer, Storer Broadcasting Co., Birmingham, Mich.

Robert D. Swezey, WDSU, New Orleans, La.
Donald Thornburgh, WCAU, Philadelphia, Pa.
Allen M. Woodall, WDAK, Columbus, Ga.
Herb Hollister, KBOL, Boulder, Colo.
James H. Moore, WSLS, Roanoke, Va.
Arch L. Madsen, KOVO, Provo, Utah
F. Van Konynenberg, WCCO, Minneapolis, Minn.
Ward L. Ingram, KHJ, Los Angeles, Calif.

FUNCTION

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

BROADCASTING AND FILM COMMISSION

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

OFFICERS

Exec.-Director Ronald Bridges
Dir. Radio & Television Albert Crews
Business Manager Arthur W. Rhinow
Director of Films S. Franklin Mack
Educational Director Charles H. Schmitz
Research Director Everett C. Parker
Director of Radio Prod. John Gunn
Director of TV Prod. John Baird
Supervisor Special Events Arthur Austin

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464, Oren W. Evans, Manager

FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST MUSIC, INC. (BMI)

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

OFFICERS

President Carl Haverlin
Vice-President—General Counsel Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer Charles A. Wall
Vice-Pres. in charge of Publisher and Writer Relations, Sect. Robert J. Burton

Vice-Pres. in Charge of Non-Radio License

Harry P. Somerville

Vice-Presi. in charge Station Relations Glenn Dolberg
Vice-Pres. in charge Foreign Relations Jean Geiringer
Vice-Pres. in charge Station Service Roy Harlow
Secretary M. E. Tompkins
Comptroller Alexander D. Nicol
Assistant Treasurer Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.;
Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting; Ray Diaz, ABC, N. Y.; Joseph Baudino, Westinghouse Radio Stations Inc., Wash., D. C.; Carl Haverlin, Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Jean L. Howson, Publicity Director.

STATION RELATIONS

Glenn Dolberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pardee, 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, 4040 Wilshire Blvd., Fairfax 8979,
R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
Chicago Office, 360 N. Michigan Ave. Andover 3-5394. 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

701 Federal Building, 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.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Penner, Canadian Cellulose Products Co. Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.; F. J. Otterbein, General Foods Ltd., Toronto; G. F. Mills, Snitzer & Mills Ltd., 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

Chairman of the Board.....D. Malcolm Neill
Vice-Chairman of the Board.....F. H. Elphicke
Manager.....T. J. Allard
Secretary-Treasurer.....J. A. Noel
General Counsel.....Joseph Sedgwick
Associate Counsel.....Guy Roberge
D. Malcolm Neill, Fredericton, N. B.; F. H. Elphicke, Vancouver, B. C.; E. A. Rawlinson, Prince Albert, Sask.; Wm. Speers, Winnipeg, Man.; H. Gordon Love, Calgary, Alta.; Dr. Charles Houde, New Carlisle, P. Q.; E. Finlay MacDonald, Halifax, N. S.; Henri Lepage, Quebec, P. Q.; J. A. Dupont, Montreal, P. Q.; K. D. Soble, Hamilton, Ont.; Ralph Snelgrove, Barrie, Ont.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.
Director of Adv. & Research.....Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting 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 Begley
Historian.....Jane Taylor
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rev. 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.

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

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

OFFICERS

President.....Sir Ernest MacMillan, B.A.,
General Manager.....William S. Low

FUNCTIONS

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

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

6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950

President.....Moss Hart
Vice-Pres.....George S. Kaufman
Secretary.....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

1022 Munsey Bldg., Washington 4, D. C.
MEtropolitan 0023

OFFICERS

President.....Arthur W. Scharfeld
1st Vice-President.....Fred W. Albertson
2nd Vice-President.....Vincent B. Welch
Secretary.....John C. Spearman
Treasurer.....Charles F. Duvall

EXECUTIVE COMMITTEE

Corwin R. Lockwood, Jr., Joseph F. Zias, Vernon L. Wilkinson, George O. Sutton, Leonard H. Marks, Clyde S. Bailey.

Delegate to Amer. Bar Assn.....William A. Porter

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse 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 RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.

Executive 6300, Extension 2897.

OFFICERS

Chairman.....Earl J. McGrath
Secretary-Editor.....Gertrude G. Broderick

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....James M. Mead
Commissioner.....A. A. Caretta
Commissioner.....Lowell B. Mason
Commissioner.....John Carson
Commissioner.....Stephen J. Spingarn
Secretary.....D. C. Daniel
General Counsel.....Wm. T. Kelley
Director, Bureau of Antimonopoly.....Joseph E. Sheehy
Dir., Bu. of Antideceptive Practices.....D. J. Murphy
Dir., Bu. of Industrial Economics.....Corwin D. Edwards

Dir., Bu. of Industry Cooperation... James M. Horton
 Dir. of Trial Examiners... Everett F. Haycraft
BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kelland, Atty. in charge.
 Room 1500, 173 Madison St., Chicago 2, Ill., Donald MacDonald, Atty. in charge.
 Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Scudder, Atty. in charge.
 Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.
 Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.
 Room 904, Customs House, Second and Chestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.
 Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.
 Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.
 408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.
 1114 Commerce St., Dallas, Texas, D. R. Chism, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIOIFFUSION FRANCAISE) IN NORTH AMERICA

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

Director Pierre Crenesse
 Ass't. Dir. Alice Lewitn
 Manager Suzanne Weltman
 Program Director Jacqueline Landry
 Director Public Relations Nadine Lewin

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 understanding between France and the U. S., it distributes to independent stations all over the country English-language 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

FUNCTIONS

Specifically, the Institute acts as sponsor for an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
 R egent 7-9600

OFFICERS

President J. W. McRae

Vice-President..... S. R. Kantebet
 Treasurer..... Dr. W. R. G. Baker
 SecretaryHaraden Pratt
 Editor.....Dr. A. N. Goldsmith
 Executive Secretary.....G. W. Bailey

DIRECTORS

Stuart L. Bailey, R. D. Bennett, G. H. Browning, I. S. Coggeshall, W. H. Doherty, A. W. Graf, J. T. Henderson, W. R. Hewlett, A. V. Laughen, C. A. Priest, J. R. Ragazzini, J. D. Ryder, B. E. Shackelford, D. B. Sinclair, R. L. Sink, A. W. Stratton, G. R. Town, Ernst Weber, Irving Wolf.

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

2808 Erie St., S.E., Washington 20, D. C.
 Victor 7210
 706 Sanders Ave., Schenectady 2, N. Y.
 Schenectady 3-6028

OFFICERS

President: George Abraham, 2808 Erie St., S.E., Washington 20, D. C.; Operations Manager, David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, Jr., 2005 Industrial Trust Bldg., Providence 3, R. I.; Business Manager: James R. Wylie, Box 185, Storrs, Conn.; Station Relations Manager: Richard H. Crompton, WMUC, Box 99, College Park, Md.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, Bethany College, Bethany, West Va.; Regions Coordinator: E. L. McCalrty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Walter Hofer, 1010 Ocean Parkway, Brooklyn 30, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

DIRECTORS

George Abraham, Herbert B. Barlow, Jr., David W. Borst, John C. Crabbe, Richard H. Crompton, Roy J. Flynn, Howard C. Hansen, Walter Hofer, Edward L. McClarty, E. E. Roberts, John B. Roberts, James R. Wylie.

REGIONAL DIRECTORS

Region 1—New England, Thomas E. Bolger, WRTC.
 Region 2—New York State, Thornton B. Smallwood, WEOS.
 Region 3—Middle Atlantic, Richard Muney, WNYU.
 Region 4—Capital, Henry Suraci, WGTB.
 Region 5—Southern, Miss Margaret Parham, WFSU.
 Region 6—Great Lakes, Miss Hortense Moore, WRMU.
 Region 7—Midwestern, Miss Maxine Davis, KCLC.
 Region 8—Southwestern, John Bernard Meyear, KSMU.
 Region 9—Rocky Mountain, Lynn Higbee, KVDU.
 Region 10—Western, Duke Black, KCSK.

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.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
 LUXemburg 2-1515

OFFICERS

Shepherd William Gaxton
 Boy Fred Waring
 Corresponding Secretary..... Bobby Clark
 Recording Secretary..... Herman Phillips
 Treasurer..... James E. Meighan
 Librarian..... Harold G. Hoffman

DIRECTORS

Earl Benham, Joseph S. Buhler, Harry Hershfield, Conrad Nagel, Lep Solomon, Ralph Bellamy, Happy Felton, Emil Friedlander, Horace MacMahon, Arthur Vinton, Joseph Downing, Len Doyle, Robert Griffith, H. Pierson Mapes, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: Bert Lytell, Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professional-

ly in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.
KEmore 6-6522
Dir.-Gen. Mgr., Station WGBH.....Parker Wheatley
FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

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
Secretary.....J. J. Bregman
Treasurer.....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

822 Victoria Ave., Los Angeles, Cal.

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, educational, business and labor organizations for the purpose of encouraging the presentation of radio and television programs which will maintain high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

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

OFFICERS

National Chairman.....Oliver W. Nicoll
COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUXemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 11, Ill. Phone: DELaware 7-7017, J. 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, Ohio; Dallas, Tex.; Fort Worth, Tex.; Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne, Ind.; Independence, Mo.; Kansas City, Mo.; Indianapolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Madison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.;

Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo. Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle, Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.; Kenosha Wisc.; San Francisco, Calif.

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 EDUCATIONAL BROADCASTERS

119 Gregory Hall, Univ. of Ill., Urbana, Ill.
URbana 2611

OFFICERS

President.....Graydon Ausmus
Vice-President.....Burton Paulu
Treasurer.....Frank Schooley
Secretary.....James Miles

DIRECTORS

Region I: Parker Wheatley, WGBH, Lowell Institute Cooperative Broadcasting Council, Symphony Hall, Boston 15, Mass.; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Waldo Abbot, WUCM, University of Michigan, Ann Arbor, Mich.; Region IV: Richard B. Hull, WOI, Iowa State College, Ames, Iowa; Region V: John Dunn, WNAD, University of Oklahoma, Norma, Okla.; Region VI: Allen Miller, WKSC, State College of Washington, Pullman, Wash.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Director-at-large

FUNCTIONS

Representing non-commercial, educational AM and FM radio stations, workshops and production centers owned and operated by colleges, universities, school systems, 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 Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

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

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President.....Robert Miller
Vice-President.....Joseph Santly
Treasurer.....Charles Lang
Members Executive Board.....Harry Santly, Sam Smith, Mickey Garlock, Bernie Pollack, Jack Spatz, Harry Santly, Bob Baumgart, Edgar Burton, Jack Perry, Bernie Albert.
Exec. Secty.....Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors.....Lucky Wilber; Sec., Ralph Smitman
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Labor Union.
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
 Vice-Chairman..... Warren Agry
 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.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.
 COLUMBUS 5-3934

OFFICERS

President..... Miss Helen G. Irwin
 1st Vice-President..... Miss Marguerite Rawalt
 2nd Vice-President..... Miss Hazel Palmer
 3rd Vice-President..... Miss Grace B. Daniels
 Recording Secretary..... Mrs. Queenie Grable
 Treasurer..... Miss Ruth C. Cullin
 Executive Director..... Miss Laura Lorraine

FUNCTIONS

National Federation is the largest organization in the world created to serve business and professional women. Its aims and purposes are to elevate the standards, to promote interest, bring about spirit of cooperation, and to extend opportunities to business and professional women, through education along lines of industry, scientific, and vocational activities.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

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

WEST COAST OFFICE

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

FUNCTIONS

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, New York 36, N. Y.
 LO 4-8234

OFFICERS

President..... Archie Mayers
 (Unity TV, N. Y. C.)
 V.P., Press Rep..... Sally Perle
 (Mesal Organizations, N. Y. C. OR 9-3747)
 Secretary..... William Van Praag
 (Van Praag Prods., N. Y. C.)
 Treasurer..... Waldo Mayo
 (Mayo Productions, N. Y. C.)

BOARD OF DIRECTORS

Melvin L. Gold, Chairman, National Screen Service, N. Y. C.; Bill Holland, Hyperion Films, N. Y. C.; Henry Brown, Atlas Television Corp., N. Y. C.; Sidney A. Mayers, Attorney, N. Y. C.; David Savage, WCBS, N. Y. C.; Lou Feldman, Tri-Art Color Corp., N. Y. C.; Frank Bibas, McCann-Erickson, N. Y. C.; Dr. Alfred N. Goldsmith, RCA Chief Consultant, N. Y. C.; Andrew Jaeger, PSI Productions, N. Y. C.; William Reddick, W. J. German Co., N. Y. C.; David Bader, TV Film World, N. Y. C.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47th St., New York 36, N. Y.
 COLUMBUS 5-0956

OFFICERS

President..... Louis Handin
 First Vice-Pres..... Jack O'Brien
 Second Vice-Pres..... Lou Kaufman
 Treasurer..... Lester Rose
 Secretary..... Bettie North

DIRECTORS

Jack Boyle, Joe Verdi, Ben Walker, Herman Crystal, Ruth Lyons, Lillian McNeill, Bob Jones, Lillian Saunders Sollich, Jeanette Dupre, Edna Osborne, Noel Hytown.

FUNCTIONS

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

PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION

1900 Rittenhouse Square, Philadelphia 3, Pa.
 PENNYPACKER 5-6251

President..... Benedict Gimbel, Jr.
 Treasurer..... Max M. Leon
 Secretary..... Patrick J. Santon
 Executive Secretary..... Ruth Chilton Burns

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..... Mickey Garlock,
 Bernie Pollack, Harry Santly, Sam Smith, Jack Spatz, Irving Tanz, Bob Baumgart, Edgar Burton,
 Jack Perry, Bernie Albert.

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

FUNCTIONS

Charitable and Benevolent Organization.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

Temporary address, Room 5047
 70 East 45th Street, New York 17, N. Y.

OFFICERS

President..... Chester F. X. Burger
 Secretary..... Jack Fern
 Treasurer..... David B. Tullen

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.

THE RADIO PIONEERS CLUB

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

OFFICERS

President..... J. R. Poppele
 First Vice-Pres..... P. W. Morency
 Vice-Pres..... Arthur B. Church
 Vice-Pres..... Raymond Guy
 Vice-Pres..... Martin Campbell
 Vice-Pres..... O. H. Caldwell
 Vice-Pres..... Charles A. Wall
 Secretary..... Samuel R. Dean
 Treasurer..... James E. Wallen

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 3-4300, Ext. 214

OFFICERS

International President..... Dick Mack
Int. First Vice-Pres..... Oliver W. Nicoll
Int. Second Vice-Pres..... Arthur Hanna
Int. Third Vice-Pres..... Hal Miller
Int. Secretary..... Kenneth W. MacGregor
Int. Treasurer..... Francis Buss

NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Oliver Nicoll, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director..... Newman H. Burnett
General Counsel..... Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

LOCALS

New York Local—114 East 52nd St., New York 22, Plaza 9-0875. President, F. J. Schaffner.
Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif., Granite 5866. President, Ted Bliss.
Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill., DeLaware 7-4867. President, Alan M. Fishburn.
Detroit Local—1426 Buhl Bldg., 535 Griswald St., Detroit, Michigan, WOODWARD 2-1422. President, Shields Dierkes.

Washington Local—6433 Fairfax Rd., Chevy Chase, Md., OLIVER 1597. President, Heyward L. Siddons.
Cleveland Local—14232 Athens Ave., Lakewood 7, Ohio, Lakewood 1-8073. President, Thomas E. Arend.

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..... Robert W. Sarnoff, NBC
1st Vice-President..... Fritz Snyder, CBS
2nd Vice-President..... G. W. Johnstone, NAM
Secretary..... Claude Barrere, BAB
Treasurer..... S. R. Dean, CBS
Exec. Secy..... Elizabeth Clarkson

BOARD OF GOVERNORS

Robert L. Coe, William H. Fineshriber, Jr., Ernest Lee Jahncke, Donald McClure, Bruce Robertson, Elliott M. Sanger, Robert Saudek, Reggie Schuebel, George T. Shupert, Eugene S. Thomas.

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-TELEVISION

MANUFACTURERS ASSOCIATION

(See Page 1244)

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

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

OFFICERS

President..... A. B. Hunt
Executive Secretary..... S. D. Brownlee
Chairman, Parts Division..... J. R. Longstaffe
Chairman, Receiver Division..... C. A. Pollock
Chairman, Tech. Products Division..... S. G. Paterson

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

WOW-TV, 35th & Farnam, Omaha 3, Nebraska
WE 3400

OFFICERS

President, Tom Eaton, Hartford, Conn., WTIC; 1st Vice-President, Jim Byron, Ft. Worth, Texas, WBAP; Treasurer, Sheldon Peterson, Denver, Colo., KLZ; Executive Secretary, Soren Munkhof, Omaha, Neb., WOW-TV; Editor, NARN D Bulletin, Art Barnes, Univ. of Iowa, Iowa City.

FUNCTIONS

Publishes monthly bulletin and booklets on radio 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 stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

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

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

OFFICERS

National President..... Hector Grayson
Eastern Region Vice-Pres..... Philo Higley
Western Region Vice-Pres..... Ben Starr
Midwestern Region Vice-Pres..... Russ Bansley
Eastern Region Exec.-Sec..... May Bolhower
Western Region Exec.-Sec..... Michael Davidson

BRANCH OFFICES

188 W. Randolph St., Chicago 1, Ill.
l. Meyers, Athny.
1655 N. Cherokee, Hollywood 28, Calif.
M. Davidson, Exec. Secy.

FUNCTIONS

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

SCREEN ACTORS GUILD, INC.

7046 Hollywood Blvd., Hollywood 28, Calif.
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
- Nat'l Exec. Sec'y John Dales, Jr.
- Television Administrator Kenneth Thomson
- Asst. Executive Secretary Pat Somerset
- Agency Administrator Chester Migden
- Dir. of Public Relations E. T. Buck Harris

BRANCH OFFICES

- 67 W. 44th St., Rm. 610, New York 36, N. Y.
- Murray Hill 7-4623, Mrs. Florence Marston, N. Y. Repr.
- 102 E. Hubbard St., Chicago, Ill.
- Delaware 7-7017, Mr. Ray Jones, Chicago Repr.
- 323 Jefferson, Marine City, Mich.
- Mr. William Saunders, Detroit Repr.

FUNCTIONS

Trade union of all motion picture actors, affiliated with American Federation of Labor, representing actors and announcers in television films and all other types of motion pictures; has collective bargaining contracts with all film producers.

SESAC INC.

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

OFFICERS

- President Paul Heinecke
- Secretary-Treas. R. C. Heinecke
- General Manager K. A. Jadassohn

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

40 West 40th St., New York 18, N. Y.
L'ongacre 5-0172

OFFICERS

- President Herbert Barnett
- Past President Peter Mole
- Executive Vice-Pres. John G. Frayne
- Engineering Vice-Pres. Henry Hood
- Editorial Vice-Pres. N. L. Simmons
- Financial Vice-Pres. F. E. Cahill, Jr.
- Convention Vice-Pres. John W. Servies
- Secretary Edward S. Seelye
- Executive Secretary Boyce Nemeck

FUNCTIONS

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

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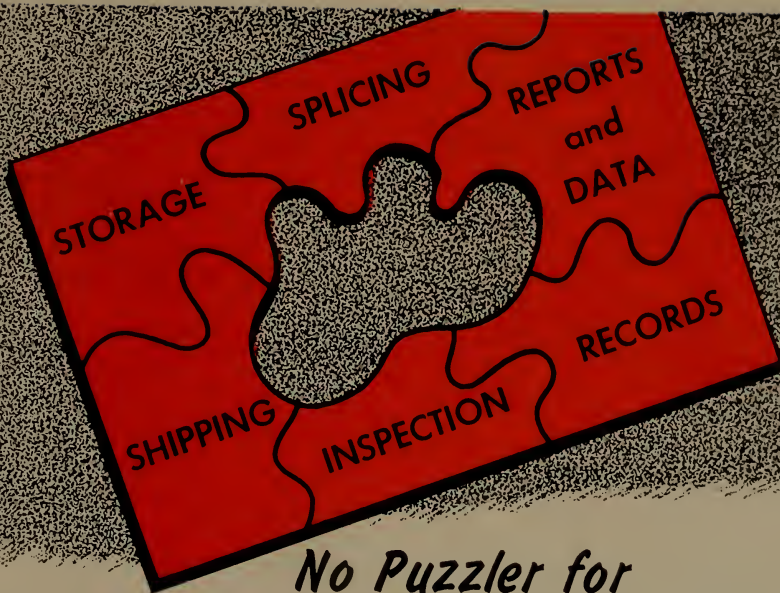
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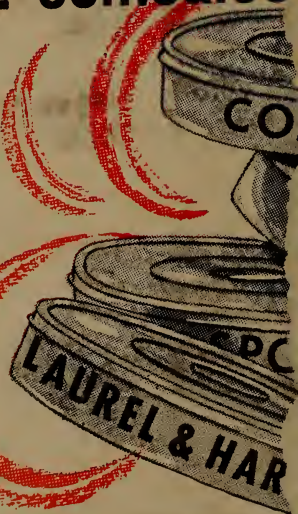
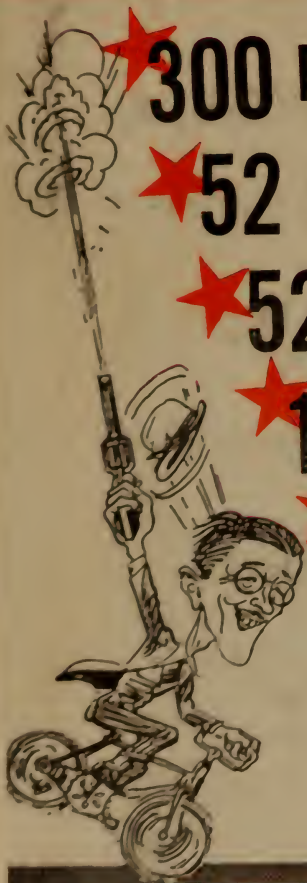
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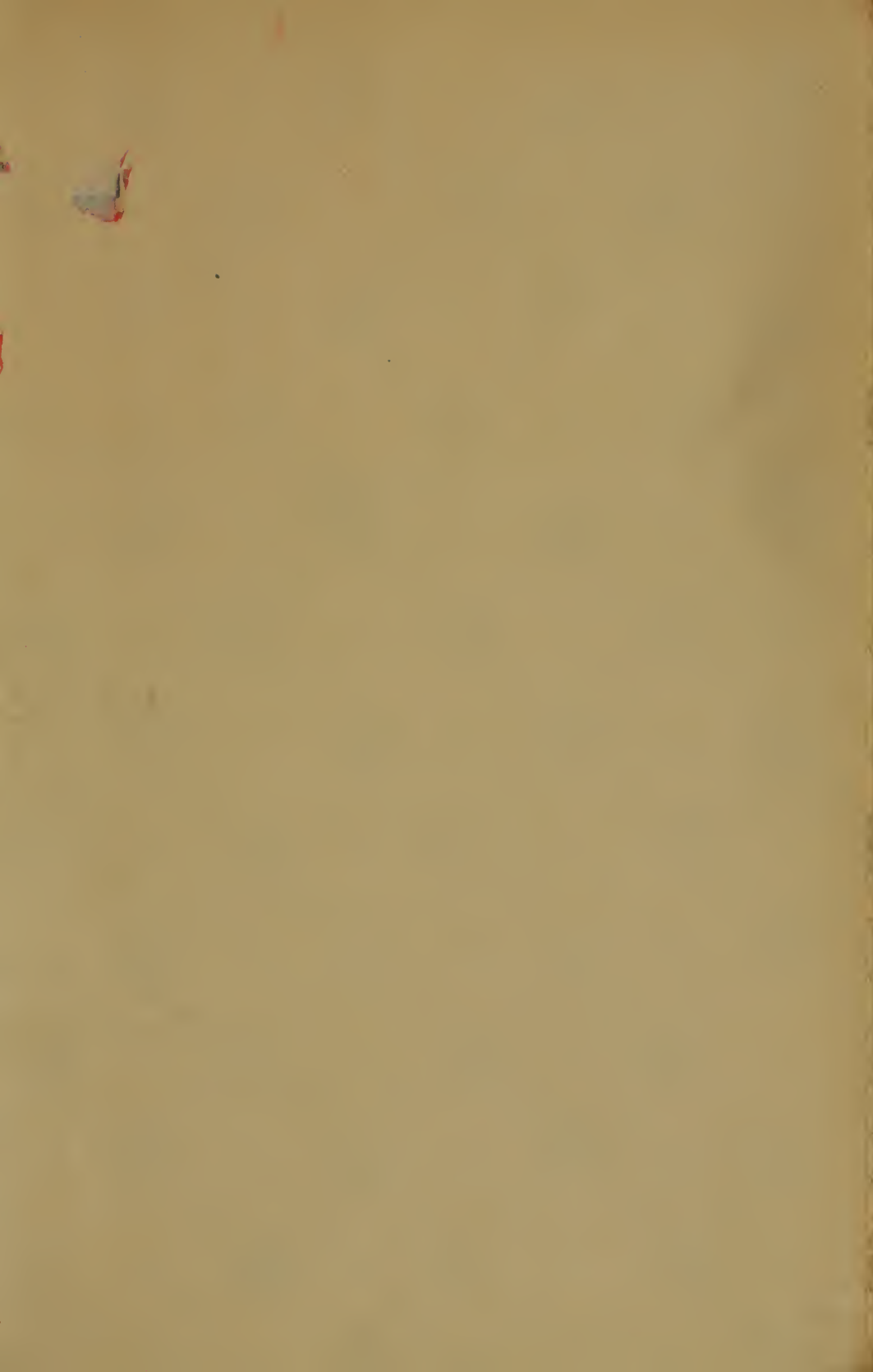
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